

INCORPORATED SOCIETY OF BRITISH ADVERTISERS; ISBA

THE ISBA ARCHIVE

History:

ISBA is the representative body on all aspects of marketing communications for over 400 leading UK advertisers, whose combined spend on marketing communications is over £10 billion each year. Membership includes companies in all areas of business. The single factor binding ISBA members together is their reliance on advertising and commercial communications to communicate with consumers. ISBA champions advertising and all forms of commercial communications, defending advertisers' freedom to advertise and helping its members to do so as effectively, efficiently and economically as possible.

ISBA was founded on 20 December 1900 as the Advertisers' Protection Society. Its founding members were mainly from large companies who sought to monitor their advertising, principally by auditing the circulations of the publications in which it appeared.

In 1901 the first issue of APS monthly circular was published and this continued without a break until 1920. In that year APS was incorporated as ISBA and the monthly circular was re-named. From 1927 the ISBA circular became the more ambitious *British Advertiser* and was published six times a year.

In 1921 ISBA held the first ever National Advertising Conference, with Sir Charles Higham as guest speaker.

In 1931 ISBA helped to found the Audit Bureau of Circulations and the first issue of the Vigilance Bulletin was published.

In 1966 ISBA was involved, in partnership with other bodies federated to the Advertising Association, in setting up the Advertising Standards Authority.

The ISBA archive has come to HAT in two main stages via ISBA personnel: material delivered by Reg Best in 1995 (mainly the early APS monthly circulars and news sheets) and by Paul Anderson in 2003 before ISBA's office re-location from 44, Hertford Street to 1B, Portland Place, London in July 2004.

See: <http://www.isba.org.uk/>

Archive Content:

Date range: 1905 - 2003

Scope/formats:

An extensive archive of documents and publications comprising: articles of association, correspondence and histories, APS/ISBA monthly circulars, news sheets, newsletters and journals, minutes of AGMs and internal meetings, annual reports and accounts, photographs, conference brochures and papers, press releases and cuttings, surveys, ISBA leaflets and publications offering industry guidance on many topics and a small quantity of audio-visual material.

Extent: 4 cubic metres

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CATALOGUE

ISBA 1 **ANNUAL REPORTS & ACCOUNTS**
1950-1963; 1967/68-1973/4; then most consecutive years up to 2005 (not complete)

ISBA 2 **CIRCULARS, NEWSLETTERS, NEWS SHEETS etc.**

ISBA 2/1 *Advertisers' Protection Society Ltd (APS) Monthly Circular (1905 – 1920)*

Box 1

Vol. 1 - No. 13, May 1905 to No. 24 April 1906

Vol. 2 – May 1906 - April 1907

Vol. 3 – May 1907 - April 1908

Vol. 4 - May 1908 – April 1909

Vol. 5 – May 1909 – April 1910 with supplement to the March Number, "A Report on the Action the Publishers of the "Observer" Ltd v. The Advertisers' Protection Society, Ltd & Stanley B. Worth" (Feb 1-3 1910)

Vol. 6 - May 1910 – April 1911

Vol. 7 – May 1911 – April 1912

Vol. 8 – May 1912 –April 1913 with (i) the APS List of Circulations and (ii) Report of Conference held at the Holborn Restaurant, London, W.C. Tuesday January 21st, 1913

Vol. 9 – May 1913 – April 1914 with Circulations for each month and "Reports of Conference on the net circulation of newspapers held at the London Chamber of Commerce on Thursday, March 26th, 1914

Vol. 10 – May 1914 – April 1915

Vol. 11 – May 1915 – April 1916

Vol. 12 – May 1916 – April 1917 (No. 156)

NOTE: The collection begins with No. 13 – "the last issue ... completed the first year of its existence" so presumably No 1 would have appeared in / around April 1904. When the name was changed to "ISBA" in 1920 the Society was said to have been in existence "almost twenty years". According to "Fifty years Service to Advertisers, the Story of ISBA" the Society, or its predecessor, was founded on 20 December 1900.

The Society was one for Advertisers (i.e. people/companies who paid to advertise, rather than "advertising people") but "advertising agents", press advertising managers and others were invited to some meetings. Vice-Presidents in 1918 included Lord Leverhulme, Sir Jesse Boot, Sir Thomas Lipton and H. Gordon Selfridge. Many of the early articles & meetings are mainly to do with establishing / verifying circulation figures of newspapers and from March 1913 these are published monthly.

Box 2

Vol. 1 May 1917 (No. 157) - April 1918

Vol. 2 May 1918 – April 1919

Vol. 3 May 1919 – April 1920

Box 3

Unbound copies of:

Jan 1908 (No. 45) – April 1920 (No. 191)

ISBA 2/2 *ISBA Monthly Circular (1920 – 1924)*

The March 1920 AGM resolved to change the name from the APS to “The Incorporated Society of British Advertisers”. From May 1920 the name of the Circular changed as well.

Unbound copies: May 1920 No.1 (Old Series No. 193); June 1920 No. 2.

Bound volume: March 1921 (No. 10 / 201) – October 1921

Unbound copies July 1920 (No. 3) – March 1924

ISBA 2/3 *ISBA The British Advertiser (1927 – 1939)*
(Bound volumes)

Vol. 1 Oct/Nov 1927-1928

Vol. 2 1928-1929

Vol. 3 1929-1930

Vol. 4 1930-1931

Vol. 5 1931-1932

Vol. 6 1932-1933

Vol. 7, 1933-1934

Vol. 8. 1934-1935

Vol. 9, 1935-1936

Vol. 10. 1936-1937

Vol. 11 1937-1938

Vol. 12 1938-1939

ISBA 2/4 *ISBA News Sheet (1952 – 1960)*

Box 2 (to be moved in final arrangement?)
Bound volumes: July 1952 – June 1955
July 1955 – June 1958
July 1958 – September 1960

(new box) Unbound volumes: Mar – Jun 1957
Mar – Apr, Nov – Dec 1958
Jan – Jun, Aug – Dec 1959
Jan – May, Jul – Sep 1960

ISBA 2/5 *ISBA For Members Only (1961 – 1976)*

Jan 1961 (No. 1) – Feb 1976 (No. 30)

- ISBA 2/6** *ISBA News (1976 – 1995)*
- Extent:** 7 box files
Jul 1976 – Nov 1978;
Feb 1979 – Nov 1981;
Jan 1982 – Nov 1985;
Jan 1986 – Dec 1987;
Jan 1988 – Nov 1989;
Jan 1990 – Nov 1991;
Jan 1992 – Mar 1995
- ISBA 2/7** *ISBA Industrial Bulletin (1972 – 1976)*
- Issues 1-6/72 – 17/1/76
- ISBA 2/8** *ISBA International News (1973 – 1990)*
- 1973-1980; 1981-1990; 11/09/73 (No. 2 – 1/03/76, No. 89)
- ISBA 2/9** *ISBA Exhibition Supplement (1984 – 1994)*
- ISBA 2/10** *Nutshell (1995 – 1997)*
- ISBA 2/11** *ISBA Vigilance Bulletin (1969 – 1976)*
- Issue Numbers 116 – 120, 122 – 125
- ISBA 2/11/1** *ISBA Vigilance Bulletin Index (1971 – 1973)*
- Index Numbers 16 -18
- ISBA 2/12** *ISBA Review (1965)*
- ISBA 2/13** *ISBA Quarterly (1961 – 1964)*
- Apr, Jul, Oct 1961;
Jul, Oct 1962;
Feb, Aug 1963;
Apr, Aug 1964
- ISBA 2/14** *ISBA Newsletter (1966 – 1968)*
- Nov 1966;
Jul 1967;
Jan, Jun 1968
- ISBA 2/15** *ISBA Anniversary Bulletin (1975)*
- '75 Years Service to Advertisers' (May)

- ISBA 2/16** ***ISBA In Brief (1998 – 2004)***
- Feb – May, Jul, Oct, Dec 1998;
 Jan, Mar – Apr, Jun, Aug, Dec 1999;
 May, Sep 2001
 Jan – Feb, Apr, Jun, Nov 2002
 Jun, Aug – Sep, Nov 2003
 Jan – May 2004
- ISBA 2/17** ***ISBA Industrial Supplement (1972 – 1991)***
 Extent: 2 box files
- 1972 – 1981;
 1982 – 1991;
- ISBA 2/18** ***ISBA Legislative & Regulatory Review (1992 – 1999)***
- 'In Association with Clifford Chance' 1992 – 1994;
 'In Association with Field Fisher Waterhouse' 1999
- ISBA 2/19** ***ISBA At Your Service (2002 – 2004)***
- Membership Services Update
- ISBA 2/20** ***Non ISBA Material (1995)***
- News from A.U.R.A: Association of Users of Research Agencies (May 1995)
 Issue Number 15
 (1 item)
- ISBA 2/21** ***ISBA News Posters (undated)***
- 'Fighting for the Freedom to Advertise'
- ISBA 3** **EXECUTIVE COMMITTEE**
ISBA 3/1 **MINUTES**
ISBA 3/2 **COMMITTEE CORRESPONDENCE**
- ISBA 4** **OTHER ISBA COMMITTEES**

ISBA 5**ENQUIRY/DAY BOOKS**

A series of books containing daily records of enquiries from the membership.

ISBA 5/1	June 1945 - October 1948
ISBA 5/2	October 1948 - May 1951
ISBA 5/3	July 1951 - October 1953
ISBA 5/4	October 1953 - September 1955
ISBA 5/5	September 1955 - February 1957
ISBA 5/6	February 1957 - November 1958
ISBA 5/7	November 1958 - April 1960
ISBA 5/8	April 1960 - June 1961
ISBA 5/9	June 1961 - June 1962
ISBA 5/10	June 1962 - December 1963
ISBA 5/11	January 1964 - February 1965
ISBA 5/12	February 1965 - January 1966
ISBA 5/13	January 1966 - February 1967
ISBA 5/14	July 1968 - June 1969
ISBA 5/15	April 1952 - c.1958

Note: This book is not part of the above sequence
but it has been added to this list because of its similar content.

ISBA 6**ISBA MEMBERSHIP****ISBA 6/1****Completed Application Forms**

ISBA 6/1/1	3 x ring files c. 1950s-1960s: A-F, O-S & T-Z (note: G-L missing)
ISBA 6/1/2	Ring file 1/7/1971 - 31/12/1984
ISBA 6/1/3	Ring file 1/1/1985 - November 1997

ISBA 6/2**Sample information mails shots to members 1990s****ISBA 6/3****Members Files, 1980s-1990s**

4 x archive boxes, organised in alphabetical order from "A4 Publications Ltd " to "Yellow International Telex Book"

ISBA 7 ISBA CONFERENCES

ISBA 7/1 European/World Industrial Advertising Conferences sponsored by ISBA

Brochures and leaflets relating to conferences for the following years:

1974 2nd European Industrial Advertising Conference

1976 4th World Industrial Advertising Conference

1977 5th WIAC

1978 6th WIAC

1982 10th WIAC (2 x copies)

1983 11th WIAC

1984 12th WIAC

1985 13th WIAC

1986 14th WIAC

1987 15th WIAC

1988 16th WIAC (2 x copies)

1989 17th WIAC

1987 3rd World Advertising Congress, Beijing.

(First ever international and advertising and marketing congress to take place in China)

Note: NOT organised or sponsored by ISBA.

ISBA 8 ISBA SEMINARS & WORKSHOPS

ISBA 9 ISBA PRESENTATIONS/TALKS

ISBA 10 ISBA SURVEYS & REPORTS

ISBA 11 PRESS RELEASES

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ISBA 13 PHOTOGRAPHS

ISBA 14	CORRESPONDENCE FILES
ISBA 14/1	European Issues
ISBA 14/1/1	European Advertising Standards Alliance
ISBA 14/1/2	European Advertising Tripartite
ISBA 14/1/3	European Commission
ISBA 14/2	Government and Trade Bodies
ISBA 14/2/1	CBI
ISBA 14/2/2	COI
ISBA 14/2/3	DTI
ISBA 14/2/4	Health
ISBA 14/2/5	MAFF
ISBA 14/2/6	National Heritage
ISBA 14/3	Subject Issues
ISBA 14/3/1	Environmental
ISBA 14/3/2	Alcohol
ISBA 14/3/3	Children
ISBA 14/3/4	Food
ISBA 14/3/5	Financial
ISBA 14/4	Broadcasting
ISBA 14/4/1	Radio
ISBA 14/4/2	TV
ISBA 14/4/3	Future of TV
ISBA 14/4/4	BBC
ISBA 14/5	Advertising and Other Organisations
ISBA 14/5/1	Advertising Association
ISBA 14/5/2	IPA
ISBA 14/5/3	ABC Circulation
ISBA 14/5/4	Association of Users of Research Agencies (AURA)
ISBA 14/5/5	Mail Order Protection Scheme (MOPS)
ISBA 14/5/6	Equity

ISBA 15 **AUDIO VISUAL**
To be listed
ISBA 15/1 **Video Tapes**
ISBA 15/2 **Audio Cassette Tapes**

ISBA 16 **ISBA PUBLICATIONS**
To be listed

Includes ISBA Map and Manual of Non-Overlap TV Areas for Marketing Sales and Market Research 1986

ISBA 17 **HISTORICAL PAPERS**
Including published histories of ISBA, articles of association, early correspondence/papers 1920s-1950s, certificates of incorporation etc.

ISBA 18 **REPORTS & PUBLICATIONS BY OTHER BODIES**
(NOT PUBLISHED BY ISBA)*