

# Inside Canada Public Relations Ltd. Records, 1951-1987

*Ontario Editorial Bureau Fonds*

RG75-1

Brock University Archives

**Creator:** Ontario Editorial Bureau

**Extent:** 7 cartons

**Abstract:** This archives is part of the larger Ontario Editorial Bureau archives also housed at Brock University. The bulk of the collection is correspondence and meeting minutes, relating to *Inside Canada Public Relations*. Samplings of reference materials were retained and can be expanded on by looking at related collections.

**Materials:** Typed and handwritten meeting minutes and correspondence, photographs and serial publications

**Repository:** Brock University Archives

**Processed by:** Jen Goul and Anne Adams

**Last updated:** June 2011

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**Preferred Citation:** RG75-1, Ontario Editorial Bureau Records, 1951-1989, Inside Canada Public Relations Inc., Brock University Archives, Brock University

**Acquisition Info.:** This collection is part of the Ontario Editorial Bureau fonds, donated by Lou Cahill in November 1997.

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**Administrative History:**

Inside Canada Public Relations, Canada's first national public relations firm was formed in 1951 to meet the challenge of providing public relations services on a national level. The idea began with three companies that had faced this problem themselves; Editorial Associates Limited, Montreal; Philip Hurteau and Company, Montreal, and Ontario Editorial Bureau, Toronto. The group later grew to eight affiliates within Canada, one in London, England, two in the United States and John Fisher Enterprises Ltd. a national consultant, Toronto. The service offered is unique as it takes into account regional, economic and socio-political differences. It does this by bringing together privately owned and run companies within the major centers of Canada. These individual companies are then better able to account for their areas regional differences as they are aware of prominent issues through community involvement. This awareness creates a more effective public relations campaign in any given area. The local expertise are applied to industrial, commercial, institutional and governmental clients making contributions to business, social and cultural life.

By definition Public Relations are "the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest and plans and executes a program to earn public understanding and acceptance" (letter box 5 folder 18, 1983). Formal public relations are often used by organizations to promote a positive perception of their company. Public relations do not refer to advertising although some aspect of advertising may be involved. Public Relations can be accredited and given the distinction of APR (Accredited, Public Relations). This simply means the accredited has worked in public relations for at least five years, successfully completed an examination and abides by the Society's Code of Professional Standards.

This collection touches on the history of public relations throughout Canada. Inside Canada's companies have unique histories that contribute to a national documentary record. Some of the topics which affected the group, as well as Canada; include Bill 22 and language issues in Quebec, Hydro-Quebec, 1977, International markets (Japanese) in Vancouver 1970s, National Elevator dispute, oil in Alberta, Royal and Papal visits among others.

**Scope and Content:**

Materials related to public relations within Canada and Internationally (New York and London, England), from the early 1950s to late 1980s. Due to the large nature of this collection most duplicates were removed. A sampling of clippings were retained within the correspondence, the majority which were retained are referred to within the correspondence itself. The collection is grouped chronologically by year, however not by

month or date. The bulk of the material is Series I, Correspondence; which contains typed and handwritten letters, clippings, press releases, speeches, and rough drafts of publications as they are often accompanied by or referred to within letters. Series II, Meetings and Minutes contains conferences, seminars, speeches and meetings which were removed from correspondence. Series III, Reference Materials, is anything the company produced about themselves or for others. A sampling was retained to avoid repetition.

**Organization:** The records were arranged into three series:

Series I, Correspondence, 1952-1984, n.d.  
 Series II, Meetings and Minutes, 1951, 1957-1987, n.d.  
 Series III, Reference Materials, 1970-1986, n.d.

**Inventory:**            **Series I.            Correspondence, 1952-1984, n.d.**

- 1.1-1.2            Correspondence, 1951-1952; includes notes for the *Inside Canada* brochure, annual summary of *Inside Canada Public Relations*, draft of the presentation to The Canadian Horticultural Council and draft of *Bush News*. Also included is the Ajax Petroleum proposal, Canned Foods of Ontario flyer and Canadair to rent Fleet Co, at Fort Erie? article. 1951-1952
- 1.3-1.4            Correspondence 1953; includes Canadian Shoe Retailers Association Trade Tabloid, presentation on North American Cyanamid Ltd. and notice of the move of Linde Canadian Refrigeration Co. Also included are: notes on Robert Macdonald Hardy, professor at The University of Alberta; article on Paul Provencher, coureur de bois; minutes of the May 14th meeting; revenue and expenditure; a Westinghouse Presents flyer and bulletins entitled Personnelities and Manitoba is Now, 1953
- 1.5-1.6            Correspondence 1954; includes an article entitled *Truckers Accuse Railways of Rate War*, a list of *Inside Canada* associations, and a public relations presentation for the *Industrial and Development Council of Canadian Meat Packers*. Also included are minutes of the August 19th meeting, a paper about Cheese Bits, letters on Canadian livestock products and memorandums on The Canadian Institute of Timber Construction and the Canadian Ship Owners Association.
- 1.7-1.8            Correspondence 1955; includes a Transportation Facts flyer and

notes on the book *The PR in Profit* by Leonard L. Knott. Also included are: a memo regarding The Arthritis Clinic, Royal Victoria Hospital, Montreal; a publicity outline for PR for Profit; and notes on Bill McCartney, Canada's champion record salesman. There is also a Public Relations Letter entitled Speak up for RCA Victor, a bulletin entitled *Trouble*, a PR Newslog, announcements of winners who were presented awards by RCA Victor, announcement of Yehudi Menuhin performing with The Toronto Symphony Orchestra and RCA Victor's Mexico Contest winners, 1955

- 1.9 Correspondence 1956; includes a reprint from *Canadian Business*, *Public Relations Counsel* flyer, minutes of the Nov. 21<sup>st</sup> meeting and announcement of the appointment of R.W. Queen-Hughes as the director of Inside Canada Public Relations.
- 1.10-1.11 Correspondence 1957; includes list of directors and officers, *Societe Zoologique de Granby* pamphlet and list of guests at the April 12<sup>th</sup> cocktail party. It also includes an agenda for the visit to Toronto by Miss Pan-American Coffee Queen, Analida Alfaro; background on Analida Alfaro; brief sketch on Douglas W. Smith and an article entitled *The Awakening North*, 1957
- 1.12 Correspondence 1958; includes a memo regarding Philippe Hurteau Company, Montreal and Franck Bauer and Associates, Paris joining forces; job placement circulars; site requirements and financial statement for Glendale Mobile Homes; an article entitled *Inside Canada Public Relations Limited* and a report of the public relations committee, 1958
- 1.13 Correspondence 1959; includes an article entitled *Ontario Communities May Get Air Service*, report on proposed Oshawa – Toronto – St. Catharines – Buffalo class 2 commercial air service, *Newfoundland Presentation*, a memo regarding Star Newspaper service and address by T. R. Moore, also 2 b&w photographs.
- 1.14 Correspondence 1960-1963; includes press releases on the Association of Lake Carriers, a press release regarding Canada News-Wire, International Public Relations Association pamphlets an article entitled *PR Firms Merge*, a press release on the construction of an addition to the grain elevator storage at Three Rivers Grain and Elevator Co. and a certificate for the share of the capital stock of Editorial Associates Ltd.
- 1.15 Correspondence 1964; includes an article entitled *Increase Noted for Unit Trains*, an article entitled *About my Father*, a memo regarding Bata Ltd., an article regarding Bata – *Shoemaker to the World*, resume of William Rankin, an article entitled *Prime Potential in London for Public Relations Accounts*, a news blurb entitled *Out of Focus*, a memo regarding the

renaming of Canada's oldest public relations firm to Editas, and an article and a flyer about Editas.

- 1.16-1.17 Correspondence 1965; a memo regarding a trans-Atlantic golf tour, Editas associates list, copies of *Public Relations News*, an introduction to Wilfred Chislett Associates and *The International Public Relations Review*, 1965
- 1.18-1.20 Correspondence 1966; includes an ad for *American Express Line*; articles entitled *The People Behind Centennial Publicity*, *CMI control transferred to Japanese*, *Japanese car sales soar in Canada*, and *3 Japanese firms unite in a car plan*, *Japanese appoint local PR man*, *Japanese open city PR office*, and *Japan city in PR firm*; memos concerning the Canadian Motor Industries which sell Japanese cars; background information on Dr. Clarence Lyle Barber, head of the University of Manitoba's economics department; and minutes of the April 7<sup>th</sup> meeting. Also included are: the article *Hike in Seaway toll would hurt grain trade* – officials, a memo regarding bringing all members together on a yearly basis, a press release announcing the naming of Takio Oda as chairman of the board for Tokyo's International Public Relations Co., information on Bullock and Turner Ltd. Public Relations Consultancy, The Kingfisher flyer and a copy of Bill 57 (historic monuments act) from The Legislative Assembly of Quebec, 1966
- 2.1 Correspondence 1966-1967; includes *A PR Program for Canada*; information on IPR operations in Hong Kong, Philippines, Taiwan and Singapore; articles entitled: *Japan to build cars in Canada*, *Nova Scotia plant for Japanese cars*, *Transfer control of company*, *Merger joins PR firm* and *Things begin to look up for Cape Bretoners*; background information on the Dean Miller Company Ltd., pollution control at Skookumchuck Mill; and the *PR Newsfront* flyer.
- 2.2 Correspondence 1968; includes a flyer on Ontario traffic safety, The Canadian Public Relations Society Inc. membership applications, information on John Doherty and Company, a *Caribbean Focus* flyer, Information on twinning (Port of Spain, Trinidad and St. Catharines, Ontario), information on the Toshiba International Corporation and articles entitled *PM to launch study of information service and PR task force plans to meet labor, business*.
- 2.3 Correspondence 1968; includes an article *Use PR when disaster strikes*, an article from *PR Canada*, a request for proposal regarding the provision of consulting services for the purpose of creating a promotional services group to serve the promotional requirements of the Department of Industry, an idea exchange within Inside Canada Public Relations, biographical sketches of key personnel of Ontario Editorial Bureau and information on The St. Catharines Grape and Wine Festival.

- 2.4 Correspondence 1968; includes a memo regarding Inside Canada Affiliations; proposal of the Challier Consortium for the British Columbia Pavilion at Expo 70, Osaka, Japan and a memo regarding publicizing Inside Canada's tie-in with IPR.
- 2.5 Correspondence 1969; includes *Plain Facts About Effective Communications and Public Relations*, a confidential report on The Public Relations Services Limited, The Canadian Public Relations Society Inc. membership applications, a memo regarding the Japan National Tourist Organization and an ad for *Japan and Expo 70*.
- 2.6 Correspondence 1969; includes a memorandum on Inside Canada affairs, Inside Canada finances, and the obituary of Betty Oxman (news and public relations personality).
- 2.7 Correspondence 1970; includes minutes of the November 17<sup>th</sup> meeting, background information on Dean Miller Company Ltd., articles regarding bargaining legislation from the *Vancouver Sun*, a flyer from International Public Relations Co. Inc., an article entitled *Honorable Japanese in Vancouver*, *Inside Canada Public Relations Limited*, an article entitled *Public Relations Pays Well*, supplementary comments on proposed one hour specials – *Inside Canada* and proposed copy for *Inside Canada* brochure.
- 2.8 Correspondence 1970; includes Inside Canada Public Relations Ltd. financial report, articles about a resort being built at Lake Louise; information on Louis J. Cahill, Morgan Jones and John Grimshaw; a memo regarding background information on the Ontario Editorial Bureau and an article entitled *Head of public relations firm denies advocating insurrection*.
- 2.9 Correspondence 1971; includes articles entitled *Japanese businessman in the United States* and *PR firm clearing smokescreen on Hamilton's image*, memo regarding a visit for Yugoslav President Tito to the Canadian International Paper Company, article regarding a training program for journalists at the Spectator and information on Bullock and Turner Ltd.
- 2.10 Correspondence 1971; includes information on Bullock and Turner Ltd. and facts about Ronald Goodman Public Relations Counsel, Inc.
- 2.11 Correspondence 1971; includes The Canadian Federation of Agriculture news release; information on Bullock and Turner Ltd.; articles entitled *Haligonian appointed Jamaican commissioner*, *B.C. acts against litterers* and *Association will fight attitude*; and amendments to the *Canada Corporations Act*.
- 2.12 Correspondence 1972; includes first draft of a new *Inside Canada* brochure, services provided by The Dean Miller Company Ltd., a news

- article about a milk-drinking drive in Albany, memorandum on *Inside Canada*, articles entitled *U.S. bank interested in James Bay project* and *Rockefeller suggests forging new alliance*, *News from Canada-Japan Society of Vancouver* and articles regarding Japanese-Canada trade boom.
- 2.13 Correspondence 1972; includes *What is the Claimant Assistance Program* from the Unemployment Insurance Commission, memo regarding Australia and New Zealand prospects, a public relations report prepared for the Fourth Annual Tender Fruit Industry Conference, the international public relations group of companies data sheet on member office, a memo on trading problems with the United States and articles regarding big business.
- 2.14 Correspondence 1972; includes the article *Laura Secord's Home is Restored, Includes a Cow Bell*; announcement of an arrangement with Underwood, Jordan Associates, New York; clients of John Doherty and Company Ltd.; Inside Canada Public Relations Ltd. members; information on Clary Flemming and Associates Ltd.; clients served by The Dean Miller Company; an article regarding Canadian-U.S. relations and an Association of Professional Engineers of Ontario summary of miscellaneous services for February.
- 2.15 Correspondence 1972; includes a memo regarding directors based within Canada and those based outside Canada; operating policies; operational controls; new members; subsidiary offices and affiliates; reports; information on Clary Flemming and Associates Ltd.; an editorial on the United Way gala event in Toronto; resignation of Bruce Cochran and a memo on the visit of Mr. and Mrs. Takashi Saji of IPR-Tokyo.
- 2.16 Correspondence 1972; includes a draft of a memo regarding public relations in Canada, various newspaper articles, a memo regarding Nomura Securities Co. and an Inside Canada Public Relations membership list.
- 2.17 Correspondence 1972; includes a memo to IPR GOC members attending the Detroit Conference, a memo entitled *Inside Canada...Public Relations is different*, a biography of Robert Smith (financial advisor to the National Energy Board) and The Pacific Basin Economic Council executive committee list.
- 2.18 Correspondence, 1972; includes a memorandum on an organized program of activities to broaden and strengthen management communication, particularly industrial relations; information on John Syner Hodgson; assessment of the new government in British Columbia from a business community viewpoint and the Canadian itinerary for Mr. and Mrs. T. Saji.
- 2.19 Correspondence, 1973; includes a memo on the reduction in corporate tax; an article entitled *Where does it come from?* (regarding the wealth of the

- country); a memorandum to B.C. Maritime Employers Association from Dean Miller Company Ltd.; *Public Relations inside Canada*; information on MacFarlane Communication Services Ltd., Winnipeg; Calgary schedule for Grey Cup visit to Toronto and information on the national elevator dispute.
- 2.20 Correspondence, 1973; includes Three appointments to CBC National News, a memo regarding The Royal Bank of Canada, *Explore Canada*, a copy of *The Insider*, a mailing list for *The Insider*, a sample of memorandum of services for clients., IPR-Tokyo's major clients list and *Why Public Relations Consulting Services are needed by Foreign Companies in Japan*.
- 2.21 Correspondence, 1973; includes resume for Marion Vicktruck, information on John Fisher Vancouver visits, financial statement, Canadian delegation to 6<sup>th</sup> general meeting of PBEC and ideas about an "Alberta Presence" in Washington D.C.
- 2.22 Correspondence 1973; includes John Fisher Vancouver visits, *Special characteristics of British Columbia*, Inside Canada client list, senior executives of John Doherty and Company Limited, a memo regarding the Metric Commission submission, background information on Dean Miller Company Limited and *Inside Canada Public Relations Limited*.
- 2.23 Correspondence 1973; includes the election of Placide Labelle as Inside Canada public relations president.
- 2.24 Correspondence 1973; includes information on Publicite-Services Limitee – Montreal and Toronto; a memo regarding suggested additional subjects for discussion at Banff-Calgary meeting of ICPRL; fact sheets on The Calgary Convention Centre, Calgary, Alberta; a partial list of clients of member firms of Inside Canada Public Relations Limited; offices of Canadian committee Pacific Basin Council 1972-1973; Inside Canada Public Relations Limited income statement, April 1, 1973 – June 1, 1973; *William Shatner is defensive on rising food costs* and a news release regarding the "Spirit of London" cruise ship.
- 2.25 Correspondence 1973; includes information on Alberta coal markets; newspaper article on China and Russia being considered for PBEC; a fact sheet on ROCLA Industries Limited; Inside Canada Public Relations Limited income statement April 1, 1973 – June 1, 1973; Pacific Basin Economic Council sixth general meeting – May, 1973 which covered travel trends in Canada, Canada's hotels for export program and the interest of PBEC in tourism; background information on Dean Miller Company Limited; and information on The Canadian Factory Mutual System Council.
- 2.26 Correspondence 1973; includes information on John Fischer, O.C.

- 2.27 Correspondence 1973; includes summary of questions and answers discussed by NKK executives and Dean Miller of IPR/Canada in early November, 1973.
- 3.1 Correspondence 1974; includes list of McLeish Associates Limited clients, background information on Wallace Business Forms, Inc., a memo on The Japan Whaling Association, Society of Industrial Realtors background information, information on Canada's elite amateur athlete promotion, information on SVP Canada, *The Energy Situation in Quebec* and a memo from the metric commission regarding the information and education program.
- 3.2 Correspondence 1974; information on Don Getty, information on the national elevator industry labor dispute, officers and directors of Inside Canada Public Relations Limited 1973-1974, a memo on the Unemployment Insurance Commission and a copy of *Canadian Association Executive* magazine.
- 3.3 Correspondence 1974; a memo regarding The Society of Industrial Accountants of Canada, Society of Industrial Realtors background information, *News from Canada-Japan Society of Vancouver*, and information on Japan Whaling Association.
- 3.4 Correspondence 1974; includes notes on McLeish Associates Limited, a memo on clothing manufacturers, A Federal Power Commission news release entitled *FPC Law Judge Rules Great Lakes not Obligated to Make Refunds on Canadian Gas Transport*, a paper entitled *Public Relations of The Leigh Instruments Group* and note for the Inside Canada luncheon in Ottawa.
- 3.5 Correspondence 1974; includes an address to the Industrial Relation Conference of the General Council of the Canadian Daily Newspaper Publishers Association, the appointment of Michael Garlick as Director of McLeish Associates Limited, *The Insider*, *Some Thoughts on Quebec's Official Language Act – Bill 22*, *Larry Frantz Heads Inside Canada PR Group*, a copy of *National Waterways Conference News*, a proposal for the introduction of Franklin Stove and Oshawa Plant tour, a memo on the marketing guide to Canadian PR services and a memo on *Marketing Magazine's* public services guide.
- 3.6 Correspondence 1974; a list of the Canadian Ministry members; *Canadian Choppers Active in Africa*; a marketing guide to Canadian PR Services; *Public Relations, Public Affairs and Communications Submission prepared for The Canadian Foundation for Economic Education*; list of key people in The Ministry of Health; a list of members of Inside Canada Public Relations Limited; a memo entitled *Canada to have one new language – "metrically speaking"*; a memo entitled *Forest products*

*company helping Canadians to speak its language*; curriculum vitae of Mrs. Janet E. Beadnell CPRS Acc.; Niagara Editorial Bureau Limited Financial Statements; and an agreement between Louis J. Cahill, the Niagara Editorial Bureau Limited and Brian Leyden et. al. regarding the selling of shares.

- 3.7 Correspondence 1974; includes an address regarding grocery industry communications and a transcript of the joint press conference by the Prime Minister and Mr. Don MacDonald at the conclusion of the first ministers' conference on energy.
- 3.8 Correspondence 1974; includes a memo regarding public relations for Nissan Automobile Company (Canada) Ltd., Willis Advertising Limited client list, information on the national elevator dispute, information on the Canadian Grocery Distributors' Institute, information on the takeover of the Macdonald Tobacco Company and a news release on The Foreign Investment Review Act.
- 3.9 Correspondence 1974; includes the report on the directors' meeting Inside Canada's Public Relations Ltd., a list of companies in which Canada Development Corporation has an interest, sample sheets from Gulf Oil Canada *Issues and Responses* book, background information regarding Abitibi and public relations, a list of companies in which Canada Development Corporation has an interest and an insider copy for the Committee for Independent Canada.
- 3.10 Correspondence 1974; includes an insider copy on Charles Perrault, information on the Ontario Editorial Bureau, information on the IFA Annual Convention held in Louisville and a memo from Brian Leyden of the Niagara Grape and Wine Festival.
- 3.11 Correspondence 1974; includes a copy of *Marketing; The Management of Festivals*; an interim report and summary of the Inside Canada organization in support of the bonus declaration program for Canada Savings Bonds; a report on the Toronto seminar held on June 27<sup>th</sup>, 1974; information on MacFarlane Communication Services Ltd., Winnipeg, Publicite-Services Limitee, Montreal and Toronto, Dean Miller Company Ltd., Vancouver, Alberta Editorial Services Ltd., Calgary and John Doherty and Co. Ltd., Ottawa; information on Larry F. Frantz , Calgary; notes on the information and education program from the metric commission, *Metric Steel Bulletin* and *The Royal Bank of Canada Monthly Letter*, includes 1 b&w photograph.
- 3.12 Correspondence 1974; includes *Inside Canada Directors in Conference*, information on U.S.- Canada relations, a joint press release on Bay of Fundy tidal power study, a year-end review of economic and political climate in the province of British Columbia, a memo on Canadian ports and shipbuilding, information on the national elevator industry labor

dispute and *Communication with government – a ‘must’ for Canadian business.*

- 3.13 Correspondence 1974; includes *Regionalism in Canada, Canada – U.S. Relations: What will Replace the “Special Relationship?”* (notes for a conference to the U.S. – Canada Seminar sponsored by Inside Canada Public Relations), and a memo on the New York meeting regarding the public relations seminar.
- 3.14 Correspondence 1974; includes minutes of the September 5-6<sup>th</sup> meeting, and a list of invitations to the Toronto seminar.
- 3.15 Correspondence 1975; includes an Inside Canada marketing plan; background information on the Ontario Editorial Bureau; a report on G.D. Searle and Company of Canada; *A Fiery Idea Catches On* which is about Franklin stoves; principals of Inside Canada Member companies who have agreed in principle to joining IPR GOC; a paper on Mr. Jack Lowery (president of Jack Lowery and Associates of New York); *Working with Executive Departments and Agencies*; a report on Francis, Williams and Johnson Limited and a memo prepared for Kimberly-Clark management public relations/public affairs.
- 3.16 Correspondence 1975; includes *The International Public Relations Bulletin*, information on *The Insider*, information on Macfarlane Communication Services Limited, *Federal Energy News*, information on *Inside Canada* and a study proposal regarding media coverage and the changing geographic patterns of retail shopping.
- 3.17 Correspondence 1975; includes the proposed Canada/United States energy conference preliminary prospectus, a memo regarding the Alberta member of *Inside Canada* and a memo regarding John Doherty and Company Limited.
- 3.18 Correspondence 1975; includes *Coal in major role in next 25 years* article, an *Industry, Trade and Commerce* news release, the report on the meeting with L.F. Franz in Calgary, a special report on U.S.- Canada relations, a report on John Carter Associates Limited and remarks regarding the Practicing Law Seminar on corporate news dissemination.
- 3.19 Correspondence 1975; includes a review of the construction industry during the past 25 years with respect to performance of British contractors, an announcement of the appointment of John Grimshaw as the president of Inside Canada Public Relations, *Muzzling Business* editorial, an article entitled *Working with Executive Departments and Agencies* and an announcement of the election of Guy Beaudry as president of Publicity Services Limited.

- 3.20 Correspondence 1975; includes a memo regarding the B.C. Government task force on coal, The Minister's speech released by Industry, Trade and Commerce, a report on the political situation in B.C. in relation to the mining industry, and a memo regarding the DVA Pilgrimage to Italy.
- 3.21 Correspondence 1975; includes *PR survives the economic pinch of strife-torn Britain*; a speech by Mr. Gerald Long, managing director, Reuters announcing the introduction of the Reuter Canadian Financial Report; a memo regarding the Alberta member of Inside Canada; minutes of the Quebec meeting; a fact sheet review for the St. John School reunion; a St. Catherine's Cathedral bulletin; and notes for the opening ceremonies of St. John's School reunion.
- 3.22 Correspondence 1975; includes a report on U.S. – Canada relations, *The Energy Situation and the Canadian Pulp and Paper Industry*, a press release regarding the naming of William H. Neville as special assistant to the Honourable Robert L. Stanfield, a memo regarding the February 4<sup>th</sup> meeting, a memo on the Canadian Life Insurance Association P.R. Program, a memo on the 1976 Olympic Games, information on the national elevator dispute, information for the Inside Canada "bluebook"; information on Niagara Falls Club (Canada) Inc., notice of a special meeting of The Ontario Club and a CBC Radio memo on Montreal's Late Mayor Houde (incomplete).
- 3.23 Correspondence 1975; includes *Energy Backgrounder*; memos regarding the elevator situation and The Canadian Life Insurance Association; a profile on Alberta's Dean Miller Company; a memo on John Carter and Associates, Newfoundland and information on Irwin M. Stelzer , president of National Economic Research Associates.
- 3.24 Correspondence 1976; includes Directors of Inside Canada Public Relations Ltd., a memo regarding Scholl Canada Inc., a copy of *Purview*, a copy of *PR Reporter*, a memo regarding Halifax, Nova Scotia, a memo regarding the Parti Quebecois victory at the polls in Quebec, a report on The Collister/One/Empire Club of Toronto, an *International Public Relations Bulletin*, and a memo regarding The Pinnacle P.R. Group.
- 3.25 Correspondence 1976; includes IPRGOG planning task force progress report, a memo regarding U.S. multi-nationals operating in Canada, an announcement about the formation of NEB Advertising, *Some Unorthodox Views on Public Relations in France*, a news release entitled *Medical Products Sales Sought in Cuba*, a press release regarding the appointment of 26 Parliamentary Secretaries, a memo on the production of a co-operative classroom television project geared for 9-11 year old students aimed at increasing student knowledge of economics and an article on counseling fees.

- 3.26 Correspondence 1976; includes *International Public Relations Bulletin*, the Ontario Editorial Bureau's response to John Francis' marketing plan, a memo regarding the publicity assignment for Nissan and information on Adam Hartley Zimmerman.
- 4.1 Correspondence 1976; includes *Autonomy Gives Decisive Action*, a memo regarding the publicity assignment on Nissan Automobile Company (Canada) Ltd., and a newspaper article entitled *Danger: Trudeau at Work*.
- 4.2 Correspondence 1976; includes a list of regular clients presently being served by OEB; a memo regarding Executive Consultants Limited, Ottawa; IPR New York – Ray Josephs and Principals, Inc. clients; an article entitled *Strong Bonds but Important Differences, Says Canadian Businessman*; an announcement that the Ontario Editorial Bureau is now the Toronto member of International Public Relations Group of Companies Inc. and a paper entitled *Canada's Economy in 1976: Prospects and Problems*.
- 4.3 Correspondence 1976; includes newspaper articles, information on MacFarlane Communications Services Ltd., a report from CFRB 1010 on salaries and socialism, and a memo on the Datsun F-10 launch
- 4.4 Correspondence 1976; includes a memo on Inside Canada Public Relations Ltd. stock, a news release entitled *Canada Joins Coal-Research Groups*, a memo on the Nissan Datsun Ontario launch and information on Datsun's new F10 automobiles.
- 4.5 Correspondence 1976; includes an announcement of the election of Donald R. MacFarlane as the president of Inside Canada Public Relations Ltd.; a memo regarding Halifax, Nova Scotia and George Dyslin; an article on B.C. government's policy regarding development of coal resources; the IPRGOC development plan draft; information on James A. Walker; a memo on the Senate Standing Committee – Canada Manpower Department study; a *Report on Business* entitled *Canada- U.S. status seen staying tense for indefinite time*; an article entitled *The Apples of Discord Have Ripened Between the U.S. and Canada*; Information for the Press regarding the provinces and key economic indicators and background information on the quarterly provincial forecast.
- 4.6 Correspondence 1976; includes a list of IMRO market research projects, a flyer from RPI Relazioni Pubbliche Informazioni and an *International Public Relations Bulletin*.
- 4.7 Correspondence 1977; includes an *International Public Relations Bulletin*, an Inside Canada Public Relations Limited office equipment and procedures survey, a memo regarding J.J. McKeage and Associates Limited, a memo regarding East Lake Woodlands, Florida, a memo from McLeish Associates Limited regarding new building information system

launched by Barbour Index, a memo prepared by John Fisher about U.S./Canada business and a flyer entitled *Public Relations: a Practical Definition*.

- 4.8 Correspondence 1977; includes a commentary by Harlow Unger carried on the *CBC World at Six* news program, *The Counselor*, a news release on the Canadian provincial economies and a flyer entitled *How a professional PR firm – that’s public relations to us – keeps an account for 40 years*.
- 4.9 Correspondence 1977; includes information on The Pinnacle Group (a consortium of public relations firms across the United States); information on Dolphin Square furnished apartments, London, England; a special report entitled *What’s Happening to Communications Freedom in Canada?* and a memo about Inside Canada finder’s fee policy.
- 4.10 Correspondence 1977; includes an article entitled *Water from Canada*, a memo regarding Nissan / new model introduction, reflections on the socio-politico-economic situation in Quebec following the accession of a separatist government, Inside Canada Public Relations Limited summary of commission income: April – March, an article entitled *A Bad Deal on Energy*, and a memo on developments concerning the CPRS consultants’ section.
- 4.11 Correspondence 1977; includes a memo on the Bank of Nova Scotia Winnipeg project, an editorial regarding energy prices, fact sheet 77/78, a memo regarding senior public relations practitioners in a radio interview, an article entitled *A Broad Picture of the Responsibilities of the Post* (regarding the Lieutenant-Governor of Canada), biographical information on The Honourable Pauline M. McGibbon, a resume of Bruce W. Barlow and a flyer entitled *The Forest Scene*.
- 4.12 Correspondence 1977; includes resignation of Steve Nissan (Washington office), election of John Francis as president of Inside Canada Public Relations Limited, a rewritten version of an informal speech made by John Francis, a memo regarding Nissan, an agreement from Export Development Corporation to retain Inside Canada Public Relations to provide public relations services, a memo regarding West Coast Communications Services for EDC and remarks by John Francis (president of Francis, Williams & Johnson, Calgary) to Inside Canada’s PR network.
- 4.13 Correspondence 1978; includes *Precis on Advertising by Lawyers*, newspaper articles regarding Quebec, a memo on banking changes, *The Canadian Look*, a memo on the 1979 Southwest Regional PR Seminar, a press release entitled *Canada’s recovery will be slow & painful but it will not break up*, *Partners in Communication* and *The Royal Bank of Canada Monthly Newsletter*.

- 4.14 Correspondence 1978; includes *The Newspaper Information Committee: A Retrospective View, 1955-1978*; an itinerary of Rene Levesque's tour of the United States Midwest and Pacific; a summary of significant discussions at the Americas Advisory Board Meeting, Chicago; articles regarding the Niagara Grape and Wine Festival; a memo regarding Telex for Inside Canada needs; a memo on British Columbia legal profession advertising; Inside Canada presidents 1967 – 1978; a draft for a synopsis for a special report on Canada; a release regarding the appointment of Clive Court to head the first public relations course in Canada and a memo on Datsun 1979 models.
- 4.15 Correspondence 1978; includes a memo regarding Telex for Inside Canada needs, a memo on mandarin orange promotion, Inside Canada presidents 1967 – 1981, a memo on the Canadian Daily Newspaper Publisher Association's editorial seminar for Ontario Labor and business reporters, Harold Burson's acceptance speech as public relations professional of the year, biographical information on Charles B. Yulish, a master plan to inform and educate Canadians about the oil and gas industry of Canada., information on The Underwood, Jordan and Yulish Merge Publication firms, a memo regarding papers submitted to IPR GOC meetings in Tokyo and *Public Interest Groups – How they see themselves, run their organizations – select issues and tactics*.
- 4.16 Correspondence 1978; includes newspaper articles on Japanese economics, a memo regarding Nissan, a memo regarding the Mandarin oranges project, a *Resort Niagara* flyer, a memo regarding group insurance, information on the updating of *Affiliate Facts* and an article entitled *Mistrusting the People*.
- 4.17 Correspondence 1978; includes a *Grape Ontario* flyer, information on Margaret A. McNair, *Short Circuit* (compiled by Hydro Communications Services), a memo regarding the Bank of Canada/CSB Meeting, an article about M.H. Miki and Y. Ken Kawana, a memo about the Nissan executives news conference and reception, a memo regarding relations between P. R. people and news media people, information on John Fisher's book *The Complete Canadian Quiz and Gamebook*, information about Wordsnorth Communication Services Ltd. and an editorial entitled *Sun Set in Quebec*.
- 4.18 Correspondence 1978; includes a memo on the Canada Savings Bonds 1978 program; a memo regarding Ed Martens and Wordsnorth Communication Services Limited and a report prepared by Wordsnorth Communication Services Limited for Inside Canada Public Relations Limited.
- 4.19 Correspondence 1979; includes a rate schedule; *Scotiabank Monthly Review*; information on J.S. Laxdal and Associates, Saskatchewan; Public Relations Counsel appointment policy guidelines; memos regarding The

Grape and Wine Festival; and a flyer entitled *Niagara Grape and Wine Festival*.

- 4.20 Correspondence 1979; includes *Welland Canal Intelligencer*; information on PR Services Limited, Moncton, New Brunswick; a memo on Telex installation and information on The National Dairy Council of Canada.
- 4.21 Correspondence 1979; includes an article from the International Public Relations Group entitled *A Little Knowledge is a Dangerous Thing*, a copy of *Welland Canal Intelligencer*, a newspaper article entitled *Taking it to the streets*, information on The Year of the Child, information from The National Dairy Council of Canada, the election of Jim McKeage as president of Inside Canada Public Relations Limited and the appointment of Dale A. Tulloch as the vice president of the National Dairy Council of Canada.
- 4.22 Correspondence 1979; includes a list of officers and directors of Inside Canada Public Relations Limited, a copy of *PR Reporter*, a news release from the foreign investment review agency, a summary by principal factors of assessment of significant benefit to Canada of allowed transactions, information on Niagara Falls from The Pittsburgh Press, a memo regarding the Ontario Editorial Bureau's four-colour publication, an interim report on Canada's federal election results and *A Specialist's Perspective on Consulting*.
- 4.23 Correspondence 1980; includes a memo regarding new business/1981 Census Publications Program, a preliminary proposal to Statistics Canada for a public communications program for the 1981 census of Canada, notes from the secretary, a memo regarding a provincial affiliation with Saskatchewan and a sketch of Parry/Lumby Advertising Limited.
- 4.24 Correspondence 1980; includes a memo regarding B.C. weeklies mail survey; an excerpt from a letter from James J. McKeage (president), a short review sheet of PR education facilities in Canada, an excerpt from an address by Gordon Goodwin regarding forestry, a by-law to authorize the directors to borrow and give security, a memo on the energy retrieval project, a memo regarding a monthly newspaper called *The Ontario Paper Recycler* and a memo about Fraser joining Wordsnorth.
- 4.25 Correspondence 1980; includes a memo about *Tidings* by the Niagara Resort and Tourist Association, a copy of *Resort Niagara*, a copy of *Niagara Grape and Wine Festival*, notes from William G. Davis' address to the Progressive Conservative Association, a memo regarding The Niagara Grape and Wine Festival Preview Booklet, a memo on the Parry/Lumby error, a copy of *Monitor Script*, a memo regarding Miller and Wilson joining forces and a paper entitled McKeage Associates Expand to meet Enlarged Client List.

- 5.1 Correspondence 1980: includes a memorandum of intent on transboundary air pollution, the 30<sup>th</sup> anniversary of Inside Canada, information on Harris Heal Limited and a memo regarding the CanaPress subscribers meeting.
- 5.2 Correspondence 1981; includes notes for an address to Young Allied Members' Association, procedures and policy on business referrals, a memo regarding the funding of Inside Canada, a biography of L.H. Lorraine (president of the Canadian Paperworkers' Union) and *Everybody Needs Somebody in Ottawa (government relations)*.
- 5.3 Correspondence 1981; includes newspaper articles regarding broadcasting, *PR Reporter*, a memo regarding budget requirements for Inside Canada operations, a statement in the legislature by the Honourable James Snow regarding the introduction of the Ontario Commission on Truck Safety, a memo on non-fuel minerals, a memo on international trade and a paper entitled *Canada's "French Fact" opens door to 1-million market outside Quebec*.
- 5.4 Correspondence 1981; includes announcement of Ed J. Martens election as president of Inside Canada Public Relations; *New Directions for Public Relations in Corporate America* by Underwood, Jordan Associates; a flyer entitled *Petro Can Petro-Could and Petro-Should* and Inside Canada Public Relations 30<sup>th</sup> anniversary pattern speech.
- 5.5 Correspondence 1981; includes information on Pierre Trembley (president of Pierre Trembley Publicite), *FACS Sheet* from the University of Guelph, list of topics submitted for the monograph series, Inside Canada 30<sup>th</sup> anniversary activities, *Manufacturing Communications*, a text by Bill McVean which was broadcast on CFRB entitled *Let's be Personal*, an address to the Toronto Ad and Sales Club by John Francis (president of Francis, Williams and Johnson Limited), announcement of the appointment of Bryan Cantley as manager of editorial services for CDNPA and a report on changes in frequency of newspaper reading.
- 5.6 Correspondence 1981; includes *RAP Monthly Newsletter*, the policy on the acceptance of gifts; a statement by the Honourable Reuben C. Baetz, Minister of Culture and Recreation concerning the John Fisher papers; a discussion outline for the proposed *Financial Times/ ICPR* seminar; a memo regarding discussions with Don Underwood regarding the sale of Underwood, Jordan Associates and a proposal for the Government of Alberta.
- 5.7 Correspondence 1981; includes articles regarding John Fisher (Mr. Canada) regarding his life and death, House of Commons debates, an address by Don Hartford (president of the radio division of Standard Broadcasting Corporation) to the St. Catharines District Chamber of Commerce, the *Save Canada* advertising program information including

samples of the ads and information on the Ryerson course on *The Media in Canada*.

- 5.8 ICPRL/Royal Bank Agricultural Survey, 1981
- 5.9 Correspondence 1982; includes a news release regarding the formation of a Saskatoon- based public relations agency, consultants' questionnaire, consultants' section report, a memo regarding new Wordsnorth developments, information on the book *Before You Die* by Leonard Knott and a political update regarding Expo '86.
- 5.10 Correspondence 1982, includes articles from The Canadian Nuclear Association, a biography of Russell Brink (president of Applied Strategies Limited), a news release concerning the government directing the CRTC to restrict media cross-ownership, *Insiders Martens and Parry create new partnership in Saskatoon*, a paper entitled *A Matter of Confidence...Media and P.R.* and a news release regarding the government's approval of Telesat Canada's lease of 6 satellite channels to Argo.
- 5.11 Correspondence 1982; includes a CBC program release on selling countries and companies, CPRS consultant's section program for June 20<sup>th</sup>, a Canadian Government Office of Tourism Bulletin, *The Ontario Traffic Safety Bulletin* and articles regarding The Laidlaw trash business.
- 5.12 Correspondence 1982; includes *The Soft Sell*, an article by Marjorie Harris; *Technology Notebook*, *Fundamentals of Public Affairs* from the Niagara Institute, *Canada* by the Honourable Frederick Gordon Bradley, information on the first of four annual scholarships to be provided by Inside Canada Public Relations Group and information on secretariat services (extract from the operations manual).
- 5.13 Correspondence 1982; includes an address by Keith Kincaid to The Inside Canada Public Relations Group, a memo regarding The John Doherty and Company reorganization, a CBC program release on selling countries and companies, *How to Enjoy Poetry* by James Dickey, *The Business Traveler*, a memo on the future of consultants', *A Press Primer for Executives*, and a paper on Canada/ U.S. trade.
- 5.14 Correspondence 1982; includes an article entitled *Peregrine Worsthorne in Japan*, a memorandum regarding ten selected responses to Inside Canada's advertising campaign, articles on truck drivers' laws, and information on CPRS consultants' section program for June 22<sup>nd</sup>.
- 5.15 Correspondence 1983; includes information on the Pope's visit, an article entitled *The Future of Consultancy*, information on Miller Wilson News Company, a *Tips and Tactics* bulletin, a memo regarding the Canada Savings Bonds program, information on the IBM 32, *Canada* by The Honourable Frederick Gordon Bradley, a paper entitled *Canada's*

*“French Fact” opens door to 1-million market outside Quebec, and information on international affiliation.*

- 5.16 Correspondence 1983; includes background information for the Inside Canada Public Relations Group directors’ meeting, the re-election of John M. Bowles as president of The Inside Canada Public Relations Group, an article entitled *Public Relations Training Ground of Big Business?* and articles promoting the “positive side” of St. Catharines.
- 5.17 Correspondence 1983; includes an article about the hiring of John Bird at Brock as a full-time fund raiser; a *Beyond Communications: Issues Management in the 1980’s* flyer with typos noted and chastisement letter attached; notes taken by John Bowles in conversation with Michael Dennehy, Dublin, Ireland, regarding the 1984 Pope’s visit to Canada; a memo regarding IPR-ICPRG commission procedures; an article about Anna Kruse (executive vice-president of Wordsnorth Communication Services); information and articles on absenteeism and information on consulting services in Switzerland.
- 5.18 Correspondence 1983; includes *Questions and Answers on the Role of Public Relations* by John Argyle, a survey of information technology equipment, vignettes from Aerospace Industries Association of Canada, British Columbia post-election commentary, a memo regarding Bank of Montreal Inside Canada billing procedures, the Canadian encyclopedia contribution regarding public relations, information on national transportation week and information (including articles) on the Pope’s visit.
- 5.19 Correspondence 1984; includes information on the Ontario Ice Cream Classic novice cycling race, a survey of Inside Canada partners, objectives and strategy of GPMC public relations program, *Public Affairs in Canada – The Political and PR Scene*, articles about the PR scholarship winner Beverly Jobe, a memo regarding attitudes and the public, *Pinnacle Public Relations Group looks at expansion in U.S. and abroad*, and *Manitoba Insider Launches Ad Agency*.
- 5.20 Correspondence 1984; includes a memo on Pannell Kerr Forster, a list of officers of the Inside Canada public relations group, a bulletin regarding the group insurance plan, information regarding the Canadian Diabetic Association proposal, information regarding *Wings Over Niagara*, a memo regarding the telephone conference activity report, a memo about the March 14<sup>th</sup> teleconference of IPR-GOC Americas section and a memo entitled *Princess to base ship in San Diego*.
- 6.1 Correspondence 1984; includes a flyer about *My Canada*, a bulletin about Doherty and Company being retained by the Canadian Pharmaceutical Association, an article entitled *Private firms win hospital business*, an article entitled *Measuring PR Effectiveness*, draft of a letter from Inside Canada companies to their clients and prospects with U.S. titles, a news

release regarding the Federal Government's domestic marketing program launch, a proposal to Grocery Products Manufacturers of Canada, an announcement of the death of Dal Warrington (former Canadian Press Bureau chief), and a flyer entitled *The Age of Litigation*.

- 6.2 Correspondence 1984; includes a questionnaire completed by The Ontario Editorial Bureau, a memo entitled *Newspapers need to adapt*, a client program update on the Ontario grape and wine industry, a corporate profile and qualifications to undertake a national public awareness program about lead-free gasoline and automobile emissions and information on Richard Paul as a candidate for a public relations position.
- 6.3 Correspondence 1984; includes an article entitled *When to Sell Public Relations: Some Friendly Advice to Ad Agencies* and a paper regarding the structural aspects of reorganized Inside Canada Public Relations Group Limited.
- 6.4 Correspondence 1984; includes information on National Ice Cream Month and the Canadian Ice Cream Classic Race Series, an information sheet on Inside Canada Public Relations Group Limited, information on Jean-Claude Tremblay and Denise L. Duhaime and a set of articles under the heading *Are the Media Giving Us the Facts?*
- 6.5 Correspondence 1985; includes fast facts on Ontario's 1983 grape harvesting and marketing; Inside Canada Public Relations Group services and capabilities fact sheet; Introduction to Corporate Communications prepared by Corporate Communications Limited; a background research paper on The First Ministers' Conference, November, 1985, Halifax, Nova Scotia; The Canadian Public Relations Society awards and the announcement of the new president of OEB Eric G. Cunningham.
- 6.6 Correspondence 1985; includes information on Bazin, Dumas, Dupre, Sormany, Communicateurs-Conseils; information on J.C. Trembley; information on Michel Dumas; announcement of the death of Don Underwood of Underwood, Jordan Associates; an announcement of a new Ottawa-Washington issues management service; an office equipment questionnaire; specification for public relations counsel and services; an activity report on ESWA Heating; a request for proposal in connection with alternative fuels and power week at EXPO '86; an economic review of British Columbia and an article about unfair imports which challenge the Canadian steel industry.
- 6.7 Correspondence 1985; includes a memo on Inside Canada National PR Group/Federal Government business; a copy of the first ICPRG brochure written by Leonard Knott in approximately 1955, information on William F. MacArthur and Associates Limited and information on Bruce Law and Associates Advertising Limited.

- 6.8 Correspondence 1985; includes the election of Eric G. Cunningham as the president of The Ontario Editorial Bureau, a survey of Inside Canada members and papers on the gains to be elected from greater centralization of the Insider and the management problems involved, including a sample solution.
- 6.9 Correspondence 1986; includes case histories prepared for Professor Robert Kendall, a memo on U.S.-Japan business development, a City of Winnipeg community service award for Ed Martens, The Winnipeg Chamber of Commerce annual report, articles on the opening of a Fort Erie helicopter plant, a review of the Vancouver names on the Michener Awards Foundation list, a summary of Mayor Ralph Klein's Toronto/media speaking tour, a memo on recycling, and *Billing Practices in Public Relations: Counselors Update and Innovate Methods*,
- 6.10 Correspondence 1986; includes a report to members from Anthony M. Franco, APR President and a flyer from the Hamilton CAA Automobile Club.
- 6.11 Correspondence 1986; includes a statement on Canadian and U.S. free-trade negotiations, an article about 2 PR firms being sold to U.S. interests, The Ontario Editorial Bureau proposed account team and discussion about the United States IPR partners agreement to form IPR-USA.
- 6.12 Correspondence 1986; includes information on Peter Halpin, president of Halpin and Associates Limited; a paper entitled *Canada – A Need for New Leadership*; information on pork promotion, public relations and advertising; information on value billing; a copy of *Especially for Seniors*; and case histories prepared for Professor Robert Kendall.
- 6.13 Correspondence 1987; includes an introduction to Kineme Productions; information on value billing; a public affairs inventory questionnaire; The Miss World Pageant report from London, England; a copy of the Canada-U.S. Free Trade Agreement; information on the Transport Canada round table discussions and notes for a speech by Eric G. Cunningham, president of the OEB International to International Public Relations group of companies, Los Angeles, California.
- 6.14 Correspondence 1987; includes a revised draft of the value billing monograph, Harold Leece's appointment at Brock and the choosing of Terrence White as Brock University President and an article entitled *The Inside Canada needs on ourselves for the folder of data on partners*.
- 6.15 Correspondence 1987; includes five sample case histories prepared by Jim Strenski of Public Communications Inc.
- 6.16 Correspondence 1987; includes a questionnaire prepared for director/partners Inside Canada National Public Relations Group;

a draft of the proposed “pure value billing” monograph; a telephone conversation with Ann Bain of Sullivan, Mahoney and an interview with Allan Sinclair, national president of the Canadian Public Relations Society.

- 6.17 Correspondence 1987; includes a bulletin update for IPR-USA associates, a draft for publishing firms, a draft for directors, a draft for foreign embassies, a draft for provincial premiers, a memo regarding the National Round Table – Olympic Vice-President’s interests, a list of public relations firms and branches located outside of the U.S.A. and memos on the Coke referral.
- 6.18 Correspondence 1987; includes information on *Communicate 500* (a personal computer program), a paper on new technology for public relations, a report from Jim McKeage regarding the withdrawal of Peter Halpin from McKeage and associates and a paper entitled World’s Largest Public Relations Organization Now Coast-to-Coast in Canada.

**Series I. Meetings and Minutes, 1951, 1957-1987, n.d.**

- 6.19-7.16 Meeting Minutes, 1951, 1957-1987, n.d. (18 folders)

**Series III. Reference Materials, 1970-1986, n.d.**

- 7.17-7.18 Affiliate Facts, 1970s, 1980s
- 7.19 Third Annual Canada Awards for Excellence, 1986(?)
- 7.20 “The Insider” (Ontario Editorial Board Serial), 1965, 1973-1984, n.d.
- 7.21 Inside Canada Public Relations Operations Manual, 1980, 1986
- 7.22 Photographs, 1974, 1976, n.d.
- 7.23 Work for Clients, 1977, 1984, 1986, n.d.

**Added Entries:**

- 600 Bowles, John  
 600 Cahill, Louis J.  
 600 Doherty, John  
 600 Fisher, John Wiggins  
 600 Frantz, Larry F.  
 600 Knott, Leonard L.  
 600 Labelle, Placide  
 600 Leyden, Brian

- Subject Access:** 650 Advertising

650 Business -- meetings  
650 Canada  
650 Communication -- organizations  
650 Public Relations  
650 Public relations -- politics

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**Related O.E.B. Collections:**

Fur Council of Canada 1982  
John Fisher 1952-1989  
International Public Relations Company 1978-1989  
Niagara Grape and Wine Festival 1964-1989  
Public Relations 1954-1989  
Rotary Club of St. Catharines 1973-1979  
Royal Bank of Canada 1972-1977  
[City of ] St. Catharines 1952-1983  
St. Catharines Office [OEB] 1953-1989  
Toronto Office [OEB] 1953-1989  
Upper Lakes Shipping Ltd. 1959-1983

**Related Materials:**

Ontario Editorial Bureau, Public Relations in the Making: A review of significant events in Canadian communication (Toronto:1976?).  
[spl FC 3140.7 P82056].