

(Get free) Henry R. Luce: A Political Portrait of the Man Who Created the American Century

Henry R. Luce: A Political Portrait of the Man Who Created the American Century

Robert E. Herzstein

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Robert E. Herzstein : Henry R. Luce: A Political Portrait of the Man Who Created the American Century before purchasing it in order to gage whether or not it would be worth my time, and all praised Henry R. Luce: A Political Portrait of the Man Who Created the American Century:

A detailed biography of the man who founded Time magazine draws on personal papers and interviews with close friends and associates to give a full portrait of the influential publisher.

From Publishers WeeklyAs the subtitle suggests, this is less a full life of Time founder Luce (1898-1967) than a partial, balanced account of his work and influence. Herzstein (*Waldheim: The Missing Years*) traces Luce's Middle American hometown instincts to his boyhood as a "mishkid" (of missionary parents) in China, and deftly tells how Luce and Yale classmate Briton Hadden in 1922 conceived Time , a newsmagazine for a new age. Luce's business acumen led him to found Fortune and Life , and he turned Time, Inc. into his "missionary compound," launching attacks on Franklin D. Roosevelt, denouncing Japan while promoting China and in 1941 proclaiming "The American Century," an era of American-led internationalism. Herzstein closely describes Time, Inc.'s views of Russia and China,

including Luce's clashes with famed correspondents Theodore White and John Hersey, as well as Luce's jousts and alliances with the politicians of the day. Unfortunately, Herzstein ends his narrative in 1945, losing a chance for a rounder portrait of his subject. Nevertheless, his epilogue, citing Luce's achievements, like boosting global interventionism and domestic fairness, and his weaknesses, like paving the way for McCarthyism, provides a judicious summation of Luce's legacy. Photos not seen by PW. Copyright 1994 Reed Business Information, Inc. From Library Journal Herzstein (history, Univ. of South Carolina) has written a fair-minded biography of Luce, the man who founded Time, Life, and Fortune. "I am biased in favor of God, the Republican Party, and free enterprise," Luce once said. As his magazines grew and began to have great influence over U.S. public opinion, Luce did not hesitate to see that they reflected his viewpoint. Herzstein (Roosevelt Hitler, LJ 11/1/89), has written a scholarly work that chronicles Luce's feuds with President Roosevelt and his persistent support of Chiang Kai-shek in China. Recommended for most libraries.- Rebecca Wondriska, Trinity Coll. Lib., Hartford, Ct. Copyright 1994 Reed Business Information, Inc. From Booklist Founder of the Time-Life magazine empire, FDR hater, and champion of American world leadership, Luce presents an anachronistic face to the modern biographer. Raised in China by Protestant missionaries and endowed with prep-school and Yale educations, Luce projected his firmly felt piety, probusiness sentiments, and internationalism onto Time; if media moguls nowadays tread lightly on editorial departments, Luce felt no such compunction. Luce advocated various political causes and conceived himself a kingmaker in Republican Party politics. Created on a shoestring, his chatty, waggish roundup of the week's news made him millions, with which he launched Life in 1936. His press power, enhanced by his glamorous wife, Clare Boothe, soon reached 25 percent of Americans and was trifled with at peril. Herzstein extracts from the archives evidence of how Luce worked and offers anecdotes of Luce's meetings, crusades (famously, and with the least effect, on behalf of his beloved China), and autocratic editorial style. A meticulously detail-minded historian who shuts down his story with the onset of the Cold War (Luce died in 1967), Herzstein has successfully cornered the professional side of this influential publisher and coiner of the phrase "The American Century"; readers addicted to the personal lives of the famous will have to wait for another sort of biography. Gilbert Taylor