



## Sidney Rutberg

February 9, 1924 - March 25, 2025

Sidney Rutberg died before dawn on March 25, 2025, at 101 years. Born 2/9/1924 in Brooklyn, NY, Sid was drafted into the Army in 1943 where he studied engineering courses at Kansas State College under the Army Specialized Training Program. In 1944, the War Department dissolved the ASTP and Sid was transferred to the 97th Infantry Division and trained in demolitions. He was ordered to Europe for the final assault on Nazi Germany and the cleanup for the Battle of the Bulge. His knowledge of Yiddish enabled him to be a translator for those captured. After serving in France, Germany and Czechoslovakia, WWII in Europe ended. Sid served in the occupation Army in Japan in 1946. Writing for the Army newspaper in Japan sparked his lifelong interest in journalism. The GI Bill allowed Sid to graduate with a BA in economics and political science from Brooklyn College, an MA from Bernard Baruch School of Business and C.C.N.Y.

Sid joined Fairchild Publications in 1949 as buyers' arrival reporter and worked his way up to become both financial editor and columnist (The Street, Hey Dad) in Women's Wear Daily. Women's Wear Daily now is digital.

Sid wrote his first book, Ten Cents on the Dollar, a funny book on bankruptcy, which became a best seller. Simon and Shuster sent him on a national book tour and book sales enabled Sid's son, Allen, to go to Harvard. Sid then wrote The Money Balloon, a story of inflation from the ancient Romans to the

1970's, The Joy of Expense Account Living and Playboy's Investment and Financial Planning Guide for Singles. Along with six former editors, Sid wrote Fashion Retailing and a Bygone Era, Inside WWD Women's Wear Daily. In 1977, The Japan Trade Center in NY, head overseas office of the Japan External Trade Organization (JETRO) sponsored Sid, along with others from the press, Barrons, LA Times, etc., to travel for 2 weeks in Japan. They met with Japanese leaders to help improve the understanding between the two countries and improve international trade.

During his tenure at Women's Wear Daily, Sid was president of the New York Financial Writers; he sang and danced in the Financial Follies held annually at the NY Hilton and Marriott hotels to raise money for journalists' scholarships. After nearly 50 years at the paper, Sid retired and became a freelance writer for The Secured Lender. During this time, he wrote the book, Asset Based Lending.

Sid married his first wife, Adele, in 1948. He lost her suddenly after almost 40 years of marriage. He met Marcia at a Bar Mitzvah; they fell in love and married a year later. They have been married 35 years.

Sid loved his family, golf, traveling, and reading. He lived a joyful life. Sid's smile was infectious. Alzheimer's disease impaired his capabilities, but he remained the same loving, funny man he always was. We thank friends Chet and Marge Hollinger, Director Dave Liuzzo, Katie Rothen, the staff at Arden Courts of Sarasota, and caregivers Ari, Ken, and Jay from Senior Home Companions, who gave Sid such loving care during his long goodbye.

Sid was preceded in death by his parents, his brothers, Bill and Al and his sister Ruth. He is survived by his beloved son, Allen (Susan), nieces and nephews, stepdaughter Kari (Darrell) and step granddaughter Jessi (Hector). He is also survived by stepsons Craig and Keith (Betsy), and stepdaughter

Gayle (John), grandchildren Michael (Pooja), Nathan and Lizzie, 2 step grandsons, Jeremy and Sean and 3 great grandchildren.

A memorial service will be held on Thursday, April 17th, at 11:30am, at Sarasota National Cemetery, 9810 State Road 72 (Clark Road), Sarasota, FL 34236.

Memorial contributions may be made to All Faiths Food Bank, JFCS or a charity of your choice.

# Previous Events

## Memorial Service

APR 17. 11:30 AM (ET)

Sarasota National Cemetery  
9810 State Rd 72  
Sarasota, FL 34241  
(941) 922-7200

# Tribute Wall

AF

“ I worked with Sid for many years at WWD and he was always a gentleman, scholar and teacher. He helped train a generation of financial writers and was a joy to work with. RIP

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**Arthur Friedman** - July 09, 2025 at 01:23 PM

MS

“ I worked with Sid at Fairchild for decades and always regarded his contributions to WWD and other Fairchild publications as the work of a true professional. More than that, he was a good man. RIP, Sid.

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**Mort Sheinman** - May 02, 2025 at 01:21 PM

EA

“ Sid was an absolutely lovely and funny man. I'm very grateful that I got to have many lunches with him, and his colleagues from WWD. I always looked forward to these meals and was thrilled to be invited. I will raise a glass to Sid and his long life. He made the world a better place.

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**Elizabeth Armstrong** - April 28, 2025 at 07:52 PM

JR

“ Sid was a delightful man - always a smile accompanied by a sweet laugh. I met him at Fairchild Publications in 1978 and he recruited me to join the NYFWA and The Follies. We shared many a stage. I'm happy he lived so long. - Jane Reilly

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**JANE REILLY** - April 16, 2025 at 05:50 PM