

Cobblestone Parade Grand Marshal Selected

(KLZA)-- A retired Falls City business man and founder of the Farmer Merchant Banquet has been selected as the Grand Marshal of the 2016 Cobblestone Parade.

Francis Seid purchased the failing John Deere Implement Store in Falls City in 1963, running it for more than 30 years. Seid also purchased the General Motors auto business, later building a new location on the north edge of Falls City.

Seid is possibly noted more for his community involvement and contributions. He was a member of the Falls City Elk's Lodge, an active member and former president of the Falls City Chamber of Commerce and a former director of the Cobblestone parade.

In addition, Seid served on the boards of American National Bank and the Richardson Foundation. He was a 4-H leader for many years, and most notably director of the Farmer-Merchant Banquet for decades.

Parade Chairman Lori Gottula announced the 92-year old Francis Seid and his wife Bev will lead the August 27th Cobblestone Parade which begins at 11 a.m.

Many Signals Communicatons