

PIONEER E. P. MERCHANT DIES

Bernard Blumenthal Taken By
Death At Age of 83;
Rites Arranged

Bernard Blumenthal, founder of the 41-year-old Blumenthal clothing store on Pioneer Plaza, died suddenly last night of a heart attack.

He was 83.

Apparently in good health, Mr. Blumenthal had retired to his room after dinner. He was found dead a short time later.

As was his usual custom, he had visited his store Friday afternoon.

Mr. Blumenthal was born in Neidkerlein, Germany. He came to the United States when he was 13.

El Paso was a frontier town of only seven or eight thousand population when Mr. Blumenthal arrived. El Paso street, where he established his first store, was the only important business street. Only three blocks of it had many stores.

Mr. Blumenthal's first El Paso store was in a one-story brick front building where the Ellanay theater now stands.

From there he moved to the site of the present Hotel Paso del Norte, moving when the hotel was constructed. The store was next located at the site of the present Woolworth store.

During the World War the business was quartered in the Lockie Hotel building. It was moved into its present building on Pioneer Plaza in 1920, when Mr. Blumenthal's company purchased the former home of the City National Bank.

Rapid growth of El Paso was no
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surprise to the pioneer merchant. He had always predicted a brilliant future for the collection of adobes which was El Paso when he arrived.

In El Paso Masonic organizations he was Almoner of all Scottish Rite Bodies, K. C. C. H. in Scottish Rite, and Past Master of the 14th Degree of Mt. Franklin Lodge of Perfection.

He is survived by his widow, Mrs. Ioa Blumenthal; a son, Karl Blumenthal; a daughter, Mrs. William Lindenthal; two brothers, Adolph and Sam Blumenthal; and two grandsons, Irving B. Lindenthal and John B. Blumenthal.

Funeral Tomorrow

They all live in El Paso, except Mrs. Lindenthal, who has been staying at Wauwatsa, Wisconsin, temporarily. She is expected to arrive in El Paso tomorrow.

Funeral services will be held at 3 p. m. tomorrow in Kaster and Maxon Chapel with Rabbi Wendell A. Phillips officiating. Pallbearers will be Sidney Mayer, Irving Schwarz, Louis Zork, Rickard Arin, Henry Heil and Ed Krohn.

Honorary pallbearers will be Dave Cohen, Haymon Krupp, A. Mathias, A. Schwartz, Ed Sanders, Ed Wisnub, Emil Strauss, Sam Mahasse, E. A. Wells, Joe Pollard, Winchester Cooley, Ben Levy and John Temple Rice.

Burial will be in Mount Sinai cemetery.