



Alfred W. Heidler Jr.

September 10, 1930 - December 30, 2023

Born on Sept. 10, 1930 to Charlotte (nee: Verry) Heidler and Al (“Al Roberts – The Staten Island Knockout King”) Heidler, Sr., Al Jr. lived in Stapleton before moving to Metropolitan Ave. in West Brighton. He grew up with brothers Ernest (“Buddy”) and Leon, attending PS 45, Curtis High School, and Wagner College.

Al served in the United States Marine Corps. from 1951-54 during the Korean Conflict, the Forgotten War. In 1955, he married Catherine Farrell and had two daughters, Cynthia and Charlotte. Following her death in 1979, he married Margaret Russo in 1983 and welcomed her children Jerry and Suzanne into the family.

As a legend in the pharmaceutical advertising field for 42 years, Al created memories for business partners, friends, and family that will last forever.

Al loved golf, playing across the country but always calling Silver Lake Golf Course his home. He achieved a 6 handicap and played until he was 90. Al played the horses every day and called in his bets with his special password, “Quack Quack.” Family and friends loved the notes, letters, and cards that he always sent, full of humor and advice. Music played a part in his golden years as he enjoyed his favorites from the fifties and more, and you never knew when the harmonica would come out.

Al is survived by his wife of 40 years, Margaret; daughters Cynthia Cumming, Charlotte Teachen, and Suzanne Krok; a son, Jerry Russo; twelve grandchildren: Evan and Andrew Cumming, Benjamin and Melissa Baron, Alex and Lily Teachen, Liz Williams and Samantha Greenstein, Christopher and Corinne Krok, and Trevor and Karma Russo, in addition to six great-grandchildren.

Al wants his family and friends to know he loved them and that he “had a good run.”

The viewing and funeral will be held at The Gardens of Boca Raton, 4103 North Military Trail, Boca Raton, FL 33431, from 2-4 pm. Streaming is available at:

<https://www.thegardens.com/funeral-services/live/>.

In lieu of flowers, Al has asked that donations be made to St. Jude Children’s Hospital or the animal rescue organization of your choice.

Cemetery Details

The Gardens Memorial Park

4103 N. Military Trail
Boca Raton, FL 33431

Previous Events

Viewing

JAN 6. 2:00 PM - 3:00 PM (ET)

The Gardens Memorial Park
4103 N. Military Trail
Boca Raton, FL 33431

Chapel Service

JAN 6. 3:00 PM - 4:00 PM (ET)

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Tribute Wall

JZ

“ *On behalf of my father, and the Zuntag family, we have fond memories of Al and wish to extend our condolences to the family.*

- Jennifer Zuntag

Jennifer Zuntag - January 04, 2024 at 11:05 AM