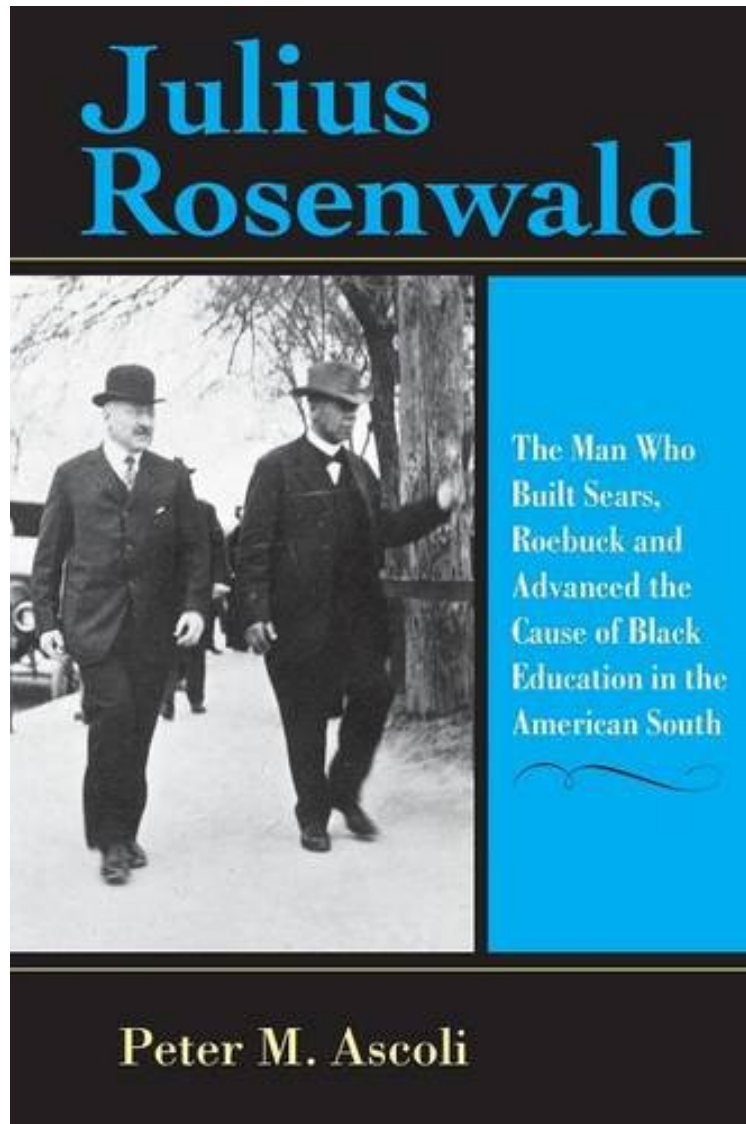


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Julius Rosenwald: The Man Who Built Sears, Roebuck and Advanced the Cause of Black Education in the American South (Philanthropic and Nonprofit Studies)

Peter M. Ascoli

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4 of 4 people found the following review helpful. Julius Rosenwald: An Enterprising American Giant By Hal Bass Julius Rosenwald was an American-born German Jew who lived from 1862-1932. JR, as he was known, succeeded Richard Sears as president of Sears, Roebuck in 1906 and used his vast entrepreneurial gifts to greatly expand the company's Chicago-based mail-order operation and testing laboratories, in addition to planning for the opening of the first Sears department store in 1925. But Rosenwald, strongly influenced by Reform Judaism's abiding concern for social justice, became equally well-known for his Jewish philanthropy, for building the pioneering Museum of Science and Industry on Chicago's South Side (which many still refer to as the "Rosenwald Museum"), for coming to the aid of the University of Chicago as it faced financial disaster during the Great Depression, and, most significantly, for his close friendship with Booker T. Washington that led to the establishment of hundreds of "Rosenwald schools" in black communities throughout the South. Although it was written by JR's grandson, who is a historian by profession, the book presents a highly readable, well-balanced portrait of a shrewd, generous man who gave far more to his community and country than he received. 0 of 0 people found the following review helpful. Excellent book about a little known part of history By Lisa C. Excellent book about a disturbingly little known part of history. I have also attended screening of the film with QA with the author. I have several copies of the book to give out to friends colleagues to spread the word. 0 of 0 people found the following review helpful. Skip this one! By Helen Kriner Terrible

In this richly revealing biography of a major, but little-known, American businessman and philanthropist, Peter M. Ascoli brings to life a portrait of Julius Rosenwald, the man and his work. The son of first-generation German Jewish immigrants, Julius Rosenwald, known to his friends as "JR," apprenticed for his uncles, who were major clothing manufacturers in New York City. It would be as a mens clothing salesperson that JR would make his fateful encounter with Sears, Roebuck and Company, which he eventually fashioned into the greatest mail order firm in the world. He also founded Chicagos Museum of Science and Industry. And in the American South Rosenwald helped support the building of the more than 5,300 schools that bore his name. Yet the charitable fund he created during World War I went out of existence in 1948 at his expressed wish. Ascoli provides a fascinating account of Rosenwalds meteoric rise in American business, but he also portrays a man devoted to family and with a desire to help his community that led to a lifelong devotion to philanthropy. He tells about Rosenwalds important philanthropic activities, especially those connected with the Rosenwald schools and Booker T. Washington, and later through the Rosenwald Fund. Ascolis account of Rosenwald is an inspiring story of hard work and success, and of giving back to the nation in which he prospered.

In Julius Rosenwald . . . his grandson Peter Max Ascoli has done well in searching out the scattered sources that previous biographers have neglected. In particular, we now have a much clearer understanding of Rosenwald's relations with contemporary social reformers like Jane Addams. (Chronicle) It is no wonder . . . that when Rosenwald died in 1932, W. E. B. DuBois declared, 'He was a great man. But he was no mere philanthropist. He was, rather, the subtle stinging critic of our racial democracy.' . . . Set against the virtual absence of black education in the rural South beforehand, his [Rosenwald's] schools qualified as revolutionary. . . . Rosenwald established a standard of enlightenment, impact and common sense. (Moment) As Ascoli shows in this . . . thorough biography, Rosenwald was a compelling figure, a mensch who followed his principles, mixing good business with good social justice. (The Forward) Ascoli's work will stand as the definitive biography of Juiius Rosenwald for a long time to come. (David Blanke An Interdisciplinary Journal of Jewish Studies) In this richly revealing biography of a major, but little-known, American busienssman and philanthropist, Peter Ascoli brings to life a portrait of Julius Rosenwald, the man and his work. (McCormick Messenger) This book is a great start in giving Rosenwald the attention he deserves. (Library Journal) Peter Ascoli has written a sensitive biography of his grandfather, Julius Rosenwald. What we see is a very modest, successful business leader/philanthropist whose skill and generosity merit his recognition as one of our preeminent citizens at the advent of the twentieth century. (Bill Gates, Sr.) This is the first serious biography of the exuberant man who transformed the Sears, Roebuck company into the countrys most important retailer. He was also one of the early 20th centurys notable philanthropists. . . . The richness of primary evidence continually delights. (Judith Sealander author of Private Wealth and Public Life) From the Publisher-- A ForeWord Magazine "Book of the Year" Finalist--