

Diamond Drill

Out of the Past

November 9, 1950

Robert Flood has announced the formal opening of the Flood Auto Supply business in his newly constructed building located at the Southeast corner of Superior Avenue and North Third Street (237 Superior). The (31' x 100') cement block/brick structure brings to Iron County one of the most up-to-date business buildings to be found in the local area. Flood is a Crystal Falls native and 1938 graduate of Crystal Falls High School. An Army veteran of WWII, upon his discharge was employed for a short time in the automotive department in the Montgomery Ward store in Iron River then opened his own auto supply store in May 1945 (225 Superior), moving to the Wills Hardware building in 1948 (311 Superior) before locating to his new location. The prime location has a long business history being at the main street intersection when South Third Street was the main route into Crystal Falls in the early years. The lot originally housed the Kimball Drug Store (1882 – 1891), which included the Post Office, Wilkinson Drug Store (1891 – 1905), Stolberg Tailor, Uno Theatre, Richard's Apparel Shop (1906 – 1926). The building was destroyed by fire on March 15, 1926.

Exterior View of New Flood Store



—Photo by Rezin
Looking down Superior avenue, the photographer catches a full view of the Flood's Auto Supply building, where a gigantic Grand Opening event is planned for this week end. The building faces Superior avenue, with the west wall on Third street.