

# **Machinations in Fleet Street:**

Roy Thomson, Cecil King, and the creation of a magazine monopoly

**Howard Cox and Simon Mowatt** 

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## Leading English Magazine Publishers Jan 1957

### **ODHAMS PRESS**

- Daily Herald
- The People
- Woman
- Illustrated

#### **HULTON PRESS**

Picture Post

### **AMALGAMATED PRESS**

- Daily Telegraph
- Woman's Weekly
- Woman's Illustrated
- Everybody's
- Southern Television

### **GEORGE NEWNES**

- Woman's Own
- Tit-Bits



### Leading English Magazine Publishers Jan 1959

#### **ODHAMS PRESS**

- Daily Herald
- The People
- Woman
- Woman's Realm
- Illustrated

#### **HULTON PRESS**

Picture Post

#### **FLEETWAY PRESS**

- Daily Mirror
- Sunday Pictorial
- Woman's Weekly
- Woman's Illustrated
- Everybody's
- Associated Television

#### **GEORGE NEWNES**

- Woman's Own
- Woman's Day
- Tit-Bits



## Leading English Magazine Publishers in Jan 1961

### **ODHAMS PRESS**

- Daily Herald
- The People
- Woman
- Woman's Realm
- Woman's Own
- Woman's Day
- Tit-Bits
- Illustrated

### FLEETWAY PRESS

- Daily Mirror
- Sunday Pictorial
- Woman's Weekly
- Woman's Illustrated
- Everybody's
- Associated Television



## A Marriage of Convenience

### **ODHAMS PRESS**

- Daily Herald
- The People
- Woman
- Woman's Realm
- Woman's Own
- Woman's Day
- Tit-Bits
- Illustrated

### THOMSON NEWSPAPERS

- The Scotsman
- Sunday Times
- Other newspapers, mainly provincial
- Scottish Television



# A Monopoly of Convenience

#### **ODHAMS PRESS**

- Daily Herald
- The People
- Woman
- Woman's Realm
- Woman's Own
- Woman's Day
- Tit-Bits
- Illustrated
- Around 40 magazines

#### **FLEETWAY PRESS**

- Daily Mirror
- Sunday Pictorial
- Woman's Weekly
- Woman's Illustrated
- Everybody's
- Over 100 magazines
- Associated Television



## Political considerations

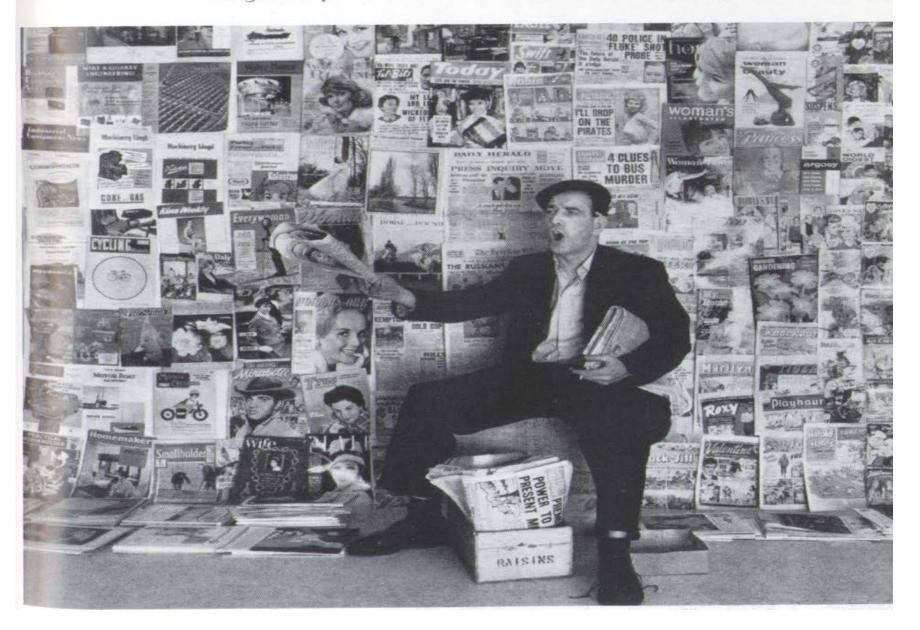
- Possible closure of the *Daily Herald* was more likely in Mirror than Thomson takeover so remedy proposed by King and Cudlipp
- Attorney General expressed doubts over value of referring takeover to Monopolies Commission – despite breach of one-third market share – but argued that referral should not be ruled out in advance
- Widespread clamour for enquiry was met instead by setting up of Royal Commission to investigate the economic efficiency of the press, notably:
  - Trade union power
  - Influence of advertisers



# Conclusions

- Magazines given scant attention by Royal Commission
- Takeover led to very little change in the range of periodicals produced by the newly formed IPC
- ➤ Lord Shawcross argued that in the case of the magazine industry "Big was Efficient"

Selling the news: (above) news vendors of 1893; (below) a news stand set up for an Obse photographer in 1961 to show all the publications controlled by the Daily Mirror after to merger that produced the International Publishing Corporation.



## References

- Cudlipp, H. (1962) <u>At Your Peril</u>, Weidenfeld and Nicolson, London
- King, C. (1969) <u>Strictly Personal</u>, Weidenfeld and Nicolson, London
- Thomson, R. (1975) <u>After I was Sixty</u>, Hamish Hamilton, London
- CAB 21/5960 <u>Amalgamation of Newspapers</u>, National Archives, Kew