

Texas Press Clipping Bureau

DALLAS

From

Date

NEWSPAPER MERGER

(Brownwood Bulletin.)

The sale of the Fort Worth Record to Mr. Amon G. Carter, publisher of the Star-Telegram, and the merger of the two Fort Worth papers on November 1st, is of wide interest and unusual significance.

During the last five years scores of big and little newspapers have suspended publication, and scores of others have been merged with stronger contemporaries while very few new newspapers have been established. It is a situation that is brought about by the changing conditions governing the publication of newspapers. Never before in the history of journalism have the people demanded so much of their newspapers, nor have the

ever before been given so much by their newspapers. The expense of publication has been increased at a rate that has been staggering, and those newspapers whose business development has not kept pace with the increasing demand for service have been forced either to suspend or to merge their identities with stronger papers. It was so in the case of the Fort Worth Record, which was a good newspaper with a strong organization back of it. The Record was compelled to give a service that was out of proportion to its income, if we have diagnosed the situation correctly, and the natural result was a merger with its stronger contemporary, the Star-Telegram.

The publishers of newspapers have found that it is not profitable to maintain an expensive physical plant for service only a part of each day. Hence, many publishers are running their plants twenty-four hours daily, issuing both morning and afternoon editions and getting the utmost of returns out of the investment in mechanical and

overhead equipment. Whenever it becomes necessary in any city to establish a second daily newspaper, it ought by all means to be established by the newspaper which already possesses a mechanical plant and an organization that is functioning; so that the publishers may be able to secure a big turn-over from their investment—a thing that is absolutely essential if the newspaper is to meet the public's demand for service. The merger of the two Fort Worth papers will bring this about in the plant of the Star-Telegram, and the public will profit by the change because the service given by the Star-Telegram can be increased to meet every possible demand.