

## The British press invasion of the U.S.

Murdoch's newly appointed international executive Donald Kummerfeld reports that he is leaving the czardom of the EFCB in order to join Murdoch's empire because: "Murdoch is in an expansionary mode . . . (he) definitely plans to expand in the U.S. . . . News American Publishing, growing enterprise."

Murdoch is only the front-runner of British-intelligence media fronts "moving into an expansionary mode in the U.S." The year of 1978 has euphemistically been called the "year of the European press invasion" by American publishers. The London *Economist*, which announced the "Buy America, Cheap" campaign on its cover at the beginning of the year, is one of the invaders. Others include the London *Financial Times*; Lord Northcliffe's publishing heir, Vere Harmsworth; and British Lord Thomson's Canadian-based American press chain, which controls 50 American newspapers and is still growing; and an array of lesser lights. At the same time, American newspaper firms like Scripps-Howard, which have been seeking to consolidate operations or diversify into electronics media in order to financially secure their newspaper investments, have been targeted for "anti-conglomerate" suits instigated by the Justice Department and Congressional pressure, which severely threaten their solvency. A spokesman for the Scripps-Howard chain recently pointed to the fact that such decen-

tralization measures are enabling "foreign" and "nonpublishing" interests to take over the U.S. media field.

The following British press expansions into the U.S. are planned for this fall alone:

### The Economist:

The *Economist's* American agent, British intelligence corps veteran Clive Greaves, has addressed the Overseas Press Club, met with U.S. subscription services, and is planning a visit to Phoenix, Ariz., to discuss arrangements for *The Economist's* planned "fall offensive" in the U.S. Circulation for the antidollar magazine in the U.S. is now running at 30,000. *The Economist* expects to double this in two years, or as Greaves has said, in time for "the approaching presidential elections."

*The Economist* also owns Penguin Books in the U.S. and syndicates its articles through United Features. Its board chairman is Evelyn de Rothschild.

### Financial Times:

The London *Financial Times* is launching a U.S. weekly magazine edition called *World Business Weekly* this fall, to be "distilled from the daily *Financial Times* and supplemented by special reports that will be written for and focused on the needs of Americans," according to its spokesman.

Over the past year, the following acquisitions have taken place as well:

### Esquire magazine:

At the same time that Murdoch moved into New York and took over the *Village Voice* and *New York* magazine from publisher Clay Felker, Felker in turn was funded by Murdoch's "rival" Vere Harmsworth of the Lord Northcliffe British press dynasty, to take over and redo the trendy *Esquire* as a "fortnightly news journal" for its new British backers. *Esquire* recently attacked the Colombian government of Turbay Ayala for its efforts to halt illegal Colombian marijuana production for export.

Harmsworth also purchased controlling ownership of the *Village Voice's* counterculture and pornography competitor in New York, the weekly *Soho News*.

### The Pittsburgh suburban press:

In Pittsburgh, Pa., the little-known *Liverpool Daily Post and Echo Co., Ltd.*, of Liverpool, England, last month purchased the suburban area Dardanel newspaper chain of nine papers.

### The Thomson organization:

The mammoth international Thomson chain, which owns the London *Times* but bases its operations in Canada, is run by a host of members of the Most Venerable Order of the Knights of St. John of Jerusalem, associates of Edgar Bronfman's Canadian interests, of Arthur Ross's Argus Corp., and British and Commonwealth financial and business interests. It operates throughout the Commonwealth and with a vast chain of newspapers in the U.S. It is reliably reported to be constantly on the lookout for more U.S. media acquisitions, and last year bought the Brush-Moore chain of Midwest newspapers.

Inc.,