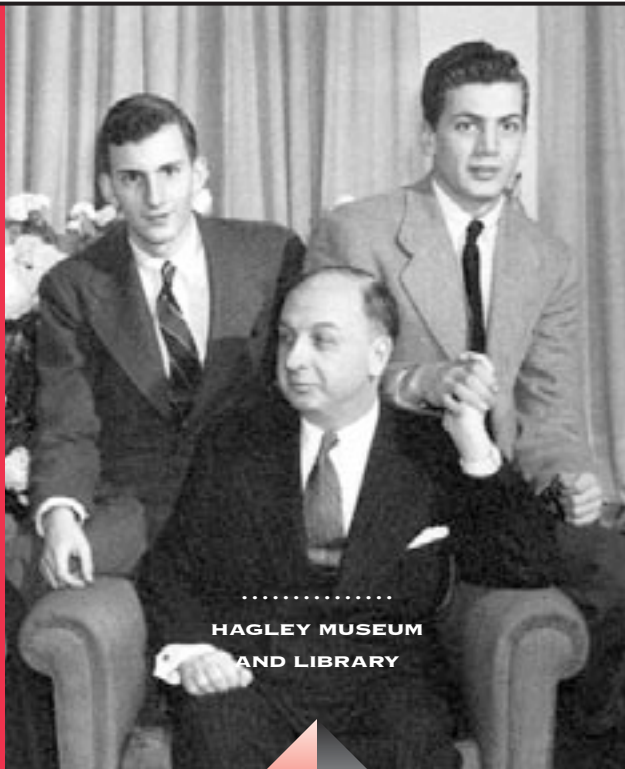


A GUIDE TO  
COLLECTIONS



**THE SEAGRAM COMPANY LTD. • BRONFMAN FAMILY**



.....  
**HAGLEY MUSEUM  
AND LIBRARY**



1936  
JOSEPH E. SEAGRAM & SONS LIMITED

1936  
CANADA - ONTARIO

IMPORTED

  
Seagram's  
V.O.  
CANADIAN WHISKY

A BLEND OF THE FINEST SELECTED WHISKIES  
AGED AND MATURED UNDER THE SUPERVISION OF THE CANADIAN GOVERNMENT  
THIS WHISKY IS SIX YEARS OLD

BOTTLED BY JOSEPH E. SEAGRAM & SONS LTD.  
TORONTO, CANADA

54.5% ALC/VOL (110 PROOF)

CANADIAN WHISKY AT ITS GLORIOUS BEST!



**THE SEAGRAM COMPANY LTD**  
**BRONFMAN FAMILY**

The Seagram Company Ltd. founder Samuel Bronfman began his business career as a hotel entrepreneur in Manitoba, Canada, in the 1910s. When the passage of provincial prohibition laws forced the closing of their profitable hotel bars, the Bronfmans entered the mail order beverage alcohol business. In 1927 they acquired the Joseph E. Seagram & Sons Company of Waterloo, Ontario, one of Canada's oldest and most prestigious distillers, and in 1928 merged it with other Bronfman enterprises to form Distillers Corporation-Seagrams Limited.

After the repeal of Prohibition in the United States, Seagram entered the U.S. market with a line of high quality, blended whiskey and then expanded rapidly by acquiring distilleries in North America and the United Kingdom to produce wine, rum, and Scotch whisky. By the 1950s Seagram was one of the world's largest beverage alcohol firms. Built and led by Samuel Bronfman and his sons Edgar, Sr. and Charles, Seagram remains a firm headed by Bronfman family members.

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The Seagram Company records and Bronfman family papers tell the story of one of North America's most successful businesses and entrepreneurial families. We invite scholars' attention to these archives, and to our grants that support research in Hagley's collections.

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*Seagram's first  
corporate headquarters,  
Montreal, Canada*





## DOMESTIC AND INTERNATIONAL OPERATIONS

The records of Seagram and its subsidiaries trace the company's transformation from a small business run by Samuel Bronfman to a diversified multi-national corporation. Extensive internal correspondence and memoranda document the evolving corporate structure and the relationship between organizational change and business strategy. Because Seagram always operated in a highly regulated environment, company records document relationships with federal, state, and provincial authorities in the U.S. and Canada. Credit Department records document Seagram's relationship with more than 1,000 distributors, providing an unusual perspective on small town retailing in America from the early 1930s through the 1950s. Distilling methods also are documented.

International sales outside North America were very important to Seagram. Records of the Seagram Overseas Sales Company document business strategies and contain advertising and market research material on the firm's activities in Europe, Asia, Latin America, and Africa. The international materials are strongest after 1960.





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## ADVERTISING

Innovative advertising linking Seagram's brands with the evolving consumer culture made an enormous contribution to Seagram's success. Advertising campaigns associated Seagram products with modernity, upward mobility, and the good life. Advertisements and packaging promoted Seagram as a symbol of craftsmanship, tradition, prestige, and luxury. The emphasis on responsible drinking and an upscale life style has remained an important theme of company advertisements for many years. Beginning in the 1960s, many of the advertisements reflect attention to segmented markets.

The collection contains advertisements from the 1930s through the 1980s. Records of the Sales and Marketing department provide insight into the strategies behind particular advertising themes and campaigns. Package design records, hospitality guides, bottle labels, and trademark files complement the advertising materials.



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*Advertisements associated Seagram products with upward mobility (bottom left) while others stressed the need to drink responsibly (upper right).*



**SOME MEN SHOULD NOT DRINK**

There are 100 million men in the United States who are not drinking. They are the men who are not drinking because they are not drinking.

There are 100 million men in the United States who are not drinking because they are not drinking.

— **The House of Seagram** —  
*The Whiskey Show '67*



**Work Must Come First!**

A MESSAGE TO THE MEN OF AMERICA

There will be your success, your sense of freedom, and all the other things that give you a sense of purpose and fulfillment. This is a time for work.

It is time when you can make your decisions — a time when your confidence becomes a great strength. This is a time when you can make your own decisions and your own decisions.

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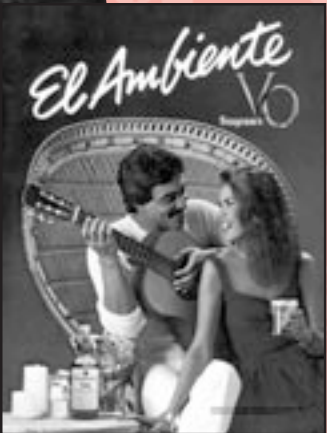
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**THE HOUSE OF SEAGRAM**  
*The Whiskey Show '67*



The V.O. Mood



*El Ambiente*  
 V.O.  
 Sings



## MARKET RESEARCH

After the Second World War Seagram began commissioning market research studies in order to strengthen its understanding of consumer preferences. This effort expanded after 1950 as the company realized that attitudes about consumption and life style influenced brand choices.

Thousands of market surveys in the Seagram collection contain information on consumer attitudes towards beverage alcohol, food, and other consumer products. They also assess brand preferences and the impact of company advertising among different demographic and regional populations. These studies begin in the 1950s and are strongest from the 1960s through the 1980s.

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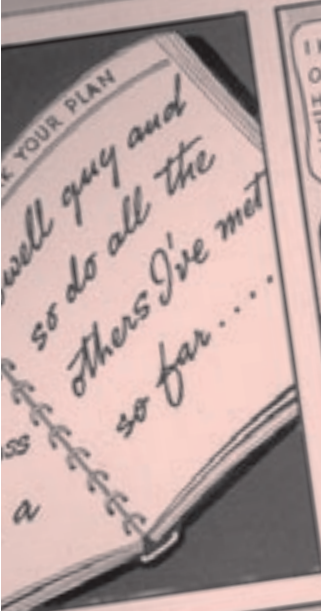


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*Seagram sales guide,  
Mr. C. Gram's Diary*



# SELLING SECRETS

ISSUE  
No. 1



I KNOW YOU'RE ANXIOUS TO GET ON THE JOB. BUT FIRST YOU'LL HAVE TO LEARN ALL THERE IS TO KNOW ABOUT THE PRODUCTS YOU'RE SELLING.



WHISKEY IS MADE OF VERY SIMPLE INGREDIENTS. GRAIN—SUCH AS RYE AND CORN—WATER, MALT, YEAST.—THE REASON SEAGRAM MAKES BETTER WHISKEY IS THAT THEY'VE BEEN LEARNING HOW SINCE 1857... AND RIGHT NOW WE KNOW MORE ABOUT IT THAN ANY OTHER DISTILLER.

LOUISVILLE GENTS



HOLY SMOKE! ...IS ALL THIS GRAIN FOR SEAGRAM?

YEP... BEST GRAIN MICHIGAN RYE, KANSAS AND YOU MIGHT FIND OUT RIGHT HERE THE DIFFERENCE BETWEEN BOURBON WHISKEY AND KEY. THE GRAIN USED IS AT LEAST 51% RYE. THE GRAIN USED MUST BE 51% CORN. NOW STEP AROUND AND SEE THE



THAT'S THE BIGGEST DAMN PLANT I'VE EVER SEEN! LOOKS JUST LIKE A UNIVERSITY!

WELL... THIS G... ... AND THE SA... THE WORLD CO... COME ON... I'LL... THROUGH THE V...

## ARCHITECTURE: THE SEAGRAM BUILDING

Designed by Ludwig Mies van der Rohe and commissioned by the company as its corporate headquarters, the Seagram building in New York City is a masterpiece of modern architecture. Records describe the design, planning, and construction of the Seagram building as well as company efforts to use it as a public relations symbol.



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*David Ben-Gurion with Saidye Bronfman, c. 1955*

## PHILANTHROPY AND JEWISH ACTIVISM

The Seagram records and Bronfman family papers document corporate and personal philanthropy supporting education, art, and human services. Involvement with Jewish causes since the late 1930s is well documented, most notably the Bronfmans' leadership of the Canadian and the World Jewish Congress and their support for the state of Israel. Several dozen oral interviews with Edgar, Charles, Samuel's wife Saidye, daughter Phyllis Lambert, Shimon Peres, Teddy Kollek (mayor of Jerusalem) and others provide insights into the scope and motivation of the family's philanthropic activities and involvement with Jewish organizations. Charles Bronfman's papers also describe his involvement with major league baseball as founder and chairman of the Montreal Expos.

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*Seagram Building, New York City*





## GENERAL INFORMATION

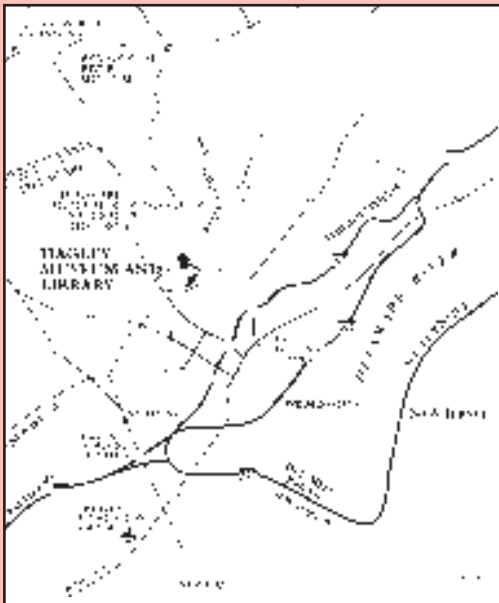
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The Hagley Museum and Library is a nonprofit educational institution dedicated to the preservation and understanding of America's economic and technological heritage. Hagley is a member of the Independent Research Libraries Association. Its research collections are described on the Research Libraries' Information Network (RLIN). The Hagley online catalog is available at [www.hagley.org](http://www.hagley.org).

The Hagley Library is open Monday through Friday from 8:30 a.m. to 4:30 p.m. (except major national holidays) as well as the second Saturday of each month. First-time users will need to bring identification and register at the front desk.

Researchers interested in using the collections should contact Hagley's Center for the History of Business, Technology, and Society regarding grants for visiting scholars. Some housing is available on the property. The Center also organizes periodic conferences, research seminars, and other programs.

For more information see our website ([www.hagley.org](http://www.hagley.org)), call (302) 658-2400, or write to the Hagley Museum and Library at P.O. Box 3630 • Wilmington, Delaware • 19807-0630.



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Cover images:  
Seagram's  
Corporate  
Seal (top),  
Samuel  
Bronfman  
with sons  
Edgar and  
Charles

*From the intersection of Routes 100 and 141: Do not follow signs to Hagley Museum; instead take Route 100 north to the first traffic signal (Buck Road East) and turn right, after the stop sign, go through the stone gates at the bend in the road and follow the signs to the Library and Soda House. Visitor parking is provided in front of the Library.*