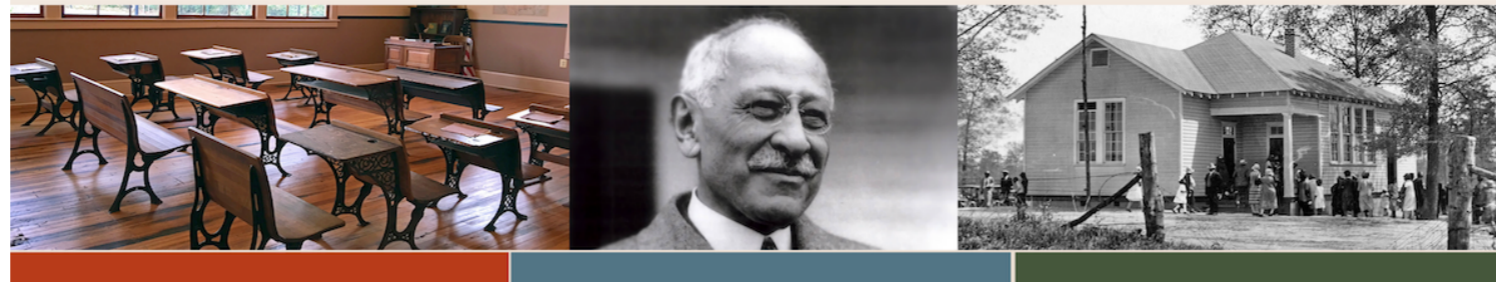


The Campaign to Create the  
**Julius Rosenwald & Rosenwald Schools  
National Historical Park**



### HOLIDAY GREETINGS

2023 has been a busy and productive year for the Campaign. During the holiday season and with the approach of the New Year, we are especially grateful for the growing number of donors, volunteers, subscribers and nonprofit supporters who have joined our journey. With your continuing support, we are hopeful that in 2024 a National Monument commemorating Julius Rosenwald & Rosenwald Schools will be proclaimed by the President.



In the spirit of the holidays we are sending you a snapshot of the family life of Julius Rosenwald along with our best wishes for you and your families. May you have a happy holiday season and health and contentment in the year to come.

Dorothy Canter, Stephanie Deutsch and the entire Board

### Julius Rosenwald and His Family

The two most important women in Julius Rosenwald's life shared the name Augusta – his mother, referred to in her later years, in the German that was her native language, as "liebe Grossmutter," and his wife whom everyone called Gussie. Rosenwald was devoted to both, visiting his mother daily in her house around the corner from his on his way to his office at Sears, writing regularly to Gussie whenever they were apart and treating her very much as a partner in his philanthropic endeavors.



JR and Gussie, 1890

Like Julius, Gussie was a daughter of German Jewish immigrants who went into the clothing business and moved to Chicago. Her mother had died early, and she helped raise her six sisters and one brother. She and Julius married in the spring of 1890, when she was 20 and he was 28. They had a brief honeymoon at Niagara Falls.

At that time Julius was in business with his brother and cousin manufacturing clothing for men. Early in the marriage Julius spent a lot of time on the road selling merchandise to retail stores. In 1895 Julius had a lucky break – the opportunity to buy into the small, largely unknown mail-order company Sears, Roebuck. And, as they say, the rest is history.

Their children were born quickly and close together in two sets – Lessing, Adele and Edith and then, five years later, in 1902, Marion and a year after that William, often referred to in the family as Billy. Gussie was a devoted wife and mother, worrying about money in the early years, yet always emphasizing in her many letters to her husband and children that family harmony was much more to be valued than wealth. When she found herself suddenly the wife of a millionaire, she enthusiastically joined her husband in his travels and in his philanthropic work, as well as donating to her own charities, including suffrage for women.



Rosenwald family, 1909

As adults all five children served on the board of the Rosenwald Fund at various times and also engaged in significant philanthropic work of their own. William was on the Board of Tuskegee for forty years.

Julius Rosenwald believed that we can only thrive as a nation if we all thrive together. Through his extraordinary generosity and partnership with African American communities across the South, he exemplified what is best in our country and in human nature. As one year ends and another opens, may we all be encouraged by his vision and share in his confidence that by working together we can build a strong, resilient American family.

**"I do not see how America can go forward if part of its people are left behind."**

- Julius Rosenwald

DONATE

For questions and suggestions, please write to [info@rosenwaldpark.org](mailto:info@rosenwaldpark.org).

Stephanie Deutsch, editor

December 13, 2023