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WASHINGTON STAR
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Daily News Closes, Star Takes Over

The Evening Star Newspaper Co. announced that it has purchased the name, circulation lists, and certain other asssets of the 50-year-old Washington Daily News, and the latter will cease publication after today's editions are off the presses.

A new "Evening Star and Washington Daily News," including features, by-lines and services familiar to News readers, will appear tomorrow.

The transaction was concluded by Star officials and executives of the Scripps-Howard Newspapers this morning. The News has been a Scripps-Howard publication.

"This agreement means that a strong, independent and economically viable afternoon newspaper will continue to be published in Washington," said John H. Kauffmann, president of The Star company. "There was no way that these papers could independently survive."

The purchase price was not disclosed. Most physical assets of the News were not involved in the sale. The News plant at 1013 13th Street NW, would be closed, News executives indicated.

The announcement of the sale was made this morning to the employees of both newspapers. Star officials have expressed an interest in employing some of the former News personnel.

The combined "Evening Star and Washington Daily News" will receive the Scripps-Howard news service, Star editors reported, as well as a number of features which previously appeared in the News.

The News, in a statement in today's home-delivered editions, asserted that increasing net operating losses had prevented continued operation of the newspaper.

A purchase agreement spelled out economic pressures on both parties underlying the development.

"The newspaper owned and operated by the seller has been operating at a substantial and increasing loss for more than five years," it was noted. "The newspaper owned and operated by the buyer has been operating at a (substantially increasing) loss for more than two years. . . . Experience has demonstrated that it is now impossible for three independent newspapers to operate profitably in the Washington, D.C. metropolitan area."

Washington and New York were the only two American cities with more than two separate ownerships publishing daily newspapers.

The parties concluded, "the newspaper published by buyer (The Star) has substantially lower circulation and carries less advertising linage than the Washington Post and a transfer of the News assets to buyer would tend to prevent a monopoly and would increase competition by strengthening the newspaper published by buyer."

The Washington Post achieved its circulation and advertising dominance following its 1954 purchase, from Col. Robert R. McCormick, of another local newspaper, the Times-Herald.

The News, as indicated in its most recent statements, had an average daily circulation of 217,073. It has not published a Sunday edition. The Star reported its circulation as 302,682 daily and 316,596 on Sundays.

The Washington Post, which has had the morning field to itself, has a daily circulation of 526,432, according to the published reports. Its Sunday circulation is 709,070.

The combined paper will be delivered to former News subscribers as well as to regular Star subscribers.

In a statement addressed to employes, The Star management said: 'The Evening Star, an independent newspaper, locally owned, is determined to prevent Washington from becoming a one-newspaper city. We ask the cooperation of all The Star's employes and the unions representing them in order that this determination may be successful. With your help it can and must be accomplished if competitive newspaper voices are to endure in the Nation's Capital."

The News was established on Nov. 8, 1921. It carried no advertising and sold for one cent.

The front page editorial announcing the birth of the new paper promised that the News would be "easy to read and would be worth reading" that it would be "independent of politics and without political, social or financial obligations."

At the time there were four newspapers in Washington: The Evening Star, the Post, the Herald and the Times.

In 1971, the News celebrated its 50th anniversary with a 256 page newspaper, the biggest it ever produced.

The News was known to newspapermen across the country as the Scripps-Howard "showcase in the Nation's Capital." It was the paper on which Ernie Pyle built his reputation as a reporter.

Editors of the News through the years were Lowell Mellett, John Gleissner, John O'Rourke and Richard Hollander.

Members of the Scripps-Howard family as well as the local staff won many awards for their work.

The Star, now in its 120th year, has been from the outset a deeply rooted local newspaper, and since 1867 has been under the ownership and direction of three Washington families, several members of which occupy management positions today.

The newspaper was founded in 1852 by Captain Joseph Borrows Tate, who set forth its creed in his first edition. "Free from party trammels and sectarian influence," he wrote, "it will preserve a strict neutrality and, whilst maintaining a fearless spirit of independence will be devoted in an especial manner to the local interests of the beautiful city which bears the honored name of Washington."

After six months, Capt. Tate sold the newspaper to William Douglas Wallach, one of whose first employes, Crosby Stuart Noyes, joined the 3-man editorial staff in 1855 at $12 a week. Twelve years later, with several friends, including Samuel H. Kauffmann and George W. Adams — he purchased the paper for $100,000. When the present Evening Star Newspaper Co. was chartered by special act of Congress in 1868, Noyes was formally confirmed as editor. Kauffmann became the company's first president.

Kauffmann's great-grandson is the present Star president, who led the negotiations resulting in the purchase of the News. Noyes' great-grandson, Newbold Noyes, has been editor of The Star and will continue in that capacity, directing news and editorial operations of the newly-combined newspaper. In the intervening generations, Kauffmanns and Noyeses maintained an active interest in management of the company, in continued ownership association with the Adams family.

In 1959, The Star moved from its long-time location at 11th Street and Pennsylvania Avenue, N.W., to a modern, spacious plant at 225 Virginia Avenue SE. It is from this building that the "Evening Star and Daily News" of the future will be published.

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