



Neil Elder

July 6, 1921 - July 4, 2012

Neil Owen Elder (90), WWII Navy veteran and retired president of Neil Elder and Associates passed away on July 4, his favorite holiday. He had lived in Albuquerque, NM since 1961. Mr. Elder was born July 6, 1921 in Wakita, Oklahoma. His grandfather, Jason Thomas Elder, had homesteaded from the famous Cherokee Strip Run, on a parcel known as Elder's Corners. During the Great Depression his parents, R.B. and Agnes Elder, moved their small family to the Texas Panhandle. After five consecutive crop failures during the Dust Bowl, the family moved south to the Rio Grande valley where Mr. Elder graduated from Weslaco High School in 1939, president of his senior class and affectionately known as Cocklebur. He played football, baseball, basketball, tennis, ran track and played saxophone for the Panther band. After studying radio communications, he enlisted in the Navy in 1940 where he served 6 years as an aviation radioman, flying scout missions in a SOC Seaplane catapulted at sea from the USS Portland. His picture appeared on deck in Life magazine, January 5, 1942 in The First Ten Days of War. His distinguished service in the South Pacific Theatre earned him medals for the following battles: Coral Sea, Midway, Guadalcanal and Tulagi, Savo Island, the Eastern Solomons, Santa Cruz, and Guadalcanal. Mr. Elder was honored during the dedication of the WWII Memorial in Washington, D.C., 2004, at the Midway Memorial on the podium, one of eight honored survivors of the battle which included the late Tony Curtis. After military service, Mr. Elder spent 17 years as a salesman for Brown and Bigelow, an advertising specialty firm. In

1970, he formed his own advertising firm Neil Elder and Associates, Inc. He retired in 1999. He and his late wife, Adele, were long-time residents of the village of Four Hills where he enjoyed golf. Also preceding him in death was his sister, Allena Belle Elder Aycock (TX), wife Fran Yoast Elder (ABQ). He is survived by son Scott Elder and wife Karla, grandson Micah Elder, and great-grandson Hayden, all of Miles City, Montana; niece Colleen Aycock and the Wallace family: Dave, Jason Thomas, and Neil Daniel (namesake) of ABQ; the Thompson cousins and their families: Tommy Neil (namesake) (CO), Gene, and LeRoy Thompson, (ABQ); and family member Deneille Mann Butler (CA). He also leaves a loving friend, Betty Hulabeck (ABQ). He will be interred at a future date at the Santa Fe National Cemetery.

Tribute Wall

RH

“ Our Dear Friend Neil has been an inspiration throughout our journey, after meeting him in Albuquerque in 1978. Neil understood the basics of quality – honest relationships and with a firm handshake he accepted and stood behind several business dealings with us. Neil was a gentle and caring individual who stood tall through the years as we kept in touch with him and Adele. Yes, so much more than just an annual Christmas card, Neil cared about us as he does his wonderful family and we cherished his friendship through the years after leaving NM. Neil shared his thoughts and opinions easily (always with a positive spin) and we delighted in his enthusiasm about our new adventures in Florida. We often said to each other “Wouldn’t it have been a wonderful thing to continue our life in Albuquerque with Neil at our side.” Neil, you have been a Pillar in our life, a Class Act and we will remember you always with sincere admiration...Ron and Alice Howell – Neil’s Friends

Ron and Alice Howell - July 15, 2012 at 12:00 AM

BJ

“ My Uncle Neil, a proud military serving sailor, a great husband, father, and uncle, with just a touch of stubbornness and lots of true grit, just my kind of person. We'll certainly miss you. Rest in Peace my friend. Little Bobby (Aycock Jr.)

Bobby Aycock Jr. - July 12, 2012 at 12:00 AM

MS

“ Uncle Neil, we loved you and will miss you. A very caring person. Our last visit was by telephone, and included many memories of "the good old days".

Milly Jones Smith - July 12, 2012 at 12:00 AM