

Records of The London Press Exchange (LPE)

HAT 21/9/1-4

History: 1892-1969, London

The agency was founded in 1892 by Mr R. J. Sykes, in one room in the Strand, moving to Fleet Street in 1894, then Charing Cross and finally St Martins Lane. It started as a small news agency supplying sports news items to provincial papers. It became a significant agency under Major George Harrison as MD for research work and initiating the first scientific large scale readership surveys in the 1930s and in 1936 for "The Home Market", the first systematic analysis of the UK public as consumers. It was also well-known for Government advertising, especially during WWII. After the war LPE became involved in the government training schemes for ex-servicemen of the wars, running its own training programmes.

London Press Exchange merged with the Leo Burnett agency in 1969

Provenance: Mark Abrams, Leo Burnett, 48, St Martins Lane, London WC2N 4EJ

This collection was acquired when The History of Advertising Trust operated from the Director George Harrison's own offices at 53, Goodge Street, London W1P 1FB, between 1978 and 1983.

Archive Content

Date range: 1929-1969

Scope: there is a significant collection of correspondence with *The Times* (1930s), *Times* quarterly advertising figures, national daily newspaper circulation figures and research (1931-35), background on public information campaigns (WWII), and LPE corporate material including research reports (with political research reports on the Labour Party, for example), planning and campaign material, correspondence and staff magazines

Formats: Papers, booklets, leaflets, reports and other LPE publications.

Extent: 0.5 cubic metres

The records are divided into four categories

HAT 21/9/1 Correspondence and other papers 1929-1967

HAT 21/9/2 Campaigns and campaign planning

HAT 21/9/3 LPE Publications and reports

HAT 21/9/4 Reader Interest Surveys

Notes on Staff mentioned in correspondence held in this collection.

The founder of the company, Mr. R. J. Sykes, retired from the office of President of the Institute of Incorporated Practitioners in Advertising in June 1931 but remained Chairman at LPE until his death in 1940. Members of his family continued to work for the company. Reginald Charles Sykes joined LPE in 1922 and was Chairman and MD since 1961. Richard Lawrence Sykes joined LPE in 1929 and was Vice Chair since 1961. There are also letters in the collection from Jim Sykes (1959 – 60, i.e. R C Sykes)

Major George Harrison joined LPE as assistant secretary in 1920. Three years later he was appointed to the board and in 1930 became MD. He also took on the role of Chairman after the death of Mr. R. J. Sykes in 1940. In 1951 he retired as MD but remained chairman.

He will be remembered as a pioneer in the application of research to media, advertising and consumer behaviour in Britain. In 1933 he initiated the first large-scale scientific readership survey carried out in this country. Three years later he was joint author of “ The Home Market”, which contained the first systematic analysis of the British public as consumers.

Mr M. A. Abrams joined the company in 1936 and the board of directors in 1948.

Charles F. Tomkinson joined LPE in 1920 but left for Harrods in 1922. He left however in 1927 to rejoin LPE as Creative Group Leader. He became a director in 1936 and was Vice Chair 1959 – 61.

HAT 21/9/1	LPE papers 1929 – 1967	
HAT 21/9/1/1	Contents of Box 1, Folder 1	
HAT 21/9/1/1/1 a-e	Letters between F.P.Bishop & F.Gooding re Lines Bros	7/12/32 - 13/12/1932
HAT 21/9/1/1/2 a-d	Letters between F.P.Bishop & H.R.Mclatchie	26 - 28/10/1932
HAT 21/9/1/1/3	Letter from F.P.Bishop to R.J.Sykes	21/7/1932
HAT 21/9/1/1/4 a-b	Letters between F.P.Bishop & H.R.Mclatchie re Waring & Gillow	2/3/1932 4/3/1932
HAT 21/9/1/1/5 a-c	Letters between F.P.Bishop & LPE re: Viyella Wool	19 – 23/2/1932
HAT 21/9/1/1/6 a-b	Memos between Miss Dixon & Mr Bishop of the Times	15/12/1932 18/12/1932
HAT 21/9/1/1/7	3 page letter to W.Lints Smith of the Times from ? of LPE	1/2/1932
HAT 21/9/1/1/8	Letter from F.P.Bishop to L.Harwood of LPE	21/1/1932
HAT 21/9/1/1/9	Memo to Mr Vernon from Mr Bishop	18/1/1932
HAT 21/9/1/1/10	Memo to the Manager (of the Times) from Mr Bishop listing accounts handled by LPE considered suitable for The Times	18/11/1932
HAT 21/9/1/1/11	Gross amount of advertising 1/01/1931 to 31/10/1931	18/11/1931
HAT 21/9/1/1/12 a-h	Correspondence including list of accounts Held by LPE. Gross amount of advertising 1/01/1931 to 30/06/1931 & 1/01/1930 to 31/12/1930	17/2/1931-26/8/1931
HAT 21/9/1/1/13	2 page memo to the Manager (of The Times?) from Mr Bishop	
HAT 21/9/1/1/14	Memo to Mr Fay?	Dec 1933

HAT 21/9/1/1/15	Memo to Mr Bishop from Mr Casson	12/12/1933
HAT 21/9/1/1/16	Letter to Mr Sykes from F.P.Bishop recommending the bearer of the letter Mr L.B.Black as a suitable employee	11/19/1933
HAT 21/9/1/1/17	Copy of letter to Mr Sykes from ?	17/11/1931
HAT 21/9/1/1/18	List of when Army Club, Greys & Viyella last Appeared in The Times, Daily Telegraph & Morning Post	
HAT 21/9/1/1/19 a-c	Correspondence between The Times & LPE re: advice on printing.	28/13/1931 3/11/1931
HAT 21/9/1/1/20 a-f	Letters from Mr Stanley Reed asking if his niece, Miss Christian Wilson, a secretary at LPE may visit The Times to see how the adverts are reproduced into the newspapers. Correspondence arranging the visit Hand written letter from Christian Wilson to Mr Bishop thanking for the tour of The Times.	22/8/1931 24-26/8/1931
HAT 21/9/1/1/21 a-o	Letters between LPE and The Times re: concern over the rebate and the decline in financial advertising. This seems to have had an effect on LPE's turnover. Also gross amount of advertising 1/01/1931-30/06/1931.	
HAT 21/9/1/1/22	Copy of letter from ? to Leslie Harwood at LPE.	9/7/1931
HAT 21/9/1/1/23 a-n	Bundle of correspondence concerning Henry Glave & Co Ltd. A condensed report of the proceedings of the Glaves & Co AGM was passed to The Times through Pratts Newsagency. The report contained a request that three directors should resign, it was requested that this part of the AGM should be kept out of any report published in The Times. This Request was ignored and this bundle contains responses from both sides. Includes two cuttings From The Times.	6-15/7/1931
HAT 21/9/1/1/24 a-e	Letters regarding the speech made by Mr RJ Sykes at his retirement dinner from the office of President of the I.I.P.A., including a summary of his speech.	27/5/1931-2/6/1931

HAT 21/9/1/1/25	From research department at LPE to The Times	28/5/1931
HAT 21/9/1/1/26 a-b	Letter from Leslie Harwood of LPE to The Times complimenting them on the "restful atmosphere" of their offices, reply from The Times.	19 & 20/5/1931
HAT 21/9/1/1/27 a-b	Letter from LPE to The Times enclosing a speech by R.J.Sykes (not included). Reply from The Times	14 & 15/4/1931
HAT 21/9/1/1/28	Letter from The Times to LPE re: medicine advertising	26/2/1932
HAT 21/9/1/1/29 a-b	Letters between The Times and LPE re: medicine advertising	24 & 25/2/1932
HAT 21/9/1/1/30 a-b	Letter to The Times from German company asking as to details of LPE and if they do foreign advertising. Reply from The Times stating they are the largest advertising agency in England.	19 & 23/2/1932
HAT 21/9/1/1/31 a-c	Correspondence from Percy Burton to The Times asking if his son Basil may come and see their printing department. Reply from The Times indicating how they would be pleased to see him.	10 & 12/2/1931
HAT 21/9/1/1/32	Memo from Mr Bishop to Mr Vernon	8/1/1931
HAT 21/9/1/1/33	Copy of letter from ? to Mr Gooding at LPE	8/1/1931
HAT 21/9/1/1/34	Letter to The Times announcing the establishment of Branch agency, Charles W.Hobson Ltd.	5/1/1931
HAT 21/9/1/1/35 a-g	Establishment of new branch agency inc. announcement of new ad agency Charles W.Hobson Ltd. Cutting from Newspaper World 3/1/1931 announcing the new company. Cutting from Advertisers Weekly 2/1/1931 with details of the new company.	
HAT 21/9/1/1/36 a-e	Acknowledgement of cheque from The Times For commission rebate. Correspondence re: American financial advertising	20/2/1929 11 & 14/3/30

HAT 21/9/1/2	Contents of Box 1, Folder 2	
HAT 21/9/1/2/1	Report of National Daily Newspaper circulations 1931-35 From LPE's statistical department.	17/7/1935
HAT 21/9/1/2/2 a-c	Gross amount of advertising 1/1/1934 – 30/6/1934. Accompanying correspondence between LPE & The Times.	16-17/6/1934
HAT 21/9/1/2/3 a-c	Gross amount of advertising Jan to March for 1935 & 1934. Accompanying correspondence between LPE & The Times.	16 – 17/4/1935
HAT 21/9/1/2/4 a-b	4 Page letter from Major Harrison of LPR to Mr Bishop of The Times, re: The President's address to the Advertising convention.	6/6/1935
HAT 21/9/1/2/5	Gross amount of advertising from Jan – June 1934 & 1935.	
HAT 21/9/1/2/6 a-b	Letters between John Bond of LPE and Mr Bishop at The Times.	12 & 13/8/1935
HAT 21/9/1/2/7 a-b	Letter to Mr Bishop from George Harrison re: the review of "The Home Market". Cutting of the review from The Times	16/3/1936 24/3/1936
HAT 21/9/1/2/8	Carbon copy of gross amount of advertising from Jan – June 1935 – 1936	
HAT 21/9/1/2/9 a-d	Memos	
HAT 21/9/1/2/10 a-d	Memo from L.E.Harron to Mr Bishop (both The Times) and letters between Times and LPE all re: The British Corporation.	8 & 10/12/1937 11/6/1937
HAT 21/9/1/2/11	Large bundle labelled "Rebate Arrangements" all correspondence between LPE and Times.	
HAT 21/9/1/2/11/1 a-z		24/2/1936 - 28/5/1940
HAT 21/9/1/2/11/2 a-z		12/2/1932 - 5/2/1936
HAT 21/9/1/2/11/3 a-p		6/1/1928 - 29/1/1932

- HAT 21/9/1/2/12 a-b List of amount of space taken by LPE clients during 1938 in The Times & Telegraph.
- HAT 21/9/1/2/13 a-e Correspondence between F.P.Bishop & Major Harrison over the 3 day rule for cancellations of space. 15 & 21/12.1937
- HAT 21/9/1/2/14 a-d Statement from The Times to LPE for advertising 31/8/1939
- HAT 21/9/1/2/15 Interview with Major Harrison & Mr Fay of LPE 9/11/1939
- HAT 21/9/1/2/16 a-f Correspondence between LPE & Times re: rebate arrangement. 15/2/1939
4/3/1940
- HAT 21/9/1/2/17 a-c Lists of clients of LPE, partially hand written date of August 1940
- HAT 21/9/1/2/18 Newspaper cutting dated 14/1/1941 "A substitute for Sunlight" How Fish Oil is good for you especially In Winter.
- HAT 21/9/1/2/19 a-d Correspondence between LPE and Times re: Peak Fren & Co. 16 – 21/4/1942
- HAT 21/9/1/2/20 a-i Bundle relating to the Mond Nickel campaign Including a 2 page statement outlining the campaign and the "Six Pillars of Peace". A Mond Nickel advert entitled Industry & Peace, cut from The Times 27/8/1943 (Whirlwind fighter-bomber ad on back). Photocopy of statement and The Six Pillars for release 30-31/5/ 2 Photocopies of the Mond Nickel adverts. "Today the Army has a new mule..." "Today electronics aims the guns of war..." A photocopy of an 11 page "statement of political propositions" entitled "A Just and Durable Peace" by The Commission to study the basis of a just and durable peace. As well as the statement & six pillars it also lists the names of Commissioners. An 8 page photocopy of the remarks made by John Foster Dulles (chairman of commission) at a luncheon of leading civic figures.

HAT 21/9/1/2/21	List of members of the council of the Food Manufacturers Federation.	24/6/44
HAT 21/9/1/2/22 a-c	Letter to F.Gooding at LPE from G.R.Pope at The Times re: Bakelite ltd.	30/8/44
HAT 21/9/1/2/23	Letter to F.Gooding at LPE from F.P.Bishop Re: Godfrey Phillips Advertising	?
HAT 21/9/1/2/24	Note re: Cadburys commission	?
HAT 21/9/1/3	Contents of Box 1, Folder 3	
HAT 21/9/1/3/1 a-b	Correspondence between G.R.Pope and R.L.Sykes.	9 & 12/4/46
HAT 21/9/1/3/2 a-f	Details of training scheme to be run by LPE, largely for ex-servicemen.	22/4/47
HAT 21/9/1/3/3 a-b	Letter and calling card from George Lindström to the Times	9/5/47
HAT 21/9/1/3/4 a-d	Correspondence between LPE & The Times re: Thorn Electrical Industries Ltd.	
HAT 21/9/1/3/5 a-b	Announcement of Mr M.A.Abrams appointment To board of directors of LPE.	8/10/48
HAT 21/9/1/3/6	Letter from John Bond to G.R.Pope	24/11/48
HAT 21/9/1/3/7	Letter from John Bond to G.R.Pope	20/1/49
HAT 21/9/1/3/8 a-b	Letter from John Bond to G.R.Pope re: national service.	26/1/49
HAT 21/9/1/3/9 a-c	Correspondence between LPE & The Times re: national service.	26-28/1/49
HAT 21/9/1/3/10 a-c	Proofs for General Accident's "Old Mac" & "Young Arnold" ads & a covering letter.	11/2/49
HAT 21/9/1/3/11	Letter from F.C.Mitchell at LPE to G.R.Pope.	21/4/49
HAT 21/9/1/3/12	Letter from John Bond to G.R.Pope.	12/4/49

HAT 21/9/1/3/13	Letter from John Bond to G.R.Pope.	23/4/47
HAT 21/9/1/3/14	Letter from John Bond to G.R.Pope.	26/4/49
HAT 21/9/1/3/15	Letter from John Bond to G.R.Pope.	21/6/49
HAT 21/9/1/3/16 a-b	Letter from E.Ingham at LPE to G.R.Pope, carbon copy reply.	20 & 25/7/50
HAT 21/9/1/3/17 a-d	Draft schedule showing space cost and no. of insertions for northern papers.	30/8/50
HAT 21/9/1/3/18 a-c	Letter and 2 advertising leaflets for Vita-Yeast.	26/11/52
HAT 21/9/1/3/19	Letter from John Bond to G.R.Pope.	28/11/51
HAT 21/9/1/3/20	Letter from John Bond to G.R.Pope.	1/1/52
HAT 21/9/1/3/21 a-c	Agreement by The Times to give LPE a special 5% discount.	17/1/52
HAT 21/9/1/3/22 a-b	Correspondence between Major Harrison and G.R.Pope.	2 & 5/1/53
HAT 21/9/1/3/23	3 page letter to G.R.Pope from B.D.Copeland at LPE	3/2/53
HAT 21/9/1/3/24 a-d	Leaflet showing results of poster research carried out in Wigan & Luton. 2 page letter explaining how and why it was carried out.	30/1/53
HAT 21/9/1/3/25 a-b	Letter to R.D.Chorques (Times) from F.R.Hills	20/2/53
HAT 21/9/1/3/26 a-b	3 page letter to G.R.Pope from F.R.Hills and 1 page letter from B. Copland.	4/3/53
HAT 21/9/1/3/27 a-b	Letter from John Bond to G.R.Pope Carbon copy of reply	5/3/53 3/3/53
HAT 21/9/1/3/28 a-b	Compliment card for LPE. Order form for the book "Outdoor Advertising", the facts about publicity through posters.	1953?
HAT 21/9/1/3/29	Letter to G.R.Pope asking for a reference for a Mr G.M.Moncrieff.	22/7/53

HAT 21/9/1/3/30 a-c	Correspondence concerning a comment made By Cyrus Ducker about advertisers reneuing Programmes on commercial television	20/10/53
HAT 21/9/1/3/31 a-b	Letters re: rebate between G.R.Pope of The Times & John Bond. These letters show the good relations between the two men.	
HAT 21/9/1/3/32	Letter from LPE to G.R.Pope	
HAT 21/9/1/3/33	Letter from LPE to G.R.Pope	
HAT 21/9/1/3/34	Letter from John North at LPE but on paper with a Army & Navy Club letterhead. He questions the validity of a medicine advertised in the Times on 31/3/54.	
HAT 21/9/1/3/35 a-b	Letter from LPE to G.R.Pope about an article in Manchester Guardian. Cutting of the article attached. The article asks for an inquiry into the prices charged by the petrol & Oil companies.	6/5/54
HAT 21/9/1/3/36 a-b	Letter to G.R.Pope from John North asking for inclusion of a book "NW Europe 1944-5 The Achievement of the 21 st army group". Photostat of advert for book in Chatham House Journal.	1/6/54
HAT 21/9/1/3/37 a-b	2 page letter to G.R.Pope from John Bond. Carbon copy of reply.	12/10/54 13/10/54
HAT 21/9/1/3/38 a-c	Two copies of leaflet describing Immedia Ltd, the new member of the LPE group. Covering letter to G.R.Pope.	27/1/55
HAT 21/9/1/3/39 a-b	Correspondence between G.R.Pope & John Bond.	16 & 17/2/55
HAT 21/9/1/3/40 a-b	Correspondence between G.R.Pope & John Bond	7 & 15/6/55
HAT 21/9/1/3/41	Letter from John North at LPE to G.R.Pope. The letter includes a request for advice on buying a "Riley Pathfinder".	

HAT 21/9/1/3/42 a-f	Correspondence relating to Time-Life organisation, Professor Janowitz of Michigan Uni, & LPE in research into opinion leaders. A 3 page proposal for research.	
HAT 21/9/1/3/43 a-b	Letters between Pope & Bond	11 & 16/11/55
HAT 21/9/1/3/44	Letter from John North to Pope	18/11/56
HAT 21/9/1/3/45	Letter from John North to Pope	10/2/56
HAT 21/9/1/3/46 a-b	Letter from John Bond to Pope regarding rebate for 1955 & reply	15/2/56
HAT 21/9/1/3/47 a-b	Letter to G.R.Pope from F.Gooding congratulating him on his new appointment. Carbon copy reply.	14/6/45 20/6/45
HAT 21/9/1/3/48 a-b	Request from F.C.Green & Son (Solicitors) to G.R.Pope asking to provide a trade reference for LPE who wish to lease 1 st floor, 9 Gt Newport Street. Carbon copy reply from Pope.	18/4/56 19/4/56
HAT 21/9/1/3/49	Letter to G.R.Pope from Legget Nicolson and Partners Ltd (Ad agency) asking for a trade ref.	23/4/56
HAT 21/9/1/3/50 a-b	Letters between Bond & Pope	23 & 27/4/56
HAT 21/9/1/3/51	Letter from Pope to A.Wilkinson at LPE	25/5/56
HAT 21/9/1/3/52 a-b	Invite for Mr & Mrs G.Pope to a cocktail party held by Major Gen & Mrs J.A.M.Bond on Wed 4 th July 1956. Carbon copy of Pope's decline.	19/6/56
HAT 21/9/1/3/53 a-d	Arrangements between John Bond & Pope for a luncheon meeting	24/8/56 3 & 6 & 10/9/56
HAT 21/9/1/3/54	Carbon copy of a thank you note from Pope to Bond for the diary.	5/12/56
HAT 21/9/1/3/55 a-b	Letter to The Times from Marco Estates asking for a trade reference for LPE as they wish to lease 110 St Martins Lane, London. Carbon copy of Pope's reply.	30/1/57 1/2/57

HAT 21/9/1/3/56 a-b	Correspondence between Pope & Bond re: Rebate for 1956	1 & 4/2/57
HAT 21/9/1/3/57 a-c	Letter to The Times from Freshfields requesting a reference for LPE as they wish to sub-lease the 1 st and 2 nd floors of 110 St Martins Lane. G.R.Pope's reply.	6/3/57 22/3/57
HAT 21/9/1/3/58	Letter from Bond to Pope.	30/5/57
HAT 21/9/1/3/59	Letter from Hills to Pope.	16/7/57
HAT 21/9/1/3/60	Letter from Pope to Bond re gift of a diary.	13/12/57
HAT 21/9/1/3/61	Letter from Pope to P Boydell re gift of a cherub.	19/12/57
HAT 21/9/1/3/62 a-b	2 letters from Bond to Pope re lunch arrangements.	30/1/58 – 4/2/58
HAT 21/9/1/3/63	Letter from Bond to Pope.	25/3/58
HAT 21/9/1/3/64 a-b	Letter from Bond to Pope re rebate for 1957. carbon reply.	17/2/58
HAT 21/9/1/3/65 a-b	2 page letter from Bond to Pope informing him of his retirement. Pope's reply to Bond.	22/5/58 12/6/58
HAT 21/9/1/3/66	Pope's reply to Bond.	13/6/58
HAT 21/9/1/3/67	Hand written letter from Bond to Pope thanking him for the gift of a cigarette box.	24/6/58
HAT 21/9/1/3/68	Report from the statistical department entitled "Britain and the American Recession" (6 pages).	7/8/58
HAT 21/9/1/3/69 a-c	2 page tribute to Joe Cowley written by John Bond and accompanying letters.	25/8/58
HAT 21/9/1/3/70	Letter to R.Fraser at the Times from Mr Lloyd at LPE.	

HAT 21/9/1/3/71 a-g	5 page I.P.A. National Readership Survey 1956. A profile of Times readers based on Education, ownership of homes, car, telephone, refrigerator, bank account and occupations. Published 29/3/57. Letters from Abrams to Pope and reply.	
HAT 21/9/1/3/72	Photostat of report and table of a survey of newspaper readership in the City of London. Produced for The Evening Standard by the Market Research Dept of W.S.Crawford Ltd.	22/12/58
HAT 21/9/1/3/73	Letter to Pope from "Tommie" Tomkinson.	5/3/59
HAT 21/9/1/3/74	Letter to Pope from G.Harrison	16/10/58
HAT 21/9/1/3/75 a-c	Letter accompanying Beecham Group annual report & accounts 1958/9. Summary but not actual report included.	7/5/59
HAT 21/9/1/3/76 a-g	Report & table and covering letter. The report & table shows the space given by 4 quality papers for sports coverage. (6 pages in a green folder).	26/6/59
HAT 21/9/1/3/77 a-b	Letter and carbon copy of reply between Pope and Tomkinson.	21/8/59 & 15/9/59
HAT 21/9/1/3/78 a-b	Letter and carbon copy of reply between Pope and Tomkinson.	12 & 19/11/59
HAT 21/9/1/3/79	Letter to R.Bevan from Pope thanking him for the diary.	15/12/59
HAT 21/9/1/3/80	4 page printed report by Mark Abrams "How consumers make their selections"	Nov 59
HAT 21/9/1/3/81	Letter from Pope to P.Boydell at LPE thanking him for the angel.	17/12/59
HAT 21/9/1/3/82	Letter from Pope to Tomkinson at LPE thanking him for the Diary.	22/12/59
HAT 21/9/1/3/83	Letter from Tomkinson to Pope thanking him for the calendar.	22/12/59
HAT 21/9/1/3/84 a-b	Letter to Pope from Tomkinson & carbon reply.	31/12/59

HAT 21/9/1/3/85	Letter to Pope from W.Roscoe re:Irish Linen Guild.	12/1/60
HAT 21/9/1/3/86 a-b	Letter to Pope & carbon copy reply from R.C.Sykes.	11/2/60
HAT 21/9/1/3/87	Letter to Pope from Tomkinson arranging a visit.	11/2/60
HAT 21/9/1/3/88	Letter to Pope from Tomkinson re lunch meeting.	23/2/60
HAT 21/9/1/3/89	Letter to Pope from Tomkinson re a missed Lunch appointment.	2/3/60
HAT 21/9/1/3/90	Letter to Pope from Tomkinson re meeting.	8/3/60
HAT 21/9/1/3/91	Letter to Pope from Tomkinson re fire at LPE.	2/8/60
HAT 21/9/1/3/92	Letter to Pope from Tomkinson.	17/8/60
HAT 21/9/1/3/93	Letter to Pope from Tomkinson direct mail promos.	23/8/60
HAT 21/9/1/3/94 a-b	Letter to Pope from L.Nash re the average Number of pages in The Times in 1959.	13/9/60
HAT 21/9/1/3/95	Carbon copy of letter from Pope to Tomkinson Re: gift of a diary.	2/12/60
HAT 21/9/1/3/96 a-b	Carbon copy of letter from Tomkinson to Pope and Tomkinson's compliment slip.	6/2/61
HAT 21/9/1/3/97	Letter to Pope from E.Abdon-Jones re problems. With classified advertising.	23/2/61
HAT 21/9/1/3/98 a-b	Letter & carbon reply to Pope from Tomkinson Re: rebate for 1960.	13/3/61
HAT 21/9/1/3/99 a-c	Letter from P.Brutton at LPE to Pope confirming meeting re: Wm Teacher & Sons Ltd. Card with address & map of St James' Advertising.	5/4/61
HAT 21/9/1/3/100 a-b	Poor carbon copy to Chairman and MD from Roger Longrigg re: possible loss of The Times account.	12/5/64
HAT 21/9/1/3/101	Letter to Pope from M.Abrams.	24/6/63

HAT 21/9/1/3/102	16 page report by LPE, "A study of Six Class Publications". Analysis of readers of Times, Daily Telegraph, Manchester Guardian, Evening Standard, Sunday Times & Observer, by various categories including, age, sex, education, media viewing and ownership of various durables. Published February '58.	
HAT 21/9/1/3/103	Schedule of Press Advertising.	17/6/63
HAT 21/9/1/3/104	Letter to Pope from Charles ? arranging a meeting.	10/4/63
HAT 21/9/1/3/105	2 page letter to Pope from Tomkinson re The Times Review of Industry.	19/7/62
HAT 21/9/1/3/106	Carbon letter from Pope? to R.C.Sykes.	26/7/62
HAT 21/9/1/3/107	Letter to Pope from J.S.Beard re 'The Measurement of Press Readership.	14/11/62
HAT 21/9/1/3/108	Letter to Pope from Tomkinson re The Times Review of Industrial Technology.	6/12/62
HAT 21/9/1/3/109	Letter to Pope from Tomkinson re cancelled lunch.	7/5/60
HAT 21/9/1/3/110 a-b	Letter to Pope from Tomkinson re LPE. Promotional material.	25/4/61
HAT 21/9/1/3/111	2 page Autumn 1961 Media proposals for The Times. Covering letter to Pope from Tomkinson.	3/8/61 3/8/61
HAT 21/9/1/3/112 a-b	Letter to Pope from E.Abdon-Jones & carbon copy reply re dummy of new Sunday Times magazine section.	18/9/61
HAT 21/9/1/3/113	Letter to Pope from Tomkinson re Heart Foundation.	29/9/61
HAT 21/9/1/3/114	Letter to Pope from Tomkinson.	9/11/61
HAT 21/9/1/3/115	Carbon letter to Tomkinson from Pope Re: pocket diary.	7/12/61
HAT 21/9/1/3/116 a-b	Carbon letters to P.Brutton & R.Fraser from Pope Re: William Teacher & Sons.	8/2/62

HAT 21/9/1/3/117 a-b	Copy of letter to Miss Marsh from Tomkinson, regretting that LPE have no position for her. With Tomkinson's compliment slip.	5/6/62
HAT 21/9/1/3/118	Letter to Pope from Tomkinson re trip to Buenos Aires.	19/12/62
HAT 21/9/1/3/119	Letter to Pope from R.C.Sykes re a missed lunch date.	2/1/63
HAT 21/9/1/3/120	Letter to Pope from M. Abrams re including a comment about 'intellectual dishonesty'	7/1/63
HAT 21/9/1/3/121 a-b	2 page letter to Pope from Tomkinson & carbon reply re the roles of a publicity/commercial artist and a visualiser.	19/2/63 26/2/63
HAT 21/9/1/3/122 a-b	Letters to Pope from E.Abdon-Jones of LPE & Sidney Henschel of the Ft re poor repro of an advert in an FT supplement.	1/3/63 8/1/63
HAT 21/9/1/3/123 a-c	Printed copy of LPE's terms & covering letter to Pope from Tomkinson.	20/6/62
HAT 21/9/1/3/124 a-b	Letter to Pope from Tomkinson & carbon reply re: Advertising Assoc conference 1962 .	28/11/61
HAT 21/9/1/3/125 a-b	Letters to Pope from Tomkinson re possible. Times supplement.	11/4/62 & 12/6/62
HAT 21/9/1/3/126	Letter to Tomkinson from Pope re desk diary.	14/12/62
HAT 21/9/1/3/127	Letter to Pope from R.C.Sykes re thanks for lunch.	18/7/63
HAT 21/9/1/3/128	Letter to Pope from Audrey Jones at LPE re meeting to discuss Cadburys.	23/8/63
HAT 21/9/1/3/129	Letter to Pope from R.E.Polendine at LPE re gift to the British Heart Foundation.	28/11/63
HAT 21/9/1/3/130 a-b	Letter to Pope from Tomkinson & carbon reply re mail shot in U.S.	20/11/63
HAT 21/9/1/3/131	Letter to Tomkinson from Pope re thanks for diary.	23/12/63

HAT 21/9/1/3/132 a-b	Invite for Mr & Mrs G.Pope to luncheon at The Dudley Hotel, Hove on 22/5/64, at the request of the chairman of LPE. Carbon copy of decline by Pope.	24/4/64
HAT 21/9/1/3/133	Carbon copy of letter to E.Abdon-Jones from Pope, thanking him for diaries.	27/11/64
HAT 21/9/1/3/134	Letter to Pope from Tomkinson to confirm lunch.	26/5/64
HAT 21/9/1/3/135 a-b	Letter to Pope from Sir Niall Lynch-Robinson at LPE, carbon copy of reply re fellowship of IPA.	5/1/65
HAT 21/9/1/3/136 a-b	Poor carbon copy of a 3 page letter to Mr Mathew at The Times, from R.Dutton at LPE re: the two company's relationship, and whether it should end. Carbon reply which agrees that perhaps it should.	14/1/65
HAT 21/9/1/3/137	Letter to Tomkinson from Pope expressing sympathy on the loss of Tomkinson's wife.	24/2/65
HAT 21/9/1/3/138	Letter to Pope from R.C.Sykes.	4/5/66
HAT 21/9/1/3/139	Hand written letter to Pope from Tomkinson thanking him for lunch.	2/8/66
HAT 21/9/1/3/140	Letter to Pope from Tomkinson re lunch date.	23/9/66
HAT 21/9/1/3/141 a-b	Letter to Pope from Tomkinson inviting him to lunch. Carbon reply.	3/4/67
HAT 21/9/1/3/142	Carbon letter to M.Abrams from ? re Times Weekly Review.	6/5/62
HAT 21/9/1/3/143 a-b	Letter to Pope from Tomkinson expressing condolence on the passing of Stanley Morison of The Times. Carbon reply.	12/10/67 24/10/67
HAT 21/9/1/3/144	Cartoon charicature of Major G.Harrison, Chairman of LPE.	undated

- HAT 21/9/1/3/145 Printed obituary of Major George Harrison who died 26/7/61, Inc 2 obituaries reprinted from The Times on 27 & 28/7/61, a photo of him, and the announcement in the paper.
- HAT 21/9/1/3/146 a-b Letter to Pope from Tomkinson & carbon reply. 20/2/62

HAT 21/9/2 LPE Campaigns and Campaign Planning

- HAT 21/9/2/1 Report entitled "Lucozade – Media Recommendations April 1963 to March 1964". 25 pages, bound.
- HAT 21/9/2/2 Report entitled "Lucozade – Media Recommendations for 1964-65 Great Britain: Main Media". 33 pages, bound.
- HAT 21/9/2/3 Report entitled "Lucozade – Media Recommendations 1965/6". 23 pages, unbound.
- HAT 21/9/2/4 Report entitled "Methods of Estimating Unduplicated Audiences" by J.M.Caffyn & M.Sagovsky March 1962. 21 pages – bound.
- HAT 21/9/2/5 Report: "The LPE Media Model – Some Implications for Research" Paper read at XVIII Esomar Conference, Dublin, Sept 1965 by Simon Broadbent. 19 pages bound.
- HAT 21/9/2/6 Report: "Models in Media Planning". Feb 1965. 16 pages, bound.
- HAT 21/9/2/7 Report: "LPE Media Planning Outline proposals for an LPE Model" Dec 1963, 25 pages, bound.
- HAT 21/9/2/8 Report has no title but the summary outlines the use of the VIP measure (volumed impressions per pound). 17 pages, bound but fragile.
- HAT 21/9/2/9 Media Data Book June 1965 showing rates, circulation and coverage for newspapers, periodicals, television, cinema & radio. 55 pages, bound.
- HAT 21/9/2/10 Report: "The Noting of Press Advertisements; An appraisal of the field readership index". March 1963. 62 pages, bound.
- HAT 21/9/2/11 Report "Computer Assessment of Media. The LPE Media Model". An LPE paper by Simon Broadbent Ph.D. April 1965, 49 pages, bound.

- HAT 21/9/2/12 Draft report: "Ford Motor Company Ltd. An Appraisal of Mass-Media for Passenger Car Advertising". November 1963, 25 pages, bound but fragile.
- HAT 21/9/2/13 Report: "The LPE looks ahead – Media Trends 1963 – 1968". May 1963, 24 pages, bound.
- HAT 21/9/2/14 Report;"LPE Media Planning. Outline proposals for Stage 1". Oct 1963,16 pages bound.
- HAT 21/9/2/15 *Six Campaigns and the Story of their Success*
Published by London Press Exchange Ltd (Fanfare press)
Illustrated presentation book of six campaigns for the following brands c.1931:
Exide batteries
Three Nuns tobacco
Aristoc silk stockings
National Benzole motor spirit
Abdulla Cigarettes
Meltonian Shoe Cream
- HAT 21/9/3 LPE Publications and Reports**
- Hat 21/9/3/1 Private IPA
33 Club annual report. Early 1966?
- HAT 21/9/3/2 *In and Out the Lane* staff magazine
produced by the staff of LPE.
This focuses more on the staff, both past and present,
rather than on the company itself.
- HAT 21/9/3/2/1 IAOTL Sept 1959 – Including a tribute to John Bond
- HAT 21/9/3/2/2 IAOTL Spring 1960
- HAT 21/9/3/2/3 IAOTL Summer 1960
- HAT 21/9/3/2/4 IAOTL Extra – Fire at the LPE offices, including excellent contemporary images of London Fire Service.
- HAT 21/9/3/2/5 IAOTL Christmas 1960
- HAT 21/9/3/2/6 IAOTL Spring 1961, including a tribute to Tony Sykes, son of the founder of LPE.
- HAT 21/9/3/2/7 IAOTL 70th Anniversary Edition – 1962 including a brief history of LPE. Pictures of the move.

- HAT 21/9/3/2/8 IAOTL Christmas 1962.
- HAT 21/9/3/2/9 IAOTL Spring 1964.
- HAT 21/9/3/2/10 IAOTL Christmas 1964 including a rough history of the early days of LPE.
- HAT 21/9/3/3 Report of a Commission of Enquiry into Advertising by the Labour Party. (Dr Mark Abrams was a member of the commission) 1964?
- HAT 21/9/3/4 Report. "Advertising and the Labour Party". Bound, 28 pages. date ?
- HAT 21/9/3/5 Report. "Media Analysis Programs Users Guide to Computer Services" 63 pages, bound. Oct 1967.
- HAT 21/9/3/6 Morphy –Richards (Cray) Ltd. Notes for April 30th Meeting Advertising Strategy 1964/5. 10 pages, bound.
- HAT 21/9/3/7 *The LPE Reporter*
A series of reports on European Markets.
There are 4 reports and 15 supplements.
- HAT 21/9/3/7/1 LPE Reporter - No 3 Spring 1963. Holland, Belgium and Luxembourg plus covering letter from Abdon-Jones to Pope.
- HAT 21/9/3/7/2 LPE Reporter - No 4. Spring 1963. France
- HAT 21/9/3/7/3 LPE Reporter - No 8. Argentine account
- HAT 21/9/3/7/4 LPE Reporter – No 9. Inside EFTA.
- HAT 21/9/3/7/5 LPE Reporter – No 10. Six Countries; Netherlands, Belgium, W.Germany Luxembourg, France and Italy.

HAT 21/9/3/7/5 Supplements to *LPE Reporter*:
European Advertising and Marketing News.

HAT 21/9/3/7/5/1 March 1964
HAT 21/9/3/7/5/2 April 1964
HAT 21/9/3/7/5/3 April 1965
HAT 21/9/3/7/5/4 May 1965
HAT 21/9/3/7/5/5 July 1965
HAT 21/9/3/7/5/6 August 1965
HAT 21/9/3/7/5/7 November 1965
HAT 21/9/3/7/5/8 December 1965
HAT 21/9/3/7/5/9 March 1966
HAT 21/9/3/7/5/10 April 1966
HAT 21/9/3/7/5/11 May 1966
HAT 21/9/3/7/5/12 June 1966
HAT 21/9/3/7/5/13 July 1966
HAT 21/9/3/7/5/14 July/August 1966

HAT 21/9/4 Reader Interest Surveys

“A Survey of Reader Interest in the National Morning and London Evening Press”. Published by The London Press Exchange. Fully Bound, delicate condition.

HAT 21/9/4/1 Volume 1, parts I to III, published November 1934.

HAT 21/9/4/2 Volume 2, parts IV to VI, published December 1934.

HAT 21/9/4/3 Volume 3, parts VII to IX, published December 1934.