

agricultural history

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Barbara Leibhardt

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David Danbom

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Donald Pisani

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Subscriptions: \$25.00 for individuals; \$47.00 for institutions; \$15.00 for students. (Add \$6.00 postage for foreign orders.)

University of California Press

2120 Berkeley Way, Berkeley, CA 94720

Editor: Morton Rothstein,

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Samuel Bronfman

The Life and Times
of Seagram's Mr. Sam

MICHAEL R. MARRUS

"Samuel Bronfman (1891-1971), famed head of the Canadian Seagram Whiskey Corporation, made a rags-to-riches ascent from a poor Russian immigrant child to a millionaire businessman and influential Canadian Jewish leader.

University of Toronto history professor Marrus, who had access to both family and Seagram archives, recounts Bronfman's story with objectivity about his negative character traits and compassion for his battles against anti-Semitism. Authoritarian, hot-tempered and abrasive, 'Mr. Sam' skated close to the edge of illegality when he (legitimately) produced liquor in Canada that was destined for sale in Prohibition-bound America, although the author denies any connection to organized crime.

Marketing skills and economic foresight brought Bronfman success in founding an empire and gave his family a life of luxury and prominence . . . A vivid portrait of a controversial corporate giant."

—*Publishers Weekly*

"Bronfman was one of the smartest big businessmen in mid-century North America, close to being the Henry Ford of his industry, obsessed with the quality and reputation of the product . . .

Marrus's book is the definitive biography of one of Canada's most colourful and most interesting high-achievers."

—*Report on Business Magazine*

Brandeis University Press
551 pages. 22 illus. \$35.00

Cargill

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—D. Gale Johnson

Dartmouth College
1032 pages. 217 illus. \$35.00

New England

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Each article should be accompanied by a précis of 75-100 words outlining the main point(s) of the paper and placing the article in context. Subheads should be used to divide the manuscript into three or four sections (or more, depending on length).

We do not have an upper or lower page limit, but articles usually run between 25 and 60 typescript pages, including notes and other material.

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