



Machinations in Fleet Street:

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

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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 *Observer* photographer in 1961 to show all the publications controlled by the *Daily Mirror* after the merger that produced the International Publishing Corporation.



References

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