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30 Channing Cross Road

RECORDS OF R.F. WHITE AND SON LTD. (Advertising Agency,
founded 1800)

Deposited with The History of
Advertising Trust

Access to these records is governed by prior agreement with Whites
Bull Holmes Limited and The History of Advertising Trust

PRESIDENT: GORDON C. BRUNTON

VICE-PRESIDENTS: PROFESSOR LORD MCGREGOR OF DURRIS · PROFESSOR T.C. BARKER

CHAIRMAN: J.S. WILLIAMS OBE B Com MCAM · DIRECTOR & SECRETARY: GEORGE M. HARRISON · HON. TREASURER: A.E. PITCHER FCAM FIPA · ARCHIVIST: GORDON PHILLIPS BA LLB

PATRONS: PROFESSOR R.J. BALL MA PhD · JOHN BRIGGS · MISS J.A. BURDUS BA FIPA · K.J.A. FRASER · R. HALSTEAD CBE BSc MA FRSC

JOHN W. HOBSON CBE FRSA FIPA · W.J.M. SHELTON MA(Oxon) FIPA MP · THE RT. HON. LORD THOMSON OF MONIFIETH PC · DR J.A.P. TREASURE BA PhD FIS FIPA

REGISTERED IN ENGLAND · LIMITED BY GUARANTEE NO. 1354445 · REGISTERED CHARITY NO. 276194 · VAT NO. 354 2646 53

REGISTERED OFFICE: AS ABOVE

RECORDS OF R.F.WHITE AND SON LTD

Deposited by Tony Clarke, 1 November 1983

The records give rather more evidence of the personalities involved in the history of R.F.White & Son than of the daily routine of business activity. It is clear that the founding of the agency was due to the initiative of James White (1775-1820), who emerges as a powerful personality.

The agency was established at Warwick Square E.C.4. in 1800, and moved to 33, Fleet Street in 1808, where it remained until the move to 72, Fleet Street in 1928. In 1822, James White's widow (nee Margaret Faulder) married Richard Barker, who became involved in managing the agency. James White's son, Robert Faulder White (1815-1856), grandson, Arthur Robert White (1854-1922), and great-grandson, Gilbert White (1883-1963) continued to run the agency as a family business. In 1919 Arthur Robert White, Gilbert White, and Thomas Frederick Clarke formed a partnership (see RFW 5/1); from this date more detailed financial records appear (see RFW 5/2). Records of business activity and finance during the 19th and early 20th Century periods are very scarce, although RFW 5/3 indicates that the book-keeping system was far from satisfactory.

In 1929 a Limited Company was formed, with Gilbert White and T.F.Clarke as the first Directors. In 1958 R.F.White & Son Ltd. became affiliated with A.A.Black Ltd. Various press cuttings (RFW 1/2) chart business developments 1958-1971. R.F.White and Son (Holdings) Ltd. was formed in 1964, this name being changed to White's Recruitment Ltd. in 1971. In 1983, the Company was amalgamated to form Whites, Bull, Holmes Ltd. (source: Advertisers Annual 1983).

Evidence of developments in methods of advertising can be seen in press cuttings and photographs (RFW 1/2-3, and RFW 1/5-6). The contents of RFW 1/5/1 indicate T.F.Clarke's fame as a public speaker, and include articles by him concerning methods of advertising. RFW 3 deals with White's involvement with The Newspaper Society (est. 1836).

The records reveal interesting connections with the literary world. James White was himself an author, publishing Original Letters, etc. of Sir John Falstaff in 1796 (see RFW 2/3). He was the lifelong friend of Charles Lamb, whom he had met as a schoolboy at Christ's Hospital (see cuttings in RFW 1/2/1). Charles Lamb later became involved in advertising, as a writer of "lottery puffs" (e.g. RFW 1/6/1).

RFW 4/3 deals with the draft of a job application written by George Bernard Shaw as a young man, in reply to an advertisement placed by means of White's agency.

RFW 1	Publicity Material, Photographs and Press Cuttings
RFW 2	The White Family
RFW 3	The Newspaper Society
RFW 4	Miscellaneous Correspondence and Related Items
RFW 5	Finance

N.B. Where dates in right-hand margin are underlined, this denotes date of the original.

RFW 1

PUBLICITY MATERIAL, PHOTOGRAPHS AND PRESS CUTTINGS

RFW 1/1/-

Example of silver-plated snuff box engraved with the initials of Robert Faulder White, Arthur Robert White, and Gilbert White, and used for publicity purposes.

Undated

RFW 1/2/

Scrapbook of R.F.White and Son Ltd.

1

Scrapbook, containing chiefly various newspaper cuttings from 1928 (the date of departure from 33, Fleet Street) and 1953-1971; also containing various photographs, including those of the portraits of James White and Margaret Faulder, the Fleet Street premises in 1928, T.F.Clarke and Gilbert White, the "150th year in Fleet Street" luncheon in 1960, the opening of the Wolverhampton Office in 1962, the Wolverhampton Office move in 1966, and the Bristol Cocktail Party in 1966. Other items of interest include typewritten biographical details of James White and dates of his descendants, and a letter from the British Museum dated 18 October 1937 conveying thanks for the gift of James White's manuscript of a Picturesque Excursion into South Wales (1805).

2 Loose papers inside back cover of RFW 1/2/1

- | | | |
|----|--|--------------------------|
| a) | Various press cuttings
(10 items) | 1928-1966
(3 undated) |
| b) | IPA News (2 copies) | Feb 1969 |
| c) | Publicity leaflet: "White's -
Seven Ages in Fleet Street"
(3 copies) | Undated |
| d) | Typewritten details of the life
of James White, from <u>The Dictionary
of National Biography</u> . (Duplicate
of copy in RFW 1/2/1). | Undated |
| e) | Rough notes concerning biographical
details of James White | Undated |
| f) | Enlarged b/w photograph of the
portrait of James White | Undated |

- | | | |
|----|--|------------|
| g) | Rough list of numbers from backs of photographs in RFW 1/2/1 | Undated |
| h) | Certificate of Membership of R.F.White and Son Ltd. as Incorporated Practitioners in Advertising | 5 May 1953 |

RFW 1/3/ Loose photographs and transparencies.

- | | | |
|---|---|---------|
| 1 | Various b/w and sepia photographs. Subjects include a portrait of Margaret Faulder, the letter of 1884 soliciting business, the ledger of profit and loss for 1828, the premises at 33, Fleet Street, the unveiling of a portrait of T.F.Clarke, various presentation ceremonies, social occasions, exhibition stands, and publicity stunts. (129 items). | Undated |
| 2 | Five colour transparencies of portraits of the White family | Undated |
| 3 | Eight b/w negatives (5"x4") | Undated |
| 4 | Thirteen b/w photographs (8½"x6½" and 8½"x5") produced from RFW 1/3/3. Subjects include a portrait of A.R.White, portraits of T.F.Clarke, T.F.Clarke and Gilbert White at White's offices, the exterior of the premises at 33, Fleet St., cuttings from <u>The Times</u> of 1813, and the letter of 1884 soliciting business. | Undated |

RFW 1/4/ Framed prints and photographs.

- | | | |
|---|---|---------|
| 1 | Print of James White | Undated |
| 2 | Print of Robert Faulder White in 1831 | Undated |
| 3 | Photograph of Arthur Robert White | 1871 |
| 4 | Photograph of Gilbert White | 1900 |
| 5 | Photograph of Thomas Frederick Clarke | 1916 |
| 6 | Photograph- T.F.Clarke (occasion unknown). | Undated |
| 7 | Photograph - Centenary of the Newspaper Society | Undated |
| 8 | Photograph - Centenary of the Newspaper Society | Undated |

RFW 1/5/ Loose press cuttings and related items.

- 1 Folder of various cuttings and correspondence largely concerning Mr. T.F.Clarke's 1922-1925 (3 engagements as a public speaker. Items items only) of particular interest are as follows: 1931-1947 a typewritten article by Mr. Clarke on "Advertising Representatives and Sensational Advertising" (1931), and his printed article on "The Use of Humour in Advertising"(1933); The Times obituary of Mr. Franklin Peterson (1933) and obituary notices of Sir Charles Higham and the Order of his Memorial Service (1938); the by-laws of "The Fleet Street Column Club" (undated) of which Mr. Clarke was a committee member. The folder also contains a memo concerning Staff Bonuses (1922), details of Return of Income (1924), and a memo of Income Tax Return (1925). (112 items).
- 2a White Paper on Marketing and Advertising Nov 1963
- b Photograph of the visit of Mr.E.O.Bulman (to accompany article in RFW 1/5/2a) May 1963
- c Memo confirming that the IPA does not keep a series of the White Paper (RFW 1/5/2a). Nov 1983
- 3 Talking Points - includes an article by W.A.Clarke on "The Agency Attitude to Classified Advertising". Dec 1964

RFW 1/6/ Reproductions of press cuttings.

- 1 Reproduction of "puff", attributed to Charles Lamb, from Bell's Weekly Messenger. Mounted on wood. (see also RFW 1/6/5). 22 Dec 1806
- 2 Reproduction of advertisement placed by James White in The Times 1813, with comments upon this extract by R.F.White and Son in 1913. Mounted on wood. 1813 & 1913
- 3 Reproduction of notice from The Daily Telegraph placed by R.F.White's, concerning an employee thought to have insulted a lady at Charing Cross Railway Terminus. Mounted on card. 30 Jan 1865

- 4 Reproduction of extract from the
Edinburgh Review reviewing the
Scottish Newspaper Directory and
Guide to Advertisers, and The Fourth
Estate: Contributions towards a
History of Newspapers, and of the
Liberty of the Press by F.Knight Hunt.
(43 pages) 1855

- 5 Photocopy of cutting from Evening News 24 Dec 1953
concerning the "lottery puff" attributed
to Charles Lamb. (See also RFW 1/6/1).

- 6 Photocopy of article by W.A.Clarke Undated
concerning the commission system in
advertising. (Source unknown).

- 7 Facsimile edition of The Morning
Chronicle and London Advertiser. 20 Nov 1775
(2 pages)

RFW 2 THE WHITE FAMILY (see also RFW 3/2/-)

RFW 2/1/ Apprenticeship Indentures of James White

- 1 Apprenticeship Indenture: James White, son of Samuel White, and late a boy of Christ's Hospital, London, to Thomas Wilby, a Clerk of Christ's Hospital, signed by Thomas Wilby. 30 April 1790
- 2 Apprenticeship Indenture: details as in RFW 2/1/1, but signed by James White. 30 April 1790
- 3 Letter from Gilbert White to L.E.Limmer of Christ's Hospital, concerning James White's schooldays and apprenticeship at Christ's Hospital. (Badly torn). On the reverse are pencilled details of the early life of James White (from 1783 until 1804). 31 Jan 1923

RFW 2/2/ Type-written notes: The White Family History.

- 1 Dates of James White and his descendants (Duplicate copy in RFW 1/2/1) Undated
- 2 Notes concerning the Faulder family's links with M.de Conchy and with Sarah Siddons Undated
- 3 Type-written transcript of a letter from Miss Charlotte Wade (a niece of James White) to Lili Kuper (20 May 1889). The letter tells of a conflict of religious views between Samuel White (father of James White) and his father, a clergyman, who had wished Samuel to become ordained. Also, there are details of the descendants of James White's elder sister, Sarah (Mrs Oldrey). Apparently typed by Gilbert White. (see RFW 4/2/1). Undated
- 4 Later copy of RFW 2/2/3 Undated

RFW 2/3/ James White as author.

- 1 Second edition of Original Letters, etc of Sir John Falstaff (London) 1797

RFW 2/3/

- 2 Quotations concerning the Letters of Falstaff, possibly typed by Gilbert White. Undated

- a Quotations from Southey, Hazlitt, and Mr. John Gutch.
- b Quotations from Charles and Mary Lamb. Includes a pencilled note probably written by Gilbert White.
- c Quotations from Talfourd and Leigh Hunt.

3a-d Later typewritten copies of RFW 2/3/2a-c Undated

- 4a Article by Ernest G. Crowsley of The Charles Lamb Society, dealing with the life of James White and the publication of the Letters of Falstaff; presented to Gilbert White by the author. 16 April 1951
- b Letter of thanks from Ernest G. Crowsley to Gilbert White (enclosed in RFW 2/3/4a) 29 April 1951

RFW 2/4/ Letters from Mrs. Eileen Macleod, a great great grand-daughter of James White.

- 1 Letter of thanks from Mrs. Macleod after viewing the portrait of James White at R.F.White and Son. 21 Nov 1979
- 2a-b Letter of thanks from Mrs. Macleod to Mr. Clarke, after receiving photographs of the White portraits. She enquires whether Mr. Clarke is related to the White family. (2 pages). 16 March 1980

RFW 3

THE NEWSPAPER SOCIETY

RFW 3/1/-

The Newspaper Society 1836-1936
A Centenary Retrospect

1936

James Buller, Manager of Whites was a founder member, and the first meeting took place at 33, Fleet Street. The Society's major aims were to promote and protect the interests of newspaper proprietors.

RFW 3/2/-

Typescript of a conversation between Gilbert White, T.F. Clarke, and W.A. Clarke, concerning James Buller's involvement with the Newspaper Society. Also includes some details of the White family history, and some discussion of changes in methods of advertising (5 pages).

Nov 1959

RFW 4

MISCELLANEOUS CORRESPONDENCE AND RELATED
ITEMS.

RFW 4/1/-

Hand-written copy of letter from Mr. C Jackson on behalf of Mr. (A.R.?) White, evicting Mr. Manning and his family from the upper part and kitchens of Mr. White's house, but retaining him as a paid employee, provided that Mr. Manning does not "injure or attempt to injure" Mr. White in the conduct of the latter's business. (Badly torn).

7 April 1877

RFW 4/2/

Correspondence with Mr. C.J.Hayes, Chairman of the Crown Agents.

1a-b

Photocopy of letter from W.A.Clarke to Mr. Hayes to accompany photocopied documents relating to the history of R.F.White and Son Ltd., and discussing the tradition of business connections with the Crown Agents. (2 pages)

6 June 1973

2

Letter from James White to Mr. Savage (apparently a newspaper proprietor - see reference in RFW 4/2/1), defending his clients in strong terms: " my entire conviction of your want of candour in this business precludes me from the exertion of any lenity."

3 Sept 1817

3

Photocopy of general letter from R.F.White & Son, soliciting business as advertising agents. (Mentioned in RFW 4/2/1).

April 1884

RFW 4/3/

The George Bernard Shaw Letter.

1

Photocopy of pg. 8 of The Times showing advertisement for a Clerk, placed by means of R.F.White's Agency.

22 July 1880

2

Photograph showing an enlargement of the advertisement in The Times

22 July 1880

3

Photocopy of the draft of G.B.Shaw's letter applying for the position of Clerk. (Copyright on original: Berg Collection, New York Public Library).

22 July 1880

4a-b

Typewritten transcripts of the advertisement and G.B.Shaw's reply.

1966?

RFW 4/3/

5a-e Copies of correspondence concerning
copies and the copyright of The Times
advertisement and of the draft of G.B.
Shaw's letter (5 items).

22 Jan 1966 -
12 April 1966

RFW 5/1/ - Duplicate Deed of Partnership in 16 May 1919

R.F.White & Son, between Arthur Robert White, Gilbert White, and Thomas Frederick Clarke. Partnership will commence 1 July 1919, and continue for 10½ years. Partners shall pay capital sums into partnership as follows:

A.R.White - £1000

G. White - £500

T.F.Clarke - £500

Each partner is to be entitled to interest of 5% p.a. on capital. Division of profits are to alter according to certain conditions set out in Deed. In the event of the death of A.R.White, his share in the business shall pass to G.White. During the life of A.R.White, one twentieth of net profits p.a. is to be paid to each of the three unmarried daughters of Robert Faulder White.

RFW 5/2/ Ledgers and Account Books.

1 Ledger containing:-

"Profit and Loss"

Jan 1828 - Jan 1834

Jan 1840 - May 1842

"Receipts and Allowances"

Sept 1923-May 1951

2 Account Book of income from Classified Advertisement with 1d. Inland Revenue stamps (13 pages badly torn).

Dec 1862- March 1866

3 Account Book of Petty Cash

July 1916-Jan 1952

4 Account Book containing:-
Receipts & Payments

1918 - 1952

Capital Account

1918 - 1919

Annual Profits

1918 - 1930

Profits Drawn

1919

Staff Share of Profits

1922 - 1923

Drawing Account of T.F.Clarke

1919 - 1950

Drawing Account of G. White

1919 - 1950

RFW 5/2/4	Drawing Account of A.R.White(d.1922)	1919 - 1922
	Directors' Loan Account	1932 - 1941
	Reserve Account	1939
	Repayment Account of G.White and T.F.Clarke	1939 - 1947
	Loan Accounts of - G.White	1944 - 1950
	- T.F.Clarke	1944 - 1951
	(Cover badly damaged).	

RFW 5/3/ System of Book-Keeping.

- | | | |
|---|---|-------------|
| 1 | Letter from J.P.Larroder to R.F. White and Son. In reply to the latter's request for advice on improving their system of book-keeping, he suggests "the principle of Double entry". | 1 Oct 1880 |
| 2 | Receipt for £51.18 for J.P.Larroder's services, May-June 1880; with 1d. Inland Revenue Stamp. | 22 Oct 1880 |

RFW 5/4/ Insurance.
 (See also RFW 5/1/- for a reference to Gilbert White's life insurance policies).

- | | | |
|---|--|--------------------------------|
| 1 | Record Book of Insurance Premiums paid.
(some loose pages) | 1908 - March 1961 |
| 2 | Loose papers inside RFW 5/4/1 | |
| a | Publicity leaflet for the Sun Insurance Office Ltd. | Undated |
| b | Correspondence between R.F.White and Son Ltd., the Sun Insurance Office Ltd., and Mr. Alfred Ward, concerning insurances relating to the Church of the Holy Spirit, Clapham (12 pages). | 29 May 1946 -
2 August 1946 |
| c | General letter from the Sun Insurance Office Ltd., announcing the discontinuation of War-Time Discount for Motor Insurance from 1 July 1947. | 14 April 1947 |
| d | Correspondence between E.Hugh Henry (Surveyor), R.F.White and Son Ltd., and the Sun Insurance Office Ltd., concerning the insurance of the Clapham General and Provident Dispensary (3 pages). | 6 Jan 1949 -
11 Jan 1949 |