

Joseph L. Rosenbloom, Jr. is on our July Yahrzeit list.

From his obituary in *The Jackson Sun*:

Mr. Rosenbloom was born in Jackson, the son of Ray Marks Rosenbloom and the late Joseph L. Rosenbloom, Sr. He graduated from Jackson High School as valedictorian in 1927 and graduated Phi Beta Kappa from Vanderbilt University in 1930. He graduated in 1932 from the Harvard School of Business Administration.

Mr. Rosenbloom worked for the U.S. Treasury Department in Washington, DC. He later returned to Jackson and joined the family-owned business, J.L. Rosenbloom, Sons and Company, founded in 1898 by his father and S.D. Rosenbloom. He was named president of the firm in 1950 and served in that position until his death.

As president, he sought to transform the store's image from that of a junior department store to that of a fashionable ladies apparel store. To achieve this end, he effected a series of remodelings and alterations.

Active in the civic life of the community, Mr. Rosenbloom held directorships on the boards of the Community Chest (United Fund), Jackson-Madison County Red Cross, Retail Credit Association, Rotary Club, Jackson Area Chamber of Commerce, and First National Bank. He served as co-chairman of the United Jewish Appeal, president of the Jackson Vanderbilt Alumni Association, trustee of the Jackson-Madison County Public Library. He was also a member of the executive board of the West Tennessee Area Council of the Boy Scouts of America.

Mr. Rosenbloom served in the U.S. Air Force from 1942 until 1945, attaining the rank of first lieutenant before his discharge.

He was married in 1943 to Janice Axelrad, daughter of George and Rebecca Axelrad. The Rosenblooms have two children, Mari and Joseph III. Mr. Rosenbloom was also survived by two brothers, Dr. Alvin Rosenbloom and Irving Rosenbloom.

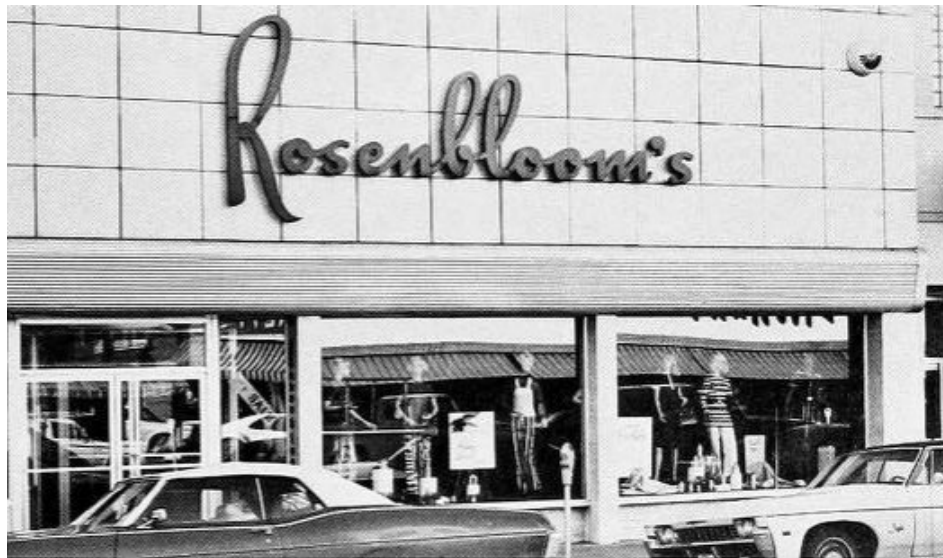


If you lived in Jackson in the 1950s and 1960s, shopping at Rosenbloom's was a treat. It was such an elegant store! Upon entering, you were immediately seduced by the heavenly aroma of the Perfume/Cosmetics Department. When I think of Rosenbloom's, I think of Estée Lauder Youth Dew. Before completing your purchase, the Rosenbloom's employee would carefully explain Mrs. Lauder's instructions for wearing the "parfum." If I remember correctly, you were supposed to apply the fragrance in layers. First came the Youth Dew Body Creme, then Youth Dew Dusting Powder, and finally Youth Dew Parfum. My high school friends and I sashayed through the halls of Jackson High School wearing our madras blazers, Bass Weejuns, and Youth Dew in all of its layers. - Brenda Rayman

Sashay: "Walk in an ostentatious yet casual manner, typically with exaggerated movements of the hips and shoulders./Walk in a lofty, proud gait, often in an attempt to impress others."

We learned how to "sashay" in Charm Classes conducted by Miss Tennessee at Kisber's Department Store.

More on this in the future. . . .



Joseph L. Rosenblom, Jr.
August 2, 1909 - July 9, 1967



Zichrono Livracha
May his memory be for blessing.

