

Terry O'Malley Fonds, 1946-2016, n.d. non-inclusive

RG 72
Brock University Archives

- Creator:** Terry O'Malley
- Extent:** 6.44 m of textual records
107 photographs in b&w and colour
9 contact sheets
26 slides
2 16 mm films
23 3 dimensional awards
174 video tapes in various formats
66 audio tapes in various formats
1 DVD
3 items of clothing
2 slogan buttons
3 45 rpm or 33 1/3 rpm records
- Abstract:** This fonds consists of typed and handwritten material, ads in sketch, rough and finished formats, photographs and recorded media used in the development of promotional concepts for the clients of Vickers & Benson by Terry O'Malley and others. The fonds also includes one and three dimensional awards received by Terry O'Malley and Vickers & Benson.
- Materials:** Typed and handwritten documents, printed materials including ads and clippings, photographs, audio and video recordings, awards and ephemera.
- Repository:** Brock University Archives
- Processed by:** Special Collections and Archive staff
- Finding Aid:** Revised by Edie Williams and Anne Adams
- Last Updated:** October 2019
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- Terms of Use:** Terry O'Malley Fonds are open for research.
- Use Restrictions:** Copyright is retained by Terry O'Malley and Vickers and Benson. Copyright of other papers in the collection may be held by their authors, or the authors' heirs or assigns. Researchers must obtain the written permission of the holder(s) of copyright and the University Archives before

publishing quotations from materials in the collection. Most papers may be copied in accordance with the library's usual procedures unless otherwise specified.

Preferred Citation: RG 72, Terry O'Malley Fonds, 1946-2012, n.d. (non-inclusive), Brock University Archives.

Acquisition Info.: Fonds was donated by Terry O'Malley to Brock University Archives in 2003 with further accruals in 2006, 2007, 2008, 2009, 2010, 2012, 2014, 2015, 2019

Administrative History:

Terrence J. O'Malley is an internationally acclaimed advertising executive, more fondly known as Terry in his home town of St. Catharines. Coining the term Team Canada for the 1972 hockey summit series between Canada and Russia, designing the patriotic Maple Leaf uniforms, as well as supporting local sports teams and education, O'Malley has etched his place in Canadian history.

O'Malley was born December 16, 1936 in St. Catharines, Ontario to Doris Catherine and John Dominic O'Malley. He spent his childhood in St. Catharines until leaving for Harvard University on a scholarship through the Harvard Club of Buffalo. At Harvard, he completed an Honours Degree in general studies (1958) in three years and played on the men's ice hockey team. Subsequently, O'Malley returned to Canada and began graduate studies at the University of Toronto.

In 1960, O'Malley accompanied his friend to an interview in Toronto. While waiting, he wandered next door and ended up with his first job at MacLaren Advertising as a copywriter. At the time, MacLaren was Canada's largest advertising firm. However, O'Malley was holding out for something "more legitimate like teaching or playing hockey"¹ The following year, he moved on to Young and Rubicam Advertising to become senior writer. From 1963 to 1964, O'Malley held the position of Creative Group Head with Foster's Advertising. In the spring of 1964, O'Malley joined Vickers and Benson where he would remain till the end of his professional advertising career. Beginning as copy chief, O'Malley moved through the ranks holding titles such as Group Head, Associate Creative Director, and Executive Vice-President. In 1976, he became Creative Director, President and major shareholder.

As well as being involved in the St. Catharines community, O'Malley is a huge supporter of local sports and recreation. In 1995, O'Malley with other investors purchased the St. Catharines Blue Jays, the Toronto Blue Jays 'A' team playing in the New York-Penn league. The team was renamed

the St. Catharines Stompers. When Community Park did not meet Major League Baseball standards, the team was sold after the 1999 season and moved to Queens, New York and renamed the Queens Kings.

Combining work and play, O'Malley has been recognized for his contributions in both the field of advertising and in sports. O'Malley has been the recipient of numerous awards including: the Fritz Spiess Award for contributions to television (1982); Carl Dair Award (1983); Les Usherwood award for body of work (1996); induction into the Canadian Marketing Hall of Legends with Ted Rogers and George Cohon (2007); over 200 national and international awards for creativity; and the induction for one of his commercials into the Clio Hall of Fame for International Advertising. On 1 November 2005, O'Malley was inducted into the St. Catharines Sports Hall of Fame. He commented "I'd rather be in here than in the national hall"² showing that his loyalty to St. Catharines remains strong. Supporting not only sports and business but also education, O'Malley has generously donated to Brock University. He initiated the Terry O'Malley Lecture Series at Brock in partnership with Brock's Department of Communications, Popular Culture and Film. The lectures focus on the role mass media, advertising and marketing play in today's society. In 2003, O'Malley donated his professional archives to Brock University. The archives consist of advertisements created during his time with Vickers and Benson advertising firm as well as some earlier work for other firms. The value in these include not only the high profile campaigns Vickers and Benson worked on such as Trudeau's electoral campaigns, but also his rough work which serve as excellent teaching tools.

O'Malley has combined his love of Harvard, St. Catharines and sports to create a scholarship for good students or athletes to attend Harvard. Keeping the scholarship within Canada, it is first offered to a St. Catharines then Ontario and finally Canadian resident to receive money toward an education at Harvard. He also established a bursary for journalism students at Niagara College.

Keeping himself busy long after many would have retired, O'Malley works five days a week splitting his time between Hot Sizzling Solutions, his marketing and communications firm in St. Catharines, and various professional commitments in Toronto including the Huxley Quayle von Bismark ad agency where he is on the Board of Advisors.

Dobson, Grant. *Terry O'Malley lecture series examines story behind one of Canada's greatest ad campaigns*. <http://www.brocku.ca/webnews/displaystory.phtml?sid=803> retrieved: Nov. 2, 2005.

Long, Joshua. *Library scores big contribution*. The Brock Press. November 25, 2003.

Potrecz, Bill. *Last out for Stompers?: Co-owner Terry O'Malley laments the demise of his favourite pastime*. St. Catharines Standard. September 1, 1999.

² Puchalski, Bernie. *No Plans to slow down*. The Standard, October 31, 2005, p. c1,3

White, Erik. *One man's junk is Brock treasure*. St. Catharines Standard. November 21, 2003.

¹ Wright, John S. et. al. *Advertising*. McGraw-Hill Ryerson Limited, Toronto, 1984

Written with notes from Jen Goul, Project Archivist, Brock University Archives, 2006 and Terry O'Malley 2009.

Scope and Content:

The fonds consists of awards, clippings, correspondence, creative rationale, ideas and concepts, rough drafts, typed and handwritten notes, sketches of ad ideas, printed advertisements, scrapbooks, copy and scripts for television, radio and print media, photographs, ads and presentations in multimedia formats.

Series I. Advertising Campaigns, Sub-Series A: Client files includes correspondence, creative rationale, ideas and concepts, rough drafts, typed and handwritten notes, sketches of ad ideas, and copy and scripts for television, radio and print media. Included also are typed or handwritten concepts or ideas on newsprint. Due to the sheer volume and their uniqueness they were not copied and are retained in their original format.

Series I. Advertising Campaigns, Sub-Series B: Client ads includes black and white draft and final copy ads. Large format client ads have been placed in folios and are stored in metal cabinet. Other large format or three dimensional items are in boxes 21, 23 and 24

Series II. Administrative, Sub-Series C: Clippings includes some clippings in newsprint, the majority of which have been photocopied and originals discarded.

Series III. Multimedia includes cds, audio-tapes, reels and videotapes in several formats. Some audio-tapes include transcriptions.

The files within the series are arranged in alphabetical order within the folders. Original file folder titles were retained and additional descriptive information added to the finding aid. For example, full titles for acronyms were provided or explanatory information on little known product names when possible. Additional information contained in square brackets [] was added by the Archivist. Original order was maintained except for administrative folders filed within advertising campaigns which were moved to Series II. Administrative. Several items already present in the

Special Collections and Archives or held at other institutions were removed and are noted in *Items removed from the fonds*.

Organization: The records are arranged into three series:

Series I. Advertising Campaigns, 1960-2012, n.d. (non-inclusive)

Sub-Series A: Client files, 1960-2012, n.d. (non-inclusive)

Sub-Series B: Client Print Ads, 1960-1979, n.d. (non-inclusive)

Sub-Series C: Vicker and Benson Scrapbooks, 1979, n.d.

Series II. Administrative, 1946-2016, n.d. (non-inclusive)

Sub-Series A: Awards, 1966-2007, n.d. (non-inclusive)

Sub-Series B: Corporate, 1953-1999, n.d. (non-inclusive)

Sub-Series C: Clippings, 1955-2006, n.d. (non-inclusive)

Sub-Series D: Correspondence, 1964-2016, n.d. (non-inclusive)

Sub-Series E: Photographs, 1954, 1965, 1975, 1981, n.d. (non-inclusive)

Sub-Series F: Presentations, Reports and Speeches, 1967-1996, n.d. (non-inclusive)

Sub-Series G: Personal interests and investments, 1946-2009, n.d. (non-inclusive)

Sub-Series H: Publications, 1946-1996, n.d. (non-inclusive)

Sub-Series I: Ephemeral items, n.d.

Series III. Multimedia, 1965-1996, n.d. (non-inclusive)

Sub-Series A: Client ads, 1965-1995, n.d. (non-inclusive)

Sub-Series B: House ads and presentations, 1968-1993, n.d. (non-inclusive)

Sub-Series C: Personal, 1989, 1996, n.d.

Inventory:**Series I. Advertising Campaigns, 1960-2012, n.d. (non-inclusive)****Sub-Series A: Client files, 1960-2012, n.d. (non-inclusive)**

- 1.1 ACA Seminar, 1979; includes presentation *Can Advertising Survive the '80's?*
- 1.2 Advertising & Sales Club of Toronto, 1974, 1979, 1982-1983; includes correspondence, speeches, article on Len Sugarman, brochure for the Irish Advertising Awards Festival and Workshops, Cannes Commercial Festival winners, publication: *Events*, Vol. 56, no.5.
- 1.3-1.4 Air Canada, 1972, 1978, 1986; includes correspondence, compensation package, business proposal, headlines, and television ads, Carl Tingley biography, response to questionnaire, agency selection questionnaire, personnel profiles
- 1.5 Air Canada - Presentation, 1977-1979, n.d.; includes correspondence, presentation, background report on CP AIR, rough drafts, personal notes
- 1.6 Alcan - Presentation, 1979; includes clippings, company profile, personal notes, background information, response to questionnaire
- 1.7 All Canada Insurance Federation, n.d.; includes campaign ideas and slogans, black and white full page print ad - *The dead classroom*
- 1.8 Ambassador Group, 1992-1993; includes memorandum outlining advertising needs, handwritten notes and ideas
- 1.9 American Home Food Products, n.d.; includes rejected material for Chef Boyardee Spaghetti Dinner
- 1.10 American Standard, 1964, 1982, n.d.; includes correspondence, personal notes, sketches and ideas for products which include crates, bathtubs, sinks, appliances and fixtures
- 1.11-1.13 Amstel Brewing Company, 1985-1991, n.d.; includes clippings, research reports, correspondence, handwritten notes, typed brainstorming session, research on female beverage consumption, scripts for television and radio, headlines for print and bus shelters ads, mock up O'Malley Beer ad, photographs, television production schedule, advertising brief for Henninger Brands, Amstel Beer, Amstel Light, *Amstel Brewery Canada Competitive Review* [1 photograph, 2 col. slides, 4 contact sheets]

- 1.14 Amstel Brewing Company – Heineken, 1986-1988, 1990, n.d.; includes correspondence, photograph of Heineken ad in London, scripts, typed and handwritten notes, scripts of slogans for Amstel and Heineken [1 photograph]
- 1.15 Amstel Brewing Company – Light – Creative, 1981, 1985-1987, 1989-1991, n.d. Includes scripts, correspondence, handwritten notes, list of headlines for ad campaign, creative brief and beer position, *Amstel Business Review*, July 1989
- 1.16 Amstel Brewing Company – Steeler Correspondence, 1986, 1988, n.d.; includes clippings, correspondence, promotional ideas for Hamilton beer Steeler
- 1.17 Apple – New Business, 1983, n.d.; includes clippings, correspondence, corporate slogans, Apple Canada research, *Why you should hire Chiat/Day* brochure, corporate information, accomplishments
- 1.18 Apple Commission, 1985, 1991; includes Orchard Crisp fall promotion ideas; *Ontario Orchard Crisp Launch Communications Program*, headlines for The Ontario Apple Commission
- 1.19 Art Gallery of Ontario, 1975; includes script for radio ad
- 1.20 Association for the Mentally Retarded, 1974, n.d.; includes scripts for television ads and videos, headlines
- 1.21-1.24 Atlantic Canada Tourism, 1992, 1994-1995, n.d.; includes television and print scripts, business plan, correspondence, agency background document, research report, themes, handwritten and typed notes, summation of hours spent on project, previous campaign, commercial and billing information, print graphics and print ads
- 1.25 Atlantic Canada Tourism test package, 1995, n.d.; includes scripts, themes, television commercial sketches, various colour graphics
- 1.26 AVCO, 1972; includes correspondence, proposals
- 1.27 Ayer International, 1981-1982, n.d.; includes correspondence, headlines, resume
- 1.28 N.W Ayer – De Beers, 1981-1982; includes scripts for television, magazine, and print ads and headlines for DeBeers and Birks, Diamonds for Men creative strategy, television concepts
- 1.29-2.1 Bank of Montreal, 1970, 1972-1982, 1991, 1994, n.d.; includes creative concepts and rationale, television and radio ads, concepts for newspaper, internal booklets, radio, and print headlines, themes, slogans, window

banners, buttons & t-shirts for RHOSP, LINK and Insta-bank, MasterCharge, RRSP, drafts of customer information letters, loans and deposits, handwritten notes, black and white print ads, RRSP and DICA-CDI accounts program marketing strategy, rationale and promotional consideration for agricultural marketing, clippings, correspondence, preliminary and final presentation ideas, typed and personal notes, television, radio, and print ads for Darryl Sittler campaign, DIS, and term deposits, Switch campaign, DIC and Pavarotti and Friends, agency selection questionnaire, Mrs. McIlquham television script and images [3 col. photographs]

- 2.2 BA [British American] Oil, 1969, n.d.; includes handwritten notes on advertising strategies and headlines
- 2.3 John Bassett, 1979, n.d.; includes handwritten notes, International Football Copy Points including concepts, features, and timeline for implementation
- 2.4 The Bay, 1978-1979, 1984, n.d.; includes handwritten notes, promotional campaign for the Italian Event, television and prints ads, headlines, marketing ideas and concepts, black and white story boards of television commercials
- 2.5 Beatty Appliance, n.d.; includes headlines for STELCO including Ardox nails, Monova Barbed Wire, Frost Fencing, Frost Gabions and Wire Mesh Conveyer Belts
- 2.6 Beecham – 2nd Debut, 1977-1978, n.d.; includes handwritten and typed experimental themes and concepts, and correspondence
- 2.7 Bell Canada, 1974, 1978, 1983-1984, n.d.; includes correspondence, theme lines, handwritten and typed scripts for print, video conferencing, television advertisements and headlines for Telecom Canada, script for Fred Kneller television campaign including themes: Dream, Expanding, Rates and Investment and television promotion for the themes: Efficiency Expert, Complaints, and A day in the Life, Telecom Canada background and briefings, commercial and print concept samples, clippings
- 2.8 Big Brothers, 1979-1980; includes Big Brothers Baseball and hockey lottery, including scratch tickets, television and radio scripts, cartoon frames, point of purchase displays, and receipt and sample of winning lottery numbers in newspaper
- 2.9 Bill Brady Men's Wear, 1969-1973, n.d.; includes copies of newspaper advertisements, mailing brochures, and headlines, drafts, a copy of a magazine insert and black and white mailer
- 2.10 The Blizzard, 1979-1980; includes clippings, drafts and copies of headlines,

- direct mail, radio and newspaper advertisements for Pro Soccer Inc., Global Sports, Vickers and Benson Youth, television shot list and description, correspondence and story boards
- 2.11 Boots Drug Stores, 1980, 1982-1984, n.d.; includes correspondence, headlines, themes, television advertisements, lyrics, television storyboards, and handwritten notes
- 2.12 Bramalea, 1961, n.d.; includes copy for print and sketches of ads
- 2.13 Breck Stick Deodorant, 1974, n.d.; includes television ad concepts and handwritten notes
- 2.14 Brick Brewing Company, 1995, n.d.; includes Red Cap Ale campaign, brochure, radio ads, correspondence
- 2.15 Bristol-Myers Canada Ltd., 1971-1973, n.d.; includes television and radio ads for Vanish, Cooking Magic Bag, Javex laundry detergent, Glide spray starch, list of insecticide names, list of diet ice cream names, television, radio and print advertisements and themes for: Vitalis Dry Texture, Javex laundry detergent, Cooking Magic and Dry Tex, typed and handwritten drafts
- 2.16 British Airways [BOAC -British Overseas Airways Corporation], 1971-1974, 1976, 1980, n.d.; includes theme lines and campaign marketing objectives, handwritten notes, correspondence, radio, print, and television ads, and black and white print advertisements [2 photographs]
- 2.17 Brotherhood Week: Canadian Council of Christians and Jews, 1974, n.d.; includes drafts and final copy of creative proposal, and correspondence [See also folder 3.3 Canadian Council of Christians and Jews, 1977]
- 2.18 C-Channel, 1982; includes correspondence and agency questionnaire
- 2.19 CBC [Canadian Broadcasting Corporation], 1975-1976; includes theme suggestions, overview of promotional announcements, headlines and slogans, title suggestions for the program *Public Affairs*. Also includes theme suggestions for the Winnipeg Tribune
- 2.20-2.22 CCM, 1971-1977, 2012, n.d.; includes headlines, print, and radio ads for helmets, hockey equipment: Nylite Blade, AcuFlex System, ads for taxi, bus, and subway, correspondence, creative rationale for winter goods including advertising and promotion of the theme Tough Stuff, radio ads for FISU-world student games, and Bobby Hull - Winnipeg Jets announcement, corporate themes, catalogue themes, ads for free bicycle parking campaign at CNE, print and program ads for Team Canada (summit series), headlines for helmet stickers, helmets, and safety awareness, Darryl Sittler advertising campaign,

advertising for the Canada Cup Program, headlines for Pro-Guard helmet, safety campaign featuring Paul Henderson, headlines for Maple Leaf Garden's billboards and traveling sign, Team Canada program advertisements, radio, print, direct mail and window banner for Tack Fitting Program campaign.

- 2.23 CFTO Television, 1983, n.d.; includes correspondence, clippings, final report on promotion, various radio, brochure, poster and television scripts
- 2.24 CKO Radio, 1978-1979, n.d.; includes headlines and advertising for the Bill Roberts Show in Ottawa. Also includes headlines for Greb Kodiak Products
- 2.25 CN Tower, 1975, n.d.; includes notes, correspondence, headlines and themes for the restaurant and observation deck
- 2.26-2.27 CODA (Council on Drug Abuse), 1970-1971, n.d.; includes scripts for print, radio and television, poster concepts, copies of print advertisements and typed notes.
- 2.28 CP [Canadian Pacific] Hotels Ltd, 1979-1980, n.d.; includes presentation, *Canadian Rooms* advertising program briefing document, including company and market segment background, correspondence, television, radio, and print suggestions, benchmarking hotels: Chateau Lacombe, Chateau Champlain, Royal York, company response to questionnaire, company history including philosophy and key personnel, television, print, and radio campaigns, correspondence, presentation lists, presentations and research and case histories of other clients including McDonald's, Dairy Bureau of Canada cheese, Master Charge.
- 2.29 Cadillac Fairview, 1976-1977, n.d.; includes handwritten notes regarding 'Erin Mills' including marketing objectives, product awareness, design, direct mail, headlines, lyrics, assessment of consumer response to advertisements, and black and white storyboards
- 2.30 Canada Day Committee, 1981, n.d.; includes headlines for Canada Day Celebration, clippings, lyrics for radio ad including themes: Invitation, What Are You Doing? print headlines, black and white full page newspaper ad, and scripts for television
- 2.31 Canada Development Corporation, 1974; includes creative strategy, and print, newspaper and poster ads
- 2.32-2.33 Canada Cup Hockey, 1976, 1984, 1991; includes Canada Cup Hockey Magazine, mission statement and responsibilities, Labatt Canada Cup '91 preliminary recommendations, media relations, and protocol, game schedule, personal notes, Labatt's Canada Cup presentation outlines

- 2.34 Canada Savings Bonds, 1980, 1983, n.d.; includes correspondence, theme lines, and television script
- 2.35-2.36 Canada's Wonderland, 1979, 1981-1984, 1986, n.d.; includes new product launch and agenda, general information, including background, fact sheet, black and white aerial photograph and postcard, personal notes, television ads for the Scream Machine, seasons pass agreement for T. O'Malley and two original season passes, advertising headlines, short list of names for the stand-up rollercoaster launch program, correspondence, agency presentation agenda, copy of the resignation ad, marketing and creative strategy, personal notes, *Advertising/Promotion/Special Projects Status Report*, presentation to Ford Motor Company of Canada Limited, proposal for Webster in Wonderland television special, Transfer of Rights and Assumption Agreement [1 b&w photograph]
- 2.37 Canadair, n.d.; includes corporate and/or product campaign for Canadair, Challenger
- 2.38 Canadian Airlines Presentation, 1986-1988, n.d.; includes speaker flow chart, handwritten notes, corporate headlines, *Topline Findings*, report including background perspective, campaign themes, reputation profile, television ads for Are you Canadian and New Home, presentation outline and notes, information on 'frequent travelers', creative strategy report, comments and suggestions on creative strategy report and correspondence
- 2.39 Canadian Airlines International, 1987-1988, n.d.; includes pitch for account including credentials, strategy, corporate positioning and creativity, account correspondence, corporate slogans, television ads, list of parliamentary assistants for the executive council of the Ontario Government, memorandum from T. O'Malley that Vickers and Benson not Chosen
- 2.40 Canadian Amateur Athletic Association, 1984; includes marketing strategy for the Canadian Professional Hockey League, background on *Second Dimension Sports International* including introduction, areas of Involvement and a report on CAHA services, marketing and communications.
- 2.41 Canadian Amateur Hockey Association, 1974-1975; includes copy of five year marketing plan.
- 2.42 Canadian Amateur Hockey Association, 1983, n.d.; includes recruiting relations with client
- 3.1 Canadian Breweries - Heidelberg, 1972-1973, n.d.; includes creative rationale, correspondence, advertising plans, scripts for radio, television, print, posters, transit cards, exterior bus cards, billboards, and final copy of

Project Heidelberg

- 3.2 Canadian College Bowl, 1972, n.d.; includes rough notes and scripts of radio Advertisements.
- 3.3 Canadian Council of Christians and Jews, 1977; includes television and newspaper scripts [See also Folder 2.16 Brotherhood Week: Canadian Council of Christians and Jews, 1974, n.d.]
- 3.4 Canadian Football League, 1970; includes contract and copy of the *Certified Official Training Table*
- 3.5 Canadian Government Office of Tourism [C.G.O.T.], 1982-1983; includes correspondence
- 3.6 Canadian Hearing Society, 1982-1985, n.d.; includes information kit, correspondence, meeting minutes, lists of donors and executive committee
- 3.7 Canadian Life Insurance Association, 1978; includes final and draft scripts for radio, newspaper and magazine, and handwritten notes
- 3.8 Canadian National Exhibition, 1973, 1977-1978, n.d.; includes typed and handwritten notes, sample radio scripts, final marketing proposal and a *Public Communications* presentation
- 3.9 Canadian Oil Company, 1964, n.d. includes script and ads for White Rose oil products and services
- 3.10 Canadian Old-timers Hockey Association, 1978, 1980, 1984, n.d.; includes 1982-1983 program, correspondence, clippings and information package.
- 3.11 Canadian Olympic Association, 1971-1974, 1976; includes Canada Jaycees Olympic Fund Committee 45 rpm record with contributions from Nancy Greene, Petra Burka, Betsy Clifford, Judy Crawford, and Jean Beliveau, 1976 Olympics in Montreal, various scripts and correspondence, 1971 marketing plan for the promotion of 1976 Olympics, publications, presentation to the organizing committee, *An Action Plan to the Private Sector for The Canadian Olympic Association*, phase 2 plan
- 3.12 Canadian Olympic Coin Program, 1973-1976; includes handwritten notes, scripts of television ads and magazine advertisements. Also included is a special award to T.J. O'Malley.
- 3.13 Canadian Professional Hockey League, n.d.; includes information package
- 3.14 Canadian Save the Children, 1980-1982, n.d.; includes correspondence,

handwritten notes, scripts of radio ads

- 3.15 Canadian Special Olympics, 1977-1979, n.d.; includes correspondence, handwritten notes, and a report on finances, advertising and marketing
- 3.16 Canairelief (Biafra), 1969, n.d.; includes handwritten notes, scripts and copy for newspaper, black and white ads
3. 17-3.20 CANSTAR Sports Inc., 1978-1980, 1987-1988, 1993-1995, n.d.; includes concept brand names for new hockey related product lines, scripts for print, radio and television featuring well-known hockey players such as Eric Lindros and Pavel Bure and others, written and typed notes, product information, correspondence, billing information, brochure design and product catalogue, notebook containing notes and ideas, themes, signature lines, televisions ads for Bauer/Cooper, market summary on Cooper protective equipment, catalogue, clippings, advertising concepts for NHL jersey licensing, television ads featuring Eric Lindros, Wendel Clark, Ed Belfour, Bauer composite brochure outline, names and signature lines for Bauer/Cooper products, presentation, meeting notes, memorandum, advertising for the Memorial Cup, Eric Lindros Infomercial, strategy outline, full colour ads. Also includes clients Greb Industries, Collegiate Sports and Bauer
- 3.21 CANSTAR Sports Inc. – Bauer ProWear, n.d.; includes scripts for Belfour, Lindros and Bourque
- 3.22 CANSTAR Sports Inc. – Composite Stick, 1994, n.d.; includes correspondence, handwritten notes, product specifications and draft catalogue wording
3. 23 CANSTAR Sports Inc. - Creative, 1994-1995, n.d.; includes scripts for various media channels, typed and handwritten notes, correspondence, brochures
- 3.24-3.25 Carling Breweries, 1967, 1970-1973, n.d.; includes scripts of radio and television ads, copies of print ads and storyboards for Heidelberg, Red Cap and Tuborg.
- 3.26 Carling Red Cap Forever Association script and photo stills from Boxing commercial, n.d. [3 col. photographs]
- 3.27 Channel Eleven [CHCH Hamilton], 1967, n.d.; includes typed and handwritten notes, scripts of television and radio ads
- 3.28 Chubb Mosler, 1964, n.d.; includes handwritten notes, script of magazine ad, black and white print ads
- 3.29 Collegiate Sports, 1979-1980, n.d.; includes descriptive lines, outdoor lines, themes, rough notes, scripts for television, radio, and print ads and correspondence.

- 3.30 Collegiate Sports, 1984, n.d.; includes scripts for television commercials, headlines and positioning theme ideas, rough notes for presentation
- 3.31 Company of Young Canadians, 1965-1966, n.d.; includes television and radio scripts and handwritten notes.
- 3.32 Construction Safety Association of Ontario, 1965-1966, n.d.; includes typed notes, contact lists, scripts and television commercial sketches.
- 3.33 Cooper Canada - Creative, 1987-1988, n.d.; includes scripts of slogans, handwritten notes and television scripts. [See also CANSTAR Sports Folders 3.17-3.23]
- 3.34 Dairy Bureau of Canada – Butter campaign, 1980, 1984-1986, n.d.; includes clippings, themes, concepts and ideas, handwritten notes, recommendations to client, headlines, sketches, copy for print and television, creative briefing, executive gift ideas and Goldfarb research reports on butter concepts, music/song ideas and campaign philosophy
- 3.35 Dairy Bureau of Canada - Corn Girl butter commercial, n.d.; includes script and photo stills from [3 col. photographs]
- 4.1-4.2 Dairy Bureau of Canada – Cheese campaign, 1976-1977, 1980-1984, 1987, n.d. includes handwritten notes, *Why Promote Industrial Milk in Canada? Young Adult Television Recommendation*, headlines, television scripts and brochures, research reports and campaign outline
- 4.3 Dairy Bureau of Canada – Milk campaign, 1976-1977, 1979, n.d.; includes scripts for television, print ads, advertising plan, creative rationale report [Moved to individual client files: Greb Industries headlines for Farm Ad (Jan 4, 1979), Ontario Motorist Insurance Company, Radio -60 seconds (Dec. 11, 13, 27, 1978), various undated handwritten notes]
- 4.4 Dairy Bureau of Canada – Milk– Creative, 1984-1987; includes campaign resources focused on Nova Scotia market, including headlines, video, poster and television scripts [includes 4 col. slides]
- 4.5 Dairy Bureau of Canada – Milk, n.d.; includes script and photo stills for Rock Star commercial featuring Kenny Maclean of Platinum Blonde
- 4.6 Department of Consumer and Corporate Affairs, 1974-1975; includes scripts for television, code of consumer advertising practices on non-prescription medicines.
- 4.7 Department of Manpower and Immigration, 1972-1973, 1977-1978, n.d.; includes typed and handwritten notes, creative direction strategies,

correspondence and various scripts for ads, posters and brochures.

- 4.8 Department of National Defence, 1965, 1969-1970, 2000, n.d.; includes correspondence, typed notes, lists of headlines, scripts for radio and newspaper, copies of ads, questions for agency briefing.
- 4.9 Department of National Revenue, 1969, 1973, 1975-1976, n.d.; includes radio and television scripts, sketches of poster, storyboards, 1973-1974 campaign, draft of marketing rationale and objectives, typed and handwritten notes and black and white print ads.
- 4.10-4.11 Discovery Train [National Museums Canada], 1978, n.d.; includes clippings, correspondence, creative recommendations report, typed and handwritten notes, scripts for radio, television and print, storyline draft, final creative recommendations report, promotional package and photo stills [includes 2 col. slides]
- 4.12 DuPont, 1979-1981, n.d.; includes correspondence, print ads for tires, carpets, and kevlar 49, headlines, television scripts and concepts/rationale for Antron.
- 4.13 E.B. Eddy, 1977, n.d.; includes product names and signature lines for toilet tissue.
- 4.14 E.B Eddy – Babies Only, 1972-1973; includes lines and outdoor headlines.
- 4.15 E.B Eddy – White Swan, 1972-1977, 1978, 1980, n.d.; includes television, print, poster and transit ads, list of and selected names for baby wipes, paper towels and toilet tissue, and creative concepts
- 4.16 Effem Foods Ltd. (formerly Uncle Ben's) – 1971, n.d.; includes promotional ideas for Kal Kan pet food which includes script for television, concepts for coupons, short story draft *Maggie and Me* by Eric Morris and concepts for Pet of the week campaign.
- 4.17 Effem Foods Ltd. (formerly Uncle Ben's), 1973-1975; includes radio and print scripts for Kal Kan pet food. Also includes french language scripts.
- 4.18 Eggleton, Art, 1981-1982, n.d.; includes correspondence, speech, scripts for television commercials, lists of slogans, handwritten notes, strategic plan, *Art Eggleton Mayoralty Campaign 1982* and issues of concern to voters report
- 4.19 Energy, Mines and Resources, 1974, 1977-1979, n.d.; includes communications proposal, report of promotion for client, typed and handwritten notes, ideas for advertisements in various mediums, scripts for television commercials, print ads, typed notes and theme ideas.

- 4.20 Environment Canada, 1971-1972; includes observations, considerations and questions for educational campaign, themes and print campaigns.
- 4.21 Erin Foods, 1978, n.d.; includes scripts for television and print, typed notes on advertising ideas and promotions of various products.
- 4.22 Ethyl Corporation, 1961; includes copy for print advertisement
- 4.23 Face Off [Agincourt Productions], 1971, n.d.; includes scripts for radio and television, handwritten and typed notes, ideas for headlines and correspondence
- 4.24 Faces, 1974-1975, n.d.; includes handwritten and typed notes, list of slogans
- 4.25 The FAN 1430, 1994-1995, n.d.; includes personal correspondence, television, radio themes, corporate themes and headlines, Telemedia Agency Search, including presentation briefing and final submission, focus group questions and responses and a script, including description of V & B and contest details
- 4.26 Federation of Ontario Naturalists, 1975, n.d.; includes promotional booklet for *Young Naturalist* publication, report on advertising recommendations and print and radio ads.
- 4.27 Finast [Stores], 1977, n.d.; includes themes/ideas for promotion, scripts for television commercials, creative rationale, typed notes, black and white photograph of CTV television promotion of *Petrocelli* starring Barry Newman and Susan Howard [1 photograph]
- 4.28 First Choice Television, 1983-1984, n.d.; includes correspondence, handwritten notes, statistics, meeting minutes, *Q.C.T.V.'s Marketing of Pay Television* report, *First Choice Canadian Communications Corporation Report* and *Pay Television Report*
- 4.29-5.3 Ford Motor Company of Canada, 1964, 1966, 1968-1978, 1980-1985, 1987-1988, n.d.; includes headlines, creative rationale, television scripts for Mercury, Meteor, Comet, Cougar and Monarch, list of campaign personalities, meeting notes, themes and headlines for products, Hockey Night in Canada spot ad, *Meteor Concept* presentation to client, product line-up, development of Montego and Cyclone spoiler products including headlines, television and radio ads, ad on pollution and *Jean Beliveau Night* commercial, Meteor Awareness Campaign, television scripts developing brand featuring President Roy Bennett and personalities Harry Sinden, David Devall. Also includes television scripts for Mercury franchises, *Mercury Franchise Theme Recommendations*, *Meteor: We're not kidding*, dealer show song, and television scripts with story boards featuring David Devall advertising small cars, cat themes, headlines and television scripts for Capri, Bobcat, Zephyr, Monarch, Cougar and Fiesta automobiles, lyrics for *Nashville Cats*, list of

spokespersons, headlines for the four door Cougar, focus on LN 7 Sport scar, meeting notes, planning notes for 1982 model year, correspondence, strategy presentation, corporate advertising, *You won't buy at all 'till you see our small at Mercury, Mercury, Twinkle, twinkle little car, Mercury Capri, Mercury LN7, Mercury Lynx: The Magic of Mercury, Exploratory research into small and medium Mercury models*, headlines and print ads for dismissal by client as advertising representative. Also includes *The Canada-USSR Super Series (summit series)*

- 5.4-5.5 Formosa Spring Breweries, 1972-1974, n.d. includes themes and concepts for promoting brand, radio and television scripts, samples of television scripts used for Heidelberg product, Centennial report, creative rationale, and themes, correspondence, newspaper prints, rough and finalized drafts of Carling Breweries product assessment, drafts of lyrics to the 'Oktoberfest' song, handwritten and typed notes, marketing concepts and execution, lists of ale names, *New Ale* report, *Marketing plan for Straight Ale* and a list of vignettes for *Diamond Ale*.
- 5.6 Friends of Holland, 1973-1974; includes typed drafts and finals of newspaper ads.
- 5.7 General Foods Ltd., 1962; includes script for radio.
- 5.8-5.10 General Motors Products of Canada Limited, 1960-1961, n.d.; includes draft and final copy for radio, television and print for Chevrolet, Cadillac, Truck, Corvair, Oldsmobile. Note: Sketches of ads were personally conceived and drawn by Terry O'Malley.
- 5.11 General Motors of Canada Limited, 1987; includes correspondence, headlines, and creative rationale.
- 5.12 Glass Container Council, 1970-1971, n.d.; includes proposal, headlines and newspaper advertisements
- 5.13 Global Communication – Global Sports, 1973, n.d.; includes sketched designs for hockey trophy, *Global Sports Enterprises A 52 Week Prime Time Sports Proposal*, The Toronto Toros Hockey telecast and direct mail brochure, list of hockey telecasts do's and don'ts, correspondence and handwritten notes.
- 5.14 Global Communication – Global Television, 1973, 1980, n.d.; includes headlines, handwritten notes, copy for print, television and trade advertisements, development of programs, promotions, and corporate messages, outdoor board alternatives, black and white ads and song scripts.
- 5.15 Global Television Communication – Sales Presentation, 1973; includes presentations and pitch featuring William Shatner for the launch of a new

television network.

- 5.16 Goodtypes, 1977, n.d.; includes marketing themes, concepts, typed and handwritten notes, headlines and slogans for promotional material.
- 5.17-5.19 Greb Industries, 1978, 1979, 1980, n.d.; includes clippings, correspondence, themes and concepts and handwritten notes for Bauer sports shoes and skates, Hush Puppies and Kodiak boots, sketches for Bauer skate ads, copy for advertisements with black and white sketches, themes, concepts and headlines for Bauer athletic shoes and skates.
- 5.20 Gulf Oil Canada, 1969-1970, n.d.; includes correspondence, creative rationale and scripts for television
- 5.21 Gulf Oil Canada, 1972-1973, 1976-1978, n.d.; includes headlines, themes and handwritten and typed notes on the promotion of the corporate brand
- 5.22 Gulf Oil Canada, 1980-1981, 1983-1985; includes Canadian Energy Kit draft, headlines, themes, handwritten and typed notes, television scripts and creative rationale for the promotion of the corporate brand. Also includes a partnership with Blue Jays Baseball.
- 5.23 Gulf Oil Canada, n.d.; includes typed themes and ideas on promotion of service Stations.
- 5.24 Gulf Oil Canada – Gulf Service Stations *All Hurry Team* commercial, n.d.; includes script and photo stills of Johnny Wayne and Frank Shuster
- 5.25 Gzowski, Peter, 1969, 1971, 1982, n.d.; includes correspondence, headlines for *Maclean's Magazine*, lyrics, commercials written for client, print ads and sports articles
- 5.26-5.27 Headliners International, 1975-1977, 1982, n.d.; includes creative rationale and headlines to promote new Chicago franchise, corporate headlines, print ads to promote Class, Neos and Indenticolor text types, headlines, themes and concepts for the promotion of various text types
- 5.28-5.31 Heinz, 1973-1979, n.d.; includes typed idea and concept scripts for television and radio ads, handwritten notes, concepts and product names, drafts and list of selected headlines for institutional ads, list of television scenarios, and draft of creative rationale for ketchup, canned pasta, pickles and other tomato related products. Also includes market research questions for canned spaghetti and pickles, rough sketches. [includes 1 b&w photo of Minnie Miller, grandmother of Terry O'Malley]
- 5.32-5.33 Hewlett Packard, 1983, n.d.; includes *Merchandising and Promotions* brand

campaign, correspondence, clippings, company news, information on productivity award, creative presentation, correspondence, themes and concepts for television, radio and print

- 5.34-6.3 Hiram Walker – Canadian Club, 1978-1982; includes advertising concepts, sketches and scenarios, scripts for print, newspaper, and magazine ads, headlines for print, newspaper, magazine, duty free, post card, *Directive on Advertising and Sales Promotions for Distillers*.
- 6.4 Hiram Walker – Special Old, 1980-1981, n.d.; includes headlines for magazine, newspaper, television, transit Walkers Special Old, correspondence, market positioning and advertising execution and print ads for the College Bowl Games.
- 6.5 Hiram Walker, n.d.; includes booklet outlining services, personnel of ACI (Analytical Communications Incorporated, a subsidiary of Vickers & Benson) and global communications program presentation.
- 6.6 Hockey Canada, 1970-1972, n.d.; includes corporate themes and headlines, *The 1970 Hockey Canada Invitational Intercollegiate Tournament* report, scripts for poster, print, radio, television ads, handwritten notes, *The Organizational Development of Hockey Canada* report and an *Official Home TV Program for the 1972 Moscow Series (summit series)*
- 6.7 Hockey Hall of Fame, 1991-1993; includes correspondence, creative strategy for the film *Our National Passion*, preliminary marketing plan outline and communications plan. Also included are ideas for new positioning strategy.
- 6.8 Howdy [beverage for children], n.d.; includes sketches, handwritten notes, typed rationales and themes for campaign, scripts for Howdy and 7-UP television ads
- 6.9 Hunt-Wesson Foods of Canada, 1970, n.d.; includes media release, script for magazine and mailer for tomato paste. Also included are suggestions for *Manwich* Halloween promotions.
- 6.10 IAC, 1972, 1976; includes Continental Bank of Canada script for television, background and rationale of advertising campaign, creative report
- 6.11 Imperial Life Assurance Company of Canada, 1964, n.d.; includes list of advertising concepts, draft notes
- 6.12-6.14 Insurance Bureau of Canada, 1978-1979, 1985, n.d.; includes scripts for television, newspaper and magazine ads focusing on young drivers and fire prevention. Also includes headlines, black and white ad sketch for fire prevention, undated radio ads for *All Canada Insurance Federation*, scripts for television, newspaper and magazine, corporate themes, headlines, concepts for

television, communications proposal and recommendations, script for *Michael* a drinking and driving campaign.

- 6.15 Irish Tourist Board, 1973, n.d.; includes copy for radio commercials, print campaigns for St. Patrick's Day, correspondence, themes, song lyrics, *The Irish Song*, drafts and final copy, creative rationale and television story Boards. Included is a draft article by T. O'Malley on creativity.
- 6.16 Andrew Jergens, 1964, 1975, 1977, n.d.; includes suggestions for new product names, handwritten notes, television script and story board.
- 6.17 Johnson & Johnson – Correspondence and questionnaire, 1980-1981
- 6.18-6.19 Johnson & Johnson – Presentation, 1980-1981; includes printed presentations
- 6.20 Knudson, George – Golf Course Concepts and Planning, 1974; includes Counsilman & Associates and Hockey Consultants brochures, scripts for client brochure and magazine ads
- 6.21 Kohler, 1988, n.d.; includes correspondence, coloured print ad, list of Toronto area retailers
- 6.22 Labatt's Importers, 1981
- 6.23 Liberal Party of Canada – Canadian Unity, 1976-1977, n.d.; includes list of headlines, *I am Canadian* speech, headlines promoting bilingualism and rough notes. *see also Red Leaf Communications.
- 6.24 Liberal Party of Canada – Constitution, 1980-1981, n.d.; includes program outline for *Constitutional Reform*, background and principles for *Sell the Constitution*, headlines for Canadian unity, *Canadian Constitution Communications Program Phase 1 Recommendation*, black and white advertisements, media release, rough notes on unity ideas/concepts, media release and proposed agenda. . *see also Red Leaf Communications.
- 6.25 Liberal Party of Canada - New Brunswick Liberals, 1982, n.d.; includes scripts for television and radio, headlines for newspaper ads and correspondence. *see also Red Leaf Communications.
- 6.26 Liberal Party of Canada - Newfoundland Liberals, 1975, 1979, 1985, n.d.; includes scripts for television, radio advertising, rough notes, themes for print campaign. *see also Red Leaf Communications.
- 6.27 Liberal Party of Canada - Nova Scotia Liberals, 1977-1978, 1980, 1984-1986, n.d.; includes rough notes, correspondence, headlines, brochures for candidates Jim Cowan and Sandy Cameron, list of strategic recommendations, clippings and

scripts for television ads.*see also Red Leaf Communications.

- 6.28-6.30 Liberal Party of Canada - Ontario Liberals, 1975, 1977, 1982-1983, 1985, 1987-1988, 1990-1991, 1994, n.d.; includes headlines and scripts for radio, television, prints ads for Bob Nixon, slogans for graffiti/bumper stickers, communications rationale, drafts and as recorded scripts for television for Stuart Smith, list of questions to use in advertising campaigns, themes, advertising brochure for David Peterson, correspondence, Liberal critics list, NDP Yearbook, communications statement, scripts for television, radio, print, and themes for Premier Peterson, creative rationale, list of caucus members, leadership procedures review committee by region, list of party executive council, list of regional vice presidents and area coordinators and brochure for Dennis Mills.*see also Red Leaf Communications.
- 6.31 Liberal Party of Canada – Productivity, 1982-1983; includes headlines pertaining to economic performance, script for television scenario on budgets, budget thoughts/headlines, *Budget Communications Strategies*, headlines for youth job creation program and clippings.
- 6.32-6.34 Liberal Party of Canada - Red Trillium, 1992, 1994-1995, n.d.; includes correspondence, themes, scripts for television ads, rough notes, sketches and scripts for television, materials related to Lyn McLeod, clippings, brochures, *The Report of the Lyn McLeod Task Force on Jobs*, *The Report of the WCB Outreach Tour* and meeting notes.*see also Red Leaf Communications.
- 6.35 Liberal Party of Canada - Red Trillium – Creative, 1994-1995, n.d.; includes drafts and scripts for radio, television, and print advertising campaigns, rough notes and clippings.*see also Red Leaf Communications.
- 6.36 Liberal Party of Canada - Red Trillium- (Game Time), 1994-1995, n.d. (title in parentheses refers to the impending 1995 Ontario provincial election) includes correspondence, headlines, scripts for television and radio ads, rough notes and *Lyn on her own - campaign issues: health care and northern Ontario, welfare*. *see also Red Leaf Communications.
- 6.37 Liberal Party of Canada - Special Ottawa Project, 1975, n.d.; includes headlines and an original confidential copy of *Communications recommendations*. *see also Red Leaf Communications.
- 6.38 Liberty Cherry - Freshie, 1975, 1977, n.d.; includes scripts for radio, list of new product names and an advertising execution strategy.
- 6.39-6.40 Lightning Fastener, 1966, 1969-1970, 1975, n.d.; includes list of headlines, correspondence, promotion recommendations, scripts for magazine ads, creative rationales for women's wear campaign and other advertising campaigns, list of retail headlines, recommendations for development of a

retail marketing plan, marketing public relations and promotion outlines and changes to company name

- 7.1 Lipton - Presentation, 1980; includes correspondence, agency questionnaire and answers, advertising concepts/suggestions, list of presentation reel and presentation pitch
- 7.2-7.8 Loblaws, 1974-1979, n.d.; includes *Shatner Strategy* [William Shatner], pros and cons of purchasing campaign, *Inflation fighting exceptional purchase program*, including radio and television storyboard concepts, handwritten notes and concepts, scripts for television, radio, newspaper ads, creative outlines, corporate themes, slogans, concept for meat guides and coupons, list of headlines, corporate advertising concepts, Direct Mail/Postal Drop/PR ideas, transcript for Dave Nichol videotape, alternative headlines, suggested headlines for transit and outdoors, headlines for Olympic Trust, television scripts for Olympic Trust Coins, script and photo stills for 10 point promise with William Shatner
- 7.9 Locker Room, 1976, 1979, n.d.; includes suggested themes, list of recommended names, *Intro Advertising and Promotion report*, *Public Relations Recommendations for The Locker Room Openings*, correspondence and headlines for Hackett's
- 7.10-7.13 3M Canada, 1974-1975, 1982, 1990, 1993-1994, 1996, n.d.; includes outline for direct mail ads, scripts for print and television ads, rough notes, creative recommendations for television, communications strategy discussion paper, clippings, correspondence, corporate media plan, Olympic advertising campaign, experimental ads for Post It Notes and handwritten notes.
- 7.14 3M Canada – Correspondence, 1987-1988, n.d.; includes handwritten notes and personal thoughts, creative strategy, newsletter, correspondence, *3M Canada Inc. Corporate Communications Framework, 1989-1992*, radio and television ads for the Olympic Program campaign and research of market segments. [includes 2 coloured slides].
- 7.15-7.18 Master Charge / Master Card, 1973-1982, n.d.; includes scripts for television, radio, print, and magazine ad inserts, and promotion through the Bank of Montreal, drafts and final copy of application forms, ads for sales incentive programs and card promotion, headlines and print ads for travellers cheques, experimental television and radio scripts for various themes, concepts, partnering promotions with Swiss Chalet [Note: The client name/brand name changed from Master Charge to Master Card in 1980. See also 1.29-1.35 Bank of Montreal]
- 7.19-7.27 McDonald's, 1978-1985, 1989-1995, 1997, n.d.; includes correspondence, presentation outline, corporate response to client questionnaire and company

philosophy including biographical information of staff and outline of successful campaigns, marketing plan, themes and creative concepts for *Nickel Coffee*, *Big Mac*, specialty market packages report, newspaper ad and pledge form supporting Terry Fox, scripts for television and radio, promotion for Massey Hall, concepts/themes: *Quarter Pounder*, nutrition checkers, *McMuffin*, lyrics, headlines, script for the Thank You McDonald's ad, *Business Building Assessment report*, board of director's presentation, children's promotional concepts, ideas for new national advertising campaign, radio ads for nutrition concepts, generic themes, food headlines, Blue Jays headlines, corporate headlines, drive through and breakfast themes, *Big Mac / Lego* promotion, generic advertising, personal notes and promotion ideas, recap of review meeting, creative planning meeting notes, marketing calendar, signature lines, headlines for outdoor posters, *Order of Ontario Court* dismissing Chubby Checker's action against McDonald's & Vickers and Benson, *McDonald's: The Inside Story*, *Generic Concepts*, Value/Kids menu campaign details, Red Book III, The Inside Story press kit, *How might we best meet the needs of the Ontario Co-op?* a preliminary plan, script and photo stills for Reputation, First Order and Gallagher commercials. [includes 4 coloured slides].

- 7.28-7.30 Mead Johnson, 1970-1973, n.d.; includes television and print scripts for Metrecal, Pablum, Beautiful Losers Club, Nutrament campaigns, creative rationale, Metrecal promotional campaign, office graffiti, Nutrament marketing outline, creative rationale and scripts for television and radio ads for *Pa's* [children's vitamins], products/themes, 50th Anniversary promotion outline, promotion outline for *Enfalac* and assessment and recommendations report for Metrecal.
- 7.31 Mead Johnson - Metrecal, 1972, n.d.; list of themes and concepts, scripts for print, newspaper, headlines for fitness and diet
- 7.32 Merit Clothing, 1975, n.d.; includes script for television ads, creative proposals, typed ideas and themes
- 7.33 Metro [Metropolitan Toronto] Chairman's Office, 1982; includes correspondence, Metropolitan Toronto logo, theme and marketing plan proposal.
- 8.1-8.3 Metropolitan Toronto Convention & Visitors Association (MTCVA), 1990-1992, 1994, n.d.; includes headlines and positioning lines, advertising briefing and script for newspaper and radio ads.
- 8.4 Ministry of Tourism and Recreation [Ontario] – Branding, 1988-1990, n.d. Includes print and radio ads for Thousand Islands, Tobermory, Niagara-on-the-Lake, St. Catharines, Niagara Falls and fishing. Also included are Ontario-indoor signature lines and themes, slogans, handwritten notes and marketing plans.

- 8.5 Ministry of Tourism and Recreation [Ontario] - Creative, 1986, 1988-1991, n.d. includes signature lines, themes, print ads and handwritten notes
- 8.6 Ministry of Tourism and Recreation [Ontario] - Ontario as a brand, 1989-1990, n.d.; includes handwritten notes, correspondence, *Winter/Avid Angler* campaign, television ads and storyboards, Tourism Ontario-winter ad test: Preliminary comments and focus group notes, proposals, decisions and current issues, sports and fitness questionnaire and a long term planning report.
- 8.7 Miracle Food Mart, 1971; includes scripts for television and radio, print headlines and themes, handwritten notes and concepts for headlines, correspondence, drafts and final copy of communications proposal
- 8.8 Miscellaneous Sports, 1973, n.d.; includes Chicago Cougars season ticket information guide, correspondence between W.B Bremner and J. Alexander regarding the handling of amateur sports propositions, background information on Sportsphere Limited and a preamble on sports and the marketplace
- 8.9 Miscellaneous Themes, n.d.; includes Lottery, Rex Murphy [CBC], script and copy of magazine ad for J.J. Jacobs.
- 8.10 Mitel Corporation, 1982, n.d; includes correspondence and company background.
- 8.11 Mobil Paint, 1969; includes promotion outline.
- 8.12 Molson Breweries, 1991, 1994-1995, n.d.; includes television ads and Storyboards. Included is *Santa Fe Beverage Co.*, correspondence regarding Dave's Beer. There is also a creative presentation and a report on two promotional activities for the 95-96 NHL hockey season.
- 8.13 Monarch Wear of Canada, 1972; includes selected and recommended names for Tee Kay product line.
- 8.14 Montreal Expos, 1969-1970, 1974, 1976, n.d.; includes game programs, list of names, clippings, themes, radio scripts, correspondence, lines for opening day ads, promotional ideas, financial information and economic impact.
- 8.15 Montreal Lacrosse Club, 1974; includes scripts for print advertising plus the outline and script for coupons and brochure.
- 8.16 Multi-Sports, 1977; includes rough and final draft of *The Canadian Track and Field Association* and *Lowney's Promotional Proposal*
- 8.17 Nabisco [formerly Standard Brands] - Coffee, 1972, n.d.; includes print ads and scripts for Chase Sanborn coffee and Tenderleaf tea

- 8.18 Nabisco [formerly Standard Brands] - Dr. Ballard's, 1975, 1977-1978, n.d.; includes scripts for television and print, *Dr. Ballard's guide to balanced nutrition for your dog* brochure and promotional proposals and concepts
- 8.19 Nabisco [formerly Standard Brands] - Lowney's, 1974-1976; includes promotional concepts and materials for Chipits, Planter's Peanuts, outline for creative presentation, names for new candy and chocolate bar products.
- 8.20 Nabisco [formerly Standard Brands] - Lowney's - Cherry Blossom, 1974-1975, n.d.; includes scripts and storyboards for television featuring Sherri Lewis, Tim Conway and Jackie Gleason. Also includes script and storyboards for Oh Henry.
- 8.21 Nabisco [formerly Standard Brands] – Lowney's - Cracker Jack, 1972-1973, 1978-1979; includes theme lines for trade and print, overall creative strategy
- 8.22 Nabisco [formerly Standard Brands] – Lowney's – Glossettes, 1976-1978, n.d.; includes scripts for television, draft and final story boards and television scenarios and themes.
- 8.23 Nabisco [formerly Standard Brands] – Lowney's - Oh Henry, 1973-1978, n.d.; includes experimental strategy, including scripts and storyboards for television, *Long Range Objectives and Concepts*, correspondence, list of ending lines and *Interviews with chocolate bar consumers regarding three creative concepts for Oh Henry chocolate bar*
- 8.24-8.27 Nabisco [formerly Standard Brands] – Lowney's - Planters Peanuts, 1975-1977, 1981-1982, n.d.; includes scripts, rationale and storyboards for various proposed television ads, including *Planters*, *OHL Game of the Week* correspondence, *Advertising Objective/Strategy*, legends of hockey, list of theme lines for *Canada Cup*, television scenarios, script and photo stills for Swede commercial. [includes 4 coloured slides].
- 8.28 Nabisco [formerly Standard Brands] - Planters, 1975-1976, 1979, n.d.; includes themes and concepts for new promotional campaign and copy of ads for *Planters Peanut Oil*.
- 8.29 Nabisco [formerly Standard Brands] - SIP SACS, 1973, n.d.; includes scripts for television commercials.
- 8.30 National Bank, 1988; includes selected themes, headlines for newspaper, posters, and point of purchase displays.
- 8.31 National Council of YMCA's, 1977, 1982-1983, n.d.; includes correspondence and ideas and themes for television commercials. [includes 2 coloured slides].

- 8.32 National Hockey League Old-timers, 1977, n.d.; includes theme lines, background and advertising strategy in coordination with Ford Motor Company of Canada.
- 8.33 National Hockey League Services, 1991-1992, n.d.; includes correspondence, clippings and concepts for Stanley Cup advertising and speeding up the game.
- 8.34 National Lifeguard Service, 1964, n.d.; includes script to introduce service to the YMCA.
- 8.35 NCR [National Cash Register], 1976, n.d.; includes presentation notes and answers to client questions.
- 8.36 Non Smokers Rights Association, 1977-1978; includes list of theme lines, ideas for t-shirt promotions.
- 8.37 O'Keefe Brewing Company Limited, 1962-1963; includes copy and scripts for print, television and radio for Old Vienna, Blended, Extra Old Stock ale, Holiday beer.
- 8.38 Olivetti, 1985; includes headlines and scripts for radio ads.
- 8.39 Olympiad, n.d.; includes creative strategy and concepts for newspaper, television, radio, posters and partnering with Loblaws and William Shatner as spokesperson.
- 8.40 Olympic Committee, n.d.; includes correspondence and rough notes. [Removed: *Report of the Task Force on Sports for Canadians*, held elsewhere in the Library [CA1 NH99 S620](#)]
- 8.41 Olympic Trust, 1974, 1979-1980, 1983; includes experimental scripts for television, newspaper, magazine, lyrics for theme song, headlines and visual ideas for outdoor and transit advertising, C.N.E lottery headlines, *Go for Gold* scratch ticket campaign and *Official Olympic Coin Promotion* creative presentation
- 8.42 Ontario Hydro, 1963-1964, n.d.; includes radio scripts
- 8.43-9.8 Ontario Jockey Club, 1963, 1969-1970, 1972-1973, 1977-1986, 1990, 1992-1995, n.d.; includes correspondence, creative rationale, promotional suggestions including rough and final drafts for radio, television, and newspaper, scripts, concepts for poster ads, television, radio, exterior bustards, and taxi, advertising themes and scenarios, production schedule, creative evaluation review, *Creative Development Research*, proposal for the *Queen's Plate Sweepstakes*, brochure outline, headlines for different venues and giveaways and hand drawn ads.

- 9.9 Ontario Motor League, 1972, 1978, n.d.; includes print for World Wide Travel, notes and copy for Ontario Motorist Insurance. Included are handwritten notes.
- 9.10 Ontario Press Council, 1976, n.d.; includes list of corporate theme lines, handwritten notes, *General Attitudes towards the Press and Press Council*, script for full page newspaper ad. and communication plan.
- 9.11 Ontario Society for Crippled Children, 1982-1983; includes correspondence, lists of client addresses, suppliers and media contacts
- 9.12 Pacific Western Airlines, 1969-1970, n.d.; includes ideas for theme development of Vancouver office account and headlines.
- 9.13-9.14 Parker Brothers, 1975, 1978, 1980, n.d.; includes advertising and promotion concepts for *Boggle*, *Strawberry Shortcake*, *Play-Doh*, *Nerf*, *Mad Magazine*, scripts for television, radio ads for *Mastermind*, *The Great Dragon Hunt*, *Disaster*, *Full House*, *The Gambler*, list of game names and creative rationale for *Gambler* game.
- 9.15 Park Plaza Hotel, 1973; includes theme lines, draft and final copy of the creative strategy, recommendations for lounges, scripts for radio and television ads, suggested lyrics for radio theme song, *The Park Plaza Interim Advertising Approach*, print headlines, internal advertising, including counter cards and special occasion sample ads.
- 9.16 Participaction, 1973-1974, 1977-1979, 1982, n.d.; includes notebook with handwritten ideas for theme, list of corporate headlines, scripts for television and creative suggestions
- 9.17 Penneys, 1974; includes scripts for television and radio ads.
- 9.18 Pillsbury – Presentation, 1978, n.d.; includes correspondence and corporate response to client questionnaire.
- 9.19 Planned Parenthood, n.d.; includes headlines and television script with black and white story boards.
- 9.20-9.21 Pollution Probe, 1969-1976, 1978, 1996, 1999, n.d.; includes handwritten ideas and concepts, scripts for television, newspaper, radio ads, and supermarket brochure, media release, finalized copy for magazine ads, headlines for campaigns, script and photo stills of commercial. [includes 2 coloured slides and 1 *Do it* button].
- 9.22 Pony, 1972-1976, n.d.; includes headlines, scripts for newspaper, radio and television, collaboration with Eaton's, themes for new posters, handwritten

notes and ideas and concepts for bumper stickers, posters.

- 9.23 Pop Shoppe, 1972-1973; includes lyrics, print and poster headlines, promotions and concepts, scripts for television, creative strategy and handwritten notes.
- 9.24 Quaker Oats Company, 1990-1995, n.d.; includes correspondence, mission statement development and corporate headlines, creative strategy for corporate television, name suggestions for *Gatorade*, bumper sticker headlines and annual report.
- 9.25 Quaker Oats Company – Gatorade, 1991, 1993-1994, n.d.; includes typed and handwritten lines, historical copy review, drafts and final scripts for various radio ads.
- 9.26 Quinnsworth Supermarkets, 1974-1975, n.d.; includes advertising concepts, scripts for newspaper and black and white ads.
- 9.27 RCA, 1971; includes script for television ads.
- 9.28 Readers Digest, 1975; includes outline for brochures and list of headlines.
- 9.29-10.4 Red Leaf Communications [a consortium of Liberal friendly ad firms], 1974, 1978-1982, n.d.; includes handwritten notes, headlines, drafts and final copy of platform ads and television and radio scripts for Prime Minister Trudeau on various topics, clippings, correspondence, rough notes on advertising ideas and concepts, campaign headlines, *The Changing Face of the Canadian Federation, Television and Politics with the Magnificent Computer- Pictures are better than a Billion Words!*, communications proposal, conceptual advertising statements, bumper sticker headlines, themes and slogans for Pierre Trudeau, television concepts and scripts, themes, drafts and final copy for television, radio, and print advertisements, information on the Liberal energy policy, sketches and advertising ideas for television commercials, 1980 federal election script and photo stills for House of Cards, and questionnaire results. Also included is *A Research Report for Red Leaf Communications*. *see also Liberal Party
- 10.5 Red Leaf Communications [a consortium of Liberal friendly ad firms] - Liberal Party of Canada (Trudeau Fundraising), 1982; includes scripts for print, photocopies of cheques in support of Trudeau and Liberal fundraisers and correspondence related to advertising campaign focused on Trudeau's birthday. *see also Liberal Party
- 10.6-10.14 Red Leaf Communications [a consortium of Liberal friendly ad firms], 1984, 1986-1989, n.d.; includes regional conference program - *Focus on visible minorities and advertising*, Tourism Canada's London, England Agency – The Chetwynd Streets Group. Also, *Perspectives on campaign advertising: a preliminary report*, core campaign speech and campaign

themes prepared by Goldfarb consultants, clippings, correspondence, rough notes on research and advertising concepts, list of quotable quotes, handwritten notes, list of prominent patronage appointments by Conservative government, rough cost analysis of advertising across Canada, headlines, notes, theme ideas, brochure and enlarged draft of print ad for John Turner, outline for John Turner brochure, *A Leader with a Vision for the West*, television and radio advertisements, election issues and scenarios, list of generic headlines, lyrics, notes and *Realignment Theory and the 1984 Election: Some Tentative Conclusions*, rough notes on political issues for advertising ideas, black and white storyboards, drafts and scripts for television, radio, and print ads, list of employees invited to The Eagle and the Bee benefit, television concepts and themes, Dennis Mills election brochure, campaign phone list, list of lines and rough sketches for *Don't Be Had-Get Mad*, *What a Liberal Government Will Do for You* brochure, list of election issues and critical path, advertising concepts, brochure *Liberal Party: Draft for Campaign graphics guide*, lines for free trade campaign, meeting notes, *Parliamentary Democracy: The Senate and the politics of conviction*, by Senator Jerry Grafstein [draft copy], *Liberal Party Logo Evaluation*, to do lists, ideas for Liberal logos, alternative names for Red Leaf Campaign, creative strategy ideas, advertising scripts for *Anti-Free Trade with the Mulroney Credibility Factor*, advertising concepts and court documents regarding restricted radio campaign outline.*see also Liberal Party

- 10.15-10.16 Red Leaf Communications [a consortium of Liberal friendly ad firms] – Election '88, 1988, n.d.; includes headlines, positioning statements for leaders, drafts and scripts for radio and television, legal action against television networks CTV, CBC, and Global Communications, clippings, correspondence, draft print ad, agendas and draft minutes of meetings.*see also Liberal Party
- 10.17 Red Leaf Communications [a consortium of Liberal friendly ad firms], 1990-1991, n.d. includes correspondence, organizational chart and copy for Kathy O'Flynn in Oshawa by-election.*see also Liberal Party
- 10.18-10.21 Red Leaf Communications [a consortium of Liberal friendly ad firms] - The Yes Committee: The referendum campaign, 1992, n.d.; includes clippings, correspondence, drafts and scripts for television, handwritten notes, research report on television scenarios, broadcast job requisition, remarks by Governor Mario M. Cuomo, Ad week feature *The unmaking of the President*, results and actions as a result of the June 1992 Gallup Poll, notebook with rough ideas, scheduling, advertising lines, script for newspaper and radio ad, Canada Committee-Creative Sub strategy, *Towards a Referendum Strategy*, proposals to reform the Canadian Constitution, brochures, lyrics to *Meant to Last*-full version, as recorded October 6, 1992, a cross section of individuals that voted yes or no from each province, black and white photographs of the Yes Committee [4 b&w photographs] .*see also Liberal Party
- 10.22-10.25 Red Leaf Communications [a consortium of Liberal friendly ad firms], 1993, n.d.;

includes clippings, *Governing in the 1990's* by the Hon. Jean Chrétien, rough notes, correspondence, advertising ideas and concepts, *Government of Canada-Planning Agency List*, *Post-Election Analysis: Politics and Policy*, drafts and scripts for radio, television, and print on various issues, clippings, broadcast schedule, election strategy ideas and concepts, Barry Campbell election brochure, meeting agenda, *The Chrétien Report*, television campaign ideas and concepts for Jean Chrétien, research memorandum, *Kim quiz/them focus groups*, itinerary and receipt, rough notes on campaign concepts, photographs of Pierre Trudeau and John Turner, back up television campaign, proposed copy for radio campaign, quotes by Bill Davis and Joe Clark, list of bumper sticker slogans and conceptual statements [5 photographs and 4 coloured slides] . *see also Liberal Party

- 10.26 Robin Hood, 1961-1962, 1964, n.d.; includes scripts for *Velvet Cake and Pastry Flour*, pre-sifted flour, free cookbook offer, *Royal Deluxe Cake* mixes, correspondence, handwritten notes, print ads and clippings. Clippings are about Terry O'Malley's grandmother, Minnie Miller who was featured in some of the advertisements for Robin Hood Flour.
- 10.27 Ronson Products of Canada Limited, 1963-1964; includes copy for shaver and hair dryer
- 11.1 Harry Rosen, 1963-1965, 1967, n.d.; includes black and white advertisements, brochure ideas and themes, handwritten notes and concepts, print headlines and copy, correspondence, sales and promotional concepts.
- 11.2 Royal Trust, 1970-1972. n.d.; includes scripts, corporate ads for print, and *An interpretation of: the Royal Trust Company survey*.
- 11.3 Sales Executive Club of N.Y, 1980; includes magazine issue, draft and final speech given by T. O'Malley, correspondence, itineraries, clippings and broadcasting analysis of the 1980 federal election.
- 11.4 Sayvette, 1973, n.d.; includes list of print headlines, scripts for newspaper and print ads, preliminary creative presentation, including black and white print ads and sketches
- 11.5 Sayvette - Presentation, 1973; includes preliminary creative presentation and media recommendation presentation
- 11.6 Schick, 1971-1972, n.d.; includes broadcasting scripts, themes and concepts, creative evaluation and handwritten notes.
- 11.7 Schneiders – Spam, n.d.; includes creative rationale and promotional drafts.
- 11.8-11.14 Seagrams, 1970-1972, 1974-1976, n.d.; includes scripts for print and magazine

ads, list of print headlines, creative strategy and rationale, themes for V.O., trade advertisements, creative rationale for V.O., creative rationale for *Captain Morgan Rum*, ad for V.O., copy for newspaper ads for *Bolshoi Vodka* and handwritten notes

- 11.15 Shell [Canada] (formerly Canadian Oil Company), 1966, n.d.; includes proposal *A Centennial Promotional Philosophy for Shell Canada* and typed notes.
- 11.16 Shell Canada (formerly Canadian Oil Company), 1964, 1966, n.d.; includes scripts for black and white print advertisements, copy for White Rose Ultraoil products, headlines for the Canadian Oil Company, advertising themes and concepts and copy of black and white ads.
- 11.17 Silverwoods Dairy, 1974, 1978, 1980, n.d.; includes scripts for radio, television and print for *Yogurt Launch Ontario*, new product development concepts and statements, new product idea presentations for consumer research, suggested names, handwritten notes and draft advertisements.
- 11.18 Soccer, 1979; includes headlines, presentation to Global Television Ltd. -- *Promotional Considerations for NASL soccer in Toronto*.
- 11.19 Society of Industrial Accountants, 1969-1970; includes themes and concepts for provincial and national promotion, scripts for newspaper advertising, script for slide presentation.
- 11.20-11.21 Sony of Canada, 1981-1983, n.d.; includes presentation, two black and white photographs and 11 colour photographs of staff, *A brief Synopsis of Vickers & Benson*, promotional information on Vickers and Benson, professional qualifications of staff, draft notes for presentation, rough notes, revised section of *Sony Fact Book*, correspondence, outline, headlines for *Trinitron*, summary of two focus groups on colour televisions, *Customer Connection Concept*, *The colour television marketplace and Sony's role in it*, prepared by Goldfarb Consultants [13 photographs]
- 11.22 Stelco, 1964; includes ad copy for steel fencing.
- 11.23 Tamblins, 1976, 1978, n.d.; includes concept statements, promotional ideas, in-store consumer brochures, scripts for television and radio ads, theme selections and rough notes.
- 11.24 Television Bureau, 1982; includes copy for television.
- 11.25 Toronto Blue Jays, 1976; includes season ticket campaign. Includes 2 Blue Jays tee-shirts with prototype logos.
- 11.26-11.29 Toronto Life, 1972-1973, 1975-1982, n.d.; includes rough notes, themes and

advertising concepts, outline for car cards, copy for subscription renewal card, 300-500 word script for magazine article, print to advertise issues, drafts and as recorded scripts for television and radio, *Advertising in the '70's*, correspondence, *Toronto Life Fall '78/ spring '79 Media Recommendation for Fashion*, contest results and theme lines.

- 11.30 Toronto Life – Promotions, 1981; includes correspondence, promotion ideas and concepts, confidential files containing media information for merger of *Toronto Life* and *Toronto Calendar*.
- 11.31 Toronto Metros Soccer Club, 1974; includes print and television copy for season ticket promotion, World Cup on CBC, also, *Toronto Metros: Soccer in Canada* marketing plan.
- 11.32 The Toronto Northmen Football Club Inc., 1974; includes copy for ticket brochure, print ads for season tickets and headlines.
- 11.33 The Toronto Star, 1988; includes headlines, meeting notes and repositioning discussion
- 11.34 The Toronto Star - A.M, 1981, n.d.; includes drafts and final copy for print and television, headlines, promotional ideas and concepts and handwritten notes.
- 11.35 The Toronto Star – Campaign '82, 1981, 1986, n.d.; includes correspondence, strategies to enhance productivity and popularity, positioning statements, advertising campaign ideas, strategic plan, rough notes and final copy for television, print, and radio, headlines for new features and classified ad campaign, full page copy for trade campaign, corporate headlines, *Star morning monitor and advertising awareness tracking study* a research report prepared by Goldfarb consultants.
- 12.1 The Toronto Star - Classifieds, 1978-1981; includes draft and final copy for print, radio, exterior transit, small space filler, list of themes and headlines and promotional ideas and concepts.
- 12.2 The Toronto Star – Communications Plan '82, n.d.; includes a strategic advertising plan and *The Toronto Star Communications Plan*.
- 12.3 The Toronto Star – Correspondence, 1980-1981, 1985; includes clippings, correspondence and the 1980 advertising program.
- 12.4-12.5 The Toronto Star - Headings, 1977-1983, 1986, 1988, n.d.; includes newspaper ads, headlines for classified ads, and transit stop, readers guide, Canada week concepts, column fillers, scripts for radio and television including original black and white storyboards, headlines for advertising testimonials, list of themes, draft and recorded scripts for television, handwritten notes for themes and concepts,

morning and evening theme lines, suggested and selected theme lines for *The Calgary Herald*, *The Winnipeg Tribune* and *CKEY Helicopter Reports*.

- 12.6 The Toronto Star – Metroland, 1981-1982, n.d.; including rough notes on creative themes and concepts, philosophy and definition of Metroland Newspaper, headlines as well as creative rationale.
- 12.7 The Toronto Star - Magazine, 1979-1980, n.d.; includes clippings, correspondence, research proposal for *CATV Magazine* and handwritten notes on ideas for theme and structure
- 12.8-12.12 The Toronto Star – Print, 1978-1982; includes drafts and final versions of copy for various magazine, newspaper and radio ads, clippings, correspondence, ads for small space, Father's and Mother's days, advertiser testimonials, STAR week, and Fashion '80's. Also includes copy for national newspaper awards, election campaign, direct mail for the female shopper study, promotions for Margaret Trudeau and columnist Ron Base, contest details, black and white storyboards, rough notes for themes and concepts, morning and evening theme lines.
- 12.13-12.14 The Toronto Star – Radio, 1979-1980, n.d.; includes drafts and as recorded copy for radio ads, agreements between V & B and Rosemary Radcliff, Shawn Lawrence, Derek McGrath regarding radio commercials, rough notes for local news.
- 12.15 The Toronto Star - Radio and Television, 1980-1982, n.d.; includes various drafts and as produced copy for television and radio commercials, *The Toronto Star Promotional/Advertising Opportunities*
- 12.16 Toronto Telegram, 1963-1964, 1970; includes copy and scripts for television and print.
- 12.17 The Toronto Tomahawks [Lacrosse], 1974, n.d.; includes theme lines, sketches for coupons, copy for television ads for Jim Bishop, copy for posters, print, inserts, and game by game ads, outline of the subscribers ticket order form brochure, lists of team names and handwritten notes.
- 12.18-12.19 Toronto Toros [Hockey], 1973-1976, n.d.; includes correspondence, creative rationale for 2nd season game songs, copy for television, and radio featuring *Nedomansky*, *Jim Dorey*, *Lou Nistico* playoff commercials, subscription campaign including coupon creative strategy, scripts for outdoor transit ad, communications program including season tickets promotion and game by game sustaining program, clippings and black and white ads, *Toros Sports Magazine*, presentation to Can Sports Ltd. Toronto Toros Hockey Club, print headlines and themes, proposal for a young Toros booster club, handwritten notes and ideas, exhibition game schedule, identification card, print headlines for opening game

- 12.20 Tourism Canada, 1994-1995, n.d.; includes headlines and signature lines, Tourism Canada-Value campaign, brainstorming notes for tourism events and promotions.
- 12.21 Trans Canada Telephone System- C.C.G [Computer Communications Group], 1975-1976, n.d.; includes print themes and headlines, handwritten notes and theme suggestions, correspondence, briefing schedule, presentation including research, creative strategy, and media plan.
- 12.22 United Appeal, 1965; includes copy on national fundraising event
- 12.23 United Jewish Appeal, 1976, n.d.; includes print headlines for Jewish educational awareness, opportunities in Toronto, immigration and Israel ads, script headlines for newspaper, direct mail, and posters, clippings.
- 12.24 Universal Football League, n.d.; includes proposed advertising concepts.
- 12.25 University of Toronto, 1992; includes headlines.
- 12.26 7-UP, 1965, 1971, n.d.; includes youth market strategy, scripts for television, rough notes.
- 12.27 John Valentine Fitness – Montreal, 1978; includes draft correspondence, objectives, memberships and targets of fitness facility, scripts for newspaper and radio advertisements, typed and handwritten theme lines and art department estimates.
- 12.28 Ventures IV, 1969, n.d.; includes ideas for golf concepts.
- 12.29 Whitehall Laboratories Ltd., 1962, 1975-1976, 1978-1981, n.d.; includes print headlines for Anacin, Resdan, Drisdan, and Great Resdan shampoo, Momentum, scripts for television, radio, and newspaper advertisements for Resdan, Momentum, Tivrin, and Trillium pain relief, creative rationale, new product concepts and names, transit headlines for Resdan, creative statement for Trillium and strategy overview.
- 12.30 Whitehall - Resdan, 1962, 1974, 1976-1978, n.d.; includes print headlines, television ads, creative rationale, various commercial concepts and themes [Note: File folder originally labelled Resdan and was renamed and moved to maintain consistency in filing alphabetically by client, not product name]
- 12.31-12.34 Winnipeg Tribune, 1975-1980, n.d.; includes correspondence, advertising recommendations, copy for radio, list of theme lines, interior transit lines, headlines for Ear Lug, *Campaign West* creative rationale and guide scripts, campaign outline and objectives, newspaper theme lines for the

Calgary Herald, copy for print ads for *Haslam*, copy for television, entertainment and sports, headlines for real estate, *The Trib* comic book, black and white advertisements, advertising recommendations, alternate headlines, full page draft for the Blue Bombers program, copy for Matheson Arena, creative rationale and handwritten notes and ideas.

- 12.35 World Hockey Association, 1974, n.d.; includes television script for ticket sales and handwritten notes for television concepts.
- 12.36 Wrigley's, 1971, n.d.; includes theme song suggestions, broadcasting scripts for television ads and radio, includes black and white storyboard with text, correspondence, handwritten notes and ideas.
- 12.37 Ziggy's, 1975; includes communications recommendations.

Sub-Series B: Client Print Ads, 1960-1979, n.d. (non-inclusive); includes black and white draft and final copy ads. Oversize client print ads are located in alphabetical order in folios stored in metal cabinet. They are listed by client name as opposed to product name.

- 13.1 Agincourt Productions, n.d.; includes publicity for *Rip Off* and *Face Off*
- 13.2 All Canada Insurance Federation, n.d.
- 13.3 American Standard, n.d.; includes publicity for bathroom fixtures
- F1 [Oversize] American Standard, 1965
- F1 [Oversize] Amstel Brewery, n.d.
- 13.4-13.5 Bank of Montreal, 1972, n.d.
- 13.6 Bata, n.d.
- 13.7 Beatty Farm Equipment, n.d.
- 13.8 Bentley Butane Lighters, n.d.
- F1 [Oversize] Bramalea, 1961-1962, n.d.
- 13.9 Bristol-Myers Canada, n.d.
- 13.10 Bristol-Myers Canada – Javex, 1972
- 13.11 The British American Oil Company Limited, n.d.

- 13.12 BOAC [British Overseas Airways Corporation], n.d.
- 13.13 CHCH-TV Channel 11, n.d.
- F1 [Oversize] CHCH-TV Channel 11, 1969, n.d.
- 13.14 Cadillac Construction Associates, n.d.; includes promotional material featuring the Montebello apartment complex
- 13.15 Cameo Cigarettes, n.d.
- 13.16 Canada Works, n.d.
- 13.17 Canadian Foils Limited, n.d.
- 13.18 Canadian International Development Agency, n.d.
- 13.19 Canadian Oil, n.d.; includes White Rose oil products and services also includes includes 30 sec. radio commercials for White Rose oil products [33 1/3 rpm recording]
- F1 [Oversize] Canadian Oil, n.d. includes White Rose gasoline/oil products and services. Also included is a promotional folder with plastic 45 rpm record of four ads for the Great Gasoline Campaign and three large format posters.
- F1 [Oversize] CANSTAR Sports Inc., 1978, n.d.; includes Bauer and Cooper skates, sweaters, helmets, footwear, protective equipment
- F1 [Oversize] Carling Red Cap Forever, n.d.
- 13.20 Carling Breweries – Carling Red Cap Ale, n.d.
- 13.21-13.22 Carling Breweries – Heidelberg, draught beer, 1972, n.d.
- 13.23 CCM, 1972
- 13.24-13.26 Centennial Commission, [1967]
- 13.27 Chubb-Mosler & Taylor Safes Ltd., n.d.
- F1 [Oversize] Cluett, Peabody & Company of Canada, Ltd., n.d.; includes ad for Arrow dress shirt
13. 28 CODA (Council on Drug Abuse), n.d.
13. 29 Company of Young Canadians

- F1 [Oversize] Company of Young Canadians, n.d.
- 13.30 Consumer and Corporate Affairs, 1972
- 13.31 Consumers Central, n.d.
- 13.32 Construction Safety Association of Ontario, n.d.
- F1 [Oversize] Construction Safety Association of Ontario, n.d.
- 13.33 Cooking Magic, 1972
- 13.34 Cowl Sound, n.d.
- 13.34A Curl-master ad.
- 13.35 Dennison Copier, n.d.
- 13.36 Department of National Defence, n.d.; includes publicity for the Canadian Armed Forces
- 13.37 D.N.R [Department of National Revenue], n.d.
- 13.38 Dominion Bureau of Statistics, n.d.; includes publicity for Census Day, business promotion
- 13.39-13.40 Dominion Securities, 1972, n.d.
- 13.41 Dow Breweries, n.d.; includes Kings Beer, Black Horse Beer and Dominion Ale
- 13.42 DuPont, 1972
- 13.43 DuPont, n.d.; includes publicity for nylon carpet
- 13.44-13.45 E.B Eddy, 1972, n.d.; includes publicity for Babies Only and White Swan
- 13.46 Effem Foods Ltd. (formerly Uncle Ben's), n.d.; includes publicity for Kal Kan pet food
- F1 [Oversize] Ethyl Corporation of Canada Limited, 1962
- 13.47 Ford Motor Company of Canada, n.d.; includes ads for Anglia
- F2. [Oversize] Ford Motor Company of Canada, n.d.; includes ads for '64 Comet, '64 Meteor, '65 Meteor, Anglia, automobile safety promotion in

conjunction with Gulf

- 13.48 Friden [division of Singer], n.d.; includes publicity for office machines
- F2. [Oversize] Friden [division of Singer], n.d.; includes ads for calculator and *Flexowriter*
- 13.49 General Motors Products of Canada Limited, 1960; includes publicity for Chevrolet, Cadillac, Corvair, Oldsmobile and Trucks, 1960
- F2 [Oversize] General Motors Products of Canada Limited, 1962-1963, n.d; includes brochures, clippings, full page newspaper ads and proofs for Acadian, Parisienne Series, Laurentian Series, Strato-Chief Series automobiles
- F2 [Oversize] General Motors Products of Canada Limited, n.d.; includes draft sketch of ad for Chevrolet Oldsmobile
- 13.50 Globe and Mail Report on Business, n.d.
- 13.51 Goodyear, n.d.; includes ad for Suburbanites winter tires
- F2 [Oversize] Goodyear, n.d.; includes ad for tires
- 13.52 GSW, 1972; includes publicity for McClary appliances
- 13.53-13.54 Gulf pre 1972, n.d.
- 13.55-13.56 Gulf 1972, n.d.
- 13.57 Haig [Newfoundland beer], n.d.
- 13.58 Heinz, 1972; includes publicity for pasta and pickles
- F2 [Oversize] Heritage Room, n.d.; includes ads for restaurant
- 13.59 Hunt-Wesson Foods, n.d.; includes publicity for tomato products
- 13.60 IAC Ltd., n.d.
- 13.61-13.62 Imperial Life Assurance Company of Canada, 1972, n.d.
- 13.63 Insurance Bureau of Canada, 1972, n.d.
- 13.64 Peter Jackson [cigarettes], n.d.

- F2 [Oversize] Peter Jackson [cigarettes], n.d.
- 13.65 Jenny Lind Candies, n.d.; includes ads for candy products
- 13.66 Andrew Jergens Company Ltd., n.d.
- 13.67 Jet Dry, n.d.
- 13.68 Laura Secord Candy Shops, n.d.
- 13.69 Lepages, n.d.
- F2 [Oversize] Lepages, n.d.; includes ads for all-purpose and epoxy glues
- 13.70 Liberal Party of Canada, n.d.; includes publicity for Red Carnation Fund, Bob Nixon, P.T. Hellyer
- F2 [Oversize] Liberal Party of Canada, 1979; includes personal inscription to Terry O'Malley from Pierre Elliot Trudeau [encapsulated]
- 13.71-13.72 Lightning Fastener, 1972, n.d.; includes publicity for zippers
- F2. [Oversize] Lightning Fastener, n.d.; includes publicity for zippers and black and white ad.
- 13.73-13.74 Loblaws, 1972 n.d.; includes publicity featuring Leon Weinstein and *More than the price is right*
- 13.75 Manpower and Immigration, 1972
- 13.76 Master Charge, n.d. [3 copies]
- 13.77 Mattel, 1972
- 13.78 Mead Johnson, 1972
- F2 [Oversize] Metro Toronto Convention & Visitors Association, n.d.
- 13.79 Ministry of Tourism and Recreation [Ontario], n.d.; includes ads for *Ontario Incredible!* and *Ontario Canada-Imagine the Difference*, script and photo stills of *Took a Trip* television commercial
- 13.80 Miracle Food Mart, 1972; includes Consumer Forum
- 13.81 NCR (National Cash Register), 1972

- 13.82 O'Keefe Brewing Company Limited, n.d.; includes Blended
- F2 [Oversize] O'Keefe Brewing Company Limited, 1963, n.d.; includes Light Holiday Brew, storyboards for Extra Old Stock Ale, other products
- 13.83-13.85 Ontario Jockey Club, 1969-1970, 1972, n.d.; includes publicity for Fort Erie, Mohawk, Windsor, Woodbine and Greenwood racetracks
- F2 [Oversize] Ontario Jockey Club including Mohawk Raceway, 1970, n.d.
- 13.86 Ontario Motor League (div. of CAA – Canadian Automobile Association), 1972
- 13.87 Otis Elevator Company Limited, n.d.
- F2 [Oversize] Otis Elevator Company Limited, n.d.
- 13.88 PET Milk Canada Ltd., n.d.; includes ads for Cherry Hill cheese and Chipits chocolate chips
- F3 [Oversize] PET Milk Canada Ltd., n.d. includes ad for Cherry Hill Honey Butter
- 13.89 Pharmaceutical Manufacturers Association, 1967
- 13.90 Place Bonaventure, n.d.
- 13.91 Pollution Probe, n.d.
- F3 [Oversize] Pollution Probe, 1969-1970, n.d. [1 mounted on foamcore, 3 encapsulated]
- 13.92 R.I.A. [Research Institute of America?], n.d.
- 13.93 Robin Hood – Velvet Cake and Pastry Flour, n.d. Includes slogan button for Minnie Miller's Velvet Flour Happy Housewives Nice Little Cake Naming Contest.
- F3 [Oversize] Robin Hood, n.d.; includes ads for pastry flour, cake mix, recipe book ad.
- 13.94 Ronson, n.d.; includes ad for men's shaver
- F3 [Oversize] Ronson, n.d.; includes ad for lighters
- 13.95 Royal Trust, n.d.
- 13.96 Schick, 1972
- 13.97 Schneiders, n.d.; includes Spam

- 13.98 Seagrams, 1972, n.d.; includes ads for V.O. and sketches for Canadian Club
- F3 [Oversize] Seagrams, n.d.; includes ad for Canadian Club
- 13.99 Toronto Life, 1972
- 13.100 Toronto Star, n.d.
- F4 [Oversize] Toronto Star, n.d. [5 ads mounted on foamcore]
- F4 [Oversize] Toronto Telegram, 1963
- 13.101 7-UP, 1965, n.d.; includes travel giveaway promotion
- F4 [Oversize] 7-UP, n.d.
- 13.102 Vanish, 1972; includes bathroom cleaner
- 13.103 Vitalis, 1972; includes publicity for personal styling product
- 13.104 Winchester, n.d.; includes ad for ammunition
- F4 [Oversize] Woolco, n.d.

Sub-Series C: Vickers and Benson Scrapbooks, 1979, n.d.

- 24.3 [Oversize] Scrapbook, n.d. includes Participation House, Vickers and Benson ads, Hospital for Sick Children, the Crippled Children Thanksgiving Telethon and Projections, n.d. [all items were loose from their pages, so they were removed from the book. All ads are stained with glue]
- 24.4 [Oversize] Scrapbook, 1979.; includes promotional material for: The Hebrew University of Jerusalem, The Response Group, Personnel Advertising Services, YMCA, Vickers & Benson, Ontario Society for Crippled Children, Warwick/Bradshaw Inc., Toronto, Deforest Bros. Quarries Ltd., Canadian Hearing Society Foundation, Vickers & Benson house ad – Heinz ketchup & advertising award, Toronto Western Hospital Foundation, Canadian Media Corporation, Cansave's College Bowl Dinner, Art promotion, carvings & watercolours, The Insider, V&B (Quarter Pounder), Vickers & Benson house ad Look out, old Jackie is back!, Transport Canada, Liberal Party of Canada – Jim Coutts promotion
- 24.6 [Oversize] Scrapbook , n.d.; includes Bramalea, American Can Company of Canada, Chevrolet Corvair, Oldsmobile, Robin Hood Velvet Cake and Pastry

Flour, Ford Meteor, Chef Boy-ar-dee Pizza, Goodyear Tires, Whitehall Laboratories Anacin, Robin Hood Cake Mixes, Ethyl Corporation of Canada, Acadian, and Clare's Limited. The following loose items removed and placed in their respective files: Ford Motor Company headlines February 27, 1964 and December 11, 1964; Robin Hood Flour Mills copy for cookbook and cake mix and clippings re: O'Malley's grandmother as the voice for the campaign, October 31, 1961, May 15, 1962, n.d.; Whitehall Laboratories, 1962 copy for Anacin, Dristan (sic), and Resdan

Series II. Administrative, 1946-2009, n.d. (non-inclusive)

Sub-Series A: Awards, 1966-2007, n.d. (non-inclusive)

- 14.1 Advertising Club of New York – Andy Award of Merit, n.d.; includes awards for Pony Sporting Goods Limited, Sayvette Department Store
- 33.2 Advertising Club of New York – Andy Award of Excellence, n.d.; includes three dimensional silver award presented to Terry O'Malley
- 32.8 All Japan Radio and Television Commercial Council – ACC Awards, 1974; includes three dimensional first prize award in gold for Pollution Probe University of Toronto Energy 2
- 32.9 All Japan Radio and Television Commercial Council – ACC Awards, 1978; includes three dimensional award in silver plate. Brushed metal plaque is missing indicating details of award
- 21.2 [Oversize] All Japan Radio and Television Commercial Council – 15th ACC Commercials Festival, 1975; includes diploma for series 3 commercials nine minutes or under for *Pollution Probe* for the University of Toronto *Packaging/Cans/Land Use* and *Drinking* for the Insurance Bureau of Canada.
- 32.1-32.7 American Television Commercials Festival Clio Award, 1970-1972, 1976, 1979-1980, n.d.; includes three dimensional awards for *Pollution Probe Silence*, *Headliners of Canada Black Tie of Type*, *Mastercharge Use it Wisely*, *National Museums Canada Discovery Train*. Three awards have lost their brass labels with award details.
- 21.1 [Oversize] American Television Commercials Festival Clio Awards, 1971-1972, 1974, 1981, 1984-1985, 1987; includes awards for Toronto Pollution Probe *Silence*, *Steeler Beer Together Guys and Wally*, Dairy Bureau of Canada *Corn Girl*, Council on Drug Abuse *Girl*, Toronto Pollution Probe *Nice World* (with 3 images from the 60 sec. TV commercial), Energy Conservation *Energy 2*, McDonald's *Gallagher*, McDonald's *First Order* and Minton China *Our Preoccupation with Perfection* [9 awards]

- 21.3 [Oversize] American Institute of Graphic Arts Certificate of Excellence, Fifty Print Advertisements of the Year, 1969
- 14.2 Art Direction Magazine Creativity Certificate of Distinction, 1974-1975, 1979, 1986; includes awards for *We Came to Play*, Vickers & Benson Ltd. advertisement, Headliners Ad Campaign and Dairy Bureau of Canada *Rock Star* as well as the Consumer Television Commercial *Discovery Train*.
- 21.4 [Oversize] Art Directors Club of New York, 1967; includes 47th Annual Exhibition Certificate of Merit
- 14.3 Art Directors Club of Toronto Annual Exhibition, 1973-1976; includes awards for *Hazardous Products*, *No Crap*, *Schick Dressing Room*, Master Charge Dominoes, Ontario Motor League Radio Commercial, Non-Smokers, *National Heritage*, *Have a Young Summer*, H.J. Heinz Co., Headliner's International, Insurance Bureau of Canada, *Non-smokers* and Canadian Dairy Foods Service Bureau Also includes specific awards to Vickers & Benson, Limited and to T. J. O'Malley .
- 21.5 [Oversize] Art Directors Club of Toronto Annual Awards Show, 1984, 1986; includes: silver award to Terry O'Malley and Vickers & Benson for Dairy Bureau of Canada *Rock Star/Wrestler/Fashion Model*, merit award to Vickers & Benson for Pollution Probe *Goblet*, merit award to Terry O'Malley and Vickers & Benson for Federation of Ontario Racetracks Marketing Inc. *Go Crazy/Mega Winner/Entertainment* [5 awards]
- 31.1 Broadcast Executives Society Television Commercials Festival, 1968; includes three dimensional award Bessie for best commercial *Bucket*
- 33.1 Broadcast Executives Society Television Commercials Festival, n.d; includes three dimensional award Bessie
- 21.6 [Oversize] Canadian Television Commercials Festival, 1985, 1987; includes second place for Insurance Bureau of Canada *Michael*, and gold for Dairy Bureau of Canada *Super Model*
- 21.7 [Oversize] Canadian Radio Commercials Festival Award of Merit, 1971-1972; includes award for most outstanding English commercial public service for Pollution Probe *Obituary* and Pollution Probe *Bodies of Water*.
- 14.4 Canadian Television Commercials Festival Award of Merit, 1975; includes third best in food category for *H.J. Heinz Birthday Party*
- 33.3 Canadian Television Commercials Festival Spiess Award, 1982; three dimensional award presented to Terrence J. O'Malley for outstanding

- contribution to the art of the television commercial, April 6, 1982
- 14.5 Chicago International Film Festival Television Commercial, n.d.; includes competition entry certificate for *Energy*
- 31.2 Chicago International Film Festival Television Commercial Competition, 1968; includes three dimensional award Hugo for best in impact for Bucket presented to Vickers & Benson
- 31.3-31.5 Chicago International Film Festival Television Commercial Competition, 1968-1969, 1971; includes three dimensional award Hugo for winner, best in creative excellence for Bucket presented to Vickers & Benson; three dimensional award Hugo for best in impact for Graveyard presented to Vickers & Benson; three dimensional award Hugo for third place for Craw presented to Terry O'Malley
- 21.8 [Oversize] Chicago International Film Festival Television Production, 1972, 1979; includes competition entry certificate for *Ear* and outstanding merit for *Blizzard*
- 33.6 Cleveland Society of Communicating Arts, 1985; Terry O'Malley, judge
- 14.6 Communication Arts Magazine Award of Excellence, 1968, 1970, 1972-1973; includes television commercial awards for Construction Safety Association of Ontario, Pollution Probe at the University of Toronto
- 14.7 Communication Arts Magazine Award of Merit, 1969; includes newspaper ad award for The Nigeria/Biafra Relief Fund of Canada [Canairerelief]
- 14.8 Communications Collaborative, Inc., Chicago '78 certificate of excellence, 1978; includes award for Young People's Theatre Centre *Neat Stuff Inside*
- 33.5 Envelope Makers Association, 1976; three dimensional wooden award for best campaign
- 32.10 22 Festival International Du Film Publicitaire, Cannes Lion, Venice 1975; includes three dimensional silver? award to Vickers & Benson for Pollution Probe at the University of Toronto
- 21.9 [Oversize] 22 Festival International Du Film Publicitaire, Cannes Lion, Venice 1975; includes awards for Pollution Probe at the University of Toronto *Energy 2*
- 21.10 [Oversize] Graphica Club of Montreal, Graphica Award, 1966-1969, 1971-1972; includes award of merit, certificates of merit, award of distinctive merit, awards of excellence [15 awards]

- 14.9 International Film & TV Festival of New York, 1971-1972; includes bronze award for *Silence* and silver award for Pollution Probe *Ear*
- 32.11 International Film & TV Festival of New York, 1972; includes brushed metallic medallion commemorating the 15th Anniversary, 1957-1972 [in red padded case]
- 21.16 [Oversize] Les Usherwood Award (framed), 1996
- 21.11 London International Advertising Awards finalist for Ministry of Tourism *A Sunny Place, Feeling Good and Took a Trip*, 1986
- 14.10 Marketing Hall of Legends induction, 2007; includes clipping, menu, *O'Malley Worldwide* drink recipe from Bacardi, two publications highlighting the achievements of all inductees
- 21.12 [Oversize] Marketing [Magazine] Awards, 1985-1987; includes: silver award for Insurance Bureau of Canada *Michael*, certificate of excellence for television single *First Order* for McDonald's Restaurants, gold for United Way of Greater Toronto *Like Father Like Son*, certificate of excellence for Dairy Bureau of Canada *Rock Star/Wrestler/Super Model* and certificate of excellence for Dairy Bureau of Canada *Super Model*.
- 33.7 Marketing [Magazine] Gold Award, 1988; three dimensional award for radio/single Together Guys Steeler Beer for Amstel Brewery Canada
- 14.11 Mediacom Billi Award, 1982 for Mastercard *Wherever You Can* poster
- 14.12 Radio Awards, 1987; includes finalist awards for Woolco Department Stores (2), McDonald's Restaurants *Hey, Hey, Hey*, Alzheimer Society of Canada. Also includes first place for Amstel Brewery Canada *To Russia with Love, Together Guys, Tough Guys*
- 21.13 [Oversize] Radio Awards, First Place – Campaigns – Markets up to 400,000, 1987; includes first place for Amstel Brewery Canada *To Russia with Love, Together Guys, Tough Guys* [brass plaque mounted on wood]
- 14.13 Television Bureau of Canada Top Ten Multi-Outlet Retailers, 1984-1985, 1987; includes award for McDonald's Restaurants *Gallagher* and *First Order* and F.O.R.M. *Go Crazy*.
- 33.4 U.S. Television & Radio Commercials Festival Mobius Award, 1984; three dimensional award presented to Vickers & Benson for Services: Insurance Michael
- 21.14 [Oversize] U.S. Television Commercial Festival, Creative Excellence Award for *Crawl – World Series*, 1971 [brass plaque mounted on wood]

21.15 [Oversize] U.S. Television Commercial Festival, Creative Excellence Award for To Your House – Cheesemakers Series, 1978 [brass plaque mounted on wood]

14.14 U.S. Television Commercial Festival, For Creative Excellence for *Energy*, 1973

Sub-Series B: Corporate, 1953-1999, n.d. (non-inclusive)

14.15 Vickers and Benson promotion and Facts about Vickers and Benson, 1953, n.d. [includes 2 b&w photos]

14.16 Company history and background, 1971-1999, n.d (non-inclusive). includes creative appointments, company info. prepared for Information Canada, company folder and T. O'Malley business card. Also includes information on personnel, agency firsts, a historical synopsis of Vickers and Benson and *How We See Ourselves*.

14.17 Company history – Montreal (recollections from 1960-1986), 1987?

14.18 Employment information includes offer of employment as temporary copywriter and statements of earnings from MacLaren Advertising Co. Limited and benefit program 1960-1997, n.d. (non-inclusive)

14.19 Institute of Canadian Advertising, 1982-1984; includes salary survey, correspondence, draft of the guidelines for the use of comparative advertising, research and survey data in food commercials

14.20 List of campaigns by medium and headlines and by types of food products. Also included is the booklet *Vickers & Benson Companies Limited* promoting various clientele, including McDonald's Restaurants, Dairy Bureau, Ford [Vickers and Benson 33 1/3 rpm. record of Vickers and Benson commercials included], n.d.

14.21 New Business Tactics for Ad Agencies, 1975

14.22 Terry O'Malley Curriculum vitae, 1969; includes cover letter

14.23 Tom Monaghan, 1990-1994, 1996-1997, n.d.; includes clippings by and about Tom Monaghan, correspondence to Terry O'Malley and other V& B staff re: corporate image and strategy, outline for consulting program *Enhancing Business and Personal Performance*

14.24 Vickers & Benson House Ads, n.d.; includes clippings and original ads for print media

F5 [Oversize] Vickers & Benson House ads, 1962, n.d.

F5 [Oversize] *V&B in Print*, n.d.

Sub-Series C: Clippings, 1955-2006, n.d. (non-inclusive)

14.25-14.28 Clippings, includes published articles about and by Terry O'Malley, Vickers & Benson, also includes award winning campaigns, 1955-2006, n.d. (non-inclusive)

F2 [Oversize] Clipping, 1961; includes ad for Chevrolet Corvair, St. Catharines Standard, April 21, 1961

F2 [Oversize] Clipping, 1960; includes ad for General Motors Products of Canada Limited Chevrolet for '61

Sub-Series D: Correspondence, 1964-2005, n.d. (non-inclusive)

14.29 Correspondence from Terry O'Malley to Vickers & Benson staff, 1983-1986

14.30 Correspondence – President File, 1964, 1967, 1971, 1975, n.d.; includes correspondence to Terry O'Malley regarding appointments as vice-president and president of Vickers & Benson

14.31 Correspondence to Terry O'Malley from Padulo & Associates Advertising Inc., 1989

14.32 Correspondence to Terry O'Malley from Roy MacGregor, 1979-1998 (non-inclusive)

14.33 Correspondence to Roy MacGregor from Terry O'Malley, 1979-1997 (non-inclusive)

14.34 Correspondence from Terry O'Malley, general, 1965-2004 (non-inclusive)

14.35 Correspondence to Terry O'Malley, personal, 1980-2005, n.d. (non-inclusive) includes a Christmas card from Prime Minister Pierre Elliot Trudeau

14.36 Correspondence to Terry O'Malley, professional, 1968-2001, n.d. (non-inclusive) includes correspondence from Jean Chretien, Alan Eagleson, Paul Martin, John Turner, John Bassett, Paul Beeston and David Peterson

14.37 Correspondence to Terry O'Malley Re: 30th Anniversary in Advertising, 1994

14.38 Correspondence, various, 1967-2016, n.d. (non-inclusive); includes correspondence not written to or by T. O'Malley

- 24.5 [Oversize] Large format hand drawn card with sketch of Terry O'Malley, n.d.; includes [staff] signatures and sketch of Terry O'Malley jogging [by Ed Cole?], 1985

Sub-Series E: Photographs, 1954, 1965, 1975, 1981, n.d.

- 14.39 Photographs of Terry O'Malley, 1954, 1965, 1975, n.d.; includes personal, corporate and publicity photographs [24 photographs, 5 contact sheets]
- 24.1 [Oversize] Photographs of Terry O'Malley, 1981, n.d.; includes corporate and publicity photographs [7 photographs, of which 3 mounted on foamcore]

Sub-Series F: Presentations, Reports and Speeches, 1967-1996, n.d.

- 14.40 Speech by Ken Dryden, Ontario Youth Commissioner and correspondence and form regarding the scholarship achievement award for young people in Canada who had been involved in the child welfare system, 1996, n.d.
- 14.41 Speeches written and presented by Terry O'Malley, 1976-1977; includes St. Catharines Ad & Sales Club, Canadian Life Insurance Association
- 14.42 Speeches possibly written by Terry O'Malley for others includes speech for Mr. Vaughan and the Honourable D. Keith Davey, Senator, 1996, n.d.
- 14.43 Writings by Terry O'Malley on various subjects including: *How will we ever get it done?* (Centennial); *Team Canada*; *Advertising*; *Odeon Hyland*; *Okay*; *Financial Post* draft; *A Bob Topping Short Story*; *Sex and Nudity in Canadian Advertising*; *PR and Advertising?* *The Other Half* and *Your Part of St. Patrick St. circa 1946-1952*, 1967-1989, n.d. (non-inclusive)
- 14.44 Various lists and notes, 1996, n.d.

Sub-Series G: Personal interests and investments, 1946-2009, n.d. (non-inclusive)

- 14.45 Key Publishers, 1979-1983; includes correspondence, receipt of shares certificate, financial statement, progress reports, personal notes
- 14.46 St. Catharines Stompers and sports, 1996, 1999, 2005, n.d.
- 14.47 Coach Cooney Weiland of Harvard Hockey, 1971
- 14.48 Certificate of completion in Toronto Wang Marathon and Durham Fall Classic, 1981, 1986
- 24.2 [Oversize] St. Catharines Stompers promotional presentation, 1995; includes

slogans and logos for clothing and caps

- 23.1 St. Catharines Collegiate and Vocational School Yearbook, 1953-1954
- 23.2-23.7 Terry O'Malley scrapbooks featuring his childhood, hockey career, school years, entrance to Harvard and Harvard years [Scrapbook from 1946-1955 was in poor condition – all newspaper articles were copied and letters, photographs and cards were kept in their original form], includes 34 b&w photos, 1936-1956

Sub-Series H: Publications, 1946-1996, n.d. (non-inclusive)

- 22.1-22.2 *Marketing*, 1961, 1964, 1967-1968, 1973, 1975-1977, 1979, 1984, 1986, 1988 [incomplete] includes *Creativity*, a supplement to *Marketing*
- 22.3-22.4 *Marketing Annual Exhibit*, 1962-1963, 1968-1969, 1971, 1976-1978
- 22.5 *Influence* featuring an article by Terry O'Malley on *Clean Tennis Balls, Hanged Cats, and an Account Executive's Blood*, summer 1983
- 22.6 *What's Up Niagara* featuring a story about Terry O'Malley *Impressions of an Ad Man*, May 1984
- 22.7 *Focus* featuring *We Ketch'up with Terry O'Malley*, summer 1998
- 22.8 *Stimulus* including information on Vickers & Benson, March/April 1977, 1979
- 22.9 *Star Weekly* featuring an article on The Brave Little Beer Commercial featuring Carling Red Cap, December 1967
- 22.10 *The Canadian* from *The Toronto Star* with an article about advertisers including Terry O'Malley, Jan. 1976
- 22.11 *Re: Entry*, by the advertising and design club of Canada, n.d.; features Terry O'Malley receiving The Les Usherwood Award, 1996 (2 copies)
- 22.12 *The Red Barrel*, Vol. 26, No. 1, 1946; published by the Coca-Cola Company
- 22.13 *The Goldfarb Vision*, 1994 Annual Report, Goldfarb Corporation, 1994
- 22.14 1964 American Television Commercials Festival Award Winners, 1964
- 22.15 Art Directors' Club of Toronto, *The 33rd Annual Awards* and Art Directors' Club of Toronto, Annual Exhibition 1972/73, n.d.
- 22.16 CSCA 1982 Exhibition of Excellence

- 22.17 1975 Clio Award Winners
- 22.18 *Hockey is our Game* by Jim Coleman with an inscription to Terry O'Malley (summit series) from Alan Eagleson, 1987
- 22.19 *Grits: An Intimate Portrait of the Liberal Party* by Christina McCall-Newman. Terry O'Malley is mentioned on pages 339, 368, 369. There is an inscription to Terry O'Malley on the front page, 1982
- 22.20 *The First Original Unexpurgated Authentic Canadian Book of Lists* by Jeremy Brown and David Ondaatje, 1978; includes reference to Terry O'Malley on page 8
- 22.21 *Tempo* from Vickers and Benson, Vol.1, no.5, May 1967

Sub-Series I: Ephemeral items, n.d.

- 23.8 Team Canada jacket signed by the players from the summit series, n.d.
- 11.25 2 Blue Jays tee-shirts with prototype logos, n.d.

Series III. Multimedia, 1965-1996, n.d. (non-inclusive). Most videos have run sheets included.

Sub-Series A: 1965-1999, n.d. (non-inclusive)

- 15.1 Amstel Brewing Company, 1988; includes 13 tracks [audio cassette]
- 15.2 Amstel Steeler historical reel, 1989 [3/4" U-matic video]
- 15.3 Amstel Beer including Light, Steeler, Laker and Grizzly, n.d. [3/4" U-matic video]
- 15.4 *Backroom Boy*, n.d. [audio cassette]
- 15.5 Bank of Montreal, 1970; includes twelve 60 sec. television and radio spots [1/4 inch magnetic tape]
- 15.6 Bank of Montreal, *Values*, ripomatic, 1993 [VHS tape]
- 15.7 Bank of Montreal, Bonded Services *Trial, No, Future*, 1995 [1/2 inch video tape]
- 15.8 Bank of Montreal, 4 X *Animatics*, 1991 (dubbed Dec. 9/93); includes four tracks [3/4" U-matic video]
- 15.9-15.10 Bank of Montreal – historical, tapes I and II, n.d. [3/4" U-matic video]
- 15.11 Bell Canada historical compilation reel [3/4" U-matic video]

- 15.12 Boots historical reel, 1978-1983 [3/4" U-matic video]
- 15.13 Brick Brewing Company Red Cap Ale, 1995 [cassette tape]
- 15.14-15.16 Bristol Myers historical reels I, II and III, [3/4" U-matic videos]
- 15.17 BOAC [British Overseas Airways Corporation], n.d.; includes 6 tracks [2 ¼ inch magnetic tapes]
- 16.1 Canadian Government Office of Tourism [C.G.O.T.], n.d.; includes *Canada* [¼ inch magnetic tape] and *Canada* [cassette tape]
- 16.2 Canadian College Bowl, n.d.; includes Football game [¼ inch magnetic tape]
- 16.3 Canadian Oil Company, n.d.; includes tracks for White Rose Ultra gasoline [2 audio cassettes]
- 16.4 Canadian Paraplegic Association historical compilation reel, 1988 [3/4" U-matic video]
- 16.5 Canadian Savings Bonds historical compilation reel, 1994 [3/4" U-matic video]
- 16.6 Canstar Sports, n.d. [3/4" U-matic video]
- 16.7 Canstar Bauer-Cooper historical compilation reel, 1994 [3/4" U-matic video]
- 16.8 Canstar Bauer Cooper "Lindros" reel [VHS tape]
- 16.9 Carling Breweries – Carling Red Cap, n.d. includes boxing stills from commercial featuring Terry O'Malley as the boxer [15 photographs]
- 16.10 Carling Breweries - Carling Red Cap Ale, 60 sec, col. and b&w, n.d. [2 16 mm films]
- 16.11 Carling Breweries – Carling Red Cap Forever, n.d.; includes 7 tracks of recorded audio and Alka Seltzer commercials [¼ inch magnetic tape]
- 16.12 Carling Red Cap "Take After any Day at the Office" by Horace McMahon, Rocky Graziano, Arnold Stang, Renee Taylor, Mike Kellin and Tommy Ambrose with transcript [cassette tape]
- 16.13 Carling Red Cap anthem teasers [2 cassette tapes]
- 16.14 Carling Red Cap "looking Back", 1965 [VHS tape]
- 16.15 Carling Red Cap historical compilation reel, 1995 [VHS tape]
- 16.16-16.17 Carling Red Cap historical compilation reel, 1994 [2 3/4" U-matic videos]
- 16.18 Carling Red Cap *Salute Boxing*, n.d. [3/4" U-matic video]
- 17.1 CBC: *Finlay & Company*, 1976 [¼ inch magnetic tape]

- 17.2 CBC: Terry O'Malley, dub for contest, n.d. [¼ inch magnetic tape]
- 17.3 CBC: *This Country in the Morning*, [1970s]; includes rough demo [¼ inch magnetic tape]
- 17.4 CCM, [1970s], includes *Tough Stuff* [¼ inch magnetic tape]
- 17.5 CODA [Council on Drug Abuse], 1970 [¼ inch magnetic tape]
- 17.6 Come on Canada, n.d.; includes tracks '*Male*' and '*Female*', n.d. [¼ inch magnetic tape]
- 17.7 Continental Bank of Canada, 1976; includes 8 tracks [¼ inch magnetic tape]
- 17.8 Cooper Sports Baseball, n.d. [3/4" U-matic video]
- 17.9 Cooper demo reel, 1988 [3/4" U-matic video]
- 17.10 Dairy Bureau of Canada, "Fromages", n.d. [3/4" U-matic video]
- 17.11-17.14 Dairy Bureau of Canada historical reels no. 1, no. 2, no.3 – butter, no. 4 – milk/cheese, n.d. [4 3/4" U-matic videos]
- 17.15 Dairy Bureau of Canada historical compilation reel, 1994 [3/4" U-matic video]
- 17.16 Discovery Train [National Museums Canada], 1978; includes *Donut A* and *Donut B* [¼ inch magnetic tape]
- 17.17 Discovery Train historic reel, 1978 [3/4" U-matic video]
- 18.1 Dow Kingsbeer, n.d.; includes Minnie Miller, four cuts [¼ in. magnetic tape]
- 18.2 Dree historical compilation reel, 1982-1984 [3/4" U-matic video]
- 18.3 Dunlop Tire corporation historical compilation reel, 1989 [3/4" U-matic video]
- 18.4 Dupont of Canada historic reel, 1978, 1981-1982 [3/4" U-matic video]
- 18.5 Eaton Center, n.d.; includes five tracks [audio cassette]
- 18.6 Eaton Centre historical compilation tape, 1985 [3/4" U-matic video]
- 18.7 Formosa Spring Breweries Straight Ale, 1993 [audio cassette]
- 18.8 Global TV, 1973; includes 7 audio tracks [¼ inch magnetic tape]
- 18.9 Goldome WNY "For my Money", 1987 [3/4" U-matic video]
- 18.10 Government of Canada historical compilation reel, 1980-1984 [3/4" U-matic video]

- 18.11-18.12 Gulf (John and Frank, Gulf and V&B Commercial Festival, n.d. [3/4" U-matic videos]
- 18.13 Gulf sample reel, 1969-1985 [3/4" U-matic video]
- 18.14 Gulf presentation, July 12, 1985 [3/4" U-matic video]
- 18.15 Heinz Ketchup, NY Demos, n.d. includes eight tracks [1/4 inch magnetic tape]
- 18.16-18.18 Heinz historical compilation reels no.1 (1979-1985), no.2 (1977-1983), no.3 1994 [3/4" U-matic videos]
- 19.1 Heinz historical compilation tape A (1977-1985) [3/4" U-matic video]
- 19.2-19.3 Hockey Hall of Fame historical compilation reels, no.1 and 2, 1993 [3/4" U-matic videos]
- 19.4 Hudson Bay Company "Bay Card Dollars", 1991 [3/4" U-matic video]
- 19.5 Hudson Bay Company (The Bay) historical compilation reel, 1992-1998 [3/4" U-matic video]
- 19.6 Insurance Bureau of Canada Drinking and Driving campaign, 1984 [audio cassette]
- 19.7 Insurance Bureau of Canada – 3 storyboard demos, 1974 [3/4" U-matic video]
- 19.8 Insurance Bureau of Canada historical reel, 1983 [3/4" U-matic video]
- 19.9 Iona Appliances historical reel, 1987 [3/4" U-matic video]
- 19.10 Iona Appliances historical compilation reel, 1994 [3/4" U-matic video]
- 19.11 Irish Tourist Board and *Pony Shoes* [7 1/2 ips mono tape]
- 19.12 Jobs Ontario Training: Test Commercials, n.d. [1/2 inch video tape]
- 19.13 Liberal Party of Canada - Ontario Liberals – Liberal Campaign, 1990; includes five tracks for radio featuring David Peterson [2 copies] [audio cassette]
- 19.14 Liberal Party of Canada - Ontario Liberals – Liberal Campaign, [1990]; includes five tracks for radio featuring David Peterson [audio cassette]
- 19.15 Liberal Party of Canada - Ontario Liberals – Liberal Campaign, [1990]; includes one track on education for radio featuring David Peterson [audio cassette]
- 19.16 Liberal Party of Canada - Ontario Liberals – Liberal Campaign, 1990; includes three tracks for radio on GST, Tories, NDP [audio cassette]
- 19.17-1918 Loblaws historical compilation reels nos. 1 and 2, 1994 [3/4" U-matic videos]
- 19.19 Loblaws, 1994 [3/4" U-matic video]

- 19.20 3M Canada Boardroom, 1985 [3/4" U-matic video]
- 20A.1 McDonald's Restaurants *Always*, n.d. 60 sec. [VHS tape]
- 20A.2 McDonald's Restaurants *Always There* and *Always There for You*, 1991 [2 audio cassettes]
- 20A.3 McDonald's Restaurants, Corporate Ripomatic *Always*, 1991, 60 sec [3/4" U-matic video]
- 20A.4 McDonald's Restaurants *Gallagher*, 1983; includes two tracks [1/4 inch magnetic tape]
- 20A.5 McDonald's Restaurants *Kids Talk*, 1989; includes five tracks [3/4" U-matic video]
- 20A.6 McDonald's Big Breakfast, 1999 [3/4" U-matic video]
- 20A.7 McDonald's Reputation Spots, 1994 [3/4" U-matic video]
- 20A.8 McDonald's Reputation Spots – U.S. and Canada, 1994 [3/4" U-matic video]
- 20A.9 McDonald's *NHL Playoff Mania* and *The Big Trade*, 1994 [3/4" U-matic video]
- 20A.10 McDonald's historical compilation reel, 1992-1994 [3/4" U-matic video]
- 20A.11 McDonald's *Baseball Cards*, 1992 [3/4" U-matic video]
- 20A.12 McDonald's *Kids Talk*, 1991 [3/4" U-matic video]
- 20A.13 McDonald's historical compilation reel, 1989-1994 [3/4" U-matic video]
- 20A.14-20A.15 McDonald's 1979-1980 historical compilation reels [2 3/4" U-matic videos]
- 20A.16 McDonald's U.S. historical compilation reel, 1978-1981 [3/4" U-matic video]
- 20A.17 McDonald's *We Do More for You*, 1994 [3/4" U-matic video]
- 20B.1 McDonald's *Cool Times*, 1989 [3/4" U-matic video]
- 20B.2 McDonald's *Taking Share of Business*, 1989 [VHS tape]
- 20B.3 McDonald's historical compilation reel, 1988-1989 [3/4" U-matic video]
- 20B.4 McDonald's 1988 Roadshow [3/4" U-matic video]
- 20B.5-20B.6 McDonald's historical compilation reel, 1987 [3/4" U-matic video]
- 20B.7 McDonald's historical reel – national [3/4" U-matic video]
- 20B.8 McDonald's *.99 Meal Combo* and *Now that's Together*, 1987 [3/4" U-matic video]
- 20B.9 McDonald's Doubles, n.d. [3/4" U-matic video]
- 20B.10 McDonald's generic, 1987 [3/4" U-matic video]

- 20B.11-20B.13 McDonald's historical compilation reels, no.1, no.2 and no.3 (salads), 1987
[3 3/4" U-matic videos]
- 20B.14 McDonald's Blue Jays Caps, n.d. [3/4" U-matic video]
- 20B.15 McDonald's promotional, 1987 [3/4" U-matic video]
- 20C.1 McDonald's 1987 historical kids' reel [3/4" U-matic video]
- 20C.2 McDonald's 1986 historical compilation reel [3/4" U-matic video]
- 20C.3 McDonald's 1985-1989 historical compilation reel [3/4" U-matic video]
- 20C.4-20C.5 McDonald's 1985 historical compilation reels [2 3/4" U-matic videos]
- 20C.6 McDonald's French reel, 1984 [3/4" U-matic video]
- 20C.7 McDonald's historical compilation reel, 1984 [3/4" U-matic video]
- 20C.8 McDonald's U.S. creative field reel, 1984 [3/4" U-matic video]
- 20C.9 McDonald's Muppets, n.d. [3/4" U-matic video]
- 20C.10 McDonald's 1984 historical compilation reel [3/4" U-matic video]
- 20C.11 McDonald's 1983 historical compilation reel [3/4" U-matic video]
- 20C.12 McDonald's 12 commercials, n.d. [3/4" U-matic video]
- 20C.13 McDonald's *Gallagher*, 1983 [3/4" U-matic video]
- 20C.14 McDonald's miscellaneous spots, 1982 [3/4" U-matic video]
- 20C.15 McDonald's international reel, 1981 [3/4" U-matic video]
- 25.1 Metro Toronto Convention and Visitor's Association, 1989-1994 [3/4" U-matic video]
- 25.2 Ministry of Tourism and Recreation historical compilation reel, 1986-1989 [3/4" U-matic video]
- 25.3 Ministry of Tourism and Recreation historical compilation reel, 1986+ [3/4" U-matic video]
- 25.4 Nabisco Brands historical compilation reel, 1979-1983 [3/4" U-matic video]]
- 25.5 Nabisco/Planters *Planters Peanuts Pool*, 1981 [3/4" U-matic video]
- 25.6 O'Keefe, n.d.; includes 6 radio demos for *Blended* [1/4 inch magnetic tape]
- 25.7 Olivetti, 1985; includes two tracks -- *Mr. Spagnollo* and *Umberto* [audio cassette]
- 25.8 Olympic Association Theme, n.d.; includes three tracks [1/4 inch magnetic tape]
- 25.9 Olympic historical compilation reel, 1994 [3/4" U-matic video]

- 25.10 Ontario – Incredible, 1988 [3/4" U-matic video]
- 25.11 Ontario Apples, 1986 [3/4" U-matic video]
- 25.12 Ontario Jockey Club historical compilation, 1969-1984 [3/4" U-matic video]
- 25.13 Ontario Liberal Party, 1977 [3/4" U-matic video]
- 25.14 Ontario Ministry of Tourism and Recreation, 1988 [3/4" U-matic video]
- 25.15 Ontario Tourism various cuts, 1990 [3/4" U-matic video]
- 25.16 Ontario Tourism [cassette tape]
- 26.1 Pollution Probe – Historical Compilation Reel, Tape A: 1979-1986, [3/4" U-matic video]
- 26.2 Pollution Probe *Goblet* [3/4" U-matic video]
- 26.3 Quaker Corporate TV, 1992; 60 sec. [3/4" U-matic video]
- 26.4 Red Leaf Communications [a consortium of Liberal friendly ad firms], Federal Liberals, 1988, n.d.; includes election messages from John Turner [3 audio cassettes]
- 26.5 Red Leaf Communications [a consortium of Liberal friendly ad firms], Televised Legislative Proceedings, 1988; includes speeches by Mike Harris, [George H.W.] Bush and [Brian] Mulroney [3/4" U-matic video]
- 26.6 Red Leaf Communications [a consortium of Liberal friendly ad firms], The Yes Canada Committee, 10 spots, n.d. [3/4" U-matic video]
- 26.7 Red Leaf Communications 1988 Liberal Campaign [3/4" U-matic video]
- 26.8 Red Leaf Communications Federal Liberals [3/4" U-matic video]
- 26.9 Red Leaf Communications 1984 Campaign [3/4" U-matic video]
- 26.10 Red Leaf Communications May 1979 election [3/4" U-matic video]
- 26.11 Sayvette, n.d.; includes audio for Down down price and Downtown Zap [¼ inch magnetic tape]
- 26.12 Sunday Night Hockey, 1973; includes two tracks vocal version and instrumental version [¼ inch magnetic tape]
- 26.13 Titan Warehouse historical compilation reel, 1986 [3/4" U-matic video]
- 26.14 Toronto Star: Historical, 14 spots, 1979-1981, [3/4" U-matic video]

- 26.15 Toronto Star historical compilation reel, 1979-1981 [3/4" U-matic video]
- 27.1 Toronto Star historical compilation reel, 1979-1981 [3/4" U-matic video]
- 27.2 Toronto Star/Winnipeg Tribune Robot Spots, n.d. [3/4" U-matic video]
- 27.3 Tourism Canada *Come on Up East and Come on Up West*, 1984 [3/4" U-matic video]
- 27.4 Tourism Canada Tourism for Canada commercials with the year of tourism ending March 22, 1984 [3/4" U-matic video]
- 27.5 Tourism Canada Manitoba, 1995 [3/4" U-matic video]
- 27.6 Tourism Industry Association of Canada *Mime*, 1988 [3/4" U-matic video]
- 27.7 United Dairy Industry Association, 1984-1985 [3/4" U-matic video]
- 27.8 United Way 1985 Campaign [3/4" U-matic video]
- 27.9 United Way of Greater Toronto, 1985 [3/4" U-matic video]
- 27.10 Unity Canada historical compilation reel, 1982 [3/4" U-matic video]
- 27.11 [Dominion] 7-UP, 1968; includes 10 tracks for Hawaiian surfin' sweepstakes [1/4 inch magnetic tape]
- 27.12 [Dominion] 7-UP, n.d.; includes music [1/4 inch magnetic tape]
- 27.13 [Dominion] 7-UP, n.d.; includes Uncola mini rock festival [1/4 inch magnetic tape]
- 27.14 [Dominion] 7-UP, n.d.; includes demo nine Eartha Kitt delivery [1/4 inch magnetic tape]
- 27.15 George Weston Limited historical compilation reel, 1981-1982 [3/4" U-matic video]
- 27.16 Winnipeg Tribune historical compilation reel, 1977-1985 [3/4" U-matic video]
- 27.17 Winnipeg Tribune, 1975; includes three tracks [1/4 inch magnetic tape]
- 28.1 Woolco historical compilation reel, n.d. [3/4" U-matic video]
- 28.2-28.3 Woolco historical compilation reels, 1994 [2 3/4" U-matic videos]
- 28.4 Wrigley's, n.d.; includes four tracks [1/4 inch magnetic tape]
- 28.5 YMCA Physical Activity Week, 1983 [3/4" U-matic video]
- 28.6 YMCA U.S. spots and Metro Central YMCA, 1987 [3/4" U-matic video]
- Sub-Series B: House ads and presentations, 1968-1993, n.d. (non-inclusive)**
- 28.7 Beer and Ale compilation, n.d.; includes Carling Red Cap BBQ recipe, Club Ale, Amstel Picture and Steeler Together Guys. Also includes transcription

[audio cassette]

- 28.8 Bing Bingham, n.d.; includes Hockey Player and Heinz Commercial from Brandreth, New York, NY [$\frac{1}{4}$ inch magnetic tape]
- 28.9 Compilation Reel, n.d.; includes Gulf Canada, Ontario Jockey Club, Loblaws [More than the price is right], Heinz [Tomato Juice], Insurance Bureau of Canada, Dairy Bureau - Cheddar, Toronto Blizzard Soccer, Amstel, Liberal Party of Canada [House of Cards], Discovery Train [National Museums], Construction Safety Association of Ontario, Amstel (Steeler), Pollution Probe [Noise Pollution], Dairy Bureau - Butter [Corn Girl], Dairy Bureau – Milk [with Kenny Maclean], McDonald's Restaurants (First Order), Planters (Swede), Ontario Incredible [Took a trip], Pollution Probe[Globe], Bank of Montreal [Mrs. McIlquham], YMCA [National] Fitness Week, CANSTAR Sports (Lindros/Belfour), McDonald's Restaurants (Gallagher), Red Cap (Boxing) [Carling Red Cap Forever Association]. Includes contents list [$\frac{3}{4}$ " U-matic video]
- 28.10 Demo Tape, 1968; includes five tracks for 7-UP, one for Chubb-Mosler, three for Stelco, one for Imperial Life [$\frac{1}{4}$ inch magnetic tape]
- 28.11 Emergency short, presentation radio, 1973; includes Meteor, BOAC [British Overseas Airways Corporation], Sayvette, Loblaws (2), Heinz, Chase and Sanborn, One Henny Youngman, Jockey Club, Gulf, Alberta, [Ziggies]. Contents list included in case [$\frac{1}{4}$ inch magnetic tape]
- 28.12 The King, character sketch of Terry O'Malley, n.d.; includes 13 min. 30 sec track [$\frac{1}{4}$ inch magnetic tape]
- 28.13 Music Reel, 1971; includes 7-UP, CODA [Council on Drug Abuse], Ford, Mercury Meteor, Neilson's Crispy Crunch, White Swan, Gulf, Jergen's Lotion, Windsor Raceway, NCR, Blackhorse Beer, Red Cap Ale, Mazola, Canada Centennial, Canadian College Bowl. Contents list included in case [$\frac{1}{4}$ inch magnetic tape]
- 28.14-28.15 Presentation Reel, 1974; dubbed 1999; includes 7-UP (3), Pollution Probe, Mazola, Ford, Olympic Association, Loblaws, Carlings Red Cap, Ontario Art Gallery, Ontario Jockey Club, Quinnsnorth, Club Ale, Toronto Toros, Bank of Montreal, Edmonton Tourist Board, Javex, Gulf, Insurance Bureau of Canada, National Cash Register [NCR], BOAC [British Overseas Airways Corporation], CODA [Council on Drug Abuse], Lowney's, Straight Ale, Chase & Sanborn, Irish Tourist Board, B.C.A.A., Art Gallery, CCM, Cheddar, Ford, Jockey Club, Freshie, OML [Ontario Motor League], Pony, National Museums Canada, Silverwood, Winnipeg Tribune, Milk, Planters (Peanuts) [In 2 formats: $\frac{1}{4}$ inch magnetic tape and digital audio tape]
- 28.16-28-17 Terry O'Malley tapes 1&2, n.d.; includes unknown content [2 $\frac{1}{4}$ magnetic tapes]

- 28.18 Terry O'Malley personal reel, 1986; includes Dairy Bureau – Milk (3) [features Kenny Maclean, Junkyard Dog and Monica Schnarre], Amstel Brewery – Steeler Beer, Insurance Bureau of Canada, Planters (2) [includes Swede and Russian], Ontario Ministry of Tourism (2) [Ontario Incredible], Dairy Bureau – Butter, YMCA [National Physical Activity Week], McDonald's (3) [includes Gallagher, First Order, Jesse's Pyjamas], Dairy Bureau – Cheese, Ontario Liberal Party-David Peterson, Liberal Party of Canada [Mulroney Promise Wagon], CNIB [Canadian National Institute for the Blind], Cystic Fibrosis, United Way (2) [3/4" U-matic video]
- 28.19 Terry O'Malley presentation, n.d.; includes unknown content [1/4 inch magnetic tape]
- 28.20 Vickers & Benson historical reel, n.d.; includes Carling Red Cap, Construction Safety, Ontario Jockey Club (3), Pollution Probe (3), Gulf Canada (2), Amstel Brewery, Loblaws, McDonald's Restaurants (2), Insurance Bureau of Canada, YMCA, Cystic Fibrosis, Dairy Bureau-Cheese, H. J Heinz, Dairy Bureau-Butter (3), F.O.R.M, Dairy Bureau-Milk (3), Pro Soccer, Ontario Ministry of Tourism, National Museums Canada, Liberal Party Canada (2) [3/4" U-matic video]
- 28.21 Vickers & Benson 60th Anniversary Reel, 35 min., 1984; includes McDonald's (2), Gulf Canada, Gulf (3), Olympic Coins, National Museums Canada, Ford Meteor (2), Loblaws, Carling Red Cap, Heinz, Ontario Jockey Club, IBC [Insurance Bureau of Canada], Dairy Bureau-Cheese, Almondillos, Eatmore, Merit, CGOT [Canadian Government Office of Tourism], UDIA-Butter, Canada's Wonderland, Ovation [3/4" U-matic video]
- 29.1 Vickers & Benson advertisements, n.d.; includes the commercials from 17.6 and 17.16 converted to DVD format. Also includes content list [DVD]
NOT TO BE REMOVED FROM SPECIAL COLLECTIONS AND ARCHIVES
- 29.2 Canada Day, 1981 [3/4" U-matic video]
- 29.3 Vickers and Benson presentation reel, 1985 [3/4" U-matic video]
- 29.4 Vickers and Benson presentation reel, 1982 [3/4" U-matic video]
- 29.5 Year end meeting, 1981 [3/4" U-matic video]
- 29.6-29.9 Agency historical reels, nos. 1-4, 1992-1993, n.d. [4 3/4" U-matic videos]
- 29.10 Vickers and Benson advertising, 1994 [3/4" U-matic video]
- 29.11 PSA reel, 1984 [3/4" U-matic video]
- 29.12 Vickers and Benson historic reel, 1981 [3/4" U-matic video]
- 29.13 Vickers and Benson animation reel, n.d. [3/4" U-matic video]

- 30.1 Vickers and Benson radio, 1992 [VHS tape]
- 30.2 Sports reel, n.d. [3/4" U-matic video]
- 30.3 Collegiate sports historical reel II, n.d. [3/4" U-matic video]
- 30.4 Creative reel, 1987 [3/4" U-matic video]
- 30.5 Vickers and Benson *Our Kind of Music*, n.d. [Cassette tape]

Sub-Series C: Personal, 1989, 1996, n.d.

- 30.6 Art Director's Club: Les Usherwood Award, October 15, 1996, 3:24 min. [VHS tape]
- 30.7 Les Usherwood Award, 1996 [VHS tape]
- 30.8 Art Director's Club, Les Usherwood award: Terry O'Malley: October 24, 1996, 3:34 min. [3/4" U-matic video]
- 30.9 Minnie Miller – Happy Birthday, n.d.; Mrs. Miller is Terry O'Malley's grandmother [1/4 inch magnetic tape]
- 30.10 Message from Premier David Peterson on Terry O'Malley's 25th anniversary at Vickers & Benson, n.d. [audio cassette]
- 30.11 Message from Teddy on Terry O'Malley's 25th Anniversary at Vickers & Benson, n.d.; includes two tracks [audio cassette]
- 30.12 *O'Malley the Movie*, 1989 [VHS tape]

Items removed from the fonds, held elsewhere in the Library or widely held at other institutions. Call numbers or urls indicate access through James A. Gibson Library, Brock University

Broadcasting Act- Sec. 28 Source: <http://laws.justice.gc.ca/en/B-9.01/index.html?noCookie>
Date: January 15, 2008]

The Brock Press, November 25, 2003; includes cover photo and story on Terry O'Malley's donation to Brock University Archives [SPCL PER FC 3155.68 B75 B77]

Consensus Report on the Constitution, Charlottetown, August 28, 1992 Final Text [CA1 PC 92 O71]

Financial Times, September 11, 1993 Available on microfilm in the Library

The Globe and Mail, Report on Business, Friday, January 13, 1978, p. B1-B4, electronic access available through the Library

Macleans, November 1968, September 28, 1992; November 2, 1992 [PER AP 5 M2]

The Ottawa Citizen, Special Referendum Section, October 31, 1995, B1-B8

Report of the Task Force on Sports for Canadians [1969] [CA1 NH99 S620]

Glossary of Advertising Terms

Ripomatic – a very rough rendition of a proposed commercial, composed of images and sounds borrowed from other commercials or broadcast materials