

BLOOMINGDALE,
ALFRED

Obituaries

Alfred Bloomingdale; member of Reagan's 'kitchen cabinet'

SANTA MONICA, Calif. (UPI) — Alfred Bloomingdale, a member of President Reagan's "kitchen cabinet," heir to a department store fortune and often called "the father of the credit card," died Saturday of cancer, it was announced yesterday. He was 66.

Bloomingdale, a longtime friend of President and Nancy Reagan, died in his sleep Friday night at St. John's Hospital. His wife, Betsy, was at his bedside earlier in the day but was home when he died, his personal secretary, M. L. Raab, said.

At one time, he was a show business producer, agent for Frank Sinatra and later helped found and headed the Diner's Club. Bloomingdale was sued in July for more than \$5 million in a "palimony suit" by Vicki Morgan, a 29-year-old former model and actress who claimed to have been his mistress since she was 17.

Mrs. Bloomingdale, an active Los

Angeles socialite and often called Mrs. Reagan's closest friend, also was sued for \$5 million on grounds she had broken up her husband's relationship with the "other woman."

"The case will go on against his estate. Mrs. Bloomingdale is also of course a party to the case," said Marvin Mitchelson, attorney for Miss Morgan.

Besides his wife, he leaves three children, Geoffrey, Lisa and Robert; and four grandchildren.

He graduated from Brown University in 1938 and joined the family business. But almost immediately, he began another career in show business as a Broadway and Hollywood producer and agent.

He served as a trustee of Brown University and as a regent of Loyola Marymount College in Los Angeles and was a director of the International Rescue Committee.

