

**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: Downsvew 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	BOX 296-321; 329-361
B2. Technical	BOX 362-369
C. BATA COMPANY - FILM	BOX 370-390
C1. Commercial/Marketing	BOX 370-390
C2. Technical	BOX 390-418
C3. Commercial/Marketing - Oversize	SHELF
C4. Technical – Oversize	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.
 Akademik Otto Wichterle (Otto Wichterle Life Story & Achievements).
 Czech. 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 Kaolinum 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.

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- CTV W5 (with Eric Malling and Thomas J. Bata, interview at PLC). VHS.
Business World re: The Bata Shoe Empire (with Christina Pochmurksy 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 honorary doctorate. VST E. Benese, Brno, March 1938.
4) Training film for Salesman “Nejvynosnejsi prodej”.
Czech. VHS.

Anniversary Shoecon 1994. Key address. Banquet. Spanish Hall, Prague Castle. VHS.
Bata Euro Retail – Marketing. *Czech.* VHS.
Ta Tantastika – Black Light Theatre. VHS.
Bata – Serving the World (100th Anniversary Video, '94).
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 Televisie 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.
Mrs. Bata – WTN – Kathy Keifler – “Landed Narrator”. 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

- 298 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
- 299 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 12m in SECAM
 Innovation- It's Worth the Risk 28min SECAM
 Environment- Eng 8/90 8min NTSC
 Manhunt 31 min NTSC
- 300 La Companie Bata de Retour in Tchecoslovaquie 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

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- 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 13m 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

- 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
- 304
- 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 ...
- 305
- 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

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- 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 "Toughees" 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 Honourary 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

BATA SHOE COMPANY
AUDIO-VISUAL MATERIAL

- 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 SHOE COMPANY
AUDIO-VISUAL MATERIAL

- 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
 Re: 15 Arrested at Bata Plants in Toronto and Montreal Protesting Bata Presence in South Africa 12 Sept. 1985
- 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 Ia 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: Ambassadors? 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 Baret 86-89 NTSC
 Brand Discipline 26 min NTSC, 2 tapes
 I'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'andio..., U-matic

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- 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
 CDN Establishment – Bata – Oct. 1980 R. S. Sumerfeldt, 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; Oratori - 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
 Video, 1991, 2 tapes, U-Matic.
 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

BATA SHOE COMPANY
AUDIO-VISUAL MATERIAL

- 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.
- 335 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.
- 336 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
- 337 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.

BATA SHOE COMPANY
AUDIO-VISUAL MATERIAL

- 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.
27, 27A, 27BBata Boot Master – Music Only – With Pauses & Western (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

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- 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; Jakarta/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

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- 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
- 349 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.
- 350 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
- 351 Hi Moc 4min NTSC VHS
 Lugliio 1990 Mr. Zanaco – Hi Moc 4min NTSC VHS
 Buggy 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 Clousseau 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 historico 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 SHOE COMPANY
AUDIO-VISUAL MATERIAL

- 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 – Nelvana 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 3/4" 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
Producion 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 Jan A Bata 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] Nov. 10, 1986 re: Bata Announces That It Will Sell Its' Operation in South Africa, VHS
[News clips] June 18-19 1986 re: Federal Gov't Release Code of Conduct Report on the Role of Canadian Companies Operating in South Africa, That Finds Five Companies Not Paying Enough to Black Workers, 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
[News clips] 20 Oct 1999 re: Bata Announces Closure of Batawa Plant, VHS
- 361 [News clips] 27 Oct 1999 re: Bata Shoe Factory, VHS
[News clips] 19 Oct 1999 re: Bata Announces Closure of Trenton Plant, VHS, 2 tapes
[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
[News clips] 21 Sept 2000 re: Batawa, 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
[News clips – Audio] Nov. 20-21, 1986 re: Bata Announces That It Will Sell Its' Operations in South Africa, 2 audio cassette tapes.
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
Bata Technical Section – Bata Tech Developments 1985 – 25 Sept 1985 5mins
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
Sandak Technical Developments – Excerpts 1981, 1982, 1983, 1984 26min U-
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/Premazione, 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

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- 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 Footwear – 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.

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DIRECTIONS series – Bata Limited Toronto.
Vol. 2, no. 4 (Jan. 1993), VHS, 13 copies.
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.

BATA SHOE COMPANY
AUDIO-VISUAL MATERIAL

- 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.

BATA SHOE COMPANY
AUDIO-VISUAL MATERIAL

- 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.
- 381 Shoeon '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.
- 382 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.
- 383 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.
 Kenya? Progress of Bata – The Satisfied Customer, 1 reel.
 TV Commercial, 1 reel.
- 384 Bata Limited – Highlights 20 (Anniversary Film), 28mins, 1 reel.
 Worldcon 1969 – Commercial Dept., 28mins, 1 reel.

BATA SHOE COMPANY
AUDIO-VISUAL MATERIAL

- 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' Outtakes 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-Aktuell: Thomas Bata intervjuas av Sven Stromberg om kopet av Oskaria, 10/4/1968, 1 reel.
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.
Toulouse 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.
 Bata Engineering – New Technology for the Shoe Industry – Technical Dept.,
 11mins, 1 reel.
 Bata Limited, Semaine du Cuir, Silent Copy – Technical, 1 reel.
 Microloy – 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.
 Quality Control (McGraw Hill) – Technical Dept., 10mins, 1 reel.
 Tech. Dept. Titles, Oct. 1970, 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.
 Visual Aids – Technical Dept., 1 reel.
 Minipak – Brussels June 1969 – Technical Dept., 4mins, 1 reel.
 Visual Aids and Sewing Guides – Shoecon 79 – Technical Dept., 11mins, 1 reel.
- 392 Adura Staking – W. Africa – Technical Dept., 3mins, 1 reel.
 Eva Sole Production (Bata Thailand), May '69 – Technical Dept., 10mins, 1
 reel.
 Tilbury B, Film Division, 1 reel.
 Shoecon '77 – Secation, April 1977 – Technical Dept., 4mins, 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.

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- Nicaragua – Vibox (String Lasting) – Technical Dept., 5mins, 1 reel.
Visual Aids 1978 – Technical Dept., 4mins, 1 reel.
- 393 Nicaragua – Vibox (String Lasting) – Technical Dept., 5mins, 1 reel.
Shoecon '84 South Africa – Thong Strap Cutting – Technical Dept., 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.
Union Press – Cenel Vernon – Technical Dept., 4mins, 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 Quality 1980 – Technical Dept., 5mins, 1 reel.
Shoecon '80 Kelang(?) – Technical Dept., 1 reel.
Modular Planning Board and ... Thorncliff?, 1 reel.
Monoplax – 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 Manufactureur de St. Marcel – Vernon, France, 3mins, 1 reel.
Nicaragua – Vibox (String Lasting), 5mins, 1 reel.
B.I.C. Prodmanco 1968 – Technical Dept., 6mins, 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.
National Shoe Manufacturing Assoc. (Speech 1962) – Technical Dept., 13mins, 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.
Bobbin Winding / Circular Vamp / Sewing Gauge, Aug. '74 – Technical Dept., 8mins, 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.
Sunray Aut-Manual – Technical Dept., 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.
Solpak (Converted Minipak) – Brussels – June 1969 – Technical Dept., 4mins, 1 reel.
Polyurethane Cement – Technical Dept., 9mins, 1 reel.
- 398 Operating Speeds Cut – Technical Dept., 1 reel.
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.
Sewing Modernization 1977 – Shoecon '77 – Technical Dept., 20mins, 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.
Stitchdown Neuvic – Technical Dept., 18mins, 1 reel.
Extension to Klang Factory, 1 reel.
Old & New Productivity Sept. 1958, 1 reel.
Our Factory in East Africa 1956, 20 mins, 1 reel.
Aids to Productivity II, French, 20mins, 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.
High Efficiency Conveyor 1965 – Technical Dept., 13mins, 1 reel.
Bata Shoecon Tech 1982, 1 reel.
Bata Shoecon 82 – 8/11/82 – Russian, 1 reel.
- 403 California Shoe Production – 3/11/58 – Technical Review, 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.
Sintec Engl. Introduction and S., Technical Dept., 1 reel.
Chile Productivity – Technical Dept., 30mins, 1 reel.
Mechanical Handling, 1 reel.
- 405 Union Carbide Commercials – Technical Dept., 30mins, 1 reel.
Salt, Limestone and Coke – July 1963, 20mins, 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.
- 408 Worldcon Technical Film 1965 – Technical Dept., 31mins, 1 reel.
 Batawa Machinery (Reel 2) – Technical EP Dept., 27mins, 1 reel.
 Batawa Machinery (Reel 1) – Technical EP Dept., 23 mins, 1 reel.
 Hellocourt – SC78/4 – Technical Dept., 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.
 Rescon 1965 – Technical Dept., 1 reel.
- 410 Efficiency Production in Recon 1964 Part 2 – Technical Dept., 45mins, 1 reel.
 Bata U.I.T.I.C. Revised – May 2, 1977, 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 Highlights 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.
- 11 Bata Projects – R.C.C. November 1977, 31mins, 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, 1/4" magnetic tape.
The Spark Story by Toby Saifer. Jan 30/81. Audio recording, 1/4" magnetic tape.
Sesame Street. Nov. 5/80. Audio recording, 1/4" magnetic tape.
Smerling Imports. Nov. 25/80. Audio recording, 1/4" magnetic tape.
The Role of The Dealer Support Program. Nov. 1980. Audio recording, 1/4" magnetic tape.
Marketing '80 – Step Into Our World. Aug. 20/80. Audio recording, 1/4" magnetic tape.
Malaysia's Natural Rubber Industry. Oct. 1980. Audio recording, 1/4" magnetic tape.
Development of leisure Image. July 13, 76. Audio recording, 1/4" magnetic tape.
Marketing '80 – Entrez Notre Monde. Audio recording, 1/4" magnetic tape.
Highlights 23 – French. Sept. 22/80. Audio recording, 1/4" magnetic tape. 2 reels.
Highlights 23 – Spanish. Sept. 25/80. Audio recording, 1/4" magnetic tape.
Highlights 23 – English. Aug 9/80. Audio recording, 1/4" magnetic tape.
BSO Assessment Scheme. Aug. 1980. Audio recording, 1/4" magnetic tape. 2 reels.
Kickers/ G.H. Bass. Audio recording, 1/4" magnetic tape.
GEP/Osaga/Hang Ten. Audio recording, 1/4" magnetic tape.
North Star Story. Audio recording, 1/4" magnetic tape.
Bubblegummers. April 1980. Audio recording, 1/4" magnetic tape.
Analyzing the Market. Audio recording, 1/4" magnetic tape.
The Weatherguard Story. Audio recording, 1/4" magnetic tape.
Developing a Tennis Shoe. Feb. 14, 1977. Audio recording, 1/4" magnetic tape.
Engineering (Film). Audio recording, 1/4" magnetic tape.
Kickers. Audio recording, 1/4" magnetic tape.
Legal Aspects of Marketing (Trade Marks). Audio recording, 1/4" magnetic tape.
Marketing a Licensed Character. Audio recording, 1/4" magnetic tape.
Negotiated Dental Plan. Audio recording, 1/4" magnetic tape.
North Star Case Study. Audio recording, 1/4" magnetic tape.
N. American Trend Presentation. March 1979. Audio recording, 1/4" magnetic tape. 2 reels.
Product Development Presentation. Oct. 28/77. Audio recording, 1/4" magnetic tape.
Product Development Presentation (Package Deals). Audio recording, 1/4" magnetic tape.
Shoeline Presentation 1978. Audio recording, 1/4" magnetic tape.

- Shoecon '78 Trend Presentation. Audio recording, 1/4" magnetic tape.
Shoecon '78. Audio recording, 1/4" magnetic tape. 2 reels.
Product Development Trend Presentation. Audio recording, 1/4" magnetic tape.
Nike (Revised). Audio recording, 1/4" magnetic tape.
The Clark Story / The Slipper Market. Audio recording, 1/4" magnetic tape.
- 420 Training the Sales Force / Thong Developments. Audio recording, 1/4" magnetic tape.
Presentation: Tandecias de moda. Spanish. Audio recording, 1/4" magnetic tape.
Developing a Leisure Image – Spanish. Audio recording, 1/4" magnetic tape.
Marketing Footwear Comfort. Nov. 15/76. Audio recording, 1/4" magnetic tape.
Module 1 (With Beep). Feb. 1/78. Audio recording, 1/4" magnetic tape. 2 reels.
Module 2 (With Beep). Aug. 1978. Audio recording, 1/4" magnetic tape.
- Marketing Microlon. Nov. 15/76. Audio recording, 1/4" magnetic tape. 2 reels.
Markateer. Feb. 15/77. Audio recording, 1/4" magnetic tape.
- 421-433 Marketing /promotional audio recordings. 1970s-1980s.
301 cassette tapes.
- 434-437 Technical / training audio recordings. 1970s-1980s.
85 cassette tapes.
- 438 Miscellaneous audio recordings. 1970s-1990s.
103 cassette tapes (in 7 cases).