

*\*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.

<b>A. THOMAS J. BATA VIDEO LIBRARY</b>	<b>BOX 283-295</b>
<b>B. BATA COMPANY – VIDEO CASSETTES</b>	<b>BOX 296-369</b>
B1. Commercial/Marketing	BOX 296-321; 329-361
B2. Technical	BOX 362-369
<b>C. BATA COMPANY - FILM</b>	<b>BOX 370-390</b>
C1. Commercial/Marketing	BOX 370-390
C2. Technical	BOX 390-418
C3. Commercial/Marketing - Oversize	SHELF
C4. Technical – Oversize	SHELF
<b>D. AUDIO</b>	<b>BOX 419-438</b>

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

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

**DATES OF CREATION:** 1990s-2000s.

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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 2<sup>nd</sup> 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.  
 50<sup>th</sup> 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 (100<sup>th</sup> 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 14<sup>th</sup> 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 80<sup>th</sup> 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.

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**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 Tchekoslovaquie 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



BATA SHOE COMPANY  
AUDIO-VISUAL MATERIAL

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- 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

- 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 50<sup>th</sup> 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

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- 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

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- 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)

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- 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 40<sup>th</sup> Anniversary / Bata 40 Years Canadian, 5 tapes (U-matic).  
John Fisher's Broadcast Story re: Bata Canada 40<sup>th</sup> Anniversary.. CBC 7 Oct 1979, 1 reel magnetic tape.
- 329 50<sup>th</sup> 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

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- 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

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- 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 – 20<sup>th</sup> 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

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- 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 – 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 40<sup>th</sup> Roll 2 Dupe U-Matic  
Batawa 40<sup>th</sup> 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 100<sup>th</sup> 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 2<sup>nd</sup> 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



**BATA SHOE COMPANY  
AUDIO-VISUAL MATERIAL**

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- [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

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- 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

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**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

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- 30<sup>th</sup> 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 30<sup>th</sup> 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

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- 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

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- 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 Oscaria, 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.

- 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.

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- 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.

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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).