

# Frank R. McLavy, Jr.



Frank R. McLavy, Jr., a beloved husband, father, grandfather, uncle, and friend, passed away peacefully at his home on Thursday, March 5, 2025, in Denham Springs, Louisiana at the age of 81. Frank lived an extraordinary life filled with adventure, laughter, and love. He was born in Baton Rouge, Louisiana on July 5, 1943, and was a resident of Denham Springs.

Frank graduated from Baton Rouge High School in 1961. He attended LSU where he met his wife, Gayle, then transferred to the University of Southern Mississippi where he earned his bachelor's degree in political science and was a member of the Kappa Alpha Order.

Frank enlisted in the United States Marine Corps in the fall of 1966 and was commissioned as a Second Lieutenant. In 1967, he served in Vietnam where he was wounded in action. He was awarded the Purple Heart and the Bronze Star with Valor for his heroism in combat. After returning from Vietnam, Frank continued to serve in the Marine Corps for several years. During that time, he was stationed in Guam for two years and was honorably discharged in 1972 as a Captain.

Following his discharge from the Marine Corps, Frank returned to Denham Springs. He went on to manage Todd Garland & Company for much of the 1970s. In 1979, Frank opened his own business in Baton Rouge - then McLavy & Easterly - with his friend and partner from Garland's, Ed Easterly. When Ed moved to Florida in the 1980s, the business became McLavy, Ltd. Frank created his own private label called "Louisiana Lodge," made with the sportsman in mind and inspired by Frank's love of the outdoors. A born salesman, Frank cherished his relationships with his customers and employees. For Frank, his store was not just a business, it was an extension of himself. He treated everyone who walked in like family, and that often meant offering them his signature cocktail, the Lodge

Lemonade.

Frank, affectionately called “Bops,” was a family man, a true patriot, a Tiger fan, an avid reader, a mixologist, amateur bongo player, and an outdoor enthusiast. His lifelong love of fishing – especially fly fishing – took him all over the world. Frank was a Life Member of CCA Louisiana and a member of Ducks Unlimited. He never met a stranger, and his positivity, humor, and fun-loving spirit will be remembered by everyone who knew him.

Frank is survived by his wife of 59 years, Gayle Jackson McLavy, his daughters, Travis McLavy and Ashley McLavy Parker (Greg), granddaughters Olivia Parker and Jane Ashley Parker, sister Corinne “Pug” Gussman, niece Tracey Gussman Neyland (Tommy), nephews William Gussman (Michelle), Lance Thomas (Jaci), Smith Thomas, James “Peck” Jackson III (Alicia), and David Jackson (Shannen), sister-in-law Janie Jackson Rainey (Gerald), and sister-in-law Kaye Watson Jackson.

He is preceded in death by his parents, Corinne Heroman McLavy and Frank “Mac” McLavy, Sr., his nephew, William Thomas IV, brother-in-law James “Jack” Jackson, Jr., and brother-in-law Larry Gussman.

Visitation will be on Tuesday, March 11, 2025, from 4:00pm to 8:00pm at Seale Funeral Home in Denham Springs. Service will be on Wednesday, March 12, 2025, at St. Francis Episcopal Church in Denham Springs at 11:00am with visitation from 10:00am to 11:00am.

Honorary pallbearers will be Greg Parker, Rickey Heroman, Peck Jackson, Tommy Kleinpeter, Gregg Baiano, and Channing Stowell.

The family would like to express our sincere gratitude to Kathleen Fitzgerald, Claudette Helm, Lori Ann Wild, and Marcus McGovern for taking excellent care of Frank.