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OBITUARIES

Victor Bernstein, ad executive, dies after stricken at golf course

PROVIDENCE — Victor Bernstein, 69, of 353 Morris Ave., an advertising consultant and production director of the former Bo Bernstein & Co., was stricken at Crestwood Country Club while golfing yesterday and died shortly after at Rhode Island Hospital. He was the husband of Mrs. Ethel H. (Kurtzer) Bernstein.



A lifelong resident of Providence he was a son of the late Morris and Lilly (Rubenstein) Bernstein.

He was all-state track and football star at Hope High School. In 1933 he was the 40-yard dash champion at the Boston Athletic games at Boston Gardens. While at Hope he was the state champion in the broadjump and his record held for 30 years.

At a meet held at Brown University he set a 100-yard dash record, which held for many years. He was the first Rhode Island born athlete to run the 100-yard dash under 10 seconds, accomplishing this while attending Worcester Academy.

He was a member of the New England Prep School championship football team while at Worcester.

He was a member of the varsity football team for three years at Brown University and was elected to the University of Pennsylvania Franklin Field Hall of Fame 83-yard touchdown run.

He graduated from Brown University in 1939 and for more than 20 years was production director of Bo Bernstein and Co. of Providence, a former advertising and public relations company. From 1977 to 1982 he served as a consultant in advertising production. For three years he was a semi-retired consul-

tant to Le Beau and Santangini & Co. of Providence.

He was a member of Crestwood Country Club and Touro Fraternal Association.

Besides his wife he leaves a daughter, Mrs. Sheila R. Ekeblad of Providence; a son Michael H. Bernstein of East Providence; a brother, Harry "Happy" Bernstein of Warwick and five grandchildren.

The funeral service will be held at 2 p.m. tomorrow at Mt. Siani Memorial Chapel, 825 Hope St. Burial will be in Lincoln Park Cemetery, Warwick.

BERNSTEIN, Victor