

Finding Aid : **GA 104A**  
Joseph E. Seagram and Sons, Ltd.  
fonds.

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## GA 104A : Joseph E. Seagram and Sons, Ltd.

**Joseph E. Seagram and Sons, Ltd. fonds.** - 1878-1993. - 2.5 m of textual records and other material.

*In 1857 William Hespeler, a merchant, and George Randall, a contractor, built what was known as Granite Mills in Waterloo, Ontario. A subsidiary to the mill was a small distillery known as the Waterloo Distillery. The business also included a dry goods store. In 1863 Hespeler and Randall took in William Roos, and in 1864 William Hespeler went abroad, hiring young Joseph Emm Seagram to look after his interests. By 1870 Seagram had bought out Hespeler's interests and the company name became "George Randall and Company." In 1878 Seagram bought out Randall, and he Seagram and Roos operated as "Randall and Company" until 1881 when they changed the name to "Seagram and Roos." 1883 Seagram bought out Roos and became the sole proprietor, changing the company name to "Joseph Seagram Flour Mill and Distillery Company." Seagram incorporated the company in 1911, changing the name to "Joseph E. Seagram and Sons, Limited." By 1919 when Seagram died, he had built his Waterloo distillery into a major exporting company and his brand names were widely known. In 1928 the Bronfman family acquired the distillery and amalgamated it with their company, Distillers Corporation Limited. (From: 200 Years of Tradition: The Story of Canadian Whisky / Lorraine Brown. Markham, Ont.: Fitzhenry & Whiteside, c1994: 27-29, and History of Seagram's '83' / Joseph Edward Frowde Seagram [speech notes, 1960].)*

*The records in this fonds were acquired from disparate sources, from individuals and offices, and as such do not represent a record of ongoing business or operational activity of The Seagram Company or even of the Waterloo plant, but rather represent the efforts of the Seagram Museum to gather both the remaining records of the plant and information about the plant in one place.*

*Contents: This fonds contains originals and copies of correspondence, legal instruments, licenses, manuscripts, photographs, ephemera, plans, reports, and topical files relating to the early history of the Seagram Company to 1911, and from its incorporation in 1911 to 1928, when it was purchased by the Bronfman family. The records of Joseph E. Seagram and Sons, Ltd., actually stretch beyond the 1928 date, as many records emanate from the Waterloo plant and document certain of its activities to the 1950's and 1960's. The sousfonds contains information about the incorporation of the company under its various names, on imports and exports of alcohol to and from the plant, on registration of labels, and on subsidiary operations such as feed stuffs. It also includes information about the distillery site itself, in the form of topical files, reports, plans and photographs. Information on local history is also present, as the Seagram family and company figured largely in local business, political and social circles. Arranged in 5 series with subseries: 1. Joseph E. Seagram (to 1911); 2.1. Joseph E. Seagram and Sons Ltd.: Incorporation and Ownership; 2.2. Operations, General; 2.3. Operations, Waterloo Plant; 2.4. Site Records, Waterloo Plant; 2.5. Topical; 2.6. Ephemera; 3. Photographs; 4. Audiovisual; 5. Artifacts.*

*Title from content of fonds*

*Includes ca. 1465 photographs, 1 film, 1 artifact.*

*Extent is measured in linear metres of shelf space as occupied by the fonds*

*Donated in 1997 by the Seagram Museum and the Seagram Company*

*Detailed finding aid available.*

*The Seagram Museum collections were dispersed to a number of institutions, including The City of Waterloo, Wilfrid Laurier University, and Brock University in St. Catharines. The archives of The Seagram Company after 1928 are housed at the Hagley Museum, Wilmington, Delaware, as are the Bronfman Family papers.*

*Related records can be found in GA 104B and GA 104C*

*This is part of a donation that included ca.1200 books as well, which are housed in the Doris Lewis Rare Book. Information about these is available in the library's on-line catalogue, Primo.*

### Series 1 : Series 1: Joseph E. Seagram

**Joseph E. Seagram.** - 1878-1899. - 3 cm of textual records.

*Contents: series consists of originals and photocopies of correspondence, invoices, partnership agreements re the business interests of Joseph Emm Seagram, George Randall and William Roos from 1869-1899.*

File 1

**Partnership Agreements: Declaration of Names and Residences of Partners of the Firm of George Randall & Co. of Waterloo Village Under the Registration of Co-partnerships Act, 1869.** - [19--].

*Contents: verifax copy and ts. transcript of an original document filed in the Registry Office in the County of Waterloo, signed by Geo. Randall, Jos. E. Seagram, and W. Roos, which states their partnership to have begun April 15, 1869.*

- File 2      **Partnership Agreements: Certificate of Dissolution of Partnership between George Randall, Joseph Emm Seagram and William Roos, Who Traded Under the Style of George Randall & Co., July 10, 1878.** - [19--].  
*Contents: verifax copy and ts. transcript of an original untitled document filed in the Registry Office in the County of Waterloo, signed by George Randall, Joseph E. Seagram, and William Roos, July 10, 1878.*
- File 3      **Partnership Agreements: Certificate of Co-Partnership between Joseph Emm Seagram and William Roos Under the Name of Randall & Co., July 10, 1878.** - [19--].  
*Contents: verifax copy and ts. transcript of an original document filed in the Registry Office in the County of Waterloo, signed by Joseph E. Seagram and William Roos, July 10, 1878.*
- File 4      **Partnership Agreements: Declaration of Co-Partnership between Joseph E. Seagram and William Roos Under the Name of Seagram & Roos, Aug. 19, 1881.** - [19--].  
*Contents: verifax copy and ts. transcript of an original document filed in the Registry Office in the County of Waterloo, signed by Joseph E. Seagram and William Roos, Aug. 10, 1881.*
- File 5      **Partnership Agreements: Certificate of Dissolution of Co-Partnership between Joseph Emm Seagram and William Roos Who Carried on Business under the Style of Randall & Co. and Seagram & Roos, Aug. 8, 1883.** - [19--].  
*Contents: verifax copy and ts. transcript of an original document filed in the Registry Office in the County of Waterloo, signed by Joseph E. Seagram and William Roos, Aug. 8, 1883.*
- File 6      **Randall & Co. : correspondence.** - 1879.  
  
*Contents: letter from J.E. Seagram to "Massey" concerning trade in spirits.*  
  
*Originals and photocopies.*  
*Seagram Museum Accession Number 83.37.3-4.*
- File 7      **Randall & Co.: Invoices, Receipts, etc.** - 1878.  
*Randall & Co, 1878-1881*  
*Original*
- File 8      **Randall & Roos, Wholesale Grocers: Invoices and Receipts.** - 1898-1899.  
*Contains invoices and receipts re account of Wm. Kreisel, New Dundee. The letterhead includes an engraving of the building. This is probably the business carried on by William Roos after he and J.E. Seagram dissolved their partnership in 1883.*
- File 9      **Seagram & Roos, Joseph E. Seagram: Correspondence.** - 1881-1893.  
*Seagram & Roos, 1881-1883.*  
*Photocopies, ts. transcriptions, 2 original laminated postcards, sent in advance of Seagram's Travelling representative.*
- File 10     **Seagram & Roos: Invoices, Receipts, etc.** - 1882.  
*Seagram & Roos, 1881-1883.*  
*Photocopy*

**Series 2-1 :      Series 2-1: Joseph E. Seagram and Sons, Ltd.: Incorporation and Ownership.**

**Joseph E. Seagram and Sons, Ltd.: incorporation and ownership.** - 1926-1943. - 5 cm of textual records.  
*Contents: series consists of originals and photocopies of documents which help delineate the history of ownership and incorporation of the company, particularly its beginning, its incorporation in 1911, and its change of ownership in 1928. Included here are abstracts of title from the Registry Office for transactions from the 1850's to the 1920's, agreements, by-laws, letters patent and, stock certificates.*

- File 11     **Abstracts of Title from the Registry Office, County of Waterloo.** - 1959.  
  
*Contents: gives instrument numbers for transactions from the 1850's to the 1920's. Includes references to water use.*

- File 12      **Agreement: Joseph E. Seagram & Sons Limited to Joseph E. Seagram & Sons Limited, Dated 22nd November, 1926.** - 1926.  
*This agreement concerns sale of assets by Joseph E. Seagram & Sons Limited as incorporated 1911, to Joseph E. Seagram & Sons Limited as incorporated 1926.*  
*Photocopy*
- File 13      **Agreement: Frowde Limited and Joseph E. Seagram & Sons Limited, March 1, 1928, Bain Bicknell White & Bristol.** - 1928.  
*Contains two copies, signed, of an agreement transferring certain assets from Frowde Ltd. to Joseph E. Seagram and Sons Limited.*
- File 14      **By-Law Number 19, November 22, 1926.** - 1926.  
  
*This by-law concerns sale of assets by Joseph E. Seagram & Sons Limited as incorporated 1911, to Joseph E. Seagram & Sons Limited as incorporated 1926.*  
*Photocopy*
- File 15      **Letters Patent Incorporating Joseph E. Seagram & Sons, Limited, 12th August 1911.** - 1911.  
*Photocopies.*
- File 16      **Letters Patent Incorporating Joseph E. Seagram & Sons, Limited, 9 November 1926.** - 1926.  
*Photocopies.*
- File 17      **Letters Patent Incorporating Distillers Corporation Limited, as a Private Company, 25th January 1927.** - 1927.  
*Photocopy.*
- File 18      **Letters Patent: Supplementary Letters Patent to Distillers Corporation Limited, 31st January 1928.** - 1928.  
*Photocopy.*
- File 19      **Letters Patent Incorporating Distillers Corporation-Seagrams Limited, 2nd March, 1928.** - 1928.  
*Photocopy.*
- File 20      **Stock Certificates: Joseph E. Seagram & Sons, Limited: Cancelled Stock Certificates, Transfer Sheets, and Specimens.** - 1927-1928.
- File 21      **Stock Certificates: Joseph E. Seagram & Sons Limited: New Issue, 200,000 Shares (No Par Value Stock).** - [1926?].  
*Photocopy.*
- File 22      **Stock Certificates: Joseph E. Seagram & Sons, Limited: Stock Certificates.** - 1928-1943.  
*Contents: one stock register.*

**Series 2-2 :    Series 2-2: Joseph E. Seagram and Sons, Ltd.: Operations: General**

- Joseph E. Seagram and Sons, Ltd.: operations: general.** - 1928-1967. - 3 cm of textual records.  
*The contents of these files were assembled by Seagram Museum Staff from a variety of sources and coverage is uneven.*  
*Contents: series consists of originals and photocopies of several items which relate to Seagram Co. operations at a level beyond the Waterloo plant. Included is a weekly time book from the Amherstburg plant dated 1928, plot plans and organization charts from several other distilleries owned by the company.*
- File 23      **Amherstburg Plant: Employees: Weekly Time Book.** - 1928.  
  
*Contents: one volume containing employees names, occupations, hours, rate of pay and total pay from Sept. 7, 1928 to Dec. 20, 1928, from the Amherstburg Plant.*
- File 24      **Distillery Plot Plans.** - [19--].  
*Contents: microfiche of plans of Calvert Distillers Ltd., Amherstberg, Dec. 1955, of B.C. Distillery Co. Ltd., March, 1957, and of United Distillers Ltd., Marpole, March 1957.*

- File 25      **Organization Charts and Plot Plans.** - 1941, 1967.  
*Contents: organization charts for Seagram's headquarters and for each North American plant, dated Oct. 1, 1941; also plot plans of Canadian plants dated 1967. Seagram Museum Accession Number 95.3.7*
- Series 2-3 :    Series 2-3: Joseph E. Seagram and Sons, Ltd.: Operations: Waterloo Plant**
- Joseph E. Seagram and Sons, Ltd.: operations: Waterloo plant.** - 1897-1981. - 88 cm of textual records and other material.  
*The contents of these files were assembled by Seagram Museum Staff from a variety of sources and coverage is uneven.*  
*Contents: series consists of originals and photocopies, mostly "dept. files," detailing various operations in the Waterloo plant relating primarily to the production of alcohol. Includes applications, correspondence, declarations, ephemera, legal instruments, licenses, newsletters, permits, and photographs which document commercial feed stuffs registration from 1928-1953, distilling licenses, information about exports from the plant between 1887 to 1959, imports for re-distillation 1897-1942, label approval and registration documentation from 1927-1941, also product evidence files all dating from ca. 1960, possibly used in a legal case, documenting the brands produced and exported in the early years of the twentieth century, accompanied by declarations by former employees.*  
*Most photographic material has been placed physically with Series 3: Photographs.*
- File 26      **Commercial Feed Stuffs Registrations.** - 1928-1929.  
*Contents: correspondence, applications to Dept. of Agriculture, Seed Branch, and other documents relating to registration under the Feeding Stuffs Act for production of commercial feeding stuffs.*
- File 27      **Commercial Feed Stuffs Registrations.** - 1930-1939.  
*Contents: correspondence, applications and other documents relating to registration under the Feeding Stuffs Act for production of commercial feeding stuffs.*
- File 28      **Commercial Feed Stuffs Registrations.** - 1940-1949.  
*Contents: correspondence, applications and other documents relating to registration under the Feeding Stuffs Act for production of commercial feeding stuffs.*
- File 29      **Commercial Feed Stuffs Registrations.** - 1950-1953.  
*Contents: correspondence, applications and other documents relating to registration under the Feeding Stuffs Act for production of commercial feeding stuffs.*
- File 30      **Contract with the Department of Munitions and Supply for Production and Sale to the Canadian Government of Industrial Alcohol, Nov. 2, 1942.** - 1942..  
*Contents: Carbon ts. contract.*
- File 31      **Correspondence.** - 1931, 1936.  
*Contents: 2 letters.*
- File 32      **Correspondence.** - 1932.  
*Contents: Correspondence, invoice for and sample of Seagram's V.O. export booklet.*
- File 33      **Correspondence.** - 1940-1944.  
*Contents: Correspondence sent and received, Waterloo plant, probably from a company letter-book*  
*Seagram Museum Accession # 83.3.5-22 (originally 83.36)*
- File 34      **Correspondence: Interoffice Correspondence Received From Distillers Corporation Limited re Quotas.** - 1949.
- File 35      **Distiller's Licenses.** - 1920, 1939-1944.  
*Contents: correspondence, applications for Distiller's Licenses submitted to Dept. of Inland Revenue, Customs & Excise, and Dept. of National Revenue, 1920 - 1944.*
- File 36      **Distiller's Licenses, Government Liquor Control Commission of Manitoba.** - 1936-1952..  
*Contents: Distillery Licenses issued by Canada Customs and Excise.*

- File 37 OVR **Distillery Licenses.** - 1933-1988.  
*Contents: Distillery Licenses issued by Canada Customs and Excise, and other licenses used in the plant.*
- File 38 **Employees: Wages and Cost of Living.** - 1949.  
*Contents: correspondence, ms. and ts. lists, charts, surveys and clippings including wage comparisons, commodity prices, cost of living statistics, etc. Includes several lists by W.H. Timmis of goods available in local stores and markets.*
- File 39 **Exports, 1887-1907.** - 1960.  
*Contents: this folder contains documents obtained from the National Archives of the United States. The first is a certified photocopy of several pages from Invoice Book, Volume 1, United States Consular Agency at Galt, Ontario, Canada for 1887 with an entry relating to Jos. E. Seagram. The second is a carbon ts. compilation of entries from the Consular Invoice Books relating to Joseph E. Seagram, arranged chronologically.*
- File 40 **Exports, 1890-1959: Excise Documents.** - 1934, 1959-1960.  
*Contents: correspondence and statements from Canada. Dept of National Revenue. Customs and Excise, Excise Division, consisting of statements of yearly exports from the District of Guelph from 1890-1920 and other information re Joseph E. Seagram & Sons Ltd. Also includes a chart of "Sales to the Provincial Liquor Commission," 1929-1934, by brand name, a chart "Seagram (Trade Mark) Sales in Canada," 1929-1959, and "Registered Canadian Trade Marks of Joseph E. Seagram & Sons, Limited," [1959?].*
- File 41 **Exports: K-53, Bottling Label Account of Spirits Exported in Cases, Inland Revenue.** - 1921-1933.  
*Contents: 1 bound volume listing "To Whom Exported", number of cases, bottles, etc.*
- File 42 **Exports: Licences.** - 1939.  
  
*Joseph E. Seagram & Sons Limited: Foreign Exchange Control Board: General Licence to Export Goods, Sept. 22, 1939.*
- File 43 **Financial Records: Invoices Paid.** - 1927-1932.  
*Contents: Invoices paid for a variety of items. Includes trademark application for V.O. and Old Quaker, legal documents relating to the sale of the L.L. & B. Distillery, advertising, etc. Seagram Museum Accession # 88.10.1*
- File 44 OVR **Guest Book, Waterloo Distillery.** - 1957-1963.
- File 45 **Imports of Spirits: Correspondence.** - 1897-1906.  
*Contents: the items in this file are from a company letter book and consist of letter copies to and from the Dept. of Inland Revenue concerning importing activities of the company. Most letters are to and from Wm. Dawson, Officer-in-Charge at the Seagram Distillery, Waterloo regarding spirits brought in to the distillery for purposes of re-distillation and accounting for quantities of same.  
Seagram Museum Accession # 82.1.3 (one item only?).*
- File 46 **Imports of Spirits: Correspondence.** - 1910.  
*Contents: the items in this file are from a company letter book and consist of letter copies to and from the Dept. of Inland Revenue as well as forms, with regard to spirits brought in to the distillery.  
Letterhead: Joseph E. Seagram, Miller and Distiller.*
- File 47 **Imports of Spirits: Correspondence.** - 1911.  
*Contents: the items in this file are from a company letter book and consist of letter copies to and from the Dept. of Inland Revenue as well as forms, with regard to spirits brought in to the distillery.  
Letterhead: Joseph E. Seagram, Miller and Distiller.*
- File 48 **Imports of Spirits: Correspondence.** - 1912.  
*Contents: the items in this file are from a company letter book and consist of letter copies to and from the Dept. of Inland Revenue as well as forms, with regard to spirits brought in to the distillery.  
The company name printed on the letterhead changes between January 30 and Feb. 29 1912 from Joseph E. Seagram, Miller and Distiller to Joseph E. Seagram & Sons Limited, Miller and Distiller.*

- File 49      **Imports of Spirits: Correspondence.** - 1913.  
*Contents: the items in this file are from a company letter book and consist of letter copies to and from the Dept. of Inland Revenue as well as forms, with regard to spirits brought in to the distillery.*  
*Letterhead: Joseph E. Seagram & Sons Limited, Miller and Distiller.*
- File 50      **Imports of Spirits: Correspondence.** - 1914.  
*Contents: the items in this file are from a company letter book and consist of letter copies to and from the Dept. of Inland Revenue as well as forms, with regard to spirits brought in to the distillery.*  
*Letterhead: Joseph E. Seagram & Sons Limited, Miller and Distiller.*
- File 51      **Imports of Spirits: Correspondence.** - 1915.  
*Contents: the items in this file are from a company letter book and consist of letter copies to and from the Dept. of Inland Revenue as well as forms, with regard to spirits brought in to the distillery.*  
*Letterhead: Joseph E. Seagram & Sons Limited, Miller and Distiller.*
- File 52      **Imports of Spirits: Correspondence.** - 1916.  
*Contents: the items in this file are from a company letter book and consist of letter copies to and from the Dept. of Inland Revenue as well as forms, with regard to spirits brought in to the distillery.*  
*Letterhead: Joseph E. Seagram & Sons Limited, Miller and Distiller.*
- File 53      **Imports of Spirits: Correspondence.** - 1917.  
*Contents: the items in this file are from a company letter book and consist of letter copies to and from the Dept. of Inland Revenue as well as forms, with regard to spirits brought in to the distillery.*  
*Letterhead: Joseph E. Seagram & Sons Limited, Miller and Distiller.*
- File 54      **Imports of Spirits: Correspondence.** - 1918.  
*Contents: the items in this file are from a company letter book and consist of letter copies to and from the Dept. of Inland Revenue as well as forms, with regard to spirits brought in to the distillery.*  
*Letterhead: Joseph E. Seagram & Sons Limited, Miller and Distiller.*
- File 55      **Imports of Spirits: Correspondence.** - 1920-1924.  
*Contents: the items in this file are from a company letter book and consist of Customs and Excise forms, with regard to spirits brought in to the distillery.*  
*Letterhead: Joseph E. Seagram & Sons Limited, Millers and Distillers.*
- File 56      **Imports of Spirits: Correspondence.** - 1925.  
*Contents: the items in this file are from a company letter book and consist of letter copies to and from Customs and Excise Canada, as well as forms, with regard to spirits brought in to the distillery.*
- File 57      **Imports of Spirits: Correspondence.** - 1926.  
*Contents: the items in this file are from a company letter book and consist of letter copies to the Collector of Customs and Excise, Kitchener, re authority to sign papers, as of June 1926 and as of Nov. 1926. Includes "Appointment of an Attorney or Agent" forms.*
- File 58      **Imports of Spirits: Correspondence.** - 1927.  
*Contents: the items in this file are from a company letter book and consist of letter copies to and from Customs and Excise Canada as well as forms, re spirits brought in to the distillery.*
- File 59      **Imports of Spirits: Correspondence.** - 1928.  
*Contents: the items in this file are from a company letter book and consist of letter copies to and from Customs and Excise Canada, well as forms, with regard to spirits brought in to the distillery.*
- File 60      **Imports of Spirits: Correspondence.** - 1929.  
*Contents: the items in this file are from a company letter book and consist of forms with regard to spirits brought in to the distillery.*
- File 61      **Imports of Spirits: Correspondence.** - 1930.  
*Contents: the items in this file are from a company letter book and consist of letter copies as well as forms, with regard to spirits brought in to the distillery.*

- File 62      **Imports of Spirits: Correspondence.** - 1931.  
*Contents: the items in this file are from a company letter book and consist of letter copies as well as forms, with regard to spirits brought in to the distillery.*
- File 63      **Imports of Spirits: Correspondence.** - 1932.  
*Contents: the items in this file are from a company letter book and consist of forms, with regard to spirits brought in to the distillery.*
- File 64      **Imports of Spirits: Correspondence.** - 1934.  
*Contents: the items in this file are from a company letter book and consist of forms, with regard to spirits brought in to the distillery.*
- File 65      **Imports of Spirits: Correspondence.** - 1935.  
*Contents: the items in this file are from a company letter book and consist of letter copies as well as forms, with regard to spirits brought in to the distillery.*
- File 66      **Imports of Spirits: Correspondence.** - 1936.  
*Contents: the items in this file are from a company letter book and consist of forms, with regard to spirits brought in to the distillery.*
- File 67      **Imports of Spirits: Correspondence.** - 1937.  
*Contents: the items in this file are from a company letter book and consist of forms, with regard to spirits brought in to the distillery.*
- File 68      **Imports of Spirits: Correspondence.** - 1939.  
*Contents: the items in this file are from a company letter book and consist of letter copies and forms, with regard to spirits brought in to the distillery.*
- File 69      **Imports of Spirits: Correspondence.** - 1940-1942.  
*Contents: the items in this file are from a company letter book and consist of forms, with regard to spirits brought in to the distillery.*
- File 70      **Joseph E Seagram & Sons Limited: Report on Comparative Tests Made Covering Ontario Brands of Canadian Rye Whiskies.** - 1937.  
*Seagram Museum Accession # 85.2.1-2*
- File 71      **Label Approvals and Product Registration.** - 1927.  
  
*Contents: Example of a lable sample approved by Customs and Excise, and later the Department of National Revenue from a company letter book.*
- File 72      **Label Approvals and Product Registration.** - 1929.  
*Contents: Example of a lable sample approved by Customs and Excise, and later the Department of National Revenue from a company letter book. Includes accompanying correspondence.*
- File 73      **Label Approvals and Product Registration.** - 1930.  
*Contents: Example of a lable sample approved by Customs and Excise, and later the Department of National Revenue from a company letter book. Includes accompanying correspondence.*
- File 74      **Label Approvals and Product Registration.** - 1932.  
*Contents: Example of a lable sample approved by Customs and Excise, and later the Department of National Revenue from a company letter book. Includes accompanying correspondence.*
- File 75      **Label Approvals and Product Registration.** - 1933.  
*Contents: Example of a lable sample approved by Customs and Excise, and later the Department of National Revenue from a company letter book. Includes accompanying correspondence.*
- File 76      **Label Approvals and Product Registration.** - 1934.  
*Contents: Example of a lable sample approved by Customs and Excise, and later the Department of National Revenue from a company letter book. Includes accompanying correspondence.*
- File 77      **Label Approvals and Product Registration.** - 1935.  
*Contents: Example of a lable sample approved by Customs and Excise, and later the Department of National Revenue from a company letter book. Includes accompanying correspondence.*



- File 78      **Label Approvals and Product Registration. - 1936.**  
*Contents: Example of a lable sample approved by Customs and Excise, and later the Department of National Revenue from a company letter book. Includes accompanying correspondence.*
- File 79      **Label Approvals and Product Registration. - 1937.**  
*Contents: Example of a lable sample approved by Customs and Excise, and later the Department of National Revenue from a company letter book. Includes accompanying correspondence.*
- File 80      **Label Approvals and Product Registration. - 1938.**  
*Contents: Example of a lable sample approved by Customs and Excise, and later the Department of National Revenue from a company letter book. Includes accompanying correspondence.*
- File 81      **Label Approvals and Product Registration. - 1939.**  
*Contents: Example of a lable sample approved by Customs and Excise, and later the Department of National Revenue from a company letter book. Includes accompanying correspondence.*
- File 82      **Label Approvals and Product Registration. - 1940.**  
*Contents: Example of a lable sample approved by Customs and Excise, and later the Department of National Revenue from a company letter book. Includes accompanying correspondence.*
- File 83      **Label Approvals and Product Registration. - 1941.**  
*Contents: Example of a lable sample approved by Customs and Excise, and later the Department of National Revenue from a company letter book. Includes accompanying correspondence.*
- File 84      **Label Approvals and Product Registration. - 1924-1937.**  
*Contents: this file contains looseleaf pages on which labels and neck strips are pasted and which are annotated with Customs and Exise registration information and/or authority from original distiller. These pages are in two sizes and probably originated from different sources. The smaller pages have been re-pasted to larger pages and annotated; some have "A. Dawe, JES & Sons" on verso. They appear to have come from binders kept at the Waterloo plant to record label and product registration dates and numbers.*
- File 85      **Legal Instruments: Appointment of An Attorney or Agent to Transact Inland Revenue Business. - 1906-1918.**  
*Contents: four documents: Canada. Inland Revenue Division. Power of Attorney. Joseph Emm Seagram to Edward Frowd Seagram, July 31, 1906; Joseph Emm Seagram to Joseph Hamilton Seagram, Jan. 10, 1906; Joseph Emm Seagram to Thomas William Seagram, Mar. 31, 1915; Edward Frowde Seagram to William Carthew, Oct. 4, 1918.*
- File 86      **Manufacturer's Permits: Liquor Control Board of Ontario. - 1928-1929.**  
*Contents: correspondence, and applications for Manufacturer's Permits, issued by the Liquor Contol Board of Ontario.*
- File 87      **Manufacturer's Permits: Liquor Control Board of Ontario. - 1931-1939.**  
*Contents: correspondence, and applications for Manufacturer's Permits, issued by the Liquor Contol Board of Ontario.*
- File 88      **Manufacturer's Permits: Liquor Control Board of Ontario. - 1940-1942.**  
*Contents: correspondence, and applications for Manufacturer's Permits, issued by the Liquor Contol Board of Ontario.*
- File 89      **Product evidence files : Schlosser, Edgar : declaration. - 1960.**  
*Contents: Declaration by Edgar Schlosser, employee of Seagrams in the early 20th century regarding knowledge of the brands produced, bottling procedures and exports to the United States during his period of employment. Also includes evidence files refered to in the documentation.*
- File 90      **Product evidence files : Feik, Louis : declaration. - 1960.**  
*Contents: Copy of declaration by Louis Feik employee of Seagrams in the early 20th century regarding knowledge of the brands produced, bottling procedures and exports to the United States during his period of employment. Also includes evidence files refered to in the documentation, as well as pages of sales and export records.*

- File 91      **Product evidence files : photographs : Canadian Pure Malt Whiskey.** - 1960. - 3 photographs : b&w ; 26 x 21 cm.  
*Contents: Three identical photographs of bottles of Canadian Pure Malt Whiskey. All three have been notarized.*
- File 92      **Product evidence files : photographs : No. 83 Pure Rye Whiskey.** - 1960. - 2 photographs : b&w ; 26 x 21 cm.  
*Contents: Two identical photographs of bottles of No. 83 Pure Rye Whiskey. All three have been notarized.*
- File 93      **Product evidence files : photographs : White Wheat Whiskey.** - 1960. - 3 photographs : b&w ; 26 x 21 cm. - 1 negative ; b&w ; 10 x 13 cm.  
*Contents: Three identical photographs and two negatives of bottles of White Wheat Whiskey. One photograph is marked as an exhibit.*
- File 94      **Product evidence files : photographs : No. 83 Pure Rye Whiskey.** - 1960. - 1 photograph : b&w ; 26 x 21 cm. - 1 negative ; b&w ; 10 x 13 cm.  
*Contents: One photograph and one negative of bottles of No. 38 Pure Rye Whiskey.*
- File 95      **Product evidence files : photographs : Seagram's V.O. Pure Rye Whiskey.** - 1960. - 3 photographs : b&w ; 26 x 21 cm.  
*Contents: Three identical photograph and one negative of bottles of Seagrams V.O. Pure Rye Whiskey. The photographs have been notarized.*
- File 96      **Product evidence files : photographs : Seagram's Canadian Scotch Whiskey.** - 1960. - 3 photographs : b&w ; 26 x 21 cm.  
*Contents: Three identical photograph of bottles of Seagrams Canadian Scotch Whiskey. The photographs have been notarized.*
- File 97      **Product evidence files : photographs : Seagram's V.O. Rare Old Canadian Whiskey.** - 1960. - 2 photographs : b&w ; 26 x 21 cm.  
*Contents: Two identical photographs of bottles of Seagram's V.O. Rare Old Canadian Whiskey.*
- File 98      **Product evidence files : photographs : labels.** - 1960. - 12 photographs : b&w ; 26 x 21 cm. - 5 negatives : b&w ; 10 x 13 cm.  
*Contents: Twelve photographs and five negatives of various labels of Seagram's products.*
- File 99      **Product evidence files : photographs : labels.** - 1960. - 2 photographs : b&w ; 26 x 21 cm.  
*Contents: Two photographs of various labels of Seagram's products.*
- File 100     **Product evidence files : photographs : labels.** - 1960. - 2 photographs : b&w ; 26 x 21 cm.  
*Contents: Two photographs of various labels of Seagram's products.*
- File 101     **Product evidence files : photographs : labels.** - 1960. - 2 photographs : b&w ; 26 x 21 cm.  
*Contents: Two photographs of various labels of Seagram's products.*
- File 102     **Product evidence files : photographs : labels.** - 1960. - 2 photographs : b&w ; 26 x 21 cm.  
*Contents: Two photographs of various labels of Seagram's products.*
- File 103     **Product evidence files : photographs : labels.** - 1960. - 3 photographs : b&w ; 26 x 21 cm.  
*Contents: Three photographs of various labels of Seagram's products.*
- File 104     **Product evidence files : photographs : labels.** - 1960. - 3 photographs : b&w ; 26 x 21 cm.  
*Contents: Three photographs of various labels of Seagram's products.*
- File 105     **Product evidence files : photographs : labels.** - 1960. - 2 photographs : b&w ; 26 x 21 cm.  
*Contents: Two photographs of various labels of Seagram's products.*
- File 106     **Product evidence files : photographs : labels.** - 1960. - 2 photographs : b&w ; 26 x 21 cm.  
*Contents: Two photographs of bottles of Canadian Old Times Rye Whiskey. Photographs have been notarized.*
- File 107     **Product evidence files : photographs : labels.** - 1960. - 1 photograph : b&w ; 26 x 21 cm. - 1 negative : b&w ; 10 x 13 cm.  
*Contents: One photograph and one negatibe of bottles of Pure Rye Whiskey. Photographs have been notarized.*

- File 108      **Product evidence files : photographs : labels.** - 1960. - 1 photograph : b&w ; 26 x 21 cm.  
*Contents: One photograph of a bottle of Pure Rye Whiskey.*
- File 109      **Product evidence files : photographs : labels.** - 1960. - 1 photograph : b&w ; 26 x 21 cm.  
*Contents: One photograph of a gallon jug and case of Seagram V.O." Photograph has been notarized.*
- File 110      **Product evidence files : photographs : labels.** - 1960. - 7 photographs : b&w ; 26 x 21 cm. - 1 negative : b&w ; 10 x 13 cm.  
*Contents: Seven photographs and one negative of bottles of Seagram's Rye Whiskey. Some photographs have been notarized.*
- File 111      **Product evidence files : photographs : labels.** - 1960. - 6 photographs : b&w ; 26 x 21 cm. - 2 drawings.  
*Contents: Six photographs and two drawings of bottles of Seagram's 52 Years Old Whiskey.*
- File 112      **Product evidence files : photographs : labels.** - 1960. - 2 photographs : b&w ; 26 x 21 cm. - 2 drawings.  
*Contents: Two photographs and two drawings of bottles of Seagram's 52 Years Old Whiskey.*
- File 113      **Product evidence files : photographs : labels.** - 1960. - 3 photographs : b&w ; 26 x 21 cm.  
*Contents: Three photographs of bottles of Ye Olde Towne Gin.*
- File 114      **Product evidence files : photographs : labels.** - 1960. - 1 photograph : b&w ; 26 x 21 cm. - 1 negative : b&w ; 10 x 13 cm.  
*Contents: One photograph and one negative of bottles of Seagram's V.O. Canadian Whiskey and Schenley O.F.C. Canadian Whiskey.*
- File 115      **Product evidence files : photographs : labels.** - 1960. - 1 photograph : b&w ; 26 x 21 cm. - 1 negative : b&w ; 10 x 13 cm.  
*Contents: One photograph and one negative of a bottle of Seagers Special London Dry Gin. Also includes one label.*
- File 116      **Product evidence files :** - 1960.  
*Contents: Correspondence and ephemera related to copies made of negatives.*
- File 117      **Product evidence files : photographs : labels.** - 1960. - 18 photographs : b&w and col. 18 x 13 cm or smaller.  
*Contents: Eighteen photographs showing labels of various Seagram products. Note that there are also three pieces of a photograph that has been torn up.*
- File 118      **Production Figures, 1939-1951.** - 1951.
- File 119      **Waterloo News: A Newsletter for DC-SL Operations Personnel.** - 1971-1975.  
*Contents: v. 3, no. 2 to v. 7 no. 1.*
- File 120      **Waterloo News: A Newsletter for DC-SL Operations Personnel.** - 1976-1981.  
*Contents: v. 8 no. 1 to v. 18 no. 37.*

## **Series 2-4 : Series 2-4: Joseph E. Seagram and Sons, Ltd.: Site Records: Waterloo Plant**

**Joseph E. Seagram and Sons, Ltd.: operations: Waterloo plant.** - 1913-1989. - 3 cm of textual records and other material.  
*The contents of these files were assembled by Seagram Museum Staff from a variety of sources and coverage is uneven.*  
*Contents: series consists of correspondence, site plans and reports, all relating in some way to the physical site of the plant. Included are fire insurance reports and other documents which concern Laurel Creek, a wartime construction application, site plans ranging from a negative of an 1855 plan of Waterloo to photographic reproductions of 1940's fire insurance plans to 1980's site plans.*  
*Includes oversize items.*

- File 121 **Fire Insurance: Report Submitted by Reed, Shaw & McNaught, Insurance Brokers and Fire Prevention Engineers, [to] Joseph E. Seagram & Sons, Limited, Waterloo, Ontario: "Creek" Flowing Through Distillery Property, March, 1945.** - 1944-1945.  
*Contents: re Laurel Creek: concerns possible hazards of burning alcohol flowing down the creek. Includes "Diagram of Downstream Course of Creek," dated Feb., 1945, a plan showing the course of the creek from Erb. St. West, across King St. and Queen (i.e. Regina) St., to Erb. St. E., Pepler St. and Bridgeport Road.*
- File 122 **Fire Insurance: Report Submitted by Reed, Shaw & McNaught, Insurance Brokers and Fire Prevention Engineers, [to] Joseph E. Seagram & Sons, Limited, Waterloo, Ontario, October 1944.** - 1944-1945.  
*Contents: includes one site plan and one "graphical resume" of suggested changes and improvements.*
- File 123 **Joseph E. Seagram & Sons Limited and Dept of Munitions and Supply, Canada: Correspondence and Building Licence Applications, etc. for Construction at the Distillery Site in Waterloo, Ont.** - 1942-1943..
- File 124 **Laurel Creek.** - 1978.  
*Contents: 1 item: "Laurel Creek Channel Improvements, Stage 1, Silver Lake to Caroline Street, a Water Conservation Project of Grand River Conservation Authority." 2. p., photocopy, mostly images.*
- File 125 **Plant Profile.** - 1978.  
*Contents: "Profile of Waterloo Plant, Waterloo, Ontario,: prepared by D. Pashleigh, 1978. This document contains, as well as a compendium of facts about the plant's operation, personal information relating to plant employees. The file also includes information from tax assessment rolls [?], which contain facts about each building.*
- File 126 **Site Plans.** - [19--].  
*Contents: photocopies of plot plans, ca. 1964, 1965, 1969.*
- File 127 OVR **Site Plans.** - 1913, [198-].  
*Contents: Negative of "Map of the Village of Waterloo and Part of the Town of Berlin, Laid out for John Hoffman Esquire by M.G. Schofield, P.L.S., 1855." Also contains 1 city plan, "Plan of Part of the Corporation of Waterloo Showing Location of Hydrants and Fire Alarm Boxes, "1913, initialled J.W., 50 x 60 cm. It appears to be a blue-line print reproduction. The Seagram Distillery site and the Seagram Stables are shown.  
Oversize.*
- File 128 OVR **Site Plans: Fire Insurance Plans.** - 1943, [198-].  
*Contents: one original fire insurance plan dated 1943, also 4 oversize photographs of fire insurance plans dated 1908 to 1926, including the distillery site, the liquor store and bottling works at Erb and King. Sts. and the Hop Kinlins on Herbet St.  
Oversize.  
Seagram Museum Accession # 84.58.*
- File 129 OVR **Site Plans: "Joseph E. Seagram & Sons, Limited / M.& M. Protection Consultants."** - 1980, 1982, 1986, 1989.  
*Contents: 4 site plans, 80 x 90 cm, of the distillery site.  
  
Oversize.*
- File 130 OVR **Site Plans: "The Regional Municipality of Waterloo: 1980 Aerial Photography, Photo Number 11M / Northway-Gestalt Corporation."** - 1980.  
*Contents: one aerial photograph which includes the distillery site, 60 x 84 cm.  
Oversize.*

## Series 2-5 : Series 2-5: Joseph E. Seagram and Sons, Ltd.: Topical

**Joseph E. Seagram and Sons, Ltd.: topical files.** - 1859, 1927-1990. - 20 cm of textual records and other material.

*The contents of these files were assembled by Seagram Museum Staff from a variety of sources and coverage is uneven.*

*This series consists of originals and photocopies of correspondence, clippings, ephemera, essays, newspapers, photographs, etc. relating to all aspects of the history of the Seagram Company and distilling in general, to other business interests such as CanBar and Hopewell Farms, to the history of the plant site itself and the place of Seagram's in the larger context of Waterloo and the industrial history of the area from the 1850's to the plant's closing in 1990.*

*Includes oversize items.*

*Forms part of GA 104 Sousfonds 1: Joseph E. Seagram and Sons, Ltd.*

File 131 **Amherstburg Plant: "Calvert of Canada: Forty Years to Fulfillment."** - [1967?].

*Contents: 1 ts. (photocopy) essay, annotated by W.H. Timmis [?] on the history of Amherst Distillers, purchased in 1941 by Distillers Corporation.*

File 132 **Canada Barrels and Kegs, Limited.** - 1964.

*Founded by Charles Mueller in 1872 as Mueller Cooperage, in 1920 the Seagram family took over the cooperage and named it Canada Barrels and Kegs, Limited. In 1960 division named Canbar Marine Company was started, to manufacture fiberglass boats. By the 1980's Canbar manufactured tanks and containers in wood, fiberglass and polyethylene.*

*Contents: one clipping.*

*Seagram Museum Accession # 86.28.2*

File 133 **Distilling History: Prohibition, 1916-1927.** - 1984.

*Contents: correspondence, photocopies.*

File 134 **Distilling: "The Story of Distilling: Facts and Figures About Seagram Whiskies and Other Spirits."** - [1941?].

*Contents: One information/publicity package of text, illustrations and charts.*

*Seagram Museum Accession Number 94.5.2*

File 135 **Distilling: "Whiskey Losses During Aging." / Gallagher, M., P. Kolachov and H.F. Willkie.**

*Contents: Article re a study of whiskey losses undertaken by the Seagram Company.*

*Seagram Museum Accession Number 95.3.8*

File 136 **Employees: Biographical: W.H. Timmis.** - [19--].

*Contents: photocopies of clippings, ephemera, photographs from W.H. Timmis' personal scrapbook.*

File 137 **Hopewell Farms.** - 1960-1977.

*Hopewell Farms was an experimental farm, 400 acres, which was made up of two farms purchased in 1959 by Distillers Corporation-Seagrams Ltd., located near Breslau, Ont. It was a beef-finishing operation which involved feeding liquid stillage, a by-product of distilling operations, to cattle. Also built at Hopewell farms were nine warehouses for liquor storage.*

*Contents: news clippings, originals and photocopies, data prepared for K-W Record story, microfiche plan of Breslau property dated Jan. 1960, site plan copies dated 1962, 1965.*

File 138 **Hopewell Farms: Construction.** - 1959-1966.

*Hopewell Farms was an experimental farm, 400 acres, which was made up of two farms purchased in 1959 by Distillers Corporation-Seagrams Ltd., located near Breslau, Ont. It was a beef-finishing operation which involved feeding liquid stillage, a by-product of distilling operations, to cattle. Also built at Hopewell farms were nine warehouses for liquor storage.*

*Contents: one binder or photograph album containing 205 photographs, some col., detailing the construction of buildings, barns and warehouses, and also showing machinery used in daily operations.*

*This file located with photographs.*

File 139 **Products: Seagram's '83.** - 1960.

*Contents: correspondence, notes from a speech made by J.E. Frowde Seagram at the Ontario Division Sales Meeting of Joseph E. Seagram and Sons, Limited, held on Wednesday May 18, 1960, on the history of the company and of the whiskey known as "Seagram's '83" in particular.*

- File 140      **Products: Tanqueray, Gordon and Company.** - 1964-1989.  
*Contents: clippings, original and photocopied, re production of Tanqueray gin and vodka at the Waterloo plant.*
- File 141      **Products: V.O.: File 1 of 4.** - [197-]-1984.  
*Contents: photocopies of company-produced documents, ephemera, etc. relating to early 20th century history of the company and its products, particularly V.O.*
- File 142      **Products: V.O.: File 2 of 4.** - [19--]-1984.  
*Contents: originals and photocopies of company-produced documents, ephemera, etc.*
- File 143      **Products: V.O.: File 3 of 4.** - 1969-1984.  
*Contents: photocopies of company-produced documents, ephemera, photographs, etc. relating to early 20th century history of the company and its products, particularly V.O.*
- File 144      **Products: V.O.: File 4 of 4.** - [19--]-1984.  
*Contents: originals and photocopies of company-produced documents, ephemera, etc.*
- File 145      **Waterloo Plant: Amalgamation with Distillers Corporation Limited, 1928.** - [19--].  
*Contents:*  
  
*Photocopies of news clippings, dated Feb., 1928.*
- File 146      **Waterloo Plant: Directory Entries.** - [19--].  
*Contents: photocopies of entries in gazetteers and other listings, originally published 1867-1878, 1920, 1957, 1972. Also includes a group of photographs of directory entries, as well as negatives and contact prints.*
- File 147      **Waterloo Plant: History.** - [19--].  
*Contents: clippings, photocopies of articles, historical and biographical, on the history of the Seagram Company and the distillery site, originally published 1937-1979.*
- File 148 OVR      **Waterloo Plant: History.** - 1937.  
*Contents: one copy of "Noteworthy Neighbor Communities, Kitchener and Waterloo," Saturday Night, Aug. 7, 1937. This special publication contains an article on the history of the Seagram company, "Seagram's growth is Human Interest Story," p. 38, as well as an aerial view of the plant. The Seagram name appears elsewhere in the publication in connection with other businesses.*  
*Seagram Museum Accession # 83.37.12*
- File 149      **Waterloo Plant: New Construction, 1956.** - [19--].  
*Contents: clippings (photocopies) dated 1956-1957, 1978.*
- File 150      **Waterloo Plant: Plant Closing.** - 1990.  
*Contents: clippings, originals and photocopies.*
- File 151      **Waterloo Plant: Site History.** - [198-].  
*Contents: photocopy of an unattributed essay with title: "The Distillery Site," which includes plans, images and bibliographical references.*  
*Seagram Museum Accession # for two pamphlets: 84.2.1-2.*
- File 152      **Waterloo Plant: Site History.** - 1965-1981.  
*Contents: some search results re distillery site: correspondence re Hespeler and Randall, instrument numbers obtained from the Registry Office, a partial list of early employees, one 1927 resolution re engagement of W.A. Lorimer as Secretary-Treasurer.*
- File 153      **Waterloo Plant: Site History: Warehouse #5.** - [198-?].  
*Contents: Correspondence, photocopies re the Seagram site, particularly Warehouse #5, at the corner of Caroline and Erb Sts.*
- File 154      **Waterloo Plant: Site History: "Whiskey Trout."** - 1927, 1973.  
*Contents: Correspondence, photocopies and originals of a pamphlet "Trout Pool at Distillery Teems With Real Beauties," an abstract from the Toronto Daily Star, Feb. 23, 1927.*  
*Seagram Museum Accession # for two pamphlets: 84.2.1-2.*
- File 155      **Waterloo: History.** - 1967-1982.  
*Contents: clippings, photocopies of articles and news items, historical and biographical, on the history of Waterloo, most of which include mention of Seagram's.*

- File 156 **Waterloo: History: Bylaw No. 48: Bylaw For the Regulation of Inns, Taverns, Temperance and Victualling Houses in the Village of Waterloo, and to Define the Duties of the Inspector of Licenses, and Also to Prohibit the Sale of Spiritous or Fermented Liquors Without Licence, July 11, 1863.** - [19--].  
*Contents: Photographic prints and negatives of ms. bylaw passed in 1863.*
- File 157 OVR **Waterloo: History: "Story of Waterloo's First Hundred Years."** - 1957.  
*Contents: "Story of Waterloo's First Hundred Years," Kitchener Waterloo Record, June 25, 1957, Section 2, 25-44. Includes Seagram references.*
- File 158 OVR **Waterloo: History: Waterloo Chronicle Souvenir Edition Commemorating the 125th Anniversary of the City of Waterloo.** - 1982..  
*Contents: May 26, 1982 issue of the Waterloo Chronicle. Includes Seagram references.*
- File 159 OVR **Waterloo: History: Berlin Telegraph and Waterloo County Intelligencer, Feb. 18, 1859.** - 1859.  
*See file 155 Waterloo: History, which contains a copy of a "Historic Waterloo " column, Waterloo Chronicle, July 14, 1976, by Marg Rowell re the business block at Erb and King, built in 1858 and then called the "Commercial Building," with three stores. At Erb St. the first occupant was W. Hespeler, a general grocer. The third store later became a store for Seagram's.*  
*Contents: Berlin Telegraph and Waterloo County General Intelligencer, Friday, Feb. 18, 1859, original, negatives and photographic print of a folded portion of the first page.*  
*Possible Seagram connection: an advertisement for a shop and lot for sale on the North side of King St., no. 8.*  
*Seagram Museum Accession # 83.37.12*

## **Series 2-6 : Series 2-6: Joseph E. Seagram and Sons, Ltd.: Ephemera**

- Joseph E. Seagram and Sons, Ltd. ephemera.** - 1867-1983. - 15 cm of textual records and other material.  
*The contents of these files were assembled by Seagram Museum Staff from a variety of sources.*  
*Contents: series consists of ephemera including advertisements, business cards, calendars, labels, signs, stationery, trade cards, etc. which illustrate some aspect of Seagram history.*
- File 160 **Advertisements: 1886** - 1984.  
*Joseph E. Seagram, 1883- . Name varies: Joseph E. Seagram, Distiller, Joseph E. Seagram, General Merchant, Miller & Distiller, Jos. E. Seagram, Distiller.*  
*Contents: photocopy of a Joseph E. Seagram advertisement from the Berliner Journal, Aug. 4, 1886, announcing that he is going out of the dry goods business and is selling all his stock.*
- File 161 OVR **Advertisements: 1890.** - 1890.  
*Contents: Toronto Saturday Night, Holiday Number, July 1, 1890, containing an advertisement on p. 34; also negative and contact print of same. Bookseller's stamp on cover reads: "W. Cooper & Co., Booksellers, Clinton."*  
*Seagram Museum Accession # 84.13.*
- File 162 OVR **Advertisements: 1897.** - 1897.  
*Contents: advertisement on p. 18 of the Supplement to the Mail and Empire, Christmas 1897.*  
*Seagram Museum Accession # 90.10.1*
- File 163 OVR **Advertisements: 1905.** - 1905.  
*Contents: advertisement on p. 28 of The Wine and Spirit Journal and Brewers Review 7, no. 7 (July 1905).*  
*Seagram Museum Accession # 84.13.*
- File 164 **Advertisements: 1906.** - 1906.  
*Contents: advertisement from an unidentified publication, lists "83", Star, White Wheat as products.*  
*Seagram Museum Accession # 84.91*

- File 165      **Advertisements: 1906.** - 1906.  
*Contents: Mounted advertisement from Canada Kalendar, 1906, p. 69.*  
*Seagram Museum Accession # 86.5.6, later 83.22.*
- File 166      **Advertisements: 1906.** - 1906.  
*Contents: one issue of Canada Kalendar, 1906, with advertisement on p. 69.*  
*Seagram Museum Accession # 86.5.6, later 83.22.*
- File 167 OVR      **Advertisements: 1912.** - 1912.  
*Contents: advertisement on p. 25 of The Wine and Spirit Journal of Canada 14 no. 1 (Jan. 1912).*  
*Seagram Museum Accession # 90.10.1*
- File 168      **Advertisements: 1918.** - 1918.  
*Contents: one issue of from Canada Kalendar, 1918, with advertisement on p. 80.*  
*Seagram Museum Accession # 86.5.7, later 83.22.*
- File 169 OVR      **Advertisements: 1918.** - 1918.  
*Contents: Evening Telegram, March 25, 1918, p. 16, original, neagtives. This laminated page contains an advertisement from Ontario Quick Service Co., listing prices of whiskey, including Seagram products.*  
*Seagram Museum Accession # 84.13.*
- File 170      **Business Card: Joseph E. Seagram, Distiller.**
- File 171      **Business Card: Joseph E. Seagram & Sons Ltd.**
- File 172 OVR      **Calendars: Seagram Distillers Corporation.** - 1947, 1965.  
*Contents: 1947 calendar and accompanying set of six col. prints, also 1965 calendar, both containing reproductions of wildlife paintings from the copyrighted collection of the House of Seagram, also*  
*Seagram Museum Accession Number 82.2.24-25.*
- File 173      **Catalogue: Canbar Products Limited.** - [198-].  
*Contents: one catalogue of products.*  
*Seagram Museum Accession # 86.28.2*
- File 174      **Labels.** - [19--].  
*Contents: contains photocopies of early Seagram labels.*  
*Seagram Museum Accession # L84.83. Most label samples can be found in the series of documents relating to label approvals.*
- File 175      **Labels: Old Times Whiskey.** - [18--]-[19--].  
*Contents: contains several versions of this label, the earliest labelled "Waterloo Distillery" and one printed by the British American Bank Note Company.*
- File 176      **Labels: Seagram's "83".** - [19--].
- File 177      **Labels: Seagram's Extra Special Rye.** - [19--].
- File 178      **Labels: Seagram's King's Plate.** - [19--].  
*Contents: contains several versions of this label, most of which include some reproduction of the A.H. Hider (1870-1952) lithograph of Seagram's Queen's and King's Plate Winners.*
- File 179      **Labels: Seagram's Special Old Rye.** - [19--].
- File 180      **Labels: V.O.** - [19--].  
*Contents: contains identical original labels.*  
*Seagram Museum Accession # 86.29.1 Most label samples can be found in the series of documents relating to label approvals and products.*
- File 181      **Labels: White Wheat Whiskey.** - [18--]-[19--].  
*Contents: contains several versions of this label, the earliest labelled "Waterloo Distillery" and one printed by the British American Bank Note Company. Also includes negatives.*



- File 182 OVR **Signs: Seagram's: V.O.** - [192-?].  
*Contents: two advertising cards, 28 x 27 cm, for "V.O.", "25c drink."*  
*Seagram Museum Accession # 90.10.1*
- File 183 OVR **Signs: Seagram's Soft Drinks, Limited.** - [193-].  
*Contents: two pasteboard signs for Seagram's Dry Ginger Ale, from Seagram's Soft Drinks Limited, Preston Ontario. The signs are red, yellow and black, with a horse's head included.*  
*Seagram Museum Accession # 87.9.1 and 89.3.1.*
- File 184 **Stationery.** - [18--]-[19--].  
*Joseph E. Seagram, 1883- . Name varies: Joseph E. Seagram, Distiller, Joseph E. Seagram, General Merchant, Miller & Distiller, Jos. E. Seagram, Distiller.*  
*Contents: originals and photocopies of envelopes with pictorial engravings of the plant.*
- File 185 **Ticket Book: Seagram Soft Drink Company.** - [1932?].  
*Seagram Soft Drink Co. was started by a group of Waterloo business men using the Seagram name. When it failed it was taken over by Percy Mason who changed the name to Mason Beverages Ltd. Documentation is contained in correspondence accompanying the ticket-book.*  
*Contents: one promotional ticket book issued by the Seagram's Soft Drinks, Limited. The tickets are for free flights on G. Wheeler's airplane.*  
*Seagram Museum Accession # 85.11.1*
- File 186 **Trade Cards: Joseph E. Seagram.** - [1893], 1897, 1900.  
*Contents: three trade cards which could be exchanged for a whiskey sample: Hiram Walker, [1893] and 1897, Joseph E. Seagram, 1900.*
- File 187 **Miscellaneous.** - [197-] - 1983..  
*Contents: certificates and awards.*
- File 188 OVR **Miscellaneous: Patriotic poster.** - [ca. 1939].  
*Contents: anti-fascism poster issued by Imperial Chemical Industries Ltd., Toronto. Seagram connection unknown.*  
*Seagram Museum Accession # 83.2.24, formerly 83.36.*
- File 189 OVR **Miscellaneous: Confederation Number of The Globe, July 1, 1867.** - 1867.  
*Seagram connection unknown.*
- File 190 OVR **Miscellaneous: Evening Telegram, April 1, 1914.** - 1914.  
*Seagram connection unknown.*
- File 191 OVR **Miscellaneous: Besondere Beilage, no. 93, Berlin, Apr. 18, 1908.** - 1908.  
*Seagram connection unknown.*  
*Seagram Museum accession # 86.11.1.*

### **Series 3 : Series 3: Joseph E. Seagram and Sons, Ltd.: Photographs**

- Joseph E. Seagram and Sons, Ltd.: photographs.** - [189-?]-1993. - 1200 photographs.  
*These photographs were assembled by Seagram Museum staff from a variety of sources.*  
*Contents: series consists of photographs, negatives, slides, transparencies and other images relating to the distillery, its employees, its history, and also to the local area. File titles are for the most part as assigned by the Seagram Museum.*  
*Seagram Museum Accession # 84-119.*
- File 192 **Employees.** - [192-].  
*Contents: 1 postcard of a family with a bottle of Seagram's Canadian Whiskey. The two men are identified as Harold Henrich and Jack Uttley.*  
*Seagram Museum Accession # 84-119.*
- File 193 **Employees.** - [196-?]-1990..  
*Contents: 22 images, b&w and col. snapshots and negatives of employees in the plant, at a Christmas party, visitors to the plant, etc. Accession # 88.11.4-7 consists of two photographs of Alf Busch.*  
*Seagram Museum Accession # 88.11.4-7.*

- File 194      **Employees.** - 1975-1978.  
*Contents: ca. 255 images, b&w and col., mostly snapshots. These are mounted on scrapbook pages with identifications and comments and chronicle employee activities in and out of the plant, including photos of employees at work, at parties, picnics and dinners, visitors, etc. Some images are lacking. Photographers include Hayes Advertising, Waterloo, and Ralf Lilge-Gren, Winnipeg.*  
*Added Entries: Hayes Advertising, Waterloo - Photographer. Ralf Lilge-Gren, Winnipeg - Photographer.*
- File 195      **Employees.** - [199-?].  
*Contents: 150 images, b&w negatives and contact sheets, of employees and of the plant. Some are of items already in represented in the collection while some are unique in this format.*
- File 196      **Employees: Arthur Dawe.** - 1973.  
*Contents: 3 images, b&w, taken during a Product Knowledge Seminar, week of Jan. 21, 1972. Other individuals include Mel McLenaghan, A.W. Dorval and G. De Bly.*
- File 197      **Employees: Awards.** - 1941-1983.  
*Contents: 8 images, b&w and col., 7 photographs, 1 negative. The earliest is a 1941 Belair photo of an employee dinner. Most are group portraits of long-service employees, some with identifications.*  
*Seagram Museum Accession # 88.11.6-7.*
- File 198      **Employees: Group Portraits.** - [198-].  
*Contents: 2 images, one a photocopy. Includes copy photographs and photocopies of a panoramic group portrait "Staff and Employees at Joseph E. Seagram & Sons Distillery, July 6, 1929 and a photocopy only of "Office Staff and Excise Officers," 1929, each with partial identification lists. Photographer unknown.*
- File 199      **Employees: Parade Floats.** - 1953, [197-?].  
*Contents: 3 images, b&w and col. Two images are of floats constructed by Local 48, one of which is a page taken from a publication. The colour print is of an Oktoberfest float.*
- File 200      **Employees: Picnics.** - [198-].  
*Contents: 5 images, one a photocopy. Copy photographs and negatives of photographs of picnics held ca. 1910, 1929, 1946, ca. 1955, some with partial identification lists. Photographers include Denton Photo and Arnold Studio.*  
*Added Entries: Denton - Photographer*
- File 201      **Employees: Sports.** - 1947, [196-?].  
*Contents: 2 images, b&w photographs. One is a mounted team portrait with identifications: Seagram's Softball Team, Industrial Int. 'B' and 'C' Champions 1947," 2 copies. The other is an enlarged snapshot of a bowling team ca. 196?.*  
*Seagram Museum Accession # 84.17.1.*  
*Added Entries: Denton Photo. - Photographer. Arnold Studio. - Photographer.*
- File 202      **Hopewell Farms.** - 1965.  
*Contents: 7 images, b&w and col., 1 with negative. Photographers include Personal Studio, K-W Record, Colurychrome.*  
*Added Entries: Personal Studio, Waterloo - Photographer. Colurychrome Photography System, Kitchener - Photographer. K-W Record - Photographer.*
- File 203      **Hopewell Farms: Construction of B-15 Warehouse, May-August, 1965.** - 1965.  
*Contents: 20 images, b&w photographs by Personal Studio and Murray's Studio.*  
*Added Entries: Personal Studio, Waterloo - Photographer. Murray's Studio, Waterloo - Photographer.*
- File 204      **Seagram Company: Unidentified Plants.** - [1947].  
*Contents: 4 images, b&w photograph and negatives with contacts. Photograph by Ron Nelson, London.*  
*Seagram Museum Accession # 88.4.1.*  
*Added Entries: Ron Nelson Photography, London. - Photographer.*

- File 205      **Seagram Distillery and Other Seagram Plants.** - [196-].  
*Contents: 6 images, b&w photographs, donated by W. Timmis. Photographers: Personal Studio, Waterloo, Colurychrome Photography System, Kitchener, George Allen Aerial Photos Ltd., Vancouver, Dewey Photographic Studio, Chatham, N.B., Louis Lanouette Air Photo. Seagram Museum Accession # 95.3.1-6.*  
*Added Entries: Personal Studio, Waterloo. - Photographer. Colurychrome Photography System, Kitchener. - Photographer. George Allen Aerial Photos Ltd., Vancouver. - Photographer. Dewey Photographic Studio, Chatham, N.B. - Photographer. Louis Lanouette Air Photo. - Photographer.*
- File 206      **Seagram Distillery: Exterior.** - 1957-[197-?].  
*Contents: 3 images, b&w and col., 2 by Herb Nott dated 1957, showing footbridge over Laurel Creek and streetscape with parked cars. Also includes 26 b&w snapshots of the grounds, including images of work being done on the creek bed.*  
*Added Entries: Herb Nott & Co. Ltd., Toronto. - Photographer.*
- File 207      **Seagram Distillery: Exterior: Administration Offices, Caroline St.** - [19--].  
*Contents: 1 negative, col.*
- File 208 OVR      **Seagram Distillery: Exterior: Aerial Views** - [1930]-[196-].  
*Contents: 15 separate oblique aerial images: b&w and col. prints with contacts and negatives, one slide. Photographers include Arnott, Rogers Batten Ltd., Montreal; Ron Nelson Photography, London, Ont.; Colurychrome Photography System, Kitchener, Ont.; Personal Studio, Waterloo, Ont.*  
*One item Oversize.*  
*Added Entries: Arnott, Rogers Batten Ltd., Montreal - Photographer Ron Nelson Photography, London, Ont. - Photographer Colurychrome Photography System, Kitchener, Ont. - Photographer Personal Studio, Waterloo, Ont. - Photographer*
- File 209      **Seagram Distillery: Exterior and Interior / [photographed by] Max Sauer.** - 1948.  
*Contents: 24 images, b&w photographs.*  
*Added Entries: Max Sauer - Photographer.*
- File 210 OVR      **Seagram Distillery: Exterior and Interior / [photographed by] Max Sauer.** - 1948.  
*Contents: 30 images, b&w photographs, oversize, mounted. Many are duplicates of prints found elsewhere in the collection.*  
*Added Entries: Max Sauer - Photographer.*
- File 211      **Seagram Distillery: Exterior: Barrel Warehouse No. 5.** - [1925?], [197-]-[198-].  
*Contents: 5 separate images of Barrel Warehouse No. 5, 3 with copy negatives, contacts and additional prints.*  
*N-1925-0002 Seagram's Information Centre*  
*79-0003 Seagram's Information Centre*
- File 212      **Seagram Distillery: Exterior: Barrel Warehouse No. 6 and No. 7 with Reservoir.** - [1925?], [198-].  
*Contents: 2 images of Barrel Warehouses No. 6 and 7 with reservoir in foreground, originally taken ca 1925, one original [?] print with copy negatives, contacts and additional prints.*  
*N-1925-0001 Seagram's Information Centre*
- File 213 OVR      **Seagram Distillery: Exterior: Barrel Warehouse No. 9.** - [1925?], [198-].  
*Contents: 2 images of Barrel Warehouse No. 9, originally taken ca 1925, each with one original [?] print with copy negatives, contacts and additional prints.*  
*N-1925-0004 Seagram's Information Centre*  
*N-1925-0003 Seagram's Information Centre*  
*One item oversize.*
- File 214      **Seagram Distillery: Exterior: Building 25.** - [19--].  
*Contents: 3 b&w images of Building 25, ca. 1970's.*

- File 215      **Seagram Distillery: Exterior: Case Bond Building Construction, 1965 / Personal Studio, Waterloo.** - 1965.  
*Contents: 7 images of the Case Bond Building construction, original prints by Personal Studio with some duplicates.*  
*Added Entries: Personal Studio, Waterloo - Photographer.*
- File 216      **Seagram Distillery: Exterior: Door.** - 1957, 1979, [198-].  
*Contents: ca. 14 images, b&w and col, includes duplicate prints, negatives and slides of the original door in place since 1857. Photographers include Max Sauer and Ontario Ministry of Agriculture and Food.*  
57-0009 Seagram's Information Centre  
*Added Entries: Max Sauer - Photographer. Ontario Ministry of Agriculture and Food - Photographer.*
- File 217 OVR      **Seagram Distillery: Exterior: Early Drawings.** - [198-?].  
*Contents: 6 separate images, b&w and col., of early drawings [to ca. 1900] of the Seagram Distillery, including an artist's conception of the appearance of Granite Mills in 1857. Includes some negatives and duplicate prints in various sizes, one an oversize touched-up view.*  
1857-0001 Seagram's Information Centre  
1900-0001 Seagram's Information Centre  
1900-0004 Seagram's Information Centre  
1900-0005 Seagram's Information Centre  
1900-0007C Seagram's Information Centre  
Two items Oversize.
- File 218      **Seagram Distillery: Exterior: Foreman's House.** - [19--].  
*Contents: 1 image of the foreman's house ca. 1890, with copy negatives, contacts.*
- File 219      **Seagram Distillery: Exterior: Gordon's Gin Distillery.** - [1964].  
*Contents: 10 images, b&w and col., also negatives.*
- File 220      **Seagram Distillery: Exterior: House at Erb and Caroline Sts.** - 1974.  
*Contents: 3 images, col. One is an aerial print and two are slides.*  
Seagram Museum Accession # 84/86.
- File 221 OVR      **Seagram Distillery: Exterior: Oversize Photos, Marklevitz, 1979 Series.** - 1979.  
*Contents: 8 images, b&w mounted photographs. Includes an aerial originally taken in 1937 with sign painted on a roof.*  
*Added Entries: Marklevitz - Photographer [?].*
- File 222 OVR      **Seagram Distillery: Exterior / [photographed by] Dr. Ken McLaughlin.** - [197-].  
*Contents: 20 col. snapshots, 9 mounted.*  
One item Oversize.  
*Added Entries: McLaughlin, Ken - Photographer*
- File 223 OVR      **Seagram Distillery: Exterior: Stillhouse.** - [19--].  
*Contents: 4 separate images of the Stillhouse, 3 with copy negatives, contacts and additional prints. The oldest is of the stillhouse ca. 1900 with cattle pens in the foreground. One is taken from a printed source, also ca. 1900, one is ca. 1925, and the fourth is a colour image from ca. 1980.*  
1800-0001 Seagram's Information Centre  
20-0006 Seagram's Information Centre  
One item Oversize.
- File 224 OVR      **Seagram Distillery: Fire, July 2, 1993.** - 1993.  
*Contents: 29 col. snapshots, 1 negative.*  
One item Oversize.
- File 225      **Seagram Distillery: Fire: Post-Fire and Demolition, 1993.** - 1993.  
*Contents: 2 packages of col. snapshots (ca .50) and negatives by Joseph F. Weiss, former employee and by Phil Dietrich.*  
*Added Entries: Weiss, Joseph F. - Photographer. Dietrich, Phil - Photographer.*

- File 226      **Seagram Distillery: Interior.** - [196-?].  
*Contents: 8 images, b&w, showing barrels in storage and racks. 5 of these are by Personal Studio.*  
*Added Entries: Personal Studio, Waterloo, Ont. - Photographer.*
- File 227      **Seagram Distillery: Interior: Barrel Warehouse #5.** - [197-].  
*Contents: 5 images, b&w, including copy prints and two negatives. These show the removal of barrels from maturing.*  
*Seagram Museum Accession # 84.154.*
- File 228      **Seagram Distillery: Interior: Bottling and Packaging Lines.** - 1955-[198-].  
*Contents: 3 groups of material: 1 b&w print with copy neg. labelled "Bottling Room ca. 1955," 1 folder containing 15 b&w and col. snapshots and 1 large print by Colurychrome, also a group of 18 col. slides, ca. 1980, with 2 col. negatives and 1 print.*  
*Added Entries: Colurychrome Photography System, Kitchener, Ont.*
- File 229      **Seagram Distillery: Interior: Drive Shaft.** - 1983.  
*Contents: 12 col. snapshots, 5 col. images, 1 negative.*  
  
*Seagram Museum Accession # 84/69.*
- File 230      **Seagram Distillery: Interior: Fermentation Inside Tanks.** - [1980].  
*Contents: 9 images: col. slides.*
- File 231      **Seagram Distillery: Interior: Gordon Gin.** - [196-].  
*Contents: 12 images, b&w and col., including transparencies and prints, some by Colurychrome.*  
*Added Entries: Colurychrome Photography System, Kitchener, Ont. - Photographer.*
- File 232      **Seagram Distillery: Interior: Liqueurs.** - [196-?].  
*Contents: 1 image, col. of the top floor of the bottling hall where specialty liqueurs were produced. Taken by Personal Studio.*  
*Added Entries: Personal Studio, Waterloo - Photographer.*
- File 233      **Seagram Distillery: Laurel Creek** - 1976.  
*Contents: 8 snapshots, b&w and col., of the start of construction to "cover up" Laurel Creek.*
- File 234      **Seagram Distillery: Vehicles.** - 1928, 1941, 1969.  
*Contents: 3 images, b&w, also copy negatives. Two of the images are by Belair Studio and Colurychrome.*  
*Added Entries: Belair Studio, Kitchener - Photographer. Colurychrome Photography System, Kitchener - Photographer.*
- File 235 OVR      **Seagram General Store.** - [189-?], [19--?].  
*Contents: 6 b&w images of King St. in Waterloo. Two appear to be originals, the rest are prints taken from publications, and include contacts, negatives and duplicate prints in various sizes. Most show the "Commercial Buildings," built in 1857 on the east side of King St. at Erb, where the Seagram General store was located. One original, cut from an album [?] has a photograph of a turn-of-the-century lacrosse team pasted on the verso.*  
*Two items Oversize.*
- File 236 OVR      **Seagram Museum.** - [198-]-[199-].  
*Contents: ca. 50 images, b&w and col., photographs, negatives, transparency and slides of the exterior of Seagram Museum and the Seagram site. Includes two interior views during construction of the Museum.*  
*One item Oversize.*
- File 237      **Seagram's Ltd. Information Centre Photograph Collection.** - [19--].  
*Contents: ca. 216 images, b&w and col., photographs and negatives of employees and the plant, mounted on tabbed cards for easy reference. Many of these images are copy prints and negatives of early photographs and drawings, from ca. 1800's to the 1970's. Includes are photographs of employees at work, executives, visitors, plant interior and exteriors, Hopewell farms, etc. The original numbers employed by the Seagram's Ltd. Information Centre indicate the date of the original as the first element of the code, and the cards are arranged in chronological order. Some of these cards were removed by Seagram Museum staff for inclusion in their topical photo files. Many are duplicates of photographs found in other files.*

- File 238      **Unidentified Photographs.** - [198-]-[199-].  
*Contents: ca. 55 images, b&w and col., photographs and negatives, unidentified as to location and/or purpose. Includes some of coopering, some of other distilleries, some of whiskey ephemera.*
- File 239      **Waterloo.** - 1966, [198-].  
*Contents: 13 images, b&w and col., including negatives and col. prints. Includes Russell Theil with horses at firehall; Bowman House, which became the Waterloo Hotel; an early depiction of Waterloo in 1857; bandstand; negatives of a Berlin and Waterloo Electric Railway car; 2 prints and a sheet of contacts of the 1966 UW Homecoming Parade, which featured a float entitled "Coming Thru the Rye," with a birthday cake constructed with Seagram 5 Star bottles. These last were by Colurychrome.  
 1857-0002 Seagram's Information Centre.  
 Added Entries: Colurychrome Photography System, Kitchener, Ont. - Photographer.*
- File 240      **Waterloo: 125th Anniversary Photographs.** - [198-].  
*Contents: 14 images, b&w prints taken from old photographs. Includes list of identifications; not all images listed are present. Includes Seagram home built ca. 1860, and other prints with a Seagram connection.  
 Seagram Museum Accession # 84.27.*
- File 241 OVR      **Waterloo: 125th Anniversary Photographs.** - [198-].  
*Contents: 13 images, b&w oversize prints taken from old photographs, published in 1957 and 1982 anniversary editions of the Waterloo Chronicle.*
- File 242 OVR      **Waterloo: Bird's Eye View, Waterloo, Ontario, Canada.** - [1928?].  
*Contents: 1 tri-fold postcard, col.  
  
 Seagram Museum Accession # 83.37.15.*
- File 243 OVR      **Waterloo: Coopers.** - [189-?], [198-].  
*Contents: 1 images, b&w original, copy print and negative.  
 One item Oversize.  
 Seagram Museum Accession # 84.27.*
- File 244      **Waterloo: Liquor Merchants.** - [198-].  
*Contents: 2 images, copy prints and negatives taken from old photographs. Includes one store interior and one delivery cart.*
- File 245      **Waterloo: Local Bar Scenes.** - [189-?], [19--?].  
*Contents: 4 b&w images of bar interiors in Kitchener and Waterloo, of which one is original.*
- File 246      **Waterloo Manufacturing Co.** - [19--].  
*Contents: 1 image of the Waterloo Manufacturing Co., b&w negative, print and transparency, taken from a publication [?] ca. 1900.*
- File 247      **Waterloo: Scenes by Woldemar Neufeld.** - [198-].  
*Contents: 12 images, col. copy prints taken from paintings by Woldemar Neufeld, includes one of Seagram Distillery.*
- File 248      **Waterloo: Seagram Stadium** - 1975.  
*Contents: 9 images, b&w and col., interior and exterior.*

**Series 4 : Series 4: Joseph E. Seagram and Sons, Ltd.: Audiovisual**

**Joseph E. Seagram and Sons, Ltd.: audiovisual.** - [19--]. - 1 film reel.  
*Contents: series consists of one 16 mm. film on packaging methods.*

- File 249 OVR      **The House of Seagram Presents Manual Packaging Methods.** - [19--].  
*Contents: a 24 minute 16 mm. film.  
 Seagram Museum Accession Number 95.3.10*

**Series 5 : Series 5: Joseph E. Seagram and Sons, Ltd.: Artifacts**

**Joseph E. Seagram and Sons, Ltd.: artifacts.** - [19--]. - 1 item.  
*Contents: series consists of one V.O. promotional object.*

File 250 OVR    **VO advertising stamp or brand from Reader's Digest.** - [19--].  
*Contents: black and copper painted object.*  
*Seagram Museum Accession Number 95.3.10*