



Advertising, promotions

<https://archives.whyte.org/en/permalink/descriptions55986>

Part Of: Ben Gadd fonds

Description Level: 5 / File

Fonds Number: M590
V810
S61

Series: M590 / II : Research and publication records

Sous-Fonds: M590

Sub-Series: M590 / II / A : Handbook of the Canadian Rockies

Accession Number: 2021.20

Reference Code: M590 / II / A / 86 to 87

GMD: Published record
Textual record
Newspaper clipping

Responsibility: Some materials produced by Ben and Cia Gadd

Date Range: 1986-1996

Physical Description: 3 cm of textual records

Scope & Content:

File consists of textual records pertaining to promotional work and advertising for Ben Gadd's book, Handbook of the Canadian Rockies. File includes correspondence between Ben Gadd and several individuals regarding advertising and other promotional work; notes and sample copies of advertisements, including paste-ups; finished posters and flyers; booklets and brochures for companies and products involved with promotional material and marketing; newspaper clippings advertising Ben's book; and other related materials.

Name Access: Gadd, Ben

Subject Access: Publication
Advertising
Commerce
Commercial products
Communications
Newspaper
Professional and Personal Life
Promo

Geographic Access: Canada
Alberta
Jasper
Canadian Rocky Mountains

Reproduction Restrictions: Restrictions may apply

Language: English

Category: Commerce and industry
Communications

Title Source: Title based on contents of file
Processing Status: Processed

This material is presented as originally created; it may contain outdated cultural descriptions and potentially offensive content. [Read more.](#)



Alberta business and news publication history

<https://archives.whyte.org/en/permalink/descriptions54754>

Part Of: Luxton family fonds
Description Level: 5 / File
Fonds Number: LUX
Series: LUX / II / F : Collected material
Sous-Fonds: LUX / II : Eleanor Luxton sous-fonds
Sub-Series: LUX / II / F1 : Textual
Accession Number: LUX
Reference Code: LUX / II / F1 / 39
GMD: Textual record
Published record
Date Range: [1905]
1950
1955
[1956-1960]

Physical Description: 2 cm of textual records (4 volumes ; 23 x 29.5 cm or smaller)

Scope & Content:

File consists of three textual publications and a subject index booklet for a separate publication [accompanying publication not present in fonds]. Content pertains to the history of the Calgary Herald [ca. 1905]; the Alberta Division Canadian Weekly Newspapers Association; the history of Calgary's business and financial development; and Alberta's economy.

Subject Access:	Advertising Businesses Buildings Construction Commercial products Commerce Industry History Anniversary Calgary Power Ltd. Finances Newspaper Publication Natural resources Land, settlement and immigration Land use
Geographic Access:	Canada Alberta Calgary Edmonton
Reproduction Restrictions:	Restrictions may apply
Language:	English
Category:	Commerce and industry Land, settlement and immigration
Title Source:	Title based on contents of file
Processing Status:	Processed

This material is presented as originally created; it may contain outdated cultural descriptions and potentially offensive content. [Read more.](#)



Author's copy of Geology Road Tours

<https://archives.whyte.org/en/permalink/descriptions56293>

Part Of:	Ben Gadd fonds
Description Level:	5 / File
Fonds Number:	M590 V810 S61
Series:	M590 / II : Research and publication records
Sous-Fonds:	M590
Sub-Series:	M590 / II / B : Other publications
Accession Number:	2021.20

Reference Code:	M590 / II / B / 59
GMD:	Textual record
	Published record
Responsibility:	Produced by Ben Gadd, Corax Press
Date Range:	2008
Physical Description:	3.5 cm of textual records : 1 volume ; 15.5 x 23 cm
Scope & Content:	File consists of one author's copy of Ben Gadd's book, Geology Road Tours, which includes corrections and other annotations by the author.
Name Access:	Gadd, Ben
Subject Access:	Publication
	Commercial products
	Environment
	Geology
	Science and technology
	Geography
	Natural history
	Travel
	Roads
	Map
Geographic Access:	Canada
	Alberta
	British Columbia
	Canadian Rocky Mountains
Reproduction Restrictions:	Copyright restrictions may apply
Language:	English
Category:	Environment
	Exploration, discovery and travel
	Natural resources
	Science and technology
Title Source:	Title based on contents of file
Processing Status:	Processed

This material is presented as originally created; it may contain outdated cultural descriptions and potentially offensive content. [Read more.](#)



Author's copy of Raven's End

<https://archives.whyte.org/en/permalink/descriptions56291>

Part Of:	Ben Gadd fonds
Description Level:	5 / File
Fonds Number:	M590 V810 S61
Series:	M590 / II : Research and publication records
Sous-Fonds:	M590
Sub-Series:	M590 / II / B : Other publications
Accession Number:	2021.20
Reference Code:	M590 / II / B / 58
GMD:	Textual record Published record
Responsibility:	Produced by Ben Gadd, McClelland & Stewart Publishers
Date Range:	2001
Physical Description:	2.5 cm of textual records : 1 volume ; 15.5 x 23 cm
Scope & Content:	File consists of one author's copy of Ben Gadd's fiction book, Raven's End, which contains corrections and other annotations by the author.
Name Access:	Gadd, Ben
Subject Access:	Publication Commercial products
Geographic Access:	Canada Alberta Jasper
Reproduction Restrictions:	Copyright restrictions may apply
Language:	English
Title Source:	Title based on contents of file
Processing Status:	Processed

This material is presented as originally created; it may contain outdated cultural descriptions and potentially offensive content. [Read more.](#)



[Backus water motor]

<https://archives.whyte.org/en/permalink/descriptions57546>

Part Of:	Luxton family fonds
Description Level:	6 / Item
Fonds Number:	LUX
Series:	LUX / I / E : Collected Material
Sous-Fonds:	LUX / I : Norman Luxton sous-fonds
Sub-Series:	LUX / I / E / 4 : Photographs
Reference Code:	LUX / I / E4 / NA - 2
GMD:	Photograph Negative
Date Range:	1900-1950
Physical Description:	1 photograph: b&w negative ;
Scope & Content:	Item consists of a photograph negative of a Backus water motor.
Subject Access:	Industry Commercial products
Geographic Access:	Banff Alberta
Related Material:	Corresponding print LUX / I / E4 / PA - 39
Title Source:	Title based on contents of file
Processing Status:	Processed

Images



OrderRemove

This material is presented as originally created; it may contain outdated cultural descriptions and potentially offensive content. [Read more.](#)

Brewster Transport Company Ltd. Photographs

<https://archives.whyte.org/en/permalink/descriptions1073>



Part Of: Brewster Transport Company Ltd. fonds

Description Level: 5 / File

Fonds Number: M82 / S12 / V92

Series: VI. Brewster Transport / Brewster-Rocky Mtn. Grayline

Sous-Fonds: V92

Accession Number: .

Reference Code: V92 / VI / PA - 1 to 705

GMD: Photograph

Date Range: [ca. 1900-1970]

Physical Description: ca.770 photographs (705 prints, ca.50 negatives, 13 transparencies) : some oversize.

History /
Biographical:
See fonds level description

Scope & Content:
File pertains to photographs of Brewster Transport operations, buses, scenic views, other

Notes: Portion (67 items) were removed from binder (see V92/ PA - 649 to 705). #PA / 644-648 oversize.

Name Access: Brewster, Fred
Brewster, Jim
Brewster, Pat

Subject Access: Brewster Brothers
Brewster Mountain Pack Trains
Brewster Trading Company Ltd.
Brewster Transport Company Ltd.
Commerce and industry
Commercial products
Horses
Garage
Mount Royal Hotel
Transportation

Geographic Access: Banff
Banff National Park
Alberta
Canada

Access Restrictions: Access to negatives is by appointment only

Language: English

Title Source: Title based on material.

Processing Status: Processed

Images



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove

OrderRemove



OrderRemove

OrderRemove



OrderRemove



OrderRemove



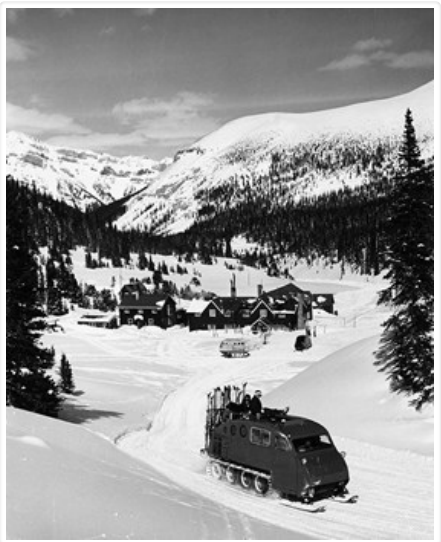
OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove

This material is presented as originally created; it may contain outdated cultural descriptions and potentially offensive content. [Read more.](#)



Business accounting books

<https://archives.whyte.org/en/permalink/descriptions55091>

Part Of:	Luxton family fonds
Description Level:	5 / File
Fonds Number:	LUX
Series:	LUX / III / D : Other materials
Sous-Fonds:	LUX / III : Luxton family sous-fonds
Accession Number:	LUX
Reference Code:	LUX / III / D / 22 to 23
GMD:	Textual record
	Private record
Date Range:	[1890-1899]
	1902
	1936-1937

Physical Description: 3 cm of textual records (2 volumes ; 22 x 27 cm and 26 x 9 cm)

Scope & Content:

File consists of two expense and accounting books pertaining to the Crag and Canyon newspaper and the William Andison General Store in Calgary. Item LUX/III/D/22 is titled "Contract Notes" and contains records for newspaper advertisement orders; 8 pages are annotated by Banff business owners, including notes by photographers G. and W. Fear and grocer Dave White. Item LUX/III/D/23 contains accounting records for the William Andison General Store between May 1936 and December 1937.

Notes: Pages in item LUX/III/D/22 originally printed under the name Calgary Herald and partially filled date slots reading "189_"; some pages have annotations correcting the company name to the "Craig + Canyon", the location as Banff, and some have corrected the year to "1902". Presumably the book was originally intended for use by the Calgary Herald between 1890 and 1899, but was later repurposed for the Crag and Canyon.

Material Details:	Item LUX/III/D/22 has handwritten title on cover which reads "3001 to ____ . Contract Notes"
Name Access:	Luxton, Norman White, David Mackintosh (Dave) Fear, George Fear, William (Bill)
Subject Access:	Advertising Administration Businesses Crag and Canyon newspaper Finances Commerce Commercial products Newspaper Publication Records
Geographic Access:	Canada Alberta Banff Calgary
Language:	English
Category:	Commerce and industry Communications
Title Source:	Title based on contents of file
Processing Status:	Processed

This material is presented as originally created; it may contain outdated cultural descriptions and potentially offensive content. [Read more.](#)



Calgary Alberta Canada Souvenir Edition 1914

<https://archives.whyte.org/en/permalink/descriptions54762>

Part Of:	Luxton family fonds
Description Level:	5 / File
Fonds Number:	LUX
Series:	LUX / II / F : Collected material
Sous-Fonds:	LUX / II : Eleanor Luxton sous-fonds
Sub-Series:	LUX / II / F1 : Textual
Accession Number:	LUX
Reference Code:	LUX / II / F1 / 45
GMD:	Textual record Published record
Responsibility:	Produced by the Western Standard Publishing Company

Date Range: 1914

Physical Description: 0.7 cm of textual records (1 volume ; 26 x 36.5 cm)

Scope & Content:

File consists of one copy of published text titled "Calgary Alberta Canada: Souvenir Edition 1914" [ed. B.S. White]. Pertains to the early settlement history, business development and expansion of Calgary, with articles featuring numerous local business owners, politicians and other professionals.

Notes: First page annotated in pencil: "D. M.Dougall" [likely David McDougall]

Name Access: McDougall, David

Subject Access: Advertising
Businesses
Commerce
Commercial products
Communities
Finances
Industry
Land use
Land, settlement and immigration
History
Politics
Property
Government
Municipal views
Tourism

Geographic Access: Canada
Alberta
Calgary

Language: English

Conservation: Item has been placed in mylar

Category: Commerce and industry
Government

Title Source: Title based on contents of file

Processing Status: Processed

This material is presented as originally created; it may contain outdated cultural descriptions and potentially offensive content. [Read more.](#)



Calgary Alberta Merchants and Manufacturers Record

<https://archives.whyte.org/en/permalink/descriptions54740>

Part Of: Luxton family fonds

Description Level: 5 / File

Fonds Number: LUX

Series:	LUX / II / F : Collected material
Sous-Fonds:	LUX / II : Eleanor Luxton sous-fonds
Sub-Series:	LUX / II / F1 : Textual
Accession Number:	LUX
Reference Code:	LUX / II / F1 / 31 and 32
GMD:	Textual record Published record
Date Range:	1911 1954
Physical Description:	3 cm of textual records (2 volumes ; 24 x 15 cm)
Scope & Content:	File consists of two copies of "Calgary Alberta Merchants and Manufacturers Record: The Manufacturing, Jobbing and Commercial Center of the Canadian West". Content pertains to various businesses operating in Calgary in 1911. LUX / II / F1 / 31 copy is not annotated, LUX / II / F1 / 32 copy has miniature card attached to inside of front cover dedicating book to Eric Harvie [dated 1954], as well as annotations on same page [see "Content Details"]. Illegible signature on front cover of same copy.
Notes:	Items have been placed in separate files to help differentiate due to being annotated vs. non-annotated, as well as one including attachment.
Name Access:	Harvie, Eric Humphreys, Claude
Subject Access:	Advertising Businesses Commerce Commercial products Industry Labour Finances
Geographic Access:	Canada Alberta Calgary
Language:	English
Conservation:	Items have been stored in separate file folders Handle with care as items may be fragile [particularly item in file LUX / II / F1 / 32]
Category:	Commerce and industry Labour
Title Source:	Title based on contents of file
Content Details:	Inside front cover: "PRESENTED TO ERIC L. HARVIE 1954 BY CLAUDE V. HUMPHREYS"
Processing Status:	Processed

This material is presented as originally created; it may contain outdated cultural descriptions and potentially offensive content. [Read more.](#)



Collected news articles

<https://archives.whyte.org/en/permalink/descriptions54778>

Part Of: Luxton family fonds
Description Level: 5 / File
Fonds Number: LUX
Series: LUX / II / F : Collected material
Sous-Fonds: LUX / II : Eleanor Luxton sous-fonds
Sub-Series: LUX / II / F1 : Textual
Accession Number: LUX
Reference Code: LUX / II / F1 / 51
GMD: Textual record
Published record
Newspaper clipping
Date Range: 1907
[1945-1952]
1956

Physical Description: 0.2 cm of textual records

Scope & Content:

File consists of collected newspaper clippings and volumes published between 1907 and 1956. Content includes an early edition of the Crag and Canyon [August 24, 1907]; a scanned copy of a 1949 article from the New York Times discussing inflation rates between 1834 and 1949 [annotated]; a summer 1956 issue of "The Calgarian" signed on the cover by "Bessie L. [?] MacKay"; a loose article describing stretches and home exercises; and a four-page article from "Mining World" by Donald MacDonald discussing the construction of a coastal highway to Alaska.

Notes: New York Times scanned article has rough pencil sketch [possibly building layout?] on back side and math equations written on front in pencil

Name Access: MacKay, Bessie
MacDonald, Don

Subject Access:	Advertising Businesses Community life Commerce and industry Commercial products Journalism Newspaper Crag and Canyon newspaper Environment Landscapes Finances Exploration Construction Travel Transportation
Geographic Access:	Canada Alberta Banff Calgary United States of America Alaska
Reproduction Restrictions:	Restrictions may apply
Language:	English
Category:	Commerce and industry Environment Exploration, discovery and travel Sports, recreation and leisure Transportation
Title Source:	Title based on contents of file
Processing Status:	Processed

This material is presented as originally created; it may contain outdated cultural descriptions and potentially offensive content. [Read more.](#)