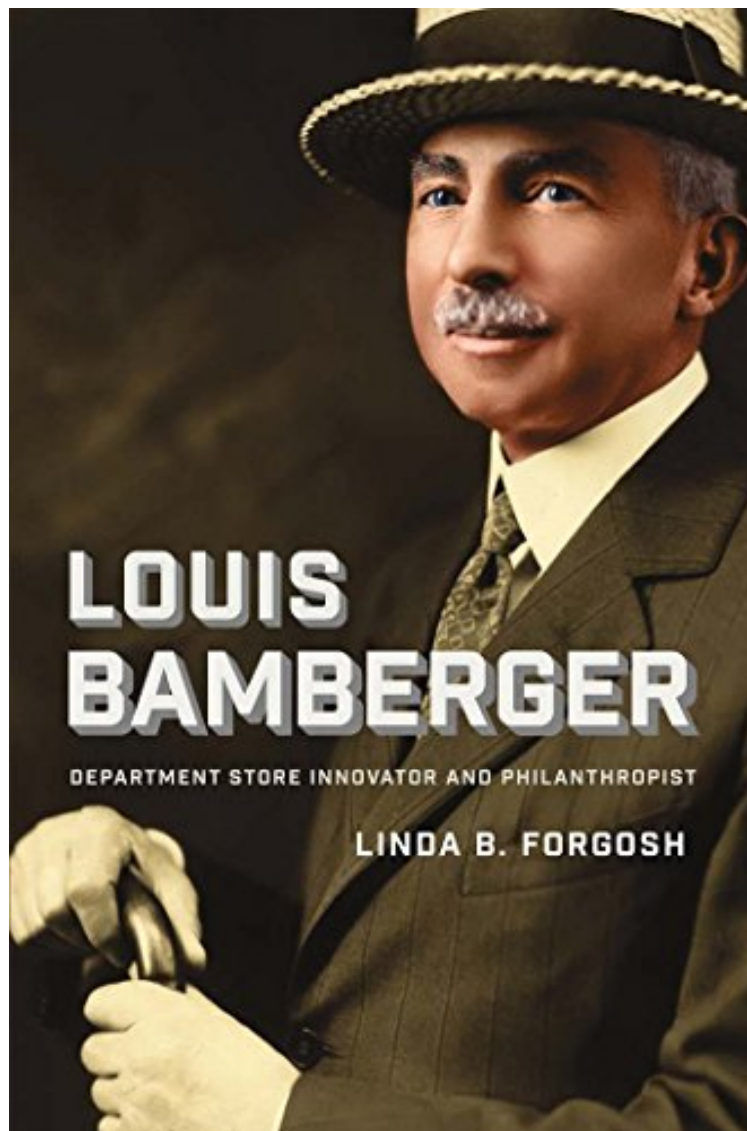


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Louis Bamberger: Department Store Innovator and Philanthropist (Brandeis Series in American Jewish History, Culture, and Life)

Linda B. Forgosh

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Linda B. Forgosh : Louis Bamberger: Department Store Innovator and Philanthropist (Brandeis Series in American Jewish History, Culture, and Life) before purchasing it in order to gage whether or not it would be worth my time, and all praised Louis Bamberger: Department Store Innovator and Philanthropist (Brandeis Series in American Jewish History, Culture, and Life):

1 of 1 people found the following review helpful. Louis Bamberger, a man I would have liked to know!By

Measurement Matters This is not a story about a store. This is a story about a shy philanthropist who made his fortune by creating the Bamberger Department Store. How do you write a story about a great man who didn't like the limelight, didn't write books or keep a diary, and often preferred to be silent about his generosity? Linda Forgosh delved into hard to find resources to provide us with a fascinating and fact based story of a man who left a wonderful legacy but is mostly unknown today. Do you know where the Macy's parade in NYC first began or who started it? What was the connection between Louis Bamberger and Albert Einstein? How did the Institute for Advanced Study in Princeton begin? As many other authors, Forgosh investigated published sources like books and newspapers. She went a step beyond in her research -- she interviewed family members and past employees and their families, going into family archives and documents for little known facts. She searched into archives for unpublished documents including archives of the Institute for Advanced Study, the Library of Congress, the Jewish Historical Society of New Jersey and the New Jersey Historical Society. The result is a fun, fact based book that creates a picture of the man and his times, a book I thoroughly enjoyed reading. 0 of 0 people found the following review helpful. This is a very nicely done book and would be a fine read for ...

By George T. Anagnost This is a very nicely done book and would be a fine read for someone interested in this aspect of American social history. The chronicle of the Bamberger story to envision and bring forth the department store and a center for city life and the giving back to community is a wonderful description of American growth. Ms. Forgosh's details about the family background, Newark's urban growth, and the generous charitable giving, especially funding the Institute for Advanced Study, are interesting and well-presented. She is a gifted writer who knows the subject well. 0 of 0 people found the following review helpful. A Good and Decent Man

By Jo-Ann Wolsky A good story about a humble man. Factual and an interesting story about the man behind Bamberger's. You will enjoy this story even if you're not from New Jersey.

Louis Bamberger (1855–1944) was the epitome of the merchant prince as public benefactor. Born in Baltimore, this son of German immigrants built his business—the great, glamorous L. Bamberger Co. department store in Newark, N.J.—into the sixth-largest department store in the country. A multimillionaire by middle age, he joined the elite circle of German Jews who owned Macy's, Bloomingdale's, and Filene's. Despite his vast wealth and local prominence, Bamberger was a reclusive figure who shunned the limelight, left no business records, and kept no diaries. He remained a bachelor and kept his private life and the rationale for his business decisions to himself. Yet his achievements are manifold. He was a merchandising genius whose innovations, including newspaper and radio ads and brilliant use of window and in-store displays, established the culture of consumption in twentieth-century America. His generous giving, both within the Jewish community and beyond it, created institutions that still stand today: the Newark YM-YWHA, Beth Israel Hospital, and the Newark Museum. Toward the end of his career, he financed and directed the creation of the Institute for Advanced Study at Princeton, which led to a friendship with Albert Einstein. Despite his significance as business innovator and philanthropist, historians of the great department stores have paid scant attention to Bamberger. This full-length biography will interest historians as well as general readers of Jewish history nationally, New Jerseyans fascinated by local history, and the Newarkers for whom Bamberger's was a beloved local institution.

“Forgosh's captivating biography of Louis Bamberger (1855–1944), department store magnate, multimillionaire, philanthropist, and prominent citizen of Newark, NJ, explores Bamberger's business successes and visionary genius in enriching the lives of his Newark employees and many others.” —Library Journal (starred review)