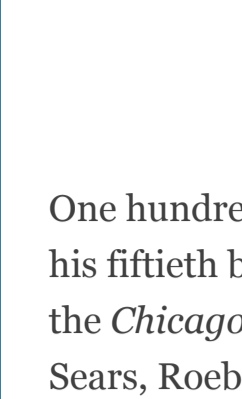
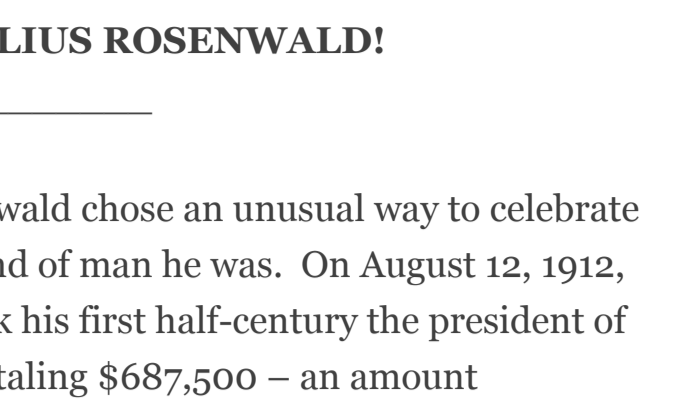


Creating the Julius Rosenwald & Rosenwald Schools National Historical Park



"All the other pleasures of life seem to wear out, but the pleasure of helping others in distress never does."

JULIUS ROSENWALD



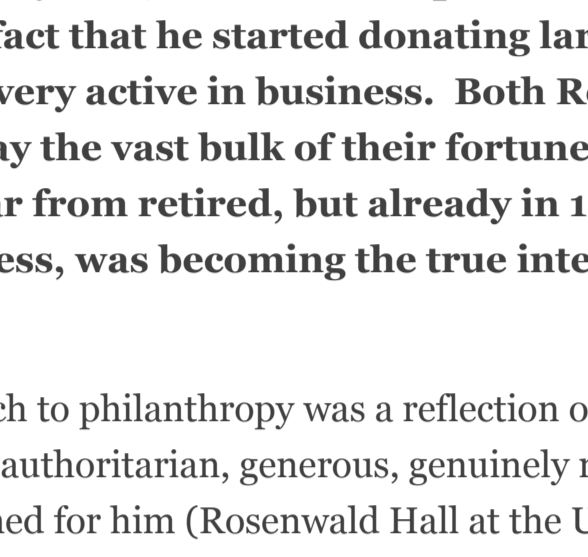
HAPPY 160th BIRTHDAY, JULIUS ROSENWALD!

One hundred and ten years ago today, Julius Rosenwald chose an unusual way to celebrate his fiftieth birthday, one that says a lot about the kind of man he was. On August 12, 1912, the *Chicago Record-Herald* announced that to mark his first half-century the president of Sears, Roebuck was making charitable donations totaling \$687,500 – an amount equivalent to \$17 million in today's dollars. The paper ran a cartoon showing Rosenwald holding a bag of money next to a sign with a slogan that had been invented for the occasion – "Give while you live."

The recipients of these generous contributions were varied. There were two major gifts -- \$250,000 went to the Associated Jewish Charities, of whose board he was president, for a new Central Administration Building. A second gift of \$250,000 went to the University of Chicago on whose board he also served. This was a matching grant and resulted in, among other things, a new building for the Geology and Geography Department.

Other gifts went to create a country retreat for urban social workers, a plan recommended by his good friend Jane Addams; for a gymnasium for the Chicago Hebrew Institute; to compete a new building for a Jewish orphanage in Chicago; a matching grant towards a new tuberculosis sanitarium; and \$12,500 for the Glenwood Manual Training School to enable them to add a farm to the boarding school for impoverished youth.

The final gift – of \$25,000 – went to establish a fund, to be administered by Booker T. Washington, to provide matching grants to small schools and colleges, "offshoots of Tuskegee," for training African American teachers. It was from this gift that, at Washington's suggestion, \$2,800 was put aside for



Rosenwald and Washington, 1915

matching grants for the first six small schoolhouses in rural Alabama that led to the construction of 5,357 Rosenwald schools, teacher homes and shop buildings in 15 southern states between 1912 and 1932.

Peter Ascoli wrote the definitive biography of his grandfather, whom he called JR. "What distinguishes JR from Carnegie and Rockefeller," Ascoli writes,

"is his comparative youth, his lack of corporate ruthlessness or bullying, and the fact that he started donating large sums of money while he was still very active in business. Both Rockefeller and Carnegie gave away the vast bulk of their fortunes after they had retired. JR was far from retired, but already in 1912, philanthropy, rather than business, was becoming the true interest and passion of his life."

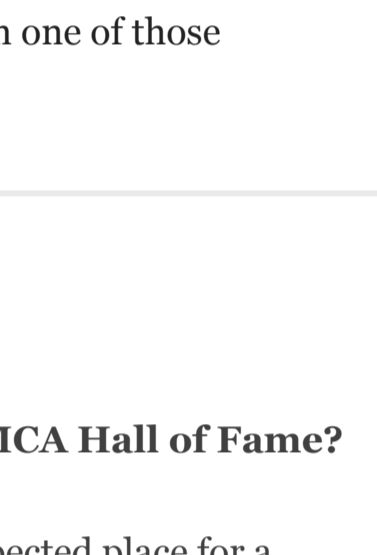
Julius Rosenwald's approach to philanthropy was a reflection of the kind of person he was – collaborative rather than authoritarian, generous, genuinely modest. He declined the honor of having things named for him (Rosenwald Hall at the University of Chicago was a rare exception), yet insisted that his gifts not be anonymous. By attaching your name to your donations, he maintained, you show your community where you stand and what you value. On his 50th birthday one hundred and ten years ago Julius Rosenwald did just that.

Happy birthday JR!

By Stephanie Deutsch

PRESIDENT'S MESSAGE

This special edition of the newsletter celebrates the 160th anniversary of the birth of Julius Rosenwald on August 12, 1862, and the 110th anniversary of the founding of the Rosenwald Schools Building Program in 1912, events connected by Julius Rosenwald's generous donations to several charitable organizations in honor of his 50th birthday. The articles are all devoted to the life and legacy of Rosenwald and include some little-known facts about this remarkable man. The lead article by newsletter editor Stephanie Deutsch discusses the way in which Rosenwald celebrated his 50th birthday and the kind of man he was. The Campaign is grateful to Norris Lineweaver for informing us that Julius Rosenwald was inducted into the YMCA Hall of Fame in 2010, which led to the second article. I think you will enjoy reading about Rosenwald's service to the nation in World War I, particularly his speaking tour to American soldiers in France in 1918.



Dorothy Canter, President Rosenwald Campaign

This newsletter does not contain any articles on the Campaign's activities, but I'm happy to share that a large number of organizations and individuals submitted comments to the National Park Service in July during their public input period seeking comments on the Rosenwald special resource study. Many expressed strong support for creating the National Historical Park. And 157 nonprofit organizations have expressed official support to the Campaign for the Park. More about our accomplishments in the September newsletter.

But today we remember Julius Rosenwald and his important contributions to our nation, among them the meaningful partnerships he made with Booker T. Washington and with the nearly 5,000 African American communities in the Jim Crow South where people thirsted for education. The foundation that is restoring the school in one of those communities has the last words for this celebratory newsletter!

DID YOU KNOW

That in 2010 Julius Rosenwald was inducted into the YMCA Hall of Fame?

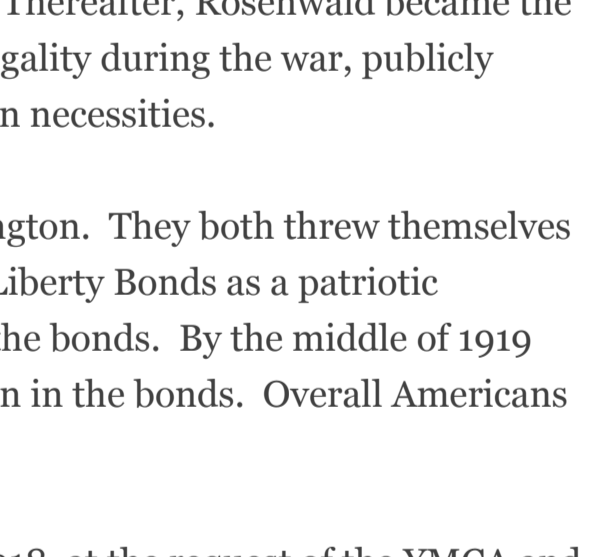
The Young Men's Christian Association or YMCA might be an unexpected place for a Jewish philanthropist to donate large sums of money, much less end up in the organization's Hall of Fame. Yet that was the case with Julius Rosenwald who, beginning in the early 1900s, made annual donations to the YMCA in Chicago. In 1908 he contributed \$1,000 to the YMCA Memorial Fund in honor of the organization's fiftieth anniversary. He was enthusiastic about the organization's mission of providing inexpensive and wholesome places of lodging and recreation for young men, many new arrivals from the country looking for work in Chicago.

Two books changed the trajectory of Rosenwald's philanthropy. In 1910 his friend Paul Sachs (of the Goldman, Sachs investment firm,) sent him Booker T. Washington's autobiography *Up From Slavery* and *An American Citizen: the Life of William H. Baldwin, Jr.* A wealthy railroad executive and philanthropist, Baldwin played a significant role in establishing African American industrial education in the South. In 1894, he became a trustee of Tuskegee Institute and worked closely with Booker T. Washington. In his travels, Baldwin also admired how the YMCAs provided libraries and places to socialize for railroad men.

Julius Rosenwald found both of these books inspiring. Writing to two of his daughters, Rosenwald said of *An American Citizen*:

"it is glorious, a story of a man who really led a life which is to my liking and whom I shall endeavor to imitate or follow as nearly as I can."

That summer, when L. Willard Messer, the general secretary of the YMCA branch in Chicago, suggested Rosenwald make a major donation to the Chicago YMCA, Rosenwald responded that he would leave that to his "Christian brothers". On the other hand, he said, "come talk to me when you want to build a YMCA for Black people."

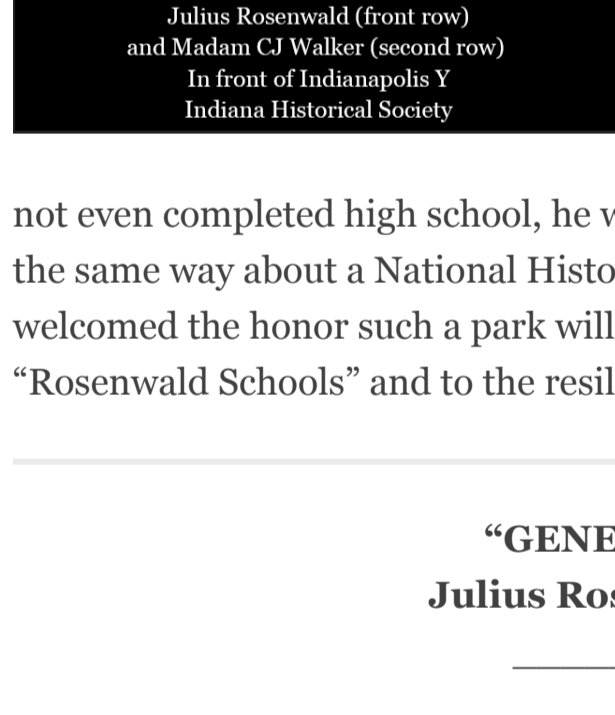


Chicago Wabash Avenue Y

On December 16, 1910, at a meeting in his Sears, Roebuck office, Rosenwald shocked the YMCA officials who had come to ask him to donate to a YMCA for African Americans. Yes, he said, he would donate \$25,000 for a African American Y in Chicago, if local residents could raise \$75,000. Furthermore, he said, he would make the same offer to any city in the United States. This was the first time that Rosenwald had used challenge grants in his philanthropic activities, but it would not be the last.

Twenty four cities accepted this challenge and the result was YMCAs (and even two YWCAs) in places from Brooklyn, New York, to Los Angeles, California. Rosenwald continued to use challenge grants as a key part of his philanthropy throughout the rest of his life, the nearly 5,000 Rosenwald Schools being the most famous example.

Had Julius Rosenwald been alive in 2010, he might have objected to the honor of being inducted into the YMCA Hall of Fame. A modest man, he did not like having his name placed on buildings and did not accept honorary degrees stating that, as one who had not even completed high school, he was not "a university man." Indeed, he might have felt the same way about a National Historical Park honoring him, though he would surely have welcomed the honor such a park will bring to the simple structures we have come to call "Rosenwald Schools" and to the resilient communities that built them.



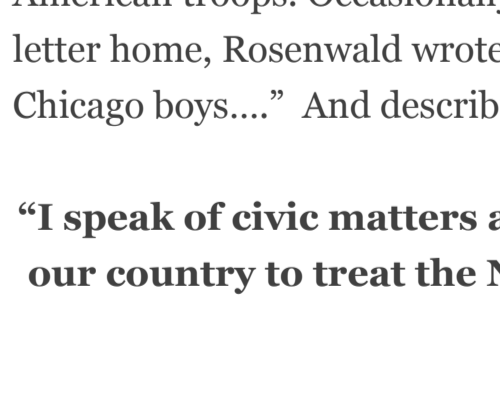
Julius Rosenwald (front row) and Madam CJ Walker (second row) in front of Indianapolis Y Indiana Historical Society

"GENERAL MERCHANDISE" Julius Rosenwald and World War I

Before and during the first World War, Julius Rosenwald was able to serve his country both as a Presidential appointee in Washington and as an emissary of goodwill overseas, bringing encouraging messages to American troops in France.

In October 1916 President Wilson appointed Rosenwald and six other prominent Americans to serve as "dollar a year" men, i.e., essentially without pay, on the newly created Advisory Commission of the Council of National Defense. The Commission quickly formed seven committees that cooperated with industrial leaders and governmental officials in the purchase of goods and supplies so that, in the event of war, the government would not have to fix prices unilaterally or take over key industries. Rosenwald headed the Committee on Supplies, which included food and clothing. As at Sears, Rosenwald was a superb manager. Clothing and food were procured efficiently at generally reasonable prices between the declaration of war in April 1917 and the end of that year, when the government assumed most of the responsibilities of the committee. Thereafter, Rosenwald became the government's unofficial spokesman for the need for frugality during the war, publicly urging everyone to save goods and only spend money on necessities.

Julius and his wife Gussie spent a year living in Washington. They both threw themselves into war work, speaking at rallies to stimulate sales of Liberty Bonds as a patriotic action. Julius invested \$1million of his own money in the bonds. By the middle of 1919 Sears and Sears employees had invested over \$17million in the bonds. Overall Americans invested \$4 billion in them.



General Merchandise Source: Regenstein Library, U of Chicago

Late in the summer of 1918, at the request of the YMCA and with the support of the State Department, Rosenwald sailed to France on a special mission to speak to troops about American industry. Before leaving he requested and received letters from the Senators and Governors of every state to read to the soldiers with whom he would be meeting.

On the tour he was treated as a VIP but wore a military uniform with no insignia of rank. On one occasion he was a part of the receiving line for Secretary of War Newton Baker. Standing between two generals, Julius introduced himself as "General Merchandise." Baker had a good laugh and complimented Rosenwald on how well he looked in the uniform.

The speaking tour was a big success. The soldiers liked the letters from their representatives and found Rosenwald warm and friendly, calling him "Rosy," not Mr. Rosenwald. He gave speeches in all sorts of locations including YMCA huts and field hospitals and to different kinds of soldiers such as support troops and regiments of African American troops. Occasionally he gave five speeches a day. Describing his experience in a letter home, Rosenwald wrote: "I shook hands with everyone. Made a fuss over the Chicago boys...." And describing his speeches he said this:

"I speak of civic matters and politics. I often show them what a disgrace it is to our country to treat the Negro as we do and not give them a square deal, such as they like to have."

A provocative statement to make in 1918!

ONE MAN'S OPINION

On the 160th anniversary of Julius Rosenwald's birth, we can't do better than to quote what B.C. Forbes, the founder of Forbes Magazine, said of him in 1916:

"The greatest thing about Julius Rosenwald is not his business but himself, not what he has but what he is, his character, his personality, his sincerity, his honesty, his democracy, his thoughtfulness, his charity of heart, his catholicity of sympathy, his consuming desire to help the less fortunate of his fellow creatures."

AND THE LAST WORDS ARE...

From the Woodville Rosenwald School Foundation Board.

DONATE

We need your support to create the Julius Rosenwald & Rosenwald Schools National Historical Park.

For questions and suggestions, please write to info@rosenwaldpark.org.