

Seagram Museum Collection, 1657- 1994 (non-inclusive), n.d.

RG 490

- Creator:** Seagram Museum
- Extent:** 5.43m. (26 boxes) records
9980 col. slides
1345 col. photographs
20 b&w photographs
11, 067 col. negatives
105 b&w negatives
4 b&w contact sheets
66 col. postcards
20 b&w postcards
1 game
4 coins
1 bank note
- Abstract:** The textual materials of the Seagram Museum Collection fonds includes clerical records, acts, labels and various other materials that document the activities of this institution.
- Materials:** Publications, acts, photographs and labels
- Repository:** Brock University Archives
- Processed by:** Anne Adams
- Finding Aid:** Anne Adams
- Last Updated:** August 2018
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Citation: RG 490, Seagram Museum Collection, 1657-1994 (non-inclusive), n.d., Brock University Archives.

Acquisition Info:

Files were collected from the Seagram Museum Library and donated by The Seagram Company in June, 1997

Administrative History:

The Seagram Company

The Bronfman Family moved to Canada from Russia. They had made their money in the tobacco business, but found that the Canadian climate wasn't conducive to growing tobacco. In 1924, they built a distillery in LaSalle, Montreal under the name of Distillers Corporation Ltd. In 1928, the Distillers Corporation acquired the stock from Joseph E. Seagram and Sons of Waterloo, Ontario. Bronfman built his business based on the appeal of brand names developed by Seagram, these included: Calvert, Dewars, and Seven Crown. His sales were boosted during the United States' experiment with prohibition. Bronfman stayed within the confines of both Canadian law where prohibition laws had been previously repealed and American law. American prohibition ended in 1933. At that time, Bronfman's company owned a large, private stock of aged whisky. He was able to expand and establish a plant in the U.S.A. By 1948, the company's profit was 53.7 million dollars.

The company ventured into the oil and gas business during the 1950s and 1960s. By the end of 1965, the company had operations in 119 countries and their sales exceeded 1 billion dollars. The sale of whisky dropped in the 1960s, but higher end products like Crown Royal and Chivas continued to do

well. Edgar Bronfman purchased stock in MGM Studios. Unfortunately, in 1970, MGM lost 25 million dollars. Edgar Bronfman had been the chairman of the studio, but at this point he resigned.

In 1975, the name of the company was changed to the Seagram Company. The company continued to expand its liquor business. In 1980, its gas and oil properties in the U.S. were sold to Sun Co. Ltd. It retained its Canadian and international gas properties. In the late 1980s, Edgar Bronfman named his younger son, Edgar Jr. as his successor. Edgar Bronfman Jr. purchased 15% of Time-Warner in 1993 and 80% of MCA (now Universal Studios) which he sold in 1996 for 330 million dollars. In 1998, Bronfman announced that he would further expand his entertainment holdings by buying Polygram NV.

In 2000, Edgar Bronfman announced that Seagram was being sold to the French conglomerate Vivendi. The Bronfmans retained 25% of the merged company which was called Vivendi Universal. The newly merged company didn't work out and Vivendi Universal shares dropped from \$77 to less than \$25 a share. In 2003, Vivendi sold the Seagram building and auctioned off the Seagram art collection in order to pay its debts. The Seagram assets have since been acquired by other companies, such as Coca-Cola, Diageo, and Pernod Ricard.

Sources: www.thecanadianencyclopedia.com
and Opening program for the Seagram Museum

The Seagram Museum

The Seagram Museum was opened on May 16th, 1984 by the Honourable William G. Davis, Premier of Ontario. The museum was devoted to the history and technology of the wine and spirit industry. The museum focused on wine-making and distillation, as well as barrel-making and cork manufacturing. The museum was located adjacent to the Seagram Distillery in Waterloo, Ontario. In 1997, the museum closed due to lack of funds.

Willi Nassau

Wilhelm E. Nassau (Willi) was the director of the audio-visual department at Wilfrid Laurier University from 1969 until 1988. Mr. Nassau made great contributions to audiovisual displays at museums in both Canada and the United States. He contributed to the Corning Museum, Corning, New York; Seagram Museum, Waterloo; and the Drumheller Museum, Alberta. He received an honorary degree from Wilfrid Laurier in May of 1991.

Dr. Peter Swann

Dr. Peter Swann was an Asian art scholar. He was the director of the Royal Ontario Museum from 1966-1972. Later, he was an adjunct faculty member at Renison College in Waterloo, Ontario. Dr. Swann was a consultant to Seagram on matters of culture and the arts. Swann later became the Seagram Museum's first director.

Reverend Appleyard

Reverend Canon Reginald Thomas Peel Appleyard, son of Canon Edward Appleyard was ordained into the Anglican Church in 1929 at New St. Paul's Church, Woodstock, Ontario. In 1930, he was appointed as rector of the parishes of Adelaide, and Warwick in the diocese of Huron. He also served at the rector of St. John's in Cambridge, Ontario and St. Luke's in London, Ontario. Reverend Appleyard died in 1989 at the age of 85 in London, Ontario.

Scope and Content:

The bulk of the materials consist of regulations and acts, price lists, photographs, labels and discrete historical items. The original order has been maintained where possible and where no order existed like records were brought together. Some of the series are divided into sub-series based on subject matter or record format.

List of abbreviations and codes:

Some of the photographs/slides are labelled with series of code letters. This is the code key:

First digit A = Wine

Sub-categories:

Second digit

- A - Ontario
- B - Quebec
- C - Maritimes
- D - Prairies
- E - British Columbia
- F - Western States
- G - Mid-Western States
- H - Southern States
- J - Eastern States
- K - Hawaii & Alaska
- L - France
- M - Italy
- N - Australia
- P - South Africa
- Q - South America
- R - Austria & Germany
- S - Portugal & Spain

Third digit

- A - Grapes/Landscape
- B - Harvesting
- C - Pressing/Crushing
- D - Fermentation
- E - History
- F - Blending & Maturing
- G - Bottling
- H - Marketing, Tasting & Trucks
- J - Wine Cellars & Barrels
- K - Cork
- L - Folklore, Celebrations & Festivals
- M - Barrels, Trees & Manufacturing

Fourth digit

- A - Ancient History
- B - Greek and Roman History
- C - Middle Ages
- D - Renaissance
- E - Baroque
- F - Victorian
- G - Early 20th Century
- H - 1940s and 50s
- J - To Present

Abbreviations: LCBO - Liquor Control Board of Ontario

Note: The word whiskey is spelled as whiskey and whisky. The spelling whisky is usually used in Canada, Japan, Scotland, England, and Wales. Whiskey is generally used in Ireland and the United States.

Organization:

The records are arranged into 8 series.

Series I – Seagram Museum Administrative Records, 1970-1985 (non-inclusive)

Series II – Advertising, 1943-1989 (non-inclusive), n.d.

Sub-Series A. Promotional Material, 1943-1989 (non-inclusive), n.d.

Sub-Series B. International Pamphlets, 1960-1989 (non-inclusive), n.d.

Sub-Series C. Publications, 1943-1989, (non-inclusive)

Series III – Price Lists, 1838-1982 (non-inclusive), n.d.

Sub-Series A. Canadian Provincial Price Lists, 1922-1982 (non-inclusive)

Sub-Series B. Historical Price Lists from Wine and Liquor Companies, 1838-1922 (non-inclusive), n.d.

Series IV – Acts and Regulations, 1657-1984 (non-inclusive), n.d.

Sub-Series A. Canadian Liquor Advertising Regulations, 1930-1976 (non-inclusive)

Sub-Series B. Canadian Provincial Acts and Regulations, 1921-1984 (non-inclusive), n.d.

Sub-Series C. Historical Acts and Regulations, 1657-1919 (non-inclusive)

Series V – Ephemera, 1796-1989 (non-inclusive), n.d.

Sub-Series A. Information on Ephemera, 1821-1989 (non-inclusive), n.d.

Sub-Series B. Three Dimensional Items, 1796-1878 (non-inclusive), n.d.

Series VI – Discrete Historical Items, 1751-1994 (non-inclusive), n.d.

Series VII – Labels, 1800-1989 (non-inclusive), n.d.

Sub-Series A. Collection Deuzel, Bruxelles, n.d.

Sub-Series B. Grape Labels, n.d.

Sub-Series C. Assorted Loose Labels, 1986-1987, n.d.

Sub-Series D. Appleyard Label Collection, 1800-1983 (non-inclusive), n.d.

Sub-Series E. Wine Cellar Exhibition Labels, 1899-1991 (non-inclusive)

Series VIII – Photographs, Slides and Negatives, 1900-1989 (non-inclusive), n.d.

Inventory:

Series I – Seagram Museum Administrative Records, 1970-1985 (non-inclusive)

- 1.1 Correspondence, 1971, 1983-1984
- 1.2 Seagram's Archives accession list, 1983-1985
- 1.3 Seagram Museum opening includes: a *Highlights* magazine, a program, media releases, 1 flyer, 1 col. postcard, 4 col. photos, and 2 menus, 1984
- 1.4 Hardcover wine record book 32 cm. x 21 cm. There are no entries listed in this book, 1970

Series II – Advertising, 1943-1989 (non-inclusive), n.d.

Sub-Series A. Promotional Materials, 1985-1986, n.d.

- 1.5 Heublein *Tropic Freezer* flyer, 1986
- 1.6 *Black Velvet* Canadian whisky including: an advanced holiday mailing, correspondence, price lists, labels, promotional material for models, 1 poster and 4 col. photos, 1985-1986
- 1.7 *Peach Country Schnapps* including: labels, 2 flyers, advertisements for table settings and 1 col. postcard, 1986
- 1.8 Gilbey/Barnes *Twenty One* includes: tags for bottles, promotional letter and flyer, n.d.
- 1.9 Favin Imports *No* includes: history, marketing presentation, background and objectives. Also included are a flyer and a table setting card, 1986
- 1.10 Captain Morgan Rum recipes; Seagram's Vodka recipes; Seagram's magazine ad.; postcard of Joseph E. Seagram & Sons Ltd., Waterloo, Ontario; and 4 postcards of Joseph E. Seagram & Sons Inc., Lawrenceburg, Indiana, 4 col. postcards, 1 b&w postcard, n.d.

Sub-Series B. International Pamphlets, 1973-1989 (non-inclusive), n.d.

- 1.11 Pamphlets from U.S. A. wineries and Public Attitudes and Economic Patterns Fact Books from Washington D.C., 1973-1974, 1976-1977, 1989, n.d.
- 1.12 Pamphlets from British wineries, 1989-1989, n.d.
- 1.13 Seagram's pamphlet from Canada, n.d.
- 1.14 Pamphlets from French wineries, 1979, 1982, 1987, n.d.
- 1.15 Pamphlets from Italian wineries, n.d.
- 1.16 Pamphlets from Spanish wineries, 1981-1983, 1986-1988, n.d.
- 1.17 Pamphlets from Chilean wineries including labels, 1987, n.d.
- 1.18 Pamphlets from Argentinian wineries, 1978, 1988, n.d.
- 1.19 Pamphlets from Argentina including: Production of Wine booklets (in Spanish), a Basic Synthesis booklet (in Spanish), booklets from the Institute of National Vitivinicultura (in Spanish), and *Vitivinicultural and Production and Wine-Making* (in English), 1960-1986

1.20 Pamphlets from Portuguese, New Zealand and German wineries, n.d.

Sub-Series C. Publications, 1943-1989 (non-inclusive)

1.21 *Grapevine*, a Tompkin County weekly published in Ithica, New York, 1989

1.22 *Country Homes Wine Supplement*, 1988

1.23 *London Wine Trade Fair Catalogue* from the Kensington Exhibition Centre, England, 1985

1.24 *Some Economic Facts about the Beverage Distilling Industry in Canada* by J.R. Petrie, 1961

1.25 *Knowing Alcoholic Beverages: 20 Product Knowledge Seminar Sessions*, 1972

1.26 *Weight Book* from the Department of National Revenue Customs and Excise, 1971

21.5 *Chardonnay* from the Wine Advisory Board, San Francisco, California, 1971

26.1-26.7 Wine Atlases of France by Louis Larmat, including: *Les Vins des Cotes du Rhone* (2 copies), *Les Vins des Coteaux de la Loire*, *Les Eaux-de-Vie de France le Cognac*, *Le Vins de Champagne*, *Les Vins de Bordeaux* and *Les Vins de Bourgogne*. In both copies of *Les Vins des Cotes du Rhone*, the spine has come apart and the pages are loose. 1943-1944, 1946-1947, 1949, 1953

Series III – Price Lists, 1838-1982 (non-inclusive), n.d.

Sub-Series A. Canadian Provincial Price Lists, 1924-1988 (non-inclusive)

2.1-2.6 *Alberta Liquor Control Board Price Lists* numbered 2-4 and 6-59 with later volumes continuing in an unnumbered series, 1924, 1946-1973

- 2.7-2.11 *Liquor Control Board of British Columbia Price Lists* numbered 1-29 and 31-35. Also included are *The British Columbia Retail Prices List as of February 1, 1946*, two 1982 product catalogues, and an envelope addressed to The Permit Department of the Liquor Control Board, Victoria, British Columbia, 1931-1973, 1982
- 2.12-2.17 *Government Liquor Price Control Commission of Manitoba Price Lists* numbered 6, 8, 10, 13-28 and 30-58. Also included is *The 46th Annual Report of the Liquor Control Commission of Manitoba*, 1924-1943, 1946-1959, 1961-1974
- 2.18-2.21 *New Brunswick Liquor Control Board Price Lists*. By 1962 the title was changed to *The New Brunswick Liquor Control Commission*. 1928-1973
- 2.22-2.24 *Board of Liquor Control, St. John's Newfoundland Price Lists*. The title changed to *Newfoundland Board of Liquor Control* by 1963. By 1965, the title changed to *Newfoundland and Labrador Board of Liquor Control*, 1928, 1931, 1933-1934, 1945, 1947-1950, 1953, 1955-1956, 1958-1959, 1961-1969, 1971-1973
- 2.25-2.26 *North West Territories Territorial Liquor Stores Price Lists*. By 1956, the title changed to *Administration of the Northwest Territories*. By 1957, it changed to *Government of the Northwest Territories*. By 1970, the title changed to *Northwest Territories Liquor Control System*. Lists from 1964 onwards are numbered 5-7, 9 and 11-13, 1946, 1951-1954, 1956-1957, 1959-1961, 1963-1966, 1968, 1970, 1972-1973
- 2.27-2.31 *Nova Scotia Liquor Commission Price Lists* numbered 1-12, 15, 17, 19, 22-23 and 26. Up until 1961, some of the price lists are numbered and some are not. Beginning in 1961, they have dates, but no numbers, 1930-1931, 1933-1937, 1940-1942, 1946, 1949, 1951-1959, 1961-1973
- 2.32-2.38 Contained in these folders are: *Ontario Government Dispensaries, Board of License Commissioners for Ontario by authority of the Ontario Temperance Act General Price Lists* and *Price List to Druggists* for 1924 and 1926 and *Liquor Control Board of Ontario*

Price Lists numbered 1-34, 36-43, 1924, 1926-1929, 1932-1933, 1935, 1937-1938, 1940-1942, 1944, 1946-1956, 1958, 1962-1968

3.1-3.4 *Liquor Control Board of Ontario Price Lists* numbered 44-47, 49-50, 52-55, 57, 60-67, 69-70, 73, 76, 84-85, 87, 90, 95 and 100. The title changed to *Ontario Liquor Store Price List* by 1971 and *Ontario Liquor Store* by 1977. By 1985, it was changed to *Liquor Control Board of Ontario Product List*. Also included is *The Liquor Control Board of Ontario Listings Catalogue for October, 1976*, volume 76 no.3, 1969-1972, 1976-1988

3.5-3.6 Included are: *The Province of Prince Edward Island Retail Vendor Price List* of February 6, 1950; *Prince Edward Island Temperance Commission Price Lists* numbered 10, 12 and 14-16; and *Price Lists of the Prince Edward Island Liquor Control Commission*. By 1967, the title changed to *Province of Prince Edward Island Price List*, 1950-1951, 1955-1956, 1959-1960, 1964, 1966-1971, 1973

3.7-3.15 *Quebec Liquor Commission Price Lists* numbered 12, 16, 20, 22, 25-41, 44-67 and *Quebec Liquor Commission Wholesale Price Lists* numbered 13-14. The title of the *Liquor Commission Price Lists* changed to *Quebec Liquor Board Price Lists* in 1961. These lists are numbered 68-71, 73-78 and 80-81, 1922, 1924-1925, 1928-1929, 1931-1942, 1944-1945, 1947-1963, 1965-1967, 1969-1970, 1972-1973

3.16-3.19 Saskatchewan Liquor Board Price Lists numbered 1-48 and 50-55, 1925-1943, 1945-1948, 1950-1952, 1954-1956, 1958-1969, 1971, 1973

3.20-3.22 *Price Lists for Government Liquor Stores, Yukon Territory*. In 1951, the title was changed to *Government of Yukon Territory Liquor Price Lists*, 1930, 1935, 1938, 1942, 1949, 1951, 1953, 1955, 1957-1959, 1961-1962, 1964, 1966, 1968-1972

Sub-Series B. Historical Price Lists from Wine and Liquor Companies and Importers, 1838-1922 (non-inclusive), n.d.

3.23 Price lists from Canada including: St. David's Wine Growers Co., Toronto; J.A. Bleakley, Montreal; Exporters Limited, Montreal;

George Percival & Co., Montreal; James S. Giles, Montreal; Wilson & Lefebvre, Montreal; The Golden Gate Liquor Co., Montreal; Hudson & Orsali, Montreal; Consumers Import Co., Montreal; Loch & Galbraith, Guelph; J.F. Creen, Montreal; Moquin Brothers, Montreal; E.T. Sandell & Co., Toronto; The Leader Wholesale Co., Montreal; Laporte, Martin, Limitee, Montreal; Lawrence & Wilson Co., Montreal; S.B. Townsend, Montreal; A. H. Carrillo, Montreal; J.M. Douglas & Co., Montreal; Frontenac Breweries, Montreal; 1917-1918, 1920-1921, n.d.

- 3.24 Price lists from Direct Import Co., Montreal including 1 order form and a business card from the sales manager, n.d.
- 3.25 Price lists from The Lawrence A. Wilson Co., Montreal including 1 envelope and 2 order forms, 1916, 1921, n.d.
- 3.26 Price lists from Michie, Mara Co., Montreal which includes a memorandum regarding the wines, 1917, 1920, n.d.
- 3.27 R. H. Howard & Co., Montreal price lists and 2 order forms, 1917, n.d.
- 3.28 Price lists from the United States including : Stone Hill Wine Co., Missouri; Wiehl & Widmann Wholesale, New York; Albert Hergott Wines & Liquors, Buffalo, New York; Otard, Dupuy & Co., New York; Fred 'K de Bary & Co., New York ; Morten & Co., New York; Kirchner & Hann, Portland, Oregon; Thomas Furlong Wine Merchant, Boston; Consumer Import Co., Niagara Falls, New York; John Sutton, Buffalo, New York; George J. Foy, Buffalo, New York. This folder also includes Champagne shipping statistics, 1903, 1905, 1907-1908, 1911, 1917, 1920, n.d.
- 3.29 E.T. Sandell & Co., Niagara Falls, New York price lists including correspondence, 1916-1917, n.d.
- 3.30 United Kingdom price lists including: William Bryce & Co., London; G.R. Hugon, London; Messrs J. Cockburn & Campbell, Edinburgh, Scotland; Wm. Melton Tavern, London; Robert Cockburn & Co., Edinburgh, Scotland; The Bodega Co., Liverpool; Messrs. Oliver &

Son, Leeds; Bulloch, Lade & Co., Edinburgh, Scotland; Harrods, London; Scott & Loft, Southard ,1838, 1870, 1873, 1922, n.d.

- 3.31 Price list from Erven Lucas Bols Fine Dutch Liqueurs, Amsterdam, 1920
- 3.32 Special price list of wines and champagnes shipped by various companies, n.d.
- 3.33 Price list of Spanish corks from William Ellis, London, n.d.

Series IV – Acts and Regulations, 1657-1984 (non-inclusive), n.d.

Sub-Series A. Canadian Liquor Advertising Regulations, 1930-1976 (non-inclusive)

- 3.34 Includes: Quebec Liquor Commission extracts from the regulations concerning spirituous liquor; An act to amend the *Interpretation Act* from British Columbia; a summary of all the provincial regulations regarding tourists or non-residents; The Quebec Liquor Commission regulations; a booklet entitled *Operating with the Approval of the Quebec Liquor Board*; The L.C.B.O. directive on advertising; Manitoba Regulations made under the authority of the Liquor Control Act; and The New Quebec Advertising Code. Relevant correspondence is included in this file, 1931, 1937, 1940-1941, 1949-1950, 1967-1968
- 3.35 Correspondence regarding the advertising regulations. Included is an article entitled *Legal Aspects of Advertising* from the October 1938 volume of *The Canadian Advertising Journal*. 1930-1931, 1933-1936, 1938-1939, 1941-1942, 1953, 1955
- 3.36 Canadian Advertising Requirements and Restrictions, by province for the distilled spirits industry, 1976

Sub-Series B. Canadian Provincial Acts and Regulations, 1921-1984 (non-inclusive), n.d.

- 3.37 Alberta: The Government Liquor Control Act of Alberta and Regulations under The Liquor Control Act; The Liquor Licensing Act

and The Liquor Plebiscites Act from the Alberta Liquor Control Board, 1928, 1933, 1940, 1950, 1958

- 3.38 British Columbia: An Act to provide for Government Control and Sale of Alcoholic Liquors in British Columbia; an Act to Authorize an Agreement between the Government of the Dominion and the Government of the Province respecting the Liquor Revenues of the Province; Liquor Control Board Regulation no. 22; Liquor Control Board Regulation no. 36; Regulations made under The Government Liquor Act and The Government Liquor Act and Regulations, 1924, 1927, 1936, 1944, 1946-1948, 1953, 1961,
- 4.1 New Brunswick: Handbook of Information Concerning The Intoxicating Liquor Act; Regulations of the New Brunswick Liquor Control Board; The Intoxicating Liquor Act and the regulations made thereunder; An Act to Regulate and Control the Sale of Liquor; The Liquor Control Act; Liquor Control Act Regulations; An Act to Amend the Liquor Control Act and The Eighth Annual Report of the New Brunswick Liquor Control Commission. Within this file there is a slide which has the first page of the act establishing the New Brunswick Liquor Control Board (correspondence is included with the slide), 1 col. slide, 1927-1928, 1931-1932, 1961-1963, 1970, 1984
- 4.2 Newfoundland: An Act for the Regulation and Sale of Alcoholic Liquors; An Act further to Amend the Alcoholic Liquors Act; and The 1952, 1953 and 1954 Newfoundland Alcoholic Liquors Acts, 1949, 1951-1954
- 4.3 Nova Scotia: Report of the Inspector-in-Chief under the Nova Scotia Temperance Act; Chapter 2 of An Act to Provide for the Regulation and Sale of Alcoholic Liquors; Statement of Policy of The Liquor License Board Respecting Liquor Advertising and the Forty-First Report of The Nova Scotia Liquor Commission, 1924, 1931, 1935, 1968, 1970-1971
- 4.4 Northwest Territories: An Act Respecting the Northwest Territories and An Ordinance to Provide for the Control, Regulation and Sale of Liquor in the Northwest Territories, 1927, 1940, 1960

- 4.5 Ontario: Rules and Regulations under the Retail Sales Act; The Liquor License Act and Regulations thereunder and the Liquor Control Act, 1965-1966, n.d.
- 4.6 Ontario: The 40th-50th and 52nd- Reports of the Liquor Control Board of Ontario, 1966-1978
- 4.7 Prince Edward Island: An Act to Consolidate and Amend the Various Acts Relating to the Prohibition of Intoxicating Liquors; Prince Edward Island Temperance Act; Regulations of the Prince Edward Island Temperance Act; An Act to Amend the Temperance Act; The Liquor Control Act (formerly The Temperance Act), 1921, 1948, 1951-1956
- 4.8 Quebec: The Revised Statutes of Quebec; 1965-1966 Quebec Liquor Board Annual Report (in English); Quebec Liquor Board Annual Reports for 1967-1971 (in French); Quebec Liquor Corporation 1st, 2nd and 3rd Reports (no.1 is in French and English, nos. 2&3 are in French), 1941, 1965-1974
- 4.9 Saskatchewan: Statues of Saskatchewan; An Act to Amend the Liquor Act; Province of Saskatchewan Regulations of The Liquor Board; The Liquor Act; An Act to Provide for the Regulation and Sale of Alcoholic Liquors; Regulations Nos. 1-15 under The Liquor Act; Extracts from The Saskatchewan Gazette; Province of Saskatchewan Copy of Regulations under The Liquor Act; Province of Saskatchewan Copy of Amending Regulations; 1930-1932, 1936-1941, 1947-1951, 1953, 1955, 1958

Sub-Series C. Historical Acts and Regulations, 1657-1919 (non-inclusive)

- 4.10 An Act for limiting and setting the prices for wines, London, England, 1657
- 4.11 An Act to lay and collect a duty upon stills, Province of Upper Canada, 1794
- 4.12 Amendments to import rum and spirits to British Colonies in West Indies and into Quebec without duties, 1790

- 4.13 Act regarding distillation in Scotland, 1822
- 4.14 Act of Parliament preventing private distillation, Scotland, 1824
- 4.15 Act to regulate the granting of certificates, Scotland, 1828
- 4.16 Act regarding duties on distilleries, Canada, 1844
- 4.17 Sugar Distillation Act, United Kingdom, 1847
- 4.18 An Act to establish a fund towards defraying the charges of the administration of justice and support of the civil government within the province of Quebec, 1899
- 4.19 The National Prohibition Act, United States, 8 b&w negatives, 1919
- 4.20 An act for laying a duty on the retailers of spirits, London, 1736

Series V – Ephemera, 1796-1989 (non-inclusive), n.d.

Sub-Series A. Information on Ephemera, 1821-1989 (non-inclusive), n.d.

- 1.27-1.30 Photocopies of articles and catalogue entries regarding corkscrews, 1821-1985 (non-inclusive)
- 1.31 Amorim Cork and Ipocork folders and flyers and other promotional material, 1989
- 24.11 The making of corks, 43 col. slides, n.d.
- 24.12 Cork, 15 col. slides, n.d.
- 5.11 Directions for operating attrition mill from Sprout, Waldron and Co., Manual for Oram's thin hoop driver from the John S. Oram Co.; Oram Barrel Machinery Catalogue, Cleveland, Ohio, n.d.

Sub-Series B. Three Dimensional Items, 1796-1878 (non-inclusive), n.d.

- 5.12 Money: 1 Dominion of Canada dollar note; 1 coin engraved with ‘Success to the Port of Leith, Payable at the house of John White, Kirkgate Leith’ Edinburgh; 1 coin engraved with ‘Inclined plane at Ketley, erected in 1779, span 100 feet’ from the United Kingdom; 1 Perth halfpenny engraved with ‘Payable at David Peter’s Wines and Spirits’; 1 Quebec bank token worth 1penny, 1796-1797, 1789, 1852, 1878
- 5.13 1 card game, *Vino Poly* les Jeux de Vin, from France, n.d.

Series VI – Discrete Historical Items, 1751-1994 (non-inclusive), n.d.

- 4.21 Recipes for alcoholic beverages including: *Sloppy Joes’s Cocktails Manual*, Cuba; *Compendium of Festive and Seasonable Stingo Recipes* from Stag Brewery, Pimlico, London; Le Bar Noilly Prat, France; *Glysmic King of Table Waters Booze Book* from Glysmic Spring Co., Wisconsin; *Specialites de la Gastronomie Beaujolaise*, France; and *Forty Famous Cocktails*, New York, N.Y. , 1933, n.d.
- 4.22 Picture of Habit de Tannellier, n.d.
- 4.23 *Plain Facts* in relation to the state of intemperance at Meredith Bridge, 1836
- 4.24 Stock list from the King Edward Hotel Company, Toronto, n.d.
- 4.25 Gilbey’s Report on quality of vintages, 1884-1910
- 4.26 Decanting and Serving Wine from A. Hellmers & Sons, London, England, n.d.
- 4.27 Bills of landing from Oporto, Portugal, 1906
- 4.28 Advertising including: Plymouth Gin, U.S.A.; *Port: A Little Guide to the Wonderful Wine from Portugal*; Old Charter Bourbon bookmark; Green River Whiskey ink blotter; Stonewall Whiskey, U.S.A.; The Vichy Co., France; an ad from the Ontario Quick Service Co., Niagara Falls, N.Y. that states that whiskey prices are down; S.T. Suit’s Standard Whiskies, U.S. A.; Ovita the health food drink, Kent, England; David Nicholson’s Liquid Bread, Albany, N.Y.; J.S. Stone

Bourbon Whisky, Boston; F.H. Lowerre, New York; Hunter Baltimore Rye; John Jameson Whiskey; Gibson's Whiskey, Philadelphia. Pa.; Paul Jones Whiskey, Baltimore; Pomagne Champagne, London and White Horse Scotch, New York 1893, 1898, 1907, 1910, 1912, 1934 1938, n.d.

- 4.29 Train schedules with advertising (in German), 1921-1922, n.d.
- 4.30 1 coloured postcard representing Porto, 1 coloured postcard representing Bordeaux, 5 coloured cartoon postcards, 1 set of 8 coloured postcards from Cavas Codorniu, 1 coloured postcard of a moonshine still in old Kentucky and 1 b&w postcard of The Derby Bar, Amsterdam, Holland with correspondence. Some of the postcards have writing on them. Two of the cards are postmarked, 16 col. postcards, 1 b&w postcard, 1909, 1938, 1994, n.d.
- 4.31 Framed postcards including: the home of Etienne Augier, France; an ad for John Jameson's Whiskey; the making of Cognac and a postcard depicting grape pickers, 1 coloured postcard, 3 b&w postcards, 1789, n.d.
- 4.32 Postcards including: The Monterey Vineyard, California; Barton and Guestier, France; Kloster Eberbach, Germany; Otard, Dupuy and Co., New York City; Isle of Jura; Clos du Val Wine Co., California; Le Chateau d'Yquem, France; Despujols Vins de Bordeaux, France; Seppeltsfield Winery, Australia; Cos D'Estournal; Barossa Valley; Mommessin; Paul Masson Wine Cellars, California; Joseph Perrier Champagne; Chateau Yaldara, Lyndoch; Chateau Ducru Beaucaillou, France; Yalumba Winery, Australia; Gonzalez Byass, Jerez; Chateau Reynella, Australia; Surinam; Chateau Cheval Blanc; Fecamp Distillery and Museum; Freixenet; Chateau Langoa Barton; Chateau du Dehez; Remy Martin Cognac; Domaine du Chateau de Pizay; Hotel Knickerbocker; Chateau du Medoc; Chateau Mouton Rothschild, France; Bardstown, Nelson County Kentucky and alcohol related comic cards, 43 col. postcards, 15 b&w postcards, 1900, 1905, 1930, 1966, 1970, n.d.
- 4.33 Page from *The U.S. Internal Revenue Gauger's manual*, 1880
- 4.34 Report on the Vine Culture Chasselas en Treilles, Paris, 1848

- 4.35 *To Gage a Spheroid*, 1790
- 4.36 Cartoons from *Punch* or the *London Charivari*, 1855, 1857
- 4.37 Beer cartoon by Thomas Moore, n.d.
- 4.38 Page from a book *How to Find the Contents of Tanks*, n.d.
- 4.39 *Industrial Alcohol* from the Canadian Industrial Alcohol Company, Montreal, 1926
- 4.40 Wine catalogues from private estates, 1835, 1884
- 4.41 Pages from Martineau & Smith Trade Journal, 1885
- 4.42 An article entitled *Wine in America* from *Harper's New Monthly Magazine*, 1870
- 4.43 Pages from Scientific American including an article on Tarturic Acid on page 277, 1874
- 4.44 Correspondence including: a letter to Messrs. Lloyd & Co. Wine Merchants of St. James Street; a letter to Charles Begin (in French) and a letter from Ehrmann Brothers of London, 1796, 1910, n.d.
- 4.45 James and George Stodart Distillers Ltd., Glasgow documents including: a price list, order forms and a letter announcing the appointment of Stodart's Canadian Agency, n.d.
- 4.46 List of wines for sale in Cornhill, England, 1751
- 4.47 Prohibition prescription blanks, 1923, 1926, 1929, 1932
- 4.48 A handwritten card about determining alcohol content (in French), n.d.
- 4.49 Alcohol content table (in French), n.d.

- 4.50 An article from the Buffalo Citizens' Committee of 10,000 for Law Enforcement entitled *Some Canadians are Wondering Just What IS Being Controlled*, n.d.
- 4.51 Menus from various events and cafes. Most of the menus are from France and one is from San Francisco. Two of the menus contain no text, 1766, 1849, 1900, 1910, 1942
- 4.52 *And the Toast is...a miniature anthology of Drinking Songs seasoned with a little prose*. Decorations are by William Littlewood, Knights Press, Northwood, Middlesex, 1950
- 5.1 An Indignation Meeting notice from Moosomin, Saskatchewan, 1888
- 5.2 Excise stamps from Ottawa, 1914
- 5.3 Individual beer ration book, Ontario; Individual Ontario wine ration book and Native wine ration stamps, 1943-1944, 1947
- 5.4 Orders to the following companies: Kelly Evans, Toronto; Leader Wholesale Liquor Co., Montreal; A. Jullien, Paris; Seagram & Roos, Waterloo; Beverly Bros., Wakefield and Andrew Usher & Coy, Edinburgh, 1838, 1882, 1904, 1911, n.d.
- 5.5 Receipts from the following companies: Barry & Patten, San Francisco; Milton Distillery and John Begg, London. 1859, 186?, 1896, 1904
- 5.6 Invoices from the following companies: Fred Sharland Importer; David Wyer's and A.P. Hotaling & Co., 1753, 1854, 1885-1886, 1888
- 5.7 Toronto Public House and Club Licenses for the Earl French Memorial Club, 1953-1955
- 5.8 License to sell distilled spirits issued to Francis Flower of Massachusetts, 1794
- 5.9 License to sell liquor issued to Jean Baptiste Bureau of Montreal, 1805

- 5.10 Music score of *How are you going to Wet your Whistle when the Whole Darn World goes Dry* by Francis Byrne, Frank McIntyre and Percy Wenrich, n.d.
- 25.1 Music score of *The Drunkard's Home Temperance Song and Chorus* by Frank Howard, 1868
- 25.2 The Wine and Food Society Diner de Noel des Pape Clement V menu, 1940
- 25.3 Article on Cognac from *L'Encyclopedie Contempraine*, 1898
- 25.4 Newspaper articles from the *Illustrated London News*, the *Spirit of the Times* and the *Illustrated News of the World*, 1854, 1876, 1879-1880, 1889, 1891, 1893
- 25.6 4 posters from the Ontario Temperance Federation for teenage turnouts and Alcohol Education Week, n.d.
- O.1 Poster published by the Prohibition Federation of Canada (Temperance lesson no.12) and Poster prepared for the Board of Evangelism and Social Service of the United Church of Canada by the Ontario Temperance Federation, n.d. [in oversize drawers]

Series VII – Labels, 1800-1991 (non-inclusive), n.d.

Sub-Series A. Collection Deuzel, Bruxelles, n.d.

- 25.7 This series consists of 14 labels which are mounted on a board. All of the labels are in French, n.d.

Sub-Series B. Grape Labels, n.d.

- 5.14 Grape labels from New York State, n.d.
- 5.15 Grape labels from California, n.d.

Sub-Series C. Assorted Loose Labels, 1986-1987, n.d.

- 5.16 Paul Masson, Golden West Canadian Rye Whiskey, Port, G.H. Mumm, Gilbey John Palliser, Bailey's Original Irish Cream and Tonneau du Compte (red & white) and labels from Adams & Rinehart Inc. with a set of slides used in their 1986 annual report along with corresponding letter, 8 col. slides, 1986-1987, n.d.
- 5.17 Labels from Argentina, n.d.

Sub-Series D. Appleyard Label Collection – These labels were collected by Reverend Canon R.T. Appleyard of London, Ontario, 1800-1983 (non-inclusive), n.d.

- 5.18 Receipt for the Appleyard Label Collection received at the Seagram Museum by S. Hall, donated by J. Farmer, 1983
- 5.19 Loose labels from Switzerland including: Imesch Sierre, Provins Valais and Les Vins du Valais, 1968
- 5.20 Loose labels: Tequila from Mexico including: Jose Cuero and Tequila Sauza, n.d.
- 5.21 Loose labels: Wines from South Tyrol and Turkey including: Travaglini, Gattinara and Kavaklidere, n.d.
- 5.22 Loose labels: Wines and Champagne from Russia and Georgia (the former USSR), n.d.
- 5.23 Loose labels from Venezuela by Domecq, n.d.
- 5.24 Loose labels: Vermouth from France and Italy by Cinzano, Martini, Noilly Prat and Taylor, n.d.
- 5.25 Loose Whisky Labels from Scotland and Ireland including: Justerini and Brooks, William Teacher and Sons, John Begg, Hill Thompson & Co. Bell, Grant, Buchanan, John Jamieson & Son, Cork Distillers Co., Strong, the Glenfiddich Distillery, Ballanyine, John Dewar and Johnnie Walker, n.d.
- 5.26 Loose labels from wines, liqueurs and spirits from Serbia, Yugoslavia and Portugal including: Teltscher Bros. Ltd., Navip, Slovenija Vino and Talis, n.d.
- 5.27 Loose labels from Cognac Menthe, I.V.B., Anisette (Bruxelles-Midi), Vermouth (Charleville) Porte Factory (Sankt Petersburg, Russia), Curaco de Hollande and Rhum de la Jamaïque, n.d.
- 5.28 Loose labels including: Shrapnell; J & F Martell Cognac, Paris from the agent William Wolff & Co., San Francisco; Rum Punch, Buffalo; and Anizette Fine, Bordeaux, n.d.

- 5.29 Loose labels from wine and spirits including: Chateau Belair, Johnston Leonard, Kreuzsch Inc. and Mercier, 1949-1972
- 5.30 Loose labels of wines and spirits from Germany including: Schlossberg, Arnold Brosch, Frankhof-Kellerei, and P.J. Valckenberg, 1964-1974
- 5.31 Loose labels from wine and spirits from France including: Bouchard Aine & Fils, Sichel and Co. and Chateau Gaillard, 1955-1973
- 5.32 Mixed loose labels from spirits and wines from the U.S.A., England, Jamaica, Mexico, Russia and other countries. Included are: Hatch Mansfield & Co. and Sebastian, 1966-1970
- 5.33 Loose wine labels from Amery in Australia, 1967-1970
- 5.34 Loose labels from Angove's in Australia, 1967
- 5.35 Loose liqueur labels from Baitz, Australia, n.d.
- 5.36 Loose wine labels from Conteville, Australia, 1973-1976
- 5.37 Loose wine labels from Barrie Bryton Vineyards, Australia, 1968-1969
- 5.38 Loose wine labels from Emu, Australia, n.d.
- 5.39 Loose wine labels from Grassi Wines, Australia, 1973-1974
- 5.40 Loose wine labels from Kaiser Stuhl, Australia, 1965-1975
- 5.41 Loose wine and brandy labels from Thomas Hardy & Sons Ltd., Australia, 1968
- 5.42 Loose wine labels from Stonyfell, Australia, 1959-1969
- 5.43 Loose wine labels from Tulloch, Australia, n.d.
- 5.44 Loose wine labels from Wynval & Romano, Australia, n.d.
- 5.45 Loose wine labels from Valdara, Australia, 1969
- 5.46 Loose wine labels from Yalumba, Australia, n.d.
- 5.47 Miscellaneous loose wine and spirit labels from Australia, 1968-1979
- 5.48 Loose wine labels from Australia including Hedges Butler, n.d.
- 5.49 Loose wine labels from Valencia, Australia, 1969
- 5.50 Loose wine and spirit labels from Canada, U.S.A., Australia, and Scotland, n.d.
- 5.51 Loose L.C.B.O. liquors and whisky labels produced in Portugal, France, Scotland, and Trinidad. Includes a letter to Reverend Appleyard from the L.C.B.O. regarding his label collecting, 1978
- 5.52 Loose beer labels from Canada and the U.S.A. including those produced by Northern Breweries, Ltd., the West End Brewing Co., Pearl Brewing and Honolulu Brewing and Malting, 1963
- 5.53 Loose Mandarine Napoleon Liqueur labels from Belgium, n.d.
- 5.54 Loose brandy labels from France, produced by Martell, Dorville, Hennessy, Remy Martin and Courvoisier, n.d.

- 6.1 Scrapbook pages containing miscellaneous labels and signed labels, n.d.
- 6.2-6.3 Scrapbook pages containing whisky labels, n.d.
- 6.4 Scrapbook pages containing scotch labels, n.d.
- 7.1 Scrapbook pages containing brandy and liqueur labels, n.d.
- 7.2 Scrapbook pages containing brandy labels, n.d.
- 7.3 Scrapbook pages containing brandy, cognac and liqueur labels, n.d.
- 8.1 Scrapbook pages containing gin labels, n.d.
- 8.2 Scrapbook pages containing rum labels, n.d.
- 8.3 Scrapbook pages containing tequila labels, n.d.
- 8.4 Scrapbook pages containing vermouth labels, n.d.
- 8.5 Scrapbook pages containing vodka labels, n.d.
- 9.1 Scrapbook pages containing Italian labels, n.d.
- 9.2-10.4 Scrapbook pages containing French labels, n.d.
- 11.1 Scrapbook pages containing Mediterranean labels including: Egypt, Madeira, Morocco, Corsica, Algeria, Tunisia, Crete, Canary Islands, Cyprus and Malta, n.d.
- 11.2 Scrapbook pages containing Mediterranean labels including: Israel, Lebanon, Greece, Turkey and Sicily, n.d.
- 11.3 Scrapbook pages containing Central and South American labels including: the West Indies, Mexico, Columbia, Argentina, Chile, Venezuela, Guyana and Guatemala, n.d.
- 11.4 Scrapbook pages containing labels from Portugal, n.d.
- 11.5 Scrapbook pages containing labels from Spain and Portugal, n.d.
- 11.6 Scrapbook pages containing labels from Majorca, Spain, n.d.
- 12.1 Scrapbook pages containing labels from California, New York and Arkansas, n.d.
- 12.2 Scrapbook pages containing labels from Ohio State, n.d.
- 12.3 Scrapbook pages containing labels from the United States, n.d.
- 13.1 Scrapbook pages containing labels from South Africa and Rhodesia, n.d.
- 13.2 Scrapbook pages containing labels from England, Ireland, Japan, Poland, India and the Union of Soviet Socialist Republics, n.d.
- 13.3 Scrapbook pages containing labels from Sweden and Norway, n.d.
- 13.4 Scrapbook pages containing labels from Switzerland, n.d.
- 14.1-14.2 Scrapbook pages containing labels from Germany, n.d.
- 14.3 Scrapbook pages containing labels from H. Schott, Germany, n.d.
- 15.1 Scrapbook pages containing labels from Bulgaria and Hungary, n.d.
- 15.2 Scrapbook pages containing labels from Central Europe including: Luxembourg, Austria, Tirol, Rumania, Yugoslavia and Denmark, n.d.

- 15.3 Scrapbook pages containing labels from Czechoslovakia, n.d.
- 16.1 Scrapbook pages containing labels from Australia, n.d.
- 16.2 Scrapbook pages containing Australian wine labels, n.d.
- 16.3 Scrapbook pages containing labels from New Zealand, n.d.
- 17.1 Loose labels from Australia and New Zealand by McWilliam, 1970-1973
- 17.2 Loose labels from wines and liqueurs from New Zealand by Mazuran, n.d.
- 17.3 Loose labels from New Zealand by Montana, n.d.
- 17.4 Loose labels from New Zealand by Panorama, n.d.
- 17.5 Loose labels from New Zealand by Peters, n.d.
- 17.6 Loose labels from New Zealand by Vidals, n.d.
- 17.7 Loose labels from wines and liqueurs from New Zealand and Australia by Holly Lodge Wineries, n.d.
- 17.8 Loose labels from Portugal including: Aveleda, Caves Aliaca, Mateus, and Avery, n.d.
- 17.9 Loose labels from Rhodesia (today's Zimbabwe), n.d.
- 17.10 Loose labels from beer and liqueur from Russia and the U.S.A. including: Atlantic Brewing Co., Staub and Wiedermann, n.d.
- 17.11 Loose labels from rum and liqueurs from Cuba, Guatemala, Jamaica and Puerto Rico by Myers, Calvert, Lambs and Captain Morgan, n.d.
- 17.12 Loose wine labels from Italy by Ricasoli, 1959
- 17.13 Loose rum labels from Jamaica and Guyana by Myers and Captain Morgan, n.d.
- 17.14 Loose wine labels from Bulgaria by Vinprom, n.d.
- 17.15 Loose gin labels from Canada by Burnett, n.d.
- 17.16 Loose mixed spirits labels: vodka, gin and whisky from Canada, U.S.A., Australia, Poland, Russia and England including: Gooderham, Hiram Walker, Pierre Smirnoff, Tchaikovsky, Gordon, Rubinoff and Wolfschmidt, 1940, n.d.
- 17.17 Loose wine labels from Sante Carolina and Chile including: Chateau Subercaseaux, Vina Maipo, Vina San Jose Tocornal and Concho Y. Toro, 1971-1975
- 17.18 Loose wine labels produced in Columbia by David & Eduardo Puyana, n.d.
- 17.19 Loose wine, brandy and liqueur labels from Cypress including: Keo Ltd., Duval and Clote & Barker Ltd., n.d.
- 17.20 Loose wine and spirit labels from the Czech Republic including Zarod Chromutor, Zarod Bzenec, Vinum Moraviae, Zarod Znojmo, Zarod Nusle and Zarod Praha, 1961-1971

- 17.21 Loose wine labels from Denmark including Berkut-Vandervoort & Co., J.J. Jacobsen Co., Peter F. Heering & Co., Nicholson and Booth, n.d.
- 17.22 Loose gin labels from England, Canada, Rhodesia (today's Zimbabwe), Republic of South Africa, U.S.A., New Zealand and Holland including: Gordon Burnett, Mr. Boston, Charles Tanqueray & Co, Nicholson and Booth, n.d.
- 17.23 Loose ale labels from the United Kingdom and Germany by Buckley, Burtonwood, Arthur Guinness & Co., Lowenbrau and Walker, n.d.
- 17.24 Loose liqueur labels from Germany including: Weinbrennere, Dettmar, Erfurt and Weinbrennerai Wilthen, n.d.
- 17.25 Loose wine and liqueur labels from England and Scotland including: Goldwell, Jules, Duval & Beaufoy Ltd.; Whiteway; Showerings Ltd.; Merrydown Co. Ltd. and Lamb & Watt Ltd., 1970
- 17.26 Loose wine labels from France including B&G (Barton & Guestier), and Baron Philippe de Rothschild, 1962-1966
- 17.27 Loose vodka, rum and gin labels from Canada including: Gilby, Carrington Distillers Ltd., Cambridge Distillers, Alberta Distillers and Marine Rum Distillers, n.d.
- 17.28 Loose wine labels from Greece including: Chaia, Andrew P. Cambas, Inoexagogiki Union des Cooperatives and Vincoles de Samos, n.d.
- 17.29 Loose wine, liqueur and spirits labels from Guatemala including: Industria Licorera Guatemalteca, S.A. and Industria Licorera Quezalteca, n.d.
- 17.30 Loose sake labels from Hawaii by Honolulu Sake Brewery & Ice Co. Ltd., n.d.
- 17.31 Loose gin labels from Canada by Hiram Walker & Sons Ltd, n.d.
- 17.32 Loose liqueur labels from Holland by Lucas Bols, n.d.
- 17.33 Loose wine and liqueur labels from Hungary, 1969
- 17.34 Loose wine, beer and liqueur labels from Israel including: Cabeer Breweries Ltd. and Societe Cooperative Vigneronne Richon le Zion & Zichron and Jacob, n.d.
- 17.35 Loose liqueur labels from Jamaica produced by Estate Industries Ltd., n.d.
- 17.36 Loose wine labels from Italy, Germany and Spain including Kiola, Melini, Folonari, Chianti, Melin, Bolla, Harveys and Minardi, 1962-1971
- 17.37 Loose wine labels from Pierre L. Brun, Lebanon, 1964

- 17.38 Loose wine labels from Madeira including: Cas dos Vinhos de Madeira, B. Grant & Co. Ltd. and Vinhos Barbeito (Madeira) Ltd., n.d.
- 17.39 Loose labels from Malta by Marsovin Coleiro Brothers Ltd., n.d.
- 17.40 Loose wine labels from Morocco, n.d.
- 17.41 Loose wine and liqueur labels from Mexico including: Bodega San Ignacio, S. de R.L. and Bodegas de Santo Tomas, n.d.
- 17.42 Various loose wine and spirit labels from the U.S.A. and Canada including: D'Agostini Winery, Frauzia Brothers, Geo. F. Long, and Meier's Almaden Vineyards, n.d.
- 17.43 Loose wine, liqueur, spirits and rum labels from the U.S.A., Canada, Czech Republic, Mexico and Austria including: D'Agostini, Italian Swiss Colony, Gallo, Paul Masson, Vickers, Potter, Roma Wine Co. and Anselmo, n.d.
- 17.44 Loose wine, liqueur, spirits and beer labels from Canada, South Africa, Australia, Mexico, Spain, France, Italy and Germany including: Chateau-Tanunda, Walter Reynell & Sons, Bols and Co-operative Winegrowers Association of H.S. Ltd., n.d.
- 17.45 Loose champagne labels from France by G.H. Mumm & Co., n.d.
- 17.46 Loose Jamaica rum labels from Canada and Portugal including Newman, n.d.
- 17.47 Loose wine and liqueur labels by Corbans from New Zealand, 1968-1970
- 17.48 Loose wine and liqueur labels by Glenvale from New Zealand, n.d.
- 17.49 Loose wine labels from Hamilton in Australia, 1973
- 17.50 Loose wine labels from Harveys in New Zealand, n.d.
- 17.51 Loose wine and liqueur labels by McDonald in New Zealand, n.d.
- 17.52 Loose wine labels from Romania, 1946-1967
- 17.53 1 Marsala label from Sicily by Harveys, n.d.
- 17.54 Loose wine, spirits, and liqueur labels from South Africa including: Nederburg Wines and Stellenryck Farmers' Wineries, 1964-1966
- 17.55 Loose wine labels from Spain and Portugal including: Bodegas Campo Viejo, Duff Gordon, Harveys, Zoilo Ruiz-Mateos and De Goni, 1958-1971
- 18.1 Loose wine labels from Houghton, Australia, 1966-1977
- 18.2 Loose wine labels from Lindemans, Australia, 1969-1976
- 18.3 Loose wine labels from McLaren Vale, Australia, 1964-1968
- 18.4 Loose wine labels from Mildara, Australia, 1968-1970
- 18.5 Loose wine labels from Martin, Australia, n.d.
- 18.6 Loose wine labels from Mount Barker, Australia, 1976

- 18.7 Loose wine labels from Orlando, Australia, 1959-1978
- 18.8 Loose wine labels from Penfolds, Australia, n.d.
- 18.9 Loose wine labels from Quelltaler, Australia, n.d.
- 18.10 Loose wine labels from Renmano, Australia, n.d.
- 18.11 Loose wine labels from Reynella, Australia, n.d.
- 18.12 Loose wine labels from Saltram, Australia, 1971-1975
- 18.13 Loose wine labels from Sandalford, Australia, 1976
- 18.14 Loose wine labels from B. Seppelt & Sons, Australia, n.d.
- 18.15 Loose wine labels from Seagers, Australia, n.d.
- 18.16 Loose wine labels from Southern Vales, Australia, n.d.
- 18.17 Loose labels from James Bond's 007 Vodka, England, n.d.
- 18.18 Loose labels from port and sherry of the 20th century, n.d.
- 18.19 Scrapbook pages of labels from L. Frumkin & Co. Ltd., London and Fulton & Co. Ltd. n.d.
- 18.20 Loose wine labels and a description of the wines including: Galestro, Muscadet, de Goulaine and Laforet Bourgogne, Toronto, 1983
- 18.21 Loose labels from Sandeman, Portugal, 1800-1935
- 18.22 Loose whiskey labels from America, n.d.
- 18.23 Loose liqueur labels, n.d.
- 18.24 Loose wine labels from Spain, n.d.
- 18.25 Loose wine labels from Germany, n.d.
- 18.26 Loose wine labels from France, n.d.
- 18.27 Loose sherry labels from Spain and port labels, n.d.
- 18.28 Loose wine labels from Yugoslavia, Cyprus, Hungary, Portugal, Austria and Israel, n.d.
- 18.29 Loose Scotch whisky labels, n.d.
- 18.30 Loose cognac, brandy, rum, and scotch whisky labels, n.d.
- 18.31 Loose port and sherry labels, n.d.
- 18.32 Loose labels from Chateau Mouton Rothschild, n.d.
- 18.33 Neck bands, n.d.

Sub-Series E. Wine Cellar Exhibition Labels – These labels are all in loose format. They were accumulated by the Seagram Museum for ‘The Wine Cellar: Art, Age and Appreciation’ which was an exhibition held in April of 1991, to educate and inform the public about wine cellars in a realistic and practical manner, 1899-1991 (non-inclusive)

- 18.34 Correspondence between the Seagram Museum and various wineries regarding an exhibition which was called ‘The Wine Cellar’. Also included are some pamphlets and folders from the wineries, 1991

- 18.35 Labels from South Australia, 1980-1989
- 18.36 Labels from California, 1978, 1980-1986
- 18.37 Labels from Australia and New South Wales, 1982-1987
- 18.38 Labels from Sonoma County, California, 1978-1988
- 18.39 Labels from the Napa Valley, California, 1978, 1980-1989
- 18.40 Bordeaux – red labels, 1970, 1975-1976, 1978-1987
- 18.41 Burgundy – white labels, 1961, 1976, 1978, 1985-1986, 1989
- 18.42 Burgundy – red labels, 1976, 1978, 1985-1986, 1989
- 18.43 Bordeaux – white labels, 1899, 1948, 1975-1976, 1983, 1985, 1988
- 18.44 Labels from Rioja, Spain, 1964, 1968, 1970, 1973, 1975, 1978, 1981-1982, 1985
- 18.45 Labels from the Rhone, France, 1978-1979, 1982-1983, 1985-1986
- 18.46 Labels from Italy, 1978, 1982, 1985-1990
- 18.47 Labels from Germany, 1971, 1973, 1975, 1983, 1985

Series VIII – Photographs, Slides and Negatives, Some of the slides and negatives have their own numbering system. This has been included whenever possible, 1900-1989 (non-inclusive), n.d.

- 19.1 A copy of the photograph code key which was included in this finding aid, n.d.
- 19.2 Wilhelm E. Nassau wine slide collection. The contents of this box have their own numbering system. There are coloured slides numbered 1-2242. Most of the slides have no identifying marks or notes. Some of the slides are marked with the photograph code. These slides have been identified through this code by a description at the top of the page, 2242 col. slides, n.d.
- 20.1 A continuation of the Wilhelm E. Nassau wine slide collection. These slides are numbered 2243-4772, 2530 col. slides, n.d.
- 21.1 A further continuation of the Wilhelm E. Nassau wine slide collection. These slides are numbered 4773-5931, 1159 col. slides, n.d.
- 21.2 Wines of Germany. These coloured negatives correspond with slides numbered 2064-2326 in the Nassau slide collection, some written descriptions are included, 225 col. negatives, n.d.

- 21.3 European wines. These coloured negatives include: the Julius Kayser Plant, Germany, Italy and Barton & Guestier in France. The negatives correspond with slides 2327-2341, 2397-2573 and 2612-2648 in the Nassau slide collection, 217 col. negatives, n.d.
- 21.4 Wines of Austria. These coloured negatives correspond with slides 3285-3589 in the Nassau slide collection, 206 col. negatives, n.d.
- 21.5 Wines of France and Austria. These negatives correspond with slides 2968-3111, 3132-3138, 3150-3224 and 3251-3284 of the Nassau slide collection, 219 col. negatives, 1986
- 21.6 Ontario wine grapes, 77 col. slides, 79 col. negatives, n.d.
- 21.7 Wines around the world including: Gold Seal Winery & Vineyards, Kayser Wine, German and Austrian harvests, Mumm's, other champagnes and New Zealand. Some written descriptions are included, 252 col. slides, 7 col. negatives, 1976, 1987, n.d.
- 21.8 Wine lecture slides of Italy, Loire, Portugal and Rhone, 81 col. slides, 1984-1985
- 21.9 Wine lecture slides, 148 col. slides, 1985
- 21.10 Wine lecture slides of Bordeaux & historical slides, 75 col. slides 1985
- 21.11 Wine lecture slides, 150 col. slides, 1985
- 21.12 Wine lecture slides – burgundy including Dr. Swann's burgundy, 84 col. slides, 1985
- 21.13 Wine slides including: Inniskillin, 193 col. slides, 3 col. negatives, n.d.
- 21.14 Wines of the world including South America and Israel, 77 col. slides, 1987
- 21.15 Wines of Canada (grapes), 48 col. photos, n.d.

- 21.16 Australia and New Zealand, some written descriptions are included, 87 col. slides, n.d.
- 22.1 Wine, Gold Seal, N.Y., 72 col. slides, 74 col. negatives, 1982
- 22.2 Wine, Gold Seal, N.Y., 90 col. slides, 89 col. negatives, 1982
- 22.3 Taylor Wine Co., Hammondsport, N.Y., 171 col. slides, 4 b&w contact sheets, 3 b&w photos, 89 b&w negatives, 27 col. negatives, 1985
- 22.4 Taylor Wine Co., Hammondsport, N.Y., 143 col. slides, 115 col. negatives, 1986
- 22.5 Willi Nassau's trip to California, including the Napa Valley and Paul Masson grapes, landscape, vineyards, harvesting, pressing and crushing, 150 col. slides, 1976-1977, 1982, 1985
- 22.6 Willi Nassau's trip to California including Paul Masson historic material, blending, bottling, marketing, wine cellars and the Christian Brothers, 198 col. slides, 1985
- 22.7 Willi Nassau's tour of California including: Sterling Vineyard, Krug Winery, Diamond Mountain Winery and Domaine Mumm Processing, 56 col. photos, 1987
- 22.8 Willi Nassau's tour of California including: Mission Carmel and Monterey Vineyards and Winery, 47 col. photos, 1987
- 22.9 Willi Nassau's tour of California including: Sterling Winery, Sterling Press House, Monterey, Napa and Lake Vineyard, 118 col. photos, 1987
- 22.10 Willi Nassau's tour of California including: Napa Valley, Sonoma Valley (Buena Vista) and Sterling Winery, 27 col. photos, 1987
- 22.11 Dr. Peter Swann's slides from the China and Japan trip, 74 col. slides, 451 col. negatives, 1988

- 22.12 Spain and Italy including: Jerez, Palomino and Sandeman, 146 col. photos, 1988
- 22.13 Spain and Italy including: Monreale Palermo, Sicily and Corvo-Castel, 87 col. photos, 1988
- 22.14 Spain and Italy including: Vesuvio, Avellino area, Mastro Berardino Winery, Torre Digiano, Pina Vineyard, Lungarotti, Trebbiano/Greimetto, Ricasole Estate, Malvasia and Vino Santo, 126 col. photos, 1988
- 22.15 Spain and Italy including: Rapallo, Duca di Asti, the wine school and museum, Castello di Grinzane, Barolo area and Mount Etna, 120 col. photos, 1988
- 22.16 Spain, 58 col. slides, n.d.
- 22.17 Italian wines including: Bersano, Brolio and Ricassoli. This file includes some descriptive notes, 111 col. slides, 1976, 1983, n.d.
- 22.18 Paris, 68 col. slides, 1986
- 22.19 Champagne tour, 151 col. slides, 1987
- 22.20 La Benedictine – Fecamp, France, 23 col. slides, n.d.
- 22.21 Cognac – Augier Freres, 52 col. slides, n.d.
- 22.22 France slides purchased by Willi Nassau and Peter Swann, 100 col. slides, n.d.
- 22.23 France, 87 col. slides, n.d.
- 22.24 France – Barton & Guestier. This file includes some notes and a work flow chart, 149 col. photos, 1989
- 22.25 France, including: a tour around Bordeaux, cellars in Chateaux Baron Phillippe Rothschild, Chateaux Museum in Cognac/Margeau, Mumms, Reims, wine museum in Beaune, vines near Avignon and wine museum in Loire, 147 col. photos, 1989

- 22.26 Burgundy wine tour, including 1 *Wine and Whiskey Tours* flyer, 86 col. photos, 69 col. slides, 1988
- 23.1 Burgundy Alsace album, 78 col. photos, 1988
- 23.2 Burgundy Alsace album, 82 col. photos, 1988
- 23.3 France and Switzerland, 157 col. slides, 65 col. negatives, n.d.
- 23.4 Portugal, 94 col. slides, 55 col. negatives, 1983
- 23.5 Willi Nassau's Portugal slides, 121 col. slides, 123 col. negatives, 1983
- 23.6 Willi Nassau's Portugal slides, 94 col. slides, 136 col. negatives, 1983
- 23.7 Portugal, 81 col. slides, 79 col. negatives, n.d.
- 23.8 Portugal, 41 col. slides, 43 col. negatives, 1983
- 23.9 Portugal, 83 col. slides, 59 col. negatives, 1983
- 23.10 Portugal, 78 col. slides, 149 col. negatives, 1983
- 23.11 Portugal wine (Port), 32 col. slides, n.d.
- 23.12 Spain and Portugal, 183 col. slides, 21 col. negatives, n.d.
- 23.13 Jerez, Portugal, 55 col. slides, 1985
- 23.14 Sandeman Sherry subjects, 20 col. slides, 1986
- 23.15 Wine (Sherry), 61 col. slides, n.d.
- 23.16 Wine in Germany, slides purchased by Willi Nassau, 80 col. slides, n.d.
- 23.17 Wine in Germany, slides purchased by Willi Nassau, 84 col. slides, n.d.

- 23.18 Willi Nassau's Austria photos, 19 col. photos, 1989
- 23.19 Dr. Peter Swann Europe trip, 17 col. slides, 1154 col. negatives, 1985
- 23.20 German wines (files numbered 101-151) with descriptive notes, 1790 col. negatives, n.d.
- 23.21 Portugal wine tour (files numbered 152-158), 222col. negatives, 1989
- 23.22 Barton & Guestier Bordeaux (files numbered 159-176), 489 col. negatives, n.d.
- 23.23 Cognac, (files numbered 176-178), 77 col. negatives, n.d.
- 23.24 Paris, Reims and Mumms Winery (files numbered 178-184), 224 col. negatives, n.d.
- 23.25 Austria (files numbered 185-222) with descriptive notes, 948 col. negatives, n.d.
- 24.1 Europe (files numbered 223-243), 362 col. negatives, n.d.
- 24.2 Jamaica (files numbered 244-255), 421 col. negatives, 1986
- 24.3 Taylor, New York – ice wine production (files numbered 256-259), 220 col. negatives, n.d.
- 24.4 Unidentified negatives (files numbered 260-270), 395 col. negatives, n.d.
- 24.5 California, including Sterling Wineries (files numbered 271-288), 649 col. negatives, n.d.
- 24.6 California including Napa Valley (files numbered 289-306), 600 col. negatives, n.d.
- 24.7 California including Napa Valley, Christian Brothers and Paul Masson (files numbered 307-326), 482 col. negatives, n.d

- 24.8 Unidentified negatives (files numbered 327-347), 759 col. negatives, n.d.
- 24.9 An assortment of slides and photos including: 2 antique photos, one is from a Buffalo liquor store (date is somewhere between 1900-1920); a classic brandy still from Bordeaux, France; harvest of Chateau Magnol wine; Chateau du Dehez; photographs of historical and interesting places at Santiago de Cuba; a slide of the painting *Emigrant Ship Leaving Belfast in 1852* with corresponding correspondence and a cut through a blue grape, 1 col. photo, 8 b&w photos, 3 col. negatives, 2 col. slides, [1900-1920], 1984, n.d.
- 24.10 Photos from *Rum Across the Border* by Allan S. Everest. Rouses Point – Lacolle 223 border crossing connects Lacolle, Quebec and Rouses Point, New York. During prohibition in the United States, this was a popular crossing. These photos are accompanied by explanations from the book. 9 b&w photos, 8 b&w negatives, 1984

Material Held at Other Repositories:

City of Waterloo Museum, Seagram Collection, 550 King St. N.
Waterloo, Ont.

Seagram Museum collection, Hagley Museum and Library
Wilmington, Delaware, U.S.A.

Seagram Museum Collection, University of Waterloo, Ontario

Seagram Museum rare book collection, University of Waterloo,
Ontario

Seagram material donated to Wilfrid Laurier University, Waterloo,
Ontario

Related Material:

Britton, J. (1998). Seagram Museum fonds. Waterloo, Ont.:
University of Waterloo Library.

Bronfman, E. M. (1998). *Good spirits: The making of businessman*. New York: Putnam.

Bronfman, S., & Seagram Museum Library. (1970). --From little acorns--. Montréal: S.N.

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Faith, N. (2006). *The Bronfmans: The rise and fall of the house of Seagram* (1st ed.). New York: St. Martin's Press.

Newman, P. C., & Seagram Museum Library. (1979). *King of the castle: The making of a dynasty: Seagram's and the Bronfman empire* (1 American ed.). New York: Atheneum.

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Seagram Museum Library. (1972). *Leadership: The story of Seagram's seven crown*. New York: Seagram Distillers.

Seagram Museum Library, & Ontario Historical Society. (1994). *Past reflections: Museum clippings*. Willowdale, Ont.: Ontario Historical Society.

University of Waterloo. Doris Lewis Rare Book Room. (1998).
Seagram museum rare book collection: List of titles in TRELIS.
Waterloo, Ont.: University of Waterloo Library, Doris Lewis Rare
Book Room.

