RZHER 8-2-63

GERBER, george



GEORGE GERBER

Funeral services for George Gerber, 69, of 152 President Avenue, founder of the Coats Field Shoppers World, Pawtucket, and founder of the Gerber Jewelry Store chain, who died Monday after an illness of two months, were held the following day at Temple Emanu-El. Burial was in Lincoln Park Cemetery.

The husband of the late Rose (Goldberg) Gerber, he was born Oct. 9, 1893, and had been a lifelong resident of this city. He was a son of the late Hyman and Sarah (Levine) Gerber.

Mr. Gerber was graduated from Hope High School in 1912. He was a member of the all-state Interscholastic Baseball Team in 1912. He was an Army veteran of World War I. After his return from the Army he started the Gerber Jewelry Store chain which grew to be one of the largest retail jewelry firms in this part of the country.

He was president of the company until it was sold to Zales Jewelry, the largest jewelry retail chain in the world. He then founded Coats Field Shoppers World, Pawtucket, in 1955, and was president of that company.

He was a member of the board of directors of Temple Emanu-El, the board of trustees of the Jewish Home for the Aged, a charter member of Overseas Lodge, F & AM, the Jewish War Veterans Post, the board of governors of the Ledgemont Country Club, the board of directors of the General Jewish Committee of Providence, the Metacomet Country Club.

Mr. Gerber was appointed a commissioner of the Veterans Memorial Auditorium Commission by former Gov. Dennis J. Roberts. He was a member of the Miriam Hospital Corporation and the Hebrew Free Loan. He was also director of the National Credit Jewelers of America.

Surviving is a son, Sheldon Gerber of Providence; two daughters, Mrs. David Sadler of Providence, and Mrs. Sidney Shapiro of Boston; two brothers, Benjamin of Providence and Philip Gerber of Worcester, and nine grandchildren.