



Special Collections,  
University of Waterloo Library

## Finding Aid : **GA 163** Dare Foods Limited.

© Special Collections, University of Waterloo Library

## GA 163 : Dare Foods Limited

**Dare Foods Limited.** - 1892-2003. - 12.1 m of textual records and other material.

*Dare Foods Limited is a family-owned business based in Kitchener, Ontario. It manufactures cookies, crackers, candies and fine breads at its seven plants in Ontario, Quebec and South Carolina. Dare candies are made in Toronto and Milton, Ontario.*

*In 1889, Charles H. Doerr opened a grocery store on the corner of Breithaupt and Gzowski (now Weber) Streets in Berlin (now Kitchener, Ontario) that by 1892 had become a biscuit-manufacturing operation. In 1919 a larger bakery was built in Kitchener to replace the original plant and at the same time a line of candies was added. In 1942 the Kitchener plant was destroyed by a fire and in 1943 a smaller wartime replacement was constructed on a former flying field on the outskirts of Kitchener. A new office building was constructed in Kitchener in 1952. In 2003 a new Kitchener office building was constructed to preserve and highlight the original 1952 yellow-brick structure.*

*The company now known as Dare Foods Limited was originally known as the C.H. Doerr Co. When Charles H. Doerr died in 1941 his grandson, Carl M. Doerr, became President of the company and began an expansion program that introduced Dare products in more than 40 countries. In 1945 the company and family name was changed from "Doerr" to "Dare" creating The Dare Company, Limited, later renamed Dare Foods Limited. With the help of his sons Bryan and Graham, Carl Dare continued to guide Dare Foods Ltd. until 2002. In Nov. 2002 Fred Jacques was appointed as President, the first non-family member to head the company in 111 years. Bryan and Graham Dare remain co-chairmen of the company's Board of Directors.*

*The business history of Dare Foods is complex: it has formed, acquired, merged and dissolved other companies and its own divisions over the years. One of Carl M. Doerr's first expansion acquisitions was The Howe Candy Company in Hamilton, Ontario. Other acquisitions include Saratoga Products, St. Jacobs Canning Company, Mother Dell's Bakeries, Dairy Maid Chocolates, Bremner Biscuit Co., Saputo/ Culinar CFS.*

*In 1960 a sales office was opened in Montreal, establishing Les Aliments Dare Limitée, Dare's selling and distributing organization in the Province of Quebec. The Western Division was established in 1962 with the opening of a bakery and sales office in North Surrey, Vancouver, B.C., serving British Columbia, Manitoba, Saskatchewan, and Alberta.*

*In 1954 The Dare Company, Limited was the first Canadian cookie company to use the new recloseable tin tie packages that had been used successfully in the coffee industry and which have become standard packaging in the cookie industry in Canada.*

*Fonds consists of records generated in the course of business by Dare Foods Limited and its subsidiary companies. It includes financial statements; account books; minutes; correspondence; letters patent; legal records; share registers; biscuit, cracker and candy formulas; architectural drawings; biscuit, cracker and candy packaging samples; price lists; photographs; television, radio and print advertisements; publications; artifacts; manuals; the records of J.R. Worthington; internal newsletters; and newspaper clippings. Fonds also contains the records of The Almer Company Limited and Sunbeam Shoes, companies acquired privately by Carl Dare.*

*Includes 4.5 m of textual records; 1892 photographs; 4 maps; 6 architectural drawings; 22 technical drawings; 1 plan; 11 film reels; 8 audio reels; 5 audio discs; 18 audio cassettes; 66 videocassettes; 1 CD-ROM; 22 artifacts.*

*Acquired from Dare Foods Limited and the Dare family in 2004.*

*Fonds is divided into 46 series.*

*Series 1. Day Books and Payroll Journal*

*Series 2. Minutes and Certificate of Shares*

*Series 3. Financial Statements*

*Series 4. Accounting Records*

*Series 5. Legal Records*

*Series 6. The Howe Candy Company Limited*

*Series 7. J.R. Worthington*

*Series 8. Dare Foods (Canning Division) Limited*

*Series 9. Major Foods Limited*

*Series 10. Dare Foods (Potato Chip Division) Limited*

*Series 11. Dare Archway Franchise*

*Series 12. The Almer Company Limited*

*Series 13. Mother Dell's Bakeries Limited*

*Series 14. Dairy Maid Chocolates Limited*

*Series 15. Scrapbook*

*Series 16. Western Division*

*Series 17. Biscuit Division*

*Series 18. Magazines and Advertising*

*Series 19. Dare Foods Limited Manuals*

*Series 20. Sunbeam Shoes Limited*

*Series 21. Packaging*

Series 22. *Product Photographs and Packaging*  
 Series 23. *Sales Department Records*  
 Series 24. *National Sales Meeting 1989*  
 Series 25. *Promotional Display Contests*  
 Series 26. *Radio Advertisements*  
 Series 27. *Television Advertisements*  
 Series 28. *Price Pages and Lists*  
 Series 29. *Old Price Pages*  
 Series 30. *Product Information Sheets*  
 Series 31. *Photographs*  
 Series 32. *Moving Images and Sound Recordings*  
 Series 33. *Signs*  
 Series 34. *Artifacts*  
 Series 35. *Centennial Celebrations*  
 Series 36. *Builders and Boosters*  
 Series 37. *Quebec National Meeting*  
 Series 38. *Dare Cookie News*  
 Series 39. *Dare Candy News*  
 Series 40. *Newspaper Clippings*  
 Series 41. *The Dare Story*  
 Series 42. *Candy Division*  
 Series 43. *Ingredient Listings*  
 Series 44. *Big V Drug Stores Anniversary Books*  
 Series 45. *Share Transfers*  
 Series 46. *Southland Plant*  
 Finding aid available: file level.  
 Description by Charlotte Woodley, 2004-2005.

## **Series 1 : Dare Foods Limited : Day Books and Payroll Journal**

**Dare Foods Limited : day books and payroll journal.** - 1898-1904, 1919-1941, 1954-1958. - 6 volumes.

*Series consists of day books and a payroll journal in tabular format that were used to record employees, pay, pay periods and number of days worked. The ledgers were maintained at the Kitchener head office. The series is arranged chronologically.*

*One day book is badly damaged.*

- File 1      **Day book.** - 1898-1899.  
*Contents: contains a day book that is handwritten and lists employees, amount paid for pay periods, and number of days worked.*  
*The day book is badly damaged.*
- File 2      **Day book.** - 1899-1904.  
*Contents: contains a day book that is handwritten and lists employees, amount paid for pay periods, and number of days worked.*
- File 3      **Account ledger.** - 1919-1926.  
*Contents: contains an account ledger that is handwritten and contains lists of employees and pay for pay periods.*
- File 4      **Day book.** - 1926-1933.  
*Contents: contains a day book that is handwritten and lists employees, amount paid for pay periods, and number of days worked.*
- File 5      **Day book.** - 1933-1941.  
*Contents: contains a day book that is handwritten and lists employees, amount paid for pay periods, and number of days worked.*
- File 6      **Payroll journal.** - 1954-1958.  
*Contents: contains a folder labelled A.L. Wild, Private! containing payroll journal sheets for 1956-1957. Folder includes Employee's Tax Deduction Declaration TD1 forms 1954-1957 and a payroll breakdown for the 13th period, 1958.*  
*Restricted: contains personal information about employees.*

## **Series 2 : Dare Foods Limited : Minutes and Certificate of Shares**

**Dare Foods Limited : minutes and certificate of shares.** - 1919-1946, 1955, 1977, predominant 1919-1946. - 3 cm of textual records.

*The first annual meeting of the shareholders of The C.H. Doerr Company, Limited was held in 1919. At that time the Board of Directors consisted of C.H. Doerr, President; Edward Doerr; Ralph B. Doerr; Herman Williams; and Louise Glebe, Secretary-Treasurer.*

*Series consists of the C.H. Doerr Company, Limited and The Dare Company, Limited minutes of annual and special meetings of the shareholders and Board of Directors. A book of share certificates is also included. The minutes consist primarily of decisions regarding the appointment of board members, salaries of board members, by-laws, issuing of stock, the name change from the C.H. Doerr Company, Limited to The Dare Company, Limited as well as other issues. The minutes were typewritten by the Secretary and signed by the President.*

File 7

**Minutes.** - 1919-1946, 1977.

*Contents: contains minutes of the shareholders and directors of the C.H. Doerr Company, Limited from 1919 to October 1943 and the minutes of the shareholders and directors of The Dare Company, Limited December 1943 to 1946. Also includes a memorandum stating that the original minutes 18th January 1919 were removed for delivery to Miller Thompson Toronto on March 8, 1977 as well as a photocopy of the certificate of the name changes from Carl Merner Doerr to Carl Merner Dare and Ruth Eleanor Doerr to Ruth Eleanor Dare, dated March 1946.*

File 8

**Certificate for shares of the capital stock.** - 1919-1923, 1926, 1931 1940-1943, 1955.

*Contents: contains Certificate for Shares of the Capital Stock, The C.H. Doerr Company, Limited; correspondence; and the will of James Alexander Bain.*

## **Series 3 : Dare Foods Limited : Financial Statements**

**Dare Foods Limited : financial statements.** - 1919-1958, 2004, predominant 1919-1947, 1956-1958. - 9 cm of textual records.

*Series consists of C.H. Doerr Company, Limited and The Dare Company, Limited, financial statements. Series also includes a summary of financial reports. The series is arranged chronologically.*

File 9a OVR

**C.H. Doerr Company, Limited : financial statements (file 1 of 5).** - 1919-1921.

*Contents: contains three annual financial statements for C.H. Doerr Company, Limited. The financial statements between 1919 and 1921 were prepared by Scully & Scully, accountants, Kitchener.*  
*OVERSIZE.*

File 9b

**C.H. Doerr Company, Limited : financial statements (file 2 of 5).** - 1922-1927.

*Contents: contains 8 C.H. Doerr Company, Limited, financial statements. The report from 1922 was prepared by Gordon Draper & Co. chartered accountants, Toronto; the 1923-1924 reports were prepared by W. E. Johnson & Co., Kitchener; and the 1925-1927 reports were prepared by Oscar Hudson & Company, chartered accountants, Kitchener. These statements also include a balance sheet for the C.H. Doerr Sales Agency.*

File 9c

**C.H. Doerr Company, Limited : financial statements (file 3 of 5).** - 1928-1934.

*Contents: contains 9 annual financial statements for C.H. Doerr Company, Limited, prepared by Oscar Hudson & Company, chartered accountants, Kitchener. The statements also include a balance sheet for the C.H. Doerr Sales Agency. The 1934 financial statement was prepared by C. Lorimer Rason, accountant and auditor, Kitchener.*

File 9d

**C.H. Doerr Company, Limited : financial statements (file 4 of 5).** - 1928-1934.

*Contents: contains 9 annual financial statements for C.H. Doerr Company, Limited. The 1935-1942 statements were prepared by C. Lorimer Rason, accountant and auditor, Kitchener. The statements between 1935 and 1937 include balance sheets for C.H. Doerr Sales Agency.*

File 9e

**The Dare Company, Limited : financial statements (file 5 of 5).** - 1943-1947, 2004.

*Contents: contains 7 financial statements for The Dare Company, Limited. The 1943-1944 statements were prepared by C. Lorimer Rason, accountant and auditor, Kitchener. The 1945-1947 statements were prepared by Thorne, Mulholland, Howson & McPherson, chartered accountants, Toronto. A summary of finances completed in 2004 is also included.*

File 10

**The Dare Company, Limited : financial statements.** - 1956-1958.

*Contents: contains The Dare Company, Limited, financial statements. Statements were prepared by Thorne, Mulholland, Howson & McPherson, chartered accountants, Toronto. Records were originally in a binder.*

#### **Series 4 : Dare Foods Limited : Accounting Records**

**Dare Foods Limited : accounting records.** - 1937, 1954-1977. - 3 cm of textual records.  
*Series consists of licences in mortmain, accounts, stock options, correspondence, real estate and equipment leases and bills of sale, estimate for a contract, taxation records, and a share certificate book. Records pertain to The Dare Company, Limited, The Howe Candy Company Limited and Major Foods Limited. The series is arranged chronologically.*

- File 11 **Dare Biscuits : licenses in mortmain.** - 1937, 1954.  
*Contents: contains licenses in mortmain issued to The Dare Company, Limited, receipts, applications and correspondence pertaining to biscuit manufacturing.  
Original title: Licenses in mortmain (Dare Biscuits).*
- File 12 **Cost of goods manufactured.** - 1955-1956.  
*Contents: contains accounts totalling the costs of goods manufactured between July 1955 and 1956.  
Original title: Cost of Goods Manufactured July 1955-1956 Copy Three.*
- File 13 **Stock options.** - 1957-1961.  
*Contents: contains correspondence and copies of options to purchase shares of Major Foods Limited and the St. Jacobs Canning Company Limited.*
- File 14 **Leases and bills of sale.** - 1957-1969.  
*Contents: contains correspondence; lease; bill of sale; agreement pertaining to the Candy Division in Hamilton; sale of trucks and automobiles by The Dare Company, Limited to Major Foods Limited; lease of property by The Dare Company, Limited to Major Foods Limited; and an agreement pertaining to the rental on a Lawseal Automatic Box Forming and Sealing Machine by the Candy Division in Hamilton.*
- File 15 **Canadian Baker Perkins Limited : estimate for contract.** - 1976.  
*Contents: contains an estimate for the cost of a biscuit oven for the Kitchener plant. The estimate was prepared by Canadian Baker Perkins Limited.*
- File 16 OVR **Ledger.** - 1977.  
*Contents: contains a ledger with "Kambly" written in the front. Ledger contains 1st to 10th period accounting, and accounts receivable.  
OVERSIZE.*

#### **Series 5 : Dare Foods Limited : Legal Records**

**Dare Foods Limited : legal records.** - 1943, 1954-1957, 1960. - 3 cm of textual records.  
*Series consists of supplementary letters patent for The C.H. Doerr Company, Limited and The Dare Company, Limited. The records pertain to company name changes, and include correspondence, land appraisals, trade name licence agreement, petitions, declarations and extracts from the general by-laws of The Dare Company, Limited. The series is arranged chronologically.*

- File 17 **Dare Biscuits : letters patent.** - 1943.  
*Contents: contains the supplementary letters patent to The C.H. Doerr Company, Limited changing the corporate name of the company to that of The Dare Company, Limited dated 1943.  
Original title: Letters patent (Dare Biscuits).*
- File 18 **Dare Biscuits : legal.** - 1954-1957.  
*Contents: contains correspondence, a copy of a mortgage, land appraisals, an order in the Supreme Court of Ontario, trade name licence agreement, and the form "Questions to be answered by persons alleging a foreign substance in product."  
Original title: Legal (Dare Biscuits).*
- File 19 **The Dare Company, Limited : supplementary letters patent : change of name.** - 1960.  
*Contents: contains correspondence, an application, petitions, declarations, and extracts from the general by-laws of The Dare Company, Limited. Records pertain to company name changes.*

## Series 6 : Dare Foods Limited : The Howe Candy Company Limited

**Dare Foods Limited : The Howe Candy Company Limited.** - 1944, 1953-1959, 1973. - 13 cm of textual records.. - 2 photographs.

*In 1942 the C.H. Doerr Company Limited purchased the Howe Candy Company Limited of Hamilton which had been established by Cecil W. Howe in [1936?]. The Howe Candy Company Limited charter was surrendered and the company merged with The Dare Company Limited in 1958. The plant was closed in 1991.*

*Series consists of financial statements including auditor's reports, a candy manual, monthly comparative statements, deeds of land, correspondence, valuation of shares, merger documents, bills of sale and photographs. The series is arranged chronologically.*

- File 20 **Howe Candy Company Xmas Party.** - 1944. - 2 photographs : b&w ; 26 x 20 cm.  
*Contents: contains 2 black and white photographs of the Howe Candy Company Christmas party held at Knight Hall, Hamilton in 1944. The photograph is an image of a group of staff sitting and standing behind a banquet table.*
- File 21a **Howe : financial statements (file 1 of 2).** - 1953-1954.  
*Contents: contains annual financial statements including balance sheets and auditor's reports for The Howe Candy Company, Limited. The financial statements were prepared by Wright, Erickson, Lee & Company, Certified Public Accountants, Hamilton.*
- File 21b **Howe : financial statements (file 2 of 2).** - 1955-1958.  
*Contents: contains 3 financial statements for The Howe Candy Company, Limited. The financial statements were prepared by Wright, Erickson, Lee & Company, Certified Public Accountants, Hamilton. The 1957-1958 statement was prepared by Thorne, Mulholland, Howson & McPherson, Chartered Accountants, Toronto.*
- File 22 **Candy product manual.** - 1958, 1973.  
*Contents: contains lists of gross goods, and notes on food colours, product information sheets, product names, candy glossary, and a copy of an article, "Useful statistics for candy makers." The manual was prepared by Douglas Grischow.*
- File 23a **Howe Candy Company, Limited : monthly comparative statements (file 1 of 2).** - 1956-1957.  
*Contents: contains Howe Candy Company monthly comparative statements originally in a binder that belonged to John R. Worthington. File contains statements from January to June.*
- File 23b **Howe Candy Company, Limited : monthly comparative statements (file 2 of 2).** - 1956-1957.  
*Contents: contains Howe Candy Company monthly comparative statements originally in a binder that belonged to John R. Worthington. File contains July to December.*
- File 24 **Howe Candy : deeds.** - 1954, 1959.  
*Contents: contains correspondence, a copy of the survey of the Jackson Street property which was adjacent to the Howe Candy Company factory building, and deeds of land. Original title: Deeds (Howe Candy).*
- File 25 **Howe and Dare merger : legal documents.** - 1957-1959.  
*Contents: contains correspondence, valuation of shares, copies of The Canada Tax Service Letter on mergers, assignment of promissory notes, bills of sale, and a conveyance.*

## Series 7 : Dare Foods Limited : J.R. Worthington

**Dare Foods Limited : J.R. Worthington.** - 1919, 1923, 1926-1975. - 48 cm of textual records.

*John R. Worthington was the plant manager of The Howe Candy Company, Limited, which had been acquired by the C.H. Doerr Company Limited in 1942. Worthington worked at The Howe Candy Company, which became the Dare Foods (Candy Division) plant, between 1948 and 1981. Previous to his employment at The Howe Candy Company Limited, Worthington worked for The Montreal Biscuit Co., Montreal, Quebec [ca. 1932], and for McCormick's Limited, London, Ontario, [ca. 1938]-[ca. 1950?]. Worthington's father, J.E. Worthington, was also employed in the candy manufacturing business at McCormick's [ca. 1938]-[ca. 1945].*

*Series consists of material relating to J.R. Worthington's employment in the candy manufacturing industry. Series contains files pertaining to candy manufacturing including machinery, production, suppliers, ingredients, publications and different lines of candies. Series includes formulas, correspondence, and machinery, equipment and ingredient advertisements and pamphlets. Includes correspondence and records relating to J.R. Worthington was employment at McCormick's Limited, London, Ontario. Series is arranged chronologically.*

- File 26      **The Nulomine Company publications.** - 1919-1936, 1957-1958.  
*Contents: contains booklets published by The Nulomine Company, New York. The booklets include formulas, candy manufacturing techniques and information pertaining to the use of nulomine in creating cast and rolled creams. File also includes correspondence between Nulomine Company staff and J.R. Worthington.*  
*Untitled file. Title based on contents of file.*
- File 27      **Ingredient and manufacturing publications.** - [ca. 1930]-1946, [ca. 1960].  
*Contents: contains publications and pamphlets relating to ingredients and candy manufacturing. Publications include: "The nut that is not a nut," The National Peanut Council, 1941; "Delft Gelatine," Delft Gelatine Works, Delft Holland, [ca. 1930]; "Proven formulas for the use of White-Stokes quality products," White-Stokes Company Inc., Brooklyn; "Fresh egg whites for finer candies," Armour and Company, 1938; "Notes on spices," Canadian Spice Association, 1946; Brazil nut candy formula book by Brazil Nut Advertising Fund New York, [ca. 1940]; "The candy maker's guide for using Senneff's Big 3," Senneff-Herr Co. Illinois; "A guide to colour ingredients for food processors," Dye & Chemical Co. of Canada Ltd., [ca. 1960].*  
*Untitled file. Title based on contents of file.*
- File 28      **Formulas.** - 1926-1928, 1938.  
*Contents: contains a small binder notebook of candy formulas. The formulas are typewritten, a few are handwritten and are organized chronologically.*  
*Untitled file. Title based on contents of file.*
- File 29      **Formulas and notes.** - 1926-1964, predominant 1940-1955.  
*Contents: contains formulas, correspondence, and articles on: producing uniform nougat cream and marshmallow topping, improved fruit marshmallow, use of glycerine in confectionery, food colours permitted in Canada, influence of gelatine on sugar crystallization, starch gums and jellies, starch, tempering chocolate, chocolate cooling tunnels, obtaining gloss and lasted colour in chocolate coated goods, machinery advertisements.*  
*Untitled file. Title based on contents of file.*
- File 30      **Information.** - 1928-1972.  
*Contents: contains correspondence, notes and articles on sweetening agents, food colours, table syrups, glycerine, hydrometers, ingredients, memoranda and correspondence pertaining to the purchase of the Toronto plant, machinery advertisements, lists of ingredient costs, and formulas.*
- File 31      **Formulas.** - 1933-1948, 1955.  
*Contents: contains candy formulas. Includes typewritten formulas for soda fountain drinks and note on how other companies manufacture products.*  
*Untitled file. Title based on contents of file.*
- File 32      **Formulas.** - [ca. 1940].  
*Contents: contains candy formulas handwritten in pencil on cardboard.*  
*Untitled file. Title based on contents of file.*
- File 33      **Formulas.** - 1932, 1955-1964.  
*Contents: contains handwritten candy formulas. Several formulas are written on cardboard.*  
*Untitled file. Title based on contents of file.*
- File 34      **Yelkin formulas and correspondence.** - 1932.  
*Contents: contains Yelkin The Standardized Lecithin formulas, and correspondence. Correspondence is addressed to J.R. Worthington at the Montreal Biscuit Co., Quebec from Ross & Rowe Inc. New York, sole distributors of Yelkin, Standardized Lecithin.*  
*Untitled file. Title based on contents of file.*
- File 35      **Xmas hand roll data.** - 1935-1967.  
*Contents: contains formulas, including formulas and production information on the Lady Hamilton Chocolate Line.*
- File 36      **Formulas.** - 1936-1947.  
*Contents: contains a formula binder that includes candy formulas organized alphabetically by title of formula.*  
*Untitled file. Title based on contents of file.*
- File 37      **Odds and ends formulas.** - 1937-1951.  
*Contents: contains formulas, correspondence, and notes. Includes a handwritten notebook with notes on question regarding licorice allsorts "Wilkinson's," notes on questions regarding Joseph Bellamy and Sons, Castleford, Yorks., and notes on the history of "Confectionery."*

- File 38      **Formulas.** - 1937-1955.  
*Contents: contains a formula binder that includes candy formulas and production notes. Untitled file. Title based on contents of file.*
- File 39      **Marshmallow.** - 1938, 1952-1964.  
*Contents: contains formulas for marshmallow products, correspondence, production notes, and packing information, Standard Cost Cards from the Pann Room listing costs of ingredients.*
- File 40      **Pump notebook.** - [ca. 1940].  
*Contents: contains a handwritten notebook with notes on pumps. Untitled file. Title based on contents of file.*
- File 41      **Canada Starch.** - 1945-1957.  
*Contents: contains material relating to The Canada Starch Company Limited, Montreal and candy making. The file contains a quotation for the price of filter presses, notes, two pieces of correspondence between J.R. Worthington and The Canada Starch Company Limited, a report of analysis, a list of Howe candy samples, and the article: Stroud, Jordan and Louis A. Wills. "How to solve problems in sirup[sic] making and use." *Food Industries* (April 1945): 100-102 (reprint).*
- File 42      **Candy notes.** - 1951, 1953.  
*Contents: contains articles on pH and The Candy Maker, Brix° and Baume°, To the New Berks Mixer Operators, and magazine clippings. Untitled file. Title based on contents of file.*
- File 43      **Pectin jellies.** - 1951-1967.  
*Contents: contains correspondence, formulas and pamphlets pertaining to pectin jellies.*
- File 44      **10¢ marshmallow bar and toffee.** - 1952-1966.  
*Contents: contains pamphlet on how to make English toffees, formulas, correspondence, memoranda, and minutes of a candy product meeting.*
- File 45      **Miscellaneous and pectin jellies.** - 1952-1958, 1969.  
*Contents: contains formulas, an excerpt from "The Manufacturing Confectioner," June 1953, and memoranda.*
- File 46      **Production, December 1953.** - 1952-1955.  
*Contents: contains H 9 forms that include formulas and production notes for candies produced between 1952 and 1955.*
- File 47      **Formulas.** - 1953-1965.  
*Contents: contains handwritten candy formulas and H 9 forms that include formulas and production notes. Untitled file. Title based on contents of file.*
- File 48      **Worthington, J.R.** - 1953-1954, 1956.  
*Contents: contains material relating to pectin. File contains candy formulas, H 9 forms that include formulas and production notes; "The Uses and Advantages of De-Methoxylated Pectin in the Confectionery Industry," by Herbert F. Angermeier presented at the 7th Production Conference, Lehigh University, Pennsylvania, 1953; "Confectioner's Modified Pectin," by T.H. Angermeier & Co.; and correspondence.*
- File 49      **Synthetic coating data.** - 1954.  
*Contents: contains excerpts from "Confectioners Journal," February and May 1954.*
- File 50      **Mogul data.** - 1934-1959, predominant 1954-1955.  
*Contents: contains pamphlet Soy Beans, the wonder food by Sunsoy Products Limited, one page of notes from 1934, and Form H 9 for candy lines including formulas and production notes.*
- File 51      **Cream and gum costs.** - 1955-1969.  
*Contents: contains standard cost cards, formulas, cost sheets, and H 9 forms including formulas and production notes.*
- File 52      **Christmas costs, 1963.** - 1961-1963.  
*Contents: contains Standard Cost cards forms for different departments including the Cream Gum, Hard Candy, for 1961-1963.*

- File 53      **New lines, 1967.** - 1936, 1944, 1956-1957.  
*Contents: contains formulas, Form H 9 that include formulas and production notes, and a standard candy cost sheet from Howe Candy Company.*
- File 54 OVR      **Candy Industry and Confectioners Journal.** - 1967.  
*Contents: contains \_Candy Industry and Confectioners Journal\_ 128, no. 9 (May 2, 1967).  
 OVERSIZE.*
- File 55      **Selrite stores, Burlington, Ontario.** - 1933, 1952, 1972, predominant 1972.  
*Contents: contains copies of the Dare Foods Limited, Budget Variance Statements, Candy Division Hamilton 1972; and includes the "Confectioner's Handbook for the use of Exchange Citrus Pectin" California Fruit Growers Exchange, 1933; and handwritten and typewritten candy formulas.*
- File 56      **Whizolator.** - 1954-1955.  
*Contents: contains Report of J. E. Worthington's visit to Paul F. Beich in Bloomington, Illinois and the Marshmallow Plant of Curtiss Candy Company of Chicago, paper by Justin J. Alikonis, pamphlets, article and technical drawings pertaining to automation for aerated confections with the Whizolator.*
- File 57      **Smiles n' Chuckles.** - 1961, 1964-1965, 1972.  
*Contents: contains machinery information, correspondence, and notes explaining decision to purchase machinery, machinery promotional pamphlets and technical drawings. Records pertain to the movement of a used mogul from Smiles n' Chuckles to the mogul operation in Hamilton.*
- File 58      **1303 sugar, new labour rate.** - 1963.  
*Contents: contains formulas and standard cost cards listing ingredient and packaging costs from the Hard Candy, Cream and Gum and Pann Room Departments.*
- File 59      **New 1965 lines and peanut and pecan capri.** - 1964-1966.  
*Contents: contains taste test forms for Peanut Brittle 1964, proposal for Peanut Capri and Pecan Capri, formulas, correspondence, production notes.*
- File 60      **Krunch.** - 1961-1963, 1969.  
*Contents: contains formulas for butter, almond and Dare Krunches, Hard Candy department cost card listing ingredient costs, memoranda and notes.*
- File 61      **Formulas.** - 1970-1974.  
*Contents: contains copies and originals of handwritten formulas for soft and hard candies, and ingredient cost sheets.*
- File 62      **Formulas : cream and gum (received from Les), 1971.** - 1969, 1971-1972.  
*Contents: contains formulas dated 1969 and 1972 and copies of formulas from 1971.*
- File 63      **Separator Engineering Ltd. : correspondence.** - 1972.  
*Contents: contains correspondence sent to John Worthington from Separator Engineering Ltd., Scarboro, regarding a candy moulding starch drying operation.  
 Untitled file. Title based on contents of file.*
- File 64      **Formulas.** - 1972.  
*Contents: contains copies of candy formulas from May 1972.*
- File 65      **Dairy Maid, Toronto.** - 1972.  
*Contents: contains material relating to Dairy Maid Chocolates plant, Toronto. Includes a short list of staff, notes on plant visit, production, and machinery and includes two floor plans.  
 Original title: Toronto Dairy Maid.  
 The Toronto Dairy Maid plant was located at 143 Tycos Drive, 787-5635. A note on the file read: "Toronto to Kit 3644898."*
- File 66      **JRW.** - 1974-1975.  
*Contents: contains Halloween 1974 Production Schedule, 1974 Christmas Production forecast, Non production employees salaried February 28, 1975.*
- File 67      **Ju-jubes.** - 1975.  
*Contents: contains production forms for ju-jubes approved January 1, 1975. Includes formula and procedure for mixing.*

File 68

**Notes.** - 1975.

*Contents: contains notes including an index on regular lines made on the Mogul, and includes formulas.*

*Untitled file. Title based on contents of file.*

**Series 8 : Dare Foods Limited : Dare Foods (Canning Division) Limited**

**Dare Foods Limited : Dare Foods (Canning Division) Limited.** - 1949-1954, 1957-1964.  
- 6 cm of textual records.

*Dare Foods (Canning Division) Limited was established when Dare Foods Limited purchased and changed the name of the St. Jacobs Canning Company Limited in January, 1961. Major Foods Limited, distributor and sales organization for The Dare Company, Limited products, had purchased the St. Jacobs Canning Company Limited in 1959. The St. Jacobs Canning Company Limited was established by E. Martin as the St. Jacob's Cider Mill in 1949. It was incorporated as St. Jacob's Canning Company Limited in 1953. The company produced apple juice, apple sauce and apple butter under the name Martin. Products were sold to Loblaws, A&P Tea Company, Dominion Stores, and Power Stores. Juice was packed for a number of years under private label for IGA stores and York Brand for Canada Packers Limited. Special request products were manufactured for Carrier Foods, Loeb Wholesale (Top Value), Georgian Bay Packers (Mitchell's), Scotian Gold Products and Wald Dale Orchards. In 1961 the company began to sell Dare Apple Juice although some Martin's Apple Juice continued to be sold. Effective September 1, 1963 the ownership of Dare Foods (Canning Division Limited) of St. Jacobs was sold to Jos. Gould, a trustee for a group of purchasers in Burlington. The new owners were permitted to use the remaining Dare's Apple Juice labels until August 31, 1965.*

*Series consists of material relating to the St. Jacobs Canning Company Limited, St. Jacobs Cider Mill, and Dare Foods (Canning Division) Limited. Series includes financial statements, statement of earnings, records relating to the purchase of the St. Jacobs Canning Company by Major Foods, minutes, accounts, correspondence, records relating to the purchase of St. Jacobs Canning Company by Dare Foods Limited and records relating to the purchase of Dare Foods (Canning Division) Limited. The series is arranged chronologically.*

File 69

**St. Jacobs : financial statements.** - 1949-1954, 1957-1963.

*Contents: contains financial statements for the St. Jacobs Canning Company Limited and includes statement of earnings of the St. Jacobs Cider Mill (1949-1952). The Canning Division of Dare Foods Limited financial statements for 1961-1963 are also included.*

*Original title: Financial statements, St. Jacobs.*

File 70

**St. Jacobs : financial statements.** - 1959-1963.

*Contents: contains financial statements prepared by Thorne, Mulholland, Howson & McPherson, chartered accountants, Kitchener. Between 1959 and 1960 the financial statements are for the St. Jacobs Canning Company Limited and thereafter for Dare Foods (Canning Division) Limited.*

*Untitled file. Title based on contents of file.*

File 71

**St. Jacobs : purchase.** - 1959.

*Contents: contains correspondence regarding the purchase of St. Jacobs Canning Company Limited by Major Foods in 1959, including the agreement, distribution of shares, accounts and cheques.*

*Original title: Purchase (St. Jacobs) .*

File 72

**Dare Foods purchase of St. Jacobs.** - 1960-1961.

*Contents: contains minutes of a special meeting of the Directors of Dare Foods Limited, Dare Foods Limited offer to purchase the outstanding shares of St. Jacobs Canning Company Limited, accounts and correspondence.*

File 73

**Canning Division.** - 1963-1964.

*Contents: contains correspondence regarding the sale of Dare Foods (Canning Division) Limited, of St. Jacobs and includes accounts.*

## Series 9 : Dare Foods Limited : Major Foods Limited

**Dare Foods Limited : Major Foods Limited.** - 1955, 1957-1961. - 3 cm of textual records.. - 1 photograph.

*Major Foods Limited was incorporated in 1957 as a private company for the purposes of selling and distributing products for The Dare Company, Limited. Share ownership included Kenneth O'Hara as well as other senior managers at The Dare Company, Limited. The head office was located in Kitchener. In 1958 Major Foods Limited acquired its only wholly-owned subsidiary, potato chip and cheese twist manufacturer, Saratoga Products Limited. The charter was surrendered when Major Foods Limited became Dare Foods Limited in April, 1960.*

*Series consists of letters patent, correspondence, financial statements, accounting records, and payroll journals for Major Foods Limited. The series is arranged in the order in which the files were received.*

File 74 **Major Foods Limited : letters patent.** - 1957.

*Contents: contains three copies of By-Law No. 1 relating to Major Foods Limited dated 1957 and was used as Exhibit B to the affidavit of Carl M. Dare in 1961.*

*Original title: Letters patent Major Foods.*

File 75 **Publicity.** - 1955-1957. - 1 photograph : b&w ; 21 x 26 cm.

*Contents : one black and white photograph of a display of Dare products at a promotional event, newspaper and magazine clippings, and correspondence announcing the formation of Major Foods Limited.*

File 76 **Major Foods Limited : supplementary letters patent : change of name.** - 1960.

*Contents: contains correspondence and letters patent pertaining to the change of name from Major Foods Limited to Dare Foods Limited.*

*Original title: Supplementary letters patent, change of name, Major Foods Limited.*

File 77 OVR **Major Foods Limited : payroll journal.** - 1958-1959.

*Contents: contains payroll journal sheets from January 1958 to January 1959.*

*Original title: Major Foods payroll journal.*

*OVERSIZE.*

File 78 **Major Foods Limited : financial statements.** - 1958-1959.

*Contents: contains two annual financial statements for Major Foods Limited prepared by Thorne, Mulholland, Howson & McPherson, chartered accountants, Toronto.*

*Statements were originally kept in a binder.*

File 79 **System analysis.** - 1960.

*Contents: contains credit notes, distribution, bills of lading, invoices, and statements of accounts for various buyers.*

## Series 10 : Dare Foods Limited : Dare Foods (Potato Chip Division) Limited

**Dare Foods Limited : Dare Foods (Potato Chip Division) Limited.** - 1947-1967. - 12 cm of textual records.

*Dare Foods (Potato Chip Division) was created when Dare Foods Limited became the parent company of Saratoga Products Limited in 1960. Saratoga Products Limited was established as Saratoga Products in Toronto ca. 1931. By 1947 Saratoga Products had acquired a plant in Hamilton. In 1956 the name was changed to Saratoga Products Limited and was registered under the "Companies Act" as an Extra-Provincial Company in British Columbia in 1957. Major Foods Limited, the seller and distributor of The Dare Company, Limited products, acquired the outstanding shares of Saratoga Products Limited and therefore its parent company in 1958. Major Foods Limited also acted as the seller and distributor for Saratoga Products Limited. Dare Foods Limited became the parent company when Major Foods Limited was dissolved in 1960. As a result the name was changed to Dare Foods (Potato Chip Division) Limited. Along with plain and Bar B.Q., Dare added Onion & Garlic, Bacon, and Pizza flavours in 1961. The Potato Chip Division was dissolved in 1967.*

*Series consists of financial statements, accounts payable, legal records, correspondence, property records, potato chip packages, and records pertaining to the Surrender of Potato Chip Division. Includes records of Saratoga Products, Toronto; Saratoga Products Toronto and Hamilton; Saratoga Products Limited and Dare Foods (Potato Chip Division) Limited. Series is arranged chronologically.*

File 80a **Saratoga : financial statements (file 1 of 2).** - 1947-1953.

*Contents: contains financial statements for Saratoga Products (1947-1949), and Saratoga Products Limited (1949-1953) prepared by John S. Entwistle & Company, certified public accountants, Toronto. The statements between 1948 and 1953 include both the Toronto and Hamilton plants.*

*Original title: Financial statements Saratoga.*

- File 80b **Saratoga : financial statements (file 2 of 2).** - 1954-1959.  
*Contents: contains seven annual financial statements for Saratoga Products Limited. The June 1954 to June 1955 statements include both Hamilton and Toronto plants and were prepared by John S. Entwistle & Company, certified public accountants, Toronto. The June 1955 to June 1956 statement is addressed to the shareholders and was prepared by Strickland, Gower & Hogg, chartered accountants, Toronto. The June 1956 to June 1957 statement is addressed to the directors and was prepared by Peat, Marwick, Mitchell & Co., chartered accountants, Toronto. The June 1957 to January 1960 statements were prepared by Thorne, Mulholland, Howson & McPherson, chartered accountants, Toronto.*  
*Original title: Financial statements Saratoga.*
- File 81 **Financial statements.** - 1958-1964.  
*Contents: contains financial statements for Dare Foods (Potato Chip Division) Limited prepared by Thorne, Mulholland, Howson & McPherson, chartered accountants, Kitchener.*
- File 82 **Saratoga : accounts payable.** - 1958-1962.  
*Contents: contains deferred accounts payable, client ledger cards, correspondence. Both accounts payable are both to and by Saratoga/Dare Foods.*  
*Original title: Saratoga accounts payable.*  
*Originally in a binder.*
- File 83 **Saratoga : legal.** - 1949, 1957-1962, 1964.  
*Contents: contains notes, correspondence, insurance policies, mortgages, two copies of "Plans Showing Parts of Lots 43 & 44, Registered Plan 965Y TWP of Etobicoke" including the building, balance sheets, financial statement, license in mortmain to Saratoga Products Limited, and the offer to purchase Saratoga Products Limited by C.M. Dare.*  
*Original title: Legal (Saratoga).*
- File 84 **Surrender of Charter of Potato Chip Division.** - 1965, 1967.  
*Contents: contains correspondence, clearance certificate from the Department of National Revenue, a copy of the auditors' certificate, minutes, proxy, petition, and affidavits.*
- File 85 **Potato Chip Division.** - 1958, 1966-1967.  
*Contents: contains lease extracts, list of items for sale, pamphlet advertising auction, copy of Saratoga Products Limited financial statement, and a copy of the offer to purchase Saratoga Products Limited by Carl M. Dare and correspondence.*
- File 86 OVR **Saratoga : potato chip bags.** - [ca.1957]-[ca. 1960].  
*Contents: contains one Saratoga Chip bag [ca.1957-1959] and one Dare Saratoga potato chip twin pack bag 10 ounce [ca. 1960-1964?]. The labelling on the packages are written in both English and French.*  
*Original title: Saratoga potato chip bags.*  
**OVERSIZE.**  
*The dimensions of the Dare Saratoga potato chip bag are 39 x 22.5 x 9.5 cm. In English and French.*
- File 87 OVR **Dare potato chip bag sheets.** - [ca. 1961].  
*Contents: contains two Dare potato chip bag sheets. The sheets were used to create four ounce potato chip bags to package Dare potato chips.*  
**OVERSIZE.**

## **Series 11 : Dare Foods Limited : Dare Archway Franchise**

**Dare Foods Limited : Dare Archway franchise.** - 1961, 1963-1964, 1967. - 1 cm of textual records.

*Dare Foods Limited purchased Mother Dell's Bakeries of Toronto, makers of Archway Cookies, in 1961. Mother Dell's Bakeries Limited was run under the trade name Archway Cookies Inc. The company was sold to Beehive Cookie Limited, a subsidiary of Hollandia Bakeries Ltd. of Mt. Brydges, Ontario, effective November 1, 1964.*

*Series consists of correspondence, agreements and records pertaining to the acquisition and sale of Archway Franchise Inc. by Dare Foods Limited. The series is arranged chronologically.*

- File 88 **Archway franchise.** - 1961, 1964, 1967.  
*Contents: contains correspondence, agreements, and lists of assets regarding both the acquisition and the termination of the agreement between Archway Cookies Inc. and Dare Foods Limited.*

File 89           **Archway.** - 1963-1964.  
*Contents: contains correspondence and documents regarding Archway franchise sales, personnel and includes documents pertaining to the sale of the franchise to Hollandia Bakeries.*

## **Series 12 :   The Almer Company Limited**

**The Almer Company Limited.** - 1945, 1950, 1980-1984. - 1 cm of textual records.  
*The Almer Company Limited was acquired privately by C.M. Dare as a business venture exterior to Dare Foods Limited in 1980. The Almer Company was established in 1945 and was the parent company of Sunbeam Shoes. C.M. Dare, Graham N. Dare and W. J. Graham were President, Vice-President and Secretary-Treasurer respectively of Sunbeam and Almer.*  
*Series consists of material relating to The Almer Company Limited and Sunbeam Shoes. Series contains letters patent, an agenda, correspondence, agreements, and financial statements. The series is arranged chronologically.*

File 90           **The Almer Company Limited : letters patent.** - 1945, 1950.  
*Contents: contains two letters patent establishing The Almer Company Limited. Untitled file. Title based on contents of file.*

File 91           **The Almer Company Limited.** - 1980-1982, 1984.  
*Contents: contains the Almer Company Limited Annual Meeting of Shareholders agenda; correspondence; a copy of the agreement between Dare Foods Limited, James G. Martin, J. Douglas Oddie, Sunbeam Shoes Limited, The Almer Company Limited, Sisman's Holdings Limited, and Edward Tregunno; and confirmation of credit facilities from The Royal Bank of Canada pertaining to the sale of control of Sunbeam Shoes Limited.*

File 92           **The Almer Company Limited : financial statements.** - 1980-1983.  
*Contents: contains five financial statements for The Almer Company Limited. The March 1980 to March 1981 statements were prepared by Erickson, Lee, Macdonald & Co., chartered accountants, Hamilton. The March 1982 to June 1983 statements were prepared by MacGillvray & Co., chartered accountants, Port Colbourne. All statements include a section on the subsidiary company, Sunbeam Shoes Limited.*  
*Original title: The Almer Company Limited financial statements.*

## **Series 13 :   Dare Foods Limited : Mother Dell's Bakeries Limited**

**Dare Foods Limited : Mother Dell's Bakeries Limited.** - 1955-1962, 1965. - 2 cm of textual records.  
*Mother Dell's Bakeries Limited was purchased from John and Thelma Dill by Dare Foods Limited in 1961. The sale agreement included the rights to the trade mark "Archway" since Mother Dell's Bakeries was run under the trade name Archway Cookies Inc. Mother Dell's Bakeries was dissolved when the name was changed to Dare Foods (Candy Division) Limited in 1965.*  
*Series consists of accounts, correspondence, purchase records, a share register, annual statements, and records pertaining to the change of name from Mother Dell's Bakeries Limited to Dare Foods (Candy Division) Limited. The series is arranged by the order of accumulation by Dare Foods Limited.*

File 93           **Mother Dell's Bakeries Limited : Dare purchase.** - 1959, 1961.  
*Contents: contains accounts, correspondence, and the release pertaining to the purchase of Mother Dell's Bakeries Limited by Dare Foods Limited.*  
*Original title: Dare purchase of Mother Dell's Bakeries Limited.*

File 94           **Mother Dell's Bakeries Limited : share register.** - 1955-1962.  
*Contents: contains correspondence, common share certificates and share certificate receipts for shares pertaining to the ownership of the shares of Mother Dell's Bakeries Limited.*  
*Original title: Share register, Mother Dell's Bakeries Limited.*

File 95           **Mother Dell's Bakeries Limited : annual statements.** - 1961.  
*Contents: contains one financial statement for Mother Dell's Bakeries Limited for the period from April 1, 1961 to December 30, 1961. The statement was prepared by Thorne, Mulholland, Howson & McPherson, chartered accountants, Toronto.*  
*Original title: Mother Dell's Bakeries Limited annual statements.*

- File 96      **Mother Dell's Bakeries Limited : name change.** - 1965.  
*Contents: contains correspondence, notes and a copy of the application, declaration and by-law pertaining to the change of name from Mother Dell's Bakeries Limited to Dare Foods (Candy Division) Limited.*  
*Original title: Mother Dell's name change.*
- Series 14 : Dare Foods Limited : Dairy Maid Chocolates Limited**
- Dare Foods Limited : Dairy Maid Chocolates Limited.** - 1949-1974. - 19 cm of textual records.  
*Dare Foods Limited in a joint offer with Dare Foods (Candy Division) Limited acquired Dairy Maid Chocolates, a Toronto candy company, in 1972. The acquisition included the Toronto candy plant at 143 Tycos Avenue and rights to make Dairy Maid products. Dairy Maid Chocolates was incorporated in 1949. The company was dissolved by Dare Foods Limited in September 1974.*  
*Series consists of Dairy Maid Chocolates minute books, letters patent, correspondence, accounts, property records, and legal records. The series is arranged by the order of accumulation by Dare Foods Limited.*
- File 97      **Minute Book No. 1.** - 1949-1965.  
*Contents: contains material relating to Dairy Maid Chocolates Limited. File consists of copies of letters patent, incorporation, minutes of meeting of the directors, minutes of meeting of the shareholders, by-laws, resolutions, lease agreements, correspondence, records of shareholders, affidavits, and auditors' report.*
- File 98a      **Minute Book No. 2 (file 1 of 2).** - 1965-1966.  
*Contents: contains minutes of the directors, by-laws, correspondence, records pertaining to the changes of directors, agreements, lease, resolutions, records pertaining to the dissolution of Dairy Maid Chocolates Limited, and accounts.*  
*Contents were originally in a binder. The binder is included in the file.*
- File 98b      **Minute Book No. 2 (file 2 of 2).** - 1966-1974.  
*Contents: contains minutes of the directors, by-laws, correspondence, records pertaining to the changes of directors, agreements, lease, resolutions, records pertaining to the dissolution of Dairy Maid Chocolates Limited, and accounts.*  
*Contents were originally in a binder. The binder is included in the file.*
- File 99      **Dairy Maid Chocolates Limited.** - 1949-1974.  
*Contents: contains letters patent, correspondence, certificate of dissolution, and certificate of common shares.*
- File 100      **Department of National Revenue : taxation and customs.** - 1963-1971.  
*Contents: contains material relating to taxation, customs, accounts, employees and the destruction of records. File consists of correspondence from the Department of National Revenue customs and excise, and taxation divisions. Correspondence from Laventhol Krekstein Horwarth & Horwarth, chartered accountants is also included.*  
*Original title: Department of National Revenue, Taxation-Customs, Department of National Revenue - Sales Tax.*
- File 101      **Dairy Maid Chocolates Limited : accounts.** - 1968, 1971-1972.  
*Contents: contains balance sheets listing accounts receivable, accounts payable and general, manufacturing, selling, factory, wage, travelling and sales promotion expenses. Balance sheets list companies that had accounts with Dairy Maid Chocolates Limited.*  
*Original title: Dairy Maid Chocolates Limited.*
- File 102a      **Dairy Maid Chocolates Limited : legal records (file 1 of 2).** - 1971-1972.  
*Contents: contains material relating to the joint purchase of Dairy Maid Chocolates Limited by Dare Foods Limited and Dare Foods (Candy Division) Limited. File includes legal agreements, accounts, bill of sale, correspondence, memoranda, lists of equipment, copies of the joint offer by Dare Foods Limited and Dare Foods (Candy Division) Limited to the shareholders of Dairy Maid Chocolates Limited.*  
*Original title: Dairy Maid Chocolates Limited.*
- File 102b      **Dairy Maid Chocolates Limited : legal records (file 2 of 2).** - 1968-1972.  
*Contents: contains material relating to the joint purchase of Dairy Maid Chocolates Limited by Dare Foods Limited and Dare Foods (Candy Division) Limited. File includes a copy of bill of sale, correspondence, memoranda, lists of equipment, and a list of employees and addresses.*  
*Original title: Dairy Maid Chocolates Limited.*

File 103a **Dairy Maid Chocolates Limited : correspondence (file 1 of 2).** - 1972, 1974.  
*Contents: contains correspondence relating to the purchase of Dairy Maid Chocolates Limited by Dare Foods Limited including the contract between Dairy Maid Chocolates Limited and St. Lawrence Sugar. File includes correspondence between William M. Thom, Executive Vice-President, Dare Foods Limited, and lawyers, accountants and St. Lawrence Sugar. File also includes two tax assessments as per company estimate and a remittance form and a list of equipment.*

File 103b **Dairy Maid Chocolates Limited : correspondence (file 2 of 2).** - 1972.  
*Contents: contains correspondence relating to the purchase of Dairy Maid Chocolates Limited by Dare Foods Limited including the contract between Dairy Maid Chocolates Limited and St. Lawrence Sugar. File includes correspondence between William M. Thom, Executive Vice-President, Dare Foods Limited, and lawyers, accountants and St. Lawrence Sugar. Includes copies of contracts, accounts, and correspondence relating to employees.*

## **Series 15 : Dare Foods Limited : Scrapbook**

**Dare Foods Limited : scrapbook.** - 1959-1962. - 2 cm of textual records.. - 3 photographs : b&w ; 21 x 26 cm and 13 x 18 cm.

*Series consists of one scrapbook that was used to record the history of The Dare Company Limited, Major Foods Limited, Dare Foods Limited, and subsidiary companies. The scrapbook contains newspaper and magazine advertisements, new product announcements, appointment notices, and article clippings. The date and source of each clipping is noted. The scrapbook also includes samples of product packaging, articles on the opening of the biscuit plant in Surrey, B.C., and 3 black and white photographs. The scrapbook was most likely produced at the Kitchener head office and is organized chronologically.*

File 104 OVR **Scrapbook.** - 1959-1962. - 3 photographs : b&w ; 21 x 26 cm and 13 x 18 cm.  
*File consists of one scrapbook that was used to record the history of The Dare Company Limited, Major Foods Limited, Dare Foods Limited and subsidiary, newspaper and magazine advertisements, new product announcements, appointment notices, and article clippings. The date and source of each clipping is noted. The scrapbook also includes samples of product packaging, articles on the opening of the biscuit plant in Surrey, B.C., and 3 black and white photographs. The scrapbook was most likely produced at the Kitchener head office and is organized chronologically.*  
Untitled file. Title based on contents of file.  
OVERSIZE.

## **Series 16 : Dare Foods Limited : Western Division**

**Dare Foods Limited : Western Division.** - 1960-1981, 1991-1992. - 10 cm of textual records and other material.

*On January 10, 1962, Dare Foods, Ltd. celebrated its 70th year in business by opening a bakery at Vancouver, British Columbia, located in suburban North Surrey. With the opening of the bakery Dare Foods Limited established the Western Division. The bakery served British Columbia and the Prairie Region including Manitoba, Saskatchewan, and Alberta. Douglas M. Soanes was appointed manager of operations and John C. MacKay was the plant manager at the Western Division Plant. A Western sales office was opened in the same year that the plant was opened. The Surrey plant was closed and the Western Division was subsequently dissolved in 1989.*

*Series consists of the proposal to form Dare Foods (Western Division) Limited, plans and blueprints, plant opening ceremony records, insurance records, photographs, and sale records. The series is arranged chronologically.*

*Other material includes 4 maps, 4 architectural drawings, 22 technical drawings, 1 plan and 9 photographs.*

File 105 **Proposal to form Dare Foods (Western Division) Limited.** - 1961.  
*Contents: contains an 11 page document proposing to expand into British Columbia and includes discussion of the market potential, production possibilities, financial opportunity, personnel, and action taken.*

File 106 OVR **Proposed spur to serve Dare Foods Limited : Holt-Kennedy site.** - [ca. 1960]-1961. - 2 maps : some hand col.; 56 x 43 cm.. - 1 section ; 28 x 43 cm.  
*Contents: contains plan by B.C. Electric Co. Ltd., Railway Engineering Department, Proposed Spur to serve Dare Foods Ltd., Holt-Kennedy site, February 9, 1961. Includes revised plan March 22, 1961. Includes a copy of survey of Holt-Kennedy site and a Western Development and Power Limited pamphlet ca. 1960.*  
Title taken from map.  
OVERSIZE.  
Scale 1" = 100'.

- File 107 OVR **Proposed manufacturing plant : Dare Foods Limited, March 16, 1961.** - 1961. - 2 architectural drawings on 1 sheet : blueprint ; 43 x 59 cm.  
*Contents: contains an architectural drawing of the proposed manufacturing plant in Vancouver, British Columbia by Barnett & Rieder, architects. Plans of both the exterior and interior of the plant are included.*  
 OVERSIZE.  
 Scale 1/16" = 1'.
- File 108 OVR **New building for Dare Foods Limited : Holt Kennedy Site : Surrey, British Columbia, February 1962.** - 1962. - 1 architectural drawing.. - 22 technical drawings on 3 sheets : blueprint ; 63 x 92 cm.  
*Contents: contains sheets 1, 9 and 10 of 17 of architectural and technical drawings relating to Dare Foods Limited building in Surrey, B.C. The drawings are by Dominion Construction Co. Ltd., engineers and contractors, Vancouver, B.C. All three are drawn by Sorensen. The architectural drawing is a plot plan for the plant. The technical drawings consist of septic tank, structural steel, and miscellaneous steel details.*  
 OVERSIZE.  
 Scales differ.  
 July 1961, revisions July-October 1961.
- File 109 **Gold key to new bakery.** - 1962.  
*Contents: contains one gold key. The gold key was presented to Carl M. Dare upon the occasion of the opening of the bakery in North Surrey, B.C. on January 10, 1962.*
- File 110a **Dare Foods Limited (Western Division) North Surrey, Vancouver, British Columbia : opening of new bakery : scrapbook and guest book (file 1 of 2).** - 1962. - 7 photographs : b&w ; 15 x 11cm and 21 x 26 cm.  
*Contents: contains a scrapbook that includes a map, signatures, facts and figures, seven black and white photographs, invitation, opening ceremonies programme, and newspaper clippings.*
- File 110b **Dare Foods Limited (Western Division), North Surrey, Vancouver, British Columbia : opening of new bakery scrapbook/guest book (file 2 of 2).** - 1962.  
*Contents: contains a binder. The binder held the scrapbook/guestbook that documents the opening of the new bakery in Surrey, British Columbia.*
- File 111 **Surrey, British Columbia : opening.** - 1962. - 2 photographs : b&w ; 12 x 16 cm and 17 x 13 cm.  
*Contents: contains two black and white photographs, a program for the opening ceremonies, and an informational pamphlet on the plant.*
- File 112 OVR **Plans Cancellation Act records.** - 1970. - 1 plan : blueprint ; 28 x 44 cm.  
*Contents: contains documents pertaining to the Plans Cancellation Act used to cancel the lines dividing lots so that they can become one parcel in New Westminster District. Includes plan of lot, of the South West 1/4 section 31, township 2, New Westminster District and copies of the Plans Cancellation Act Summary Petition under Section 11 and Application for Registration of Fee-simple under the Land Registry Act.*  
 OVERSIZE.
- File 113 OVR **Western Division.** - 1961-1962, 1981. - 1 architectural drawing : blueline print, hand col. ; 28 x 43 cm.. - 3 b&w photographs : 21 x 26 cm.  
*Contents: consists of material relating to the Dare Foods Limited biscuit plant in Surrey, B.C. File contains invitations; programs; newspaper clippings; agenda; speeches from the plant opening 1962; three b&w photographs each 20.5 x 25.5 cm, 1961-1962; one promotional pamphlet for new plant 1962; and one plan by the Canadian Industrial Risks Insurers plan of Dare Foods Ltd., Surrey B.C. plant 1981.*  
 OVERSIZE.  
 Scale 1" = 50'
- File 114 **Sale of Surrey real estate.** - 1991-1992.  
*Contents: contains correspondence, accounts, memoranda, and copies of mortgage documents relating to the disposition of Surrey, B.C. property.*

## **Series 17 : Dare Foods Limited : Dare Foods (Biscuit Division) Limited**

**Dare Foods Limited : Dare Foods (Biscuit Division) Limited.** - 1933-1943, 1971, 1982-1989. - 3 cm of textual records. - 1 architectural drawing.

*Dare Foods (Biscuit Division) Limited was established when The Dare Company, Limited was renamed in 1960. The division was commonly referred to as simply Biscuit Division.*

*Series consists of formulas for cookies and crackers, a copy of the Biscuit Division Production Control Procedures Manual, and the Biscuit Division Plant Tour. The records were probably kept at the head office in Kitchener, used in Kitchener and possibly Hamilton. The series is arranged chronologically.*

- File 115 **Old formulae.** - [photocopied 19--] (originally created 1938-1943).  
*Contents: contains a binder of photocopies of cookie and cracker formulas from 1938-1943.*
- File 116 **Biscuit Division plant tour.** - 1984-1985. - 1 architectural drawing ; 22 x 36 cm.  
*Contents: contains records pertaining to the Biscuit Division plant tour. File consists of notes on the company profile of Dare Foods, notes on the role of Dare Foods in the Quebec economy, notes on the purpose and objectives of Dare Foods, a plan of the Kitchener biscuit plant, and descriptions of each area, special rooms and machines in the biscuit plant.*
- File 117 **Biscuit Division production control procedures manual.** - 1987.  
*Contents: contains one copy of the Dare Foods Limited, Biscuit Division, and Production Control Procedures Manual. The manual was produced by T.O.P. Consulting Services Inc., Kitchener. The manual is divided into three tabs; Production Planning & Forecasting Procedure, Production Scheduling Procedure, and Production Forecast Summary Procedure.*
- File 118 **Formulas, December 11, 1989.** - 1933, 1971, 1982-1989.  
*Contents: contains photocopies of cookie and cracker formulas.*

## **Series 18 : Dare Foods Limited : Periodicals and Advertising**

**Dare Foods Limited : periodicals and advertising.** - 1938-1962. - 12 cm of textual records.

*Series consists of candy, biscuit and cracker manufacturing industry periodicals, pamphlets, advertisements, correspondence and machinery plans from supply and related companies. The publications were sent to The Dare Company Limited and pertain to candy and biscuit manufacturing. The series is arranged chronologically.*

- File 119 **The story of chocolate and cocoa.** - 1938.  
*Contents: contains one pamphlet, \_The Story of Chocolate and Cocoa.\_ Hershey, Pa.: Educational Department of the Hershey Chocolate Corporation, 1938.*
- File 120 **Biscuit cooling, conveying and packing.** - [194-?].  
*Contents: contains one pamphlet entitled \_Biscuit Cooling, Conveying and Packing.\_ London: Baker Perkins (Exports) Ltd. of Westwood House, [19--], explaining the functions of Baker Perkins (Exports) Ltd. machines.*
- File 121 **Canadian Grocer.** - 1943, 1949, 1952.  
*Contents: contains four issues of the \_Canadian Grocer\_ : 57, no. 11 (June 1, 1943) and no. 15 (August 1, 1943); 63, no. 7 (April 1, 1949); and 66, no. 16 (August 15, 1952). In English and French.*
- File 122 **Latest developments in confectionery.** - 1945.  
*Contents: contains "Latest Developments in Confectionery", a report by J.J. Berliner & Staff, 1945. 54 [i.e. 60] p. ts. (report). The report includes formulas.*
- File 123 **Confectionery Production.** - 1947.  
*Contents: contains one issue of \_Confectionery Production\_ 13, no. 7 (July, 1947). Includes advertisements, editorials and articles pertaining to the machinery and factory equipment, materials, processing, production, packaging, marketing and distributing of confectionery and chocolate products.*
- File 124 **The candy industry catalog and formula book.** - 1948.  
*Contents: contains \_The Candy Industry Catalog and Formula Book\_, 1948 ed. The book contains a directory of product suppliers, an abstract of food laws, candy formulas, an encyclopedia of candy production, information on plant maintenance, product packaging and lists of vendors, and advertisements.*

- File 125      **The Somerville Link.** - 1948.  
*Contents: contains one issue of \_The Somerville Link\_ 8, no. 6 (October 1948). On the cover is an image of Ed. Jones, Manager of Somerville's Brantford sales office with Carl Dare, President of the Dare Company and Al Ganci, pilot. The Somerville Link was published in London monthly by and for Somerville employees in London, Windsor, Toronto and Montreal. Carl Dare is described as a "good customer" of Somerville. Somerville is a packaging manufacturer.*
- File 126      **Chocolate and cocoa.** - 1949.  
*Contents: contains the pamphlet \_Chocolate and Cocoa\_ reprinted from Encyclopedia of Chemical Technology, Volume III, and published by the Interscience Encyclopedia, Inc., New York, compliments of Rockwood & Co., Brooklyn, New York, 1949.*
- File 127      **Cantab Industries Company.** - [195-?], 1958.  
*Contents: contains correspondence between F. Rose of Cantab Industries, Toronto and C.M. Dare pertaining to the quotation of a N.I.D. Automatic Starch Moulding Machine for the Howe Candy Company at Hamilton. Includes booklets on the N.I.D. Automatic Starch Moulding Machine, N.I.D. Mobile Candy Brushing Machine, N.I.D. Sugar-Sanding Machine, and Modern Methods of Baking compiled by the editors and contributors to Food Engineering, McGraw-Hill Publishing Company, Incorporated, New York.  
 Untitled file. Title based on contents of file.*
- File 128      **Biscuit and Cracker Baker.** - 1952-1953, 1962.  
*Contents: contains four issues of \_Biscuit and Cracker Baker\_ published monthly by the American Trade Publishing Co., New York. The file contains \_Biscuit and Cracker Baker\_ 41, no. 7; 42, no. 2 and no. 12; and 51, no. 5. Contains advertising and articles pertaining to biscuit and cracker manufacturing and management. It was called \_The Biscuit and Cracker Baker\_ between 1952 and 1953.*
- File 129      **The Manufacturing Confectioner.** - 1954-1957.  
*Contents: contains seven issues of \_The Manufacturing Confectioner\_, published monthly by The Manufacturing Confectioner Publishing Company, Chicago. The file consists of \_The Manufacturing Confectioner\_ 34, no. 1 (January 1954), no. 6 (June 1954), and no. 12 (November 1954); 35, no. 5 (May 1955), and no. 8 (August 1955). The file also contains \_The Manufacturing Confectioner\_ jointly published with \_International Confectioner\_ 36, no. 3 (March 1956) and 37, no. 4 (April 1957). Includes articles and advertisements on packaging, equipment, advertising techniques, formulas, retail, and products.*
- File 130 OVR      **Spooner Machinery (Canada) Limited specifications and tender.** - 1956-1957. - 5 sheets of technical drawings.  
*Contents: contains correspondence between Ronald L. Panton of The Spooner Machinery Company Limited and Jack Russell and C.M. Dare regarding the purchase of a Sandvik Steel Band Oven with Terminal Length for biscuit manufacturing. File includes price listing, specifications, tender, and 5 sheets of technical drawings of the biscuit plant, biscuit oven, and zone control cubicle.*
- OVERSIZE.
- File 131      **Alex Groot.** - 1957, 1959.  
*Contents: contains correspondence inviting C.M. Dare on a European tour of biscuit factories, regarding chocolate mould, and regarding Spooner machinery. File also includes advertisements in English and German from Alex Groot of Alex Groot Reg'd, an importer of and manufacturers' agent for machinery and equipment used in chocolate, confectionary, biscuit and bakery industries. A recipe for the manufacturing of milk and dark chocolates as per sample "Holsatia" from Alex Groot is also included.  
 Untitled file. Title based on contents of file.  
 In English and German.*
- File 132      **Packaging News.** - 1959.  
*Contents: contains one issue of \_Packaging News\_ 21, no. 3 (July, 1959). The magazine was published quarterly "to give ideas on packaging, merchandising and marketing, and ways in which 'Cellophane' and Du Pont Polyethylene film are being utilized in packaging," by Du Pont Canada.*

## **Series 19 : Dare Foods Limited : Manuals**

**Dare Foods Limited : manuals.** - 1966. - 1 cm of textual records.

*Series consists of one Dare Foods Limited manual on corporate planning and production control. Copies of the manuals were distributed in binders and were produced at the Kitchener office and distributed to employees.*

File 133 **The Dare Foods Limited corporate planning manual.** - 1966.  
*Contents: contains one corporate planning manual outlining the activities of management.  
The manual was originally in a binder.*

## **Series 20 : Sunbeam Shoes Limited**

**Sunbeam Shoes Limited.** - 1926, 1928, 1945, 1964, 1980-1992. - 6 cm of textual records.  
*Sunbeam Shoes Limited was acquired privately by C.M. Dare as a business venture exterior to Dare Foods Limited in [1981?]. Established as The Humberstone Shoe Company Limited in [ca. 1926], the name was changed to Sunbeam Shoes Limited in [19--]. The company sold primarily safety footwear including sales to the Canadian military. By 1987 Sunbeam Shoes Limited was struggling financially and the company was dissolved in 1992.  
Series consists of letters patent, shares, correspondence, shareholders' meeting records, accounts, financial statements, and bankruptcy records. Contains records pertaining to The Humberstone Shoe Company and Sunbeam Shoes Limited. The series is arranged chronologically.*

File 134 **Sunbeam Shoes Limited : letters patent.** - 1926, 1928, 1945, 1964.  
*Contents: contains The Humberstone Shoe Company Limited letters patent, the letters patent for the change of name to Sunbeam Shoes Limited and terms and conditions pertaining to the letters patent.  
Untitled file. Title based on contents of file.*

File 135 **Sunbeam Shoes.** - 1980-1983.  
*Contents: contains material relating to the financial situation and sale of Sunbeam Shoes Limited. File consists of correspondence, shareholders' meeting agenda, accounts, and production forecast.*

File 136 **Sunbeam Shoes Limited : financial statements.** - 1981-1984.  
*Contents: contains annual financial statements for Sunbeam Shoes Limited. The statements were prepared by MacGillivray & Company, chartered accountants, Port Colbourne.  
Untitled file. Title based on contents of file.*

File 137 **Dare Foods Limited re : Sunbeam Shoes Limited, The Almer Company Limited.** - 1984.  
*Contents: contains documents pertaining to the sale of shares of The Almer Company Limited, owner of 99% of shares of Sunbeam, from Dare Foods Limited. File includes the agenda, agreements, Certificates of Status, Certificates of Incumbency, other certificates, resolutions, resignations, guarantees, correspondence, debenture, affidavit, financing statement, minutes, cheques, promissory notes, and share certificates.*

File 138 **Sunbeam Shoes.** - 1987-1992.  
*Contents: contains correspondence, copies of accounts, statement of affairs, notices of creditors of application, report to creditors, voting letters, proposals, and a copy of the bankruptcy act pertaining to the financial stability and the bankruptcy of Sunbeam Shoes.*

## **Series 21 : Dare Foods Limited : Packaging**

**Dare Foods Limited : packaging.** - [ca. 1940]-2002. - 77 cm of textual records.  
*Series consists of boxes, cellophane, and tin tie packages that were used by C.H. Doerr Company, The Dare Company Limited, and Dare Foods Limited for biscuits, crackers, potato chip and candy products. Series includes colour slides of redesigned packages and coupons. Tin tie packages were introduced with one line in 1957. Series is organized chronologically by product.*

File 139 OVR **Doerr's Quality Biscuits and Candies.** - [ca. 1940].  
*Contents: contains one cardboard box with blue and red writing on it. On two sides it reads "Doerr's Quality Biscuits and Candies, Kitchener, Ont.," and on the other two sides it reads "Doerr's Quality Fancy Biscuits, Kitchener, Ont." A warning on the top of the box reads "Fragile Handle With Care." The box was made by Superior Box Company, Limited, Waterloo, Ontario.  
Alternative title: Doerr's Quality Biscuits and Fancy Biscuits.  
The dimensions of the assembled box are 21.5 x 25.5 x 25.5 cm.  
OVERSIZE.*

- File 140 OVR **Dare's Sweet Cream Sodas.** - [ca. 1943].  
*Contents: contains one Dare's Sweet Cream Sodas boxboard package. The box is yellow with black, orange and red colourings. The box contained a net weight of six ounces of sweet cream sodas, salted. The sodas were made by The Dare Company Limited. The box was used to hold cookie cutters.*  
*The dimensions of the assembled box are 6.5 x 19 x 12 cm.*  
 OVERSIZE.
- File 141 OVR **Dare's Delicious Biscuits.** - [ca. 1943].  
*Contents: contains one Dare's Delicious boxboard package for biscuits. The box held 14 biscuits or more.*  
*The dimensions of the assembled box are 3.5 x 23 x 5 cm.*  
 OVERSIZE.
- File 142 **Dare's Snack Pack.** - [ca. 1943].  
*Contents: contains one cellophane Dare's Snack Pack, 5¢ package. The writing on the package is red.*  
*The dimensions of the package are 13.5 x 6 cm*
- File 143 OVR **Dare's Orange Creme Sandwiches.** - [ca. 1944].  
*Contents: contains one Dare's Orange Creme Sandwiches boxboard package. The box is yellow with orange writing and contained 16 biscuits or more.*  
*The dimensions of the assembled box are 4 x 23 x 5 cm.*  
 OVERSIZE.
- File 144 OVR **Dare's Malted Mallows.** - [ca. 1944].  
*Contents: contains one Dare's Malted Mallows boxboard package. The box is green and yellow and contained 16 biscuits.*  
*The dimensions of the assembled box are 6.5 x 21.5 x 11.5 cm.*  
 OVERSIZE.
- File 145 **Dare's Biscuits.** - [ca. 1944].  
*Contents: contains one cellophane Dare's Biscuits package manufactured at The Dare Company Limited, Sunnyside, Kitchener, Ontario. The writing on the package is in red.*  
*The dimensions of the package are 27 x 13 cm.*
- File 146 **Regal Mallows.** - [ca. 195-].  
*Contents: contains three Regal Mallows cellophane biscuit packages. Each package contained 20 biscuits.*
- File 147 **Juliette.** - [ca. 195-].  
*Contents: contains two Juliette cellophane packages. Each package contained 20 biscuits.*
- File 148 OVR **Dare's Coconut Cremes.** - [ca. 195-].  
*Contents: contains one Dare's Coconut Cremes boxboard package. The box is yellow with red writing and contained seven ounces or more of biscuits.*  
*The dimensions of the assembled box are 4 x 23 x 5 cm.*  
 OVERSIZE.
- File 149 **Carolinas.** - [1950?].  
*Contents: contains one Carolinas cellophane package. The package contained 40 biscuits.*  
*The dimensions of the package are 11 x 23.5 x 4 cm.*
- File 150 **Dare's Pecan Sandies Cookies.** - [ca. 1957].  
*Contents: contains one Dare's Pecan Sandies Cookies one-pound tin tie package. Pecan Sandies were shortbread and pecan cookies.*  
*The dimensions of the package are 14 x 25.5 x 7.5 cm.*
- File 151 **Dare's Fruit Cookies.** - [ca. 1957].  
*Contents: contains one Dare's Fruit Cookies one-pound tin tie package.*  
*The dimensions of the package are 14 x 25 x 7.5 cm.*
- File 152 **Dare's Double Chocolate Fudge Sandwich Biscuits.** - [ca. 1957].  
*Contents: contains one Dare's Double Chocolate Fudge Sandwich Biscuits one-pound package.*  
*The dimensions of the package are 14 x 25.5 x 7.5 cm.*

- File 153      **Cookie Jar.** - [ca. 1957]-1989.  
*Contents: contains Cookie Jar packages. The Cookie Jar was a 32 ounce or 17.6 ounce package containing 4, 6 or 8 varieties of assorted cookies.  
The dimensions of the packages are 19 x 24 x 10 cm, 17.5 x 22.5 x 8.5 cm, and 19 x 26.5 x 10 cm.*
- File 154      **Chocolate Chip Cookies.** - [ca. 1957]-[ca. 1990].  
*The metric package of Chocolate Chip Cookies was introduced in October 1978. The 700 gram package was introduced in June 1979 and the 600 gram package was introduced in October 1984.  
Contents: contains 14 Chocolate Chip Cookies tin tie packages. File includes 8 ounce, 14.1 ounce, 16 ounce, and 32 ounce packages.  
The dimensions of the 8 ounce package are 24 x 11 x 6.5 cm.  
The dimensions of the 14.1 ounce package are 14 x 28.5 x 6.5 cm.  
The dimensions of the 16 ounce package are 14 x 24 x 7.5 cm and 14 x 25.5 x 7 cm and 14 x 26 x 7.5 cm.  
The dimensions of the 32 ounce package are 19 x 35 x 7.5 cm.*
- File 155      **Florida Cremes.** - [ca. 196-].  
*Contents: contains one Florida Cremes cellophane package. The package contained 35 lemon and orange flavoured biscuits. The writing on the package is in orange, yellow, white and bronze.  
The dimensions of the package are 11 x 34 x 4 cm.*
- File 156      **Swirls.** - [ca. 196-].  
*Contents: contains one Swirls cellophane package. Swirls were lemon flavoured biscuits. The package contained one pound of biscuits.*
- File 157      **Tea-time.** - [ca. 196-].  
*Contents: contains one Tea-time cellophane package. The package contained 35 biscuits.*
- File 158      **Chocoroons.** - [ca. 196-].  
*Contents: contains two Chocoroons cellophane packages. Chocoroons were coconut and chocolate chip biscuits. Each package contained 24 biscuits.*
- File 159      **Caramel Crunch.** - [ca. 196-].  
*Contents: contains one Caramel Crunch cellophane package. The package contained 50 biscuits.*
- File 160      **Party Pack.** - [1960?].  
*Contents: contains one Party Pack 9 ounce cellophane package. The package is red, pink, purple, white, and bronze in colour.*
- File 161      **Peanut Butter Cremes.** - [ca. 196-].  
*Contents: contains one Peanut Butter Cremes cookies 9 1/2 ounce cellophane package. The package is red, orange, bronze, white, and black in colour.*
- File 162      **Royal Mix.** - [1963?].  
*Contents: contains one Royal Mix 9 1/2 ounce cellophane cookie package. The package is purple, red, white, and bronze in colour.  
Original title on the package is: Royal mix.*
- File 163      **Sugar Cookies.** - [ca. 196-]-[ca. 1979].  
*Contents: contains eight Sugar Cookies tin tie packages. The packages contained 8, 10, 15, and 15 1/4 ounce of cookies.  
The dimensions of the 8 ounce package are 24 x 10.5 x 6.5 cm.  
The dimensions of the 15 1/4 ounce package are 25 x 14 x 7.5 cm.  
The dimensions of the 15 ounce package are 26.5 x 14 x 7.5 cm.*
- File 164      **Caramel Chip Cookies.** - [ca. 1960].  
*Contents: contains three Caramel Chip Cookies tin tie packages. Each package contained one pound of cookies and cost 49¢.*
- File 165      **Butterscotch Cremes.** - [ca. 1960].  
*Contents: contains one Butterscotch Cremes sandwich biscuits tin tie cookie package. The package contained one pound of cookies.*

- File 166      **Lemon Creme Cookies.** - [ca. 1960]-[ca. 1981].  
*Contents: contains Lemon Cremes sandwich biscuits [ca. 1960], Lemon Creme Cookies tin tie [1976] and Lemon Creme Cookies boxboard packages [ca. 1981]. The cookies were called Lemon Cremes [ca. 1960] and became Lemon Creme in [1976]. The tin tie packages contained 16 ounces and the boxboard contained 14.1 ounces.  
The dimensions of the assembled box are 10 x 23 x 5 cm.  
The dimensions of the tin tie package are 25 x 14 x 7.5 cm.*
- File 167      **Jelly Sponge.** - [ca. 1960], [ca. 197-].  
*Contents: contains two Jelly Sponge cellophane packages. The [ca. 1960] package contained one pound of biscuits. The [ca. 197-] package contained 13 ounces of biscuits.*
- File 168      **Lemon Chiffon.** - [ca. 1960], [ca. 1976].  
*Contents: contains two Lemon Chiffon cookie packages. The [ca. 1960] package is a cellophane package. The [ca. 1976] is a tin tie package that contained 15.9 ounces of cookies.  
The dimensions of the package are 23.5 x 14 x 7.5 cm.*
- File 169      **French Cremes.** - [ca. 1960]-[ca. 198-].  
*Contents: contains seven French Cremes cookies tin tie packages. The packages contained 8, 13 and 16 ounces of cookies.  
The dimensions of the 13 ounce package are 12 x 32.5 x 6 cm.  
The dimensions of the 8 ounce package are 24 1x 11 x 6.5 cm.  
The dimensions of the 16 ounce packages are 25 x 14 x 7.5 cm and 26.5 x 14 x 7.5 cm.*
- File 170      **Chocolate Brownie Cookies.** - [ca. 1961].  
*Contents: contains one Chocolate Brownie Cookies tin tie package. Chocolate Brownie cookies contained chocolate chips and nut chips. The package contained three dozen or more cookies.*
- File 171      **Marble Roma.** - [ca. 1961].  
*Contents: contains three Marble Roma cellophane packages. Marble Romas were made with coconut. Each package contained 13 ounces of biscuits.*
- File 172      **Canadian Teas.** - [ca. 1961].  
*Contents: contains two Canadian Teas cellophane packages. Each package includes an ingredient list and contained one pound or 48 biscuits.*
- File 173      **Choco-Nut.** - [ca. 1961].  
*Contents: contains two Choco-Nut cellophane packages. Choco-Nut biscuits were made with walnuts. Each package contained 28 biscuits.*
- File 174      **Shortbread Cookies.** - [ca. 1961].  
*Contents: contains one Shortbread Cookies tin tie package. The package contained 14 ounces of cookies.*
- File 175      **Oatmeal Supreme.** - [ca. 1961].  
*Contents: contains one Oatmeal Supreme cookies tin tie package. The package contained 14 ounces of cookies.*
- File 176      **Country Assortment.** - [ca. 1961].  
*Contents: contains one Country Assortment tin tie package. The Country Assortment package contained one pound of plain and sandwich cookies.*
- File 177      **Brown Sugar.** - [ca. 1961].  
*Contents: contains one Brown Sugar cookies tin tie package. The package contained one pound of cookies.*
- File 178      **Grannie Cookies.** - [ca. 1961].  
*Contents: contains one Grannie Cookies tin tie package. Grannie cookies were made with currants. The package contained 15 ounces of cookies.*
- File 179      **Choco-bar.** - [ca. 1961].  
*Contents: contains two Choco-Bar 10 3/4 ounce cellophane packages. Each package has orange, white, brown, and bronze colouring.  
The dimensions of the package are 6 x 33 x 2.5 cm.*
- File 180      **Wagon Wheels.** - [ca. 1961].  
*Contents: contains one Wagon Wheels 12 3/4 ounce cellophane package. The package has brown, red, white, and bronze colouring.  
The dimensions of the package are 7.5 x 36 x 7 cm.*

- File 181      **Belmont.** - [ca. 1961].  
*Contents: contains two Belmont cellophane packages. Belmonts were mallows with a jam centre. Each package held 14 1/2 ounces or 20 biscuits and are blue, bronze, purple, and white in colour.*  
*The dimensions of the package are 11 x 35 x 5 cm.*
- File 182      **King Size.** - [ca. 1961].  
*Contents: contains one King Size 1 1/4 pound cellophane package. The package is purple, red, bronze, and white in colour.*  
*The dimensions of the package are 11 x 35 x 5 cm.*
- File 183      **Romper Room Cookies.** - [ca. 1961].  
*Dare Foods Limited purchased the rights to Romper Room Cookies in 1961. The line consisted of chocolate and vanilla flavoured cookies imprinted with images of Romper Room characters. Dare Foods Limited also sponsored the television program that ran in Canada from coast-to-coast starting on September 1, 1961.*  
*Contents: contains two Romper Room Cookies tin tie packages. The package is colourful and includes pink, green, blue, brown, yellow, and white. Each package contained one pound of cookies.*  
*The dimensions of the package are 25 x 14 x 7 cm.*
- File 184      **Pom-Pom Cremes.** - [ca. 1961].  
*Contents: contains one Pom-Pom Cremes tin tie package. The package held three dozen or more chocolate sandwich biscuits. The package is red, white, and black in colour.*  
*The dimensions of the package are 27.5 x 12.5 x 6 cm.*
- File 185      **Shortbread Twist.** - [ca. 1961]-[ca. 1970].  
*Contents: contains three Shortbread Twist cellophane packages. The [ca. 1961] package contained 11 1/2 ounces or 40 biscuits. The [ca. 1970] package contained 10 ounces.*  
*The dimensions of the 11 1/2 ounce package are 10 x 32 x 5 cm.*
- File 186      **Maple Leaf Cremes.** - [ca. 1961]-[1977?].  
*Contents: contains two Maple Leaf Cremes cellophane, one Maple Leaf Creme Cookies tin tie, and one Maple Sugar Creme tin tie packages. The [ca. 1961] package contained one pound or 28 biscuits and is orange, bronze and white in colour. The [1977] package contained eight-and-a-half ounces and is red, white, brown, and bronze in colour. File also contains a Maple Sugar Creme cookie tin tie package that contained one pound of cookies. The Maple Sugar Creme packages preceeded the Maple Leaf Creme packages and also contained one pound of cookies.*  
*The dimensions of the one pound package are 11 x 34 x 4 cm.*
- File 187      **Peanut Butter Chip Cookies.** - [ca. 1961]-1983.  
*Contents: contains Peanut Butter Chip Cookies packages. The Peanut Butter Chip Cookies were introduced in [ca. 1961] and contained both peanut butter and peanut butter chips. The package includes a photographic image of the cookies. File contains both tin tie and boxboard packages.*  
*The dimensions of the assembled box are 12 x 21.5 x 6 cm.*  
*The dimensions of the 14 ounce package are 25 x 14 x 7 cm.*  
*The dimensions of the 8 ounce package are 20 x 10.5 x 6.5 cm.*  
*The dimensions of the 16 ounce package are 12 x 32 x 6 cm.*
- File 188      **Party Pak.** - [ca. 1965]-[ca. 1977].  
*Contents: contains two Party Pak two-pound tin tie packages. Party Paks contained a variety of sandwich creme cookies. The orange label packages were available in 1977.*  
*The dimensions of the package are 25 x 19 x 10 cm.*
- File 189      **Milk Chocolate Chip Cookies.** - [ca. 197-].  
*Contents: contains two Milk Chocolate Chip Cookies tin tie packages. Each package contained 13 ounces of cookies.*  
*The dimensions of the package are 12 x 32 x 6 cm.*
- File 190      **Maple Walnut Cookies.** - [ca. 197-].  
*Contents: contains three Maple Walnut Cookies packages. Each package contained 13 ounces of cookies.*  
*The dimensions of the package are 12 x 32.5 x 6 cm.*
- File 191      **Malted Milk Cremes Cookies.** - [ca. 197-].  
*Contents: contains two Malted Milk Cremes Cookies tin tie packages. Each package contained 13 ounces of cookies.*  
*The dimensions of the package are 12 x 32.5 x 6 cm.*

- File 192      **Best-o-bics.** - [ca. 197-].  
*Contents: contains two Best-o-bics cellophane packages. The packages contained 13 and 15 ounces of assorted cookies.  
The dimensions of the 15 ounce package are 10.5 x 38 x 5 cm.*
- File 193      **Coconut Cremes.** - [ca. 197-].  
*Contents: contains two Coconut Cremes tin tie packages. Each package contained one pound of sandwich cookies.  
The dimensions of the package are 25 x 14 x 7.5 cm.*
- File 194      **Chalet Cremes.** - [1970?].  
*Contents: contains two Chalet Cremes tin tie packages. Each package contained 16 ounces of creme topped cookies.  
The dimensions of the package are 25 x 14 x 7.5 cm.*
- File 195      **Chocolate Nut Cookies.** - [ca. 197-].  
*Contents: contains three Chocolate Nut Cookies tin tie packages. The package contained 15 1/4 ounces of cookies.  
The dimensions of the package are 25 x 14 x 7.5 cm.*
- File 196      **Cartwheels Cookies.** - [ca. 197-].  
*Contents: contains one Cartwheels Cookies tin tie package. The package contained 16 ounces of cookies.  
The dimensions of the package are 25 x 14 x 7.5 cm.*
- File 197      **Choc-olé Cookies.** - [ca. 197-].  
*Contents: contains three Choc-olé Cookies tin tie packages. Each package contained 16 ounces of cookies.  
The dimensions of the package are 27.5 x 13 x 6 cm.*
- File 198      **Fudge Chip Cookies.** - [ca. 197-]-1983.  
*Contents: contains Fudge Chip Cookies tin tie packages from [ca. 197-] and boxboard packages from 1983. File includes 8 ounce, 12 ounce, and 15 ounce tin tie packages. The boxboard package contained 14.1 ounces.  
The dimensions of the assembled box are 12 x 21.5 x 6 cm.  
The dimensions of the 8 ounce package are 23.5 x 10.5 x 6.5 cm.  
The dimensions of the 15 ounce package are 25.5 x 14 x 7.5 cm.  
The dimensions of the 12 ounce package are 12 x 32.5 x 6 cm.*
- File 199      **Chocolate Fudge Cookies.** - [ca. 1975]-[ca. 1990].  
*Contents: contains six Chocolate Fudge Cookies tin tie packages. The packages contained 16 and 32 ounces of chocolate sandwich cookies.  
The dimensions of the 16 ounce packages are 25 x 14 x 7.5 cm, and 26 x 14 x 6 cm.  
The dimensions of the 32 ounce package are 36 x 17.5 x 6.5 cm.*
- File 200      **Maple Leaf Creme Cookies.** - [1976?]-1991.  
*Contents: contains four Maple Leaf Creme Cookies tin tie packages. Includes 12.3, 14 and 16 ounce packages.  
The dimensions of the 14 and 16 ounce packages are 25 x 14 x 7.5 cm.  
The dimensions of the 12.3 ounce package are 26 x 11.5 x 6.5 cm.  
The dates of the packages are based on trade-mark dates. The use of the name "Maple Leaf Cookies" was filed in 1976, registered in 1977, and expunged in 1993. This information was taken from the Canadian Trade-marks Database at <<<http://strategis.ic.gc.ca>>>.*
- File 201 OVR      **Cookie Tyme.** - [ca. 1976].  
*Contents: contains three Cookie Tyme cellophane packages. Each package contained one pound of sandwich creme cookies.  
OVERSIZE.  
The dimensions of the package are 10 x 39 x 4.5 cm.*
- File 202      **Tea Tyme Cookies.** - [ca. 1976].  
*Contents: contains one Tea Tyme Cookies tin tie package. The package contained 15 ounces of cookies.  
The dimensions of the package are 25 x 14 x 6 cm.*
- File 203      **Digestive Biscuits.** - [ca. 1976].  
*Contents: contains one Digestive Biscuits tin tie package. The package contained one pound of cookies.  
The dimensions of the package are 25 x 14 x 7.5 cm.*

- File 204      **Swiss Creme Cookies.** - [ca. 1976].  
*Contents: contains one Swiss Creme Cookies tin tie package. The package contained one pound of cookies. Swiss Creme Cookies were discontinued in 1979. The dimensions of the package are 26.5 x 14 x 7.5 cm.*
- File 205      **Lunchtime Cookies.** - [ca. 1976].  
*Contents: contains two Lunchtime Cookies tin tie packages. Each Lunchtime Cookies package contained 32 ounces of assorted home-style cookies. The dimensions of the package are 27.5 x 19 x 10 cm.*
- File 206      **Almond Crisp Cookies.** - [ca. 1976].  
*Contents: contains one Almond Crisp Cookies tin tie package. The package contained 13 ounces of cookies. The dimensions of the package are 25 x 14 x 5.5 cm.*
- File 207      **Coconut Creme Cookies.** - [ca. 1976].  
*Contents: contains five Coconut Creme Cookies packages. Includes 14.1 and 14.5 ounce tin tie packages and 14.1 and 15.9 ounce boxboard boxes. The dimensions of the assembled box are 10 x 23 x 5 cm. The dimensions of the tin tie packages are 24.5 x 14 x 7.5 cm, and 25.5 x 14 x 6 cm.*
- File 208      **Country Cookies.** - [ca. 1976].  
*Contents: contains one Country Cookies tin tie package. The package contained 14.1 ounces of four cookie varieties. The dimensions of the package are 25 x 14 x 7.5 cm.*
- File 209      **Cinnamon Danish Cookies.** - [ca. 1976]-[ca. 1982].  
*Contents: contains four Cinnamon Danish Cookies packages. Each tin tie package contained one pound of cookies. Each boxboard package contained 14.1 ounces of cookies. The dimensions of the assembled box are 12 x 21.5 x 6 cm. The dimensions of the tin tie package are 25 x 14 x 7.5 cm.*
- File 210      **Breaktime Fudge Cookies.** - [ca. 1978], 1985.  
*The Breaktime Cookies line was introduced as early as 1978. Contents: contains five Breaktime Fudge Cookies boxboard packages. Each box contained 13 ounces of cookies. The dimensions of the assembled box are 22 x 16.5 x 6 cm.*
- File 211      **Oatmeal Raisin Cookies.** - [ca. 1979].  
*Contents: contains two Oatmeal Raisin Cookies tin tie packages. Each package contained 14.1 ounces of cookies. The dimensions of the package are 26 x 14 x 7.5 cm.*
- File 212      **Stax.** - [ca. 198-].  
*Contents: contains one Stax Snax boxboard package. The package contained six ounces of cheese flavoured product. The dimensions of the box are 32.5 x 17 x 5.5 cm.*
- File 213      **Panda Chocolate Sandwich Cookies.** - [ca. 1981].  
*Contents: contains two Panda Chocolate Sandwich Cookies boxboard packages. Each box contained 14.1 ounces of cookies. The dimensions of the assembled box are 10 x 23 x 5 cm.*
- File 214      **Rio Chocolate Fudge Cookies.** - [ca. 1981]-1982.  
*Contents: contains three Rio Chocolate Fudge Cookies boxboard packages. Each box contained 14.1 ounces of cookies. The twin pack was introduced in 1981 and a new box was introduced in August 1982. The dimensions of the assembled box are 10 x 23 x 5 cm.*
- File 215      **Champion Chocolate Chip Cookies.** - 1981-1982.  
*Contents: contains three Champion Chocolate Chip Cookies boxboard packages. Each box contained 14.1 ounces of cookies. The twin pack was introduced in May 1981 and a new box introduced in August 1982. The dimensions of the assembled box are 12 x 21.5 x 6 cm.*
- File 216      **Pancho Peanut Butter Creme Cookies.** - [ca. 1982].  
*Contents: contains one Pancho Peanut Butter Creme Cookies boxboard package. The box contained 400 grams of sandwich cookies. The dimensions of the assembled box are 10 x 23 x 5 cm.*

- File 217      **Tradition Oatmeal Cookies.** - [ca. 1982].  
*Contents: contains one Tradition Oatmeal Cookies boxboard package. The box contained 14.1 ounces of cookies.  
The dimensions of the assembled box are 12 x 21.5 x 6 cm.*
- File 218      **Cabaret.** - [ca. 1982], [ca. 1990], 1998.  
*Contents: contains six Cabaret boxboard packages. Included are two Cabaret 7 ounce boxes from [ca. 1982], one Cabaret 7 ounce box from [ca. 1990], and three Cabaret 4.6 ounce boxes from 1998.  
The dimensions of the assembled 7 ounce box are 12.5 x 21.5 x 4.5 cm.  
The dimensions of the assembled 4.6 ounce box are 6.5 x 17.5 x 7 cm.*
- File 219      **Breton.** - [ca. 1982], 2001.  
*Breton crackers were launched in 1982.  
Contents: contains four Breton Thin Wheat Crackers boxboard packages. Each box contained eight ounces of crackers. The Breton crackers produced in 2001 were manufactured at the Dare plant in Spartanburg, South Carolina.  
The dimensions of the box are 7 x 36 x 7 cm.*
- File 220      **Breaktime Choco Chip Cookies.** - [ca. 1985].  
*The Breaktime Cookies line was introduced in [ca. 1978].  
Contents: contains two Breaktime Choco Chip Cookies boxboard packages. Each box contained 13 ounces of cookies.  
The dimensions of the assembled box are 22 x 16.5 x 6 cm.*
- File 221      **Breaktime Oatmeal Cookies.** - [ca. 1985].  
*The Breaktime Cookies line was added in [ca. 1978].  
Contents: contains three Breaktime Oatmeal Cookies boxboard packages. Each box contained 13 ounces.  
The dimensions of the assembled box are 22 x 16.5 x 6 cm.*
- File 222      **Sun-Maid Raisin Oatmeal Cookies.** - 1989.  
*Contents: contains one Sun-Maid Raisin Oatmeal Cookies tin tie package. The package contained 10.6 ounces of cookies.  
The dimensions of the package are 28.5 x 11 x 6.5 cm.*
- File 223      **Fudgee Bears.** - [ca. 1990].  
*Contents: contains one Fudgee Bears boxboard package. The package contained 36 cookies.  
The dimensions of the box, when assembled, are 12 x 23 x 4.5 cm.  
In English and French.*
- File 224      **Milk Chocolate Fudge Cookies.** - [ca. 1990].  
*Contents: contains one Milk Chocolate Fudge Cookies tin tie package. The package contained 14.1 ounces of sandwich cookies. The word "new" is stamped on the package.  
The dimensions of the package are 26 x 14 x 6 cm.*
- File 225      **Sun-Maid Raisins and Chocolate Oatmeal Cookies.** - 1990.  
*Contents: contains two Sun-Maid Raisins and Chocolate Oatmeal Cookies tin tie packages. Each package contained 10.6 ounces of cookies.  
The dimensions of the package are 28.5 x 11 x 6.5 cm.*
- File 226      **Harvest From the Rain Forest Cookies.** - 1990.  
*Contents: contains two Harvest from the Rain Forest Cookies tin tie packages. The Harvest from the Rain Forest Cookies contained cashews and brazil nuts. Each package contained 10.6 ounces of cookies.  
The dimensions of the package are 28.5 x 11 x 6.5 cm.*
- File 227      **Golden Caramel.** - 1990.  
*Contents: contains one Golden Caramel cookies boxboard package. The package contained 10.6 ounces of cookies.  
The dimensions of the box, when assembled, are 11.5 x 20.5 x 5.5 cm.  
In English and French.*
- File 228      **Breaktime Coconut.** - 1991, 1993.  
*Contents: contains three Breaktime Coconut cookies boxboard packages. Each package contained 8.8 ounces of cookies.  
The dimensions of the box, when assembled, are 21 x 15 x 6 cm.  
In English and French.*

- File 229      **WiseCracks PotatoSnacks Regular.** - 1995.  
*Contents: contains one WiseCracks PotatoSnacks Regular boxboard package. The box contained 175 grams of snack crackers.  
The dimensions of the assembled box are 21 x 15 x 6 cm.*
- File 230      **WiseCracks PotatoSnacks Cheese and Herb.** - 1995.  
*Contents: contains one WiseCracks PotatoSnacks Cheese and Herb boxboard package. The box contained 175 grams of snack crackers.  
The dimensions of the assembled box are 21 x 15 x 6 cm.*
- File 231      **WiseCracks PotatoSnacks Creamy Ranch.** - 1995.  
*Contents: contains one WiseCracks PotatoSnacks Creamy Ranch boxboard package. The box contained 175 grams of snack crackers.  
The dimensions of the assembled box are 21 x 15 x 6 cm.*
- File 232      **WiseCracks TortillaSnacks Salsa.** - 1995.  
*Contents: contains one WiseCracks TortillaSnacks Salsa boxboard package. The package contained 175 grams of snack crackers.  
The dimensions of the assembled box are 21 x 15 x 6 cm.*
- File 233      **Vinta Crackers.** - 1995.  
*Contents: contains six Vinta Crackers boxboard packages. Each box contained 8.8 ounces of crackers.  
The dimensions of the assembled box are 9.5 x 25 x 4.5 cm.*
- File 234      **Vivant.** - 1998, 2001.  
*Contents: contains eight Vivant crackers boxboard package. The boxes contained 5.3 and 8 ounces of crackers. The eight ounce size boxes were introduced in November, 2001. Vivant crackers were produced at the Dare plant in Spartanburg, South Carolina.  
The dimensions of the assembled 5.3 ounce box are 6.5 x 17.5 x 7 cm.  
The dimensions of the assembled 8 ounce box are 7 x 27 x 6.5 cm.*
- File 235      **Breton Minis Garden Vegetable.** - 1999.  
*Contents: contains three Breton Minis Garden Vegetable crackers boxboard packages. Each box contained eight ounces of bite-size crackers.  
The dimensions of the box are 29 x 15 x 6 cm.*
- File 236 OVR      **Entertainment Collection.** - 2001.  
*Contents: contains Entertainment Collection cardboard and boxboard packages. The Entertainment Collection included one Vivant, one Cabaret and two Breton sleeves of crackers. The package contained one pound, 15 ounces of crackers. The Entertainment Collection was produced at the Dare plant in Spartanburg, South Carolina. The boxboard package was introduced in October 2001.  
OVERSIZE.  
The dimensions of the package, when assembled, are 15 x 26 x 14 cm.*
- File 237      **Breton Sesame, November 2001.** - 2001.  
*Contents: contains three Breton Sesame crackers boxboard packages. Each box contained eight ounces of crackers. Breton crackers were produced at the Dare Foods Limited plant in Spartanburg, South Carolina.  
The dimensions of the box are 7 x 37 x 7 cm.*
- File 238      **Breton Reduced Fat and Sodium, November 2001.** - 2001.  
*Contents: contains three Breton Reduced Fat and Sodium crackers boxboard packages. Each package contained eight ounces of crackers. The box notes that the crackers contain 50% less fat and 45% less sodium than regular Breton crackers. Breton crackers were produced at the Dare plant in Spartanburg, South Carolina.  
The dimensions of the box are 7 x 36 x 7 cm.*
- File 239      **Simple Pleasures Sugar Cookies.** - 2002.  
*Contents: contains three Simple Pleasures Sugar Cookies boxboard packages. Each package contained 12.3 ounces of cookies.  
The dimensions of the box, when assembled, are 7 x 27 x 7 cm.*
- File 240      **Simple Pleasures Oatmeal Cookies.** - 2002.  
*Contents: contains three Simple Pleasures Oatmeal Cookies boxboard packages. Each box contained 11.5 ounces of cookies.  
The dimensions of the box, when assembled, are 7 x 27 x 7 cm.*

- File 241      **Simple Pleasures Almond Cookies.** - 2002.  
*Contents: contains three Simple Pleasures Almond Cookies boxboard packages. Each box contained 11.5 ounces of cookies.  
The dimensions of the box, when assembled, are 7 x 27 x 7 cm.*
- File 242      **Simple Pleasures Ginger Spice.** - 2002.  
*Contents: contains three Simple Pleasures Ginger Spice boxboard packages. Each box contained 12.3 ounces of cookies.  
The dimensions of the box, when assembled, are 7 x 27 x 7 cm.*
- File 243      **Simple Pleasures Lemon Thins.** - 2002.  
*Contents: contains three Simple Pleasures Lemon Thins boxboard packages. Each box contained 10.6 ounces of cookies.  
The dimensions of the box, when assembled, are 7 x 27 x 7 cm.*
- File 244      **Simple Pleasures Tea Biscuits.** - 2002.  
*Contents: contains three Simple Pleasures Tea Biscuits boxboard packages. Each box contained 10.6 ounces of cookies.  
The dimensions of the box, when assembled, are 7 x 27 x 7 cm.*
- File 245      **Simple Pleasures Chocolate Thins.** - 2002.  
*Contents: contains three Simple Pleasures Chocolate Thins boxboard packages. Each box contained 10.6 ounces of cookies.  
The dimensions of the box, when assembled, are 7 x 27 x 7 cm.*
- File 246 OVR      **Variety Pack, April 2002.** - 2002.  
*Contents: contains one Variety Pack boxboard package. The Variety Pack included one sleeve each of Vivant, Cabaret, Breton, and Breton sesame crackers. The package contained one pound, 15 ounces of crackers. The Variety Pack was produced at the Dare plant in Spartanburg, South Carolina.  
OVERSIZE.  
The dimensions of the box, when assembled, are 15 x 26 x 14 cm.*

## **Series 22 : Dare Foods Limited : Product Photographs and Packaging**

- Dare Foods Limited : product photographs and packaging.** - 1958-1995. - 82 cm of textual records.. - 652 photographs.  
*Picture books were used by sales personnel to illustrate products to potential buyers. The earliest books consisted of colour or black and white photographs of cookie, candy and cracker products and store displays. Some books included examples of packaging. The picture books were replaced with information sheets kept in a binder that included colour images of the product as well as product statistics such as package weight. These records were maintained and distributed by the Sales Department.  
Series consists of product picture books and binders including black and white or colour photographs of candy, biscuit and cracker products, product information sheets, product brochures, and samples of packaging. The series is arranged chronologically.  
In English and French.*
- File 247      **Product photographs.** - 1958-1961. - 74 photographs : col. ; 32 x 25 cm or smaller.  
*Contents: contains 74 colour photographs of biscuit products. The file includes 19 photographs from a picture book, product photographs, a sign for and a clipping advertising the reusable Dare Lunch Box biscuit packaging.*
- File 248      **Major Foods Limited picture book.** - [1958?]. - 28 photographs : col. ; 23 x 10 cm.  
*Contents: contains one Major Foods Limited, Kitchener, Ontario picture book of product photographs. File includes 28 spare colour photographs of biscuit products, one photograph of the biscuit plant, and one photograph of candy products.  
The photographs were taken by The Belair Studio, Kitchener.  
The photographs were originally in a Major Foods Limited binder.*
- File 249      **Product photographs.** - [ca. 1958]-[ca. 198-]. - 16 photographs : b&w and col. ; 31 x 26 cm or smaller.  
*Contents: contains black and white and colour photographs of biscuit products. File includes photographs of biscuits that were used on packaging, photographs of store displays, and product photographs.*

- File 250      **Dare Foods Limited picture book.** - [ca. 1961]. - 56 photographs : col. ; 23 x 10 cm.  
*Contents: contains one Dare Foods Limited, Kitchener, Ontario, picture book of product photographs. File includes 53 colour photographs of biscuit products, and three photographs of in-store displays including one of a potato chip display.  
The photographs were taken by The Belair Studio, Kitchener.  
The photographs were originally in a Dare Foods Limited binder.*
- File 251      **Dare Foods Limited : products.** - [ca. 1961]. - 13 photographs : col. ; 11 x 14 cm and 17 x 7.5 cm.  
*Contents: contains colour photographs of cookie products, cookie tin tie and cellophane packages, and candy brochures and price lists.*
- File 252      **Old photographs : biscuits.** - [ca. 1961]. - 36 photographs : col. ; 19 x 13 cm or smaller.  
*Contents: contains 36 colour photographs of both tin tie and cellophane biscuit packages.*
- File 253      **Product photographs and price sheets.** - [ca. 1961]-1971. - 40 photographs : col. ; 19 x 34.5 cm or smaller.  
*Contents: contains 40 colour photographs of biscuit and candy products, price lists, and product brochures. The price lists are for candy products and include weight, pack size, and list price and are attached to a product brochure.*
- File 254      **Product photographs and brochures.** - [ca. 1961] - [ca. 1975]. - 74 photograph : col. ; 19 x 13 cm or smaller.  
*Contents: contains 74 colour photographs of cookie products divided into tin tie photographs and cellophane photographs. Brochures of candy products are also included.*
- File 255 OVR      **Product photographs and packaging.** - [ca. 1961]-[ca. 1981]. - 22 photographs : col. ; 19 x 13 cm or smaller.  
*Contents: contains samples of boxboard, cellophane and tin tie packages, 22 colour photographs of cookie products, colour and black and white photographs of store displays, a coupon, and a brochure for Krispin rye crackers.  
OVERSIZE.*
- File 256      **Biscuit product photographs and packages.** - [ca. 1961]-[ca. 1981]. - 13 photographs: col. ; 19 x 8 cm and 16 x 8.5 cm.  
*Contents: contains 13 colour photographs of cookie packages, samples of cellophane biscuit packages and a sales brochure.*
- File 257      **Brochures and photographs (file 1 of 8).** - [ca. 1961]-[ca. 1981]. - 10 photographs : col. ; 8 x 19 cm or smaller.  
*Contents: contains candy and cookie product brochures, and 10 colour photographs of cookie products.*
- File 258      **8 ounce tin tie biscuit packages (file 2 of 8).** - [ca. 1970].  
*Contents: contains five and eight ounce tin tie biscuit packages. Includes Peanut Butter Chip Cookies, Fudge Chip Cookies, Chocolate Chip Cookies, Sugar Cookies and French Cremes Cookies.*
- File 259      **Tin tie biscuit packages (file 3 of 8).** - [ca. 1961]-[ca. 1980].  
*Contents: contains four large biscuit tin tie packages. Included are Cookie Jar, Cookie Cupboard, Party Pak and Digestive Biscuits (1/3 more). The Digestive Biscuits package is 21.5 ounces. The remaining packages are 32 ounces.*
- File 260      **Tin tie biscuit packages (file 4 of 8).** - [ca. 1970].  
*Contents: contains four tin tie biscuit packages. Includes Fudge Chip Cookies, Malted Milk Creme Cookies, Chocolate Nut Cookies, and Peanut Crunch Cookies. The packages range in size from 15 to 16 ounces.*
- File 261      **Tin tie packages (file 5 of 8).** - [ca. 1970]-[ca. 1980].  
*Contents: contains four tin tie biscuit packages. Includes Nut Supreme Hazelnut & Chocolate Chip Cookies, Oatmeal Supreme Cookies, Tea Tyme Cookies, and Brown Sugar Home Style Cookies. The packages range in size from 14.1 to 16 ounces.*
- File 262      **Sandwich biscuit packages (file 6 of 8).** - [ca. 1961]-[ca. 1980].  
*Contents: contains four tin tie sandwich biscuit packages. Includes Canadiana Cookies, Chocolate Mint Cremes, Choc-olé Cookies, and Vanilla Fudge Cookies. Packages range in size from 14 to 16 ounces. The Vanilla Fudge Cookies package has a note on it stating that the product was discontinued in 1979.*

- File 263 **Tin tie biscuit packages (file 7 of 8).** - [ca. 1980].  
*Contents: contains four tin tie biscuit packages. Includes Lemon Chiffon, Maple Walnut Cookies, Chateau Cookies, and Swiss Creme Cookies. Packages range in size from 15 to 16 ounces. The Swiss Creme Cookies package has a note on it stating that the product was discontinued in 1979.*
- File 264 **Tin tie biscuit packages (file 8 of 8).** - [ca. 1970]-1980.  
*Contents: contains four tin tie biscuit packages. Includes Apple Strudel Cookies, Cartwheels Cookies, Grannie Cookies, and Shortbread Cookies. Packages range in size from 14 to 16 ounces. The Apple Strudel package has a note on it stating that the product was discontinued in 1980.*
- File 265 **Dare Foods Limited picture book.** - [ca. 1962]. - 42 photographs : col. ; 10 x 23 cm.  
*Contents: contains one Dare Foods Limited, Kitchener, Ontario, picture book of product photographs. File includes 38 colour photographs of biscuit products, and four photographs of candy products. Several photographs have the price per dozen written on the reverse of the photograph.*  
*The photographs were taken by The Belair Studio, Kitchener.*  
*The photographs were originally in a binder; however, the binder has been lost.*
- File 266 **Old candy photos.** - 1970-1976. - 12 photographs : col. ; 21 x 14 cm or smaller.  
*Contents: contains candy and seasonal brochures, and six colour photographs of store displays. Also included are six colour photographs advertising the new Dare tote bag and popular recloseable fan-top bag, and a price list for Halloween 1970.*
- File 267 **Cookie product photographs and packaging.** - [ca. 1970]-[ca. 1980]. - 44 photographs : col. ; 13 x 17 cm or smaller.  
*Contents: contains 44 colour photographs of cookie products, and samples of tin tie packages.*
- File 268 OVR **Samples of tin tie packages.** - [ca. 1976]-[ca. 1981].  
*Contents: contains samples of cookie tin tie packages.*  
 OVERSIZE.
- File 269 OVR **Packaging samples, brochures and photographs.** - [ca. 1976]-[1981?]. - 30 photographs : b&w and col. ; 11 x 16 cm or smaller.  
*Contents: contains samples of cellophane and tin tie packages, product brochures, signs, promotions and coupons, advertisements, a Dare Foods Limited corporate policy and history, and 18 colour and 13 black & white photographs of products.*  
 OVERSIZE.
- File 270 OVR **Master book.** - 1976-1985.  
*Contents: contains typewritten lists of packaging editions including dates, and samples of packaging.*  
 OVERSIZE.
- File 271 **Candy and biscuit brochures.** - [ca. 1976]-[ca. 1988].  
*Contents: contains candy and biscuit brochures. The brochures were originally in a binder and are separated by two dividers.*
- File 272a **Brochures (file 1 of 2).** - 1977-1978. - 3 photographs : col. ; 26 x 21 cm and 13 x 18 cm.  
*Contents: contains product brochures, posters, advertisements, and promotions for candy products. Includes three colour photographs.*
- File 272b OVR **Brochures (file 2 of 2).** - 1977-1978. - 1 poster : col. ; 89 x 51 cm.  
*Contents: contains one colour poster advertising Dare Foods Limited schoolhouse promotion. The promotion consisted of customers filling out ballots to win a free cardboard schoolhouse playhouse for children.*  
 OVERSIZE.
- File 273 OVR **Old photographs.** - 1977-1980. - 53 photographs : col. ; 21 x 26 cm or smaller.  
*Contents: contains brochures, tin tie biscuit packages, and colour photographs of products and store displays.*  
 OVERSIZE.
- File 274 **Product photographs and brochures.** - [ca. 1980]. - 11 photographs : col. ; 22 x 28 cm or smaller.  
*Contents: contains 11 colour photographs of products, product brochures and a price list for biscuits and candy.*

- File 275 OVR **Photographs : 1986, 1985 and older.** - [1984?]-1986. - 39 photographs : col. ; 21 x 26 cm.  
*Contents: contains 39 product and display photographs, brochures, memoranda, price sheets, copies of articles sent to sales representatives, information about promotions, for primarily candy products although biscuit and cracker products are included.*  
*Original title: 1986, 1985 and older photographs.*  
 OVERSIZE.
- File 276 OVR **Photographs : 1987 and 1988.** - 1987-1988. - 26 photographs : col. ; 21 x 26 cm.  
*Contents: contains 26 colour photographs of products and store displays, brochures, and price sheets.*  
*Original title: 1987 and 1988 photographs.*  
 OVERSIZE.
- File 277 **Biscuit, cracker and candy brochures.** - [ca. 1988].  
*Contents: contains candy, biscuit, and cracker brochures. The brochures were originally in a binder and are separated by dividers.*  
*In English and French.*
- File 278 **Product brochures.** - [199-].  
*Contents: contains brochures for food service and Christmas biscuit and candy products.*

### **Series 23 : Dare Foods Limited : Sales Department Records**

- Dare Foods Limited : Sales Department records.** - 1955-1988, 1993-2001. - 38 cm of textual records.  
*Series consists of material relating to the administration and operation of the Dare Foods Limited Sales Department, as well as to the the training of personnel, policies, and procedures. The series contains training manuals, sales manuals, policy and procedure manuals, analysis of marketing and sales department, training and development, and a sales trend report. Records were created primarily by the Sales Department. The series is arranged chronologically.*
- File 279 **Sales promotion.** - 1955-1957, 1960.  
*Contents: consists of promotions aimed at rewarding sales personnel. File contains memoranda and announcements advertising sales promotions for sales personnel. The most outstanding sales person was awarded an all expenses paid vacation. File also includes a program for the Dare Christmas Party at Leisure Lodge in 1960.*
- File 280 OVR **Sales trends, 1964-1970.** - 1964-1970.  
*Contents: contains graphs charting sales trends between 1964 and 1970. The graphs are separated by the following tabs: Eastern Canada and Export, Ontario, Eastern, Export, and Western Canada.*  
 OVERSIZE.  
*Contents originally in a red binder.*
- File 281 **Dare sales training manual = Manuel de vente.** - [ca. 1970].  
*Contents: contains one sales training manual. The manual is divided into the following tabs: Introduction, Paper Work, Lease Cars, Selling Aids, Product Knowledge, Account Classification, Deals Promotions Commitments, Seasonal Candy, Merchandising, Types of Accounts, Selling Formula, Advice Ideas Helpful Hints, Realignments, Tin Tie Story, and Instructions in Detail.*  
*Contents originally in a black binder. The binder is included in the file.*  
*Contents are only in English.*
- File 282 **Analysis of marketing and sales department, November 11, 1974.** - 1974.  
*Contents: contains the Analysis of marketing and sales department by G. M. Brock, November 11, 1974, copy three of three. The report has an index and is divided into the following tabs: Organization Chart, Control, Delegation of Authority, Communication in the Marketing Department, Attitudes of Key Individuals, Surrey Operation, Organizational Strengths, Organization Objectives, Recommendations on Organizational Changes, Evaluation of Human Resources, Appendix 1 – Existing Job Descriptions, Appendix 2 – Draft Job Descriptions, Appendix 3 – Objectives, and Standards of Performance in Marketing Management.*  
*Contents were originally in a red binder.*

- File 283      **Sales manual.** - [ca. 1980].  
*Contents: contains one sales manual separated by the following dividers: Introduction, Product Knowledge, Communications, Policies, Procedures, Account Classification, Merchandising, Selling Aids, Dare Selling Formula, Sales Promotion Information, Selling Seasonal Products, Distribution, Cars, Territory Management, and The Ultimate Goal. File was originally in a black binder. The binder is included in the file. Note on cover: "Sales Office copy."*
- File 284      **Sales manual.** - [ca. 1981]-[ca. 1984].  
*Contents: contains one sales manual separated by the following dividers: Introduction, Index, 1. Dare Foods Ltd., 2. General Information, 3. Temporary Planning, 4. Selling Responsibility, 5. Selling Effectiveness, and 6. Policies and Procedures. Contents were originally in a red binder. The binder is included in the file.*
- File 285      **Sales manual.** - 1985.  
*Contents: contains one sales manual. The manual is separated by the following dividers: Introduction, Index, 1. Dare Foods Ltd., 2. General Information, 3. Temporary Planning, 4. Selling Responsibility, 5. Selling Effectiveness, and 6. Policies & Procedures. Contents were originally in a red binder. The binder is included in the file.*
- File 286      **Standard procedure manual : branch warehouse** - 1986-1988.  
*Contents: contains one Standard Procedure Manual, Branch Warehouse. The manual includes many procedures and is divided into the following tabs: Branch Weekly Report Procedure, Branch Ordering Procedure, Freight Allowance Procedure, Branch Warehouse Safety Procedure, Code Date Control Procedure, Finished Product Protection Procedure, Warehouse Sanitation Procedure, Vehicle Sanitation Procedure, Vehicle Security Procedure, Warehouse Security Procedure, Purchasing Policy, Purchasing Procedure, Capital Expenditure Procedure, Personnel Procedure, Hiring Procedure - Hourly Employees, Direct Route Sales Procedure, Position Descriptions. The manuals were used by warehouse staff who reported to regional and district sales managers. Several procedures are missing. Contents were originally in a white binder. The binder is included in the file.*
- File 287      **Sales representative training and development program.** - [ca. 1990].  
*Contents: contains one sales representative training and development program manual. The manual is divided into the following tabs: Conducting Training Workshops, and Sales Representative Training Modules including, 1. Role of the Dare Foods Sales Representative, 2. Territory Management, 3. Call Procedure/Pre-Call Planning, 4. Effective Sales Presentations, and 5. Handling Objections. This copy was the SDG manager's copy. Contents were originally in a red binder.*
- File 288      **Tandem perspectives on category management : Dare Foods Limited, June 28, 1993.** - 1993.  
*Contents: contains one report entitled Tandem Perspectives on Category Management, Dare Foods Limited. The report was prepared for Dare Foods Limited by Tandem International Inc., management consultants.*
- File 289      **Policy and procedures manual.** - 1993-2001.  
*Contents: contains one Policy and Procedures Manual. The manual is divided into tabs, includes table of contents and page numbers, a memorandum, a performance evaluation sheet, and copies of other forms. Contents were originally in a red binder.*
- File 290      **Food Service sales manual.** - 1988.  
*Contents: contains one Food Service Division sales manual revised January 15, 1988. The manual contains three tabs: Policies, Price Pages, and Promotions. However, there are records only in the Policies section. The manual includes 16 sales policies for Food Service or Foodservice personnel and customers. Contents were originally in a binder. The binder is included in the file.*
- File 291      **Sales managers : policy and procedures manual, September 2001.** - 2001.  
*Contents: contains one sales manager's policy and procedures manual. The manual includes policies and forms and is divided by tabs. Contents originally in a binder.*

## **Series 24 : Dare Foods Limited : National Sales Meeting 1989**

**Dare Foods Limited : National Sales Meeting 1989.** - 1989. - 7 cm of textual records. - 82 photographs : col. : 10 x 15 cm and 9 x 13 cm. - 77 slides : col. ; 35 mm.

*Series consists of records pertaining to the National Sales Meeting that was held at Banff Rocky Mountain Resort in Banff, Alberta between September 7 and 10, 1989. This was the first national sales conference for Dare Foods Limited. The series contains correspondence, planning records, a scrapbook, colour snapshots, and colour slides that were used in a presentation.*

*The meeting was also called the "Banff Sales Conference," or the "Banff National Sales Conference," "National Sales Conference."*

File 292

**National Sales Meeting, Banff.** - 1989.

*Contents: contains planning records documenting the National Sales Meeting in Banff, 1989. The file consists of records divided by the following tabs: Overall Costs, Rooms, Flights, Ground Transport, Meals, Recreation, Meetings, and Distribution. However, the Meals, Rooms, and Distribution tabs do not contain any documents. File includes several notes of gratitude from sales employees. These records belonged to "Gary."*

*Contents were originally in a blue binder.*

File 293

**National Sales Meeting, Banff : planning binder.** - 1989.

*Contents: contains planning records for the National Sales Meeting in Banff. File is divided by the following tabs: Overall Costs, Rooms, Flights, Transport, Meals, Recreation, Meetings, and Entertainment. Correspondence, memoranda, faxes, lists of flights and travel arrangements, lists of activities and participants, agendas, and copies of speeches and award presentations are also included. These records belonged to "Lyn."*

*Contents were originally in a binder.*

File 294

**National Sales Meeting, Banff : September 1989.** - 1989. - 82 photographs : col. ; 10 x 15 and 9 x 13 cm.

*Contents: contains one scrapbook style photograph album documenting the National Sales Meeting held in Banff, 1989. The album includes copies of correspondence and 82 colour snapshots of Dare Foods Limited employees participating in conference activities, meals, and receptions.*

*In English and French.*

File 295

**National Sales Meeting, Banff : presentation.** - 1989. - 77 slides : col. ; 35 mm.

*Contents: contains 77 colour slides that were used in a presentation at the National Sales Meeting held in Banff in 1989.*

## **Series 25 : Dare Foods Limited : Promotional Display Contests**

**Dare Foods Limited : promotional display contests.** - 1988-1992. - 10 cm of textual records. - 381 photographs : col. ; 20 x 28 cm or smaller. - 30 negatives : col. ; 4 cm.

*Series consists of memoranda, descriptions, advertisements, colour prints and negatives of store display contests. The contests were run nation-wide by the Sales Department for sales personnel to encourage creative displays and to motivate increased sales. Series is arranged chronologically.*

File 296

**Photographs of promotional displays and contests in stores.** - 1988. - 73 photographs : col. ; 15 x 10 cm or smaller.

*Contents: contains 73 colour snapshots of in-store displays and contest displays including Haul in the Savings, Radio Cap displays, and Norca Tube displays.*

*Contents were originally in a binder.*

File 297

**Photographs of promotional displays in stores.** - [1989?]. - 33 photographs : col. ; 13 x 18 cm or smaller.

*Contents: contains 33 colour snapshots of in store displays and contest displays including water surfer, back to school, and Christmas.*

File 298

**Photographs of promotional displays.** - 1990. - 49 photographs : col. ; 15 x 10 cm.

*Contents: contains 49 colour snapshots of promotional displays and includes photographs of the Fun and Safety with Fudge, and Back to School display contest winners. File also includes a photocopy of a newspaper advertisement.*

File 299 **Back to school photographs.** - 1992. - 93 photographs : col. ; 10 x 15 cm or smaller.  
*Contents: contains 93 colour snapshots of Back to School store displays that are organized by regions Ontario, Quebec, Atlantic, West with the name of the designer beside the photograph or photographs. File includes memoranda to sales personnel about displays. In English and French.*

File 300 **Specialty tin tie display contest.** - 1992. - 133 photographs : col. ; 20 x 28 cm or smaller.. - 30 negatives : col. ; 3.5 x 4 cm.  
*Contents: contains photographs and explanations of winning and honourable mention displays from all regions, memoranda and advertisement to all Dare sales personnel advertising the contest, and photographs of a party. Winning sales personnel were awarded a trip to San Francisco.*

## **Series 26 : Dare Foods Limited : Radio Advertisements**

**Dare Foods Limited : radio advertisements.** - [ca. 1960?]-1988. - 5 audio discs : vinyl, 33 1/3 ; 30 cm or smaller. - 5 audio reels ; 7 mm. - 1 audio cassette : 3 track ; 7 mm.  
*The Dare Company, Limited launched its first big campaign on radio in Toronto in 1960. The campaign was developed through W.A. McCracken Ltd., Toronto and consisted of a heavy concentration of spots on CKEY and CHUM. Bruce Webb was featured on the jingles singing the theme "The Magic Name is Dare." In May 1960 the campaign was extended to Ottawa, Kingston, Hamilton, St. Catharines, London and Kitchener running approximately 15 spots a week.*  
*Series consists of advertisements that were produced for radio and includes auditions by performers. Advertisements were produced by J. Walter Thompson Ltd., Newberry Sound Studio Co. Ltd., Custom Advertiser's Commercials, and D'Arcy Masius Benton & Bowles Canada Inc. Series includes recordings of "Dream Sweet Dare," "Lemon Creme Jingle," and "The Magic Name is Dare." Series consists of audio discs and includes audio reels and an audio cassette. The advertisements are arranged by format.*  
*In English and French.*

File 301 **Dream sweet Dare / [produced by] J. Walter Thompson Limited.** - [ca. 1960?]. - 1 audio disc (60 sec.) : vinyl , 33 1/3 rpm ; 18 cm.  
*Contents: contains "Dream Sweet Dare" advertisement for Dare cookies with band and singers and includes solo and group English and French versions. One-sided.*  
*In English and French.*

File 302 OVR **Dare Foods Limited, Lemon Creme jingle, August 9, 1961 / [produced by] Newberry Sound Studio Company Limited.** - 1961. - 1 audio disc (60 sec.) : vinyl , 33 1/3 rpm ; 25 cm.  
*Contents: contains one audio disc recording of the Dare Foods Limited Lemon Creme biscuit jingle. One-sided.*  
*OVERSIZE.*

File 303 OVR **The magic name is Dare / [produced by] Newberry Sound Studio Company Limited.** - [ca. 1960]. - 1 audio disc (ca. 10 min.) : vinyl , 33 1/3 rpm ; 30 cm.  
*Contents: contains one audio disc recording of The Magic Name is Dare jingle. The commercial promoted cookies, potato chips and candy. One-sided.*  
*OVERSIZE.*

File 304 OVR **The magic name is Dare / [produced by] Newberry Sound Studio Company Limited.** - [ca. 1960]. - 1 audio disc (ca. 3 min.) : vinyl , 33 1/3 rpm ; 30 cm.  
*Contents: contains one audio disc recording of The Magic Name is Dare advertisement. The disc includes two verse opening, two verse closing, Party Time opening, Party Time closing and complete two verse spot.*  
*OVERSIZE.*

File 305 OVR **Special Dare audition for Wilf McCracken by Dave Wilson, CFPL radio.** - [ca. 1960]. - 1 audio disc (ca. 2 min.) : vinyl , 33 1/3 rpm ; 30 cm.  
*Contents: contains one audio disc recording of Dave Wilson's audition for Wilf McCracken, CFPL Radio - London, Ontario. Recording includes all three spots and promotion inserts. One-sided.*  
*OVERSIZE.*

File 306 **Dare.** - [ca. 1960?]. - 1 audio reel (ca. 2 min.) : 19 cm/sec., 2 track ; 7 mm.  
*Contents: contains one audio reel with two tracks. The first track is 60 seconds in length and the second is music only.*

- File 307      **Audio reel recording.** - [ca. 1960?]. - 1 audio reel (ca. 1 min.) ; 7 mm.  
*Contents: contains one unlabelled audio reel recording.*  
*Unlabelled.*  
*Note on box: "3/4 inch empty reel."*
- File 308      **Audio reel recording.** - [ca. 1960?]. - 1 audio reel (ca. 2 hrs.) ; 7 mm.  
*Contents: contains one unlabelled audio reel recording.*  
*Unlabelled.*
- File 309      **Custom Advertiser's Commercials / [produced by] Custom Advertiser's Commercials, Advantage Productions Inc.** - [ca. 1960?]. - 1 audio reel ; 7 mm.  
*Contents: consists of one audio reel. A business card is enclosed in the reel box for Norm Taylor, Local Sales Manager of 1280 CHIQ Radio, Hamilton, Ontario.*
- File 310      **Audition CHNO Sudbury.** - [ca. 1960?]. - 1 audio reel ; 7 mm.  
*Contents: contains one audio reel of an audition for CHNO Sudbury, Ontario, sponsored by Dare Foods Limited.*  
*W2 was written on the original box in several places.*
- File 311      **Vivant crackers, November 3, 1988 / [produced by] Ted Rosnick.** - 1988. - 1 audio cassette (ca. 1 min. 30 sec.) : 3 track ; 7 mm.  
*Contents: contains one audio cassette recording of the Vivant Vivant advertisement. The recording produced by Ted Rosnick for D.M.B. & B. for Radio30.*  
*The recording was done by the Manta Sound Company, Toronto.*  
*Note on box: "stereo 88M1165."*

## **Series 27 : Dare Foods Limited : Television Advertisements**

- Dare Foods Limited : television advertisements.** - 1966-2002. - 75 photographs. - 11 film reels. - 29 videocassettes. - 1 CD-ROM.  
*Dare Foods Limited television commercials were first introduced during the summer and fall of 1960 in Peterborough and on CKNX-TV Wingham Ontario.*  
*Series consists of television advertisements for Dare Foods Limited cookie, cracker and candy products. Television commercials were produced by MacLaren Advertising, Media House Productions, Enterprise Advertising, Benton & Bowles, D'Arcy Masius Benton & Bowles Canada Inc., TQS le mouton noir de la télé, and Télé-Métropole Inc. Commercials were broadcast throughout Canada, the United States, Japan and Germany and are in French, English, Spanish, Japanese and German. Series is organized chronologically and includes film reels, videocassettes, a CD-ROM and colour photographs.*  
*In English, French, German, Japanese, and Spanish.*
- File 312      **Dare : Quality / [produced by] Peterson Productions Limited.** - [196-?]. - 1 film reel (ca. 2 min.) : b&w ; 16 mm.  
*Contents: contains one film reel of the Dare Foods Limited television commercial "Quality."*  
*Note on reel case under date: "1-60, 3-20's."*
- File 313      **English sales meeting : new commercials.** - [1966?]. - 1 film reel (ca. 1 min.) : col. ; 16 mm.  
*Contents: contains one film reel of new Dare Foods Limited television commercials that were probably shown at the English sales meeting. The film reel includes "Meadow," "Treehouse," and "Hansel & Gretel."*
- File 314      **Dream sweet Dare.** - 1966. - 1 videocassette (ca. 2 min) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited television commercial "Dream Sweet Dare." The videocassette also includes "Tree House," "Meadow" and "Hansel & Gretel."*
- File 315      **Dare Foods / [produced by] MacLaren Advertising.** - [ca. 198-]. - 1 videocassette (1 min., 90 sec.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of Dare Foods Limited television commercials "Tree House," "Meadow," "Hansel & Gretel," and "Ingredient." All the commercials were produced in 1966 except for "Ingredient" which was produced in 1977.*  
*The duplicate was produced by Cineservice Ltd., Toronto.*

- File 316      **Dare historical reel.** - 1966-1976. - 1 film reel (14 min. 30 sec.) : col. ; 16 mm.  
*Contents: contains one film reel entitled Dare Historical Reel. The film reel consists of Dare Foods Limited television commercials between 1966 and 1976. Film includes "Treehouse," "Meadows," "Hansel & Gretel," "Swing," "Fishing," "Farm," "Chocolate Chip," "Variety," "Alice in Wonderland," "Treasure Island," "School Bus," "Gym," and "Dans l'Air." Several commercials are in French including "Chocolate Chip," "Alice in Wonderland," "Treasure Island," and "Dans l'Air." The majority of commercials are 60 seconds each in length.*  
*In English and French.*
- File 317 OVR      **Commercials.** - [197-?]. - 1 film reel (ca. 30 min.) : col. ; 16 mm.  
*Contents: contains one film reel that includes Dare Foods Limited television advertisements "Farm," "Treasure Island," "Alice and Wonderland," and "Dare Dans L'Air."*  
*OVERSIZE.*  
*In French.*
- File 318      **Dare Cookies.** - [197-?]. - 1 film reel (2 min.) : col. ; 16 mm.  
*Contents: contains one film reel that includes Dare Foods Limited television advertisements "Treasure Island," and "Alice in Wonderland." Each advertisement is 60 seconds in length.*
- File 319      **Alice in Wonderland photographs.** - [197-]. - 71 photographs : col. ; 9 x 13 cm.  
*Contents: contains 71 colour photographs documenting the production of the Dare Foods Limited television advertisement "Alice in Wonderland."*
- File 320      **Treasure Island photographs.** - [197-]. - 4 photographs : col. ; 9 x 13 cm.  
*Contents: contains four colour photographs documenting the production of the Dare Foods Limited television advertisement "Treasure Island."*
- File 321      **Dare, September 1971 / [produced by] JWT.** - 1971. - 1 film reel (5 min.) : col. ; 16 mm.  
*Contents: contains one film reel that includes Dare Foods Limited television advertisements "Chocolate Chip," and "Variety." The reel includes four versions of "Chocolate Chip" and three versions of "Variety." Each version is either 30 or 60 seconds each in length. A note inside the original film canister lists Reef, "Celebration Bathroom." Two versions of "Celebration Bathroom" are listed one 30 seconds and the other 60 seconds in length.*  
*In English and French.*
- File 322      **Dare products / [produced by] McLaren Advertising.** - 1982. - 1 videocassette (6 min.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette that consists of television advertisements. The videocassette includes the following 12 spots: "Dare Devils," "Time Out," "Ingredient," "Dare Delicious," "Opera," "Jason," "Tough Boss," "Lost Boy," "Dad's Cookies," and "Peak Freen." The advertisements were produced between 1976-1979 and 1982.*  
*The duplicate was produced by Cineservice Ltd.*  
*In English and French.*
- File 323      **Opera.** - [1977?]. - 1 film reel (30 sec.) : col. ; 16 mm.  
*Contents: contains one film reel of the Dare Foods Limited, Kitchener, Ontario, television advertisement "Opera."*  
*In French.*
- File 324      **Ingredients.** - [1977?]. - 1 film reel (30 sec.) : col. ; 16 mm.  
*Contents: contains one film reel of the Dare Foods Limited television advertisement "Ingredients."*  
*A note on the original box states that the film skips.*
- File 325      **Dare Foods Limited.** - 1977. - 1 film reel (2 min.) : col. ; 16 mm.  
*Contents: contains one film reel of Dare Foods Limited television advertisements. The film consists of two versions of "Dare Delicious," and two versions of "Opera," each 30 seconds in length.*  
*In French.*  
*On the original box "Dare Delicious" had 77-2113-30 written beside it and "Opera" had 77-2112-30F written beside it.*
- File 326      **Dare delicious / [produced by] Enterprise Advertising.** - [1977?]. - 1 film reel (30 sec.) : col. ; 16 mm.  
*Contents: contains one film reel of the Dare Foods Limited television advertisement "Dare Delicious."*

- File 327 **Jason, January 30, 1979 / [produced by] Enterprise Advertising.** - 1979. - 1 film reel (30 sec.) : col. ; 16 mm.  
*Contents: contains one film reel of the Dare Foods Limited television advertisement "Jason."*  
*Note on box: "1 - Rel. Prt., 79-2135-30."*
- File 328 **On its own, August 8, 1981 / [produced by] MacLaren Advertising.** - 1981. - 1 videocassette (30 sec.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited television advertisement, "On Its Own." The advertisement promotes Breton crackers.*  
*The duplicate was produced by Mastertrack Ltd., Toronto.*
- File 329 **On its Own / [produced by] MacLaren Advertising.** - 1983. - 1 videocassette (30 sec.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited television advertisement "On Its Own." The advertisement promotes Breton crackers.*
- File 330 **Dare Foods Limited : cookies competitive reel / [produced by] D'Arcy Masius Benton & Bowles Canada Inc.** - 1984-1988. - 1 videocassette (197 min.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette of competitor's advertisements produced between 1984 and 1988. The videocassette includes the following commercials: Dad's - "3' 8", Oreo - "Open an Oreo," Chips Ohoy [sic] - "Counting," Keebler - "Mailman," Mr. Christie - "Chewey," Duncan Hines Chocolate, Chips Ohoy [sic], Beatrice Colonial, "Master Baker," Duncan Hines - "Raining Chips," Country Fibre "Boy/Glasses," Country Fibre "Man/Glasses," Fudgee-O's "Measuring Cookies," Peak Freans Bourbon Cream - "Cuckoo," Peak Freans Shortcake - "Fishbowl," Peak Freans Digestive - "Graduation," Peak Freans Fruit Cremes - "Figurines," Peak Freans Cookies - "Bon Voyage," Peak Freans Orange Chocolate - "Knights Cat," and Oreo Chocolate - Fudge Intro. The advertisements are 15, 30, or 60 seconds each in length. A list of the advertisements, length, order, and production date is included.*
- File 331 **Dare cookies, November 19, 1984 / [produced by] Benton & Bowles Canada Ltd.** - 1984. - 1 videocassette (30 sec.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited television advertisement "Dare Cookies."*  
*The duplicate was produced by The Magnetic North Corporation, Toronto.*  
*Note on videocassette label: "DR-T-30-063E, HG."*  
*Copy 1 of 2.*
- File 332 **Dare cookies, November 19, 1984 / [produced by] Benton & Bowles Canada Ltd.** - 1984. - 1 videocassette (30 sec.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited television advertisement "Dare Cookies."*  
*The duplicate was produced by The Magnetic North Corporation, Toronto.*  
*Note on videocassette label: "DR-T-30-063E, HG."*  
*Copy 2 of 2*
- File 333 **Dare Bears, February 15, 1985 / [produced by] Benton & Bowles Canada Ltd.** - 1985. - 1 videocassette (1 min. 30 sec.) : duplicate, col., VHS ; 13 mm.  
*Contents: includes one videocassette recording of the Dare Foods Limited television advertisement "Dare Bears."*  
*The duplicate was produced by Videogenic Corporation.*  
*Note on box: Dub. T-30*  
*Note on box: 2x :30 Animatics, and 1x :30 Commercial Rev.*
- File 334 **Keebler / [produced by] Benton & Bowles Canada Ltd.** - 1985. - 1 videocassette (2 min.) : duplicate col., VHS ; 13 mm.  
*Contents: contains one videocassette of Keebler television advertisements. The videocassette includes two advertisements both 60 seconds each in length.*  
*The duplicate was produced by the Videogenic Corporation.*  
*Note on videocassette label: "DUB."*
- File 335 **Dare Bears, March 24, 1987 / [produced by] D'Arcy Masius Benton & Bowles Canada Inc.** - 1987. - 1 videocassette (30 sec.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette of the television advertisement "Dare Bears" promoting Dare Foods Limited cookies.*  
*Note on videocassette label: "Rev. 2, SP."*

- File 336 **Katjes.** - 1987-1991. - 1 videocassette (ca. 10 min.) : col., VHS ; 13 mm.  
*Dare Foods Limited partnered with Katjes Co., a German manufacturer of natural gummies and jellies to create Real Fruit gummies. The partnership allowed for the customization of several of Katjes' formulas for Real Fruit, which debuted in 1991.*  
*Contents: contains one videocassette including recordings of television and radio advertisements for Katjes gummi candies. The advertisements included are "Supermarkt," "Entgleisung," "Filmriss," "Kaufhaus," "Schwimmbad," "Berwerbung," "Programmänderung," and "Reiseleitung."*  
*In German.*
- File 337 **Katjes Werbeampagnen.** - 1988-1993. - 1 videocassette (ca. 5 min.) : col., VHS ; 13 mm.  
*Dare Foods Limited partnered with Katjes Co., a German manufacturer of natural gummies and jellies to create Real Fruit Gummies. The partnership allowed for the customization of several of Katjes' formulas for Real Fruit, which debuted in 1991.*  
*Contents: contains one videocassette of Katjes Werbeampagnen television commercials.*  
*The videocassette appears to be damaged and only sound (which is often distorted) is produced when played.*  
*In German.*
- File 338 **Dare Foods, July 22, 1988 / [produced by] D'Arcy Masius Benton & Bowles Canada Inc.** - 1988. - 1 videocassette (15 sec.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette of Dare Foods Limited television advertisements. The videocassette includes six spots "Reporter," "Say When," "Brussels," "Party is Tomorrow," "Elfin Loaves," and "Man up at Night."*
- File 339 **Crackers/cookies, November 7, 1988 / [produced by] Video Works, Waterloo.** - 1988. - 1 videocassette (ca. 2 min. 30 sec.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette of cookies and crackers advertisements. The videocassette includes five spots.*  
*The videocassette is a second generation VHS duplicate.*
- File 340 **Black Forest Belmont, September 5, 1989 / [produced by] D'Arcy Masius Benton & Bowles Canada Inc.** - 1989. - 1 videocassette (2 min.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited television advertisement "Black Forest Belmont." The videocassette consists of 8 spots, each 15 seconds in length. There are five advertisements in English and three in French.*  
*In English and French.*
- File 341 **Black Forest Belmont, September 1989 / [produced by] D'Arcy Masius Benton & Bowles Canada Inc.** - 1989. - 1 videocassette (2 min.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited television advertisement "Black Forest Belmont." The videocassette consists of eight spots, each 15 seconds in length. There are five advertisements in English and three in French.*  
*In English and French.*
- File 342 **Biscuit Foret Noire, September 20, 1989 / [produced by] D'Arcy Masius Benton & Bowles Canada Inc.** - 1989. - 1 videocassette (15 sec.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited television advertisement "Biscuit Foret Noire."*  
*In English and French.*
- File 343 **Dare crackers Hispanic commercial.** - [199-]. - 1 videocassette (120 min.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of a Dare Foods Limited television advertisement for crackers in Spanish.*  
*In Spanish.*  
*A note in the videocassette case reads "Please pass on to Michael."*
- File 344 **Dare Foods cookies, November 26, 1991 / [produced by] D'Arcy Masius Benton & Bowles Canada Inc.** - 1991. - 1 videocassette (1 min.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette of proposed television advertisements. The advertisements are unfinished and include "Frere Jacques," and "Dare Bears."*  
*Note on the videocassette label: "Frere Jacques" : 30 REV and "Dare Bears" : 30 REV.*
- File 345 **Frere Jacques / [produced by] D'Arcy Masius Benton & Bowles Canada Inc.** - [ca. 1991]. - 1 videocassette (30 sec.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited television advertisement "Frere Jacques."*

- File 346 **Featuring Dare's tin tie cookies / [produced by] Video Works.** - [ca. 1991]. - 1 videocassette (60 min.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited television advertisement "Featuring Dare's Tin Tie Cookies." The videocassette includes one advertisement recorded several times.*
- File 347 **Featuring Dare's tin tie cookies / [produced by] Video Works, Waterloo.** - [ca. 1991]. - 1 videocassette (60 min.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the television advertisement "Featuring Dare's Tin Tie Cookies." The videocassette includes one advertisement recorded several times.*
- File 348 **Anything goes, December 17, 1992 / [produced by] D'Arcy Masius Benton & Bowles Canada Inc.** - 1992. - 1 videocassette (30 sec.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited television advertisement "Anything Goes." The videocassette contains two versions of "Anything Goes." The duplicate was produced by The Command Post & Transfer Corporation, Toronto. The videocassette has two numbers on the label, 9212-180 and DR-T30-160.*
- File 349 **XVIIth Winter Olympic Games, 1994, March 16, 1993 / [produced by] Télé-Métropole Inc.** - 1993. - 1 videocassette (5 min., 33 sec.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of Dare Foods Limited promotional material for the XVIIth Winter Olympic Games in Lillehammer, February 12 to 27, 1994. The videocassette was produced by JPL Vidéo, Montreal.*
- File 350 **Soft spot, September 1996.** - 1996. - 1 videocassette (ca. 1 min.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited television advertisement "Soft Spot." The advertisement promotes Real Fruit Gummies.*
- File 351 **Whippet le lait / [produced by] TQS.** - [ca. 2000]. - 1 videocassette (ca. 30 sec) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited television advertisement "Whippet le Lait." The commercial advertises the promotion "Pur délire à Hollywood."  
 In French.*
- File 352 **Dare Breton in Japan.** - [ca. 2000]. - 1 videocassette (ca. 2 min.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited television advertisement for Breton crackers used in Japan. The Breton cracker product was under license as "Moringa Digestives." The advertisement played off the popularity in Japan of Anne of Green Gables.  
 In Japanese.*
- File 353 **Le mondial, August 16, 2002.** - 2002. - 1 videocassette (30 sec.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the television advertisement "Le mondail." The advertisement promotes Whippet biscuits with the slogan "Pur Délice/Pur Délire."  
 In French*
- File 354 **Whippet, August 2002.** - 2002. - 1 CD-ROM (2,621 KB of textual records. - 11,161 KB of moving images)  
*Contents: contains one CD-ROM. The CD-ROM has three files that include a Microsoft Power Point presentation and two television commercials. The file, Dare ppt 2002-08-20, is a Power Point presentation, "Présentation de l'activité marketing et des possibilités de marchandisage, Whippet," and is 2,621 KB. The file, DARWH~GI.MPG, is a television commercial for Whippet cookies, is 1,796 KB (mpeg) and is dated 2002-08-14. The file, Whippet TQS.MPG, is also a television commercial for Whippet cookies is 9,365 KB (mpeg) and is dated 2002-08-20.  
 In French.*

## **Series 28 : Dare Foods Limited : Price Pages and Lists**

- Dare Foods Limited : price pages and lists.** - 1940-1950. - 4 cm of textual records.  
*Series consists of C.H. Doerr Company Limited price lists for cookie and candy products. The price lists are organized by region with lists for individual stores. Series includes H.S. McCabe's price lists, formulas for cookies and candies, and "Cookie Sheets." The series is arranged chronologically.*

File 355 **The C.H. Doerr Company Limited formula and price lists.** - 1940-1942.  
*Contents: contains recipes for cookies and candies as well as price lists for companies in Hamilton, London, Toronto, Sault Ste. Marie, Parry Sound, Niagara Falls, Cobalt, Orillia, Sioux Lookout, Fort William, North Bay, Collingwood, St. Catherines, and Geraldton, Ontario; Saskatoon, Saskatchewan; Montreal, Quebec; and Maritime Provinces including Sackville, New Brunswick. Recipes were originally stored in a binder.*

File 356 **Mr. H.S. McCabe's price list for The C.H. Doerr Company Limited.** - 1941-1942.  
*Contents: contains a small binder notebook of Mr. H.S. McCabe's price lists for The C.H. Doerr Co. Ltd cookies and candies.*

File 357 **The Dare Company Limited biscuit price list and Cookie Sheets.** - [ca. 1948]-1950.  
*Contents: contains biscuit price lists, information sheets for sales employees, and copies of the internal newsletter "Cookie Sheets." File was originally stored in a binder.*

## **Series 29 : Dare Foods Limited : Old Price Pages**

**Dare Foods Limited : old price pages.** - 1970-1993. - 30 cm of textual records.  
*Series consists of price pages for biscuits and candy products. Price pages list products, product code number, universal product code (UPC), item code number, package weight, case weight, cubic feet per case, net price delivered to stores and warehouses, and were used by sales personnel. The lists are organized chronologically and then by region: Lakehead and West, East of Lakehead, Newfoundland, and Quebec. New Brunswick, Nova Scotia, and Prince Edward Island regions are also included.  
In French.*

File 358 **Old Western price pages prior to 1976.** - 1974-1976.  
*Contents: contains price lists for biscuits, candy, grocery pack, Valentine candy, Easter candy, Halloween candy, Christmas candy, and ranges delivered to Lakehead and West. Price lists describe products, package weight, case weight, and net price delivered to stores and warehouses. File includes delivered store index.*

File 359 **Old biscuit price pages prior to 1976.** - 1974-1975.  
*Contents: contains price lists for biscuits, tin tie and bulk products sold East of Lakehead, Lakehead and West. Price lists describe products, package weight, case weight, cubic feet per case, and net price delivered to stores.*

File 360 **Old candy price pages prior to 1977.** - 1973-1976.  
*Contents: contains price lists for grocery packs, Family Pack, peg top, fantop, bulk, penny goods, and pre-priced licorice candy sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe products, package weight, case weight, cubic feet per case, and net price delivered to stores and warehouses.*

File 361 **Old seasonal candy price pages prior to 1977.** - 1970-1976.  
*Contents: contains price lists for marshmallow, Valentine, Easter, Halloween, Christmas, and chocolate candy ranges sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe products, package weight, case weight, cubic feet per case, and net price delivered to stores and warehouses.*

File 362a **Old packaged biscuit price lists (file 1 of 3).** - 1975-1987.  
*Contents: contains biscuit price lists for tin tie products sold East of Lakehead, Lakehead and West, and in Newfoundland and Quebec. Price lists describe products, package weight, case weight, cubic feet per case, and net price delivered to stores and warehouses.  
Original title: Old packaged biscuit price lists, 1976.*

File 362b **Old packaged biscuit price lists (file 2 of 3).** - 1975-1987.

File 362c **Old packaged biscuit price lists (file 3 of 3).** - 1975-1987.

File 363 **Old Family Pack price pages, 1977.** - 1978.  
*Contents: contains price lists for Family Pack candy sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe weight, price per case, and net price delivered to stores.*

File 364 **Old penny goods price pages, 1977.** - 1989-1993.  
*Contents: contains price lists for Dare Foods Limited penny candies and Darejubes products sold nationally, East of Lakehead, Newfoundland, and Lakehead and West. Price lists describe products, universal product code (UPC), item codes, pieces per box, net price delivered to stores.  
In English and French.*

- File 365      **Old nickel candy price pages, 1981.** - 1977, 1980-1981.  
*Contents: contains price lists for nickel candy and penny goods sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe products, case weight, cubic feet per case, and net price delivered to wholesalers' warehouses.*
- File 366      **Old seasonal marshmallow price pages, 1977-1985.** - 1977-1985.  
*Contents: contains price lists for spring and summer marshmallow candy ranges sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe products, package weight, case weight, cubic feet per case, and net price delivered to stores and warehouses.*
- File 367      **Old Valentine price pages, 1977-1985.** - 1977-1985.  
*Contents: contains price lists for Valentine candy sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists record products, package weight, case weight, cubic feet per case, price per pound, and net price delivered to stores and warehouses.*
- File 368      **Old Easter price pages, 1977-1985.** - 1977-1985.  
*Contents: contains price lists for Easter candy ranges sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists record products, package weight, case weight, cubic feet per case, and net price delivered to stores and warehouses.*
- File 369      **Old Halloween price pages, 1977-1984.** - 1977-1984.  
*Contents: contains price lists for Dare Foods Limited, Kitchener, Ontario, Halloween candy sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe package weight, case weight, cubic feet per case, and net price delivered to stores and warehouses.*  
*Original title: Old Hallowe'en price pages 1977-1984.*
- File 370      **Old Christmas price pages, 1977-1985.** - 1977-1985.  
*Contents: contains price lists for Christmas candy, chocolate, confectionery and Christmas bulk candy sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe products, package weight, case weight, cubic feet per case, and net price delivered to stores and warehouses.*
- File 371      **Old pegtop price pages, 1977-1985.** - 1977-1985.  
*Contents: contains price pages for the pegtop candy range and pegtop confectionery wholesaler range. The pages list product weight, cubic feet of case, and net price of product delivered to stores.*
- File 372      **Old fantop price pages, 1977-1985.** - 1977-1985.  
*Contents: contains price pages for fantop candy range sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe product weight, size, and net price delivered to stores.*
- File 373      **Old bulk candy price pages, 1977-1986.** - 1977-1986.  
*Contents: contains price lists for bulk, pegtop, fantop candy ranges and confectionery wholesaler range sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe product weight, and a breakdown of net price delivered to stores per kilogram, per case, and per approximate pound.*
- File 374      **Old seasonal cello biscuit price, 1980-1989.** - 1980-1989.  
*Contents: contains price lists for cellophane packaged biscuits sold East of Lakehead, Lakehead and West, and in Newfoundland. The price lists provide a breakdown of prices per pound, kilogram, and case.*  
*In English and French.*
- File 375      **Old special products price lists, 1981-1985.** - 1981-1985.  
*Contents: contains price lists for specialty items, special candy items, Stak-A-Jars, Foley's Candy range, and Super Pops sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe package weight, case weight, cubic feet of case, and net price delivered to stores and warehouses.*
- File 376      **Old Darejubes price lists, 1981.** - 1980-1990.  
*Contents: contains price lists for Darejubes sold East of Lakehead, Lakehead and West, in Newfoundland. Price lists describe products, package weight, case weight, and net price delivered to stores and warehouses.*

- File 377      **Old Bake Shoppe price pages.** - 1976-1986.  
*Contents: contains price lists for Bake Shoppe, Bake Shoppe bulk, and bulk cookies sold East of Lakehead, Lakehead and West, in Quebec and Newfoundland. Price lists describe products, package count, case weight, and net price delivered to stores and warehouses.*  
*Original title: Old bake shoppe price pages.*
- File 378      **Old miscellaneous biscuit price pages.** - 1982, 1989-1990.  
*Contents: contains price lists for Dare Ice Cream Cups for national and East of Lakehead; Robinson range (ice cream cones, cups, straws) sold in New Brunswick, Nova Scotia, Prince Edward Island and Quebec; and special biscuit and candy items sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe product, item code number, package count, gross case weight, pallet count, case cube, case pack, and net price delivered to stores.*  
*In English and French.*
- File 379      **Old Bake Shoppe price pages.** - 1987-1992.  
*Contents: contains price lists for biscuits, including Bake Shoppe products, sold East of Lakehead, Lakehead and West, and in Newfoundland. The price lists provide a breakdown of prices per pound, kilogram, and case.*  
*Original title: Old bakeshop price pages.*  
*In English and French.*
- File 380a      **Biscuit price pages (file 1 of 2).** - 1986-1990.  
*Contents: contains price lists for biscuits sold East of Lakehead, Lakehead and West, in Quebec and Newfoundland. Price lists describe products, package weight, case weight, cubic feet of case, and net price delivered to stores and warehouses. Products are listed in categories of packaging type.*
- File 380b      **Biscuit price pages (file 2 of 2).** - 1986-1990.
- File 381      **Speciality items price pages.** - 1986-1989.  
*Contents: contains price lists for speciality candy items and products including Golden Brittle, Super Pops, bulk Sweet N' Lite sold East of Lakehead, Lakehead and West, in Ontario, and Newfoundland. Price lists describe products, package weight, case weight, cubic feet of case, and net price delivered to stores and warehouses. Products are listed in categories of packaging type.*  
*In English and French.*
- File 382      **Crackers price pages.** - 1981, 1983-1990.  
*Contents: contains price lists for crackers sold East of Lakehead, Lakehead and West, in the Atlantic, and Newfoundland. Price lists describe products, package weight, case weight, cubic foot of case, and net price delivered to stores and warehouses. Products are listed in categories of packaging type.*  
*In English and French.*
- File 383      **Easter candy price pages.** - 1986-1989.  
*Contents: contains price lists for Easter candy sold East of Lakehead, Lakehead and West, in Newfoundland. Price lists describe products, package weight, case weight, cubic foot of case, and net price delivered to stores and warehouses. Products are listed in categories of packaging type.*
- File 384      **Spring and summer candy price pages.** - 1985-1986, 1988-1989.  
*Contents: contains contains price lists for spring and summer candy ranges, mostly marshmallow products, sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe products, package weight, case weight, cubic feet of case, and net price delivered to stores and warehouses. Products are listed in categories of packaging type.*
- File 385      **Valentine candy price pages.** - 1986-1989.  
*Contents: contains price lists for Valentine candy sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe products, package weight, case weight, cubic feet of case, and net price delivered to stores and warehouses. Products are listed in categories of packaging type.*
- File 386      **Halloween candy price pages.** - 1985-1989.  
*Contents: contains price lists for Halloween candy sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe products, package weight, case weight, cubic feet of case, and net price delivered to stores and warehouses. Products are listed in categories of packaging type.*  
*Original title: Hallowe'en candy price pages.*

- File 387 **Christmas candy price pages.** - 1986-1988, 1990.  
*Contents: contains price lists for Christmas candy sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe products, package weight, case weight, cubic feet of case, and net price delivered to stores and warehouses. Products are listed in categories of packaging type.*
- File 388 **Daretubs price pages.** - 1988.  
*Contents: contains price lists for Daretubs candy sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe products, package weight, case weight, cubic feet of case, and net price delivered to stores and warehouses. Products are listed in categories of packaging type.*
- File 389 **Price pages.** - 1990.  
*Contents: contains price lists for Two Cent, 5¢ and 10¢ and Specialty Items candy sold East of Lakehead, Lakehead and West, and in Newfoundland. Price lists describe products, number of pieces per box, package weight, case weight, cubic foot of case, and net price delivered to stores and warehouses. Products are listed in categories of packaging type.*

### **Series 30 : Dare Foods Limited : Product Information Sheets**

- Dare Foods Limited : product information sheets.** - [199-]-2002.  
*Series consists of information sheets for cracker, candy, and cookie products. The sheets were used by sales personnel across Canada to advertise products to potential buyers. Sheets include colour images of products and product specifications. Three copies of a colour photograph of cracker products, and display signs are also included. These records replaced the earlier picture books and were also distributed by the sales office. The series is arranged chronologically.*  
*In English and French.*
- File 390 **Product information sheets** - [ca. 1988]-1999.  
*Contents: contains product information sheets for cookie, candy and cracker products. The sheets include colour photographs of the products, a description of the product and its package, the package universal product code (UPC), the shipping case code, and the pack number. Letterhead, display signs, copies of the Dare Foods Limited Christmas card [ca. 1996], and an article reprinted from Fancy Food are also included.*  
*In English and French.*
- File 391 **Product information sheets** - [ca. 1988]-2002. - 3 photographs : col. ; 21 x 26 cm.  
*Contents: contains product information sheets for cookie, candy, and cracker products. The sheets include colour photographs of the products, a description of the product and its package, the package universal product code (UPC), the shipping case code, and the pack number. Many sheets are bilingual. File also includes 3 colour photographs of Breton cracker products and Bremner Biscuit Company information sheets.*  
*Includes three colour photographs.*  
*In English and French.*
- File 392 OVR **Product information sheets** - 1994.  
*Contents: contains four sheets including Coconut Creme Cookies, Lemon Creme Cookies, Chocolate Chip Cookies, and Chocolate Fudge Cookies packaging. File also includes three copies of a poster advertising the custom products division.*  
 OVERSIZE.

### **Series 31 : Dare Foods Limited : Photographs**

- Dare Foods Limited : photographs.** - 1892-2002. - 1982 photographs.  
*Series consists of images of the interior and exterior of buildings, staff, events, regional and national meetings, displays, staff BBQs, award banquets, retirement parties, and birthday parties. Includes black and white and colour photographs, negatives, slides and transparencies. Series is arranged chronologically.*
- File 393 **C.H. Doerr and Company : staff and exterior of plant.** - 1892. - 1 photograph : b&w ; 21 x 15 cm on mount 24 x 20 cm.. - 1 slide : b&w ; 35 mm.  
*Contents: contains one black and white mounted photograph. The photograph is an image of women and men standing outside of C.H. Doerr & Co. Biscuit & Confectionery Works. The staff are standing with horses and delivery buggies. File includes a slide that is a copy of the original.*

- File 394 **C.H. Doerr and Company : staff and exterior of plant.** - 1895. - 1 photograph : b&w ; 24 x 20 cm.. - 1 slide : b&w ; 35 mm.  
*Contents: contains one black and white photograph mounted on board. The photograph is an image of women and men standing outside the C.H. Doerr & Co. Biscuit & Confectionery Works. Horses and delivery buggies are also included in the image. File includes a slide that is a copy of the original.*
- File 395 **C.H. Doerr and Company : exterior of plant.** - 1900. - 1 photograph : b&w ; 19 x 14 cm.  
*Contents: contains one black and white photograph. The photograph is an image of the C.H. Doerr & Co. Confectionery Works. The image includes a man standing in the doorway and a man standing on a cart filled with boxes and pulled by a horse.  
 Photograph was in a frame and has since been removed from the frame.*
- File 396 **C.H. Doerr and Company : staff.** - [ca. 1905]. - 2 photographs : b&w ; 18 x 13 cm.. - 2 slides : col. ; 35 mm.  
*Contents: contains two black and white photographs. Copy prints of the recto and the verso of a postcard. The postcard was sent from Lawrence [Englert] to his sister, Rose Englert in Michigan [ca. 1905]. The text reads, "Dear Sister: Thank you for that beautiful neck-tie you sent me. This is a picture of a few at the shop, taken at Supper time, while we were at night work. Lawrence." The postcard image is of 13 men and women in the interior of the C.H. Doerr Company plant.*
- File 397 **C.H. Doerr and Company : delivery sleigh, January 1913.** - 1913. - 1 photograph : b&w ; 17 x 11 cm on mount 18 x 12 cm.  
*John Doerr was a nephew of C.H. Doerr. He was the son of Adam Doerr, C.H. Doerr's oldest brother. He acted as a salesman (and, apparently, delivery driver) for the C.H. Doerr Company Limited.  
 Contents: contains one black and white photograph mounted on board. The photograph is an image of John Doerr sitting in the driver's seat of a C.H. Doerr & Co. Biscuit & Confectionery delivery sleigh pulled by two horses. Two large houses are in the background.*
- File 398 **C.H. Doerr and Company : shipping room.** - [ca. 1913-1916]. - 1 photograph : b&w ; 26 x 21 cm.  
*Contents: contains one black and white print copy of a photograph. The photograph is an image of the Doerr Company shipping room. Two men are standing behind a long counter and one man is standing beside piles of boxes.*
- File 399 **C.H. Doerr and Company : Doerr's Candies delivery car and driver, May 1, 1916.** - 1916. - 1 photograph : b&w ; 21 x 16 cm on mount 25 x 19 cm.. - 1 slide : b&w ; 35 mm.  
*John Doerr was a nephew of C.H. Doerr. He was the son of Adam Doerr, C.H. Doerr's oldest brother. He acted as a salesman (and, apparently, delivery driver) for the C.H. Doerr Company Limited.  
 Contents: one photograph of John Doerr sitting in the driver's seat of the Doerr's Candies delivery car in front of The Gettas Restaurant on May 1, 1916. File includes a slide that is a copy of the original.*
- File 400 **C.H. Doerr and Company : interior of plant / Denton Photo.** - [1922?]. - 1 photograph : b&w ; 20 x 15 cm on mount 21 x 16 cm.  
*Contents: contains one black and white photograph mounted on board. The photograph is an image of men standing beside machinery in the interior of the C.H. Doerr & Company building [ca. 1922]. The men are most likely standing in the biscuit manufacturing section of the plant.  
 Photographer : Denton.*
- File 401 **C.H. Doerr and Company : interior of plant / Denton Photo.** - [1922?]. - 1 photograph : b&w ; 20 x 15 cm on mount 21 x 16 cm.  
*Contents: contains one black and white photograph mounted on board. The photograph is an image of men and women standing beside machinery in the interior of the C.H. Doerr & Company building [ca. 1922]. The men and women are most likely standing in the candy manufacturing section of the plant.  
 Photographer : Denton.*
- File 402 **C.H. Doerr and Company : interior of plant / Denton Photo.** - [1922?]. - 1 photograph : b&w ; 20 x 15 cm on mount 21 x 16 cm.  
*Contents: contains one black and white photograph mounted on board. The photograph is an image of women packing sweet cream sodas boxes in the interior of the C.H. Doerr & Company building [ca. 1922].  
 Photographer : Denton.*

- File 403 **C.H. Doerr and Company : plant.** - 1922. - 1 photograph : b&w ; 21 x 15 cm on mount 26 x 21 cm.. - 1 slide : b&w ; 35 mm.  
*Contents: contains one black and white photograph mounted on board. The photograph is an image of two men with cars standing outside of the C.H. Doerr plant. File includes a slide that is a copy of the original.*
- File 404 **C.H. Doerr and Company : bulk candies in wooden barrels.** - 1922. - 1 photograph : b&w ; 21 x 16 cm.  
*Contents: contains one black and white photograph. The photograph is an image of men standing in a store room. In the foreground are wooden Doerr's Candies pails piled high. The pails were used to ship candy.*
- File 405 **Doerr, C.H. sitting at his desk, May 1922 / Denton Photo.** - 1922. - 1 photograph : b&w ; 21 x 16 cm.  
*Contents: contains one black and white photograph of C.H. Doerr sitting at his desk. He dated the photograph as May 1922 although a calendar on the wall is open at November 1921. Note the photograph of the delivery sleigh wagon on his desk.*  
*Photographer : Denton.*  
*There are two numbers on the reverse of the photograph 3298-2 and 3298-02 A. Received from Bryan Dare on Tuesday, November 16, 2004.*
- File 406 OVR **The C. H. Doerr Company Limited, Kitchener, Ontario, June 1942 / Gifford Studio.** - 1942. - 5 photographs : b&w ; 24 x 19 cm on mount 35 x 31 cm.  
*Contents: contains five copies of a black and white photograph. The photograph is an image of portrait of C.H. Doerr Company Limited staff outside of the plant.*  
*Photographer: Gifford Studio.*  
*OVERSIZE.*
- File 407 **Dare Company Limited, Kitchener, Ontario.** - 1944. - 2 photographs : b&w ; 21 x 26 cm.  
*Contents: contains two black and white photographs. The photograph is a portrait of Dare Company staff seated outside the plant in Kitchener.*
- File 408 **The Dare Company Limited : Dare Company staff.** - [ca. 1946]. - 2 photographs : b&w ; 21 x 12 cm.  
*Contents: contains two black and white photographs. The photographs are a portrait of the Dare Company staff at a party.*
- File 409 OVR **The Dare Company Limited : aerial photograph of biscuit plant, Kitchener / Garf's Flying Service.** - 1947. - 1 photograph : b&w ; 26 x 21 cm on mount 34 x 31 cm.  
*Contents: contains one black and white aerial photograph. The photograph is an image of the Dare Company Limited biscuit plant in Sunnyside, Kitchener.*  
*The number 1044 is written on the back of the mount.*  
*OVERSIZE.*  
*The enlargement is Kodabromide and was made by Barthel.*
- File 410 **The Dare Company Limited : old photos.** - 1948-1976, 1990. - 9 photographs : col. ; 15 x 10 cm and 13 x 9 cm.. - 4 slides : col. ; 35 mm.. - 52 negatives : b&w ; 35 mm.  
*Contents: contains nine colour photographs, two colour slides, a list of the people and their positions in a photograph of the delegates to the first annual sales convention in 1948, a letter and story written by Orpha Kinzie, a copy of the song "King of the Shelf" written by Roy K. Downey and Tom Willoughby, a copy of the score for the song "Dare Cookies" written by Greg Adams and Peter Proudman and Eric Robertson. The photographs and negatives are images of the filming of a television commercial, biscuit products, store displays and the advertisement for the 1976 Pinto contest. The negatives are images of a staff convention.*
- File 411 **The Dare Company Limited : 1950's plant, people.** - [195-]-[1976?], [199-]. - 22 slides : col. ; 35 mm.  
*Contents: contains 22 colour slides. The slides are images of staff at an awards ceremony, interior of a plant, groups of staff, staff at the Christmas luncheon, store displays, store logos, the exterior of the Surrey plant, the Dare Bears van.*
- File 412 **The Dare Company Limited : Dare's biscuit display.** - [ca. 1957]. - 2 photographs : b&w ; 9 x 9 cm.  
*Contents: contains two black and white photographs of Dare's biscuit displays. File also includes a clipping of The Dare Company Limited, Dare's Biscuits letterhead, 1957.*

- File 413 **Leo Haak photographs.** - 1962. - 9 photographs : b&w and col. 9 x 8 cm or smaller.. - 5 slides : b&w ; 35 mm.  
*Contents: contains six black and white and three colour snapshots from Leo Haak. The black and white photographs are images of store displays, people standing outside the Dare Foods Limited potato chip plant, and women standing beside a Dare Foods Limited sign. The remaining three photographs are colour images of biscuit and candy store displays. File includes four black and white slide copies of the photographs.*  
*The photographs and slides were packaged in an envelope with the following note: "Could you send these old photographs back to Lucien Boyer?"*
- File 414 **The Dare Company Limited : photos.** - 1962, 1967, predominant 1962. - 1 album (47 photographs).  
*Contents: contains one binder labelled "Photos." The binder contains a black and white newspaper advertisement "Our first customer" [ca. 1967]; a Union Carbide plastic products advertisement featuring Dare biscuits; black and white photographs of products; portraits of staff; the interior and exterior of the plant in Surrey, B.C.; new wage agreement at the Surrey plant; an advertisement for a contest; and store displays. The majority of the photographs are labelled.*  
*The photographs of Surrey, B.C. were taken by Rolly Ford Photo Publications. The remaining photographs were taken by The Belair Studio, Kitchener.*  
*Bill Mitchell, 2 photographs : b&w ; 13 x 17 cm*  
*J.D. Burke, 2 photographs : b&w ; 13 x 17 cm*  
*John McKay, 2 photographs : b&w ; 12 x 17 cm*  
*John McKay, Doug Soanes, Ken O'Hara, Jack Graham, and C.M. Dare at the plant in Surrey, B.C. January, 1962, 2 photographs : b&w ; 17 x 13 cm*  
*Dare Coconut creams, 2 photographs : b&w ; 13 x 18 cm*  
*Dare Whole Wheat Digestive biscuits, 2 photographs : b&w ; 18 x 13 cm*  
*Dare Potato Chips, 2 photographs : b&w ; 13 x 18 cm*  
*Dare Candy Chest of Fruit Jellies, 2 photographs : b&w ; 18 x 13 cm*  
*Bert Luckhurst, Peterboro, 1 photograph : b&w; on mount 22 x 27 cm*  
*Dare Foods personnel, Mr. J. M. Lumby (left), members of the Employees' Committee, and Mr. K. K. O'Hara (left centre) are shown with Mr. William White of Local 457 of the Bakery and Confectionery Workers Union, after satisfactory negotiation of a new wage agreement at the Surrey plant, 1 photograph : b&w ; 21 x 26 cm*  
*Mr. K. K. O'Hara (left) of Dare Foods shown here with Mr. William White of Local 475 of the Bakery and Confectionery Workers Union after satisfactory negotiation of a new wage agreement., 1 photograph : b&w ; 26 x 21 cm*  
*Bill Gill, 1 photograph : b&w ; 13 x 17 cm*  
*Tom Warren, 1 photograph : b&w ; 12 x 18 cm*  
*John Bull, 1 photograph : b&w ; 12 x 17 cm*  
*B. Sanders, 1 photograph : b&w ; 12 x 18 cm*  
*D. Grischow, 1 photograph : b&w ; 13 x 17 cm*  
*C.A. Preistman, 1 photograph : b&w ; 13 x 17 cm*  
*J.M. Langley, 1 photograph : b&w ; 13 x 17 cm*  
*Deal B, 1 photograph : b&w ; 17 x 26 cm*  
*Deal A, 1 photograph : b&w ; 18 x 26 cm*  
*Dare biscuit display, 1 photograph : colour ; 13 x 18 cm*  
*Dare's potato chip display, 1 photograph : colour ; 13 x 18 cm*  
*Dare Lemon Cremes, 1 photograph : b&w ; 13 x 18 cm*  
*Product display, 1 photograph : b&w ; 16 x 26 cm*  
*Dare's and Dare potato chips, 1 photograph : b&w ; 16 x 26 cm*  
*Dare Chocolate Chip cookies, 1 photograph : b&w ; 13 x 17 cm*  
*Saratoga by Dare's potato chips, 1 photograph : b&w ; 13 x 17 cm*  
*Dare products and space exploration buttons, 1 photograph : b&w ; 13 x 17 cm*  
*Devonsheer Melba Toast by Dare's, 1 photograph : b&w ; 12 x 10 cm*  
*Dare Romper Room and Peanut Crunch biscuits, 1 photograph : b&w ; 13 x 17 cm*  
*Step Right Up Folks promotion, 1 photograph : b&w ; 23 x 17 cm*  
*Dare Delicious! display, 1 photograph : b&w ; 15 x 26 cm*  
*John McKay standing beside machinery at the Surrey plant, 1 photograph : b&w ; 13 x 17 cm ; 21 x 26 cm*  
*Machinery at the Surrey plant, 2 photographs : b&w ; 17 x 13 cm ; 21 x 26 cm*  
*Interior of Surrey plant, 1 photograph : b&w ; 13 x 17 cm*  
*Display, 1 photograph : b&w ; 9 x 15 cm*  
*Exterior of Surrey plant, 1 photograph : b&w ; 17 x 11 cm*
- File 415 OVR **Dare Foods Potato Chip Division, Toronto, Ontario.** - [ca. 1963]. - 1 photograph : b&w ; 24 x 17 cm in frame 35 x 31 x 3 cm.  
*Contents: contains one black and white photograph. The photograph is an image of the exterior of the Dare Foods potato chip division plant in Toronto, Ontario.*  
**OVERSIZE.**

- File 416 OVR **Dare Foods Candy Division, Hamilton, Ontario.** - [ca. 1963]. - 1 photograph : b&w ; 24 x 17 cm in frame 34 x 31 x 3 cm.  
*Contents: contains one black and white photograph. The photograph is an image of the Dare Foods (Candy Division) plant in Hamilton, Ontario. This plant was previously the Howe Candy Company plant.*  
 OVERSIZE.
- File 417 OVR **Dare Foods Biscuit Bakery, North Surrey, British Columbia.** - [ca. 1963]. - 1 photograph : b&w ; 24 x 17 cm in frame 34 x 31 x 3 cm.  
*Contents: contains one black and white photograph. The photograph is an image of the Dare Foods biscuit bakery plant in North Surrey, British Columbia.*  
 OVERSIZE.
- File 418 OVR **Biscuit bakery and head office, Kitchener, Ontario.** - [ca. 1963]. - 1 photograph : b&w ; 24 x 17 cm in frame 34 x 31 x 3 cm.  
*Contents: contains one black and white photograph. The photograph is an image of the Dare Foods Limited head office and biscuit bakery plant in Kitchener, Ontario.*  
 OVERSIZE.
- File 419 **The Dare Company Limited : Silver Tip Warehouse, August 1963.** - 1963. - 1 photograph : b&w ; 13 x 9 cm.  
*Contents: contains one black and white photograph. The photograph is an image of the exterior of the Silver Tip Warehouse in Moncton, New Brunswick.*
- File 420 **The Dare Company Limited : old product shots and flag.** - 1969, 1975, [199-]. - 21 slides : col. ; 35 mm.  
*Contents: contains 21 colour slides. The slides are images of candy and biscuit products, products on store shelves, a woman filling a candy package, and flag poles on a lawn.*
- File 421 **The Dare Company Limited : photos from the 1970s.** - [197-]. - 3 photographs : col. ; 10 x 15 cm or smaller.  
*Contents: contains three colour photographs. The photographs are images of two men standing in front of a biscuit display, a man shaking C.M. Dare's hand at an awards ceremony, and three people standing in front of a rock decorated with aboriginal art in Australia.*
- File 422 **The Dare Company Limited : staff at the Kitchener head office.** - [197-]. - 2 photographs : col. ; 15 x 10 cm.. - 12 negatives : col. ; 35 mm.  
*Contents: contains two colour photographs and 12 negatives. The photographs and negatives are staff in their offices at the Kitchener head office.*
- File 423 **The Dare Company Limited : trucks.** - [ca. 1970]-[ca. 1974]. - 2 photographs : b&w ; 13 x 9 cm.  
*Contents: contains two black and white photographs. The photographs are images of new GMC Dare delivery trucks.*  
 Photographer: John Dieks.
- File 424 **The Dare Company Limited : Montreal sales meeting and party, January 9, 1970.** - 1970. - 2 photographs : col. ; 11 x 9 cm.  
*Contents: contains two colour photographs of the Montreal sales meeting and party. One photograph is an image of Don Hamilton, winner of the coloured television set, at the party.*
- File 425 **Retirement of an old friend.** - 1972. - 1 photograph : col. ; 20 x 25 cm.  
*Contents: contains one colour photograph of the original band oven before demolition. The band oven was used in the biscuit plant from June 1944 to November 1972.*
- File 426 **The Dare Company Limited : Dare Foods.** - [ca. 1975]. - 1 photograph : col. ; 9 x 9 cm.  
*Contents: contains one colour photograph of three Dare staff standing in front of a display of Dare products. The display appears to be at an exhibition.*  
 The photograph was originally in a plastic frame.
- File 427 **The Dare Company Limited : staff at the Kitchener head office.** - 1975-1976. - 10 slides : col. ; 35 mm.  
*Contents: contains 10 colour slides. The slides are images of staff sitting at their desks at the Kitchener head office. One slide is an image of two cars parked outside the head office.*
- File 428-1 OVR **Dare, C.M. : portrait / Charles Belair.** - 1979. - 1 photograph : col. ; 66 x 51 cm.  
*Contents: contains one colour photograph portrait of C.M. Dare.*  
 Photographer: Charles Belair.  
 OVERSIZE.

- File 428-2 OVR **Dare, C.M. : portrait / Charles Belair.** - [1979?]. - 1 photograph : col. ; 66 x 51 cm.  
*Contents: contains one colour photograph portrait of C.M. Dare.*  
*Photographer: Charles Belair.*  
 OVERSIZE.
- File 429 **The Dare Company Limited : Kitchener people.** - [ca. 198-]. - 18 slides : col. ; 35 mm.  
*Contents: contains 18 colour slides. The slides are images of people from the Kitchener head office. The people are sitting at desks in offices, at meetings, and a few slides include employees playing baseball for the Flying Angels baseball team.*
- File 430 **The Dare Company Limited : Ontario store logos.** - [198-]. - 20 slides : col. ; 35 mm.  
*Contents: contains 20 colour slides. The slides are images of Ontario store logos including A&P, No Frills, National Grocers, LOEB IGA, Knechtel, Shoppers Drug Mart, Mr. Grocer, Zehrs, Food City, Dominion, Mann's EMA Foods, IGA Foods, and Loblaws.*
- File 431 **The Dare Company Limited : Breton oven slides.** - [198-]. - 30 slides : col. ; 35 mm.  
*Contents: contains 30 colour slides. The slides are images of the various stages of Breton cracker production at the Kitchener plant. The slides includes images of the oven in operation, staff working on the production line, detailed images of the oven, and finally images of the machine that packs the crackers into the shipping boxes. The slides are numbered in order.*
- File 432 **Dare Foods candy division plant / Tom Bochsler Photography Limited.** - [198-]. - 2 photographs : b&w ; 20 x 26 cm.  
*Contents: contains two black and white photographs of the Dare Foods candy division plant in Hamilton.*  
*Both photographs include a negative number, 47558-X-1 and 47558X--2.*
- File 433 **Dare Foods Limited and biscuit truck.** - [198-]. - 1 photograph : col. ; 26 x 20 cm.  
*Contents: contains one colour photograph. The photograph is an image of the exterior of the Dare Foods Limited plant. A Dare Biscuits and Bonbons truck is parked outside the plant.*
- File 434 **The Dare Company Limited : aerial photographs of the Kitchener plant.** - [198-]. - 5 photographs : col. ; 18 x 13 cm.  
*Contents: contains five colour aerial photographs. The photographs are images of the Dare plant in Kitchener from two different angles.*
- File 435 **The Dare Company Limited : staff banquet.** - [198-]. - 2 photographs : col. ; 10 x 15 cm.. - 25 negatives : col. ; 35 mm.  
*Contents: contains two colour photographs and 25 negatives. The photographs and negatives are images of a staff banquet.*
- File 436 OVR **The Dare Company Limited : aerial photographs of the Kitchener plant.** - [ca. 1980]. - 1 photograph : b&w ; 36 x 28 cm.. - 1 photograph : b&w ; 36 x 28 cm on mount 38 x 31 cm.. - 2 photographs : b&w ; on mount 78 x 60 x 1 cm.  
*Contents: contains four black and white aerial photographs of the Kitchener head office and biscuit plant. Several of the photographs have been edited.*  
 OVERSIZE.
- File 437 **The Dare Company Limited : Edi Launch Day and staff.** - [ca. 1980]. - 6 photographs : col. ; 10 x 15 cm.. - 13 negatives : col. ; 35 mm.  
*Contents: contains six colour photographs and 13 negatives. The photographs are images of an Edi Launch Day cake, staff, and Edi Launch cutting the cake. Photographs of six men in a warehouse are also included.*
- File 438 **The Dare Company Limited : men holding a cake.** - [ca. 1980]. - 1 photograph : col. ; 15 x 10 cm.  
*Contents: contains one colour photograph. The photograph is an image of six men, two of whom are holding a cake. The men are dressed formally and have buttons on that read "Dare Quality Service 1892." The words "M. Watson" are written on the reverse of the photograph.*
- File 439 **The Dare Company Limited : man standing in front of candy display.** - [ca. 1980]. - 1 photograph : col. ; 15 x 9 cm.  
*Contents: contains one image of a man standing in front of a candy display in a store. The words "M. Watson" are written on the reverse of the photograph.*

- File 440 **The Dare Company Limited : Success with Dare in 1981.** - 1981. - 2 photographs : col. ; 15 x 10 cm.  
*Contents: contains two colour photographs. The photographs are images of two men speaking in a convention room at the Commonwealth Holiday Inn. A poster behind the podium states "Success with Dare in '81".*
- File 441 **Maillet, Jean-Guy : Moncton.** - 1986. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains two colour photographs. One photograph is an image of Jean-Guy Maillet in his Moncton office, December 1986.*
- File 442 **The Dare Company Limited : new Dare van.** - 1986. - 1 photograph : col. ; 13 x 9 cm.. - 1 photograph : col. ; 16 x 22 in mat 20 x 26 cm.  
*Contents: contains two colour photograph. The photograph is an image of Dare employees standing in front of a Dare van.*
- File 443 **The Dare Company Limited : Ontario sales : slides of people.** - 1986, 1989, 1991. - 32 slides : col. ; 35 mm.  
*Contents: contains 32 colour slides. The slides are images of staff at meetings, at special events and playing baseball.*
- File 444 **The Dare Company Limited : staff.** - [195-]-1989, predominant 1986-1989. - 18 slides : col. ; 35 mm.  
*Contents: contains 18 colour slides. The slides are images of staff at special events. A slide of the exterior of a building, and a slide of a Dare Bears Back to School promotional sign are also included. Several of the slides are labelled.*
- File 445 **The Dare Company Limited : Western Canada store logos.** - 1986, [1992?]. - 27 slides : col. ; 35 mm.  
*Contents: contains 27 colour slides. The slides are images of the exterior of stores in Western Canada including Safeway, Food City Superstore, Co-op, save-easy, agnew, Co-op Centre, and Village. File also includes images of staff, biscuit products, and staff working at the Kitchener head office and plant.*
- File 446 **The Dare Company Limited : outside of buildings.** - [ca. 1987]. - 4 slides : col. ; 35 mm.  
*Contents: contains four colour slides. The slides are images of the exterior of Dare Foods Limited buildings. The buildings include the head office and plant in Kitchener, and the candy plant in Hamilton as well as two other buildings.*
- File 447 **Low sodium Breton crackers.** - [ca. 1988]. - 1 photograph : col. ; 15 x 10 cm.  
*Contents: contains one colour photograph of a woman and a man holding a Low Sodium Breton crackers box.*
- File 448 **The Dare Company Limited : store and contest displays.** - [ca. 1988]-[ca. 1996]. - 36 photographs : col. ; 20 x 26 cm or smaller.. - 1 slide : col. ; 35 mm.. - 24 negatives : col. ; 35 mm.  
*Contents: contains 61 colour photographs of store and contest displays.*
- File 449 **Dare, Bryan and Graham Dare.** - 1988. - 1 photograph : col. ; 15 x 10 cm.  
*Contents: contains one colour photograph. The photograph is an image of Bryan and Graham Dare sitting in an office examining an architectural plan at the Dare Foods Limited head office in Kitchener.*
- File 450 **The Dare Company Limited : Breton shots.** - 1988. - 6 photographs : col. ; 10 x 15 cm.. - 8 negatives : col. ; 35 mm.  
*Contents: contains six colour photographs and eight negatives of a Breton cracker display.*
- File 451 **The Dare Company Limited : ATL.** - [ca. 1989]. - 8 slides : col. ; 35 mm.  
*Contents: contains eight colour slides. The slides are images of staff, staff at the national sales meeting in Banff, a store display of Sun-Maid raisin cookies that was entered into a contest, and the exterior of a Sobeys store.*
- File 452 **The Dare Company Limited : candy plant shots : inside and out.** - [ca. 1989]. - 22 slides : col. ; 35 mm.  
*Contents: contains 22 colour slides. The slides are images of the interior and exterior of a candy plant, probably the Milton plant.*
- File 453 **The Dare Company Limited : employees.** - [ca. 1989]. - 2 photographs : col. ; 15 x 10 cm.  
*Contents: contains two colour photographs. The first photograph is an image of an employee holding an award. The second photograph is an image of a man holding a teddy bear at a baby shower in a staff room.*

- File 454 **The Dare Company Limited : staff.** - [ca. 1989]. - 4 slides : col. ; 35 mm.  
*Contents: contains four colour slides of staff portraits.  
A note on the slides read "M. for the archives. G."*
- File 455 **The Dare Company Limited : sales rep of the year award.** - 1989. - 1 photograph : col. ; 13 x 9 cm.  
*Contents: contains one colour photograph of the Sales Rep of the Year award from 1989. The award was given to Steven Shuster in 1989.*
- File 456 **The Dare Company Limited : Atlantic store logos.** - [199-]. - 20 slides : col. ; 35 mm.  
*Contents: contains 20 colour slides. The slides are images of the exterior of stores in the Atlantic region. The stores include Sobey's, Capitol, the real atlantic Superstore, Food for Less, Village, and Dewares.*
- File 457 **The Dare Company Limited : snapshots.** - [199-]. - 11 slides : col. ; 35 mm.  
*Contents: contains 11 colour slides. The slides are images of Rick Harris and Dave Lippert playing baseball, the Dare Foods Limited logo, the interior of a candy plant, the exterior of a plant, and a man standing at a hotel reception desk.*
- File 458 **The Dare Company Limited : tin tie redesign.** - [199-]. - 64 slides : col. ; 35 mm.  
*Contents: contains 64 colour slides. The slides are images of the new tin tie design, and slides of text explaining the new design. The slides were used in a show to explain the redesign of the tin tie packages.  
In English and French.*
- File 459 **The Dare Company Limited : Toronto people.** - [199-]. - 24 slides : col. ; 35 mm.  
*Contents: contains 24 colour slides. The slides are images of staff working in the Milton candy plant.*
- File 460 **The Dare Company Limited : big cheese.** - [199-]. - 2 photographs : col. ; 10 x 15 cm.  
*Contents: contains two colour photographs. The images are of a Dare Foods Limited employee wearing a large cheese slice style hat and holding Bread Bites and Breton Minis boxes.*
- File 461 **The Dare Company Limited : Christmas party.** - [199-]. - 1 photograph : col. ; 15 x 10 cm.. - 1 slide : col. ; 35 mm.  
*Contents: contains one colour photograph and 35 mm slide. The photograph is an image of a woman sitting at a Christmas banquet table. The slide is a copy of the photograph.*
- File 462 **The Dare Company Limited : Christmas party.** - [199-]. - 5 photographs : col. ; 10 x 15 cm.  
*Contents: contains five colour photographs. The photographs are images of a staff Christmas party at the head office in Kitchener. The photographs depict employees giving and receiving gifts and employees with Santa Claus.*
- File 463 **The Dare Company Limited : staff.** - [199-]. - 6 photographs : col. ; 10 x 15 cm.  
*Contents: contains six colour photographs. File includes three photographs of an employee sitting at a desk and three photographs of an employee holding a biscuit product.*
- File 464 **St. Albert London Drugs.** - [199-]. - 2 photographs : col. ; 10 x 15 cm.  
*Contents: contains two colour photographs. The photographs are images of the exterior of London Drugs in St. Albert, Alberta.*
- File 465 **The Dare Company Limited : exterior of plant.** - [199-]. - 14 negatives : col. ; 35 mm.  
*Contents: contains 14 colour negatives. The negatives are images of the exterior and back of a manufacturing plant. A Dare Foods Limited truck is parked at a loading dock. One negative is an image of a rock.*
- File 466 **The Dare Company Limited : display.** - [199-]. - 12 negatives : col. ; 35 mm.  
*Contents: contains 12 colour negatives. The negatives are images of children playing in snow, people holding a baby, an image of a grocery store shelf, and an image of a display of Dare products.*
- File 467 **Professor Bear congratulates the winners of hockey's prestigious "Memorial Cup" in Chicoutimi, Quebec.** - [199-]. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains one colour photograph. The photograph is an image of the Professor Bear mascot shaking hands with a member of the hockey team outside a large building. The title of the photograph is also supplied in French: "Le professeur Ourson Dare félicite les gagnants de la célèbre 'Coupe Memorial' à Chicoutimi, au Québec."  
The bilingual title is attached to the photograph.  
In French.*

- File 468 **The Dare Company Limited : Western Regional Halloween party.** - [199-]. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains one colour photograph. The photograph is an image of the Western Regional Manager dressed as Dracula and Joane dressed as a clown. A note attached to the photograph states: "Marilyn, Not only does the Western Regional Manager work his employees hard, he tries to suck their blood too. Joane." On the reverse of the note it reads: "Aren't we handsome? Yuk!"*
- File 469 **The Dare Company Limited : Flying Angels baseball team.** - [199-]. - 3 negatives : col. ; 35 mm.  
*Contents: contains three colour negatives. The photographs are images of the Flying Angels men's baseball team.*
- File 470 **The Dare Company Limited : staff standing outside the head office, Kitchener.** - [199-]. - 3 photographs : col. ; 10 x 15 cm.. - 4 negatives : col. ; 35 mm.  
*Contents: contains three colour photographs. The photographs are images of staff, presumably managers, standing outside of Kitchener head office.*
- File 471 **The Dare Company Limited : awards ceremony.** - [199-]. - 6 photographs : col. ; 10 x 15 cm.. - 1 photograph : col. ; 10 x 9 cm.  
*Contents: contains seven colour photographs. The photographs are images of people presenting and accepting awards at a banquet.*
- File 472 **The Dare Company Limited : plant tour.** - [199-]. - 12 photographs : col. ; 10 x 15 cm.  
*Contents: contains 12 colour photographs. The photographs are images of a group touring a plant. A note on the photographs reads: "From Jean Roy."*
- File 473 **The Dare Company Limited : awards banquet.** - [199-]. - 3 photographs : col. ; 10 x 15 cm.  
*Contents: contains three colour photographs. The photographs are images of two men receiving awards and a man receiving a cake.*
- File 474 **The Dare Company Limited : contest winners.** - [199-]. - 3 photographs : col. ; 10 x 15 cm.  
*Contents: contains three colour photographs. The photographs are images of Katherine Somers and Annie Nickifarek receiving a prize of a computer, scanner and printer in their respective homes. The photographs are labelled on the verso.  
The awards appear to have been delivered by the Dare Foods Limited office in Edmonton, Alberta.*
- File 475 **The Dare Company Limited : safety award presentation and retirement party.** - [199-]. - 4 photographs : col. ; 10 x 15 cm.  
*Contents: contains four colour photographs. The photographs are images of employees accepting a Safety Award, a cake with icing that reads: "Congratulations to all, 2 years accident free!", and a woman cutting a cake that reads: "Happy Retirement [G]ina."*
- File 476 **Dare, Graham presenting gifts to employees.** - [199-]. - 2 photographs : col. ; 18 x 13 cm.  
*Contents: contains two colour photographs. The photographs are images of Graham Dare presenting gifts to plant employees at a staff party.*
- File 477 **The Dare Company Limited : Kitchener employees at a golf game.** - [199-]. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains one colour photograph. The photograph is an image of six people on a golf course and includes Phil King, Kitchener Lab; Michael Thompson, Vice President, International Markets, Kitchener; Helen Szumigaj, Kitchener; Jonathon Taylor, Ontario Sales.*
- File 478 **The Dare Company Limited : staff, products and special events.** - [199-]. - 24 photographs : col. ; 10 x 15 cm.. - 4 negatives : col. ; 35 mm.  
*Contents: contains 24 colour photographs and four negatives. The photographs are primarily images of Dare Foods Limited employees at special events. File includes images of products as well.*
- File 479 **Reeve, Doug on his 65th birthday.** - [199-]. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains one colour photograph. The photograph is an image of Doug Reeve standing beside a sign on the front lawn of the Kitchener head office that reads: "Doug Reeve you're a young looking 65 Happy Birthday."*

- File 480      **Klukman, Joyce receiving a gold watch.** - [199-]. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains one colour photograph. The photograph is an image of Joyce Kluckman opening her gold watch at an awards ceremony. Graham Dare is looking on with a gift in his hands.*
- File 481      **Deacon, Darlene.** - [199-]. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains one colour photograph of Darlene Deacon, a plant employee in the locker room.*
- File 482      **Brenda Korol and Fay Boyd.** - [199-]. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains one colour photograph. The photograph is an image of Brenda Korol and Fay Boyd shaking hands. Brenda Korol of Grand Prairie was the winner of the Backyard of Your Dreams Contest.*
- File 483      **The Dare Company Limited : Alani Rossignol, Liette Desjardins and Pierre Sénécal.** - [199-]. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains one colour photograph of Alani Rossignol, Liette Desjardins and Pierre Sénécal. Pierre Sénécal is presenting Alani Rossignol and Liette Desjardins with a vacation prize.*
- File 484      **The Dare Company Limited : Welcome team Dare.** - [199-]. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains one colour photograph of a group of people standing in an ice rink with a sign that reads: "Welcome Team Dare."*
- File 485      **The Dare Company Limited : Bob Wilson, Oliver Luckhart and Graham Dare.** - [199-]. - 1 slide : col. ; 35 mm.  
*Contents: contains one colour slide. The slide is an image of Bob Wilson, Oliver Luckhart and Graham Dare.*
- File 486      **The Dare Company Limited : women working in biscuit plant.** - [199-]. - 2 slides : col. ; 35 mm.  
*Contents: contains two colour slides. The slides are images of women working a biscuit line packaging cookies and folding boxes.*
- File 487      **Hudson, Sandy.** - [199-]. - 1 slide : col. ; 10 x 14 cm.  
*Contents: contains one colour slide. The slide is an image of Sandy Hudson. The slide was made from a photograph of Sandy and his friends after a game of golf.*
- File 488      **The Dare Company Limited : product transparencies.** - [199-]. - 10 transparencies : col. ; 10 x 13 cm.  
*Contents: contains 10 colour transparencies. The transparencies are images of Dare Foods Limited cookie and candy products, Dare Foods Limited custom products, and competitor's products.*
- File 489      **The Dare Company Limited : staff.** - [ca. 1990]. - 10 photographs : col. ; 9 x 11 cm.  
*Contents: contains 10 colour Polaroid photographs. The photographs include images of staff at special events including awards presentations and a baby shower, and staff at work in the Kitchener biscuit plant.*
- File 490      **The Dare Company Limited : negatives, 1990.** - 1990. - 19 negatives : col. ; 35 mm.  
*Contents: contains 19 colour negatives. The negatives are images of a baseball game and a staff meeting.*
- File 491      **The Dare Company Limited : Dare logos.** - 1990-1992. - 2 photographs : col. ; 10 x 15 cm.. - 18 negatives : col. ; 35 mm.. - 9 slides : col. ; 35 mm.  
*Contents: contains two colour photographs, 18 negatives of Dare logos and 9 slides. The file also consists of one slide of the Dare Centennial logo and two slides of the Pepperidge Farm logo.*
- File 492      **The Dare Company Limited : office people.** - 1990-1991. - 20 slides : col. ; 35 mm.  
*Contents: contains 20 colour slides. The slides are images of staff from the Kitchener head office and plant in offices, in the plant, at special events, playing baseball, and at meetings.*
- File 493      **The Dare Company Limited : staff meeting, April 1990.** - 1990. - 8 photographs : col. ; 9 x 13 cm.  
*Contents: contains eight colour photographs of staff at a meeting.*

- File 494 **The Dare Company Limited : Kitchener office people.** - 1990. - 3 photographs : col. ; 10 x 15 cm.. - 13 negatives : col. ; 35 mm.  
*Contents: contains three colour photographs and 13 negatives of staff in their offices at the Kitchener head office between May and June, 1990. Includes two negatives of a California Raisins character beside a package of Sun Maid raisin oatmeal cookies.*
- File 495 **The Dare Company Limited : Ontario regional meeting and BBQ party, June 1990.** - 1990. - 26 negatives : col. ; 35 mm.  
*Contents: contains 35 colour negatives of the Ontario Regional meeting and BBQ party.*
- File 496 **The Dare Company Limited : Hamilton plant and sensory panel, August 1990.** - 1990. - 26 negatives : col. ; 35 mm.  
*Contents: contains 26 colour negatives. The negatives are images of the Hamilton candy plant and a sensory panel at the Kitchener plant.*
- File 497 **The Dare Company Limited : national manager's meeting, September 1990.** - 1990. - 22 slides : col. ; 35 mm.  
*Contents: contains 22 colour slides. The slides are images of staff at the national manager's meeting in September 1990. The slides include images of staff at meetings, staff eating, staff touring a plant, staff talking together, and the Class of '91 sign.*
- File 498 **The Dare Company Limited : Ontario sales meeting and launch of Rainforest cookies, October 1990.** - 1990. - 19 negatives : col. ; 35 mm.  
*Contents: contains 19 colour negatives. The negatives are images of the Ontario sales meeting and the launch of Rainforest cookies. Included are images of groups of people, a display of Rainforest cookies, a map illustrating Breton around the world, and images of the Party Starters product.*
- File 499 **The Dare Company Limited : Christmas luncheon, December 21, 1990.** - 1990. - 3 photographs : col. ; 15 x 8 cm or smaller.. - 14 negatives : col. ; 35 mm.  
*Contents: contains three colour photographs and 14 negatives. The negatives and photographs are images of staff giving and receiving gifts, eating and talking at the Kitchener plant.*
- File 500 **The Dare Company Limited : sales people.** - 1991. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains one colour photograph of four sales people at a special event.*
- File 501 **The Dare Company Limited : Toronto plant Golden Bear Award.** - 1991. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains one colour photograph of the Toronto Plant Golden Bear Award. The award was presented to the plant for outstanding performance in quality, productivity, sanitation and house keeping. In 1991 the Toronto plant received the award for 2nd quarter best budget performance, best overall performance in the 3rd quarter, best overall performance in the 4th quarter, and plant of the year.*
- File 502 **The Dare Company Limited : staff events.** - 1991. - 5 slides : col. ; 35 mm.  
*Contents: contains five colour slides. Slides are labelled and consist of: René Bois, Quebec Salesrep of the year; Christmas Luncheon, Kitchener; Linda Catrell - Kitchener Office helps Mr. Dare draw the winner of the 50/50 draw; Sanitation Department, winners of Festival of Lights.*
- File 503 **The Dare Company Limited : plant people, 1991.** - 1991. - 1 photograph : col. ; 15 x 10 cm.. - 29 slides : b&w and col. ; 35 mm.  
*Contents: contains 29 colour slides. The slides are images of staff at the Kitchener plant; the exterior of the Hamilton plant; staff at the annual Christmas luncheon at the Kitchener plant; Graham, Bryan and Carl Dare at the head office; a Christmas display on the lawn of the Kitchener head office; and a flag pole.*
- File 504 **The Dare Company Limited : Milton plant employees for 1991 year end slide show.** - 1991. - 24 slides : col. ; 35 mm.  
*Contents: contains 24 colour slides. The slides are images of staff working in the Milton plant.*
- File 505 **The Dare Company Limited : staff convention, January 10, 1991.** - 1991. - 3 photographs : col. ; 10 x 15 cm.  
*Contents: contains three colour photographs of Dare employees at a staff convention. The photographs are images of groups of staff greeting each other, and a group sitting on stairs wearing matching hats and shirts.*

- File 506 **The Dare Company Limited : two men, December 1991.** - 1991. - 2 negatives : col. ; 35 mm.. - 1 slide : col. ; 35 mm.  
*Contents: contains two colour negatives and a slide of two men at a special Dare Foods Limited event.*
- File 507 **The Dare Company Limited : Christmas presentation 2nd shift, December 1991.** - 1991. - 21 slides : col. ; 35 mm.  
*Contents: contains 21 colour slides. The slides are images of the 2nd shift staff at the Kitchener plant in the plant and at meetings.*
- File 508a **C.H. Dare & Co. Biscuit & Confectionery Works (file 1 of 2).** - [ca. 1992]. - 1 photograph : b&w ; 11 x 9 cm.. - 1 slide : col. ; 35 mm.  
*Contents: contains one black and white photograph and one colour slide. The slide and photographs are copies of the C.H. Doerr & Co. Biscuit & Confectionery Works photograph dated 1892, however, the name "Doerr" has been edited on the photograph to "Dare."  
It is presumed that this photograph was made for the centennial celebrations in 1992.*
- File 508b OVR **C.H. Dare & Co. Biscuit & Confectionery Works (file 2 of 2).** - [ca. 1992]. - 2 photographs : b&w ; on mount 77 x 60.7 x 1 cm.  
*Contents: contains two black and white photographs. The photographs are enlargements of the C.H. Doerr & Co. Biscuit & Confectionery Works photograph dated 1892, however, the name "Doerr" has been edited on the photograph to "Dare."  
OVERSIZE.*
- File 509 **C.H. Doerr and Company : C.H. Doerr & Co. delivery box label.** - [ca. 1992]. - 1 slide : col. ; 35 mm.  
*Contents: contains one colour slide. The slide is an image of the mailing label on a wooden box that reads "C.H. Doerr & Co., Wholesale Manufacturers of Biscuits and Confectionery, Berlin, Ontario." The label is damaged.  
It is presumed that the photograph was taken sometime during the centennial year of 1992.*
- File 510 **The Dare Company Limited : Kitchener people.** - [1992?]. - 18 slides : col. ; 35 mm.  
*Contents: contains 18 colour slides. The slides are images of staff at the Kitchener head office and plant, staff at the Kitchener Christmas luncheon, Christmas decorations on the lawn of the Kitchener head office and plant, and staff at special events.*
- File 511 OVR **The Dare Company Limited : staff collage.** - [1992?]. - 1 collage ; 94 x 58 cm.  
*Contents: contains one collage consisting of 27 photographs. The photographs are images of Dare Foods Limited employees and a few products.  
OVERSIZE.*
- File 512 **The Dare Company Limited : staff.** - [1992?]. - 9 photographs : col. ; 10 x 15 cm.. - 20 negatives : col. ; 35 mm.  
*Contents: contains nine colour photographs. The photographs are images of staff at the Kitchener head office, in the plant, the plant performance board, and a staff member sitting on a pile of cardboard. The photographs were most likely taken at the Kitchener plant.*
- File 513 **The Dare Company Limited : Quebec.** - 1992. - 14 slides : col. ; 35 mm.  
*Contents: contains 14 colour slides. The slides are images of Quebec in their offices and at social functions.*
- File 514 **The Dare Company Limited : negatives for sales meeting pictures.** - 1992. - 22 negatives : col. ; 35 mm.  
*Contents: contains 22 colour negatives. The negatives are images of dinner reception. Images include people mingling, Dare Bear, and people giving and receiving awards.*
- File 515 **The Dare Company Limited : meeting.** - 1992. - 3 photographs : col. ; 10 x 15 cm.  
*Contents: contains three colour photographs. The photographs are images of staff at a formal meeting.*
- File 516 **The Dare Company Limited : staff events.** - 1992. - 9 photographs : col. ; 10 x 15 cm.. - 25 negatives : col. ; 35 mm.  
*Contents: contains nine colour photographs and 25 negatives. The photographs and negatives are images of a staff Christmas party at a restaurant, taste testers at the plant, a baby shower at the plant, Mr. Dare receiving an award congratulating him on the centennial of the company from the US sales people.*

- File 517 **The Dare Company Limited : staff Christmas party.** - 1992. - 69 photographs : col. ; 10 x 15 cm.. - 62 negatives : col. ; 35 mm.  
*Contents: contains 69 colour photographs and 62 negatives of the 1992 staff Christmas party at the Kitchener plant. The file consists of photographs from film #1, #2 and #3, and negatives from film #1 and #2. The photographs are images of Graham, Bryan and C.M. Dare presenting gifts to employees and visiting with employees, staff saying speeches, food, and employees sitting around the luncheon tables.  
The photographs were originally arranged in a binder.*
- File 518 **The Dare Company Limited : staff party.** - 1992. - 6 photographs : col. ; 10 x 15 cm.  
*Contents: contains five colour photographs of a staff party. The photographs are images of staff standing around a staff room opening Dare Foods Limited centennial memorabilia.*
- File 519 **The Dare Company Limited : slides of Quebec people, January 1992.** - 1992. - 45 slides : col. ; 35 mm.  
*Contents: contains 45 colour slides. The slides are images of staff at offices in Quebec. Several slides are labelled. The slides were put together for the January 1992 celebration in honour of the centennial of Dare Foods Limited.*
- File 520 **The Dare Company Limited : employee awards.** - [ca. 1993]. - 2 photographs : col. ; 10 x 15 cm.  
*Contents: contains two colour photographs. One photograph is an image of a group of employees receiving the Chamber of Commerce's Environmental Achievement Award. The photograph is labelled left to right: Janet Crechiolo, John Klatecki, Rob Tschishart, Darrell Prang, Heather Woodley and Joe Sousa. The second photograph was taken inside the plant and is an image of a woman presenting a man with an award from Wilfred Laurier University.*
- File 521 **The Dare Company Limited : Dare-Pepperidge Farm party.** - [ca. 1993]. - 23 photographs : col. ; 10 x 15 cm and 9 x 13 cm  
*Contents: contains 23 colour photographs. The photographs are images of a joint Dare Foods Limited and Pepperidge Farms staff party at the Skydome. The party was held in celebration of the Dare Foods Limited and Pepperidge Farms partnership.*
- File 522 **The Dare Company Limited : staff BBQ.** - 1993. - 28 photographs : col. ; 10 x 15 cm or smaller.. - 4 photographs : col. ; 13 x 13 cm.. - 26 negatives : col. ; 35 mm.  
*Contents: contains 24 colour photographs and 26 negatives. The photographs and negatives are images of staff at the Kitchener plant annual BBQ. The images include staff eating, staff socializing, staff preparing food, staff receiving Dare t-shirts, and staff signing the Dare Quality Policy. File also includes three colour photographs of C.M. Dare signing the Dare Quality Policy.*
- File 523 **The Dare Company Limited : awards presentation and Christmas party.** - 1993. - 23 photographs : col. ; 10 x 15 cm.. - 14 negatives : col. ; 35 mm.  
*Contents: contains 23 colour photographs and 14 negatives. The photographs and negatives are images of the Dare Foods Limited Christmas staff party held annually at the Kitchener plant. Five of the photographs and negatives are images of an awards presentation held at the Holiday Inn in Kitchener.*
- File 524 **The Dare Company Limited : Breton cracker display, January 15, 1993.** - 1993. - 2 photographs : col. ; 10 x 15 cm.  
*Contents: contains two colour photographs of a Breton cracker display. The photographs are images of men standing beside the display and only the display. The display reads "Retour vers le futur" and above the title is a clock with the words Action, Determination, and Orientation around the face of the clock.  
The display is in French.*
- File 525 **The Dare Company Limited : interior of Kitchener plant, October 9, 1993.** - 1993. - 2 photographs : col. ; 10 x 15 cm.  
*Contents: contains two colour photographs. The photographs are images of workers installing new machinery at the plant in Kitchener.*
- File 526 **The Dare Company Limited : Food Bank of Waterloo Region truck, December 17, 1993** - 1993. - 5 photographs : col. ; 10 x 15 cm.  
*Contents: contains five colour photographs. The photographs are images of the Food Bank of Waterloo Region truck outside the Kitchener plant and merchandise in the truck.*
- File 527 **The Dare Company Limited : staff BBQ.** - [ca. 1994]. - 15 photographs : col. ; 10 x 15 cm.  
*Contents: contains 15 colour photographs. The photographs are images of staff at the annual staff BBQ held at the Kitchener plant. The images consist of staff eating and socializing.*

- File 528 **The Dare Company Limited : Professor Bear.** - 1994. - 2 photographs : col. ; 10 x 15 cm.  
*Contents: contains two colour photographs of Professor Bear. The first photograph is an image of Professor Bear and the Nestle Quick Bear standing beside the CKCO TV, CFCA FM, CKKW AM sign on King Street in Kitchener across from the Grand River Hospital. The second photograph is an image of Professor Bear standing beside the Cambridge Memorial Hospital sign.*
- File 529 **The Dare Company Limited : staff BBQ.** - [ca. 1995]. - 27 photographs : col. ; 10 x 15 cm.  
*Contents: contains 27 colour photographs. The photographs are images of staff socializing and eating at the Kitchener plant annual staff BBQ.*
- File 530 **The Dare Company Limited : Dare Foods Limited at the Chateau Montebello.** - [ca. 1995]. - 3 photographs : col. ; 10 x 15 cm.  
*Contents: contains three colour photographs. The photographs are images of Dare Foods Limited staff at an event at the Chateau Montebello.*
- File 531 **The Dare Company Limited : staff portraits.** - [ca. 1995]. - 9 photographs : b&w and col. ; 5 x 9 cm or smaller.  
*Contents: contains nine photographs. The photographs are portraits of Orlene Campbell, Karen Doyle, Gino di-Guilio, Roger Babineau, Mario Desgroseilliers, Louise Poirier, and Stephen Booth.*
- File 532 **The Dare Company Limited : PTC Commercial Corporation slides.** - 1995. - 8 slides : col. ; 35 mm.  
*Contents: contains eight colour slides. The slides are images of products and products on store shelves. Correspondence attached to the slides is dated June 22, 1995 and is from Eliza U. Choi, Sales & Marketing Manager of PTC Commercial Corporation, Philippines.*
- File 533 **The Dare Company Limited : Mel's 28th anniversary, July 31, 1995.** - 1995. - 2 photographs : col. ; 10 x 15 cm.  
*Contents: contains two colour photographs of Mel's 28th anniversary at the Kitchener plant. The photographs are an image of Mel cutting the cake, and an image of the cake. A note included with the photographs to Marilyn suggests that the photographs could be included in Professor's Press.*
- File 534 **The Dare Company Limited : Breton cracker display, August 1995.** - 1995. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains one colour photograph of a Breton cracker display in a grocery store.*
- File 535 **The Dare Company Limited : grocery store display, September 28, 1995.** - 1995. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains one colour photograph of a Dare Foods Limited display of products in a grocery store.*
- File 536 **The Dare Company Limited : plant photos, October 1995.** - 1995. - 250 transparencies : col. ; 35 mm.. - 14 transparencies : col. ; 8 x 6 and 6 x 6 cm. - 1 slide : col. ; 35 mm.  
*Contents: contains 264 colour transparencies and one slide. The slide and transparencies are images of cookie and candy production, machinery, interior of plant, aerial view of the Kitchener plant and head office, and cookie and candy products. The transparencies were used for the Custom Products Division. A few of the transparencies are divided into the following categories: Toronto, High Tech, QC & High Tech, Toronto Candy, and Kitchener.*
- File 537 **The Dare Company Limited : Swedish visitors.** - 1996. - 3 photographs : col. ; 10 x 15 cm.  
*Contents: contains three colour photographs of a group of Swedish visitors to the Kitchener plant.*
- File 538 **Miko, Gerry, February 12, 1996.** - 1996. - 1 photograph : b&w ; 5 x 7 cm.  
*Contents: contains one black and white photograph portrait of Gerry Miko. The back of the photograph is stamped by Gibson Photo, 107 Broadway Avenue, Saskatoon, Saskatchewan.*  
*Photographer: Gibson Photo.*
- File 539 **The Dare Company Limited : Bryan Dare, Jack and two guests at the Kitchener plant, February 29, 1996.** - 1996. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains one colour photograph. The photograph is an image of Bryan Dare, Jack and two guests at the Kitchener plant.*

- File 540 **The Dare Company Limited : Safety BBQ, September 6, 1996.** - 1996. - 11 photographs : col. ; 10 x 15 cm.  
*Contents: contains 11 colour photographs. The photographs are images of staff eating, socializing and preparing food at the annual safety BBQ held at the Kitchener plant.*
- File 541 **The Dare Company Limited : Oktoberfest at the Kitchener plant, October, 1996.** - 1996. - 9 photographs : col. ; 10 x 15 cm.  
*Contents: contains nine colour photographs. The photographs are images of tapping a keg, drinking beer, and preparing food for a BBQ all at the Kitchener plant.*
- File 542 **The Dare Company Limited : women at a staff party.** - [ca. 1997]. - 8 photographs : col. ; 14 x 10 cm.  
*Contents: contains eight colour photographs. The photographs are images of women at a party, and a cake with icing that reads "Welcome Friends Lynn, Elise, Sophie, Rosina, Nancy, Heddy, Keily, Joanne & Lynda."*
- File 543 **The Dare Company Limited : Simple Pleasures display, March 13, 1997.** - 1997. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains one colour photograph of a display of Simple Pleasures products on a table.*
- File 544 **Dare, Graham : birthday.** - 1998. - 5 photographs : col. ; 10 x 15 cm.. - 25 negatives : col. ; 35 mm.  
*Contents: contains five colour photographs and 25 negatives. The photographs are images of Graham Dare cutting a birthday cake and receiving a gift, and a woman with an award with C.M. Dare. The negatives also include images of a wedding, a dinner, and children playing in piles of leaves.*
- File 545 **The Dare Company Limited : Morinaga and Company Limited visit and other events.** - 1998. - 10 photographs : col. ; 10 x 15 cm and 9 x 13 cm. - 13 negatives : col. ; 35 mm.  
*Contents: contains 10 colour photographs and 13 negatives. The photographs and negatives are images of the Morinaga & Company Limited, Japan, visit to the Dare Foods Limited head office in Kitchener, to sign the Dare-Morinaga licensing agreement; Doug Reeves retirement party at the Kitchener plant; staff; and an awards presentation at a special event.*
- File 546 **The Dare Company Limited : big bike for stroke.** - 1998. - 5 photographs : col. ; 10 x 15 cm.  
*Contents: contains five colour photographs. The photographs are images of a large group of Dare employees riding the big bike for stroke.*
- File 547 **The Dare Company Limited : retirement party.** - [ca. 1999]. - 12 photographs : col. ; 10 x 15 cm.  
*Contents: contains 12 colour photographs. The photographs are images of staff at a retirement party.*
- File 548 **The Dare Company Limited : retirement party.** - [ca. 1999]. - 9 photographs : col. ; 10 x 15 cm.  
*Contents: contains nine colour photographs of staff at a retirement party.*
- File 549 **The Dare Company Limited : At Bremner.** - [ca. 1999]. - 1 slide : col. ; 35 mm.  
*Contents: contains one colour slide of staff at Bremner. The slide is labelled left to right, Chelle Mollohan, Suzie Roser, Kate Bailey, Cathy Bacon and Teresa Farney.*
- File 550 **The Dare Company Limited : staff in offices at head office.** - [ca. 2000]. - 16 photographs : col. ; 10 x 15 cm.. - 20 negatives : col. ; 35 mm.  
*Contents: contains colour photographs and negatives of staff sitting in their offices at Dare Foods Limited head office in Kitchener.*
- File 551a **Dare Foods 2000 (file 1 of 2).** - 2000. - 1 photograph : col. ; 28 x 28 cm.  
*Contents: contains one colour composite photograph of employees, products and the exterior of the Dare Foods Limited head office and plant in Kitchener.*  
OVERSIZE.  
*The photograph was framed.*
- File 551b OVR **Dare Foods 2000 (file 2 of 2) .** - 2000. - 1 photograph : col. ; 62 x 63 cm.  
*Contents: contains one enlarged colour composite photograph of employees, products and the exterior of the Dare Foods Limited head office and plant in Kitchener.*  
OVERSIZE.

- File 552      **Class of 2000, March 3, 2000.** - 2000. - 8 photographs : col. ; 10 x 15 cm.  
*Contents: contains eight colour photographs of the Class of 2000. The photographs are images of a banquet and the class of 2000.*
- File 553      **The retirement of a pallet truck.** - 2000. - 1 photograph : col. ; 9 x 11 cm.  
*Contents: contains one colour photograph. The photograph is an image of a man with a pallet truck. A sign on the pallet truck reads, "RIP 1906-2000, Gone to the big warehouse in the sky."*
- File 554      **The Dare Company Limited : Simple Pleasures Chocolate Thins launch.** - [ca. 2001]. - 13 photographs : col. ; 26 x 10 and 10 x 18 cm.  
*Contents: contains 13 colour photographs documenting the launch of Simple Pleasures Chocolate Thins biscuits. The photographs are images of staff celebrating and eating on board a "ship" in a shopping mall beside an ice rink. Two photographs are group images behind the ice rink and Simple Pleasures advertisements on the rink boards.*
- File 555 OVR      **The Dare Company Limited : events cruiser.** - 2001. - 2 photographs : col. ; 15 x 25 cm (sight), in mat 47 x 39 cm.  
*Contents: contains two colour photographs. The photographs are images of the Dare Foods Limited Events Cruiser. The cruiser was a PT Cruiser decoarted with images of Dare Foods Limited logos .  
 OVERSIZE.*

### **Series 32 : Dare Foods Limited : Moving Images and Sound Recordings**

- Dare Foods Limited : moving images and sound recordings.** - [197-]-2001. - 3 audio reels.. - 16 audio cassettes.. - 33 videocassettes.  
*Series consists of moving images and sound recordings that were produced by Dare Foods Limited and its employees for internal events such as birthdays, retirement parties, presentations, meetings, as well as consumer panels and promotional events. The majority of moving images are on videocassette and a few are on film reels. The sound recordings are on audio cassette. The series is arranged chronologically by format.*
- File 556      **JWT/Dare, September 30, [197-].** - [197-]. - 1 audio reel ; 6 mm.  
*Contents: contains one audio reel. The audio reel was recorded at 9:30. The reel is numbered 3569.*
- File 557      **JWT/Dare, September 30, [197-].** - [197-]. - 1 audio reel ; 6 mm.  
*Contents: contains one audio reel. The audio reel was recorded at 1:30. The reel is numbered 3569.*
- File 558      **Group discussion : biscuits, October 17, [197-].** - [197-]. - 1 audio reel ; 6 mm.  
*Contents: contains one audio reel. The recording was done at 10:00 a.m. The reel is numbered 3569.  
 Notation on box: "side 1" and "(best recording)."  
 In French.*
- File 559      **French pack show (Folies Brock).** - [ca. 1976]. - 1 audio cassette (ca. 40 min.) : 2 track ; 0.4 cm.  
*Contents: contains one audio cassette. The audio cassette contains French Pack Road Show (Folies Brock) in French. The other side contains an explanation of the new logo and biscuit packaging design in 1975. The explanation appears to have accompanied a slide show. In French.*
- File 560      **Packaging road show : 1st take.** - 1976. - 1 audio cassette (ca. 1 hr.) ; 0.4 cm.  
*Contents: contains one audio cassette. The audio cassette is a recording of a meeting and slide show explaining the changes in Dare product packaging which were required. As a result of the Consumer Packing and Labelling Act passed by the government on March 1, 1974, to be implemented by Dare by March 1, 1976.*
- File 561      **Packaged cookies, July 7, 1983.** - 1983. - 1 audio cassette (2 hr.) ; 0.4 cm.  
*Contents: contains one audio cassette recording of group 2, 7:00 p.m., recorder #2. The audio cassette was created by Western Michigan Research and is a recording of a group discussion of 12 women led by a host identified as "Fred" on the topic of packaged cookies. The women were informed that they were recorded and observed from a one-way mirror. The discussion consists of the host asking the women questions such as "What do you have at home for people to munch on?" and the women discussing their answers.*

- File 562a **Cookies 6:00 pm P#858B, April 9, 1986 (file 1 of 2).** - 1986. - 1 audio cassette (ca. 1 hr.) ; 0.4 cm.  
*Contents: contains one audio cassette. The audio cassette is tape 1 of 2, a recording of consumer discussions held in Toronto. The discussions were led by a host identified as "Susan" and consist of a panel of women. The host explains that the discussion is being recorded and that they are observed from a one-way mirror. The women introduce themselves by first name only and describe their family composition and lifestyle. The tapes continue with a discussion of cookies.*
- File 562b **Cookies 8:00 pm P#858B, April 9, 1986 (file 2 of 2).** - 1986. - 1 audio cassette (ca. 1 hr.) ; 0.4 cm.  
*Contents: contains one audio cassette. The audio cassette is tape 2 of 2, a recording of consumer discussions held in Toronto. The discussions are led by a host identified as "Susan" and consist of a panel of women. The host explains that the discussion is being recorded and that they are observed from a one-way mirror. The women introduce themselves by first name only and describe their family composition and lifestyle. The tapes continue with a discussion of cookies.*
- File 563a **Cookies 8:00 pm P#858B, April 9, 1986 (file 1 of 2).** - 1986. - 1 audio cassette (ca. 1 hr.) ; 0.4 cm.  
*Contents: contains one audio cassette. The audio cassette is tape 1 of 2, a recording of consumer discussions held in Toronto. The discussions were led by a host identified as "Susan" and consist of a panel of women. The host explains that the discussion is being recorded and that they are observed from a one-way mirror. The women introduce themselves by first name only and describe their family composition and lifestyle. The tapes continue with a discussion of cookies.*
- File 563b **Cookies 8:00 pm P#858B, April 9, 1986 (file 2 of 2).** - 1986. - 1 audio cassette (ca. 1 hr.) ; 0.4 cm.  
*Contents: contains one audio cassette. The audio cassette is tape 1 of 2, a recording of consumer discussions held in Toronto. The discussions were led by a host identified as "Susan" and consist of a panel of women. The host explains that the discussion is being recorded and that they are observed from a one-way mirror. The women introduce themselves by first name only and describe their family composition and lifestyle. The tapes continue with a discussion of cookies.*
- File 564a **Facility 2:00 pm P#858B, April 10, 1986 (file 1 of 2).** - 1986. - 1 audio cassette (ca. 1 hr.) ; 0.4 cm.  
*Contents: contains one audio cassette. The audio cassette is tape 1 of 2, a recording of consumer discussions held in Toronto. The discussions commenced at 2:00 p.m. and are led by a host identified as and consist of a panel of women. The host explains that the discussion is being recorded and that they are observed from a one-way mirror. The women introduce themselves by first name only and describe their family composition and lifestyle. The tapes continue with a discussion of cookies.*
- File 564b **Facility 2:00 pm P#858B, April 10, 1986 (file 2 of 2).** - 1986. - 1 audio cassette (ca. 1 hr.) ; 0.4 cm.  
*Contents: contains one audio cassette. The audio cassette is tape 2 of 2, a recording of consumer discussions held in Toronto. The discussions commenced at 2:00 p.m. and are led by a host identified as "Susan" and consist of a panel of women. The host explains that the discussion is being recorded and that they are observed from a one-way mirror. The women introduce themselves by first name only and describe their family composition and lifestyle. The tapes continue with a discussion of cookies.*
- File 565a **Facility 4:00 pm P#858, April 10, 1986 (file 1 of 2).** - 1986. - 1 audio cassette (ca. 1 hr.) ; 0.4 cm.  
*Contents: contains one audio cassette. The audio cassette is tape 1 of 2, a recording of consumer discussions held in Toronto. The discussions commenced at 4:00 p.m. and are led by a host identified as "Susan" and consist of a panel of women. The host explains that the discussion is being recorded and that they are observed from a one-way mirror. The women introduce themselves by first name only and describe their family composition and lifestyle. The tapes continue with a discussion of cookies.*
- File 565b **Facility 4:00 pm P#858, April 10, 1986 (file 2 of 2).** - 1986. - 1 audio cassette (ca. 1 hr.) ; 0.4 cm.  
*Contents: contains one audio cassette. The audio cassette is tape 2 of 2, a recording of consumer discussions held in Toronto. The discussions commenced at 4:00 p.m. and are led by a host identified as "Susan" and consist of a panel of women. The host explains that the discussion is being recorded and that they are observed from a one-way mirror. The women introduce themselves by first name only and describe their family composition and lifestyle. The tapes continue with a discussion of cookies.*

- File 566 **Dare Bear at Wintario / [produced by] Milad Bess.** - [ca. 1989]. - 1 videocassette (ca. 30 min.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the television production of the Ontario Lottery Corporation's Wintario draw held at the Gravenhurst High School during the Muskoka Winter Fair in [ca. 1989]. The Dare Bear mascot helped the Mayor of Gravenhurst push the button to start the Wintario draw.*  
*The production was hosted by Faye Dance and Greg Beresford.*
- File 567 **IMF.** - [199-]. - 1 audio cassette (60 sec.) ; 0.4 cm.  
*Contents: contains one audio cassette consisting of a dramatized recording promoting marketing and sales staff to have a new product in full distribution within 14 days.*
- File 568 **Tropical rain forest.** - [199-]. - 1 audio cassette (22 min.) ; 0.4 cm.  
*Contents: contains one audio cassette recording of tropical rain forest sounds including bird calls.*
- File 569a **Big Ned P.r.r.i.d.e. (file 1 of 2).** - [199-]. - 1 audio cassette (ca. 10 min.) ; 0.4 cm.  
*Contents: contains one audio cassette recording of Big Ned singing his P.r.r.i.d.e. song, which was intended to motivate Dare Foods sales personnel.*
- File 569b **Big Ned P.r.r.i.d.e. (file 2 of 2).** - [199-]. - 1 audio cassette (ca. 10 min.) ; 0.4 cm.  
*Contents: contains one audio cassette recording of Big Ned singing his P.r.r.i.d.e. song, which was intended to motivate Dare Foods sales personnel.*
- File 570 **Green foods / [prepared by] The Martland Group.** - [ca. 1990]. - 1 audio cassette (ca. 5 min.) ; 0.4 cm.  
*Contents: contains one audio cassette recording of the CBC radio show "Metro Morning" reporter on the environment, Marjorie Lamb, introducing environmentally friendly foods. Marjorie and the host of "Metro Morning" discuss Bridgehead's Rainforest Crunch and Dare's newly released Rainforest cookies. Side B of the cassette is a recording of an interview with Bryan Dare on CFRB radio. The interviewer and Bryan Dare discuss several aspects of the cookies including the fact that the cashews and brazil nuts used in the cookies were acquired from Cultural Survival, a non-profit organization associated with Harvard University.*
- File 571 **Juiced Up van, Juiced Up mascots.** - [ca. 1990]. - 1 videocassette (4 min.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of an informational video promoting the new Dare Foods Limited van decorated with images of the Juiced Up characters. The Juiced Up mascots also appear in the video.*
- File 572 **Simply the Best / Media House Productions.** - [ca. 1991]. - 1 videocassette (ca. 20 min.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of Dare Foods Limited products using Tina Turner's song, "The Best."*
- File 573a **Kitchener 1 (file 1 of 9).** - 1992. - 1 videocassette (ca. 30 min.) : original, col., Video 8 ; 8 mm.  
*Contents: contains one videocassette recording of employees at the Dare Foods Limited head office and plant in Kitchener wishing Carl Dare a happy 75th birthday. Each of the 10 regions submitted a recorded birthday wish for Carl Dare and this is number 1 of 10. These recordings were included in a longer video birthday wish, "Mr. C.M. Dare's 75th birthday."*
- File 573b **Ottawa 4 (file 2 of 9).** - 1992. - 1 videocassette (ca. 30 min.) : original, col., VHSC ; 13 mm.  
*Contents: contains one videocassette recording of employees at the Ottawa office wishing Carl Dare a happy 75th birthday. Each of the 10 regions submitted a recorded birthday wish for Carl Dare and this is number 4 of 10. These recordings were included in a longer video birthday wish, "Mr. C.M. Dare's 75th birthday."*
- File 573c **Toronto 5 (file 3 of 9).** - 1992. - 1 videocassette (ca. 30 min.) : original, col., VHSC ; 13 mm.  
*Contents: contains one videocassette recording of employees at the Toronto office wishing Carl Dare a happy 75th birthday. Each of the 10 regions submitted a recorded birthday wish for Carl Dare and this is number 5 of 10. These recordings were included in a longer video birthday wish, "Mr. C.M. Dare's 75th birthday."*
- File 573d **Quebec region 1992 6 (file 4 of 9).** - 1992. - 1 videocassette (ca. 30 min.) : original, col., VHSC ; 13 mm.  
*Contents: contains one videocassette recording of employees at the office in Quebec wishing Carl Dare a happy 75th birthday. Each of the 10 regions submitted a recorded birthday wish for Carl Dare and this is number 6 of 10. These recordings were included in a longer video birthday wish, "Mr. C.M. Dare's 75th birthday."*

- File 573e **Winnipeg 7 (file 5 of 9).** - 1992. - 1 videocassette (ca. 30 min.) : original, col., Video 8 ; 8 mm.  
*Contents: contains one videocassette recording of employees at the Winnipeg office wishing Carl Dare a happy 75th birthday. Each of the 10 regions submitted a recorded birthday wish for Carl Dare and this is number 7 of 10. These recordings were included in a longer video birthday wish, "Mr. C.M. Dare's 75th birthday."*
- File 573f **Edmonton 8 (file 6 of 9).** - 1992. - 1 videocassette (ca. 30 min.) : original, col., VHSC ; 8 mm.  
*Contents: contains one videocassette recording of employees at the Edmonton office wishing Carl Dare a happy 75th birthday. Each of the 10 regions submitted a recorded birthday wish for Carl Dare and this is number 8 of 10. These recordings were included in a longer video birthday wish, "Mr. C.M. Dare's 75th birthday."*
- File 573g **Moncton 9 (file 7 of 9).** - 1992. - 1 videocassette (ca. 30 min.) : original, col., Video 8 ; 8 mm.  
*Contents: contains one videocassette recording of employees at the Moncton office wishing Carl Dare a happy 75th birthday. Each of the 10 regions submitted a recorded birthday wish for Carl Dare and this is number 9 of 10. These recordings were included in a longer video birthday wish, "Mr. C.M. Dare's 75th birthday."*
- File 573h **B.C. branch 10 (file 8 of 9).** - 1992. - 1 videocassette (ca. 30 min.) : original, col., Video 8 ; 8 mm.  
*Contents: contains one videocassette recording of employees at the British Columbia branch office wishing Carl Dare a happy 75th birthday. Each of the 10 regions submitted a recorded birthday wish for Carl Dare and this is number 10 of 10. These recordings were included in a longer video birthday wish, Mr. C.M. Dare's 75th birthday.*
- File 573i **Happy birthday Mr. Dare (file 9 of 9).** - 1992. - 1 videocassette (ca. 30 min.) : original, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of staff from the Atlantic District, Halifax and Moncton, wishing Carl Dare a happy 75th birthday. The recording was included in a longer video birthday wish, "Mr. C.M. Dare's 75th birthday."*
- File 574 **Mr. Dare's 75th anniversary.** - 1992. - 1 videocassette (ca. 30 min.) : master, col., VHS ; 13 mm.  
*Contents: contains one VHS videocassette. The videocassette is the Kitchener original 2 of Mr. Dare's 75th anniversary.*
- File 575a **Mr. C.M. Dare's 75th birthday / [produced by] The Ashland Video Corporation (file 1 of 2).** - 1992. - 1 videocassette (ca. 30 min.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one VHS videocassette recording of Carl Dare's 75th birthday celebration.  
The duplicate was produced by Cinevillage, Toronto, Ontario.*
- File 575b **Mr. C.M. Dare's 75th birthday / [produced by] The Ashland Video Corporation (file 2 of 2).** - 1992. - 1 videocassette (ca. 30 min.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one VHS videocassette recording of Carl Dare's 75th birthday celebration.  
The duplicates was produced by Cinevillage, Toronto, Ontario.*
- File 576 **Douglas V. Reeves' 65th birthday, September 17, 1993.** - 1993. - 1 videocassette (ca. 2 hr.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of Douglas V. Reeves' 65th birthday party.*
- File 577 **Sandy Hudson and Gus Freisen retirement, December 15, 1993.** - 1993. - 1 videocassette (ca. 2 hr.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of Sandy Hudson and Gus Friesen's retirement party.*
- File 578 **Customer driven, January 9, 1995 / [produced by] DJD Presentation Associates.** - 1995. - 1 videocassette (ca. 30 min.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette produced for Team Pillsbury, Customer Driven, fall 1995 National Sales Meeting, Customer Connections.  
The videocassette is category Text version 2, 9501 240.*
- File 579 **Graham, Jack : big 60, February 15, 1995.** - 1995. - 1 videocassette (ca. 2 hr.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of Jack Graham's 60th birthday party.*

- File 580      **Dare Foods Limited Real Fruit Gummies, September 1995 / [produced by] CVC Productions Limited.** - 1995. - 1 videocassette (ca. 20 min.) : col., VHS, stereo ; 13 mm.  
*Contents: contains one videocassette recording of the Real Fruit Gummies 1995 National Sales Meeting.*  
*Note on videocassette label: "DUB."*
- File 581a      **Candy video presentation, May 1988 (file 1 of 2) / [produced by] Clearlight Visual Communications Inc.** - 1988. - 1 videocassette (10 min.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the candy video presentation.*
- File 581b      **Candy video presentation, May 1988 (file 2 of 2) / [produced by] Clearlight Visual Communications Inc.** - 1988. - 1 videocassette (10 min.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the candy video presentation.*
- File 582      **Candy video presentation, May 1988 / [produced by] Clearlight Visual Communications Inc.** - 1998. - 1 videocassette (10 min.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of a candy presentation for Shoppers Drugmart.*
- File 583      **Revolution.** - [ca. 2000]. - 1 videocassette (ca. 5 min.) : master, col., VHS ; 13 mm.  
*Contents: contains the master videocassette recording of "Revolution."*
- File 584      **Dare rants / [produced by] Video Duplicators Inc.** - [2000?]. - 1 videocassette (ca. 5 min.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of "Big Ned's" Dare rant, based on the Molson Canadian "I am Canadian" advertising campaign.*
- File 585      **Dare Rant, Big Ned.** - [2000?]. - 1 videocassette (ca. 5 min.) : master, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of "Big Ned," a territory manager for sales, acting out his interpretation of the Molson Canadian "I am Canadian" advertising campaign. The words of the "I am Canadian" rant are changed to reflect Dare Foods Limited.*
- File 586      **Costa Del Sol travel incentive.** - 2000. - 1 videocassette (ca. 10 min.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Costa Del Sol travel incentive. The vacation was used to motivate and subsequently award successful sales personnel.*
- File 587      **B.E.S.T. video.** - 2001. - 1 videocassette (7 min., 9 sec.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette.*
- File 588a      **Incentive trip (file 1 of 2).** - 2001. - 1 videocassette (ca. 10 min.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of a vacation promotion. The vacation was used to motivate and subsequently award successful sales personnel.*
- File 588b      **Incentive trip (file 2 of 2).** - 2001. - 1 videocassette (ca. 10 min.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of a vacation promotion. The vacation was used to motivate and subsequently award successful sales personnel.*
- File 589      **Corporate sales award, January 16, 2001.** - 2001. - 1 videocassette (ca. 30 min.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited corporate sales award.*
- File 590      **Presentation video, February 18, 2001.** - 2001. - 1 videocassette (3 min., 15 sec.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the sales representative of the year presentation.*  
*A note attached to the videocassette reads: "Gary, your copy of the rep of the year presentation. Greg."*
- File 591      **Cabane a sucre Dare.** - 2001. - 1 videocassette (ca. 1 hr.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of a Dare Foods Limited employee at his display of Dare Foods Limited products as part of maple syrup festivals held outside of several different grocery stores in Quebec between March and April 2001.*  
*In French.*

### **Series 33 : Dare Foods Limited : Signs**

**Dare Foods Limited : signs.** - [ca. 1976]-[ca. 1990].

*Series consists of signs that were used in store displays. Series is arranged chronologically.*

- File 592 OVR **Dare sign.** - [ca. 1976]. - 46 x 36 cm.  
*Contents: contains one double-sided sign. The sign is red and white and is in the shape of the Dare logo [ca. 1976]. The sign was most likely used in a store display. OVERSIZE.*
- File 593 OVR **Dare sign.** - [ca. 1976]. - 35 x 26.5 cm.  
*Contents: contains one double-sided sign. The sign is red and white and is in the shape of the Dare logo [ca. 1976]. The sign was most likely used in a store display. OVERSIZE.*
- File 594 **Dare sign.** - [ca. 198-]. - 23 x 15 cm.  
*Contents: contains three double-sided Dare signs. The signs are red and white. One side of the sign reads, "Twin-packed for freshness," and the other side reads, "Made with vegetable shortening."*
- File 595 OVR **Professor and friends sign.** - [ca. 1990]. - 37 x 36 cm.  
*Contents: contains three signs. The signs are double-sided and include a picture of Professor Bear and his two friends on top of the Dare logo [ca. 1990]. The sign was most likely used in a store display. OVERSIZE.*
- File 596 **Dare sign.** - [ca. 1990]. - 37 x 16 cm.  
*Contents: contains one double-sided Dare sign. The sign is red and white and is in the shape of the Dare logo [ca. 1990]. The sign was most likely used in a store display.*

### **Series 34 : Dare Foods Limited : Artifacts**

**Dare Foods Limited : artifacts.** - [ca. 1920].

*Series consists of artifacts, including two cookie cutters and a clipboard, from Dare Foods Limited. Series is arranged chronologically.*

- File 597 **Cookie cutters.** - [ca. 1920].  
*Contents: contains two cookie cutters that were used by Dare Foods Limited. One cookie cutter is oval shaped and the other is in the shape of a star.*
- File 598 **Dare Foods Limited clipboard.** - [ca. 1950].  
*Contents: contains one Dare Foods Limited, Kitchener, Ontario clipboard.*

### **Series 35 : Dare Foods Limited : Centennial Celebrations**

**Dare Foods Limited : Centennial celebrations.** - 1990-1992. - 36 cm of textual records and other material.

*The centennial of Dare Foods Limited was celebrated in 1992. The celebrations began with a Centennial Ball in Kitchener, followed by Balls in Moncton, New Brunswick, Montreal, Quebec, and in the West. In honour of the centennial a book and a commemorative painting were commissioned. Later events included a float in the annual Kitchener Oktoberfest parade, a staff picnic in Kitchener, interviews with retired staff, and a Christmas Luncheon in Kitchener.*

*Series consists of videocassettes, the book "Dare: The First Century, A Corporate History of Dare Foods Limited 1892-1992," a print of the commemorative painting, colour and black and white photographs, artifacts, centennial clothing and merchandise, centennial events organizational records, and the score for the Dare Cookies song. The records were created primarily at the Dare Foods Limited, Kitchener office. The series is arranged chronologically.*

*Other material includes 997 photographs, 3 videocassettes, and 20 artifacts.*

- File 599a **Centennial Committee (file 1 of 2).** - 1990-1992.  
*Contents: contains records of the Centennial Committee that are divided by the following tabs: Minutes, Ball, Lapel pins, Painting, Open house, Picnic, Wine Gift, and Publicity. File consists of correspondence, bills, receipts, budgets, minutes, memoranda, menus, announcements, and faxes.*
- File 599b **Centennial Committee (file 2 of 2).** - 1990-1992.

- File 600      **Centennial promotional material.** - 1991-1992.  
*Contents: contains centennial promotional material, photographs and historic promotional material. File includes clippings of articles and advertisements, contest form, promotional items, the Dare Foods Limited company Christmas card, and the September 1991 and March/April 1992 issues of Professor's Press (the Dare Foods Limited employee newsletter).*
- File 601a      **Commissioned painting (file 1 of 2).** - 1991-1992.  
*Contents: contains a short biography of Bert Williams, list of prices of paintings at the K-W Art Gallery, and contest concept.*  
 OVERSIZE.
- File 601b OVR      **Commissioned painting (file 2 of 2).** - 1991-1992.  
*Contents: contains three prints of "Weber Street, Berlin, Ontario, 1892," the commemorative painting by local artist Bert Williams.*  
 OVERSIZE.
- File 602      **Interview replies.** - 1991.  
*Contents: contains records pertaining to centennial interviews. File consists of correspondence, reply cards and a schedule of interviews. The interviews were conducted by John Zinderdine of Selling Arts Consultants Ltd. regarding Dare Foods Limited company history.*
- File 603      **Employee gifts.** - 1991-1992.  
*Contents: contains centennial promotional ideas, centennial product ideas, centennial publicity schedule, and draft two of "Dare, The First Century," by John Zinderdine. File also contains a letter, a bill of lading, pamphlets and business cards from Hillebrand Estates Winery Limited.*
- File 604      **Name tags.** - 1991-1992.  
*Contents: contains records pertaining to the Centennial Ball invitations. The records include a copy of an email, alphabetical lists of Dare Foods Limited employees in Kitchener, Milton and Toronto by last name, memoranda, lists of prizes, a copy of the centennial celebration script, and a list of retired employees.*  
*Restricted: contains personal and employment information about Dare employees.*
- File 605      **Invitations.** - 1991.  
*Contents: contains invitations to the Centennial Balls in Kitchener, Quebec, and Halifax. The invitations include reply cards.*
- File 606      **Moncton : ball.** - 1991.  
*Contents: contains a copy of an email. The email is a list of people that were to be invited to the Centennial Ball in Moncton. The email was sent from Lynn at Dare Foods Limited in Moncton to Marilyn at Dare Foods Limited in Kitchener.*
- File 607      **West : ball.** - 1991-1992. - 1 photograph : col. ; 10 x 14.5 cm.  
*Contents: contains records pertaining to the Centennial Ball held in Edmonton for the Western region. The file includes a copy of an email sent to Marilyn Watson at Dare Foods Limited in Kitchener from Joane James at Dare Foods Limited in Edmonton regarding a schedule for the Centennial Ball and a fax sent from Marilyn Watson to Rick Harris and Joane James regarding a final proof for the invitations to the Centennial Ball in Edmonton. A colour photograph of the Centennial Ball is also included.*
- File 608      **Montreal : ball.** - 1991-1992. - 8 photographs : col. ; 10 x 14.5 cm.  
*Contents: contains correspondence between Marilyn Watson at Dare Foods Limited in Kitchener and staff at Les Aliments Dare Limitée (the Montreal office), the translator, and the printer, regarding the translation and printing of the invitation to the Centennial Ball or Gala du Centenaire in Montreal. File also includes two pamphlets for Le Château de l'Aéroport-Mirabel, the location of the Centennial Ball and 8 colour photographs of the event.*  
*In English and French.*
- File 609      **Kitchener Centennial Ball, January 18, 1992.** - 1992. - 69 photographs : col. ; 10 x 15 cm.. - 9 negatives : col. ; 35 mm.. - 16 slides : col. ; 35 mm.  
*Contents: contains 69 colour photographs, 15 slides and nine negatives of the Centennial Ball at Bingemans in Kitchener. The photographs are images of the Dare family cutting a large birthday cake, the Dare family and guests accepting and giving gifts, guests sitting at banquet tables, the Dare family and guests dancing, door prizes, and the band. File also includes a colour slide of the centennial logo.*

- File 610 **Darlene Firlotte's Centennial Ball photographs.** - 1992. - 10 photographs : col. ; 10 x 15 cm.. - 16 negatives : col. ; 35 mm.  
*Contents: contains 10 colour photographs and 14 negatives of the Centennial Ball in Kitchener. The photographs were donated by Darlene Firlotte. Two negatives are an image of cats and an image of houses.*  
*Untitled file. Title based on contents of file.*
- File 611 **Best wishes from suppliers.** - 1992.  
*Contents: contains correspondence from suppliers wishing Dare Foods Limited all the best in their centennial year. The file also includes the key to the city of Edmonton.*
- File 612a **Dare: The First Century, a corporate history of Dare Foods Limited, 1892-1992 (file 1 of 2).** - 1992.  
*Contents: contains three English copies of \_Dare: The First Century, a corporate history of Dare Foods Limited, 1892-1992\_. The book was published to commemorate the centennial of Dare Foods Limited. The book was written by John Zenderdine and the photography was managed by Les Osmond.*
- File 612b **Le centenaire des Aliments Dare Ltée, Histoire de la compagnie de 1892 à 1992 (file 2 of 2).** - 1992.  
*Contents: contains two copies of \_Le centenaire des Aliments Dare Ltée, Histoire de la compagnie de 1892 à 1992\_. The book was published to commemorate the centennial of Dare Foods Limited. The book was written by John Zenderdine and the photography was managed by Les Osmond.*  
*In French.*
- File 613 **Thank you notes from employees.** - 1992. - 5 photographs : col. ; 10 x 10 cm.  
*Contents: contains correspondence from employees expressing gratitude for receiving the centennial book, prizes, and invitations to the Centennial Ball. File also includes five colour photographs of a Doerr & Co. cigar box owned by Joy Kravel.*
- File 614 **Thank you letters for prizes.** - 1992.  
*Contents: contains correspondence from Gary L. MacLeod, Vice President Sales and Marketing (Chairman of the Centennial Committee) to suppliers thanking them for donating the prizes that were awarded at the Centennial Ball on January 18, 1992, in Kitchener.*
- File 615 **Centennial Ball photograph reprints correspondence.** - 1992.  
*Contents: contains correspondence documenting requests for the reprinting of photographs of the Centennial Ball held in Kitchener. The correspondence is addressed to various employees from Marilyn Watson, a Centennial Committee member, Dare Foods Limited in Kitchener.*
- File 616 **Kitchener day shift and centennial kick off.** - 1992. - 16 slides : col. ; 35 mm.  
*Contents: contains 16 colour slides. The slides are images of staff working in the Kitchener plant. Two slides of staff at a special event are also included.*
- File 617 **Promotions.** - 1992. - 8 photographs : col. ; 10 x 15 cm or smaller.  
*Contents: contains eight colour photographs. The photographs are images of store displays and promotions in honour of the Dare Foods Limited centennial. File also includes a store sign.*
- File 618 **Birthday.** - 1992. - 10 photographs : col. ; 10 x 15 cm.  
*Contents: contains seven colour photographs. The photographs are images of a Dare Foods Limited float that celebrates both the Dare Foods Limited centennial and Canada's 125th birthday. A house on the float is decorated with Dare crackers and cookies. A photograph of the Dare Bear riding in a car, decorated with Dare centennial signs, in a parade is also included.*
- File 619a **Picnic, June 14, 1992 (file 1 of 2).** - 1992. - 50 photographs : col. ; 10 x 15 cm.. - 431 negatives : col. ; 35 mm.  
*Contents: contains colour photographs and negatives. The photographs and negatives are images of the Dare Foods Limited company picnic held in honour of the company centennial on Sunday June 14, 1992 at Bingeman Park in Kitchener. File also includes invitations and registration forms.*
- File 619b **Picnic, June 14, 1992 (file 2 of 2).** - 1992. - 267 photographs : col. ; 10 x 15 cm.  
*Contents: contains an album of colour photographs. The photographs are images of the Dare Foods Limited company picnic held in honour of the company centennial on Sunday June 14, 1992 at Bingeman Park in Kitchener.*

- File 620      **Picnic pictures.** - 1992.  
*Contents: contains records pertaining to the reproduction of centennial picnic photographs. File includes lists of employees and the amount of money they owe for reprints, a list of the number of photographs to be reproduced, memoranda, and emails.*
- File 621      **BBQ.** - 1992. - 32 photographs : col. ; 10 x 15 cm.  
*Contents: contains 32 colour snapshots. The snapshots are images of the annual staff BBQ held at the Dare Foods Limited head office and plant in Kitchener.*
- File 622      **Open house/tour.** - 1992.  
*Contents: contains records pertaining to the open house and tour of the Dare Foods Limited head office and plant in Kitchener held on October 24, 1992 in honour of the centennial year of Dare Foods Limited. The file consists of descriptions of the different departments and areas in both the head office and plant, and descriptions of machinery that were used by tour guides.*
- File 623      **Toronto open house.** - 1992. - 6 photographs : col. ; 10 x 15 cm.  
*Contents: contains six colour snapshots. The snapshots are images of Dare Foods Limited employees working at the Milton plant and the Dare Bear with children.*
- File 624      **Centennial display.** - 1992. - 19 photographs : col. ; 10 x 15 cm.. - 14 negatives : col. ; 35 mm.  
*Contents: contains colour photographs and negatives. The photographs and negatives are images of Dare Foods Limited staff setting up a display illustrating the history of Dare Foods Limited, staff display awards from the City of Kitchener and the Province of Ontario, and staff decorating Christmas trees outside the Dare Foods Limited head office and plant in Kitchener.*
- File 625      **Luncheon.** - 1992.  
*Contents: contains records documenting the Christmas luncheon in 1992. Dare Foods Limited hosts an annual Christmas potluck luncheon for past and present employees during the Christmas season. In 1992 the day shift luncheon was held on Wednesday December 23 at 12:30. File consists of notices, receipts, a summary of revenue and expenses, an alphabetical list of employees and their addresses, sales personnel mailing list, and lists of employees by seniority date. File also includes sign-up lists of the potluck dishes required.  
Restricted: contains personal and employment information about employees.*
- File 626      **Centennial jackets.** - 1992.  
*Contents: contains records pertaining to the purchase of centennial jackets. File consists of faxes and order forms listing who ordered jackets, sizes, and amount.*
- File 627      **Dare's centenary [sic] celebration / [produced by] The Ashland Video Corporation.** - 1992. - 1 videocassette (ca. 30 min.) : duplicate, col., VHS ; 25 mm.  
*Contents: contains one videocassette recording of Dare Foods Limited centennial celebration, "Dare's Centenary [sic] Celebration."*
- File 628      **Dare's centenary [sic] celebration / [produced by] The Ashland Video Corporation.** - 1992. - 1 videocassette (ca. 30 min.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of Dare Foods Limited centennial celebration, "Dare's Centenary [sic] Celebration."*
- File 629      **Dare's centenary [sic] celebration / [produced by] The Ashland Video Corporation.** - 1992. - 1 videocassette (ca. 30 min.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of Dare Foods Limited centennial celebration, "Dare's Centenary [sic] Celebration."*
- File 630      **Dare centennial birthday / [produced by] The Video Duplicators Inc.** - 1992. - 1 videocassette (2 hrs., 1 min.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Centennial Birthday celebration, possibly in Edmonton.*
- File 631      **Dare Centennial Float, July 1, 1992 / [produced by] The Ashland Video Corporation.** - 1992. - 1 videocassette : (30 min.) : duplicate, col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited centennial float. The float depicted a house decorated with cookie, cracker and candy products.*
- File 632      **Florida '92 sweatshirt.** - 1992. - 1 sweatshirt : cotton, polyester.  
*Contents: contains one white sweatshirt. The sweatshirt has the Dare Foods Limited centennial logo embroidered on the left breast of the sweatshirt. Beneath the logo "Florida '92" is also embroidered.*

- File 633      **Centennial t-shirt.** - 1992. - 1 t-shirt : cotton.  
*Contents: contains one white t-shirt. The t-shirt is white with the centennial logo silk-screened on the back in red. The t-shirt is extra-large in size.*
- File 634      **Centennial jacket.** - 1992. - 1 jacket : nylon, polyester.  
*Contents: contains one centennial jacket. The jacket is blue with the centennial logo embroidered over the left breast. The jacket is extra-large in size.*
- File 635      **Centennial hat.** - 1992. - 1 hat : cotton.  
*Contents: contains one centennial hat. The hat is a white cap style hat with the centennial logo silk screened on the top of the cap.*
- File 636      **Centennial frisbee.** - 1992. - 1 frisbee : plastic.  
*Contents: contains one centennial frisbee. The frisbee is blue plastic with the centennial logo printed on the top in white.*
- File 637      **Centennial balloons.** - 1992. - 4 balloons : plastic.  
*Contents: contains four centennial balloons. The balloons are imprinted with the centennial logo. Three balloons are for helium, the other balloon is red.*
- File 638      **Centennial bag.** - 1992. - 1 bag : plastic.  
*Contents: contains one bag. The bag is white plastic and has the centennial logo imprinted on both sides in red.*
- File 639      **Centennial pins.** - 1992. - 2 pins.  
*Contents: contains two centennial pins. The pins are in the shape of the centennial logo and are made of both plastic and metal.*
- File 640      **Centennial stickers.** - 1992. - 6 stickers.  
*Contents: contains six centennial stickers. The stickers are colour images of the centennial logo. They have not been used.*
- File 641      **Centennial sign.** - 1992. - 1 sign.  
*Contents: contains one sign. The sign includes an image of the centennial logo in front of the Canadian flag. The sign also reads, "100% Canadian" in both French and English. The sign measures 7.5 x 14 cm when in use and folded and otherwise 14 x 15 cm. In English and French.*
- File 642      **Centennial coffee mug.** - 1992. - 1 mug.  
*Contents: contains one centennial mug. The mug is white and has the centennial logo printed in gold on it.*
- File 643      **Centennial beer glass.** - 1992. - 1 glass : glass.  
*Contents: contains one centennial beer glass. The beer glass has the centennial logo printed in blue on it.*
- File 644      **Centennial candy jar.** - 1992. - 1 candy jar : glass, plastic.  
*Contents: contains one centennial candy jar. The candy jar includes a lid and has the centennial logo imprinted on it in gold.*
- File 645      **Centennial watch.** - 1992. - 1 watch.  
*Contents: contains one centennial watch. The watch is black and gold in colour and has the centennial logo imprinted on the face of the watch in gold. A protective case for the watch is included.*
- File 646      **Dare, C.M. : congratulations on 100 anniversary.** - 1992. - 1 plaque : metal, plastic.  
*Contents: contains one plaque. The plaque was sent from the Atlantic sales team to C.M. Dare to congratulate him on the centenary of Dare Foods Limited. The plaque reads "C.M. Dare congratulations on 100 anniversary, Atlantic Sales Team."  
18 x 23 x 2 cm*
- File 647      **Presented to Dare Foods Limited to commemorate their 100th year of business.** - 1992. - 1 plaque ; 23 x 18 x 2 cm.  
*Contents: contains one plaque. The plaque was presented to Dare Foods Limited by the Bank of Montreal. The plaque reads, "Presented to Dare Foods Limited to commemorate their 100th year of business, 1892-1992, Bank of Montreal," and includes the Bank of Montreal crest.*

File 648 **Congratulations to Carl Dare on the 100th anniversary of Dare Foods Limited.** - 1992.  
- 1 plaque ; 35 x 38 x 2 cm.  
*Contents: contains one plaque. The plaque was presented to Carl Dare by the Ontario sales region. The plaque reads, "Congratulations to Carl Dare on the 100th. anniversary of Dare Foods Limited, Ontario Sales Region, 1992."*

File 649 **Congratulatory letter from the Province of Ontario.** - 1993.  
*Contents: contains one letter from the province of Ontario congratulating Dare Foods Limited on the 101st anniversary of business. The letter is signed by The Honourable Bob Rae, Premier of Ontario and was presented by Will Ferguson, MPP for Kitchener and Mike Cooper, MPP for Kitchener-Wilmot.*

File 650 **Bakery, Confectionery and Tobacco Workers' International Union Local 264 centennial plaque.** - 1992. - 1 plaque ; 38 x 28 x 2 cm.  
*Contents: contains one plaque. The plaque was presented to Dare Foods Limited on their 100th Anniversary by the Bakery, Confectionery and Tobacco Workers' International Union Local 264. The plaque was made by The Award Store, Mississauga, Ontario.*

File 651 **Celebrating our centennial wine bottle.** - 1992. - 1 bottle : glass.  
*Contents: contains one wine bottle. The wine bottle contained Etienne Brulé Blanc wine produced by Hillebrand Estates Winery Limited, Niagara-on-the-Lake, Ontario. The wine was produced in commemoration of the centennial of Dare Foods Limited.*

File 652 **Centennial wine bottle.** - 1992. - 1 bottle : glass.  
*Contents: contains one wine bottle. The bottle contained Etienne Brulé Blanc wine and was produced by Hillebrand Estates Winery, Niagara-on-the-Lake, Ontario. The wine was produced in commemoration of the centennial of Dare Foods Limited.*

### **Series 36 : Dare Foods Limited : Builders and Boosters**

**Dare Foods Limited : Builders and Boosters.** - 1986. - 1 volume.  
*Series consists of one copy of the book Builders and Boosters, Kitchener Chamber of Commerce, 100th Anniversary, 1886-1986. The book was published to commemorate the 100th anniversary of the Kitchener Chamber of Commerce. The book includes information on S. Merner and C.H. Doerr.*

File 653 **Dare Foods Limited : Builders and Boosters, Kitchener Chamber of Commerce, 100th Anniversary, 1886-1986.** - 1986.  
*Contents: contains one copy of the book, Builders and Boosters, Kitchener Chamber of Commerce, 100th Anniversary, 1886-1986.*

### **Series 37 : Dare Foods Limited : National Meeting 1995**

**Dare Foods Limited : National Meeting 1995.** - 1995. - 429 photographs.. - 1 audio cassette.  
*Series consists of photographs of the Quebec National meeting held in September 1995. The theme of the meeting was The Dawning of a New Dare. The photographs were sent to the Dare Foods Limited head office in Kitchener from various regions. The series is arranged chronologically.  
Photographs include 76 negatives.*

File 654 **National Meeting, Quebec, September 1995.** - 1995. - 100 photographs : col. ; 15 x 10 cm.  
*Contents: contains 100 colour snapshots. The snapshots are images of Dare Foods Limited sales employees at the Quebec National Meeting. The snapshots include images of staff riding horses, hiking at Mount Sainte-Anne, socializing at restaurants, and singing and dancing for the regional talent presentations.*

File 655 **National Meeting, Quebec, September 1995.** - 1995. - 12 photographs : col. ; 15 x 10 cm.. - 51 negatives : col. ; 35 mm.  
*Contents: contains 12 colour snapshots and 51 negatives. The negatives and snapshots are images of Dare Foods Limited sales employees at the Quebec National Meeting. File includes images of staff socializing, on a bus tour, at a presentation, sightseeing, eating in a restaurant, and group photographs of staff.*

File 656 **National Meeting, Quebec, September 1995.** - 1995. - 76 photographs : col. ; 15 x 10 cm.  
*Contents: contains 76 colour snapshots. The snapshots are images of Dare Foods Limited sales employees at the Quebec National Meeting. The snapshots include images of employees socializing, on a bus tour, at a presentation, sightseeing, eating in a restaurant, and singing and dancing for the regional talent presentations.*

- File 657 **National Meeting, Quebec, September 1995.** - 1995. - 24 photographs : col. ; 15 x 10 cm.. - 25 negatives : col. ; 35 mm.  
*Contents: contains 24 colour snapshots and 25 negatives sent to Marilyn Watson at the Dare Foods Limited head office in Kitchener from Janette Taylor. The snapshots and negatives are images of Dare Foods Limited sales employees at the Quebec National Meeting singing and dancing for the regional talent presentations, socializing, on a bus tour, at a presentation, sightseeing, and eating in a restaurant.*
- File 658 **National Meeting : Leo Haak photographs, September 1995.** - 1995. - 7 photographs : col. ; 23 x 9 cm.  
*Contents: contains seven colour photographs that were taken by Leo Haak of Owen Sound at the Quebec National Meeting in September 1995. The photographs include images of Mount Sainte-Anne, staff mountain biking on Mount Sainte-Anne, and views from Mount Sainte-Anne.*
- File 659 **National Meeting, Quebec, September 1995.** - 1995. - 74 photographs : col. ; 15 x 10 cm.  
*Contents: contains 74 colour snapshots. The photographs are images of Dare Foods Limited sales employees at the Quebec National Meeting at a banquet, socializing, sightseeing, eating in a restaurant, on a bus tour, dancing, and horseback riding.*
- File 660 **National Meeting : Maritime group, September 1995.** - 1995. - 42 photographs : col. ; 15 x 10 cm.  
*Contents: contains 42 colour snapshots. The snapshots are images of Dare Foods Limited sales employees at the Quebec National Meeting. The images are of employees at banquets, socializing, sightseeing, eating in a restaurant, and on a bus tour. The snapshots were sent to Marilyn Watson at the Dare Foods Limited head office in Kitchener by Lynn Légère.*
- File 661 **National Meeting : ATL Breakfast Quebec '95.** - 1995. - 1 audio cassette (ca. 1 hr.) ; 0.4 cm.  
*Contents: contains one audio cassette recording of a breakfast at the Quebec National Meeting in September 1995.*

### **Series 38 : Dare Foods Limited : Dare Cookie News**

**Dare Foods Limited : Dare Cookie News.** - 1975-1976. - 2 cm of textual records.  
*Series consists of two issues of \_Dare Cookie News\_, the Dare Foods Limited internal newspaper publication on cookies.  
 In English and French.*

- File 662 OVR **Dare Cookie News.** - 1975.  
*Contents: contains one issue of \_Dare Cookie News\_ 1, no. 1 (summer 1975).  
 OVERSIZE.*
- File 663 OVR **Dare Cookie News.** - 1976.  
*Contents: contains one issue of \_Dare Cookie News\_ 2, no. 1 (spring 1976).  
 OVERSIZE.*

### **Series 39 : Dare Foods Limited : Dare Candy News**

**Dare Foods Limited : Dare Candy News.** - 1976.  
*Series consists of one issue of \_Dare Candy News\_ 1, no. 1 (spring 1976), the Dare Foods Limited internal newspaper publication on candy.  
 OVERSIZE.  
 In English and French.*

- File 664 OVR **Dare Foods Limited : Dare Candy News.** - 1976.  
*Contents: consists of one issue of \_Dare Candy News\_ 1, no. 1 (spring 1976).  
 OVERSIZE.  
 In English and French.*

### **Series 40 : Dare Foods Limited : Newspaper Clippings**

**Dare Foods Limited : newspaper clippings.** - 1943, 1988, 1990, 1995. - 5 cm of textual records.  
*Series consists of clippings of newspaper articles on Dare Foods Limited from four different newspapers. Series includes clippings from the \_Tavistock Gazette\_, \_Toronto Star\_, \_Kitchener Daily Record\_, and \_Kitchener This Week\_.  
 OVERSIZE.*

- File 665 OVR **Clippings, 1943 : fire.** - 1943.  
*Contents: contains three copies of the \_Kitchener Daily Record\_, February 16, 1943, City Edition. The newspaper contains black and white photographs and articles describing the fire that destroyed the C.H. Doerr Co., Ltd. plant on the corner of Weber and Breithaupt Streets in Kitchener. A caption on the front page of the newspaper reads, "\$400,000 Blaze wipes out Kitchener plant; man dies." Below the caption there is a black and white photograph of the fire and an article with the title, "Candy factory is razed; four fire departments at scene; homes saved." The article is continued on page 2. The third page of the newspaper also includes 3 black and white photographs and 3 articles on the fire. The article, "Embers blew seven blocks," is continued on page 12.*  
 OVERSIZE.
- File 666 OVR **Clippings, 1988 : Christmas parade.** - 1988.  
*Contents: contains one issue of \_Tavistock Gazette\_, Wednesday, November 30, 1988. The front page of the newspaper contains a photograph of participants in the Christmas parade including the Dare Bear.*  
 OVERSIZE.
- File 667 OVR **Clippings, 1990 : US market.** - 1990.  
*Contents: contains one clipping of an article entitled "Canadians eager to enter U.S. upscale food market," \_Toronto Star\_, Tuesday, June 5, 1990, Business Today, Section E, E1. The photograph that accompanies the article includes an image of three people standing in front of the Dare Foods Limited display at the Food Marketing Institute supermarket convention in Chicago.*  
 OVERSIZE.
- File 668 OVR **Clippings, 1995 : photographs.** - 1995.  
*Contents: contains one issue of the newspaper \_Kitchener This Week\_, Wednesday, October 25, 1995. The "Then and Now" section on page 3 consists of a copy of a photograph of the C.H. Doerr & Co. plant on the corner of Weber and Breithaupt streets [ca. 1920] and a copy of a photograph of the Caya Fabrics Ltd. building residing in the same place in 1995.*  
 OVERSIZE.

## **Series 41 : Dare Foods Limited : The Dare Story**

- Dare Foods Limited : The Dare Story.** - 1988. - 1 cm of textual records.. - 162 photographs.  
*Series consists of one copy of \_The Dare Story\_ and colour transparencies that were used in the book. Also known as the "green history book," \_The Dare Story\_, was published in February 1988. The book provides a brief history of Dare Foods Limited, an outline of the Dare philosophy, and an outline of Dare Foods Limited's vision for the future, as well as many colour images of staff, products and production.*
- File 669 **Colour transparencies.** - 1988. - 70 transparencies : col. ; 6 x 6 cm.. - 92 transparencies : col. ; 35 mm.  
*Contents: contains 162 colour transparencies that were produced for the publication of \_The Dare Story\_. The colour transparencies were produced by Penthouse Studios and sent to Gary MacLeod, Vice-President Sales. File includes images of Graham Dare, Bryan Dare, Carl Dare, Breton cracker production, staff working in their offices, women packing cookies and cracker products, a Breton transport truck, cookie products, staff working in the quality control lab, the warehouse, offices, the Dare Bears van, machinery in the plant, a sketch of a store display, a copy of a sketch "View from Berlin" 1854, company artifacts, and staff in a board room.*  
*Several negatives have been folded.*
- File 670 **The Dare Story, February 1988.** - 1988.  
*Contents: contains one copy of \_The Dare Story\_.*

## **Series 42 : Dare Foods Limited : Dare Foods (Candy Division) Limited**

- Dare Foods Limited : Dare Foods (Candy Division) Limited.** - 1936, 1938, 1950, 1976. - 5 cm of textual records.  
*Dare Foods (Candy Division) Limited was established when Mother Dell's Bakeries Limited was renamed in 1965. However, the division was commonly known as Candy Division. Series consists of Candy Division files. The first file contains candy formulas. The second file contains correspondence and maps of Candy Division property in Hamilton and Toronto.*
- File 671 **Candy formulas.** - 1936.  
*Contents: contains candy formulas from 1936. The formulas are typewritten and most are dated. The formulas are organized alphabetically by title.*

File 672 OVR **Candy Division documents, Toronto and Hamilton.** - 1938, 1950, 1976. - 5 maps ; 48 x 46 cm or smaller.  
*Contents: contains Candy Division documents pertaining to Candy Division buildings and property in both Hamilton and Toronto. File includes correspondence, memoranda, plans and copies of plans, the Agreement of Purchase and Sale for properties in Hamilton, an advertisement for an opportunity to sublet a building in Toronto, and maps.  
Some records are OVERSIZE.*

File 673 **Dare Foods Limited : Peanut Capri.** - 1966.  
*Contents: consists of one booklet advertising Peanut Capri and Pecan Capri. Peanut Capri and Pecan Capri were candy products developed by Dare Foods Limited and introduced in 1966. The booklet includes a copy of a letter to Mr. Retailer, descriptions of Peanut Capri and Pecan Capri, a description of the promotional program, a copy of an advertisement, a map of the greater Toronto area, and a copy of a news release.*

### **Series 43 : Dare Foods Limited : Ingredient Listings**

**Dare Foods Limited : ingredient listings.** - 1967-1994. - 5 cm of textual records.  
*Series consists of bilingual ingredient lists for biscuits and candy products, correspondence, memoranda, copies of legislation pertaining to labelling of foods, and French translations of ingredients and product names.  
In English and French.*

File 674 **Ingredient lists.** - 1967-1981.  
*Contents: contains bilingual ingredient lists for candy products, correspondence, memoranda, and copies of legislation pertaining to ingredient listings, regulations for the packaging and labelling of foods, and French translations of ingredients and product names. File is divided by tabs including: Valentine, Easter, Product Names, French Translations, Regulations, and Technical. Records are arranged chronologically.  
Records were originally in a binder.  
In English and French.*

File 675 **Ingredient listings.** - [ca. 1985]-1994.  
*Contents: contains bilingual ingredient listings for biscuits, and candies. File is divided by tabs including P/L biscuit, Toronto Plant, Purchased Product, and Seasonal. Ingredient Statements include product name, ingredient list, ICN #, date, revision #, and name of the person who granted authorization. Includes ingredient lists for US products. Several candy ingredient lists were faxed from the Milton plant.  
Records were originally in a binder.  
French*

### **Series 44 : Dare Foods Limited : Big V Drug Stores Anniversary Books**

**Dare Foods Limited : Big V Drug Stores anniversary books.** - 1982, 1987. - 4 cm of textual records.  
*Series consists of the Big V Drug Stores twentieth and twenty-fifth anniversary books. The twenty-fifth anniversary book includes a letter addressed to Richard Harris, District Sales Manager for Dare Foods Limited, Kitchener from Mahlon M. Dyer, Executive Vice-President, Big V Pharmacies Co. Limited, London, Ontario. The books consist of black and white photographs of Big V staff, stores, events, and includes some text.*

File 676 **Our Twentieth Anniversary, Big V Drug Stores, 1962-1982.** - 1982.  
*Contents: contains one copy of the Big V Drug Stores twentieth anniversary book, \_Our Twentieth Anniversary, Big V Drug Stores, 1962-1982\_.*

File 677 **Our twenty-fifth birthday, Big V Drug Stores.** - 1987.  
*Contents: contains one copy of the Big V Drug Stores twenty-fifth anniversary book, \_Our twenty-fifth birthday, Big V Drug Stores. The book was presented to Richard Harris, District Sales Manager, Dare Foods Limited, Kitchener, by Mahlon M. Dyer, Executive Vice-President, Big V Pharmacies Co. Limited, London, Ontario. The book includes a letter presenting the book to Richard Harris from Mahlon M. Dyer.*

### **Series 45 : Dare Foods Limited : Share Transfers**

**Dare Foods Limited : share transfers.** - [1939?]. - 1 cm of textual records.  
*Series consists of two sheets of share transfers. The sheets were probably removed from a share certificate book, however, the connection has been lost. One sheet refers to the Howe Candy Company.*

- File 678      **Share transfers.** - [1939?].  
*Contents: contains two sheets of share transfers.*
- Series 46 : Dare Foods Limited : Southland Plant**
- Dare Foods Limited : Southland plant.** - 1993-1995, 1998. - 5 photographs.. - 1 architectural drawing.. - 1 videocassette.  
*The Southland plant was established when a new cracker and cookie manufacturing plant was constructed in Spartanburg, South Carolina. The plant opened on September 14, 1993.*  
*Series consists of photographs and an architectural drawing of the Southland plant in South Carolina.*
- File 679a      **Southland plant (file 1 of 2).** - [ca. 1993]. - 2 photograph : col. ; 20 x 25 cm and 10 x 15 cm.  
*Contents: contains two colour photographs. The photographs are images of the exterior of the Southland plant.*
- File 679b OVR      **Southland plant (file 2 of 2) .** - 1993. - 1 photograph : col. ; 32 x 75 cm in mat 48 x 90.  
*Contents: contains one colour photograph of the exterior of the Southland plant in Spartanburg, South Carolina.*  
 OVERSIZE.
- File 680      **Southland plant staff.** - [ca. 1995]. - 1 photograph : col. ; 10 x 15 cm.  
*Contents: contains one colour photograph of plant staff standing outside the Southland plant in Spartanburg, South Carolina.*
- File 681      **Dare Foods Limited Southland Plant, September 1995 / [produced by] CVC Productions Limited.** - 1995. - 1 videocassette (4 min., 45 sec.) : col., VHS ; 13 mm.  
*Contents: contains one videocassette recording of the Dare Foods Limited Southland plant in Spartanburg, South Carolina.*
- File 682      **Southland plant flags.** - 1998. - 1 photograph : col. ; 9 x 11 cm.  
*Contents: contains one colour photograph. The photograph is an image of the American, Canadian and South Carolina flags in front of the Southland plant, Spartanburg, South Carolina. A note from Ken Petrie to Bryan Dare is attached to the photograph.*
- File 683 OVR      **Ground breaking, September 14, 1993.** - 1993. - 1 architectural drawing : col. ; 45 x 76 cm sight, 61 x 92 x 2 cm in frame.  
*Contents: contains one architectural drawing of the Southland plant. The drawing was done by The Haskell Company and is a watercolour, pen and pencil crayon drawing of the exterior of the Southland plant.*  
 OVERSIZE.