PAWT. TIMES - SEPT. 10, 1963

Edward Zwetchkenbaum

We wish to pay respects to the memory of a fellow merchant and to extend our deep sympathy to his family.

SHARTENBERG'S

OBITUARY

ZWETCHKENBAUM, EDWARD

Vietnam rushed heavy forces or to release Yared immediately.

PAWT. TIMES - SEPT. 9, 1963

Edward Zwetchkenbaum Dies; Headed N. Y. Lace

Edward Zwetchkenbaum, president of the New York Lace Store and the Coats Field and Warwick Shoppers Worlds, was fatally stricken Sunday at his summer home at Buzzards Bay, Mass.

The husband of Matilda (Chudnavsky) Zwetchkenbaum, he would have been 63 years old on Thursday. He made his home at 15 Exeter St., Taunton.

Mr. Zwetchkenbaum headed the New York Lace Store in this city, Coats Field Shoppers Worlds in Pawtucket and Brockton and Warwick Shopper World stores in Warwick, Middletown and Bellingham. All stores are closed today and tonight.

The funeral was to be held today at 2:30 p. m. with services in the sanctuary of Agudath Achim Synagogue, Taunton. Mr. Zwetchkenbaum was a director and former vice-president of the Agudath Achim congregation, which his parents, the late Pincus and Rebecca Zwetchkenbaum had helped to organize.

Mr. Zwetchkenbaum was associated with the New York Lace Store since 1925 when it was founded by his father in quarters on Broad Street. He took over the presidency upon his father's death. The business grew to become one of the largest cash and carry fashion stores in New England.

In 1957, Mr. Zwetchkenbaum moved the store to larger and more modern quarters in the former United Transit Co. bus garage off Lonsdale Avenue and began operating on a six-day basis, with the store open nights.

Two years earlier, he headed the family interests in opening



EDWARD ZWETCHKENBAUM

the Coats Field Shoppers World in the former J. & P. Coats Inc., (now Coats & Clark) recreation building and thus began a new career in the so-called mill outlet business.

Mr. Zwetchkenbaum was a supporter of local civic, business and religious groups. However, he was of a retiring nature and shunned the spotlight. Associates say he preferred to have his interests represented by his executives and employes in local clubs and committees.

A native of New York, Mr. Zwetchkenbaum was named "man-of-the-year" of Taunton by the National Conference of Christians and Jews in 1961. He was a philanthropist who supported the Jewish, Catholic and Protestant fund appeals over the years. He had served as a director of the United Jewish Appeal and was co-chairman of the Rabbi's Scholarship Fund. Mrs. Zwetchkenbaum is a leader in civic, religious and charitable work in Taunton.

Survivors, besides his wife, include a son, Joseph A. Zwetchkenbaum, of Warwick; two daughters, Mrs. William Poplach of Cranston and Miss Susan Zwetchkenbaum of Taunton; four sisters, Mrs. Gus Kaplan and Mrs. Sidney Makowski of Taunton, Mrs. Max Scholmowitz of Providence and Mrs. Rachel Cooperstein of Brookline, Mass., and six grandchildren.

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ZWETCHKENBAUM
Edward

EDWARD ZWETCHKENBAUM

Funeral services for Edward Zwetchkenbaum, a pioneer in the concept of discount merchandising whose devotion to charitable works won praise from religious leaders of the Jewish, Protestant and Roman Catholic faiths, who died unexpectedly at his summer home in Buzzards Bay, Mass., on Sunday, were held the following day at the Agudath Achim Sanctuary in Taunton, Mass. Burial was in Mt. Nebo Cemetery, Taunton.

Mr. Zwetchkenbaum, who was president of the New York Lace Store and the Coats Field and Warwick Shoppers Worlds, would have been 63 years old on Thursday.

One of Mr. Zwetchenkenbaum's most notable charitable works, about which practically nothing was known, was his help in rehabilitating hundreds who had been released from mental hospitals. Rabbi Baruch Korff of the Agudath Achim congregation and chaplain for the Massachusetts state department of mental health, worked with him in this area. Mr. Zwetchkenbaum took special interest in young men who needed assistance to undertake a college education and founded a special fund for them.

He was a moving spirit in the construction of the Jewish Community House of Taunton. After it was built, Mr. Zwetchkenbaum threw its doors open to any one who could use the facilities.

The Taunton Red Cross Chapter used it, as did the Taunton Area Council of Churches. At one time, the Methodist Memorial Church of Taunton took advantage of the offer. The Basketball League of the Taunton Area Council of Churches plays its games in the community house gym.

In 1961, Mr. Zwetchkenbaum was named "man of the year" by the National Conference of Christians and Jews.

For 30 years, he was a director of the Associated Jewish Campaign of Greater Taunton. He was instumental in the founding of the Agudath Achim synagogue.

A SHERMAN

Mr. Zwetchkenbaum inherited his bent for charity from his parents, the late Pincus and Rebecca Zwetchkenbaum, who opened a small dry goods store in Taunton four decades ago.

During the height of the depression, the elder Zwetchkenbaums loaned their life savings to the city of Taunton at a time when it could not meet its payrolls.

Although Mr. Zwetchkenbaum learned about business from his father, he soon developed the ideas of cash and carry, small profit margins, and a quick turnover which later were to find expression in discount department stores.

He was considered an authority in the field and recently had been invited to testify before the U. S. Senate Commerce Committee on pending legislation concerning pricing practices.

After the store in Taunton became prosperous, Mr. Zwetchkenbaum founded the New York Lace Store in Pawtucket.

In time, he founded discount stores in other cities and towns of Rhode Island and Massachusetts. Mr. Zwetchkenbaum headed the Coats Field discount stores in Pawtucket and Brockton and the Warwick Shoppers' World stores in Warwick, Middletown and Bellingham.

Mr. Zwetkenbaum was a director and former vice president of the congregation of Agudath Achim. He served as a director of the United Jewish Appeal and was co-chairman of the Rabbi's Scholarship Fund.

Born in New York City, Sept. 12, 1900, he came to Taunton when young. He resided at 15 Exeter Street, Taunton.

Besides his wife, Mrs. Matilda (Chudnovsky) Zwetchkenbaum, he lives, a son, Joseph Alan Zwetchbaum of Warwick; two daughters, Mrs. William Poplach of Cranston and Miss Susan Zwetchkenbaum of Taunton; four sisters, Mrs. Gussie Kaplan and Mrs. Sidney Makowsky, both of Taunton, Mrs. Max Scholmowitz of Providence, and Mrs. Rachel Cooperstein of Brookline, Mass., and six grandchildren.

Fifty-eight friends, associates and retail tradesmen acted as honorary bearers for Mr. Zwetkenbaum. Active bearers were Frank W. Barad, Harold Lazarus, Bernard Shore, Sol K. Berk, Justin Nevins, David I. Fischman, Reuben Arkanase, Ira Pollock, Milton Scribner and Lou Kowitz.