



## Herbert "Herb" B. Baron

October 27, 1924 - April 25, 2023

Herbert "Herb" B. Baron passed away peacefully of natural causes on Tuesday, April 25, 2023, in Jacksonville, FL. He was preceded in death by the love of his life, Lorraine (Fertick) Baron. He is survived by his children Bruce Baron (Billie) of Westfield, NJ and Audrey Goodpasture (Richard) of Jacksonville, FL and his grandchildren Carl Baron (Danielle), Ben Montalbaron (Michael) and Rachel Baron of New York, NY, Chloe Baron of Westfield, NJ and Jacob Woods (Lauren) of Atlanta, GA.

Herb was born on October 27, 1924, to Israel and Rose (Ostrow) Baron. He grew up in North Philadelphia and attended Central High School. He enlisted in the U. S. Army at age 17 during his senior year in high school. He left for WW II immediately after basic training and served with the 36th division in both the North African and Italian campaigns. He then was stationed in the Philippines awaiting the planned invasion of Japan when fortunately, the war ended.

Post-war, Herb graduated from Temple University with a B.S. in Marketing and Business Administration, and then earned an M.S. in Economics at the University of Pennsylvania, Wharton School. Following school he met the love of his life, Lorraine, and began a 60-year love affair which Herb chronicled in his memoir "La Dolce Vita, A Love Affair Until the End of Time" (Friesen Press, 2012). The book tells the inspiring story of Herb's life journey. It tells how his

life was shaped by his coming of age in the Great Depression and surviving the ravages of war shaped every aspect of the rest of his life.

As newlyweds, Herb and Lorraine lived near Newark, NJ where Bruce and Audrey were born. Over the years, his entrepreneurial adventures led him to live in Long Island, Chicago, Beltsville, Maryland before eventually returning to the Philadelphia area until he retired to Sarasota in 1995. His businesses took him to many countries around the world including South America, South Africa, and he was involved in some of the earliest business dealings with China. Herb had a knack for recognizing innovation and business opportunities. His companies were some of the first to market such culturally recognizable items as the waterbed, the foldable futon bed, bean bag chairs, and the hula hoop.

Herb thrived during his retirement in Sarasota. He was always on the move even in retirement and played tennis well into his eighties. He and Lorraine got the opportunity to travel during this time. He cherished visits with family and friends and loved to socialize.

Herb was a WW II veteran, entrepreneur, import-exporter, marketeer, and world traveler. But most of all Herb was a family man. He was always at family events including birthdays, bar/bat mitzvahs, Passover, Thanksgivings, and any other time that he was needed. He was happiest when he was sharing his love with his family.

A graveside service will be held at 9:30am on Thursday May 4, 2023 at Sarasota National Cemetery, 9810 State Road 72, Sarasota, FL 34241.

In lieu of flowers, please consider a donation in his name to The Humane Society of Sarasota County.



# Tribute Wall

ML

“ My memories of Herb reach back to my toddler hood attending Lorraine and Herb’s wedding. I’m pretty sure I was there, or maybe it was a collective family memory.

The next memory that stands out was our family trip to their beautiful home near Chicago. I remember Bruce and I, two little kids, looking through a microscope together.

It was always wonderful to visit Herb and Lorraine at their home that they loved in Sarasota. We shared their enjoyment of retirement. Herb was busy caring for their pool and playing lots of tennis. We would meet at their home or at a restaurant. They would drive from Sarasota to our home about 90 miles north to help us celebrate our happy events.

Herb would generously praise our accomplishments and bond with our children.

A special memory was celebrating Mae’s (my mother and Lorraine’s sister) 90th birthday.

We experienced Lorraine’s illness and passing with Herb. He was a devoted husband.

Herb became an author writing “La Dolce Vita”. He had so many amazing life experiences that he was able to share. He was smart, engaging and invested in others.

I am so thankful for the time we shared.

With love,  
Mitch Lowenstein

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Mitchell Lowenstein - May 02, 2023 at 09:51 AM

AL

“ I can remember being the Page Boy (I don't remember the Flower Girl) about 72 years ago in Philadelphia at Uncle Herb and Aunt Lorraine's wedding. They moved to North Jersey where Bruce and Audrey were born. I was at the hospital when Bruce was born. Many years have gone by since then. The Barons lived in New Jersey, Illinois, Maryland and finally settled back in Philly where Uncle Herb started a new venture. We were all busy raising families, etc. so we didn't get together often enough. After that, they moved to Cherry Hill, NJ and eventually to Sarasota FL. We visited them in Florida where they had a beautiful home, lots of activities, and a good life. My best recollection of Uncle Herb is that he had spunk. He worked hard, and had setbacks as we all do. He lost Aunt Lorraine in 2010, and managed to pick himself up and move forward. His book, *La Dolce Vita* was amazing, and I discovered many things about him that I never knew.

*Uncle Herb, you are back with Aunt Lorraine now. Rest in peace.*

*Arlene and Allan Lowenstein*

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**Allan Lowenstein** - May 01, 2023 at 09:51 AM

CJ

“ Sincere Sympathy for your loss. Herb was my tennis friend and we shared some good times and laughter. It was a pleasure to have time with him.

*Best, Connie Journey*



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**Connie Journey** - April 29, 2023 at 07:08 PM