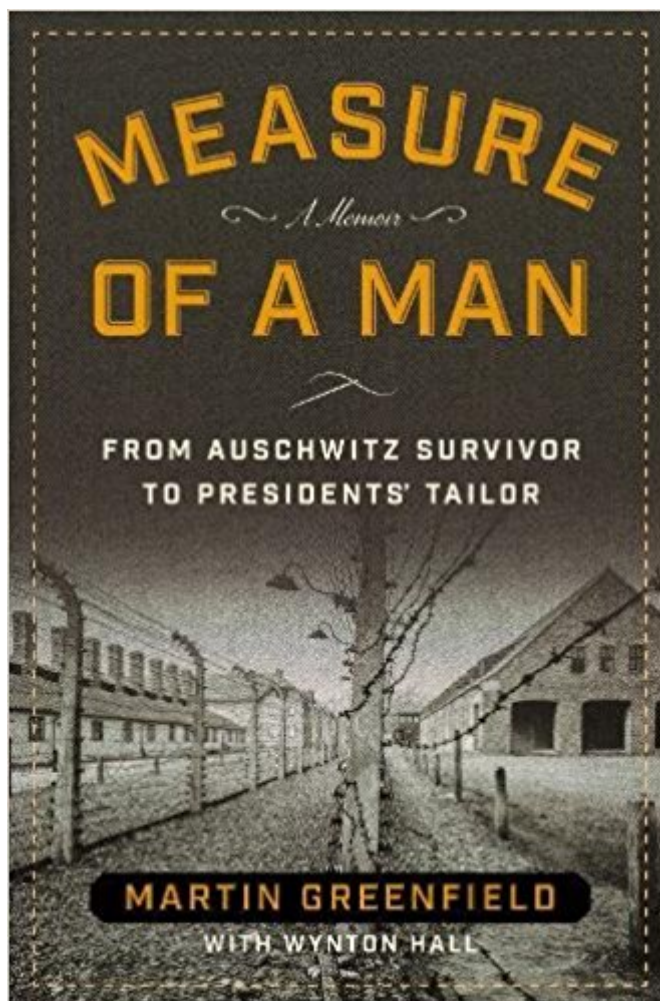


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# Measure Of A Man: From Auschwitz Survivor To Presidents' Tailor



## Synopsis

He's been called "America's greatest living tailor" and "the most interesting man in the world." Now, for the first time, Holocaust survivor Martin Greenfield tells his incredible life story. Taken from his Czechoslovakian home at age fifteen and transported to the Nazi concentration camp at Auschwitz with his family, Greenfield came face to face with "Angel of Death" Dr. Joseph Mengele and was divided forever from his parents, sisters, and baby brother. In haunting, powerful prose, Greenfield remembers his desperation and fear as a teenager alone in the death camp; and how an SS soldier's shirt dramatically altered the course of his life. He learned how to sew; and when he began wearing the shirt under his prisoner uniform, he learned that clothes possess great power and could even help save his life. *Measure of a Man* is the story of a man who suffered unimaginable horror and emerged with a dream of success. From sweeping floors at a New York clothing factory to founding America's premier custom suit company, Greenfield built a fashion empire. Now 86 years old and working with his sons, Greenfield has dressed the famous and powerful of D.C. and Hollywood, including Presidents Dwight Eisenhower, Bill Clinton, and Barack Obama, celebrities Paul Newman, Leonardo DiCaprio, and Jimmy Fallon, and the stars of Martin Scorsese's films. Written with soul-baring honesty and, at times, a wry sense of humor, *Measure of a Man* is a memoir unlike any other; one that will inspire hope and renew faith in the resilience of man.

## Book Information

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## Customer Reviews

"In 1956, Martin Greenfield was a twentysomething Czech immigrant working as a tailor at the well-regarded Brooklyn suit maker GGG Clothes. Greenfield had gotten in the door, in 1947, with

the help of a fellow immigrant friend and eventually worked his way from the lowly post of 'floor boy' to trusted confidante of owner William P. Goldman, who took a shine to his competitive spirit. GGG was a favorite label of Dwight D. Eisenhower, and the young tailor couldn't help himself from passing advice on foreign policy to the Oval Office via the pockets of the president's new suits. If Eisenhower wanted to end the Suez Canal crisis, Greenfield suggested in a note, why not give Secretary of State John Dulles a two-week vacation? Eisenhower eventually shared his tailor's hubris with the D.C. press corps for a few laughs. The anecdote is one of many in Greenfield's new memoir that demonstrates the extraordinary experience he had with capital-H history in the back half of the 20th century."#151;Vanity Fair" It's a remarkable book."#151;Nationally syndicated radio host Mark Levin "I dare you to read Holocaust survivor Martin Greenfield's story and not burst into tears. [...] Every once in a while a book is written that you'll never forget, and leaves you telling all your family and friends about. Martin Greenfield's Measure of a Man: From Auschwitz Survivor to Presidents' Tailor is one of those books."#151;The Daily Surge --This text refers to the Audio CD edition.

The first time Martin Greenfield took up needle and thread was at Auschwitz, to mend the shirt of the SS guard who had just beaten him. Today, he is recognized as "America's greatest living tailor," the man who dresses presidents and movie stars. Measure of a Man is Greenfield's story. More than an unforgettable account of survival and triumph, it's the testimony of a man who came of age amid the darkest evil in modern history but never lost hope. The Nazis came for the Jews in Greenfield's Carpathian village in 1944. Separated from his parents and siblings as soon as they arrived at Auschwitz, Martin was the only one of his family to survive the Holocaust. "Where was God?" he asked the rabbi who arrived with Eisenhower's liberating army a year later at Buchenwald. Greenfield arrived in America in 1947, nineteen years old and penniless. He went to work as a floor boy at a Brooklyn clothing factory and quickly became a virtuoso tailor, making suits for the president and the biggest names in Hollywood. Within thirty years he owned the firm. His insistence on the highest standards, his humility, and his humor have made Martin Greenfield the clothier's friend; and inevitably the friend of many of the greatest legends of American politics, entertainment, and sports. He has passed foreign policy advice to Eisenhower on notes tucked into his suit pockets, encouraged a disillusioned Paul Newman on the brink of abandoning his acting career, and coaxed both Bill Clinton and Carmelo Anthony into tails. Throughout his long and improbable career, Greenfield has never lost his sense of gratitude for the country that plucked him out of hell and enabled him to build a new home and family. "America is dreams," he writes. "In Yiddish, we have a

proverb#151;'Heaven and hell can both be had in this world.' But America is the only place I know that lets you turn your hell into a heaven. It did for me." --This text refers to the Audio CD edition.

MEASURE OF A MAN starts off with the author, as a boy, in a German concentration camp. Martin was quickly separated from most of his family--and many relatives he would never see again. Martin was sent to the line on the right, where the prisoners were allowed to live. Those on the left--including many of his family--were killed. We've heard the Auschwitz story before, but it bears repeating. The young boy was witness to astonishing acts of human cruelty. He witnesses a friend being used as target practice. Martin's father was a wise man who realized that in order for his son to survive, he and his son must be separated. Thus, early on, his father claimed Martin was a skilled mechanic. Like the other prisoners in Auschwitz, Martin was given a tattoo. In his case "A4406." For some reason, the young man was sent to the camp laundry. There, he learned a little bit about sewing and the power of appearance. Martin had torn a Nazi shirt whilst cleaning it, and after being bloodied by the guard for his error, Martin decided to wear the shirt under his prisoner garb. "The day I wore that first shirt was the day I learned clothes possess power. Clothes don't just make the man, they can save the man. They did for me." Ironically, the hellhole of Auschwitz became his tailoring training ground--but hardly his first choice: "Of course, receiving your first tailoring lesson inside a Nazi concentration camp was hardly the ideal apprenticeship. I would have much preferred to learn my craft on Savile Row." In January of 1945, the Jewish prisoners were forced to march on the infamous "death march." Only 500 prisoners survived. Martin recalls that he was forced to carry a heavy backpack of one of the German soldiers. He and his friends took some food out of the bag to make it lighter; they realized, however, that when the soldier returned for his gear, they would be shot. They looked at the bright side: "At least we won't be hungry when he shoots us." To escape, Martin had his fellow prisoners bury him under some snow. After the war, young Martin came to America with almost nothing: "When I came to America, the only thing I had was the dirt under my fingernails." In America, he was astonished by what he saw, and he was very ignorant about the land. Seeing all the people waiting to get into Yankee Stadium, he thought, "Things must be terrible here. I've never seen so many people waiting in a bread line!" It was in 1947 that the author started work at the famous clothiers, "GGG clothiers," named after the three Goldman brothers. There, Martin furthered his craft of tailoring and running a business. The author recounts the greatest lesson he ever received was from Mr Goldman: "The key to success in business and in life, is to 'produce quality with intrinsic value.' Its a lesson I've never forgotten." In 1977, thirty years after he started working at GGG, Martin bought the entire company. Martin eventually had the chance to

tailor custom suits for presidents--even his hero, President Dwight D. Eisenhower. Martin wanted to offer some suggestions to the president, but he knew that his letters would never reach Ike. So Martin sewed a pocket into Ike's jacket, with a letter of advice for the president inside. Later on, Eisenhower quipped that there was a "Brooklyn Taylor who kept sewing foreign policy advice into his clothes." Time magazine heard the story, and the Brooklyn tailor became famous. Many years later, when Martin was the tailor to President Clinton, Clinton heard about these letters sewed in the clothing of Ike. Clinton took him aside and said, "Martin, just so you know, if you ever have anything you want to talk about, you won't need to sew letters in my pockets. I will just give you my fax number." All in all, MEASURE OF A MAN is a solid, inspiring story. Starting with the most horrific childhood experience one can imagine, the author worked hard, overcoming hardship few of us will ever face. In one touching chapter, we hear that because of his tragic childhood, Martin had not been able to have the traditional Bar Mitzvah of young Jewish boys. So at age 80, Martin finally got his Bar Mitzvah. This is truly an endearing story--The boy who learned to sew in Auschwitz ended up being as tailor to the most important men in the world.

Review by Chris Lawson  
Note: I do not know the author of this book, and no one requested I write a positive review. Review copy courtesy of Edelweiss.

I loved this book. I could not put it down. His story of surviving Nazi Concentration Camps and his father's advice about honoring his family. This book should be required reading for High School Seniors who are trying to figure out their future. Great book.

What a great read on so many levels. History, Reality, Hard Work, Business Ethics, Human Spirit, Patriotism and even the Grace of God.... Thank you Mark Levin for reading a bit during your XM show or else I'd never have known about this book. Martin Greenfield--May God Bless you.

Honestly I feel as though I know Mr. Greenfield after just the first few chapters. Extremely well written. I was living the hell with that little boy through those pages. Such shameful suffering. And what a grand turn of events for his future. Kudos to Mr. Greenfield and Mr. Hall.

I have highlighted so much in this book that touched my heart!!.....Measure of a Man is the PERFECT title for this book!!! This is an amazing story! Wynton Hall, I Love the WAY you write!!

Great book. Once I picked it up I couldn't put it down anymore until I finished it. I cried, I laughed

and I was deeply inspired. a 5-Star recommend!!More detail:This is two books in one. the first part is about the horrors Mrs. Greenfield experienced in Nazi Europe (Hungary, Czechoslovakia, Poland, Germany... and how he survived.The second part is a love story to the United States of America, how he was welcomed, how he was able to strive, learn, and ultimate how his hard work and dedication gave him the opportunity to buy his boss' custom tailor factory for \$100,000 in the 1960s and become the tailor for the rich, famous and powerful including many Presidents of the US.Being an Immigrant from Germany myself, the only part I was missing is perhaps more details on how visits back to Germany and to the Concentration camps, which are shown in the picture part of the book, but not mentioned in the text, affected him and how he thinks about those countries today. But perhaps there is a chance to ask him this in person some day as he seems to still be in great health. and he certainly accomplished me wanting to have a suit made by his company - so a great sales job too by showing how much work goes into a truly master custom suit.

A poster book on achieving the American dreamI thoroughly enjoyed reading this autobiography about the life of an accomplished human being. Apart from some repetition here and there, the author's writing style is to the point with crisp sentences and short paragraphs so vivid that the reader can actually imagine being his shadow and living through his experiences.His narrative leads us from a tenacious will of a boy to survive the horrors of the Nazi regime's concentration camps to an astounding professional career and life in the United States as our country's premier tailor of hand-made suits for Presidents, Senators, and world renowned entertainers and actors.I wish the book were mandatory reading in high school and college English classes. It would portray to today's generation what the American dream is all about, what it means to survive, the value of an education, work and business ethics, quality of workmanship, taking responsibility for ones actions, and the immeasurable worth of family, faith, and building lasting friendships.

Couldn't put this book down. It tells the truth of first hand accounts of the atrocities at Auschwitz and other Nazi concentration camps. I shudder when I think that todays children are not learning these things in American schools. Some fools even deny there were prosecution of the Jews. Martin Greenfields account of what he went through as a young boy are chilling. He loved America so much for saving his life that he came to this great country as a legal immigrant after the war. He became a citizen and went on to great success. The man loves America and the opportunities she

gave him to succeed. If you like the truth and history, you will love this book.

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