



Salvadore Anthony Mortillaro

SEP 2, 1943 - FEB 5, 2025



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Salvadore Anthony Mortillaro was born in New Orleans, Louisiana on September 2, 1943, and passed away at his home in Covington on February 5, 2025, at the age of 81.

He grew up on the corner of Olive and Eagle Streets in New Orleans to Joseph P. Mortillaro and Rosalie D. Mortillaro. His parents were both children of Sicilian immigrants and passed on to him an incredible work ethic and drive of entrepreneurial spirit that lasted the entirety of his life.

He was incredibly personable with everyone he met, always treating and speaking to strangers as if he'd known them for their entire lives. He loved to connect with people over food and would relentlessly make restaurant recommendations to anyone who would listen. He also loved to cook and was known for creating cookbooks to give to his customers. He entered the Army National Guard in New Orleans where he learned electronics repair on radars and then went to work at the NASA Michoud Assembly Facility to help build Saturn V rockets.

In 1973, he met the love of his life, Darlene Rossi, and wooed her with his orange Volkswagen Beetle and charming Burt Reynolds-esque looks which were enhanced by his open collared shirts and gold chain. Sal blazed his own path, owning many successful businesses throughout his years including Qwik-Chek deli in Metairie, where he was the first to coin the term "Overstuffed Po-Boy" to describe how he made his po-boys. He later founded Clearview Auto Insurance in Metairie, but his most proud business accomplishment was when he founded Clearview Auto Title & Notary in 1975 on the corner of Clearview Pkwy and West Napoleon where everyone knew its "Big Man" statue as a Metairie icon and landmark. He later opened a location in Covington in 2007. Despite his various professional successes, he would still tell you that his greatest accomplishment was his family.

He was "dad" to Marguerite Mortillaro King (Jeff), Sal Mortillaro II (Tiffany), Nick Mortillaro, and Marissa Mortillaro Puffer (Tyler). He was grandfather to Marguerite "Maggie" Mastromatteo,



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Kasie Hargis, Hilarie Lognion, Salvadore Mortillaro III, Hale Puffer, Vivienne Puffer, Dean Puffer, and Noah Puffer and great-grandfather to 6 great-grandchildren.

He put in long hours building his business to give his family everything they could ever want or need. His love of travel brought him and his family on countless cruises, trips, and weekend getaways to the Mississippi Gulf Coast.

He was preceded in death by his parents Joseph and Rosalie Mortillaro, brother Joseph Mortillaro Jr. (Penny), and sister Santa Mortillaro Quirk. He is survived by his brothers, Steve Mortillaro and Henry Mortillaro, along with countless nieces and nephews.

A private, family graveside service will be held at EJ Fielding funeral home in Covington on February 10, 2025, with a celebration of life for his numerous friends to be held at a later date.

E. J. Fielding Funeral Home of Covington, Louisiana, is honored to be entrusted with Mr. Mortillaro's funeral arrangements. His family invites you to share thoughts, memories, and condolences by signing an online guestbook at www.ejfieldingfh.com.



Tribute Wall

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NI

Nicole posted:

Mr. Sal was so sweet and kind. I met him while working at Walgreens Hwy 22 with Nick many moons ago. Always was a so nice when he come into shop. May you rest in peace Mr. Sal.

February 11 at 4:51 AM

AB

Alvin Boudreaux posted:

My condolences to Darlene and Sal's family. Sal's obituary was spot on, everyone was his friend. We have many fond memories of Sal and Darlene from the El Matador Apts. Alvin Boudreaux

February 9 at 8:29 AM

TP

Temica, Daisy, Adam, & Domonick Page lit a candle in honor of Salvadore.



February 8 at 4:43 AM

JG

Jenny Gilchrist March 11 at 8:45 AM

Sal was one of a kind and will be truly missed! He taught me (an immigrant from South Africa) all there was to know about New Orleans! He always had funny stories and many fried oyster dinners to tell me about. He was an amazing business person and treated his vendors like we were HIS clients. My deepest sympathies to Darlene, Sal Jr and the rest of the family. I will always have a place in my heart from Sal. Jenny Gilchrist

MB

Michael Bellott February 9 at 5:37 AM

My dad Joseph Bellott was married to Johnny Marchese sister Doty Marchese. I remember going to Mortillaro's when I was a kid I remember Aunt Lina cooking Italian sausages and everyone was in the back yard with a string of lights and us kids were busy playing was one I will never forget. May Sal rest in peace sorry for your loss.



Memories only last if you share them

Join us in honoring Salvadore by contributing to a collection of shared memories.



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