



Hobart in Sea Pines library

Don Hobart, Sea Pines research librarian, dies

Donald Marcene Hobart, whose retirement turned into 20 years of service to the Sea Pines Co., died Saturday at the Seabrook following a long illness.

Hobart, 89, and his wife, Elizabeth, came to Hilton Head in 1963 to work as a consultant with Charles Fraser.

At the time Fraser was a 29-year-old entrepreneur with a company that was just getting off the ground.

"After I talked with him, and realized how much more he knew than I knew on various subjects, I knew I would be lucky to have him here as an advisor," Fraser said.

The two reportedly met over Thanksgiving in 1959. The Hobarts had a restored carriage house in Charleston, where they planned to live after retiring. A Charleston neighbor invited the couple to Hilton Head for the holiday weekend.

Fraser said he asked Hobart to do consulting work with him after he retired from Curtis Publishing Co. in Philadelphia. Fraser said he had used some of Hobart's studies while doing the first marketing research studies for Sea Pines Plantation in the mid 1950s.

At that time, Hobart was manager of research for Curtis Publishing Co., which puts out the Saturday Evening Post. He was surveying American travel habits in prepara-

tion for the company's new magazine, *Holiday*. Hobart's research was later made available to people such as Fraser.

Hobart worked with the publishing company from 1923 until 1962. He retired as senior vice president and director of research.

According to Fraser, Hobart used to say continuing to work after his retirement added 10 happy years to his life.

At the Sea Pines Co., Hobart served on the board of directors for 10 years, was a marketing consultant and set up the research library. He compiled statistics on retail sales, hotel and villa occupancy, and the island's population.

Fraser said until four years ago, Hobart supplied statistics to the Hilton Head Island Chamber of Commerce. He said Hobart's statistics were also used to help establish the Sea Pines Public Service District and the island's first medical clinic on Pope Avenue.

Fraser described Hobart as a delightful, charming, witty man who had impeccable manners.

Tom Gardo, a former director of marketing for the Sea Pines Co., said Hobart pored over periodicals for information on the resort industry. He also obtained copies of everything written about Sea Pines.

Gardo said Hobart's survey of vacations gave that company a good understanding of its market and allowed the company to target marketing efforts. He described Hobart as a quiet, humble, diligent man.

Hobart was a native of Pemberville, Ohio, and a member of First Presbyterian Church. He was a 1919 graduate of the Wharton School of Finance and Commerce at the University of Pennsylvania and taught merchandising there for one year following his graduation.

Hobart was a veteran of World War I, a member of "Who's Who in America" and president of the American Marketing Association in 1945.

Survivors include his wife, Elizabeth Ostrom Cross Hobart of Hilton Head; two daughters, Rachel Thornton of Cleveland, Ohio, and Windy del Valle of Bainbridge Island, Wash.; a brother, Robert Hobart of La Jola, Calif.; a sister, Katherine Spitzer of Norwalk, Ohio; six grandchildren and three great-grandchildren.

Anderson Funeral Home of Beaufort is in charge of arrangements.