



Advertising and promotion. -- 1973-[1988?]

<https://archives.whyte.org/en/permalink/descriptions14457>

Part Of: Eddie Hunter fonds
Description Level: 5 / File
Fonds Number: M346
V293
S50
Series: II.A. Textual records : film-making
Sous-Fonds: M346
Accession Number: 6803
Reference Code: M346 / 3
GMD: Textual record
Published record
Date Range: [ca.1973-1988]
Physical Description: 1 cm of textual records
Scope & Content:

Leaflets, press releases, ticket stubs regarding films produced by Head Hunter Films. Includes a partial copy of magazine Ski Trails West with article featuring the film How the West Was Skied, as well as background notes on Eddie Hunter and drafts of articles promoting the same film.

Name Access: Hunter, Eddie
Subject Access: Publication
Biography
Biographical
Research
Magazine
Films and film making
Skiing
Winter sports
Promo
Correspondence

Reproduction Restrictions: Copyright restrictions may apply

Language: English

Title Source: Title based on contents of file

Content Details: How the west was skied [poster]. -- [ca.1975]. -- 1 item held in oversize "A"

Processing Status: Processed

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Advertising, promotional material

<https://archives.whyte.org/en/permalink/descriptions56046>

Part Of:	Ben Gadd fonds
Description Level:	5 / File
Fonds Number:	M590 V810 S61
Series:	M590 / III : Professional records
Sous-Fonds:	M590
Sub-Series:	M590 / III / B : interpretive guiding
Accession Number:	2021.20
Reference Code:	M590 / III / B / 39
GMD:	Textual record
Responsibility:	Some items produced by Ben Gadd
Date Range:	1985-1988 1994
Physical Description:	0.7 cm of textual records
Scope & Content:	File consists of flyers, notes and correspondence, drafts and published advertisements pertaining to the promotion of Ben Gadd's work as an interpretive guide.
Name Access:	Gadd, Ben
Subject Access:	Guides Guiding Natural history Publication Promo Advertising Newspaper
Geographic Access:	Canada Alberta Jasper
Reproduction Restrictions:	Restrictions may apply
Language:	English
Title Source:	Title based on contents of file
Processing Status:	Processed

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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

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Bankhead publication book launch

<https://archives.whyte.org/en/permalink/descriptions56058>

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 / 40
GMD: Textual record
Published record
Date Range: 1989
Physical Description: 0.5 cm of textual records
Scope & Content:

File consists of correspondence, book order forms and other documents pertaining to a book launch and promotional work for Ben Gadd's book, "Bankhead: The Twenty Year Town", in 1989.

Name Access: Gadd, Ben
Subject Access: Research
Correspondence
History
Publication
Promo
Settlement
Advertising
Geographic Access: Canada
Alberta
Bankhead
Reproduction Restrictions: Restrictions may apply
Language: English
Title Source: Title based on contents of file
Processing Status: Processed

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Front Range Outings promotional images

<https://archives.whyte.org/en/permalink/descriptions56336>

Part Of: Ben Gadd fonds
Description Level: 5 / File
Fonds Number: M590
V810
S61
Series: V810 / III : Professional records
Sous-Fonds: V810
Sub-Series: V810 / III / D : Other contracts and projects
Accession Number: 2021.20
Reference Code: V810 / III / D / PA - 86 to 90
GMD: Photograph
Print
Responsibility: Produced by Ben Gadd
Date Range: 1976
Physical Description: 5 photographs : b&w and col. prints ; 20.5 x 25.5 cm or smaller
Scope & Content:

File consists of five photographs used in posters and other promotional material pertaining to Ben and Cia Gadd's guiding company, Front Range Outings, in 1976. Images depict three unidentified climbers resting on a rock surface, and views of unidentified mountains obscured partly by clouds.

Name Access: Gadd, Ben
Gadd, Cia
Subject Access: Promo
Businesses
Guides
Guiding
Climbing
Recreation
Mountains
Reproduction Restrictions may apply
Restrictions:
Language: English
Related Material: V810/II/D/NA-30 to 36
Category: Sports, recreation and leisure
Title Source: Title based on contents of file
Processing Status: Processed

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Front Range Outings promotional images

<https://archives.whyte.org/en/permalink/descriptions56337>

Part Of:	Ben Gadd fonds
Description Level:	5 / File
Fonds Number:	M590 V810 S61
Series:	V810 / III : Professional records
Sous-Fonds:	V810
Sub-Series:	V810 / III / D : Other contracts and projects
Accession Number:	2021.20
Reference Code:	V810 / III / D / NA - 30 to 36
GMD:	Photograph Negative
Responsibility:	Produced by Ben Gadd
Date Range:	1976
Physical Description:	20 photographs : 5 b&w negative film strips ; 35 mm -- 2 photographs : b&w negatives ; 13 x 10 cm
Scope & Content:	File consists of photographs used in posters and other promotional material pertaining to Ben and Cia Gadd's guiding company, Front Range Outings, in 1976.
Name Access:	Gadd, Ben Gadd, Cia
Subject Access:	Promo Businesses Guides Guiding Climbing Recreation Mountains
Reproduction Restrictions:	Restrictions may apply
Language:	English
Related Material:	V810/II/D/PA-86 to 90
Category:	Sports, recreation and leisure
Title Source:	Title based on contents of file
Processing Status:	Processed

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<https://archives.whyte.org/en/permalink/descriptions56000>

Part Of:	Ben Gadd fonds
Description Level:	5 / File
Fonds Number:	M590
	V810
	S61
Series:	V810 / III : Professional records
Sous-Fonds:	V810
Sub-Series:	V810 / III / B : Interpretive guiding
Accession Number:	2021.20
Reference Code:	V810 / III / B / PA - 154 to 162
GMD:	Photograph
	Print
Date Range:	1990
	1993-1994
	2000
Physical Description:	9 photographs : b&w and col. prints ; 20 x 25 cm or smaller
Scope & Content:	File consists of photographs photographs taken by Ben Gadd and various participants during hikes which he led between 1990 and 2000, through the Jasper Institute. Images in file were kept for potential use as promotional material for future trips and programs.
Notes:	Some items in file are annotated
Name Access:	Gadd, Ben
Subject Access:	Guiding
	Hiking
	Education
	Ecology
	Geology
	Environment
	Promo
	Wildlife
	Bighorn Sheep
Geographic Access:	Canada
	Alberta
	Jasper National Park
Reproduction Restrictions:	Restrictions may apply
Language:	English
Category:	Education
	Environment
Title Source:	Title based on contents of file
Processing Status:	Processed

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Kananaskis Country

<https://archives.whyte.org/en/permalink/descriptions56917>

Part Of: Bruno Engler fonds
Description Level: 5 / File
Fonds Number: M323 / S40 / V190
Series: VI : Retained file, K : Alphabetical order
Sous-Fonds: V190
Sub-Series: i : Kananaskis Country
Accession Number: 7436
Reference Code: V190 / VI / K / i / PA - 01 to PA - 44
GMD: Photograph
Print
Date Range: 1978-1984
Physical Description: 44 photographs : b&w & col. ; 25.2 x 20.2 cm or smaller
History /
Biographical:

See fonds level description

Scope & Content:

File pertains to 44 b&w & colour prints of Kananaskis Country. Includes the opening ceremony for the park, mountain views, helicopter sightseeing trips, and the highway.

Name Access: Kranabitte, Rudi
Lougheed, Peter
Subject Access: Airplanes
Automobiles
Buildings
Ceremony
Construction
Environment
Glaciers
Helicopter ride
Helicopters
Kananaskis Country
Landscape
Mountains
Nakiska Ski Area
Portrait
Promo
Public events
Scenery
Ski areas
Winter
Geographic Access: Alberta

Language: English
 Related Material: V190 / VI / K / i / NA - 01 to NA - 04
 Creator: Engler, Bruno
 Title Source: Original title kept
 Processing Status: Processed

Images



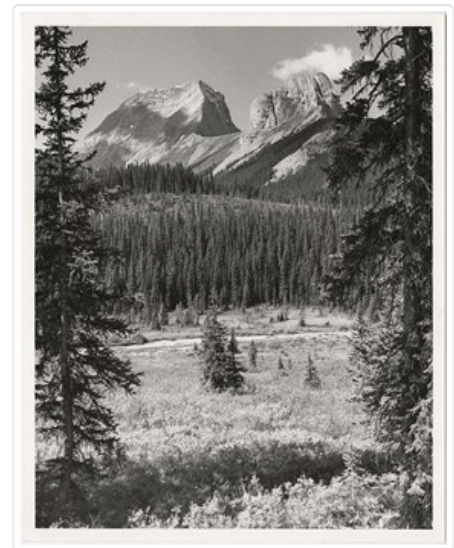
OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove



OrderRemove

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Kananaskis Country - negatives

<https://archives.whyte.org/en/permalink/descriptions56918>

Part Of: Bruno Engler fonds

Description Level: 5 / File

Fonds Number: M323 / S40 / V190

Series: VI : Retained file, K : Alphabetical order

Sous-Fonds: V190

Sub-Series: i : Kananaskis Country

Accession Number: 7436

Reference Code: V190 / VI / K / i / NA - 01 to NA - 04

GMD: Film

Negative

Date Range: 1978-1984

Physical Description: 28 photographs : b&w negatives ; 35 mm

History /
Biographical:

See fonds level description

Scope & Content:

File pertains to 28 b&w 35 mm negatives of Kananaskis Country. Includes scenic views, the highway, the Crag Cabin, and unidentified people biking and posing on the road.

Name Access: Kranabitte, Rudi

Lougheed, Peter

Subject Access: Automobiles

Buildings

Cabins

Environment

Glaciers

Kananaskis Country

Landscape

Mountains

Promo

Public events

Scenery

Geographic Access: Alberta

Language: English

Related Material: V190 / VI / K / i / PA - 01 to PA - 44

Creator: Engler, Bruno

Title Source: Original title kept

Processing Status: Processed

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Other collected brochures and pamphlets

<https://archives.whyte.org/en/permalink/descriptions54805>

Part Of: Trail Riders of the Canadian Rockies fonds

Description Level: 5 / File

Fonds Number: M545 / V635

Series: M545 / III : Published records

Sous-Fonds: M545

Accession Number: 5939

8235

Reference Code: M545 / III / 3 to 5

GMD: Textual record

Published record

Date Range: 1982

[1990]

1992-1996

[2000]

2001

2003-2010

Physical Description: 6 cm of textual records

Scope & Content:

File consists of brochures, pamphlets and small guide books pertaining to ranches, accommodations, attractions, excursions and tour packages based in the Canadian Rockies.

Notes: Items pertaining to the same companies have been kept together in one file

Files contain duplicates of some items

Horseback riding travel guide in M545/III/5 [1982] has attached note which is addressed to Joe Madaro

Summary of contents in files:

M545 / III / 3 :

- Mount Robson Ranch
- Homeplace Ranch
- Lazy M. Ranch
- Castle Mountain Ski Lodge and Hostel
- Red Deer River Ranches
- Rolyn Hills B&B
- Skoki Lodge
- Banff National Park attractions & Banff Lake Louise Tourism
- Tonquin Valley
- Sunset Guiding and Outfitting

M545 / III / 4 :

- Brewster
- Timberline Tours
- Saddle Peak Trail Rides
- Bar U Ranch
- Country & Ranch Vacations
- Rafter Six Ranch
- Bar JJ Outfitting Ltd.

M545 / III / 5 :

- Alberta Outfitters Association
- Travel Alberta
- Tom Vinson, Guide and Outfitter
- Boundary Ranch
- Anchor D Guiding and Outfitting Ltd.
- The Cowboy Trail Travel Guide
- Outdoor Adventure and Travel Show

Subject Access:	Administration
	Advertising
	Animals
	Backpacking
	Businesses
	Gondolas
	Guides
	Hiking
	History
	Horses
	Hotel
	Leisure
	Membership
	Organizations
	Outfitters, trail guides and packers
	Pack trips
	Promo
	Publication
	Ranches
	Recreation
	Sports
	Tourism
	Tourist information
	Trails
	Travel
Geographic Access:	Canada
	Alberta
	Canadian Rocky Mountains
	Banff
	Banff National Park
	Jasper
	Red Deer
Reproduction Restrictions:	Restrictions may apply
Language:	English
Category:	Commerce and industry
	Exploration, discovery and travel
	Sports, recreation and leisure
Title Source:	Title based on contents of file
Processing Status:	Processed

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