

# FINANCIAL TIMES

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**T**he newspaper was founded in January 1888 as the London Financial Guide, but changed its name a month later to the Financial Times. It was in competition for many years with the Financial News which had first appeared in 1884.

The two papers pursued very similar paths for a long time, concentrating on financial news and very little else. But during the First World War, the Financial News decided to pursue a disastrous policy of exposing the “Unseen Hand of traitors in high places”. This policy alienated its staid readership and caused a drop in circulation. The FT (Financial Times) was owned from 1919 by the Berry Brothers, who already owned the Sunday Times and later took over the Daily Telegraph.

In 1945, the Berry family suddenly decided that they would like to concentrate on their other newspaper interest, and offered to sell the FT to the FN. Brendan Bracken, the chairman of the FN, raised the money to buy it. The two papers merged under the FT title, though most of the senior staff in the merged publication came from the FN.

The Financial Times then became the largest financial newspaper in the world, characterised by its light-pink paper. Over the years, it has expanded its interest to include opinion columns, special reports, political cartoons, reader’s letters, book reviews, technology articles and global politics. The traditional stance of the Financial Times centres on economic liberalism, particularly free trade and free markets.

It has expanded its breadth of coverage, and concentrated on expanding its international interests, by increasing the number of its foreign correspondents (unlike most newspapers) and starting to print a continental Europe edition in Frankfurt in 1979, and printing in the USA in 1985.

The first ft.com website was created in 1996 and has had many transformations and redesigns since then. In 2015 the Nikkei group bought the Financial Times Group from Pearson plc for \$844 mill.

(Editorial note: Every current newspaper has been asked to provide the masthead from their first issue and a 500-700 word article outlining their foundation, significant turning points in their history, and anything else they consider an important aspect of their development. Some, like this newspaper, have not yet been able to respond to this invitation, which is still open for acceptance at a later date.. In the interim, we provide some information gleaned from Wikipedia.. org and other sources as noted under the masthead current in 2022)



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## Additional notes

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Prepared by Piers Nicholson, 2022

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**Sources:**

Wikipedia.org: article “Financial Times”

A Brief History of the Financial Times, by David Kynaston  
(on Gale Primary Sources website)