



Herbert Board Mattox

April 26, 1929 - October 14, 2022

Herbert Board Mattox, Altavista business man, died Friday, October 14, 2022 at his home. He was mostly known for establishing The Dairy Freeze around 1961, which was a popular gathering place for the younger crowd. It is still in operation today by the third generation of the Mattox family. He was born in Evington, VA on April 26, 1929 to the late Virgie Farmer and Earnest Mattox, one of nine children. He was the husband of Shelby Rorer Mattox for 59 years.

He served his country during the Korean War as a member in the U.S. Army from January 1951 until he was honorably discharged in January of 1953, primarily stationed in Germany.

In addition to his wife, he is survived by three sons, Mark Mattox, Andy Mattox and his wife, Robin, and Glenn Mattox and his wife, Tiffany; two daughters, Debbie Lewis and her husband, Mike, and Pam Toledano; three sisters, Ann Hamlet and her husband, Irvin, Judy Walker, and Nancy Tucker and her husband Raymond; nine grandchildren, Michelle Dunham (Matthew), Matthew Lewis (Kathleen), Nicholas Heaphy (Bomi), Hampton Mattox, Ethan Mattox, Mattox Toledano, Gabrielle Toledano, Lindsey Mattox and Sydney Mattox; five great grandchildren, Madison Dunham, Parker Dunham, Ryan Lewis, Ryder Lewis and Trent Creasy; and a number of nieces and nephews.

He was preceded in death by a sister, Hazel Seawell; four brothers, Carson, Pete, Dude and Dickie Mattox; and a granddaughter, Jenny Mattox.

A graveside service will be conducted at 11:00 a.m., Thursday, October 20, 2022 at Green Hill Cemetery, Altavista by the Rev. Robert E. Lee with military honors by American Legion Altavista Memorial Post 36 and Gretna Post 232.

A reception will follow at the residence, 213 Chimney Ridge Court, Altavista.

The family suggests that those wishing to make memorials consider The Stroobants Cardiovascular Center, 2410 Atherholt Road, Lynchburg, VA 24501.

Previous Events

Graveside Service

OCT **20**. 11:00 AM (ET)

Green Hill Cemetery
300 Westwood Drive
Altavista, VA 24517

Tribute Wall

KC

“ *A pillar of the town. And a friend to many.*



kyle & cheri - October 23, 2022 at 01:58 AM

CW

“ *My deepest condolences to the family. I worked for Herbert in 1967 during the summer at the Dairy Freeze. He was one of the kindest men I have ever known. I could never get the cones dipped in the chocolate and would always have to get Herb out from the back to do them for me. He never said anything or was never upset with me. What a wonderful man that loved his family and friends. Rest In Peace. Carolyn Dudley Willard*

Carolyn Willard - October 22, 2022 at 06:29 PM

RT

“ *Herb was a friend of mine for over 50 years. I came to this area as a young man of 18 and met the Mattox brothers. The same year I was drafted into the military. Upon return from service, I continued to interact with the brothers Herb, Carson, Pete, Dude and Dickie. We traveled, we played, we remodeled, we built. Herb, Gene Little, Brother Pete and myself raised the walls and put the roof on the beach house. Herb got me to join the Ruritans where friends Bob Lee, Donald Adkins, Philip Farmer, Roger Wilson and others had great times. Herman (Frog) Shelton, Red Scott, John Poe, and Kent brothers James and Gordon, Hugh Rosser, and Past Mayor Rudy Burgess were all friends of Herb and enjoyed by me. Sadly most of the mentioned above have passed. Now my friend Herb has joined his family and friends. My father and I were never close possibly because I left home at 18. In travels with Herb he often introduced me as his son which left me to explain that he was my best friend. Given that thought I would have been proud to have Herb as my Dad. I will miss him for life.*

*Best wishes to the Mattox Family
A loving friend..... Roy Tucker*

Roy Tucker - October 21, 2022 at 10:41 AM

RA

“ *To all the Family,I'd like to Express my deepest Condolences*



Ray Adkins - October 21, 2022 at 09:05 AM

TC

“ 1974,, prom night at altavista high school,, of course after prom, dairy freeze was a required destination,, my date and i had too many beers and proceeded to pass out in my car parked at dairy freeze. at closing time Herb woke me up, made sure i was ok, and told me it was time to go home.... priceless memory. Herb is a wonderful man, my prayers to all family

Todd A Carter - October 20, 2022 at 05:05 PM

CH

“ Connie Hall lit a candle in memory of Herbert Mattox



Connie Payne Hall - October 20, 2022 at 02:48 PM

NM

“ What a wonderful man.He was so kind to me. I work at Dot's for 16 years. We had so much fun. Love to all the family . The Mattox family was the heart of Altavista.

Nancy Callis Mitchell - October 20, 2022 at 07:35 AM

JC

“ Judy Rowland lit a candle in memory of Herbert Mattox



Judy Rowland Cox - October 19, 2022 at 11:06 PM

LR

“ Dear Shelby and family. I am so sorry for your loss.



Linda Lanier Rice - October 19, 2022 at 05:18 PM

F2

“ From all of us at 2RW. purchased the Peaceful White Lilies Basket for the family of Herbert Board Mattox.



From all of us at 2RW. - October 19, 2022 at 01:43 PM

GC

“ Shelby, Debbie, Pam, Mark, Andy, Glenn and Family.

My heartfelt sympathy goes out to the entire Family. Altavista has lost a Jewel and the family has too. Hold on to all your loving memories.



Glenna W Carr - October 19, 2022 at 01:25 PM

RM

“ Shelby and family, Herb will truly be missed. He was an amazing person. You and your family are in our prayers and thoughts. With love, R.L, JR, Ricki, and R.L, III. The Mattox Family.



Ricki Mattox - October 19, 2022 at 12:44 PM



“ *Serene Reflections Bouquet was purchased for the family of Herbert Board Mattox.*



October 19, 2022 at 10:53 AM



“ *Prayers for all the family. Herb was a great friend to my Mom and Dad over the years, even after they moved to the NC Beach. Many fond memories of him working on his house next door to Mom and Dad at Emerald Isle, NC. Rest in peace!*

John Smith - October 18, 2022 at 05:41 PM



“ *Jamie Holt lit a candle in memory of Herbert Mattox*



Jamie Burgess Holt - October 18, 2022 at 03:49 PM



“ *My heartfelt prayers are with you all. I am so sorry for your loss. He used to come in Brown's Construction, where I have worked for 25 years. He was always so nice and kind. I loved working on projects with him because he was always so nice. I pray God wraps his arms around you all during this difficult time.*

Debra Curry - October 18, 2022 at 01:55 PM

GW

“ Dear Debbie & Andy and the entire family, I'm so sorry to hear of your Daddy's passing. He was a CHARACTER.....the best word I could come up with! He brought craziness and laughter whenever he was around sharing his "one of a kind" personality. A businessman, yes? But a people person as well! I know he'll be missed and I send my sincerest condolences to all the family as you face your "world" without him. He was stern at times, I KNOW!.....but he cared about his family and your success in life. Praying for your comfort and always cherish your memories.....all of them. With Love...

Glenda Wood - October 18, 2022 at 07:57 AM



“ Strength & Solace Spray was purchased for the family of Herbert Board Mattox.



October 18, 2022 at 01:25 AM

PH

“ Pat Heatherley lit a candle in memory of Herbert Mattox



Pat Heatherley - October 17, 2022 at 09:17 PM



“ *Sweet Tenderness was purchased for the family of Herbert Board Mattox.*



October 17, 2022 at 05:27 PM



“ *We have lifelong memories of the Dairy Freeze that is still popular.. Prayers for the family at this time ..*



Kevin Taylor Family - October 17, 2022 at 05:26 PM



“ *Michael Towler lit a candle in memory of Herbert Mattox*



Michael Towler - October 17, 2022 at 05:09 PM



“ *To Debbie and your entire family,
My sincere condolences on the passing of your father.*

Becky R. Thomas

Becky R. Thomas - October 17, 2022 at 03:00 PM

MM

“ *Sending prayers to family and friends*



Mary Moses-Hicks - October 17, 2022 at 12:27 PM

F(

“ *My deepest sympathies to the family. My father Frank St. John was a friend and worked for years at the Dairy Freeze. I have many fond memories of Mr. Mattox. Rest In Peace.*

Frank M. St. John, Jr. (Marty) - October 17, 2022 at 11:48 AM

PV

“ *Paul VanKerckhove lit a candle in memory of Herbert Mattox*



Paul R VanKerckhove - October 17, 2022 at 11:09 AM

WF

“ *Rest In Peace*



Wanda Freeman - October 17, 2022 at 10:11 AM

TB

“ *Sending prayers to Debbie and the entire family. Remembering Herb always brings a smile to my face. To all of us who have enjoyed making memories at the Dairy Queen, he helped making growing up a blast.*



Tobie Church Bentz - October 17, 2022 at 09:53 AM

JW

“ *Debbie and the Entire Mattox Family,*

Your Dad certainly made an impact on this community through the food industry, creating memories for generations of young people. His work ethic and dedication served as a role model. May your memories help to sustain you during this difficult time.



Joan and Ken Woodson - October 17, 2022 at 08:43 AM

VC

“ *Thoughts and Prayers sent to the Mattox family.*



Vicky Creasy - October 17, 2022 at 07:37 AM

D[

“ *Dot Mitchell [Rorer] sent a virtual gift in memory of Herbert Mattox*



Dot Mitchell [Rorer] - October 17, 2022 at 07:24 AM

JB

“ *The Dairy Queen, a special place for me in my teen years! Mr. Mattox was a kind man . Prayers for the family.*

Janet Nichols Beckner - October 17, 2022 at 05:27 AM

BG

“ *Sincere sympathy for the Mattox family. You are in our prayers. Bill and Betty Gillespie*

Betty Gillespie - October 16, 2022 at 10:15 PM

DM

“ *Dale Melton lit a candle in memory of Herbert Mattox*



Dale Melton - October 16, 2022 at 08:59 PM



“ *Sweetest Sunrise Bouquet was purchased for the family of Herbert Board Mattox.*



October 16, 2022 at 08:58 PM



“ *The world has lost a great legend. Herb was a kind and hard working man. He could do anything, build houses, do most of his book work, manage the well known, dairy freeze. He would do anything for people, I feel so honored to have known and cared for my friend, herb. You will be missed by many, I have great memories of our short while together.*

Patsy clements - October 16, 2022 at 08:31 PM



“ *Herb was a friend of mine for many years . Always a hard working and friendly man . May he Rest In Peace .*

Bud Brown - October 16, 2022 at 08:15 PM



“ *Lots of great memories of the Dairy Freeze as a teen but my favorite memories of Herb are from when he was at Gretna Health and Rehab. I think he was receiving from hip surgery-he was at the same dining table as my Mom. She had dementia but he was so kind to her, talking about my dad with her and even after he was discharged he would bring her a milkshake from time to time. He will be missed.*

Jenny Walters Rosser - October 16, 2022 at 08:09 PM

VC

“ Thoughts and Prayers to the Mattox family.



Vicky Creasy - October 16, 2022 at 07:42 PM

KW

“ Kathy And Ray Walker lit a candle in memory of Herbert Board Mattox



Kathy and Ray Walker - October 16, 2022 at 07:09 PM

EP

“ Eddie. & Gayle Puckette lit a candle in memory of Herbert Board Mattox



Eddie. & Gayle Puckette - October 16, 2022 at 07:05 PM

SO

“ A local legend passes. Condolences to the family.

Shirley Orrell - October 16, 2022 at 07:01 PM

PP

“ I am so sorry to hear of Herb’s passing. I had just ask Debbie a few weeks ago about her Dad. I thought so much of Herb, he was such a nice person, down to earth person. I always enjoyed my talks with him in the past years. We would visit him at his place at The beach, when we were down there, many years ago. My thought and prayers go out to the family in this time of sorrow.



Pat Puckette - October 16, 2022 at 06:57 PM

AK

“ THOUGHTS AND PRAYERS FOR ALL THE FAMILY AND FRIENDS. LOTS OF GREAT MEMORIES OF THE FAMOUS "DAIRY QUEEN".



ALICE FAYE KRANTZ KEESEE

ALICE K KEESEE - October 16, 2022 at 06:01 PM

WF

Prayers for the family 🙏❤️

Wanda Freeman - October 16, 2022 at 07:02 PM

GR

Thoughts and Prayers to the family. Always enjoyed talking to Herb. He was one of a kind. Have so many memories of this family.

Geneieve Rowland - October 17, 2022 at 09:28 AM

LF

Prayers for Herbs family. He gave me my first job which lead me to meet my husband Ralph who also worked there. He was always kind to us and gave us very good advice. I will remember him for his gentle kindness.

Rest in peace friend. Linda Farmer & family

Linda R. Farmer - October 17, 2022 at 09:34 AM

MF

Prayers for the family of A good man.5 of my children worked at the Dairy Freeze. It was good place for teenagers to work. because Herb looked after them.I have had many good stories about them working there .We have lost another GOOD man. RIP

Margie Freeman - October 17, 2022 at 01:42 PM

SE

Herb gave me my first job. I was 12 years old at the time. it was my first public job. he hired me to wash dishes at Chefs drive in. That was 1956. Later on he taught me how to make milk shakes ans sundaes. When he sold the diner to his brothers Dickie and Dude i stayed on thru high school. Very good and kind man. a true treasure. My condolences to the family.

Stephen Emmett - October 17, 2022 at 05:37 PM