

RG 20, Accession 1987-88 / 040

Canadian Government Office of Tourism, Advertising Books 1954-78

Series contains scrapbooks, and some flat boxes containing loose-leaf pages from scrapbooks.

- #1 - Viscount Advertising Program 1954-55

- #2 - Atlantic Provinces Campaign 1960
- #3 - Atlantic Provinces Campaign 1962
- #4 - Newspaper Campaign - Quebec 1963
- #5 - General - Atlantic - U.K. Campaigns 1963
- #6 - Newspaper Campaign - Manitoba 1963
- #7 - Newspaper Campaign - Saskatchewan 1963
- #8 - Newspaper Campaign - British Columbia 1963
- #9 - Newspaper Campaign - New Brunswick 1963
- #10 - Newspaper Campaign - Ontario 1963
- #11 - Newspaper Campaign - Newfoundland 1963
- #12 - Newspaper Campaign - Prince Edward Island 1963
- #13 - Newspaper Campaign - Nova Scotia 1963
- #14 - United Kingdom 1963
- #15 - General Magazine Campaign 1964
- #16 - U.K. Campaign 1964
- #17 - U.K. Campaign 1964 (Duplicate)
- #18 - Canada's Atlantic Provinces 1964
- #19 - Canada's Atlantic Provinces 1964 (Duplicate)
- #20 - U.S. Magazine Campaign 1965

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- #21 - U.K. Campaign 1965
- #22 - Canada's Atlantic Provinces 1965
- #23 - U.S. Magazine Campaign 1966
- #24 - Special Centennial Campaign 1966-67
- #25 - Atlantic Provinces - Special Campaign 1967
- #26 - Atlantic Provinces - Special Campaign 1967 (Duplicate)
- #27 - U.S./U.K./France/Germany 1967
- #28 - U.S. General Campaign (Ronalds-Reynolds) 1967
- #29 - U.S. General Campaign (Ronalds-Reynolds) 1967
- #30 - Advertising Proofs 1968
- #31 - Atlantic Provinces Special Campaign 1968
- #32 - Atlantic Provinces Special Campaign 1968 (Duplicate)
- #33 - Atlantic Provinces Special Campaign 1968 (Duplicate)
- #34 - Atlantic Provinces Special Campaign 1968
- #35 - Enquiry Pull & Special Market (Ronalds-Reynolds) 1968
- #36 - U.S. General Campaign 1968
- #37 - U.S. Image/Demand (MacLaren) 1968
- #38 - Direct Mail 1968
- #39 - Image Campaign / Print Ads 1969
- #40 - Atlantic Provinces - Special Campaign (Gordon Hill) 1969
- #41 - Atlantic Provinces - Special Campaign (Gordon Hill) 1969 (Duplicate)
- #42 - Ads 1970
- #43 - Enquiry Pull Campaign (Ronalds-Reynolds) 1970

#44 - Enquiry Pull Campaign (Ronalds-Reynolds) 1970 (Duplicate)

#45 - Atlantic Provinces - Special Campaign 1970

#46 - Image Campaign - Print Ads 1970

#47 - Advertising Proof Book 1970-71

#48 - In Canada 1972

#49 - In Canada 1972

#50 - Special Interest 1972

#51 - U.S. Image Demand 1972

#52 - Local Markets 1972

#53 - Overseas 1972

#54 - Fall/Winter 1972/73

#55 - Local Markets - Fall 1973

#56 - Overseas - Canasta 74, 1973

#57 - Image Demand - Inquiry-Fulfillment 1973

#58 - In Canada 1973

#59 - Overseas 1974 - Japan, Australia, France, UK, Germany

#60 - CGOT Advertising 1975/76

#61 - CGOT Advertising 1975/76

#62 - Untitled 1965

#63 - Untitled 1965

#64 - Group Meetings 1978

#65 - Travel-Trade & Conventions & Enquiry-Info

#66 - In Canada - Special Interest - Winter Group Meetings 1973

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#67 - Winter 1973/74 - Special Interest 1974 - Group Meetings 1973/74