



Betty Reynolds

October 30, 1925 - November 19, 2009

Services for Betty M. Reynolds, 84, of Tyler, will be held on Sunday, November 22, 2009 at 2:30 PM, at Stewart Family Funeral Home Chapel with Monsignor Joe Strickland and Rev. Benny Reynolds officiating. Burial will follow in Rose Hill Cemetery under the direction of Stewart Family Funeral Home. Betty Jean Mahar Reynolds passed away peacefully on Thursday, November 19, 2009, at her residence in Tyler. She was surrounded by the closest loved ones who had cared for her during these last eight months of hand-to-hand combat with some of the deadliest illnesses and infections known to medical science. Born October 30, 1925, to Sam Wilson Mahar and Verna Ward in Sulphur, Oklahoma, Betty was an only child and beloved by the family, including her grandmother, who did much of the child-rearing after Betty's father died and her mother sought work in Oklahoma City. Betty graduated from public school in Sulphur in 1946. She played trumpet in high school but did not much care for the required home economics class; in fact, Betty often told the story that the homemaking teacher permitted her to play the trumpet during class instead of trying to cook and sew, which suited them both. Betty married briefly around this time but was divorced. She enrolled at Central State College in Edmond, Oklahoma, in the fall of 1946 and took classes in science, journalism and athletics for several years. Betty also sold advertising for the local newspaper while in college, and by the summer of 1948 she decided to withdraw from school and enter the business world to practice the skills she had already learned. She worked in advertising sales

for newspapers in Oklahoma City and Longview before coming to Tyler to sell display advertising at the Tyler Courier-Times Telegraph. In 1951 Betty left the newspaper to begin an advertising agency with a partner, Peggy Elkin. Encouraged in the pursuit of business by W. Abe Pounds, then president of Tyler Bank and Trust, she founded the first woman-owned agency west of the Mississippi. Reynolds Advertising Agency was admitted to the American Association of Advertising Agencies in the late-1970's, the highest accreditation afforded by that industry. Her clients included Tyler Bank and Trust, East Texas Savings & Loan, Creme Lure Company, Kilgore Ceramics, Johnson's Jewelers, The French Quarter, The Sportster, The Christmas Store, and many other local and national advertising accounts until her retirement well past the traditional date. A trend-setter most of her life, Betty also owned the first FM radio station in Tyler, KZAK, which broadcast live the details of the Kennedy assassination in 1963. Pallbearers will be Thomas Bochow, M.D., Tom S. Gay, C.P.A., Andy Bugg, Ernesto Guevara, Ken Davis, and Waylon Taber. Honorary pallbearers are the members of "Team Betty," the band of close and devoted friends who devoted many hours to her support and care in her final months. Mrs. Reynolds is survived by her cousins Kay Duncan of San Francisco, California; Bobby Nichols of Fairfield, Texas; Norman Ward of Pueblo, Colorado; Harry Ward, Jr., of Las Vegas, Nevada; Carla Ward Blackburn of Oklahoma City, Oklahoma; Doris Ward of Edmond, Oklahoma, "Team Betty," and countless others who adored Betty's delightful personality, quick wit, forgiving spirit, impeccable ethics, and enduring support. Visitation is scheduled from 3:00-5:00 p.m. Saturday, November 21, 2009 at Stewart Family Funeral Home, 7525 Old Jacksonville Highway, in Tyler. Memorials may be made to the following in honor of Betty Reynolds: Charities: St Jude Children's Research Hospital, 501 St. Jude Place, Memphis, TN 38105 Guideposts Foundation, Peale Center, 66 East Main Street, Pawling, NY 12564 Humane Society of East Texas, 1823 CR 386, Tyler, TX 75708 Order of Christian Workers, 12033 CR 496, Tyler, TX 75706

Tribute Wall

SP

“ Betty, to me was not only a blessing but a true friend. She has given us all wonderful memories. Not only memories but stories to tell of her wit, kindness and most of all--I love this--If you were down. She would pick you up brush off the dust,slap you in the pants and get you going in a manner and tone that only Betty could do. That was truly a gift from "God".
Yes, she will be missed by many--but I do know each time I look up and see that little puff of a cloud that she will be setting there looking down on each of us with that silly little giggle that only she had and would say "HEY FRIENDS I,M IN A WONDERFUL PLACE LET'S CELEBRATE.
So, to you Betty, my friend, I honor your life---you did well.
Shirley

Shirley Pruett - November 19, 2009 at 12:00 AM

JV

“ Betty was a great friend and mentor to me in the short time I new her. I most admired her sense of humor, wit and FTW attitude! What a spitfire she was!

I will miss her and would like to send my best wishes to her family and friends.

Sincerely,

Jenell

Jenell Vollmer - November 19, 2009 at 12:00 AM

JS

“ Cuz I will always remember Thanksgiving in NB with Meredith, The Queen and Bubba. What fun we had and will never forget the laughs. Enjoyed our many conversations over the phone. Will miss you. Cuz

Jackie Shimer - November 19, 2009 at 12:00 AM

AD

“ I am so very glad that I was able to meet Betty and spend a few precious moments with her. She represents the empowerment of women and is a true example of what a woman can accomplish and overcome in life. To meet Betty is to become a lifelong friend. To her dear friends and family, my heart and prayers go out to you for your loss of such a love.
Respectfully,
Anne

ANNE DESHOTELS - November 19, 2009 at 12:00 AM

JM

“ Betty,

Thanks for the memories. When I think of you, I will smile, and know you are having fun being naughty up and down the lanes of Heaven.

Julia McMurrey - November 19, 2009 at 12:00 AM

BH

“ BETTY, MY DEAR FRIEND FOR 64 YEARS, HAS A PLACE IN THE HEART OF ALL SHE KNEW AND LOVED. SHE HAS GIVEN US THE GIFT OF MEMORIES OF HER KINDNESS, TENACITY, SUCCESS, WIT AND THE ABILITY TO LIGHT EACH ROOM SHE ENTERED. SHE IS LEAVING HER FOOTPRINTS FOR US TO FOLLOW TO A REUNION FILLED WITH LOVE AND LAUGHTER. SEE YOU LATER, BABE.

Barbara Hoffman - November 19, 2009 at 12:00 AM

JC

“ Betty was a blessing to know and she will be greatly missed!!!

Judy Combs - November 19, 2009 at 12:00 AM

JM

“ I first met Betty in 1966 and was captivated by her self confidence wit and carizma. My opinion never changed. I join all of you in saying "she will truly be missed".

Jeannine Martin - November 19, 2009 at 12:00 AM

JS

“ Betty was an inspiration to me and I know many others. She made a great impression on me and I will never forget her. My heart goes out to all of team Betty. Thank you for the love and care you have shown these last many months. My thoughts and prayers are with you. I know she will be missed by all the many lives she has touched.

Jolie Smith - November 19, 2009 at 12:00 AM

KW

“ *What a blessing it is to claim Betty as a friend! Her humor, laugh, sincerity, listening ear will be dearly missed and, at the same time, will live on in all the lives she touched.*

Karen Wilson - November 19, 2009 at 12:00 AM

ET

“ *My Mentor, an Angel in disguise, you and I always had a special connection. I miss you terribly and I love you. Give Doris and Agnes my love when you see them.*

Fly with the Angels Sweet Betty!

Ellen Thornton - November 19, 2009 at 12:00 AM

JM

“ *A dear friend who knew the art of listening, unconditional love, compassion, humor, truth, tolerance. We have guardian angels and thank you Betty for being one of my guardian angels here on earth.*

Jacie McGlynn - November 19, 2009 at 12:00 AM