

Diamond Drill

Out of the Past

February 23, 1950

This week we salute a young man in our Crystal Falls Business Circle. Bob Flood born in Crystal Falls, 1938 graduate of Crystal Falls High School, married to a local girl Jeana Pivatto is a story of making good in his hometown. As a young man in school he conducted a successful minnow business and previous to a year in the Army tried his hand at the used car business. After discharge from the service he spent some time with Montgomery Ward in Iron River and in 1945 established the Flood Auto and Electric Supply business (225 Superior) then moving to the west half of the Wills Hardware Building (311 Superior) in 1947. His faith in his home community has been justified by his future plans to erect his own building at the Southeast corner of Superior Avenue and South Third Street (237 Superior).

The Simbob Trio of Alpha was awarded first place in an amateur contest at the Rialto Theatre in Norway. The trio comprised of Mrs. Sophie Berg on the organ along with her twin sons Julius (harmonica) and Alex (guitar) played the "Just Because Polka".