



## Benard A. Barasch

April 30, 1921 - June 24, 2014

"You open the book of memories and it speaks for itself, for each person's hand has signed and written his own story." (ancient Hebrew liturgy)

Bernard A. Barasch had a great American story. Husband, father, grandfather, great grandfather, WWII veteran, businessman, golfer and community volunteer, Bernie passed away peacefully at his home on Tuesday, June 24th at the age of 93. He was preceded in death by his beloved wife, Alice, his parents Max and Alice, three younger brothers Howard, Allan, Ronald and many dear friends.

Born April 30, 1921 in Brownsville, PA. to optimistic and hard-working Jewish parents who immigrated from Russia and Austria hoping to build a life free of intolerance and open to possibility. His father began as a tailor and built that skill into a thriving retail business which he called Bud's Men's Shop creating a legacy later passed onto his son.

Bernie graduated from the University of Pennsylvania Wharton School of Business in 1942 and immediately enlisted in the U.S. Army Air Corps. He served in the 58th Wing of the 20th Air Force, flying 33 missions as a B-29 top gun in the Pacific Theatre. Bernie often said he was never scared until he read years later about the history of those missions realizing how vulnerable and dangerous those sorties were. Tech Sergeant Barasch was honored for

that service with the Distinguished Flying Cross, Air Medal with four Oak Leaf Clusters and the Pacific Medal with five Bronze Stars.

Following the war, he returned to Uniontown, Pennsylvania to build a life, career and family. Under his father's watchful eye, he learned the art of the sale and the challenge of retail. In 1952, he was chosen to expand the family business from the coal mines of Pennsylvania to the cotton fields of West Texas. Bernie opened Bud's Men's Shop in 1954 in Lubbock and for 60 years furnished big and tall, short and small with the widest array of menswear and legendary service. In 1967 Bernie achieved a lifelong goal, earning his MBA from Texas Tech.

Golf was his personal passion played with the many friends he treasured. Bernie played to win - he was a precision placement player. He kept the ball on the fairway and didn't get into trouble. He played as he lived, fair to everyone but allowing no advantage.

Bernie believed in the future of Lubbock. He devoted time to the Masons, Shriners and his congregation Shaareth Israel serving as the Congregation's president as well as years on the Board of Directors.

At age 82 he sold Bud's Men's Shop, playing golf three times a week until age 90. Though his physical world became smaller, his influence on family only grew. His mind was curious, his interests broad and his politics strong. He had become as in ages past, the family patriarch. Intelligent and wise, he offered valued advice, clear guidance and well-taken opinions to those he loved. He will always be missed.

Bernie is survived by his daughters Arlene Lyons, Barbara Barasch, Carole Barasch and Debbie Tucker, son-in-law Gerald Tucker, sisters-in-law Shirley Barasch and Sylvia Barag and dear family friend, Marlene Eskin. His

grandchildren, spouses and their children will also miss their "Papa," Bess and Scott Poehlmann, Augustus Lyons, Benjamin and Elissa Lyons, Jennifer and Emmett Tracy, Adam Lyons, Aaron and Emily Tucker, Rachel Tucker, Michael Tucker, Ulrich Poehlmann, Milo Lyons, Samuel Lyons, Tomas Tracy, Thais Tracy, Adam, Austin and Ethan Tal. Also cherished are nieces and nephews Linda and Phil Blumenthal and their sons Mark and Howard, Steve and David Barasch, Floyd and Suzi Prozanski, Larry Barasch, Karen Staif, Miriam Fleming, Randy and David Roth, Larry, Allen and Bernie Kronick and all of his loving friends and family.

Services will be held at Congregation Shaareth Israel (6928-83rd Street) on Sunday, June 29th at 1pm, with graveside services following at the City of Lubbock Cemetery.

If you wish to honor Bernard's memory, contributions can be made in his name to Congregation Shaareth Israel or Hospice of Lubbock.

# Cemetery Details

## City of Lubbock Cemetery

2011 East 31st Street  
Lubbock, TX 79404

# Previous Events

## Service

JUN **29**. 1:00 PM (CT)

Congregation Shaareth Israel  
6928-83rd Street  
Lubbock, TX 79424

# Tribute Wall

FS

“ *BUD'S FAMILY,  
I APPRCEIATED BUD GIVING MY SON  
,TIM, A JOB WHILE GOING TO TECH. HE  
LEARNED ALOT,MET LOT OF  
PEOPLE,AND LOVED MR. AND MRS.  
BARASCH. THEY ALWAYS WERE SO NICE TO HIM. BUD WILL  
BE MISSED.  
LOVE, PRAYERS, AND SYMPATHY..*



---

**FRANCES SOWDER** - June 30, 2014 at 01:32 PM