

GB 0380 ACC

History Of Advertising Trust Archive (HAT)

This catalogue was digitised by The National Archives as part of the National Register of Archives digitisation project

NRA 30198



The National Archives

JUN 1987

History of Advertising Trust Archive

ADVERTISING CREATIVE CIRCLE

Records



Deposited on long loan by
Terry Grant, Secretary of the
Circle, McCann-Erickson, on
22 May 1984.

Unfortunately, due to the frequent removal of these records with the annual change of the secretaryship, the greatest part of the documentation has been lost or destroyed. There is a scanty amount of material from the 1970's, but records become plentiful from 1980 onwards. The early period is represented only by a small scrapbook of press cuttings (ACC 9/1/1).

The Advertising Creative Circle was set up in October 1945 by a group of creative people working in advertising, with the major objectives of raising the general status of advertising by encouraging high standards of creative skill, and of providing opportunities for the interchange of ideas amongst advertising creative people. The first Council consisted of eight elected members, including the President. Ordinary membership of Creative Circle was limited to a maximum of 50 individuals at the outset (increased to 75 in 1947), besides honorary membership of ten. (See press cuttings in ACC 9/1/1)

By 1980, Council had expanded to contain twelve elected individuals. The objectives of Creative Circle remained essentially the same as at the time of its formation, except for the new inclusion of the aim to promote training opportunities for creative personnel. Full membership (by invitation only) had risen to a maximum of 150. (See paper in ACC 1/6/4) It was in 1980 that Creative Circle took the unprecedented step of introducing a scheme of associate membership (See ACC 1/4/1)

Creative Circle's greatest area of activity is in organising social functions and educational projects. The Circle is particularly renowned for two annual events, the Honours Evening in the Spring (ACC 4) and the Role Reversal Seminar in the Autumn (ACC 5). At this seminar, advertising creative personnel and their clients are invited to exchange roles for a weekend, thus allowing clients the opportunity to prepare material in response to a mock advertising brief.

The records include documentation of the disastrous Honours Evening of 1981 (See ACC 4/2). This was marked by controversy before the event, due to Creative Circle's misguided proposal to give awards for the worst advertisements of the year, alongside those for the best. Fortunately, this plan was later withdrawn. Nevertheless, the bad organisation of the event seems to have caused some damage to the reputation of Creative Circle (indicated by the strong letters of protest in ACC 4/2/7).

Creative Circle's major educational project is the Student Award Scheme (See ACC 6), an annual competition for art students, giving the winners the opportunity to work for a temporary period in the creative department of an advertising agency. The scheme is dependant on financial backing and offers of training places from advertising agencies; it was temporarily abandoned in 1982 due to lack of such support (See ACC 6/6/2).

An incomplete record of Creative Circle's Presidents
can be established from these records, as follows:-

1945/46	-	G.O. Nickalls
1946/47	-	H.F. Crowther
1947/48	-	George Worledge
1948/49	-	Ernest J. Biggs
1950/51	-	Harry Jones
1951/52	-	Philip Boydell
1952/53	-	Clifford Bloxham
1953/54	-	W.T. Stevens
1955/56	-	George Plante
1958/59	-	Philip Stobo
1960/61	-	Jean Currie
1962/63	-	Norman Berry
1963/64	-	Peter Ryan
1964/65	-	Ronnie Kirkwood
1965/66	-	" "
1966/67	-	Brian Palmer
1967/68	-	" "
1968/69	-	Paul Best
1969/70	-	David Bernstein
1970/71	-	Maurice Smelt
1972/73	-	Dennis McDonnell
1973/74	-	" "
1974/75	-	Dennis Auton
1975/76	-	Mike Isaacson
1976/77	-	Maurice Drake
1977/78	-	" "
1978/79	-	Reg Starkey
1979/80	-	Len Sugarman
1980/81	-	" "

1981/82 - Len Weinreich
1982/83 - Len Weinreich

General Index

- ACC 1 - Organisation, Administration, and Objectives
" 2 - Membership
" 3 - Finance
" 4 - Creative Circle Honours Awards
" 5 - Role Reversal Seminars
" 6 - Creative Circle Student Award Scheme
" 7 - Other Functions and Projects Organised by Creative Circle
" 8 - Creative Circle's Involvement in Functions Organised
by Other Bodies
" 9 - Miscellaneous Items
" 10 - Recorded Material
-

ACC 1 - ORGANISATION, ADMINISTRATION, AND OBJECTIVES .

ACC 1/1/ Annual General Meetings .

1	Minutes of 30th A.G.M.	28 Oct 1975
2a-b	Agenda and minutes for 33rd A.G.M.	31 Oct 1978
3a-b	" " " " 34th "	30 Oct 1979
4a-b	" " " " 35th "	Oct 1980
5	Minutes of 36th A.G.M.	27 Oct 1981
6a-b	Agenda and minutes for 37th A.G.M.	26 Oct 1982

ACC 1/2/ Election of Council Members.

1	Nominations.	Oct 1978
2	Nominations and notes.	Oct 1979
3	" " " "	Oct 1980
4	" " " "	Oct 1981
5	Nominations and notes, and correspondence with candidates.	Sept-Oct 1982
6	Nominations.	Oct 1983

ACC 1/3/ Council Meetings.

1a-b	Minutes.	Oct-Nov 1979
2	Agenda and minutes, including some duplicate copies.	Feb-Nov 1980
3	Agenda and minutes, including some duplicate copies, and schedule of proposed events for 1982.	Jan-Nov 1981
4	Agenda and minutes, including some duplicate copies.	Jan-Dec 1982
5	Agenda and minutes .	Feb-Oct 1983
6	Correspondence concerning Council meetings, and issues raised.	April 1977 and Jan 1980-Oct 1983

ACC 1/4/ Extraordinary General Meeting.

- | | | |
|---|--|-----------|
| 1 | Agenda, minutes, and related papers concerning the E.G.M. held on 17 June 1980 to discuss the proposed introduction of associate membership. | June 1980 |
|---|--|-----------|

ACC 1/5/ Presidents' Reports and Addresses.

- | | | |
|------|--|------|
| 1 | President's Report. | 1972 |
| 2a-b | " " 2 copies. | 1979 |
| 3a-b | Typescript of President's Address at A.G.M. 2 copies, one with amendments. | 1980 |
| 4 | Typescript of President's Address at A.G.M. | 1981 |
| 5 | Typescript of President's Address at A.G.M. | 1982 |

NB: See also items in ACC 1/1

ACC 1/6/ Objectives of the Advertising Creative Circle.

- | | | |
|----|--|---------------|
| 1 | Memorandum to Dennis McDonald from B.R. Walker-Arnott, outlining the objectives of Creative Circle for the purpose of press relations. | 28 Dec 1972 |
| 2 | Paper (initialled "RT") suggesting that Creative Circle lacks power, and outlining a new press relations policy. | 22 March 1976 |
| 3a | Typescript of "Breaking Open the Creative Circle", an article written for <u>Campaign</u> by Len Sugarman. He refers to the original objective of giving status to creative people | |

/cont.

ACC 1/6/ cont.

3a/ cont.

working in advertising at the time of
of Creative Circle's establishment in
1945, and to the recent development of
of Associate Membership and plans for
monthly Lunchtime Creative Forums.

(June?) 1980

- b Preparatory draft for ACC 1/6/3a. " "
- 4 Correspondence and papers relating to
the aims and objectives of Creative
Circle, including references to the
establishment of Associate Membership,
and to the planned registration of
Creative Circle with the Charity
Commmission. An extended correspondence
(June-Sept 1983) between Syd Abrahams
and Len Weinreich provides a resume of
the presidencies of Len Sugarman and
and Len Weinreich (see letter from
Len Weinreich dated 8 July 1983), and
includes criticism by Syd Abrahams of
the innovations of using judges outside
Creative Circle membership, and of
inviting recipients of Honours to join
the Circle.

1980 - Sept 1983

NB: See also cuttings concerning aims
and objectives in ACC 9/1/1.

ACC 2 - MEMBERSHIP.

ACC 2/1/ Correspondence and Papers.

- | | | |
|---|--|-----------------------|
| 1 | General correspondence and papers concerning membership, including a letter from Len Sugarman (8 July 1980) publicizing the campaign to advertise for Associate Members. | July 1980 - May 1983 |
| 2 | Membership Proposals. | March 1981-March 1983 |
| 3 | Letters of invitation to join Creative Circle, to winners of Honours, from Len Weinreich. | Nov 1981-June 1983 |
| 4 | Other letters of invitation to join Creative Circle, from Len Weinreich. | Jan 1982- Oct 1983 |
| 5 | Letters of acceptance of membership | Nov 1981 - Oct 1983 |
| 6 | Correspondence concerning resignations of members of Creative Circle. | May 1982 - Oct 1983 |
| 7 | Correspondence and papers relating to membership fees. | April 1980 - Oct 1983 |

ACC 2/2/ Membership Lists.

- | | | |
|----|----------------------------|------------|
| 1 | Membership List. | Sept 1975 |
| 2 | " " | Feb 1977 |
| 3a | " " | Jan 1980 |
| b | List of Retired Members. | Jan 1980? |
| c | " " Honorary Members. | Jan 1980? |
| 4 | Membership List. | Feb 1981 |
| 5 | " " | Jan 1982 |
| 6a | " " | March 1982 |
| b | List of Associate Members. | " " |

ACC 2/2/ cont.

7a	Membership List.	Oct 1982
b	" " , with amendments.	" "
c	List of Associate Members.	" "
d	" " " " , with amendments.	" "
8a	Membership List.	Nov 1982
b	" " , with amendments.	" "
9	List of Associate Members.	July 1983
10	Membership List.	Sept 1983

ACC 2/3/ Rule Book for Members.

1	Rule Book.	May 1966
2a-b	" " , 8th Edition. Contains handwritten amendments from Oct 1970. 2 copies.	Dec 1968
3	Rule Book, 9th Edition.	Oct 1974
4	" " , reprinted 9th Edition.	Jan 1978
5a-f	" " , 10th Edition. 6 copies.	Jan 1980
6	Correspondence and papers, concerning proposed amendments to the Rule Book.	Feb 1981 - March 1983

ACC 2/4/ Publicity for Associate Membership.

1	Printing block for advertisement featuring Len Sugarman. Mounted on card. See also ACC 2/1/1	1980
---	---	------

ACC 3 - FINANCE

ACC 3/1/ Cash Book

- 1 Cash Book showing income 17 Jan 1968 - ? 1978
and expenditure for various
events organised by Creative
Circle, including Annual General
Meetings, dinner meetings, film
presentations, and the 25th Anniversary
celebrations on 29 Oct 1970. Role
Reversal Seminars first appear in
Sept 1974, and the Student Award
Scheme appears in 1977. Financial records
of Honours Awards Events appear annually,
and include lists of winners from 1971,
and lists of entries in 1976 and 1977.

ACC 3/2/ Annual Accounts.

- | | | |
|------|---|----------|
| 1 | Balance sheet and accounts at 31 July 1975. | Oct 1975 |
| 2 | " " " " " " " 1978. | Oct 1978 |
| 3 | " " " " " " " 1979. | Oct 1979 |
| 4a-b | " " " " " " " 1980. | Oct 1980 |
| | 2 copies. | |
| 5a | Balance sheet and accounts at 31 July 1981. | Oct 1981 |
| b | " " " " " " " " , | " " |
| | showing a variation in some figures. | |
| 6a-b | Balance sheet and accounts at 31 July 1982. | Oct 1982 |
| | 2 copies. | |
| 7a-b | Balance sheet and accounts at 31 July 1983. | Oct 1983 |
| | 2 copies. | |

ACC 3/3 Treasurer's Reports.

1	Treasurer's Report to Council.		Undated
2	" " at A.G.M., for 1979-80		Oct 1980?
3a-b	Treasurer's Report to Council. 2 copies.	15 July	1981
4	Treasurer's Report at A.G.M., for 1980-81.	26 Oct	1981
5a-b	Treasurer's Report to Council, including statistics sheet. 2 copies.	May	1982
6a-b	Treasurer's notes on draft balance sheet for 1982-83. 2 copies.	August	1983?

ACC 3/4 Miscellaneous Papers.

1	Miscellaneous papers and correspondence.	Jan-Oct	1981
2	Statistics sheets. See also ACC 3/3/5	Oct 1981 - Jan	1983
3.	Invoices for Annual General Meetings.	Oct	1982

NB: See also ACC 2/1/7

ACC 4 - CREATIVE CIRCLE HONOURS AWARDS

ACC 4/1/ Honours Awards - 10 Feb 1977.

- | | | |
|---|--|----------|
| 1 | Booking form and entry form including Conditions of Entry. | Jan 1977 |
|---|--|----------|

ACC 4/2/ Honours Awards - 2 Feb 1981.

- | | | |
|----|---|------------------------|
| 1 | Correspondence and papers relating to the general administration of the Awards Evening, including notes on finance, proposals to create awards for the worst advertisements of the year, and a press release announcing the abandonment of this controversial plan. | Jan 1980 -
Feb 1981 |
| 2 | Correspondence and papers relating to the hire of a venue (The Production Village, Cricklewood), and facilities for sound and lighting. | Jan 1980 - Feb 1981 |
| 3 | Ticket reservations. | Feb 1981 |
| 4 | Correspondence and papers concerning judges. | Dec 1980 - March 1981 |
| 5 | Correspondence concerning entries. | Feb - March 1981 |
| 6 | Lists of award winners. | Feb 1981 |
| 7 | Correspondence concerning reactions to the Awards Evening. | March-April 1981 |
| 8 | Example of Honours Certificate. | Feb 1981 |
| 9 | Example of Honours Certificate for the President's Award. | " " |
| 10 | Black and white design for Certificate of Commendation for the President's Award. Mounted on card. | " " |

NB: See also ACC 9/3/6 and ACC 10/1/3

ACC 4/3/ Honours Awards - 26 April 1982.

- | | | |
|-----|--|--------------------|
| 1 | Correspondence and papers relating to the general administration of the Awards Evening. | March - April 1982 |
| 2 | Correspondence and papers relating to the hire of a venue (the Rainbow Suite, Kensington Exhibition Centre), and facilities for music. | Dec - May 1982 |
| 3 | Correspondence and papers concerning ticket reservations, including invoices. | April 1982 |
| 4 | Papers concerning entries, including invoices. | (Jan?)-May 1982 |
| 5a | Draft for programme card for Awards Evening. | April 1982 |
| b-c | Programme card. 2 copies. | " " |
| 6 | Typescript of President's Speech, with handwritten amendments by Len Weinreich. | " " |
| 7 | Correspondence and papers concerning judges, including marking papers. | " " |
| 8 | Lists of award winners. | " " |
| 9 | Pages setting out the order of events at the Awards Evening (possibly to accompany a slide presentation). | " " |
| 10 | Correspondence and papers relating to the purchase of duplicate Honours Certificates. | April - May 1982 |
| 11 | Example of Certificate of Commendation. | April 1982 |
| 12 | Example of Certificate of Honours. | " " |
| 13 | Example of Certificate for the President's Award. | " " |

ACC 4/4/ Honours Awards - 28 February 1983

- 1 Correspondence and papers relating Sept 1982 - Sept 1983
to the general administration of
the Awards Evening, including notes
on finance, and a photocopy of the
programme card.
- 2 Correspondence and papers relating to May 1982 - Feb 1983
the hire of a venue (the Rainbow Suite,
Kensington), and to catering arrangements.
- 3 Correspondence and papers relating Jan - April 1983
to the proposed exhibition of award
winning commercials at the I.P.A.
- 4 Correspondence and papers concerning July 1982 - Feb 1983
press publicity for the Awards
Evening.
- 5 Correspondence and papers concerning Jan - Feb 1983
ticket reservations.
- 6 Correspondence and papers Aug 1982 - April 1983
concerning entries.
- 7 Correspondence and papers concerning Oct 1982 - Feb 1983
judges, including marking papers,
and photographs of the jury at work.
- 8 Four typescripts (with various amendments) Feb 1983
of Len Weinreich's speech for the Awards
Presentation. One includes notes concerning
slides.
- 9a-z and aa-ww
Transparencies of award winning posters " "
referred to in ACC 4/4/8. 49 items.
- 10 Lists of award winners. " "
- 11 Correspondence and papers concerning reactions March 1983
to the Awards Evening.
- 12 Correspondence and invoices relating to March - July 1983
to the purchase of duplicate Honours
Certificates.

ACC 4/5/ Honours Awards - 1984

- 1a-c Bound volume of judges' marking papers. 1984 ?
3 copies.
- 2 Example of Certificate of Honours - Silver Award. 1984

NB: See also ACC 3/1/1

ACC 5 - ROLE REVERSAL SEMINARS

- ACC 5/1/ Ninth Role Reversal Seminar,
King's College, Cambridge, 9-12 Sept 1976.
- 1 Report on delegates' reactions Dec 1976
- ACC 5/2/ Tenth Role Reversal Seminar, King's
College, Cambridge, 8-11 Sept 1977.
- 1a-b Letter inviting Len Weinreich to be a "client", and his letter of acceptance. May 1977
- 2 Notes to delegates. Aug 1977
- ACC 5/3/ Eleventh Role Reversal Seminar,
King's College, Cambridge, 14-17 Sept 1978.
- 1 Handbook for delegates. Sept 1978
- 2 Letter of thanks to Len Weinreich
from Paul Hoppe. 25 Sept 1978
- 3 Note to members, to accompany report. 1978
- 4 Report on seminar. "
- ACC 5/4/ Twelfth Role Reversal Seminar, Queens'
College, Cambridge, 13-16 Sept 1979.
- 1 Handbook for delegates. Sept 1979
- 2 Note to members, to accompany report. 1979
- 3 Report on seminar. "
- ACC 5/5/ Thirteenth Role Reversal Seminar,
St. Andrew's University, Fifeshire,
4-7 Sept 1980.
- 1 Correspondence relating to the
organisation of accommodation and
catering facilities. Feb-Aug 1980
- 2 Correspondence concerning seminar
facilities. May-Aug 1980
- 3 Correspondence and papers concerning
travel arrangements. May-Sept 1980

ACC 5/5/ cont.

- 4 Correspondence and papers concerning June-Aug 1980 seminar staff.
- 5 Correspondence and papers concerning May 1980 - July 1981 delegates and publicity for seminar, including draft for delegates' handbook, and two "advertising briefs".
- 6a-c Handbook for delegates. 3 copies. Sept 1980
- 7 Correspondence and papers Sept-Nov 1980 concerning reactions to the seminar.
- 8a-c Report on seminar. 3 copies. 1980

ACC 5/6/ Fourteenth Role Reversal Seminar,
Trinity College, Oxford, 10-13 Sept 1981.

- 1a-b Papers relating to accommodation. 1981
- 2 Correspondence and papers concerning Feb-Aug 1981 delegates.
- 3 Correspondence and papers June-July 1981 concerning seminar staff.
- 4 "Choice not Chance" - mock advertising Sept 1981 brief.
- 5 Timetable showing order of "agency presentations" at seminar. " "
- 6 Handwritten draft of speech by " " Len Weinreich.
- 7a-c Handbook for delegates. 3 copies. " "
- 8 Letter of thanks from Paul Hoppe 16 Sept 1981 (Press Officer for Creative Circle).
- 9 Cutting from the Financial Times, 17 Sept 1981 a review of the seminar by Antony Thorncroft.

ACC 5/7/ Fifteenth Role Reversal Seminar,
Trinity College, Oxford 16-19 Sept 1982.

- 1 Correspondence and papers Nov 1981 - Sept 1982 concerning delegates and publicity for seminar.

ACC 5/7/ cont.

2	Reservations from delegates, and related invoices.	July-Sept 1982
3	Correspondence and papers concerning accommodation.	Aug 1982
4	Correspondence and papers concerning seminar facilities.	Sept 1982
5	Correspondence and papers concerning seminar staff.	Aug-Sept 1982
6	Papers relating to administration of seminar weekend, including timetable for "agency presentations".	Aug-Sept 1982
7a-b	"Operation Press-Up" - mock advertising brief. 2 copies.	Sept 1982
8a-b	"Joint Association of Cinema Owners and Film Distributors" - mock advertising brief. 2 copies.	" "
9a-b	"The Football League Ltd." - mock advertising brief. 2 copies.	" "
10	Handwritten draft of speech by Len Weinreich.	" "
11a-c	Handbook for delegates. 3 copies.	" "
12	Correspondence concerning reactions to seminar.	Sept-Dec 1982
13	Report on seminar.	1982

- ACC 5/8/ Sixteenth Role Reversal Seminar,
Trinity College, Oxford, 9-12 Sept 1983.
- 1 Photocopy of letter confirming hire 10 Feb 1983
of premises at Trinity College.
 - 2 Photocopy of reply from the Bursar 16 Feb 1983
of Trinity College.
 - 3a-b Letter from Paul Hoppe inviting Don 14 March 1983
White to be a "client"; attached is
Don White's acceptance.
 - 4a Letter from Paul Hoppe asking 25 May 1983
Don White to help in attracting
more delegates.
 - b Related letter from Stuart Bell. 28 June 1983
 - 5 Publicity memorandum from Stuart 29 June 1983
Bell.

NB: See also ACC 3/1/1

ACC 6 - CREATIVE CIRCLE STUDENT AWARD SCHEME

ACC 6/1/	Student Award Scheme 1977	
1	Information Bulletin.	19 July 1977
ACC 6/2/	Student Award Scheme 1978	
1	Letter inviting Len Weinreich to act as a judge.	20 Jan 1978
2	Correspondence concerning Zoe Heighington, a winner of the 1978 Award Scheme.	April 1980
ACC 6/3/	Student Award Scheme 1979	
1	Correspondence concerning financial support from Davidson Pearce Berry and Spottiswoode Ltd.	Nov 1978
2	Note to judges, concerning shortlisting of entries.	23 Feb 1979
ACC 6/4/	Student Award Scheme 1980	
1	Correspondence and papers relating to publicity for the Student Award Scheme.	Jan-March 1980
2	Correspondence concerning companies offering financial assistance or training places.	Jan-April 1980
3	List of entries received.	1980
4	Correspondence and papers relating to shortlisted finalists.	April 1980
5	Correspondence and papers relating to the judging of entries.	March-April 1980
6	Correspondence and papers concerning winners.	May-Aug 1980

ACC 6/5/ Student Award Scheme 1981

- 1 Enquiries from prospective entrants April 1980-March 1981
- 2 Papers relating to publicity for the Student Award Scheme. April-June 1981
- 3 Correspondence concerning companies offering financial assistance or training places. April-June 1981

ACC 6/6/ Miscellaneous Papers.

- 1 Correspondence with the Careers Adviser at the University of Warwick. May 1980
- 2 Enquiry from the editor of Careers in Marketing, including handwritten draft of reply explaining that the Student Award Scheme has been temporarily abandoned due to lack of financial support from agencies. 12 Oct 1982
- 3 Proposal for re-establishment of the Student Award Scheme. 1983 ?
- 4 Paper outlining ideas for New Student Award Scheme. "

NB: See also ACC 3/1/1

ACC 7 - OTHER FUNCTIONS AND PROJECTS ORGANISED BY CREATIVE CIRCLE

ACC 7/1/ Functions 1973

1a-b Paper outlining plans for a workshop series on "The Skills of Advertising". 15 Jan 1973

ACC 7/2/ Functions 1977

1 Advertisement for evening with Fritz Spiegl. May 1977

ACC 7/3/ Functions 1980

1a-c Correspondence concerning catering facilities for the dinner at the Guildhall. (March 1980). 17 Jan 1980

2a-d Letter, ticket, and cutting relating to evening at the BAFTA Theatre: "How to coax your client to run the ads you want" (15 Oct 1980). 6 Oct 1980

3a-c Correspondence relating to the Student Workshop (17 Nov 1980). Oct-Nov 1980

4 Correspondence and papers relating to evening at the BAFTA Theatre: "How to get into the agencies you want and where to go from there" (3 Dec 1980). Oct-Dec 1980

5 Papers relating to the Christmas Party at the Embassy Club (17 Dec 1980) Nov-Dec 1980

ACC 7/4/ Functions 1981

- 1 Paper concerning Poster Industry Convention 1981
(April 1981).
- 2a Letter from Tony Cuthbert relating to the 1981
Creative Circle Animation Evening
(7 May 1981).
- b-c Two advertising cards for the Animation " Evening.
- d Poster advertising the Animation Evening. "
- 3 Correspondence and papers relating to July 1981
the dinner with Jeremy Isaacs at the
Cafe Royal (21 July 1981).
- 4 Correspondence and papers relating to May-Aug 1981
the "Women in Media" debate (20 August
1981).
- 5 Correspondence and papers relating to Nov 1981
plans for a Fledgling Course to train
young creative people.

ACC 7/5/ Functions 1982

- 1 Correspondence and papers relating to March 1982
the Special Effects Evening (15 March 1982).
- 2 Correspondence and papers June 1982-Jan 1983
relating to two film presentations
at Benton and Bowles (7 July and 18
August 1982).
- 3 Correspondence and papers Nov 1981-Sept 1982
relating to the "Evening of
Nostalgia" at the National Film
Theatre (9 Sept 1982), including
correspondence relating to the National
Film Archive.
- 4 Papers and correspondence relating July-Nov 1982
to the Young Creative Course (Oct 1982).

ACC 7/6/ Functions 1983

- 1 Correspondence relating to the Sept 1982-Jan 1983
planned series of evenings at
the Ritz, "The Art of the Advertiser".
- 2 Papers and correspondence relating March-May 1983
to the screening of "Television's
Greatest Commercials" at the BAFTA
Cinema (21 March 1983)
- 3a-d Correspondence concerning catering 14 April 1983
facilities for a Cocktail Party
at the Savoy (16 June 1983).
- 4 Reservation form for film presentation 1983
of Lover Come Back at Benton and Bowles
(13 July 1983) - event subsequently
cancelled.
- 5a Letter from Banqueting Manager of the 9 June 1983
Savoy, confirming reservation for
Dinner on 3 Aug 1983.
- b Letter releasing this reservation. 11 July 1983

ACC 8 - CREATIVE CIRCLE'S INVOLVEMENT IN FUNCTIONS ORGANISED
BY OTHER BODIES.

- ACC 8/1/ The Women's Magazine Creative Awards (sponsored
by Creative Circle).
- 1a-g Envelope containing information about 1979
the competition. 7 items.
- 2a-b "Salute to the Winners" - booklet reviewing ""
the 1979 competition. 2 copies.
- 3a-b List of judges. 1980
- 4 "Salute to the Winners" - booklet ""
reviewing the 1980 competition.
- ACC 8/2/ Horizons Outdoor Advertising Congress - Nice 81
- 1 Correspondence and papers, Nov 1980-May 1981
including type-scripts of
speeches.
- ACC 8/3/ Hollywood Radio and Television Society -
International Broadcasting Awards.
- 1 Correspondence and papers Nov 1980-Feb 1981
relating to Len Sugarman's
organisation of the U.K. judging panel.
- 2 Copy of letter from Len Weinreich 1 Nov 1982
declining the invitation to
organise a jury, and handing over
this responsibility to Don White.
- ACC 8/4/ Screening of CLIO Award Winners (organised in London
by Creative Circle).
- 1 Papers and correspondence July-Oct 1980
relating to screening on 9 Oct 1980.
- 2 Papers and correspondence Aug 1982-Jan 1983
relating to screening on 8 Nov 1982.

ACC 9 - MISCELLANEOUS ITEMS

ACC 9/1/ Scrapbook.

- 1 Scrapbook of newspaper cuttings, including press coverage of Creative Circle's establishment (Oct 1945) and annual elections of President and Council, reports on the Circle's luncheon meetings and involvement in exhibitions, including review of a lecture by James Gardner (Nov 1946), the chief designer of the "Britain Can Make It Exhibition", and a printed version of J.B. Nicholas's address to the Advertising Conference (May 1947) - "Creative Advertising and Britain's Recovery".

Oct 1945 - Oct 1947

- 2a-b Cutting from World's Press News concerning a scholarship scheme to train students in advertising agencies, and the election of Council (1951-52). Loose enclosure in ACC 9/1/1. 2 Nov 1951

ACC 9/2/ General Correspondence.

- | | | |
|---|------------------------|-----------------|
| 1 | General Correspondence | March-June 1980 |
| 2 | " " | Jan-Dec 1981 |
| 3 | " " | Jan-Nov 1982 |
| 4 | " " | Jan-Oct 1983 |

ACC 8/5/ The International Advertising Association.

1 Correspondence and papers relating April 1983
to the EEC/IAA sponsored poster
competition, including a letter of
endorsement from Len Weinreich.

ACC 8/6// Screening of the New York Awards (organised
in London by Creative Circle).

1a-b Reservation form for screening at the BAFTA 1983
Cinema on 22 Nov 1983.

ACC 9/3/ Publicity

1a-c	Programme of Events.	15 Jan 1973
2a-b	" " "	22 March 1979
3	Programme of Events.	June 1980-June 1983
4a-b	Creative Circular, reviewing Honours Evening, and containing details of future events.	Feb 1983
5a-b	Creative Circular, containing details of future events.	c. June 1983
6	Press Releases, including news of the abandonment of the plan to give awards for the worst advertisements, and news of Len Sugarman's resignation of the presidency.	Feb-July 1981

ACC 9/4/ Miscellaneous Items.

1	Photograph of Len Sugarman. Black and white.	c.1981
2a-b	Photograph of Len Weinreich Black and white. 2 copies.	c.1982
3a-c	Paper concerning the Creative Circle Video Project.	May 1980
4a-b	Information sheet concerning careers in an advertising creative department.	1983 ?
5	Results of "Copy Test for College Leavers".	Undated
6	Results of Creative Circle's Questionnaire on Radio.	"

ACC 9/5/ Miscellaneous Items Relating to Other Organisations.

1	Media Circle: outline programme of educational courses and seminars for 1982, and papers relating to the Introductory Media Course.	Feb 1982
2a-b	Institute of Practitioners in Advertising: paper outlining the IPA Campaign Planning Course.	4 June 1982
3	"Why foods won't bite", article from <u>Marketing</u> .	24 March 1983
4	The Designers and Art Directors Association: Newsletter.	Sept 1982
5a-d	Benton and Bowles: memorandum concerning technical facilities.	Undated
6a-c	Benton and Bowles: hints concerning video transfers.	Undated
7	Benton and Bowles: introductory booklet to the Creative Department. 4th edition.	Feb 1983

ACC 10 - RECORDED MATERIAL

ACC 10/1/ Film

- 1 Risk and Responsibility. Black and white 1960's ?
film produced by Creative Circle.
- 2 Correspondence relating to the film, Aug 1981 - Sept 1983
Risk and Responsibility.

ACC 10/2/ Video Tape

- 1 Creative Circle Compilation Tape. 1980
- 2 " " " " 1981
- 3 " " Honours Awards. 1981

November 1984