*This list supplements the main Bata Shoe Company Papers finding aid.

**CREATOR:** Bata Shoe Organization (Bata Shoe Company).

**DATES OF CREATION:** [194-?] - 2010.

**PHYSICAL STORAGE:** Downsview and 2B Annex

**EXTENT:** 144 bankers boxes of audio-visual material (plus 20 oversize items on shelf).

**SCOPE AND CONTENT:** Contains VHS, Beta U-Matic cassette tapes; 8mm, 16mm and 35mm film reels and audio cassette tapes. The content of the recordings ranges widely and includes: recordings of speeches and conferences; media interviews and news spotlights featuring the company, Thomas J. Bata and/or Sonja Bata; Bata company promotional videos (including commercials and advertising spots); company-related historical highlights (compiled by Bata employees); HR and Technical department training videos, among other subjects.

**NOTES:** Titles taken from original containers or labels.

**ARRANGEMENT:** The material has been loosely arranged into four series, with the bulk of the recordings divided into Commercial/Marketing and Technical-related subjects.

**A. THOMAS J. BATA VIDEO LIBRARY**

**BOX 283-295**

B. BATA COMPANY – VIDEO CASSETTES

**BOX 296-369**

B1. Commercial/Marketing

B2. Technical

**BOX 296-321; 329-361
BOX 362-369**

C. BATA COMPANY - FILM

**BOX 370-390**

C1. Commercial/Marketing

C2. Technical

C3. Commercial/Marketing - Oversize

C4. Technical – Oversize

**BOX 370-390
BOX 390-418
SHELF
SHELF**

D. AUDIO

**BOX 419-438**
A. THOMAS J. BATA VIDEO LIBRARY

Contains VHS video recordings from the Office of Thomas J. Bata (Toronto, Ontario).

DATES OF CREATION: 1990s-2000s.

BOX

283
- Vision 2000 Conference. VHS.
- Vision 2000 – TGB. VHS.
- Diane Cohen Reports. VHS.
- Arthur Vale Reports. VHS.
- Entrepreneur Award, University of Manitoba. VHS.
- Libby Znaimer Reports. VHS.
- International CEO Washington Forum. VHS.
- Spiral of Time. VHS.
- Zlin Czechoslovakia. VHS.
- Factory Fire. Spanish. VHS.
- Spirala Casu-Boty Pro Cely Svet (Spiral of Time – Shoes for the World). Czech. VHS.

284
- Petka Hvezdickou. Czech. VHS.
- Muz, Ktery obul svet. Czech. VHS.
- Czechoslovakia circus “Europa”. VHS.
- Ceremony of conferring of the honorary degree of Doctor of Science on TJB (Aula Magna of Kaolinux of Charles University). VHS.
- Prochazka prahou s viktorem. Czech. VHS.
- Otta hora. Czech. VHS.
- Thomas Bata ve Zline – TJB in Zlin. Czech. VHS.
- CBC National News. VHS.
- Arctic quest. VHS.
- One man’s multinational. VHS.

285
- Business World interview (with Thomas J. Bata and Ron Adams). VHS.
- CESO Awards (Dinner in honour of Thomas and Sonja Bata (Addresses – Claude Taylor, Air Canada; Daniel Haggerty, CESO; Evan Church, CESO Outreach 1990). VHS.
- Business World (with Thomas J. Bata, Ron Adams and Christina Pochmurksy). VHS.
- The Canadian Club. VHS.
CTV W5 (with Eric Malling and Thomas J. Bata, interview at PLC). VHS.
Business World re: The Bata Shoe Empire (with Christina Pochmursky and
Thomas J. Bata). VHS.
Le Point (with Pierre Craig). VHS.
Directions (with Georgina Wyman). VHS.
Thomas J. Bata Broadcast. Czech. VHS.
Shoecon presentation, Czech. VHS.

286
Bata in Leaps and Bounds – Bata Zimbabwe. VHS.
Bata Shoe King. German. VHS.
Strategies for Winning. VHS.
1876-1976 100 Years. VHS.
Bata a. s., TJB & Milan Adamek. Czech. VHS.
Barum. Czech. VHS.
CBC Business World – TJB Interview after his return to CR. VHS.
CBC Business World – Bata’s return to CR. VHS.
Board of trade 102ND. VHS.
Scully Rencoutre (Robert Scully and TJB). French. VHS.
Bata as. Management System., Judr. Garlik, Prof. Toth. Czech. VHS.
CHCH TV with Andy Zajac – Profile of Success – Profile of Bata Shoe Co.
VHS.
Shoemaker to the World. Czech. VHS.
Bata Shoe store opening in Czechoslovakia – Prague.
Czech. VHS.

287
Volkswagen AG 2nd group conference, Detroit. VHS.
CBC National News with Knowlton Nash. VHS.
Six Different News Reports. 1) CBC Newsworld 11:00am; 2) CFTO-TV
6:30pm; 3) CBC Newsworld 8:30pm Business World; 4) CBC 10:00pm; 5)
CBC 6:00pm – CBC at Six. VHS.
Shell. Livewire competition for young who would be entrepreneurs. VHS.
[Untitled]. TJB speaks… Bata history. Czech. VHS.
TJB in Partizanske, SR. VHS.
U.S. Army in West Bohemia. VHS.
T.J. Australia. VHS.
2 Advertising Shots. VHS.
Canadian Establishment CBC TV with Patrick Wilson – Based on the book
of Peter Newman (1980). VHS.
Doordarshan – Mr. Deepak Vohra. VHS.
50th Batawa. VHS.
CZ TV-GEN. Dir. Matej Minac. VHS.

288
Street Story with Ed Bradley. VHS.
CBC Business World – The Czech Republic Canadian Chamber of
Commerce Conference. VHS.
Orrilia Training Plane. VHS.
A Journey Through The Heart of Europe (Family tour in the Czech Republic, Sept. '93). VHS.
  1) War Time Zlin – History of Factory SVIT & Zlin during the German occupation.
  2) Zlin film festival “ZNE”.
  3) Jan Bata’s honourary doctorate. VST E. Benese, Brno, March 1938.
  4) Training film for Salesman “Nejvynosnejsi prodej”.
_Czech_. VHS.

Bata Euro Retail – Marketing. _Czech_. VHS.
Ta Tantastika – Black Light Theatre. VHS.
Bata – Serving the World (100th Anniversary Video, ’94). VHS.
Heute Journal. _German_. VHS.
Death of a Democrat. VHS.
Schuhkonig Bata (King of Shoes). _German_. VHS.

289
Bata s hackem i bez hacku. _Czech_. VHS.
Zlin Aerospace of the CR (Report on Joe Kane and his business with Moravan by Linda Sims). VHS.
Advanced Manufacturing Centre Opening Ceremony, Husky. VHS.
TJB’s Doctorate; Technical University BRNO, Faculty in Zlin (Part 1). VHS.
TJB’s Doctorate; Technical University BRNO, Faculty in Zlin (Part 2). VHS.

294
BSO Anniversary - Birth of Founders. VHS.
CBC-TV Programme with Patrick Wilson. VHS.
Bata Limited – Zimbabwe. VHS.
CESO Award for International Development. VHS.
Czechoslovenska Televise Praha. VHS.
Canadian Business Hall of Fame – Laureate Presentations
Lacroix, Wolfe, Keevil, Koffley, Bata. VHS.
York University Convocation. VHS.
The 14th Tunku Abdul Rahman Lecture by Mrs. Sonja Ingrid Bata. VHS.
International Fashion Group Meeting. VHS.
Bata – zagrebacki velesajam. VHS.
Bata’s Zlin. VHS.
Mr. & Mrs. T. J. Bata at Batanagar Recreation Club on Golden Jubilee Year.
VHS.
Bata Limited – Happy Feet. VHS.
Re: Bata Shoe Plant. VHS.
Zmizeni bankere Preisse. VHS.
Batawa Factory & Totes Production Area. VHS.

295
The Bata Shoe Dynasty. VHS.
‘Da dobre’… program for seniors – Miroslav… Ivan Kriz … Jan Piveka. VHS.
Bata International Commercial Reel
Bata 80th Birthday – Interviews with former senior management … VHS.
The Life and Times of Sonja and Thomas Bata. VHS.
Bata History. VHS.
Bata Bullfighter Commercials. VHS.
Museum “schuh traum” of footwear rarities. VHS.
  1. Three days in the life of Zlin
  2. Bata’s return to Czechoslovakia
  3. Pope’s visit to Velehrad
VHS.
Various videos for museum projection. VHS.
Sonja Bata – A Portrait – Video for award ceremony. VHS.
B. BATA COMPANY VIDEO – CASSETTES

B1. Commercial/Marketing Videos

B2. Technical Videos

Contains video recordings on VHS, BETA, ¾ inch U-Matic cassette tapes.

DATES OF CREATION: [1950]s-1990s.

B1. COMMERCIAL / MARKETING VIDEOS

296  Jumping for Jellybeans 25min PAL
     Bata Management Mode 1-8 71 min NTSC
     We are the People 11 min NTSC
     9mm 449 MAST R V (?) PAL
     The Entrepreneurs 50min PAL
     Winning Through Change 'Leading the Way' 43min PAL
     Rainbow War 20min (2tapes) PAL
     Warner Lambert Compilation Reel 8min PAL
     Quick Response 22min PAL
     Canada Retail Selling Shoes 1&2 17min PAL
     Retail 23min (4 tapes) PAL

297  Manhunt PAL
     In Search of Excellence PAL
     In Search of Excellence- Disney World 13min PAL
     World Cup Pinnacle Team- English 9min PAL
     Bata Sundrops 1 min 1992 NTSC
     Selling in Stride PAL
     The Perfect Moment PAL
     Control of Working Capital NTSC
     Portraits of Improvements PAL
     Talk Things Through PAL
     Womens Footwear Production 22min, Bubblegumers 16min PAL
     Can You Spare a Moment 25min 1987
     A Passion for Excellence NTSC
     Market Source 'Campus Fest' and 'Campus Source' 1991; Ontario Hydro
     ‘Saving by Design' 91; AGF Mgmt Ltd 'Profit on the Pacific Rim' 91- 33m in
     Towards Excellence: Taking Innovative Action PAL
     Getting Back in Touch PAL
     Introduction PAL
Instilling Unique Values PAL
Fostering Individual Commitment PAL
Existing for the Customer PAL
The Strange Tale of Mr Hyde; Try It on for Size- Spanish NTSC U-matic.
Assessment Retail 28min SECAM
Assessment Manufacturing- French 20min SECAM
The Entrepreneurs 49min SECAM
Towards Excellence: Instilling Unique Values SECAM
Getting Back in Touch SECAM
Existing for the Customer SECAM
( Taking Innovative Action SECAM
Retail - Spanish 30min NTSC
Part 2: In Store Merch & Advertising; Point of Sale 85min SECAM
Assessment Retail 22min NTSC
Mr Hyde 12min SECAM
French 38min NTSC

Retail 23min SECAM
BSO Assessment Program Retail- English 23min PAL
Retail- English 23min PAL
Assessment Retail- French (2 tapes) 23min NTSC & SECAM
Thriving on Chaos 58min PAL
Manhunt 31 min NTSC
Bata Selling Mode 1 &2 46min NTSC
Kaleidoa 6min SECAM
Retail- English 23min PAL
Bata Assessment Manufacturing- French (2 tapes) 20min SECAM
Bubblegummer Compilation Tape SECAM
Rainbow War 12min SECAM
Innovation- It's Worth the Risk 28min SECAM
Environment- Eng 8/90 8min NTSC
Manhunt 31 min NTSC

La Companie Bata de Retour in Tchekoslovakie 5/92 21 min NTSC
Cannes 1987 (2 tapes) 64min PAL
Bubblegummers TV Commercial 'Fun to Grow Up With' 32min PAL
FIMP 13min; Womens Footwear Production 22min PAL
Womens Footwear Production (FIMP) 36min SECAM
In Search of Excellence- Disney World 13min PAL
In Search of Excellence 86min SECAM
Bata PDC Video SECAM
Bubblegummers? 10/92 8min NTSC
A Passion for Customers 67min NTSC & SECAM
We are the People 11 min PAL
BAOBAB 3min NTSC
A Passion for Excellence 60min (3 tapes) NTSC

301
After the Sale Was Over PAL
Bata Salesman PAL
Talking with Pictures 36min PAL
Display Guide - Bangladesh ?min NTSC
Continental Can 1989 21 min NTSC
Sounds of the East- Bangladesh 59min NTSC
Annual Ordeal PAL
Pinnacle Achievers 1994 PAL
Aids in the Workplace 43min PAL
We are the People; Marketing Imagination; World Cup 86 Pinnacle; Bata by Choice 51 min PAL
SKF Flex-Link Intro 27min NTSC
Bata Shoes 3min PAL
Your Biological Guide to Aids 29min
Mr Hyde; Try It on for Size- English 20 min NTSC U-matic
Mr Hyde; Try It on for Size – French 20 min NTSC U-Matic
A Step Ahead PAL

302
Compilation tape: Shoemaker and His shoes; Shoemaker’s World; Introduction to Costing; Production Planning; Process Quality Control; Business Economics; Work Simplification (3 tapes) 117 min PAL
Improve Licensing, Larry Johnson, Ford Motor Co 3/93 123min NTSC
Charles David - Demo 6/92 8min NTSC
Bubblegummers Video Strip 1 min NTSC
Leadership Alliance 4/94 64min SECAM
Bata Management Mods 1-8 71 min
Bata Selling Mods 5-6 30min NTSC
So You Want to be a Success at Selling Parts 1-4 Selling in Stride NTSC
Aiarni Deajardina 10/92 13min in NTSC
Womens Footwear Production 36min SECAM
Republic of Bata Campaign 1991
Bata Selling Mods1 &2 46min {2 tapes) NTSC
Bata Selling Mods 3&4 47min NTSC

303
Bata Selling Mods 5&6 30min NTSC
Bata Selling Mods 7&8 25min NTSC
Tape 1 123min 10/92 NTSC

Thomas Fisher Rare Book Library, University of Toronto.
Tape 2 34m in 10/92 NTSC
Mr Bata Interview on Business Review NBC TV
Annual Ordeal NTSC
Advanco 1991 Brain Storming NTSC
Commercials
We are the People; Marketing Imagination; World Cup '86 Pinnacle Team; Bata by Choice NTSC
Planning for the Future 2/95 6min NTSC
Bata TV Commercials A212 Mohamed 10/92 4min NTSC
A Step Ahead NTSC
CHEX-TV - Evidence in the Bata Trial Inadmissable 4/91 1 min NTSC
Active Leadership 1/98
New Clips - Prize Giving Ceremony 6min NTSC
Gold of the Desert Kings

A Passion for Customers 67min NTSC
Bata Management Mods 1-8 71 min NTSC
Advanco 1991 Presentation 124min NTSC
Managing Time NTSC
T.G. Address to Pinnacle Team 1994 6min SECAM
Bata Assessment Manufacturing, French 20min SECAM
60 Minutes - How to Succeed 14min NTSC
Bata Spring/Summer Fashion 2/91
Vol 1 A Commitment to Customer Service
Vol 3 The Marketing and Manufacturing Edge
Success – The Big Secret
Bata Vista 1989
Pinnacle Team 1991
Managing Time 28 min NSTC
Tune Up – Arabic PAL
Bata Vista (English) 1989 Audio Cassette
Business News on Air – Pinnacle Team Achieves …

Zanacco discusses Sri Lanka Shoe Industry 1994 PAL
Feet First SECAM
Merit Case (Marketing) 25min NTSC
In Search of Excellence NTSC
Marketing Warfare 5/87 1 of 3 43min
Dynamite Presentation
Towards Excellence: Existing for the Customer
Introduction
Taking Innovative Action (2 tapes)
Getting Back in Touch
Instilling Unique Values
Fostering Individual Commitment
The Eye vs the Ear 5/87 27min
Canada Retail Selling Shoes 1 & 2 17m in NTSC
Thriving on Chaos (short?) THR033 60min NTSC
Mr. Hyde NTSC

306
The Entrepreneur 43min NTSC
Giving Them What They Want
Planning for the Future 6min
Rainbow War NTSC
A Passion for Customers 67min PAL
Pinnacle 1995
Pinnacle 1999
Calcon 1993 Chile
Bata City Store 13min PAL
Pinnacle Team 3/96
Solo by Mike Hoover (Pyramid Films) 16 mins (2 tapes)
Communication Between Computers & Computer Languages 59min NTSC
Production NTSC
Power Teamwork
Bata Management Mod 1-8 71 min NTSC

307
How to Pick the Best Personnel
Lingua Ingleas 7min NTSC
In Search of Excellence (Apple) 15min NTSC
Bata Selling Mod 5&6 30min NTSC
Innovation- It's Worth the Risk
In Search of Excellence 86min PAL
Romancing the Product- Shoecon 1988 9min SECAM
Bata Assessment Retail- French 22min (2 tapes) SECAM
Learning Int Management for Effectiveness -short version 6/87 NTSC
Mr Hyde, Story of a Shoe Salesman 12min SECAM
Bata Selling Mods 7&8 25min NTSC
How to Succeed NTSC
Demo March 91 10m in NTSC
Womens Footwear Production (2 tapes) 36 min SECAM

308
Retail 23min (4 tapes) SECAM
Bata Shoes 3min SECAM
Readymade Computer Products - Getting Started 59min NTSC
Bata Assessment Retail - French 22min SECAM
Bata Assessment Manufacturing - French 20min SECAM
Strategies for Market 1988 NTSC
…Interflow[?] 36 min NTSC
[Untitled], 1 tape.
Cannes 1987 1 04min NTSC
Bata Selling Mods 1 &2 47min NTSC
Bata Selling Mods 3&4 47min NTSC (2 tapes)
Bata Management Mods 1-8 71 min NTSC

309
Mr Hyde, Try It on for Size 20min NTSC
Schulz 'Strange Tale' 12min PAL
BSO Assessment Manufacturing/Retail - French NTSC
If Japan Can Why Can't We- NBC White Paper 11/92 86min
Bata Selling Mods 7&8 (2 tapes) 25min NTSC
Balance Sheet Barrier 29min NTSC
Pinnacle Trip - Chile 20min
Bata Selling Mod 5&6 30min NTSC
Womens Footwear Production 22min; Bubblegummers 16min SECAM
We are the People 11 min NTSC
Business News 1 min PAL
Bata Assessment Retail - French 22min SECAM
Tape 1 Part 2: Improve Licensing, Larry Johnson, Ford Motor Company May 93
14 min NTSC
Conducting Meetings NTSC
Computer-Assisted Instructions …
Bata 1894-1994 25min; 100th Anniversary 13min NTSC

310
Batawa 50th Anniversary Composite Tape (We Are The People; Bata Evolution;
Bata Fashion; The Strange Tale of Mr. Hyde) PAL
Marlin Videos: Dealing with Difficult Prospects & Customers 28min
Marlin Videos: Time & Territory Management, Turning Time into Gold 30min
Turning Customers Into Clients 10m in
Dimensions in Bargaining 40min
Leadership -John Kotter
Managing Your Retail Staff to Success
Successful Retail Shoe Selling: The Trial Close Objections
Closing Confirmation/Invitation
Probing the Demonstration
French CBC Czech (?).
Bata Can Tapes 1-3
Bata Can Tape 4

311
Bata Can Tapes 1-3 Urns Kerns Raw Footage 82min (2 tapes) NTSC
Le Point 1992 18min
Pic & Pay Store Alone Revised
North Star, Verion Sabdal, Power, Bubblegummers Commercials South America; TV Commercial? 1993 PAL
TV Commercial “Touchees” S.A. 1993 / 1994 Siggraph Customer Demo Reel
20sec Audio CFRB - Kenya Employees Fired - 100% Pay Increase Can Reapply for Job – (Audio cassette).
Training Video Set ’Towards Excellence’ (6 video cassette tapes, in case).
Training Audio Set ‘Toward Excellence’ (2 audio cassette tapes with accompanying textual pamphlets, in case).

312
City Store 10/92 13:55 PAL
Shoecon 88 13:16 min PAL
Mr T.J. Bata Receiving Honoury Doctorate NTSC
Bata Canada tape 4 (urns kerns mw footage) 7:58
Advanco 92 day 1-21 hours of video NTSC (5 tapes)
Bubblegummer 1:24 min NTSC
Bangladesh Tannery
Zagreb 94 Sportova
Afro Tour 93 China to Singapore
Power Shoes, India, Role of Pinnacle Group 1 tape
Shoecon 89
Bata Showreel 88 PAL

313
Lee-Anne Mc[D?]ear communication skills 4/98
La bolsa canal 11/93
Swiss TV Schuhkonig Bata 11/92
Bubblegummer commercial morocco 12/86
Alcan Update with Jacques Bougie 2/98 17:30 min NTSC
Bata Pinnacle Team 2/89 7:12 min NTSC
Bata ‘Rhino’ Revision PAL
T .J .B. Speech to Planning Team Conf. Room 7/96 NTSC
Thailand Commercials 89 PAL
New Zealand TV Commercials Bata Bullets 10/88
CBC TV Bata Indonesia 4/98
Slide Multivision Shoecon 89 Bata Thailand PAL
Bata Northstar Bubblegummer Commercials NTSC (2 tapes)
The Paul Martin Sr. Society 11 min
Kenya commercials 89 BG, NS, Power, Safari Boot
Sepatu Bata Bubblegummers Commercial, Lebaran Version, 60 sec PAL
Crew of the HMSC Ville Quebec at the Bata’s Home 4/97
Mr. T.J. Bata Receiving Honorary Doctorate NTSC

314
Bata Asia-Pacific Show @ Shoecon 99 by A. Kelly PAL
Airwalk Television Commercial 12/95
Airwalk Tradeshow Loop Video 65 min

Thomas Fisher Rare Book Library, University of Toronto.
Bata Limited – May 12, 1997 Shoot, Tape 1, 2, 5, 6. NTSC
Bata Limited – May 13, 1997 Shoot, Tape 1, 2, 3. NTSC
Bata Limited – May 14, 1997 Shoot, Tape 1, 2. NTSC
Zimbabwe 15min NTSC
Thailand Commercials 3min NTSC
May Shoot Tape 4 1997 36min NTSC
Balance Sheet Barriers 30min NTSC

315 South America Commercials
Working Capitol 26min NTSC
Pic & Pay Store Along 1993 4min NTSC
Bata Shoes Best of the Best 1993 4min NTSC
Bata Shoe King 1992 51 min NTSC
Bata Tomas, Czech 1993 38min NTSC
Benchmarking for Continuous Improvement 1993 22min NTSC
Twenty-Twenty Bubblegummers 16min PAL
Power Technology Marketing/Advertising/Show Catalogue '92 PAL
Wenceslas Square Store Opening 1992
Planning for the Future 1995 6min NTSC
Canada Retail Commercials - I Love Comfort
Canada Retail Selling Shoes 1989 17min NTSC
Thomas Bata Returns to Czechoslovakia 1989 NTSC
New Store Opening Czech (2 tapes) 4min NTSC

316 Revised Commercial Montage (2 tapes) 1989 NTSC
Bata Environment 1990 8min
Bata Raw Footage from Betacam
Zlin - How They Designed Shoes 25min NTSC
Bata Shoe Museum 12min NTSC
Bata Limited May 12, 1997 Show, Tape 3, 4 (2 tapes) 35min 1997 NTSC
Power - Transfer of Slide Presentation min NTSC
Moscow Store Opening (2 tapes) 1987 NTSC
TV Commercials Model/Screams School Shoes 5min NTSC
Minister Dlouhy/Thomas Bata - Canada AM David Stewart Peterson 1992 NTSC
Pakistan Shoecon 1989 PAL
TV Commercials Pakistan 1989 PAL
Bata Memento Video Shoecon 14min
France 5/89 NTSC

317 Wartime Zlin 1944; Support Sports 1976; Return Czech (CBC) 14 min NTSC
Bubblegummers Morocco Casablanca SECAM
Bata Fined for Toxic Spill 6 April 1992
Planning for the Future Feb 1995 6 min NTSC
Bata Limited – Coordinated Product Groups 21 May 1992 PAL
Bata Shoes – Flag; Bata Song 18 June 1991 (2 tapes)
The Heart of Europe 41:1 Om in NTSC
TJB Address to Advanco '96 2 tapes NTSC
The Bata Collections CPG 13:14min PAL
Walking Pumps; I Love Comfort; Pinnacle Team, Bata SA Commercials 11 min PAL
Bubblegummers Prod Dev Plus Ads 83-87 19:30min NTSC
Bata Institutional 7:23min PAL
Tape 1&2 Prague(?) '92 44:13min SECAM
Bata City Stores Italy 13:52min PAL

318
Bata Commercials: Power, Sugarbaby, Funtone, BG Hari Raya '89 3:41min NTSC & PAL
100th Anniversary Picnic 59 Wynford June 94 NTSC
Business News on Air '89 Plus Pinnacle Team 1:10min NTSC
PDC/Russo Lingua Russa 9:46min SECAM
Zimbabwe 15:23min PAL
Bata Pinnacle Achievers 1994 1:0:50min NTSC
Atlanta Shoe Convention 1993
Bata Limited – Collage
Russian Commercials 10m in NTSC
1894-1994 Bata History 25min and
View of an Eastern World -Bata Store Tour by Car 7min PAL
The Bomb of Zlin 1944; T J's Return to Czech 1989 6min NTSC
Nike Presentation to Advance 1997
Bata Malaysia Warehouse After Fire
CBS Detroit Bata Ad. Zimbabwe 1991 1min NTSC

319
Re: Bata Shoe Company Coping with Business, Government and Social Pressures in South Africa 6min 8 Oct. 1985
Re: Bata Fined for Illegal Waste Dumping in Trenton, Ontario 7 April 1992
RE: Bata Industries is on the Ontario Government’s Blacklist of Companies That Have Violated Pollution Laws 1 June 1992
Power Commercial 1992 1 min NTSC
Le Point la Companie Bata de Retour en Tchekoslovaquie 1992 21min NTSC
Entrevue avec M. Thomas Bata Temps Present 5/93 60min NTSC
Bata Opens Stores in Prague (News) 1992 30sec NTSC
Bata Limited - Outside shots 16min NTSC
Bata Limited - Quick Response 25min NTSC
Compilation of TV Campaigns of BSO Companies Jan 2001
Prague store opening original (Longest one)
Malaysia TV commercials
Reebok RVR
Fitting growing feet 17 min SECAM
We Are the People; Romancing the Product, Shoecon 88 9:33 min PAL
Airwalk ‘Roach’ AW tag 1:30 NTSC

320
AW 97 In Store Video 3 tapes 4min
BIL Shoecon Presentation 90 2 tapes 13:19 min NTSC
City Store CPG's NTSC
Adidas Feet You Wear: for Sales Staff Only, 2 tapes, English and French NTSC
Airwalk Video on Different Shoes 5 min NTSC
Adidas Kobe natural 0:30 sec
The Bata Collections; C.P.G. 13:44 min PAL
AW Strategies ’92 225: min NTSC
Power Shoes 10 min NTSC
Canada Retail Orillia Combo Store 93 3:27 NTSC
Retail: Ambassadore? NTSC
AW Professional Shoe Fitting / How To Measure Feet?
Three on Three Street Hockey Challenge ‘91 Event Highlights
World Promo 45 sec NTSC

321
Bata Commercial – Flag; Bata Song 18 June 1991 2min NTSC
Bil Shoecon Presentation – 1990 (India) NTSC
“Probing”
“The Trar Close”
“Closing”
“Management”
Batawa 40th Anniversary / Bata 40 Years Canadian, 5 tapes (U-matic).
John Fisher’s Broadcast Story re: Bata Canada 40th Anniversary.. CBC 7 Oct 1979, 1 reel magnetic tape.

329
50th Anniversary Celebration Batawa – Aug 19/89, 4 VHS tapes
Commercial from Mexico 92
Calcon 87 Columbia, 2 tapes
Pic & Pay Commercials Barett 86-89 NTSC
Brand Discipline 26 min NTSC, 2 tapes
L’histoire kickers 11min NTSC, 2 tapes
Sprint at Fairview Mall 91 NTSC
Italy Shoecon 88 15min NTSC
Edicion Power 8:49 min NTSC
Romancing the Product 9:36 min NTSC

330
Power da rifare l’audio…., U-matic
Shoecon 89, 5 U-matic tapes
Norimco Presentation, Phil Zwibel, U-matic
Presentation Power, Northstar, Tigre-2, U-matic
Audio Power, U-matic
Manaco - Northstar- Iona 91, U-Matic
Video PDC/Bata Lingua Russa, U-Matic
Bata Evolution, U-Matic.
Bubblegummer Presentation Plus Bata Safari Boot, U-Matic.

331
PDC Vigevano PAL, U-Matic
20 Years of Shoecon, U-Matic
Audio Power, U-Matic
Catalogo Filmado ICC VHS
'Directions' – Vol. 1, No. 1, 4 tapes, VHS
Directions – Vol. 2, no 1, VHS
Directions – Vol. 2, no. 2, 3 tapes, VHS

332
'Directions' – 1993 Special Edition 'The Improve Process', 2 tapes, VHS.
Portraits of IMPROVEment, 3 tapes, NTSC, PAL VHS
Compilation: Intervista- Baker; Oratori- Mendoza; OratoriBata; Orator - Bata
65min NTSC VHS
Bata Collage Zlin 1993 13min NTSC VHS
Improve Part 2 Tape #4 2/92 VHS
Bata Environment 8/90 8min VHS

333
Bata City Store (English) VHS
News clips – Bata Considering Expansion Into the United States… 20 Jan 1992
VHS’
Sandak 18 Sept 1990 VHS
Coordinated Product Groups- Nigeria 4/91 9min PAL VHS
Dadeland Mall International Promotion VHS
Bata Bazaar- Bangladesh 10/92 VHS
Commercials - Catecu y Bata – Chile? 14min, U-Matic
Mr. Bata's Visit to Zimbabwe NTSC U-Matic
Improve footage - Bata India 4/94 23min PAL U-Matic
Pic N Pay Toxic Waste 30sec U-Matic
Bata India Retail Development, Footage for D. Marchant Presentation / Directions
TJB Retailing Convention, U-Matic.

334
Bata Management Meeting – M. Betts segment, U-Matic
Highlights 26 Spanish NTSC (16min), U-Matic
Power Tennis Commercials 6/85 (2min), U-Matic
Partners in Progress, U-Matic
Bata 7/11/91 Tape I, South Extn II, U-Matic
Sonja Bata and E. Glover Interview, Sony V-31 video tape, 1 reel
Tape I Speeches: Adminmeet Sept 74; Redevcon/Mardevcon Oct 74; Normantour 74, Song V-32 video tape, 1 reel
Tape II: Unscheduled Address; P.E.C. (Marketco) Cowell – Toronto; Group; Knuts – Toronto; Knuts (Short Lesson in Shoe Design); P.E. Cowell – Toronto; C. Pitts (Packaging, misc.) Toronto; Bridge?, Sony V-32 video tape, 1 reel
Tape III: Marketco 70, Sony V-32 video tape, 1 reel
[Untitled], Sony V-32 video tape, 3 reels.

Weather Guard Boots, Fairchild MoviePack 70 projector film, 12 cartridges.
North Star, English and French, Fairchild MoviePack 70 projector film, 5 cartridges.
Hockey Night in Canada/North Star, English and French, Fairchild MoviePack 70 projector film, 2 cartridges.

North Star Hockey Sales Promo, U-Matic, 3 cassettes
North Star Continuous Assembly, U-Matic
One North Star (Dub), B&B Advertising, Rapidvision, U-Matic
Shoecon Trend Presentation 1984 NTSC VHS
Ecco Fashion 1984 VHS
Game Show Japan / Product Development VHS
Exhibition Collection Parade, VHS
Carol Burnet – Shoe Sales Comedy, VHS

1 Professional Shoe Salesman (Audio recording), magnetic tape, 1 reel.
2 The Brave Story
3 Z-D Program- Nigeria 1966 (Audio recording), magnetic tape, 1 reel.
4 Dealer meeting 1969 (Audio recording), magnetic tape, 1 reel.
5-6 ‘Promotion’, French and English, (Audio recording), magnetic tape, 1 reel.
7 Historique francais, (Audio recording), magnetic tape, 1 reel.
8 BSO Vista Tape, (Audio recording), magnetic tape, 1 reel.
9 Professional Shoes Salesman, (Audio recording), magnetic tape, 1 reel.
10 History of Shoes – Condensed Version, (Audio recording), magnetic tape, 1 reel.
11 Shoescene ’71, (Audio recording), magnetic tape, 1 reel.
12 Bata – BSC Winter Jingle, (Audio recording), magnetic tape, 1 reel.
13 ‘Braves’, (Audio recording), magnetic tape, 1 reel.
14 A. Cervinka, (Audio recording), magnetic tape, 1 reel.
15 Bata Company (N.Z.) Bata DVP Superstrong Shoes with the Secret Compass ‘The Opotiki Incident’, (Audio recording), magnetic tape, 1 reel.
16 Promotion Francais, (Audio recording), magnetic tape, 1 reel.
17 History, English (Audio recording), magnetic tape, 1 reel.
18 Braves (Child); Every Women; Winter, French and English (Audio recording), magnetic tape, 1 reel.
19 Weatherguard Boots (Audio recording), magnetic tape, partial reel.
20 Radio Commercials for Bata Shoes, May 11 1966 (Audio recording), magnetic tape, 1 reel.
21 Product Development Visa “Understanding Fashion” (Audio recording), magnetic tape, 1 reel.
22 Braves tape (Audio recording), magnetic tape, 1 reel.
23 Bata Presentation, French Version Dec 18, 1968 (Audio recording), magnetic tape, 1 reel.
24 Promotion English (Audio recording), magnetic tape, 1 reel.
25 “History” English (Audio recording), magnetic tape, 1 reel.
26 Bata Messages No. 1-5 (Audio recording), magnetic tape, 1 reel.
28 Fashion History; Fashion Show Promotion Commercial / Background Music (Audio recording), magnetic tape, 1 reel.
29 Dealer Meeting; Fashion Show Music (Audio recording), magnetic tape, 1 reel.
30 Bata V.O. Master (Audio recording), magnetic tape, 1 reel.
31 Bata Dub Music – No Pauses (Audio recording), magnetic tape, 1 reel.
32 Show Tape – Montreal, Master Mix, Bilingual (Audio recording), magnetic tape, 1 reel.
33 1970 Dealer Meeting, French (Audio recording), magnetic tape, 1 reel.

338 World Cup Pinnacle Team 9/86 English 10min NTSC U-Matic
Power Commercials 7/85 1 min U-Matic
Canada Retail Selling Shoes 1 &2 6min/1 Om in NTSC U-Matic
Retail Commercials 1986 10m in NTSC U-Matic
Peru & Mexico Commercials 1987 21 min U-Matic
Inter Soccer 4 English NTSC U-Matic
The Third Wave 9/83 Parts 1 &2 (Alvin Tattler) 2 U-Matic
Bata International Commercials 18min NTSC U-Matic
We are the People, The Marketing Imagination 1986 U-Matic

339 McDonald: Try It On For Size 10/86 15m U-Matic
Power Launch #2 6/89 6min NTSC U-Matic
BSO Pinnacle Team- Magic of Tropicale NTSC U-Matic
Fred Baker; Milton Parissis
North Star North American Spots (2 copies) PAL VHS
Engineered Work Place- Basic Athletic Shoe Operation (2 copies) NTSC VHS
Feet First - English NTSC VHS
Vision 2000 Marchant; Nammour 1988 22min U-Matic
Vision 2000 Rizzo; Van Rooij; Lamba 30min U-Matic
Vision 2000 Vautier; Graham; Martini 30min U-Matic

340
Vision 2000 Kennel; Dulanto; Mayer 30min U-Matic
Engineered Workplace Basic Athletic Shoe Automated Sewing 1985 11min U-Matic
Cimtech (Trenton) 'Descom System' 9/85 2 reels 20min U-Matic
Hi Tech PU Production 18min U-Matic
Bata Vista- Slide Show Transfer? U-Matic
Bata Shoe Museum Opening Tape 5 With Address Track U-Matic
'Pfaff Taker' Patent Dispute - Machine Footage 4min U-Matic
Sandak Tech Development- Mexico; Brazil U-Matic
Womens Footwear Component Production 8/86 30min U-Matic
Your Guide to World Class Technology U-Matic
CAD F.I.A. Presentation 8min U-Matic
Bata Limited 1985 – Technical; Cimtech 1985; Descom System 24min U-Matic

341
Bata Limited 1985 – Engineered Work Places; Basic Athletic Shoe …
Automated Sewing Efficiency 11min U-Matic
Cimtech (Trenton) – Descom System 20min U-Matic
Segments of Highlights in Progress 27 (Transferred from 16mm Film), U-Matic, 8 tapes.
Individual Titles: Cricketer of the Year; Advanco 84 Highlights;
Jacarta/Indonesia/Marathon Race + Presentation; African Nations Cup; Kenya – Art Competition / Awards; Documentaire Bata.

342
Segments of Highlights in Progress 27 (Transferred from 16mm Film), U-Matic, 10 tapes.
Individual Titles: Advanco 84 Seneca King City; Art Competition – Shoecon ’84; Art Competition – Mexico Stills – BIC Entry – Award Presentation, Milan; LOSKOP South Africa; D. Patten June 13 ’84; European Nations Cup, France vs. Spain – Air Check for Bata June 27/84; Observer Schoolboy Cricketer of the Year 1983 Awards Night; India; Advanco – BIC.

343
Bata Opening Anniversary Highlights 20 (Transferred from 16mm) 21 min U-Matic
Highlights of Progress 4 (1958) U-Matic
Informal Gathering at Batawa 5min U-Matic
Pic & Pay Fall 1981 U-Matic
Youth to the Forefront Black & White U-Matic
Vecna Pisen 1941 U-Matic
International Chamber of Commerce Meeting 6/82 TJB U-Matic
These Changing Times- Written & Produced by D.Patten 1979 U-Matic
TJB Presentation Dec 7/83 U-Matic
TJB- Panel- Norman Tour 1984 U-Matic

344
81h World Conference Retailers 4/82 U-Matic
Bata Shoecon 1872- Opening Film 'Excellence' U-Matic
We Are The People VHS
Ye Spirale Casu/Boty Pro Cely Svet VHS
Spiral of Time VHS
Inauguration Bata Maraka; 25 year VHS
TJB Visit to Nairobi 11/85 VHS
The Canadian Establishment VHS
Advertising Films – Competition (List Enclosed) VHS
Highlights – 20th Anniversary U-matic
Highlights of Progress #8; Highlights of Progress #9 U-matic
Highlights of Progress #10(12) U-Matic
Highlights #11 – French 22mins U-Matic

345
Highlights of Progress #12; Highlights of Progress #13 U-Matic
Highlights of Progress #14; Highlights of Progress #15 U-Matic
Highlights of Progress #16 U-Matic
Highlights of Progress #17 U-Matic
Highlights of Progress #18 U-Matic
Highlights of Progress #19 U-Matic
Highlights of Progress #21 U-Matic
Highlights 24 – 1980 U-matic
Highlights 25 – 1981 U-matic

346
Highlights 26, *English, French, Spanish* U-Matic, 3 tapes
Pinnacle Team 4/92 1hr 11 min U-matic, 2 tapes
Rivera Presentation 9min NTSC U-Matic
J.Graham Presentation 3min NTSC U-Matic
Marchant Presentation 20min NTSC U-Matic, 2 tapes
A&A Dusseldorf 4min; PU-Storage 4min 11/91 NTSC U-matic

347
Eglinton Square, Pickering Phase 4 Video, 1 June 1992 U-matic
Bata Store Opening in Czechoslovakia and TJB Receiving Honorary Doctorate 4/92 U-matic
Advanco, June 1992 U-matic, 12 tapes

348
1 Successful Retail Shoe Selling - Pre-check/Opening the Sale VHS
2 Successful Retail Shoe Selling - Probing/The Demonstration VHS
3 Successful Retail Shoe Selling -The Trial Close/Objections VHS
4 Successful Retail Shoe Selling- Closing/Confirmation/Invitations VHS
Go Green Exhibition - Jakarta Design Centre VHS
Sandor/Serving Our Customer in Mexico VHS
Interflow Management Introduction 15min VHS
Strange Tale of Mr Hyde 12min NTSC VHS
Innovation 10m NTSC VHS
Bata Newscast VHS
Exhibition Collection Parade 15min NTSC VHS
BSO Assessment Programme VHS
Talking with Pictures 37min NTSC VHS
Bata in Moscow 1997 VHS
Bata News Conference 20min VHS
Thomas J. and Sonja Bata's TV Interview 10/94 VHS
Operation Crispy Crunch, USA, Arthur Soler – ‘Venture’ 21 Apr. 1991 7mins VHS
Bata Limited – I Know It When I See It – VHS

Bata Limited – A Passion For Customers VHS
The Strange Tale of Mr. Hyde: The True Story of a Salesman, Spanish VHS
Bata Limited – How To Succeed VHS

Typical Production Set-up U-Matic
Strategies for Winning Market Share in 1988 8min NTSC U-Matic
Bata Slide Show M.O.S. U-Matic
The Bata Collection - D.Boerma 10/90 NTSC U-Matic
Commercials - Chile, Bolivia 1986 60min U-Matic
TJB- Canadian Council International Meet 6/92 U-Matic
Highlights 26 French 20min NTSC U-Matic
Untitled] U-Matic, 2 tapes.

Bata Shoe Museum Opening U-Matic, 7 tapes
Safari Slide Show Transfers 11/90 for Shoecon/90 VHS
A.N.C.I. Tenden ze moda PAL NTSC VHS, 2 tapes
Bata – The Inside Story VHS
Marie Clair 7min NTSC VHS

Hi Moc 4min NTSC VHS
Luglio 1990 Mr. Zanaco – Hi Moc 4min NTSC VHS
Bugsy Malone BBG 40 NTSC VHS
Franchising in Evolution - Shoecon /89 12min VHS, 2 tapes
Video PDC/ Bata 9min NTSC VHS, 2 tapes
Exhibition Collection Parade 9min PAL VHS
Power 14min NTSC VHS
Bata Trend Modual Shoecon /90 (Chicago) VHS
Bubblegummers – Logo, Hitex, Arobics, Pl'Oflex 4min NTSC VHS
Serving the World 26min VHS
Brand Discipline 26min VHS, 2 tapes
Vicenza Export 12min NTSC VHS
Presentation Bata Peru – Power, Northstar, Tigre VHS

352
Calcon /87 Columbia VHS
Bata Evolution 6min NTSC PAL VHS, 2 tapes
Bata Fashion Trends Shoecon 91 PAL VHS
Kaleidos 6min PAL VHS
Bata Shoes 60min Loop NTSC VHS, 4 tapes

Czechoslovaks in India- English 10min; Funeral – Tomas Bata – German 10min
U-Matic
Zlin Training Film U-Matic
Tomas Bata (Founder) Czech Language U-Matic
Shoecon 77 U-Matic
Worldcon 69 28min U-Matic

353
Bata Zlin MGM 36-41 Commercials 11/77 U-Matic
Normantour 10/76 T JB Welcome Speech U-Matic
May Celebration Zlin 1935 - German 9min; News Events Czechoslovakia 11
min; The Face of Zlin – French; Be Not Afraid of the Future – Czech; Zlin
Celebration 1931 10min U-Matic
Zlin Films (A Lady's Shoe) U-Matic
Shoecon 78 T JB Opening Comments  U-Matic
Finameet 8/78 T JB Speech  U-Matic
Bata Meeting 5/78 Zurich U-Matic
The Early Days 11 min, B&W; I Worked with Thomas Bata 4min Colour U-
Matic
Shoecon 80 Opening Film Quality 5min
Normantour 76 – Mr. Bata U-Matic
Bata Advanco '76  U-Matic
Mr. Thomas Bata – Don Mills VHS

354
Coordinated Product Groups – March 1991 U-Matic, 2 tapes
Inspector Clouseau U-Matic
1993 Fall TV & Radio Campaign – Presentation Reel – Pic & Pay Shoes VHS
Bata Retail – Computer Store Design 4min NTSC VHS
The Bata Collections; CPG 13min NTSC VHS
Fitting Growing Feet 18min NTSC VHS
Retail Repositioning Corporate A/V – Goshwami – NTSC VHS
Teener Teaser – Reel historic Bata Y Catecu 6min NTSC VHS
Bata Franchising – Presentation Italy 1990 NTSC VHS
1996 North American Retail Trend Review 10min NTSC VHS, 2 tapes
Bata – Sri Lanka VHS
Spots Monaco VHS
Calzado Manica, S.A. Version: Play Land Park; Recebido de Nicaragua VHS
King of Shoes by NHK TV-1 (National Broadcasting Station, Japan) 31 Dec 1993 VHS

355  City Stores Italy 1991 Shoecon VHS
Selected Television Commercials – Bata Pakistan VHVS
Reel de comerciales manisol – Colombia 1990 VHS
Bata Sri Lanka TV Commercials – Emozioni, Weinbrenner, North Star, Bata VHS
Beat Spots Demo Reel 10min NTSC VHS
Bata Limited – It’s All Right, It’s Only A Customer 28min NTSC VHS
Deja Inc., Point of Sale Looped Reel VHS
Bata Show Reel New – Bata Zimbabwe VHS
Bata Sandak – Bata Retail Corp. VHS
Bata Limited – Franchising – Shoecon 89 Canadian Version NTSC VHS
Bata Franchising Presentation: Ital 1990, English and Italian VHS
Bata Limited – Romancing the Product, Shoecon 88 9min VHS
Campana retorno a clases Bolivia 1992 VHS
Bata – Environment Aug 21 1990 8min PAL VHS
Bata Limited – Ke Sekolah Lagi 30s NTSC VHS
Bata Limited – Canada Retail – Selling Shoes # 1 and 2 NTSC VHS
7 Minutes to Midnight – David Suzuki (Audio recording), 3 cassette tapes

356  Bata Limited – Nolvana Demo Reel 8min NTSC VHS
Multiple Images – War 14min NTSC VHS
Bata Limited – Zlin Visit Feb 1990 NTSC VHS
Interview with President of Tunisia TJB VHS
Mr. and Mrs. Bata’s Visit to Zambia VHS
Vanishing Footprints VHS
Helpful Hints for Highlights Film Contributions 13 min U-Matic
Mr. Bata Sri Lanka U-Matic, 2 tapes
Bata Limited – Highlights of Progress #1 and 2 U-Matic
Bata Limited – Highlights of Progress #6; Highlights of Progress #7 U-Matic
Tomas Bata U-Matic

357  Swedish TV Interview – Thomas J. Bata; Memoirs of the Batas; Social Gathering (Chile); Pakistan Factory Ruins U-Matic
Day in the Life of a Salesman – Media BIC U-Matic
Highlights #5 16mm to ¾” 19min U-Matic
Batawa 40th Roll 2 Dupe U-Matic
Batawa 40th Dub from film, work print U-Matic
Canadian Establishment – Bata U-Matic, 2 tapes
Money Talks – TJ Bata Interview with Raoul Engel U-Matic, 2 tapes
Empire Club TJB November 25 1:00pm U-Matic

358
Bata Ltd & Holiday Inn, U-Matic
Bata Retail Computer Store Design 4min NTSC U-Matic
Womens Footwear Production Parts 1,2,3 6/86 1 hour; Womens Footwear Production Parts 4,5,6 6/86 1 hour U-Matic, 2 tapes
Bata Engineering Vernon/Batawa Excerps Tech Development 80-84 U-Matic
A Day in the Life of a Shoe Salesman 10min U-Matic
The Bata Collections; CPG 13min
TJB Visit to Mexico 1979 (poor quality) 15min Spanish U-Matic
Canadian Establishment (Master) 9/80 U-Matic
Womens Footwear Component Production 8/86 36min
BSO Tech Developments 5/84 23min U-Matic

359
Everybody's Business- Sonja Bata TV Ontario 11/82 5min U-Matic
The Perfect Moment (condensed from original) 9min U-Matic
Coordinated Product Groups, March 1991, 9min U-Matic
Tape 1 83min NTSC VHS
Bata Show Reel- Bubblegummers, Toughees, Power, Marie Claire, North VHS
Improve Process in Bata Indonesia BETA
Bata Video Clip – Footage From 100th Anniversary … Zlin May Day Film 4min NTSC VHS
Bata’s Zlin 1994 PAL VHS
Asia-Pacific Show @ Shoecon 99 by A. Kelly 6min NTSC VHS
Leading Learning Organizations: A Conversation with Peter Senge 40min VHS
Wynford Challenge Sept 17/92 – Opening – Events – Cheerleading and Close VHS
The Bata City Store French SECAM VHS
Speeches by Jaromirweiss NTSC VHS
Search for Quality: A Strategic Futures Conference with Marvin Weisbord 10min VHS
Prime Minister Klaus 2nd Canadian Place – Toronto Sept 2/92 VHS
1) Swap Shoes 2) Segment on Gotcha! VHS

360
1994 Profitco VHS
Bata Limited – Jaromirweiss NTSC VHS
Bata Limited May 13, 1997 Shoot Tape 5 NTSC VHS
The Bata City Store – Spanish VHS
The Compete to Win Documentary VHS
Bata Hotel Implosion, VHS
Bata Power, VHS
[News clips] 13 Sept 1999 re: Indonesia, VHS
[News clips] 26 June 1999 re: Graeme Spicer, Bata Shoes, VHS
[News clips] 21 July 1999 re: The Odd Shoe Exchange, VHS
[News clips] 13 Sept 1999 re: Indonesia and Bata Shoes, VHS
[News clips] 24 Oct 1999 re: Graeme Spicer, VHS

361

[News clips] 16 Nov 1999 re: Bata Hotel Implosion, VHS
[News clips] 3 Nov 1999 re: Bata Factory Closure, VHS
[News clips] 26 Dec 1999 re: Bata Shoe Plant Closure, VHS
[News clips] 02 Dec 1999 re: Closure of Bata Shoe Factory, VHS
[News clips] 2 Apr 2000 re: SAP, VHS
Cohn & Wolfe – BATA Plant in France Closing, RDI TV June 9, 2001 2min, VHS
Bata Shoes Donate to World Vision CP24 News June 27, 1min VHS
Permair June 20 1986 15min PAL VHS
Lasting & Steel Toe Cap – Fitting “Weinbronner” NTSC VHS
BSO Tech Dev 80/84 NTSC VHS
Bata 1986 – Technical – Schon Cutting Machine 35min NTSC VHS
CIMTECH Descom 3000 Series 18min VHS

B2. TECHNICAL VIDEOS

362

BSO Technical Developments 1984 – Presentation to Board to Directors 19min U-Matic
Bata 1986 Schon Cutting Machine 35min NTSC U-Matic
BSO Tech Dev 80/84 – Bata Engineering Vernon/Bata U-Matic
Bata (Technical) – Women’s Footwear Production 23min U-Matic
Automatic Production of Unitsoles on the Solpack 250 RSA 8min U-Matic
Putting A New Article Into Production – Feb 1979 27min U-Matic
Women’s Footwear Component Production – Short Version; Stacked Leather
Heel Cover Preparation NTSC U-Matic
Automatic Production of Unitsoles On The Solepack 250 RSA Russian
Version 8min, U-Matic
Bata Ltd 1983 - HI-Tech Pu Footwear Production (with Rubber Insert) 20min
U-Matic
U-Matic
Technical Improvements 1985 6mins U-Matic

363
Mould Making The Mexican Way – Part A – Preparation of Model for Zamak
Casting 45min U-Matic
Mould Making The Mexican Way – Part B + C Finishing of Moulds U-matic
Matic
Sandak Production System – Mexican Way – Includes Sandak Intro 22min U-
Matic
CAD F.I.A. Presentation NTSC U-Matic
Twenty Three; Twenty Eight – Program #54 – Personell[?] NTSC U-Matic

364
Bata – J. Marchant – Gente in sala 13/5/87, U-Matic
Power in India 16/5/87, U-Matic
Bata Malaysia, U-Matic
Awards/Premazionie, U-Matic
Rossimoda, U-Matic
CENA – Hotel, U-Matic
Brugnoli, U-Matic
Bubblegummers Presentation; Brand Opportunities; Power Presentation –
16/5/87, U-Matic
Opportunities in Accessories – Retailing Bubblegummers 50min NTSC U-
Matic
Pinnacle Team – 16/5/87, U-Matic
Shoecon 87 26min NTSC U-Matic
Pepsi Time Machine – J. Walter Thompson 60s U-Matic
Bata International – Technical Focus ’87 15min NTSC U-Matic

365
Premiazione, Beta
CENA Hotel, Beta
21 Oratori (Favaretto) 21m, Beta
22 Brugnoli, Beta
23 Lifestyle, 14min, Beta
24 Malaysia, Beta
25 India, Beta
26 Pinnacle
27 Rossimoda 2, Beta
28 Business 15min, Beta
29 Bubblegummers, Beta
30 Bubblegummers, Beta
30 Power Presentation 13min, Beta
31 Bubblegummers, Beta
The Bata City Store, Spanish, VHS
Bata Adverts Compilation NTSC, VHS

366  Slush Moulding Protective Footear – Chinese, VHS
     Solpack 250 RSA NTSC, VHS
     BSO Tech Dev ’84 PAL, VHS
     TecDevCon Technical Developments – Bata Jaakarta Indonesia, VHS
     Selected Scenes from BSO Technical Developments 1982 34mins VHS
     Bata Best Industrials (edited for TJB), VHS
     BSO Technical Developments 1982 36m NTSC, VHS
     Bata – Elkins Data Tech Operators, VHS
     Secco Water Jet SECAM, VHS
     Technical 1984 – Sewmate 8mins NTSC, VHS
     BSO Tech Dev 80/84 Vernon Batawa NTSC, VHS
     Technology of Today and Tomorrow NTSC, VHS
     Technical – Anzani NTSC, VHS
     BSO Technical Developments 1983 NTSC, VHS
     BSO Technical Developments 1981 42min NTSC, VHS
     Engineering – Solpack 300 SECAM, VHS, 2 tapes

367  Shoecon 1987 NTSC, VHS
     BSO Manufacturing Challenge NTSC, VHS, Beta
     CIMTECH 3; DESCOM 3000 18min NTSC, VHS
     Energize Your Creativity – Bata Shoecon 1989 12min NTSC, VHS
     Bata Industrials 10min NTSC, VHS, 3 tapes
     Delta Pit Stop Dual E266; Mini Dipol Polaris Star 08 Vilor – Main Group Sept 99 NTSC, VHS
     Robot ACTIS, 13 Sept 1993 10min NTSC, VHS, 2 tapes
     Monoplax Remodelling, With 2 Density Casting From BAKO Co. NTSC, VHS
     Microdynamics FDS CAM Support 6min VHS
     Introduction of Injection Moulding Machines Aug 89 NTSC, VHS
     Precision Oriented Machinery – Shoecon ’90 … Oct. 90, VHS
     Technical Section – Innovation 11min NTSC, VHS
     Tanners by Trade – C.T.C. 18min PAL, VHS
     Robot System s.r.l. – Stivali Boots PAL, VHS
     [Untitled], VHS

368  Directions – Bata Limited Toronto.
     Vol. 1, no. 1 (1991), VHS, 2 copies.
Vol. 2, no. 1 (Feb. 1992), VHS, 5 copies.
Vol. 2, no. 2 (May 1992), VHS, 4 copies.
Vol. 2, no 3 (Aug. 1992), VHS, 10 copies.
Vol. 2, no. 4 (Jan. 1993), VHS, 1 copy.

369 DIRECTIONS series – Bata Limited Toronto.
Vol. 3, no. 1 (May 1993), VHS, 5 copies.
Vol. 4, no. 1 (Jan. 1994), VHS, 1 copy.
Bata Directions 6 May 92 18min PAL VHS.
Bata Directions May 1992 (22 June 1992) 18min PAL VHS
Bata Directions 20 August 1992 19min PAL VHS
Directions ’92 Aug 19min VHS
Directions #6 Revised May 19/93 12min VHS
Directions #6 – 15 July 1993 12min SECAM VHS
C. BATA COMPANY VIDEO – FILM REELS

C1. Commercial/Marketing Films
C2. Technical Films
C3. Commercial/Marketing Films (Oversize)
C4. Technical Films (Oversize)

Contains 8mm, 16mm and 35mm film reels.

DATES OF CREATION: [1940s]-2000s

C1. COMMERCIAL / MARKETING FILMS

370 Highlights of Progress #4 (1958) – Commercial Department, 16mm, 1 reel.
Highlights of Progress #5 – Commercial Department, 16mm, 1 reel.
Highlights of Progress #6 – Commercial Department, 16mm colour film with sound, 1 reel.
Highlights of Progress #7 – Commercial Department, 16mm, 1 reel.

371 Highlights of Progress #10(2) – Commercial Department, 16mm, 1 reel.
Highlights of Progress #11 – French – Commercial Department, 16mm, 1 reel.
Highlights of Progress #13 – Commercial Department, 16mm, 1 reel.
Highlights of Progress #14 – Commercial Department, 16mm, 1 reel.

372 Progress of Highlights #15 – Commercial Department, 16mm, 1 reel.
Progress of Bata #17 – Commercial Department, 16mm, 1 reel.
Highlights of Bata #18 – Commercial Department, 16mm, 1 reel.
Progress of Bata #19 – Commercial Department, 16mm, 1 reel.

373 Bata Limited – Highlights of Progress 22 – 16mm, 1 reel.
Bata ‘Hilites’ 24, 16mm film, 1 reel.
Bata Limited – Highlights 25 (Revision), 16mm, 1 reel.
Bata Highlights of Progress #26, Revised Feb 25 ’83, 16mm, 1 reel.

374 Bata Limited – 40 Years Canadian – Batawa Aug 25, 1979, 16mm film, 1 reel.
Bata Limited – A Day In The Life of a Shoe Salesman, 16mm film, 1 reel.
Canada Reel C – UN Day, BWA War, 16mm film, 1 reel.
Canada Reel B, 16mm film, 1 reel.
Bata Limited – Bata Understands Shoes 1980 – “Puppet” (CB Marsh – Flag) Rehearsal print, 16mm film, 1 reel.
30th Anniversary (Batawa), Sept 13, 1969 – 16mm, 1 reel.
Canada Batawa Ski Chalet 68, 16mm, 1 reel.
Commercial Department – T.J. Bata Shoecon ’73, 16mm, 1 reel.
Bata Limited – “Opening Film – Shoecon 1978 – With Shoecon Announcement at End, 16mm, 1 reel.
Bata Limited – Shoecon 1980 Opening Film – “Quality”, 16mm, 1 reel.

375
Bata Limited – Challenge 2000, 16mm, 1 reel.
Bata Limited – Logo Footage – D.E. Patten, 16mm, 1 reel.
Bata Limited – Shoecon 1977, English and French, 16mm, 1 reel.
Bata Shoecon 79, English and French, 16mm, 1 reel.
Bata Limited – Highlights of Progress 21, 16mm, 1 reel.
Bata Limited – Shoecon 1979, Opening Film (Mr. S. Cesari), 16mm, 1 reel.
KF Productions – “The Little Shoemaker” – 16mm, 1 reel.
Bata Limited – Bata Understands Shoes – Eyelet, 16mm, 1 reel.
Bata Limited – Shoecon ’82 Opening Film, 16mm, 1 reel.

376
30th Anniversary (Batawa) Sept 13 ’69, 16mm, 1 reel.
Shoecon ’71 Italy, 16mm, 1 reel.
Commercial Department – Shoecon ’72, 16mm, 1 reel.
Bata Shoecon ’73 – For export Algeria, 16mm, 1 reel.
Shoecon 1975, 16mm, 1 reel.
Bata Limited – Shoecon 1979 – Bata Understands Shoes, 16mm, 1 reel.
Bata Limited – Bata Understands Shoes – Orchestra, 16mm, 1 reel.
Orchestra, 16mm, 1 reel.
Course Opener, 16mm, 1 reel.
Bata ‘Tarantella’, 16mm 1 reel.
Bata Limited – Bata Understands Shoes ’80 (Puppet), 16mm, 1 reel.

377
Bata Challenge 2000, 1 reel.
Bata Limited – Highlights 23 – 16min, 1 reel.
Highlights of Progress #9 (TJB Introduction), Commercial Dept., 25min, 16mm, 1 reel.
The Big Step Forward, Commercial Dept., 22min, 16mm, 1 reel.
Appollo 8, Commercial Dept., 25min, 16mm, 1 reel.
Anniversary Highlights Shoecon Edition 1976 25min, 16mm, 1 reel.
Why the Shoe Fits, Commercial Department, 37min, 16mm, 1 reel.
Shoecon 76, 16mm, 1 reel.
Highlights of Progress 12, Commercial Dept. – English/French, 32min, 16mm, 1 reel.

378
Premier Davis Visit to Batawa, Commercial Dept., 8min, 16mm, 1 reel.
Out Footage Norm Four – Trade Minister – Trent 1969 – Commercial Dept., 16mm, 1 reel.
Social Gathering (Chile) – Commercial Dept., 4mins, 16mm, 1 reel.
Be Not Afraid of the Future – Commercial Dept., Czech, 10mins, 16mm, 1 reel.
May Celebration Zlin 1935 – Commercial Dept., 9mins, 16mm, 1 reel.
The Spirit of Zlin, 16mm, 1 reel.
FECON India 1958 – Commercial Dept., 10mins, 16mm, 1 reel.
JAB [Jan A. Bata] Return from World Tour and First May 1937, 16mm, 1 reel.
Bata Dusseldorf Shoe Fair, 26-27 Sept. 1970, 16mm, 1 reel.
TJB In Nigeria – December ’65, 10mins, 16mm, 1 reel.
The Face of Zlin, Commercial Dept., 10mins, 16mm, 1 reel.
The Early Days, Commercial Dept., 11mins, 16mm, 1 reel.
Funeral – Tomas Bata, Commercial Dept., 10mins, 16mm, 1 reel.
Message from Mr. Thomas J. Bata 1970 / Len Ruston, Jan. 21/70, 16mm, 1 reel.
TJB Japan, 16mm, 1 reel.

Shoecon ’78 Opening Comments – T.J. Bata, 9mins, 16mm, 1 reel.
Bata – 40 Years Canadian (Batawa August 25, 1979), 5mins, 16mm, 1 reel.
Shoecon 1980 Opening Film – Quality, 5mins, 16mm, 1 reel.
Message from Thomas J. Bata 1970, 16mm, 1 reel.
Shoecon 1977, 19mins, 16mm, 1 reel.
TJB Speeches – Commercial Dept, 16mm, 1 reel.
ALCON (Outcuts Only), Commercial Dept., 20mins, 16mm, 1 reel.
Worldcon 1965 – Commercial Dept. – French/Spanish, 22mins, 16mm, 1 reel.

Bata Shoecon 79, 16mm, 1 reel.
Bata – Les Tamstams de Kin Nalebo (Congo 1969), 16mm, 1 reel.
Bata Limited – Safari to Africa, 1 reel.
TJB Nairobi 1970, Commercial Dept., 14mins, 1 reel.
Islands of Greece (Private Mrs. Bata), Commercial Dept., 30mins, 1 reel.

La Leccion del Hornero – Commercial Dept., 14mins, 1 reel.
Bata 30 Anniversary – Minimal Footage – More Fashion Show Than Anything Else…, 1 reel.
Bata Ltd. – Meeting 1970 – Fashion Show Only, 1 reel.
Bata Shoe Company Ground Breaking Ceremony – March 14, 1962… Belcamp, Maryland, 1 reel.
TV Commercial, 1 reel.

Bata Limited – Highlights 20 (Anniversary Film), 28mins, 1 reel.
Worldcon 1969 – Commercial Dept., 28mins, 1 reel.
Construction of Batalim – Commercial Dept., 60mins, 1 reel.
Lat. Am. Copy – Mr. TJB Visit Peru, 1 reel.

385  Anzar Region Pres. Worldcon ’65 – Commercial Dept., 40mins, 1 reel.
Worldcon 65’ Outakes Final Version Reel 3 – Commercial Dept., 1 reel.
Worldcon Outtakes Final Version Reel #2 – Commercial Dept., 1 reel.
Tomas Bata – Commercial Dept. – Czech, 30mins, 1 reel.

386  Worldcon 65 Outtakes Finish Version Reel #1 – Commercial Dept., 1 reel.
Leather in the Making – Commercial Dept., 22mins, 1 reel.
Bata Limited – Highlights 20 (Anniversary Film), 28mins, 1 reel.

387  Highlights of Progress #16 – Commercial Dept., 22mins, 1 reel.
Highlights of Progress #12 – Commercial Dept., 22mins, 1 reel.
Canadian Establishment (Part Two), 1 reel.
Canadian Establishment (Part One), 1 reel.

388  Highlights 20, 28mins, 1 reel.
Shoecon ’76 – English/French, 28mins, 1 reel.
Anniversary/Highlights 21 – French, 1 reel.
For Friendship Scout Jamboree 1967 – Boy Scout Assoc. Library – Spanish,
29mins, 1 reel.

389  Shoecon ’75, Commercial Dept., 1 reel.
Kaleidoscope – BDL Film Library, English/French, 15mins, 1 reel.
These Changing Times – Written & Produced by D. Patten 1979, 15mins, 1 reel.
Unido Visito Agra – Mr. Bata’s Visit to Agra, Bata India Limited, 1 reel.
African Soccer Game – 1 reel.
Tilbury, A Day of Dedication – Thomas Bata’s memorial, 1 reel.
Bata Ballet V.F, 1 reel (in box).
TV-Aktuellt: Thomas Bata intervjuas av Sven Stromberg om kopet av Oscaria,
Shoecon ’81 Opening Film, 2min, 1 reel.
Shoecon ’82 Opening Film, 2min, 1 reel.

390  Gerry Janssen & F. Maltby – Video Tape 2, Commercial Dept., 20mins, 1 reel.
Tolouse Shop, France, 1 reel.
TV Commercials Brazil – 1/11/63, 1 reel.
Power Shoes – America, 1 reel.
TJB Shoecon Address – 1965 or 1969, 1 reel.
C2. TECHNICAL FILMS

390
Bata Footbed Insoles, 7mins, 1 reel.
Bata Limited – Footbed Insole (Technical), 8mins, 1 reel.
Polyurethane Cement – April 79, Technical Dept., 9mins, 1 reel.
Miroloy – Technical Dept., 11mins, 1 reel.
Moriyama Dispersion Kneader, Feb. 1978 (8mm), 1 reel.
Bata Safety Building, 1 reel.
Monoplax Mould Desg. Make #1 – Technical Dept., 3mins, 1 reel.
Collin and Leather Production – Technical Dept., 10mins, 1 reel.

391
Retailco ’69, 1 reel.
Bata Worldcon Toronto, 1) Unipak One Pair, 2) Minipak – Unit Soles, Brussels, 1 reel.
Semelage Sneakers – Ancienne Method – Technical Dept., 11mins, 1 reel.
Shoecon ’84 – Casablanca – Thongs – Technical Dept., 5mins, 1 reel.
Bata & Shoecon ’84 – Mexico 84/5, 1 reel.
Bata Shoecon Technical ’79, 1 reel.
Sewmate – Technical Dept., 9mins, 1 reel.
Shoecon ’77 – Belcamp, April 77 – Technical Dept., 3mins, 1 reel.
G.J., 1 reel.

392
Eva Sole Production (Bata Thailand), May ’69 – Technical Dept., 10mins, 1 reel.
Tilbury B, Film Division, 1 reel.
Bata Dipol Silent, 1 reel.
Sandak Chile, 1 reel.
Bata India, Shoecon ’84, 1 reel.
Bata – Burnet, 1 reel.
Mexico – Technical Dept., 1 reel.
Bata Bangladesh, 1 reel.
Monoplax Bootie Mfr. #2 – Technical Dept., 1min, 1 reel.
Unipak – Chile – Technical Dept., 2mins, 1 reel.
Khartoum, 1 reel.
Nicaragua – Vibox (String Lasting) – Technical Dept., 5mins, 1 reel.

393
Nicaragua – Vibox (String Lasting) – Technical Dept., 5mins, 1 reel.
Shoecon ’82 Hellocourt, 1 reel.
Auto Sewing – Tony Yacera 2/5/75, 1 reel.
The Weatherguard Story – Batawa Canada, 6mins, 1 reel.
Secaro Conveyor – Technical Dept., 7mins, 1 reel.
Batalim Lab(?) – Technical Dept., 10mins, 1 reel.
Polyair Gluefit – Minipak Unitsoles – Technical Dept., 10mins, 1 reel.
Chopper – Bata Engineering, 4mins, 1 reel.
Sewing Modernization – Technical Dept., 10mins, 1 reel.
Materials Control – Technical Dept., 10mins, 1 reel.
Rotopack Box Making – Technical Dept., 6mins, 1 reel.
Trenton Warehouse – Apr. 81 – Technical Dept., 10mins, 1 reel.
Neuvic Adhesion – Technical Dept., 6mins, 1 reel.

394
Shoecon ’80 Kelang(?) – Technical Dept., 1 reel.
Modular Planning Board and … Thorncliff?, 1 reel.
Monoplat – Tilbury, 1 reel.
Shoecon ’80 Tilbury – Technical Dept., 1 reel.
Secaro – Technical Dept., 1 reel.
Auto Rougher – Technical Dept., 1 reel.
Secaro Conveyor – Technical Dept., 8mins, 1 reel.
Odds and Ends – Auto Sewing, 1 reel.
Mexico Mold – Technical Dept., 3mins, 1 reel.
Les Manufacturer de St. Marcel – Vernon, France, 3mins, 1 reel.
Nicaragua – Vibox (String Lasting), 5mins, 1 reel.
A. & P. Warehouse, 1 reel.

395
Batawa Production Methods – Technical Dept., 8mins, 1 reel.
Zippel, 1 reel.
Monopak Process – Technical Dept., 2mins, 1 reel.
Production of Herefit – Technical Dept., 10mins, 1 reel.
Dope for Diamonds – 15/2/84, 1 reel.
Unitsole Ciromat – Technical Dept., 5mins, 1 reel.
D-108 Bata – Mexico Sandak – April 21/76, 1 reel.
Canvas Shoes (Quarters) – Technical Dept., 7mins, 1 reel.
Industrial Worker (Animation) India – Technical Dept., 5mins, 1 reel.
Lagos (Nigeria), 1 reel.
Simpak II – Technical Dept., 5mins, 1 reel.
Duopak – Technical Dept., 6mins, 1 reel.
Monoplax Tilbury, French, 6mins, 1 reel.

396
Batawa, SC81/4, 1 reel.
Sandak Chile, June 1964, 3mins, 1 reel.
Vernon Compensation – Technical Dept., 3mins, 1 reel.
Shoecon ’77 – Batawa (Cut Off), April 77, 5mins, 1 reel.
Cenel – Vernon – Technical Dept., 5mins, 1 reel.
Tyre Production – Technical Dept., 14mins, 1 reel.
Bata Tech – Simpak 6, 1 reel.
Cutting Pattern – Technical Dept., 8mins, 1 reel.
FERO Prodevmeet ’76 [Far East Regional Office Product Development Meeting], Jakarta, 22/10/1976, 1 reel.
SC/81/1 – Mexico, 1 reel.
Chopper – Technical Dept., 4mins, 1 reel.
Nicaragua String Lasting – Technical Dept., 7mins, 1 reel.
Bata Shoecon 82 – Technical – Bangkok 82/5, 1 reel.
Polyurethane Cement – Technical Dept., 9mins, 1 reel.

397
Nicaragua – Vibox (String Lasting), Technical Dept., 5mins, 3 reels.
Shoecon 77 – Schon Lasting, 1 reel.
Technical Developments 1967 (Simpac) – Technical Dept., 6mins, 1 reel.
Mould Storage – Technical Dept., 2mins, 1 reel.
Bata Operation Minipak – Tech, 1 reel.
Jaromold – Technical Dept., 7mins, 1 reel.
Staying Ahead, 1 reel.
Secation – Technical Dept., 4mins, 1 reel.
Shoecon 77 – Union Special – April 1977 – Technical Dept., 5mins, 1 reel.
Polyurethane Cement – Technical Dept., 9mins, 1 reel.

398
Shoecon ’80 Neuvic – Technical Dept., 1 reel.
Picton – Technical Dept., 1 reel.
Productivity 1955, 1 reel.
Profit By The Case (Woolworth Warehouse) – Technical Dept., 14mins, 1 reel.
399  Solpak, 1 reel.
     India, 1 reel.
     Speed Rite Study (Operation Speeds) 1977 – Technical Dept., 11mins, 1 reel.
     Microloy – Bata Limited, 12mins, 1 reel.
     Dry Blending (TPR) 15mins, 1 reel.
     How To Make E.V.A. Foam Sheet, 1 reel.

400  Bata Shoecon ’76 – Technical, 1 reel.
     Extension to Klang Factory, 1 reel.
     Our Factory in East Africa 1956, 20 mins, 1 reel.
     Aids to Productivity II, French, 20 mins, 1 reel.

401  Bata Prods – Hi Tech PW Footwear Russian Mix, 1 reel.
     Bata Hi Tech Footwear – 10/11/83, 2 reels.
     Bata Shoecon ’82 – Daripak – 12/4/82, 1 reel.
     Polyair, 1 reel.
     Factory and Production Neuvic (Old Version), Spanish, 15mins, 1 reel.

402  Nuvic Work Print, 1 reel.
     Bata Engineering – 8/11/82, 1 reel.
     Bata Shoecon Tech 1982, 1 reel.
     Bata Shoecon 82 – 8/11/82 – Russian, 1 reel.

     Aids to Productivity III – Technical Dept., 25mins, 1 reel.
     Factory at Neuvic, 15mins, 1 reel.
     Factory and Production Neuvic, 15mins, 1 reel.
     Bata Shoecon Technical 79 – Chile, 1 reel.

404  Batawa Engineer, 1 reel.
     Genstar Warehouse – Technical Dept., 16mins, 1 reel.
     Techniques De’Aveniz-De Moussey Bata France – Technical Dept., 15mins, 1 reel.
     Chile Productivity – Technical Dept., 30mins, 1 reel.
     Mechanical Handling, 1 reel.

405  Union Carbide Commercials – Technical Dept., 30mins, 1 reel.
This is Rubber, 13mins, 1 reel.
Tilbury, 1 reel.
Bata Efficiency, 1 reel.

406 Bata Shoecon '80 – Batalim – English/Spanish, 1 reel.
Bata Shoecon '80 – Canada – English/French, 1 reel.
Bata Management Development – Personnel Dept., 17mins, 1 reel.
Partners in Progree – Nigeria (Submitted for Highlights 18), 1 reel.

407 Worldcon Presentation – Technical Dept., 36mins, 1 reel.
Technical Sect. Worldcon Film, 30mins, 1 reel.
Worldcon Technical Film 65 – Technical Dept., 30mins, 1 reel.
Efficiency in Production – Rescon 64 – Technical Dept., 45mins, 1 reel.

Batawa Machinery (Reel 2) – Technical EP Dept., 27mins, 1 reel.
Batawa Machinery (Reel 1) – Technical EP Dept., 23 mins, 1 reel.

409 Bata – Slush Moulding – Chinese, 1 reel.
Bata Shoecon Tech 83 – Music I and Music II, 31mins, 1 reel.
Technical Film – Neuvic, 1 reel.

Bata Technical …, 2 reels.
India – Shoecon 77 April 1977 – Technical Dept., 30mins, 1 reel.

411 Bata Worldcon 69 – BDL Film Library, 30mins, 1 reel.
Atlantic City Conference 1965 – Technical Dept., 17mins, 1 reel.
Bata Worldcon 69, 1 reel.
Bata Exportcon 71 – BDL Film Library, 25mins, 1 reel.

412 Bata 1963?, 1 reel.
TJB Neg Film, 1 reel.
Adolf Hitler B&W Print, 1 reel.
Shoecon 1978, 21mins, 1 reel.

413 Power Shoes – June 23/92, Original Neg Roll, 35mm, 2 reels.

414 Power Shoes – June 23/92, Original Neg Roll, 35mm, 1 reel.
Power Shoes – June 23/92 – Production Elements, 35mm, 1 reel.
Shoecon ’87 Product Plus – Italian Master – June 87, 35mm, 1 reel.

415-418 Un-labelled and partial reels, 35mm, 16mm, and 8mm.

C3. COMMERCIAL/MARKETING FILMS – OVERSIZE

*Physical Storage: 2B Annex Shelf*

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1 Effects of Progress 1 & 2 – Commercial Dept., 30mins, 1 reel.
2 Bata East Tilbury – Wayfinders, Parts 1 & 2, 2 reels.
3 Bata Shoecon in Swinging UK Forward Conference, 2 reels.
4 Nevera Part 1, 1 reel.
5 Nevera Part 2, 1 reel.
6 Salesmen – Marketing Dept., 1 reel.
7 Training the Salesmen on the Job – Bata Ltd., 1 reel.
8 After the Sale Was Over – Bata Ltd., 1 reel.
9 Zurich Meeting – 1978, 34mins, 1 reel.
10 This Is Europe – Commercial Dept., English/Spanish, 53mins, 1 reel.
12 A Souvenir Bata Film For Participants of a Conclave and Policy Meeting, Zurich, Switzerland, May 1978, 36mins, 1 reel.
13 Cargo Regional Review 1965 – Commercial Dept., 55mins, 1 reel.
14 Worldcon 1965 Held In Toronto, 1 reel.
15 From Frank de Mott, Canadian Management Centre to Mr. Tom Bata …, 1 reel.
16 NORDJAMB film – Bata Ltd., 1 reel.

C4. TECHNICAL FILMS – OVERSIZE

*Physical Storage: 2B Annex Shelf*

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17 Efficiency in Production – Part 1A & 1B, 2 reels.
18 Efficiency in Production – Part 2 & 3, 2 reels.
19 Laboratore barrandov odstepny zacod Gottwald…. Hvezsa betlemska … Tirlova, Czech, 35mm, 1 reel.
20 Un-labelled, 16mm, 1 reel.
D. AUDIO

Contains magnetic audio tape reels and audio cassettes.

DATES OF CREATION: [1960s?] - 1980s.

BOX

419 The Outdoor Footwear Market / Wilson. Audio recording, ¼” magnetic tape.
The Spark Story by Toby Saifer. Jan 30/81. Audio recording, ¼” magnetic tape.
Sesame Street. Nov. 5/80. Audio recording, ¼” magnetic tape.
Smerling Imports. Nov. 25/80. Audio recording, ¼” magnetic tape.
Marketing ’80 – Entrez Notre Monde. Audio recording, ¼” magnetic tape.
Highlights 23 – French. Sept. 221/80. Audio recording, ¼” magnetic tape. 2 reels.
Kickers/ G.H. Bass. Audio recording, ¼” magnetic tape.
GEP/Osaga/Hang Ten. Audio recording, ¼” magnetic tape.
North Star Story. Audio recording, ¼” magnetic tape.
Analyzing the Market. Audio recording, ¼” magnetic tape.
The Weatherguard Story. Audio recording, ¼” magnetic tape.
Engineering (Film). Audio recording, ¼” magnetic tape.
Kickers. Audio recording, ¼” magnetic tape.
Legal Aspects of Marketing (Trade Marks). Audio recording, ¼” magnetic tape.
Marketing a Licensed Character. Audio recording, ¼” magnetic tape.
Negotiated Dental Plan. Audio recording, ¼” magnetic tape.
North Star Case Study. Audio recording, ¼” magnetic tape.
Product Development Presentation. Oct. 28/77. Audio recording, ¼” magnetic tape.
Product Development Presentation (Package Deals). Audio recording, ¼” magnetic tape.
Shoeline Presentation 1978. Audio recording, ¼” magnetic tape.

Thomas Fisher Rare Book Library, University of Toronto.
Shoecon '78 Trend Presentation. Audio recording, ¼” magnetic tape.
Shoecon '78. Audio recording, ¼” magnetic tape. 2 reels.
Product Development Trend Presentation. Audio recording, ¼” magnetic tape.
Nike (Revised). Audio recording, ¼” magnetic tape.
The Clark Story / The Slipper Market. Audio recording, ¼” magnetic tape.

420 Training the Sales Force / Thong Developments. Audio recording, ¼” magnetic tape.
Presentation: Tandecias de moda. Spanish. Audio recording, ¼” magnetic tape.
Developing a Leisure Image – Spanish. Audio recording, ¼” magnetic tape.
Marketing Footwear Comfort. Nov. 15/76. Audio recording, ¼” magnetic tape.
Module 1 (With Beep). Feb. 1/78. Audio recording, ¼” magnetic tape. 2 reels.
Marketing Microlon. Nov. 15/76. Audio recording, ¼” magnetic tape. 2 reels.
Markateer. Feb. 15/77. Audio recording, ¼” magnetic tape.

301 cassette tapes.

85 cassette tapes.

438 Miscellaneous audio recordings. 1970s-1990s.
103 cassette tapes (in 7 cases).