

 <p>THE UNIVERSITY OF MELBOURNE</p>	<b>THE UNIVERSITY OF MELBOURNE ARCHIVES</b>
<b>NAME OF COLLECTION</b>	<b>W.J Seabrook &amp; Son Pty Ltd</b>
<b>ACCESSION NO</b>	2012.0273
<b>CATEGORY</b>	Business, Organisations
<b>ACTIVITY</b>	Wine, Spirit and provisions merchants, importers
<b>DATE RANGE</b>	1908-1970
<b>SIZE OF COLLECTION</b>	28 boxes

<b>HISTORICAL NOTE</b>	<p>WJ Seabrook started a wine brokers business in Melbourne back in 1878 assessing wine from many regions of Australia. W.J. Seabrook, one of Australia's earliest wine merchants, he was a judge at the inaugural Royal Melbourne Wine Show in 1888. His son, T.C. followed his father as an acclaimed judge for 35 years and began working at the family wine business from the age of 12 and began to operate the business at age of 27.</p> <p>As a broker, TC assessed fortified and table wines and relied on his extensive contacts with vigneron, hoteliers and restaurateurs. Typically, the trade was in hogsheads, wicker-covered, ceramic demijohns and special bottles of wine were sold direct to the public.</p> <p>After 1940 W. J. Seabrook &amp; Son evolved. The firm imported and exported wines, and began to produce its own blends under the Seabrook label. TC Seabrook was meticulous about wine and rarely drank a glass without appraising it. He became one of an influential group of connoisseurs who helped to keep the trade alive when it was threatened by temperance restrictions, failing vineyards and a beer-drinking society's lack of understanding.</p> <p>He was honorary secretary (1910-35) and president (1964-67) of the Viticultural Society of Victoria and in 1963 he was appointed O.B.E. Like his father before him and his son Douglas after him, he was chairman of wine judges at the Victorian Royal Agricultural Show.</p> <p>Doug's son, Iain took the family baton and worked in the family business from 1964 as well as judging at Melbourne for several years. Douglas, who suffered from the effects of poliomyelitis, sold the family business in 1976 and retired. Iain went on to continue working in the wine trade in sales and marketing and then again as a wine broker based in the Barossa Valley.</p> <p>Source: WJ Seabrook Wines, <a href="http://www.seabrookwines.com.au/#!/history">http://www.seabrookwines.com.au/#!/history</a></p>
<b>DATE OF TRANSFER</b>	October 2012
<b>ACCESS CONDITIONS</b>	Access: Open
<b>DESCRIPTION</b>	
<b>NOTE ON COLLECTIONS</b>	

<b>NOTE ON LISTING</b>	The correspondence records are arranged in chronological date periods, mostly in alphabetical order for each date period. Throughout correspondence records are titled in two ways. The first is by company name i.e. JJ Goller and the second is general alphabetical files titled i.e. N Sundries, N General, XYZ Miscellaneous, Correspondence G-Z.
<b>LISTED BY</b>	Melinda Barrie
<b>DATE</b>	2013

<b>Item Number</b>	<b>Unit/Box</b>	<b>Title</b>	<b>Date</b>
2012.0273.0001	2012.0273 Unit 1	William Fink & Co London	1932-1935
2012.0273.0002	2012.0273 Unit 1	A Simon - Seitz Works Germany	1932-1934
2012.0273.0003	2012.0273 Unit 1	Angrove Wine	1935-1937
2012.0273.0004	2012.0273 Unit 1	Argus	1935-1937
2012.0273.0005	2012.0273 Unit 1	A Sundries	1935-1937
2012.0273.0006	2012.0273 Unit 1	J Bartson - Rino Vineyards	1936-1937
2012.0273.0007	2012.0273 Unit 1	H Buring & Sobels	1935-1937
2012.0273.0008	2012.0273 Unit 1	Berri Wine Co-operative	1935-1937
2012.0273.0009	2012.0273 Unit 1	Brown Brothers	1935-1937
2012.0273.0010	2012.0273 Unit 1	Robert Bryce & Co Ltd	1935-1937
2012.0273.0011	2012.0273 Unit 1	Leo Buring Ltd	1935-1937
2012.0273.0012	2012.0273 Unit 2	Booth Brothers Glen Rowan	1935-1937
2012.0273.0013	2012.0273 Unit 2	B Sundries	1935-1937
2012.0273.0014	2012.0273 Unit 2	Chas Cole & Co Pty	1935-1937
2012.0273.0015	2012.0273 Unit 2	AF Cullen - The Tulleries Vineyard	1935-1937
2012.0273.0016	2012.0273 Unit 2	WH Chambers	1935-1937
2012.0273.0017	2012.0273 Unit 2	R Cleland	1935-1937
2012.0273.0018	2012.0273 Unit 2	Caldwall Wines Ltd	1935-1937
2012.0273.0019	2012.0273 Unit 2	C Sundries	1935-1937
2012.0273.0020	2012.0273 Unit 2	Dyer & Phillips Sydney	1935-1937
2012.0273.0021	2012.0273 Unit 2	RH Dawson Glenlinton Whittlesea	1935-1937
2012.0273.0022	2012.0273 Unit 2	Deppler Brothers	1935-1937
2012.0273.0023	2012.0273 Unit 2	D Sundries	1935-1937
2012.0273.0024	2012.0273 Unit 2	Herman Erhard & Co	1935-1937
2012.0273.0025	2012.0273 Unit 2	Excelsior Vineyards - Mooroopina	1935-1937
2012.0273.0026	2012.0273 Unit 2	F Sundries	1935-1937
2012.0273.0027	2012.0273 Unit 2	JJ Goller & Co Pty Ltd	1935-1937
2012.0273.0028	2012.0273 Unit 2	G Gramp & Sons	1935-1937
2012.0273.0029	2012.0273 Unit 2	G Sundries	1935-1937
2012.0273.0030	2012.0273 Unit 2	Thomas Hardy	1935-1937
2012.0273.0031	2012.0273 Unit 2	Houghton Wines	1935-1937
2012.0273.0032	2012.0273 Unit 2	JAR Howse	1935-1937
2012.0273.0033	2012.0273 Unit 2	H Sundries	1935-1937
2012.0273.0034	2012.0273 Unit 3	Australian Wine Board	1938
2012.0273.0035	2012.0273 Unit 3	Australian Wines Limited	1938
2012.0273.0036	2012.0273 Unit 3	GH Adams	1938
2012.0273.0037	2012.0273 Unit 3	Atkins Wine Tonics	1938
2012.0273.0038	2012.0273 Unit 3	St Angus Wines Angroves Wines	1938
2012.0273.0039	2012.0273 Unit 3	The Berk Products Co & Sydney	1938
2012.0273.0040	2012.0273 Unit 3	H Buring & Sobels	1938
2012.0273.0041	2012.0273 Unit 3	Beelbangera Vignerons Co-Op	1938
2012.0273.0042	2012.0273 Unit 3	Leo Buring Ltd	1938
2012.0273.0043	2012.0273 Unit 3	Brown Brothers	1938
2012.0273.0044	2012.0273 Unit 3	Robert Bryce & Co Ltd	1938
2012.0273.0045	2012.0273 Unit 3	B Sundries	1938
2012.0273.0046	2012.0273 Unit 3	Booth Brothers Taminick	1938
2012.0273.0047	2012.0273 Unit 3	AF Cullen - The Tulleries Vineyard	1938

2012.0273.0048	2012.0273 Unit 3	Chas Cole Geelong	1938
2012.0273.0049	2012.0273 Unit 3	C Sundries	1938
2012.0273.0050	2012.0273 Unit 3	RE Dawson - Glenlinton Whittlesea	1938
2012.0273.0051	2012.0273 Unit 3	Dyer & Phillips Sydney	1938
2012.0273.0052	2012.0273 Unit 3	Darveniza Brothers - Excelsior Vineyard	1938
2012.0273.0053	2012.0273 Unit 3	D Sundries	1938
2012.0273.0054	2012.0273 Unit 3	Herman Erhard & Co	1938
2012.0273.0055	2012.0273 Unit 3	Gavagna Brothers Sydney	1938
2012.0273.0056	2012.0273 Unit 3	G Sundries	1938
2012.0273.0057	2012.0273 Unit 3	Houghton Wines	1938
2012.0273.0058	2012.0273 Unit 3	Stephen King Pty Ltd	1938
2012.0273.0059	2012.0273 Unit 3	Kiborn Mildura	1938
2012.0273.0060	2012.0273 Unit 3	Kelly Gooramadda Rutherglen	1938
2012.0273.0061	2012.0273 Unit 3	Kurrle Goonawarra Vineyard	1938
2012.0273.0062	2012.0273 Unit 3	JT Koford Mount Creek Vineyard	1938
2012.0273.0063	2012.0273 Unit 3	Herbert Luff & Sons Adelaide	1938
2012.0273.0064	2012.0273 Unit 3	Thomas Hardy	1938
2012.0273.0065	2012.0273 Unit 4	K Sundries	1938
2012.0273.0066	2012.0273 Unit 4	Linderman Limited	1938
2012.0273.0067	2012.0273 Unit 4	L Sundries	1938
2012.0273.0068	2012.0273 Unit 4	Mildura Winery Limited	1938
2012.0273.0069	2012.0273 Unit 4	Mount Pleasant Wines Hunter Valley	1938
2012.0273.0070	2012.0273 Unit 4	HM Martin	1938
2012.0273.0071	2012.0273 Unit 4	McWilliams Wines Sydney	1938
2012.0273.0072	2012.0273 Unit 4	Kay Brothers	1938
2012.0273.0073	2012.0273 Unit 4	O Sundries, A Pola, St Marks Vineyards - Rhymney, Penfolds Wines Pty Ltd Sydney	1938
2012.0273.0074	2012.0273 Unit 4	Ref Max Cohn deliveries, Ref Atkins Seet White	1941-1950
2012.0273.0075	2012.0273 Unit 4	Angrove Wine	1949-1950
2012.0273.0076	2012.0273 Unit 4	Aust Wine Board	1941-1950
2012.0273.0077	2012.0273 Unit 4	Agricultural Society	1946-1950
2012.0273.0078	2012.0273 Unit 4	A Sundries	1941-1950
2012.0273.0079	2012.0273 Unit 4	Leo Buring Ltd	1941-1950
2012.0273.0080	2012.0273 Unit 4	Buring & Sobel	1941-1950
2012.0273.0081	2012.0273 Unit 5	B General	1941-1950
2012.0273.0082	2012.0273 Unit 5	Bassetts Romavilla Vineyards	1942-1944
2012.0273.0083	2012.0273 Unit 5	Robert Bryce & Co Ltd	1941-1947
2012.0273.0084	2012.0273 Unit 5	Chas Cole & Co Pty	1941-1947
2012.0273.0085	2012.0273 Unit 5	AF Cullen - The Tulleries Vineyard	1941-1948
2012.0273.0086	2012.0273 Unit 5	C General	1950
2012.0273.0087	2012.0273 Unit 5	D General	1942-1950
2012.0273.0088	2012.0273 Unit 5	Erhard & Co	1941-1947
2012.0273.0089	2012.0273 Unit 5	EMU	1942-1950
2012.0273.0090	2012.0273 Unit 5	E Sundries	1941-1950
2012.0273.0091	2012.0273 Unit 5	F General	1943-1950
2012.0273.0092	2012.0273 Unit 5	G General	1941-1950
2012.0273.0093	2012.0273 Unit 5	WH Gilbey	1941-1947
2012.0273.0094	2012.0273 Unit 5	JHR Harris	1941-1943

2012.0273.0095	2012.0273 Unit 5	Thomas Hardy & Sons	1941-1950
2012.0273.0096	2012.0273 Unit 6	Industrial Equipment	1944-1950
2012.0273.0097	2012.0273 Unit 6	K General	1941-1950
2012.0273.0098	2012.0273 Unit 6	J General	1943-1950
2012.0273.0099	2012.0273 Unit 6	Linderman Limited	1941-1950
2012.0273.0100	2012.0273 Unit 6	JT Koford Mount Creek Vineyard	1941-1950
2012.0273.0101	2012.0273 Unit 6	L General	1941-1950
2012.0273.0102	2012.0273 Unit 6	Herbert Luff & Sons Adelaide	1941-1950
2012.0273.0103	2012.0273 Unit 6	H General	1941-1950
2012.0273.0104	2012.0273 Unit 6	Mc General	1941-1950
2012.0273.0105	2012.0273 Unit 6	O'Shea	1941-1950
2012.0273.0106	2012.0273 Unit 6	HM Martin & Son	1944-1950
2012.0273.0107	2012.0273 Unit 7	M General	1941-1950
2012.0273.0108	2012.0273 Unit 7	Mildara	1941-1950
2012.0273.0109	2012.0273 Unit 7	N General	1946-1948
2012.0273.0110	2012.0273 Unit 7	O General	1945-1950
2012.0273.0111	2012.0273 Unit 7	P Pola	1943-1946
2012.0273.0112	2012.0273 Unit 7	P Q General	1941-1950
2012.0273.0113	2012.0273 Unit 7	Penfolds	1941-1950
2012.0273.0114	2012.0273 Unit 7	R General	1941-1950
2012.0273.0115	2012.0273 Unit 7	Renmark	1941-1948
2012.0273.0116	2012.0273 Unit 7	Rhine Castle	1943-1950
2012.0273.0117	2012.0273 Unit 7	LH Smart Pty Ltd	1942-1947
2012.0273.0118	2012.0273 Unit 7	SS Smith & Sons	1944-1945
2012.0273.0119	2012.0273 Unit 7	Stephen Smith Pty Ltd	1943-1950
2012.0273.0120	2012.0273 Unit 7	S General	1941-1948
2012.0273.0121	2012.0273 Unit 7	S Smith Sons Limited (Yalumba)	1941-1950
2012.0273.0122	2012.0273 Unit 7	St Leonards	1941-1950
2012.0273.0123	2012.0273 Unit 8	U General	1941-1950
2012.0273.0124	2012.0273 Unit 8	T General	1941-1950
2012.0273.0125	2012.0273 Unit 8	U General	1948-1949
2012.0273.0126	2012.0273 Unit 8	Wynn	1941-1950
2012.0273.0127	2012.0273 Unit 8	W&F Soc	1942-1950
2012.0273.0128	2012.0273 Unit 8	Woodley Wines	1943-1950
2012.0273.0129	2012.0273 Unit 8	W General	1941-1950
2012.0273.0130	2012.0273 Unit 8	XYZ Miscellaneous	1944-1949
2012.0273.0131	2012.0273 Unit 8	Correspondence A-L Part 1	1950-1960
2012.0273.0132	2012.0273 Unit 8	Correspondence A-L Part 2	1950-1960
2012.0273.0133	2012.0273 Unit 9	Correspondence A-L Part 3	1950-1960
2012.0273.0134	2012.0273 Unit 9	Correspondence A-L Part 4	1950-1960
2012.0273.0135	2012.0273 Unit 9	Martin	1951-1959
2012.0273.0136	2012.0273 Unit 9	Mount Pleasant	1951-1952
2012.0273.0137	2012.0273 Unit 9	M General	1952-1959
2012.0273.0138	2012.0273 Unit 9	Mildura Winery Limited	1951-1959
2012.0273.0139	2012.0273 Unit 9	Mc General	1951-1959
2012.0273.0140	2012.0273 Unit 9	N General	1951-1959
2012.0273.0141	2012.0273 Unit 10	O General	1954-1959
2012.0273.0142	2012.0273 Unit 10	P General	1954-1959
2012.0273.0143	2012.0273 Unit 10	Penfolds	1951-1959
2012.0273.0144	2012.0273 Unit 10	R General	1952-1955

2012.0273.0145	2012.0273 Unit 10	S General	1951-1959
2012.0273.0146	2012.0273 Unit 10	Reynella	1955-1959
2012.0273.0147	2012.0273 Unit 10	Renmark	1951-1959
2012.0273.0148	2012.0273 Unit 10	Rutherford, Osborne & Parkin	1959
2012.0273.0149	2012.0273 Unit 10	Rhine Castle Wines Pty Ltd	1951-1959
2012.0273.0150	2012.0273 Unit 10	Stanley Wine Co	1951-1959
2012.0273.0151	2012.0273 Unit 10	S Smith Sons Limited (Yalumba)	1951-1959
2012.0273.0152	2012.0273 Unit 10	Seppelt	1957-1959
2012.0273.0153	2012.0273 Unit 10	Tahbilk	1951-1959
2012.0273.0154	2012.0273 Unit 10	T General	1951-1959
2012.0273.0155	2012.0273 Unit 10	V General	1951-1959
2012.0273.0156	2012.0273 Unit 10	Wynn	1951-1952
2012.0273.0157	2012.0273 Unit 10	Woodley Wines	1951-1952
2012.0273.0158	2012.0273 Unit 10	W General	1952-1959
2012.0273.0159	2012.0273 Unit 10	XYZ	1954
2012.0273.0160	2012.0273 Unit 11	Correspondence A-J Part 1	1960-1965
2012.0273.0161	2012.0273 Unit 11	Correspondence A-J Part 2	1960-1965
2012.0273.0162	2012.0273 Unit 11	Correspondence A-J Part 3	1960-1965
2012.0273.0163	2012.0273 Unit 11	Correspondence A-J Part 4	1960-1965
2012.0273.0164	2012.0273 Unit 12	Correspondence A-J Part 5	1960-1965
2012.0273.0165	2012.0273 Unit 12	Correspondence L-Z Part 1	1961-1965
2012.0273.0166	2012.0273 Unit 12	Correspondence L-Z Part 2	1961-1965
2012.0273.0167	2012.0273 Unit 12	Correspondence L-Z Part 3	1961-1965
2012.0273.0168	2012.0273 Unit 13	Correspondence L-Z Part 4	1961-1965
2012.0273.0169	2012.0273 Unit 13	Correspondence L-Z Part 5	1961-1965
2012.0273.0170	2012.0273 Unit 13	Correspondence A-F Part 1	1966-1974
2012.0273.0171	2012.0273 Unit 13	Correspondence A-F Part 2	1966-1974
2012.0273.0172	2012.0273 Unit 13	Correspondence A-F Part 3	1966-1974
2012.0273.0173	2012.0273 Unit 14	Correspondence A-F Part 4	1966-1974
2012.0273.0174	2012.0273 Unit 14	Correspondence A-F Part 5	1966-1974
2012.0273.0175	2012.0273 Unit 14	Correspondence G-Z Part 1	1966-1974
2012.0273.0176	2012.0273 Unit 14	Correspondence G-Z Part 2	1966-1974
2012.0273.0177	2012.0273 Unit 15	Correspondence G-Z Part 3	1966-1974
2012.0273.0178	2012.0273 Unit 15	Kiwi Boot Polish Takeover	1972-1974
2012.0273.0179	2012.0273 Unit 16	Sales Ledger	1909-1913
2012.0273.0180	2012.0273 Unit 16	Sales Journal	1912-1916
2012.0273.0181	2012.0273 Unit 16	Sales Ledger	1919
2012.0273.0182	2012.0273 Unit 16	Day Book Outwards	1924-1926
2012.0273.0183	2012.0273 Unit 16	Sales Journal	1926-1930
2012.0273.0184	2012.0273 Unit 16	Day Book	1926-1928
2012.0273.0185	2012.0273 Unit 16	Sales Journal	1937-1940
2012.0273.0186	2012.0273 Unit 17	Sales/Broking Ledger	1900-1908
2012.0273.0187	2012.0273 Unit 17	Commission Journal	1931-1940
2012.0273.0188	2012.0273 Unit 17	Purchasers Journal	1926-1935
2012.0273.0189	2012.0273 Unit 17	Purchasers Journal	1926-1927
2012.0273.0190	2012.0273 Unit 17	Day Book Outwards	1934-1936
2012.0273.0191	2012.0273 Unit 17	Sales Journal	1936-1942
2012.0273.0192	2012.0273 Unit 18	Letter Book and Sample Account	1920-1922
2012.0273.0193	2012.0273 Unit 18	Cash Book	1913-1916
2012.0273.0194	2012.0273 Unit 18	Cash Book	1924-1926

2012.0273.0195	2012.0273 Unit 18	Cash Book	1924-1927
2012.0273.0196	2012.0273 Unit 18	General Ledger	1912-1914
2012.0273.0197	2012.0273 Unit 18	Cash Book	1927-1932
2012.0273.0198	2012.0273 Unit 19	General Ledger	1925
2012.0273.0199	2012.0273 Unit 19	General Ledger	1934-1938
2012.0273.0200	2012.0273 Unit 19	Cash Book	1933-1938
2012.0273.0201	2012.0273 Unit 19	General Ledger	1931-1943
2012.0273.0202	2012.0273 Unit 19	Financial Statements	1921-1939
2012.0273.0203	2012.0273 Unit 19	Day Book for Sitz Equipment	1913
2012.0273.0204	2012.0273 Unit 20	General Ledger Cash Book	1917-1922
2012.0273.0205	2012.0273 Unit 21	Debtors Ledger	1916-1931
2012.0273.0206	2012.0273 Unit 22	WJ Seabrook Wine Show Catalogues	1980
2012.0273.0207	2012.0273 Unit 22	Tasting Notes WJ Seabrook	1908-1916
2012.0273.0208	2012.0273 Unit 22	Show Cards	1959-1973
2012.0273.0209	2012.0273 Unit 22	Tasting Notes TC Seabrook	1922-1928
2012.0273.0210	2012.0273 Unit 23	Financial Statements	1940-1960
2012.0273.0211	2012.0273 Unit 23	Financial Report	1964
2012.0273.0212	2012.0273 Unit 23	Wine Auctions	1950-1970
2012.0273.0213	2012.0273 Unit 24	WJ Seabrook Functions - Wine & Food Menus	1950-1980
2012.0273.0214	2012.0273 Unit 24	WJ Seabrook Functions - Wine & Food Menus	1950-1980
2012.0273.0215	2012.0273 Unit 25	WJ Seabrook Functions - Wine & Food Menus	1940-1980
2012.0273.0216	2012.0273 Unit 25	WJ Seabrook Functions - Wine & Food Menus	1940-1980
2012.0273.0217	2012.0273 Unit 25	WJ Seabrook Functions - Wine & Food Menus	1940-1980
2012.0273.0218	2012.0273 Unit 25	Wine Industry Articles by TC Seabrook & D . Various Reports on the state of the wine industry	1943-1981
2012.0273.0219	2012.0273 Unit 26	WJ Seabrooks Legal Documents	undated
2012.0273.0220	2012.0273 Unit 27	WJ Seabrook Price Lists & Other Merchants	1940-1980
2012.0273.0221	2012.0273 Unit 28	WJ Seabrook Price Lists & Mailing Lists	1940-1980
<b>END</b>			