



AARONSON

ABE AARONSON, 85, passed away Sunday, August 28, 1994. Aaronson moved to El Paso in 1932 and founded Aaronson Bros. Stores Corporation 10 years later. He is survived by his wife of 52 years, Miriam, and five daughters, Madeline Berger, Sandy Aaronson, Janet Stern, Carol Lewis and Nancy Aaronson. He was also a loving grandfather to seven grandchildren, Sheri and Andrea Berger, Lori Berger Freeman, Jennifer and Melissa Stern, and Allyson and Tommy Lewis. Aaronson was a member of Congregation B'nai Zion and was an avid golfer and supporter of the local golf community. He was also a member of El Maida Shrine and the American Contract Bridge League where he achieved the status of Life Master. Graveside services will be officiated by Rabbi Stephen Leon and will be held at B'Nai Zion Cemetery at 12:00 Noon, Tuesday, August 30. The burial will be attended by pallbearers Chuck Berger, Tommy Lewis, Tommy R. Lewis, Joel Stern, Michael and Zachary Aaronson, Jeff Aaronson and Sidney Aaronson. In lieu of flowers the family is requesting contributions to be made to either B'Nai Zion Synagogue or the UTEP Men's Golf Program.

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Aaronson Brothers co-founder dies at 85

Abe Aaronson of El Paso, the last surviving brother from the Russian immigrant family that built the Southwest's Aaronson Brothers department store chain, died Sunday. He was 85.

Aaronson was born in Russia but immigrated to the United States in 1917 to escape the Bolshevik revolution. After living in New Orleans for a number of years, he moved to El Paso in 1932.

He opened a store called the Parisian soon after coming to El Paso. He and his brothers, Meyer and Joe, opened the first Aaronson Brothers store in the 1940s.

The chain grew over the years, eventually expanding to 35 stores in California, Arizona, New Mexico and Texas. The company had stores in a variety of El Paso locations, including Downtown, Lakeside, Ysleta, Loretto, Bassett Center and Northgate.

The company's growth was derailed in the early 1970s when it



Aaronson

expanded into discount stores and other areas. The company filed for Chapter 11 bankruptcy protection in 1974, but completed a turnaround by 1976.

The store chain was sold in 1980 to Volume Merchandise Inc. of New York.

Abe Aaronson was an avid golfer and contract bridge player. Several of his daughters and grandchildren became top amateur golfers.

Graveside service will be at noon Tuesday in B'Nai Zion Cemetery.

Survivors include his wife, Miriam; and his daughters, Madeline Berger, Sandy Aaronson, Janet Stern, Carol Lewis and Nancy Aaronson.

He was preceded by his brothers Joe and Meyer Aaronson.

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