



The Alford American Family Association

Serving the Alford community over 25 Years
We Are Family!!

Sion Augustus “Gus” Alford, III

AAFA #0478

Charter Member

September 08, 1935 - March 09, 2020

Obituary



Alford, Gus passed away from this earth to join his wife Beverly in Heaven on March 9.

He is survived by his three daughters: Jenny Lobmeyer of Chipley, Florida; Tracey Bethea of Hot Sulphur Springs, Colorado; Charity Coyle of Colorado Springs, Colorado and his only son, Sion Augustus Alford IV of Trophy Club, Texas. Gus was blessed with sixteen grandchildren and one great-granddaughter.

Gus was born in Dothan, Alabama in 1935. As an only child, Gus was raised in Chipley, Florida by his father Sion Augustus Alford Jr and his mom, Emily Couch Alford (Jenny). After high school, Gus received a Bachelor’s Degree in Business at Florida State University in Tallahassee, Florida. Once he graduated from college, Gus signed up for the United States Army where he was stationed in Colorado Springs, Colorado decoding communications. Eventually, Gus returned to his hometown of Chipley when he met the beautiful Beverly Booker. Sweeping her off her feet, Gus and Beverly were married in 1962 and started their family. Gus began working in the family insurance business with his father and later took it over when his Pop passed away. After putting all of his children through college, Gus was able to retire and enjoy playing music, buying/selling cars and going to gun shows.

It is difficult to describe Gus as he was something different to so many people. To his children, he was a man to be feared and respected. He believed in tough love, God and loyalty. To his close friends, he could be quite charming and humorous. Everyone who knew Gus, knew that he was always right. At least he could make you believe he was. Gus could sit for hours and tell a story. He could remember the tiniest detail to an event that happened 50 years ago. Many days, you could drive by the house and find Gus sitting on the front porch with a cup of coffee and a book. Friends would stop for a visit and not

realize they would be there for the rest of the morning listening to Gus talk. Gus was extremely knowledgeable in so many things, especially music, cars, guns and raising kids. His favorite statement to his own grown children was “you never stop raising your kids” and he truly believed it. Gus had influence on so many people of all ages. He had a presence that drew people to him. He was a good man. And he will be sorely missed by his family, friends and those his life touched any many ways.

Condolence

“... He set the mark for Clarinetists at CHS and I always appreciated his words of encouragement. While I haven't seen him much over the years, his great personality and witness will live on. ...”

- Wilson Roberts, Edmond, OK (Oklahoma City), 13 Mar 2020

Information copied from the [Brown Funeral Home](#) web page.

Personal Data

Birth: 8 Sep 1935
Dothan, Houston County, Alabama, USA
Death: 9 Mar 2020 (aged 84)
Chipley, Washington County, Florida, USA
Burial: Glenwood Cemetery
Chipley, Washington County, Florida, USA
Memorial ID: 207896332



Photo added by: [Whit Gainey](#) on 2 Apr 2020

Family Members

- Parents
Sion Augustus Alford Jr., 1902–1981
Emily K. Couch, 1907–1962
- Spouse
Beverly Irene Booker, 1942-2018 (m. 1962)
- Children
Sion Augustus Alford IV
Jenny Alford Lobmeyer
Tracey Alford Bethea
Charity Alford Coyle

Information copied from the [Find-A-Grave](#) and [Ancestry.com](#) web pages.

AAFA Notes:

1. Gus' Alford lineage: Sion Augustus 1935 AL¹, Sion Augustus 1902 FL², Sion Augustus 1863 SC³, Paisley 1825 NC⁴, Sion 1796 NC⁵, Warren 1770 NC⁶, Jacob 1738 VA⁷, Lodwick 1710 VA⁸, James 1687 VA⁹, John 1645 VA¹⁰.
2. See AAFA's Published Genealogies, #1