



Martha Sue Smith

March 17, 1940 - March 4, 2025

Martha Sue Smith, 84, of Louisiana, MO, passed away on Tuesday, March 4, 2025.

Martha Sue was a beloved wife, a dedicated mother and grandmother, a consummate broadcast professional, a trusted friend and a tireless community booster who touched innumerable lives with her knowledge, passion, cordiality, grace and humor,

A trendsetter from the start, Martha Sue was born on March 17, 1940, in Louisiana, a daughter of John and Sue Haley Zook. As a teenager, she worked at Zook's Nook, one of several successful businesses started by her father.

Martha Sue was an enthusiastic and avid cheerleader, and served as the first female student body president at Louisiana High School, where she graduated in 1957. She was drawn to performing, something that was handed down from her mother. There was a particular memory of a skit at Clopton High School.

"Mother was asked to do an assembly," Martha Sue recalled. "She had me with her doing the program, too. Here I am, old enough that I should be embarrassed to death, and kind of was, doing this in front of a school."

At a time when just about all of her colleagues were male, she earned an associate's degree in radio and television broadcasting from Monticello College in Godfrey, Ill.

On Feb. 5, 1960, Martha Sue married Richard A. Smith. They had met during

one of her earlier school assembly performances, and would share an earnest, enduring love for each other until his passing on April 6, 2000.

“He was kind, thoughtful and caring,” Martha Sue remembers.

The couple raised two sons, Todd and Allen, in Burlington, Iowa, where he worked for an agricultural chemical company, but always kept close ties to Louisiana.

After leaving Burlington, Richard went to the University of Missouri School of Law and Martha Sue worked in the dean’s office at the College of Agriculture. Following graduation, the couple returned to Louisiana and Richard practiced law, with Martha Sue as his secretary. As the business grew, they hired Debbie Tophinke, who became a close family friend.

The affection for Louisiana was, perhaps, equaled only by a passion for radio. Untold numbers of people heard her once a week on KJFM of Louisiana-Bowling Green. The program was so popular that she expanded to five days a week, and was at the station for 13 years. She later took her microphone to WBBA in Pittsfield, Ill., for seven years. Audiences could count on a voice that was informative and reassuring. Her “Twin Pikes Report” was a must-listen. Radio suited Martha Sue just fine. Those tuning in could count on a voice that was informative and reassuring.

“I think it’s the drama in me,” she once said. “I love entertaining, but I’m too self-conscious for TV.”

Martha Sue rarely slowed down. She was a member at one time or the other of just about every social and civic organization in Louisiana. PEO was especially dear to her heart, and she was an active member for 60 years. Martha Sue was a founder of the Louisiana Area Historical Museum, and served as its first president, a position she held for 25 years. She fondly recalled how one codicil in the facility’s by-laws was not followed.

“When my first two years were up and our by-laws stated that my term limit had arrived, the board changed those by-laws and convinced me to stay,” she said. “Really, no one wanted the job – things were so new to all of us. I tried over the years to pass the gavel, but to no avail.”

Martha Sue and Betty Allen co-authored "Louisiana," a book filled with photos and information about people, businesses, churches, organizations and other aspects of the city's history. She also wrote a book about her cats, Sid and Mr. Zook.

Survivors include her sons, Todd (Candie) of Louisiana and Allen (Stephanie) of Town and Country; and three grandchildren, Taylor, of Denver, Austin of St. Louis and Alexa (Dustin) of New York City.

Visitation will be held from 1 to 3 p.m. Monday, March 10, at the Collier Funeral Home in Louisiana. A private family graveside service will follow at Stark Cemetery near Calumet.

Memorials may be made to the Louisiana Area Historical Museum. Online condolences can be made at collierfuneral.com.

Martha Sue would have appreciated the last word, so it's fitting to let her sign-off be about her irrepressible fondness for Louisiana.

"I just didn't realize then, but I do now, how amazing our Louisiana is. I look around today and realize that many of these people, places, things, businesses, parks, historic homes, landmarks and on and on I took for granted because that was how it was. So many of those things are still here and are a part of life in Louisiana."

Cemetery Details

Stark Cemetery

Hwy D
Clarksville, MO 63336

Previous Events

Visitation

MAR 10. 1:00 PM - 3:00 PM (CT)

Collier Funeral Homes, Inc.
117 Barnard Dr
Louisiana, MO 63353
(573) 754-4800
collierfuneral@att.net

Tribute Wall



“ *Elenora(Traynor) Lobb lit a candle in memory of Martha Sue Smith*



Elenora(Traynor) Lobb - March 11, 2025 at 04:55 AM



“ *Todd & Candie,
So very sorry to hear this sad news.
Love,
Charla Moore*

Charla Moore - March 10, 2025 at 12:13 PM



“ *A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Martha Sue Smith.*

March 10, 2025 at 08:54 AM



“ *Country Basket Blooms was purchased for the family of Martha Sue Smith.*



March 10, 2025 at 08:54 AM

NC

“ When our dog was a puppy, I left him in our bathroom, because I was afraid of what he would get into. I always left the radio on and told him to be good and listen to Martha Sue while I was at work. I told Martha Sue that story, so for several days she and Gordon talked about our little Gibby on the radio. They would say hello to him. Our Gibby has long gone on now. I hope Martha Sue runs into him and gives him a hug. Martha Sue always had the biggest smile! I know she will be missed by all who were fortunate enough to get to know her!

Nancy Cordes - March 09, 2025 at 11:05 PM

JM

“ To the Smith Family. I did not know Martha Sue but Allen is one of my best friends. Ater reading her obituary, I see many of her traits in Allen, including working hard and caring for others. She raised a good man who along with Stephanie have raised three great children/grandchildren. Jay and Karen Morris.

Jay Morris - March 09, 2025 at 05:04 PM

Y'

“ Your friends from BHS Class of '81 purchased the Large Basket Garden for the family of Martha Sue Smith.



Your friends from BHS Class of '81 - March 09, 2025 at 01:23 PM

LM

“ Love, Jacki & Bill McGreevy purchased the Full O
f Love Bouquet for the family of Martha Sue
Smith.



Love, Jacki & Bill McGreevy - March 08, 2025 at 11:52 AM



“ A [Memorial
Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Martha Sue Smith.

March 07, 2025 at 11:37 AM



“ Divine Peace Bouquet was purchased for the
family of Martha Sue Smith.



March 07, 2025 at 11:37 AM

WH

“ WANDA HUNTER lit a candle in memory of
Martha Sue Smith



WANDA HUNTER - March 07, 2025 at 11:13 AM

ZE

“ I remember always having a wonderful smile to share and unending energy. She was a cornerstone for Louisiana. Her memory will surely live on in our community for many years. Thank you Martha Sue.

Zella Eliason - March 07, 2025 at 11:01 AM

JS

“ Jeri Smith lit a candle in memory of Martha Sue Smith



Jeri Smith - March 07, 2025 at 10:23 AM

CW

“ Martha Sue was somebody everybody knew! She was definitely the life of the party! She liked her wine! 😂 She will be deeply missed



Chrystal Walker - March 07, 2025 at 02:03 AM

LW

“ Martha Sue was such a driving force in all that is good in Louisiana. Her spirit and drive was both inspirational and infectious and will long be remembered by many. She certainly had a life well lived! My deepest condolences to the family.



Lisa Watts - March 06, 2025 at 09:06 PM

DM

“ Dorothy McDaniel lit a candle in memory of Martha Sue Smith



Dorothy McDaniel - March 06, 2025 at 07:36 PM

DH

“ Martha Sue was an amazing lady and community leader She very much will be missed by all

Don hamilton - March 06, 2025 at 05:16 PM



“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Martha Sue Smith.

March 06, 2025 at 03:07 PM



“ Simply Elegant Spathiphyllum was purchased for the family of Martha Sue Smith.



March 06, 2025 at 03:07 PM

MB

“ *Melinda Brooks lit a candle in memory of Martha Sue Smith*



Melinda Brooks - March 06, 2025 at 12:28 PM

BJ

“ *Becky Jones lit a candle in memory of Martha Sue Smith*



Becky Jones - March 06, 2025 at 07:03 AM

BJ

I had the pleasure of spending time with Martha. Sue when she came into PJ's. She was always so much fun. I woke up each morning and listened to her on the radio. I always looked forward to what she was gonna say. I am praying for the family.

Becky Jones - March 06, 2025 at 07:05 AM

JP

“ *Jo Ann Price lit a candle in memory of Martha Sue Smith*



jo ann price - March 06, 2025 at 05:53 AM

JP

very nice lady

jo ann price - March 06, 2025 at 05:54 AM



“ *Cindy Osborne lit a candle in memory of Martha Sue Smith* ”



Cindy Osborne - March 06, 2025 at 01:36 AM



“ *Dorothy McDaniel lit a candle in memory of Martha Sue Smith* ”



Dorothy McDaniel - March 05, 2025 at 10:06 PM



“ *Peaceful White Lilies Basket was purchased for the family of Martha Sue Smith.* ”



March 05, 2025 at 04:44 PM