

Finding Aid : **GA 104B**  
Seagram family fonds.

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## GA 104B : Seagram Family

**Seagram family fonds.** - 1848-[198-]. - 3.5 m of textual records and other material.

*Octavius Augustus Seagram and his wife, Amelia Stiles, immigrated to Canada from Wiltshire, England in 1837. They purchased two farms and a tavern in Fisher's Mills, near Galt (now Cambridge, Ontario). The couple had two sons, Joseph Emm, born in 1841, and Edward Frowde, born in 1842. These boys were orphaned in their teens, and lived for six years at Dr. Tassie's boarding school in Galt. After spending a year at business college in Buffalo, New York, Joseph Seagram returned to Canada, where he worked as a bookkeeper and manager at various mills in Galt and Stratford. In 1864 he went to work for William Hespeler at the Granite Mills in Waterloo, which was to be the foundation of his career as a distiller. In 1869 he married Stephanie Urbs, daughter of Jacob Hespeler's sister Marie, thus connecting himself with some of the most prominent families in the area, such as the Warnocks and Hespelers. In 1850 Adam Warnock, a merchant in Galt, had married Joseph Seagram's wife's aunt, Stephanie Hespeler. His wife's sister Marie had married Canon Bland. Joseph Emm Seagram and his wife Stephanie had five children who lived past infancy. Their only daughter was Blanche Alexandrine (Adine), 1871-1919, who married G.H. Bowlby, M.D. in 1894. Their four sons were Edward Frowde, 1873-1937, Joseph Hamilton, 1875-195-?, Norman, 1879-1963, and Thomas William, 1887-1965. Joseph Emm Seagram's passion was horse racing. A wealthy man, Seagram advanced horse racing in Canada, establishing it as a popular hobby among the wealthy elite. He imported high-quality breeding stock from the United States and Britain. Horses from the Seagram stables were Queen's Plate Winners for eight consecutive years, beginning in 1891. His horses achieved fifteen plate wins in all. His enthusiasm was shared by his son Edward Frowde and grandson Joseph Edward Frowde who continued the family tradition to the 1970's. Also active in politics, Joseph Emm Seagram was a Conservative Member of Parliament for Waterloo North during the Liberal years of Sir Wilfrid Laurier. He participated in a variety of local organizations, becoming an influential and respected member of the community. His sons and grandsons continued the tradition of strong local participation in business and civic life, as well as displaying a keen interest in and support of sports, ranging from golf to football to cycling. (200 Years of Tradition: the Story of Canadian Whisky / Lorraine Brown, 1994 and Seagram biographical files.)*

*These records represent the efforts of the Seagram Museum to establish a Seagram Family archive, an effort accomplished by both donation and purchase. Some items were donated by family members and some were purchased from book dealers and individuals.*

*Contents: The contents of these files were assembled by Seagram Museum Staff from a variety of sources, and consist of original documents, including clippings, correspondence, ephemera, estate records, photographs, scrapbooks, wills, etc. Some documents are photocopies. Wherever possible the original Seagram Museum accession number is included in the descriptions. As the materials were acquired from several sources, coverage is uneven. The largest group of materials centers around Joseph Edward Frowde Seagram, grandson of Joseph Emm Seagram, with lesser focus on his father, Edward Frowde, and grandparents, Joseph Emm Seagram and Stephanie Urbs. A few documents are present relating to the estate of Octavius Seagram, father of Joseph Emm, as well as wills and associated correspondence of Wiltshire Seagrams. Photographs of the McLachlan family of Guelph, Ont., of the Bland Family, and of Warnock family members are present, as is biographical material pertaining to the Hespeler family as well as to the Seagram family. Arranged in four series: 1. Seagram Family: Documents; 2. Seagram Family: Biographical Files; 3. Seagram Family: Photographs; 4. Seagram Family: Artifacts.*

*Title from content of the fonds*

*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 104A 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: Seagram Family: Documents

**Seagram family documents.** - 1848-[198-?]. - 90 cm of textual records.- 80 photographs.

*These files were assembled by Seagram Museum staff from various sources and coverage is uneven.*

*Contents: this series consists of correspondence, ephemera, estate records, photographs, scrapbooks, wills, etc. which shed light on the lives of some members of the Seagram family and their activities from 1848 to the 1980's, including Joseph Emm Seagram and his wife Stephanie, their daughter Adine, son Edward Frowde and grandson Joseph Edward Frowde.*

File 1

**Seagram, Blanche Alexandrine ("Adine"), 1871-1919: Scrapbook.** - 1894-1901.

*Adine Seagram was born Aug. 24 1871 and died July 19, 1919. She was the Daughter of Joseph E. Seagram and Stephanie Urbs, and was the sister of Edward Frowde, Joseph Hamilton, Norman and Thomas William Seagram. On April 18 1894 she married G. H. Bowlby, M.D., who was to become Mayor of Waterloo [dates]. She accompanied her husband to England during WW1, where he was in charge of a military hospital near Bath. G.H. Bowlby was killed in 1916 in a bombing raid. In 1919 Adine returned to Kitchener and died on July 19 of the same year as the result of a motor accident.*

*Contents: clippings, ephemera, telegrams. The subject matter includes events of personal and family interest, such as weddings, obituaries, society events, sports, etc. Family names which occur often are Bland, Warnock, Bowlby and Seagram. Also included are items of national and international scope, such as items concerning the death of Queen Victoria, items about other royalty and items pertaining to musicians and composers. Of particular interest are original telegrams to Mayor Bowlby concerning the visit to Berlin on Oct. 10, 1901 of the Duke and Duchess of York. During their scheduled stop of five minutes they were met by Mayor Bowlby, introduced to Mrs. J.E. Seagram, Mr. and Mrs. L.J. Breithaupt and Mrs. G.H. Bowlby, and were presented with a bouquet tied with Seagram colours. Local ephemera is also present, some of it loose: Church of St. John the Evangelist, Berlin, Ont.: Opening of the New Church Building, Order of Services, Sunday, October 7th, 1894; Hymns: Opening Services, New Church of St. John the Evangelist, Berlin, Sunday October 7th, 1894; In Memoriam [Queen Victoria] 1819-1901, The Church of St. John the Evangelist, Berlin, Saturday, Feb. 2nd, 1901.*

*Flyleaf and first two leaves lacking. This scrapbook was manufactured with three gummed strips on the pages for easy pasting. Most clippings are firmly pasted down still, but this is a candidate for conservation. Portions of some pages are lacking.*

*\*\*\*Make note re Clement-Bowlby papers.*

File 2

**Seagram, Campbell, 1906- : Correspondence.** - 1923.

*Contents: 1 postcard. The postcards have been individually described and transcribed in the correspondence database.*

File 3

**Seagram, Edward Frowde, 1873-1937: Correspondence.** - 1912.

*Contents: 1 postcard from Flying Ace Louis Gerston. The card has faded badly, showing a barely perceptible biplane. The postcards have been individually described and transcribed in the correspondence database.*

*This card may actually be to J.E.F. Seagram.*

File 4

**Seagram, Frederick Frowd, 1783-1861: Estate.** - 1878-1898.

*Contents, correspondence, correspondence copies, legal documents and copies relating to the possible claim of Mrs. William Seagram against the estate of Frederick Frowd Seagram, both pecuniary and in property. Includes correspondence and notes of J.A. Davies, a Montreal solicitor, including a letter to the Secretary Treasurer of Galt, Ont. re a property "opposite Lovel's Hotel", one to the Mayor of Warminster, Eng. about money bequeathed to individuals, and one letter regarding the results of his queries. Includes: "Last Will of William Seagram," March 2, 1892; "Re Seagram Power of Attorney, Copy," from William Seagram, Montreal to John Seagram, England; "The Executors of the Late Ann Frowd Davies in Account with the Estate," Oct. 3, 1878. Also included are one calling card, and a family record of the children of Thomas Seagram, 1810-1878 and Emily Hore, 1819-1871.*

File 5 OVR

**Seagram, Frederick Frowd, 1783-1861: Will, Oct. 1, 1860.** - 1860.

*Contents: 1 oversize (61 x 72 cm) ms. will on vellum, of Frederick Frowd Seagram, Warminster, Wilts. This is a probate copy, signed, dated and sealed by the Registrar, Jan. 18, 1861.*

*Oversize.*

- File 6           **Seagram, Joseph Edward Frowde, 1903-1979: Correspondence** - 1905-1944.  
*Contents: seventy-six postcards addressed to J.E.F. Seagram, and four blank postcards. Most are from his mother with some from friends and other family members, and some are greeting-card postcards. Includes several military "On Active Service" and "Prisoner of War Mail" cards. Also of note is a blank postcard showing the old Tassie High School, Galt, as J.E. Seagram was educated at the Tassie school in the 1850's. The postcards have been individually described and transcribed in the correspondence database.*
- File 7 OVR       **Seagram, Joseph Edward Frowde, 1903-1979: Photograph Album.** - 1925-1926, 1934, 1960, 1963.. - 1 scrapbook.  
*One scrapbook belonging to J.E. Frowde Seagram with 6 photographs and 1 artist's sketch pasted in.  
 Located with photographs.*
- File 8 OVR       **Seagram, Joseph Edward Frowde, 1903-1979: Scrapbook.** - 1904-1909, 1923-1936..  
*Contents: clippings and a few photographs relating to Seagram family and interests, including Edward F. and J.E.F. Seagram, Seagram Co., whiskey, distilling, horse racing, sports including golfing, hockey, rugby, social events, and politics. Of special interest are reports of the wedding of J.E.F.S., report on the opening of the Westmount Golf and Country Club in 1935 [?], and 1935 photographs of the Bill Bee farm, which was a horse-breeding farm.  
 Some clippings cut out, some loose, some lacking. The clippings are in poor to very poor condition.*
- File 9 OVR       **Seagram, Joseph Edward Frowde, 1903-1979: Scrapbook 1, 1937-1965: Racing and Stable.** - 1937-1965..  
*Contents: 50 b&w photographs (2 loose) of J.E.F. Seagram horses, including precision finish photographs from Woodbine, photographs of the Seagram farm, winners circle, races, cup and plate presentations. Occasions, races, horses, trainers, jockeys are most often unidentified, and sometimes other individuals.*
- File 10 OVR      **Seagram, Joseph Edward Frowde, 1903-1979: Scrapbook 3, May 1933-Oct. 1936 [i.e. 1929-1936].** - 1929-1936..  
*Contents: clippings, ephemera relating to Seagram family and interests, including the Seagram Co. and lawsuits, horse racing, social events such as weddings, sports such as golf, 48th Highlanders, Muskoka Lakes, boating, and ephemera related to the Muskoka Lakes Association, "1936 Forty Third Annual Regatta and Dance" programme.*
- File 11 OVR      **Seagram, Joseph Edward Frowde, 1903-1979: Scrapbook 6, June 1941 to June 1942.** - 1941-1942..  
*Contents: clippings, ephemera relating to Seagram family and interests, including horse racing, social events such as weddings, 48th Highlanders of Canada.*
- File 12           **Seagram, Joseph Edward Frowde, 1903-1979: Scrapbook 7, June 1942 to May 1944.** - 1942-1944.  
*Contents: clippings, correspondence, ephemera relating to Seagram family and interests, including horse racing, golf, social events, 48th Highlanders of Canada. Original items include a letter of congratulation to J.E.F.S. from Col. John Michie. Also pasted in is: "Pioneer Map of Waterloo County", compiled and drawn by Jerrine Wells Kinton, produced by the Waterloo Trust and Savings Co., [194-?].*
- File 13           **Seagram, Joseph Edward Frowde, 1903-1979: Scrapbook 8, May 1944 to May 1946.** - 1944-1946.  
*Contents: clippings and ephemera relating to Seagram family and interests, including horse racing, golf, social events, 48th Highlanders of Canada, and some reporting on K-W individuals in the armed forces. Includes Bishop Strachan School ephemera, regimental ephemera, two gasoline licence and ration coupon books. Also pasted in is a copy of "Thanksgiving for Victory, Waterloo, Ontario, Canada: Waterloo Park, Sunday May 20, 1945."  
 This scrapbook has lost one fastener. The clippings are ready to separate from the pages as they are turned. This scrapbook needs to be photocopied for use.*

- File 14      **Seagram, Joseph Edward Frowde, 1903-1979: Scrapbook 9, June 1946 to May 1949.** - 1946-1949.  
*Contents: clippings and ephemera, finish line photographs relating to Seagram family and interests, including horse racing, golf, social events, Scots Fusiliers, 48th Highlanders of Canada. Local reporting includes items on the K-W Industrial Exhibition, on the history of the Berlin-Waterloo Hockey Club. Includes Bishop Strachan School ephemera, regimental and horse-racing ephemera. Also pasted in is a programme, "Waterloo Cityhood Celebration, January Eighth, 6: 15 p.m., Mutual Life Assembly Hall, Nineteen Hundred and Forty-Eight, Waterloo, Ontario, Canada." Loose ephemera includes a flyer for "The First Annual Chicopee Crow Shoot and Hunt Breakfast."*  
*This scrapbook is in worse condition than #8. The clippings have started to separate from the pages as they are turned. This scrapbook needs to be photocopied for use.*
- File 15 OVR      **Seagram, Joseph Edward Frowde, 1903-1979: Scrapbook 11, Jan. 1951 to Apr. 1952.** - 1951-1952.  
*Contents: clippings, correspondence and ephemera relating to Seagram family and interests, including horse racing, golf, social events, 48th Highlanders of Canada, Upper Canada College. Local reporting includes items on Dominion Life and hockey, Includes correspondence from T.O. Seagram, Dec. 17, 1950, Bathampton House, Wilts. in a card hand-painted by S. Seagram.*  
*This scrapbook is in same condition as #9.. The clippings have started to separate from the pages as they are turned. This scrapbook needs to be photocopied for use.*
- File 16 OVR      **Seagram, Joseph Edward Frowde, 1903-1979: Scrapbook 12, May 1952 to Oct. 1953.** - 1952-1953.  
*Contents: clippings, ephemera and a finish line photograph relating to Seagram family and interests, including horse racing, Woodbine Race Track news items, golf, social events, 48th Highlanders of Canada, Muskoka Lakes Association and Seagram business interests. Local reporting includes items on Waterloo local history (breweries especially), Dominion Life, Schneider Stock Farm. Also includes Muskoka Lakes Association Annual Aquatic Regatta for 1952 Programme.*  
*This scrapbook is in same condition as #9. The clippings have started to separate from the pages as they are turned. This scrapbook needs to be photocopied for use.*
- File 17 OVR      **Seagram, Joseph Edward Frowde, 1903-1979: Scrapbook 15, Aug. 1958-July 1960.** - 1958-1960.  
*Contents: clippings and ephemera relating to Seagram family and interests, including horse racing, including the 100th running of the Queen's Plate, Visit of Queen Elizabeth and Prince Phillip in 1959, golf, social events, 48th Highlanders of Canada and Seagram business interests including Canbar. Local reporting includes items on Hopewell Farm.*  
*This scrapbook is in same condition as #9. The clippings have started to separate from the pages as they are turned. This scrapbook needs to be photocopied for use.*
- File 18 OVR      **Seagram, Joseph Edward Frowde, 1903-1979: Scrapbook 18, Oct. 1963 to Oct. 1966.** - 1963-1966.  
*Contents: clippings, correspondence and ephemera relating to Seagram family and interests, including horse racing, golf, social events, and Seagram business interests. Local reporting includes items on Grand River railway, obituaries of prominent local individuals including T.W. Seagram, history of the Kitchener Waterloo Panthers, St. Mary's Hospital opening ephemera, Canbar, Seagram Plant expansion, history of Seagram's plant and operations. Includes cards from Sheila Seagram, a copy of J.E.F.S' Christmas Card, 1963 which features a photo of "Strongboy" and Seagram colours.*  
*This scrapbook is also in poor condition.*
- File 19 OVR      **Seagram, Joseph Edward Frowde, 1903-1979: Scrapbook 20, Oct. 1968 to Aug. 1973.** - 1968-1973.  
*Clippings, ephemera, re horse racing, Seagram involvement in same, businesses of interest to J.E.F.S., 48th Highlanders, local and family history, including sports. Includes K-W Record story about demolition of the Seagram stables, Jacob Hespeler, local baseball team, the Waterloo Beavers. Items are mostly undated.*
- File 20      **Seagram, Joseph Emm: Autograph.** - [188-?].  
*Contains fragment of a business document: "Duty Paid Sp . . . Brought in, Jos. E. Seagram.*
- File 21      **Seagram, Joseph Emm, 1841-1919: Will.** - 1983.  
*Certified photocopy made in 1983 of the original document which is dated Nov. 1919.*

- File 22           **Seagram, Octavius Augustus, 1816-1848: Estate of Octavius A. Seagram, Deceased, Under the Administration of Amilia Seagram, Widow.** - 1848-1852. - 1 ledger.  
*Contains estate accounts from 1848-1852.*
- File 23           **Seagram, Octavius Augustus, 1816-1848: Estate of the Late Octavius A. Seagram.** - 1852-1858.. - 1 ledger.  
*This ledger contains estate accounts from 1852-1858.*
- File 24           **Seagram, Stephanie, 1846-1909: Correspondence.** - 1905.  
  
*Contents: 3 postcards. The postcards have been individually described and transcribed in the correspondence database.*
- File 25 OVR       **Seagram Stephanie, 1846-1909: Photograph Album.** - [1870-1900].  
*Contents: a note in this album indicates that it belonged to Stephanie Seagram, wife of Joseph Emm Seagram. It contains studio portraits of family and friends, including Seagram, Warnock and Bland families. Many are unidentified. Photographers include Notman & Fraser, Toronto.*  
*This album contains 74 card photographs in various sizes, of which 3 were found loose. They are all studio portraits with one exception. Located with photographs.*
- File 26           **Seagram, William Ballard: Last Will and Testament of William Ballard Seagram of Bratton, Wiltshire.** - 1869. - 1 folder.  
*Contents: 1 ms notarized copy of will, codicils, extracted from the principal Registry of the Probate Divorce and Admiralty Division of the High Court of Justice.*

## Series 2 :   **Series 2: Seagram Family: Biographical**

- Seagram family: biographical files.** - 1895-1993. - 10 cm of textual records.  
  
*These files were assembled by Seagram Museum staff from a number of sources and coverage is uneven.*  
*Contents: series consists of clippings, correspondence, ephemera, essays, a genealogical chart, obituaries, etc. relating to the lives, interests and activities of Seagram family members and their place in community, political and social spheres from the nineteenth century to the present day.*
- File 27           **Seagram, Campbell, 1906-** - [19--], 1974.  
*Contents: clippings, one original and a photocopy, of biographical news items, 1974-1975.*
- File 28           **Seagram, Edward Frowde, 1873-1937.** - [19--].  
*Contents: photocopy from "The Dominion," house organ of the Dominion Life Assurance Co., re E.F. Seagram's appointment as Third Vice-President, and a photocopy of obituary from Seagram Spotlight, 1937.*
- File 29           **Seagram, Joseph Edward Frowde, 1903-1979.** - [19--].  
*Contents: photocopies of news and biographical items, 1937-1979, including obituaries.*
- File 30           **Seagram, Joseph Edward Frowde, 1903-1979: Ephemera.** - 1927.  
*Contents: Kitchener-Waterloo Rugby Club: Souvenir Programme, 1927, 16 p. J.E.F. Seagram was president and both he and Cameron Seagram were players.*
- File 31 OVR       **Seagram, Joseph Edward Frowde, 1903-1979: Ephemera.** - 1943.  
*Contents: one framed hand-drawn poster: "48th Highlanders of Canada, Annual Sweepstake King's Plate, May 22nd, 1943," 65 x 50 cm.*  
*Oversize.*
- File 32           **Seagram, Joseph Edward Frowde, 1903-1979: Ephemera.** - [195-?].  
*Contents: Christmas card issued by J.E.F. Seagram as president of the Dominion Life Assurance Co.*
- File 33           **Seagram, Joseph Edward Frowde, 1903-1979: Speeches.** - 1954, 1974.  
*Contents: July 1954 issue of "The Bulletin," house organ of the Dominion Life Assurance Co., containing "A Proud and Important Occasion: Text of the President's Speech at the Cornerstone Laying Ceremony," by J.E.F. Seagram, illustrated with photographs. Also includes 1 audio cassette labelled "Frowde Seagram, Oct. 21, 1974."*

- File 34      **Seagram, Joseph Emm, 1841-1919.** - [19--?].  
*Contents: original ts. copies of four biographical essays taken from publications, photocopies of correspondence and ephemera relating to early Seagram business interests.*
- File 35      **Seagram, Joseph Emm, 1841-1919.** - 1960-1976, 1993.  
*Contains correspondence from JEFS to W.H. Timmis, several biographical essays and articles, clippings, including Andrew Thomson's 1993 draft for the Dictionary of National Biography.*
- File 36      **Seagram, Joseph Emm, 1841-1919: Canadian Wheelman's Association.** - 1895.  
*Contents: article "C.W.A. Meet, Waterloo, July 1st and 2nd," Saturday Globe, June 22, 1895: [1]. This article concerns the annual meet of the C.W.A. [Canadian Wheelman's Association?] to be held in Waterloo, Ont. in 1895. Joseph E. Seagram was Honorary President of the Waterloo Bicycle Club and donated a horse as a prize for this meet. The article also includes two images of the Waterloo Bicycle Club Track, as well as portraits of local individuals: D. Hybner, Mayor, Berlin; Simon Snyder, Mayor, Waterloo; Waterloo Bicycle Club officers J.W. Fear, J.M. Scully, Geo. Wegenast, F.G. Hughes, A.H. Snyder, C.W. Wells; also W.G. Roos, C.H. Froelich.*  
*Seagram Museum Accession # 83.37.10.*
- File 37      **Seagram, Joseph Emm, 1841-1919: Commemorative Plaque.** - 1976.  
*Contains programme, clippings, correspondence copies, memos, news releases, commemorative booklet of photographs.*
- File 38      **Seagram, Joseph Emm, 1841-1919: Estate** - 1919.  
*Contents: one clipping containing details of bequests made under the terms of J.E. Seagram's will.*
- File 39 OVR      **Seagram, Joseph Emm, 1841-1919: Horse Racing.** - 1900.  
*Contents: the May 20, 1900 issue of the Toronto Sunday World, with headline "Jos. Seagram's 'Slaughter' Wins King's Plate by Five Lengths."*  
*Oversize.*
- File 40      **Seagram, Joseph Emm, 1841-1919: Member of Parliament for Waterloo North, 1896-1908.** - 1967-[19--].  
*Contains photocopies of 1896 and 1904 newspaper items, photocopies from items which appeared in the Kitchener-Waterloo Record in 1967 and 1975 and in the Waterloo Historical Society in 1967.*
- File 41      **Hespeler Family: Genealogy.** - 1980.  
*Contents: clipping from the "Tracing Your Roots" column in the Kitchener-Waterloo Record, July 26, 1980.*
- File 42      **Seagram Family: Genealogy.** - 1980, [19--].  
*Contents: correspondence copies, clipping, photocopied genealogical chart in 2 pieces. Includes Hespeler, Warnock, Beck connection.*
- File 43      **Seagram Family: Horse Racing.** - 1911.  
*Contents: "The Canadian Sportsman," Sept. 28, 1911, 3-14.*
- File 44      **Seagram Family: Horse Racing.** - 1965-1986.  
*Contents: original and photocopied articles, clippings, releases, etc. dated 1902-1986.*
- File 45 OVR      **Seagram Family: Horse Racing: Lithographs and Prints.** - 1906, 1934.  
*Contents: one lithograph and two numbered prints depicting horses: 1. "Joseph E. Seagram's Queen's and King's Plate Winners," by A.H. Hider (1870-1952) published 1906. 1 col. lithograph, 11 copies in total, one 54 x 81 cm, the rest 40 x 60 cm. 2. "Jolly Roger," F.H. Voss, Pinxt N.Y.: Published at the Sign of the Golden Head, 1934. Plate 4. Col. print, 45 x 59 cm, number 156 of 260, signed in pencil by F.H. Voss. 3. "Sun Beau," F.H. Voss, Pinxt N.Y.: Published at the Sign of the Golden Head, 1934. Plate 4. Col. print, 45 x 59 cm, number 142 of 260, signed in pencil by F.H. Voss.*  
*Oversize.*
- File 46      **Seagram Family: Horse Racing Periodicals.** - 1973, 1976.  
*Contents: 2 articles, originals, re the Seagram family and horse racing.*

File 47           **Seagram Family: Residence, 22 Willow St., Waterloo.** - [1985].  
*Contents: photocopy made in 1985 of the Ward-Price sale catalogue, June 1938. Also contains photocopies of stock transfer certificates dated 1936-1938 re the Galt Knitting Company.*

File 48 OVR       **Seagram Family: Seagram Farm and Stables.** - 1937.  
*Contents: Kitchener Daily Record clipping, Mar. 30, 1937: "Schneider's Buy Seagram Stables, Farm."*

### **Series 3 : Series 3: Seagram Family: Photographs.**

**Seagram family: photographs.** - 1897-1984. - 87 photographs.  
*These files were assembled by Seagram Museum staff from a number of sources and coverage is uneven.*  
*Contents: series consists of photographs of members of the Seagram family, MacLachlan Family, residences, horses and horse racing, and photographs of local sports teams which include a Seagram family member.*  
*Includes oversize items.*

File 49 OVR       **Kitchener-Waterloo: Sports.** - 1897-1926.  
*Contents: 9 images, b&w photographs, originals, many oversize, 1 panorama. All are team pictures, most of which include at least one Seagram, and almost all individuals are identified: Berlin and Waterloo Hockey Club, 1897 (J.H. and E.F. Seagram), Beavers Baseball Club, 1903 and 1906 (E.F. Seagram), Winners of the Moore Curling Cup, 1910-1911 (E.F. Seagram), Waterloo Cricket Club, 1926, E.Denton Photographer (C.A. Seagram, J.E.F. Seagram, T.W. Seagram), Kitchener-Waterloo Intermediate Rugby Football Team, 1925 and 1926 (Cam Seagram, J.E.F. Seagram, Walter Bean, Jack Hemphill), Winners of the Seagram Bowling Trophy, 1907 and 1909.*  
*Oversize; two items extra oversize (in map cabinet.)*  
*Seagram Museum Accession # 83.15.1, 83.37.14, 84.159.1, 85.14.1, 89.8.1.*  
*Added Entries: Denton - Photographer*

File 50           **MacLachlan Family: Portraits.** - [191-?].  
*Contents: 7 images, b&w photographs, mostly studio portraits. Subjects include Graham MacLachlan, James Sill MacLachlan (killed 1916), and a family portrait taken on the front porch of their home. Photographers include Kennedy, Guelph, and 1 portrait by Wm. Notman & Sons, Montreal.*  
*Added Entries: Kennedy, Guelph - Photographer. Wm. Notman & Son, Montreal - Photographer.*

File 51           **Seagram, Edward Frowde, 1873-1937: Portraits.** - [189-?]-[193-?]. - [  
*Contents: 7 images, b&w photographs and negatives, some oversize, 5 original.*  
*Photographers include Fraser Bryce, Toronto, and Bachrach.*  
*Some items Oversize.*

*Subject: Seagram, Edward Frowde, 1873-1937*  
*Added Entries: Fraser Bryce, Toronto - Photographer. Bachrach - Photographer.*

File 52           **Seagram, Joseph Edward Frowde, 1903-1979: Portraits.** - [1906?-197-?].  
*Contents: 20 images, b&w photographs and negatives, originals and copy prints, some oversize, 1 panorama. Included are individual portraits as well as group portraits from Upper Canada College of classes and of teams, and of the 48th Highlanders. Photographers include Geo. H. Trussler, Waterloo, Charles Ayton, Howard Gordon, Leatherdale, Toronto, Rice, Montreal, R.H. Peter, Toronto, Peake & Whittingham, Toronto.*  
*Some items Oversize.*

*Subject: Seagram, Joseph Edward Frowde, 1903-1979*  
*Added Entries: Charles Ayton - Photographer. Geo. H. Trussler, Waterloo - Photographer. Howard Gordon - Photographer. Leatherdale, Toronto - Photographer. Peake & Whittingham, Toronto - Photographer. R.H. Peter, Toronto - Photographer. Rice, Montreal - Photographer.*

File 53           **Seagram, Joseph Emm, 1841-1919: Portraits.** - [1900?], [198-]..  
*Contents: 4 images, b&w photographs and negatives, copies and originals. Two portraits are original cabinet photographs by Lancefield's Studio, Ottawa.*

*Subject: Seagram, Joseph Emm, 1841-1919.*  
*Added Entries: Lancefield's Studio, Ottawa - Photographer*



- File 54      **Seagram Family: Horse Racing.** - 1898-[197-].  
*Contents: 21 images, b&w photographs and negatives, many oversize. Most are originals. Subjects include a Old Woodbine Racetrack, 1898, of Seagram horses, their jockeys and trainers. Includes one colour print taken from a painting. Some items oversize.*
- File 55      **Seagram Family: Residences.** - [190-?]-[198-].  
*Contents: 8 images, b&w photographs and negatives, copies and 5 originals. Subjects include Bratton House, 22 Willow St., Waterloo, a house on King St. S. lived in by E.F. Seagram from 1903-1919, and interior views of J.E.F. Seagram's home on Albert St. taken ca. 1982.*
- File 56      **Seagram Family: Unidentified Portraits.** - [189-?]-[191-?].  
*Contents: 10 images, b&w photographs, originals, mostly studio portraits, some oversize. Subjects include two brides and a baby. Photographers include Ashley and Crippen, MacAdam, Montreal, 2 by Notman & Son, Montreal, Freeland, Toronto, and Lyonde, Toronto. Some items Oversize.*  
*Added Entries: Asheley & Crippen - Photographer. MacAdam, Montreal - Photographer. Lyonde, Toronto - Photographer. Notman & Son, Montreal - Photographer. Freeland, Toronto - Photographer.*
- File 57      **Warnock, Adam: Portrait.** - 1984.  
*Contents: 1 images, b&w photographs and negatives. These are copy prints of the Adam Warnock portrait which hangs at Gore Mutual Life, Cambridge.*

**Series 4 : Series 4: Seagram Family: Artifacts**

- Seagram family: artifacts.** - [1900?]. - 1 item.  
*Contents: series consists of a single framed item for a child's bedroom.*
- File 58      **Framed exerpt: "Charles Dickens Advice to His Son."** - [1900?].  
*Contents: one excerpt in a red frame, with inscription "For Herbert's Bedroom" in an unidentified hand on the back.*