

Joseph Richard Bloom – November 24, 2023



Joseph Richard Bloom passed peacefully from this world into the loving arms of his Creator on November 24th, 2023 at the age of 95. Born in San Francisco and raised in the Depression era, Joe was energetic and driven to accomplish things that, at first, seem impossible. Whether it was converting a summer job at an ice rink into a barrel-jumping career in the **Ice Capades**, or going from a Fuller Brush salesman as a 20 year-old war vet to the vice president of an international company (GEM) in his early 30's, he always immersed himself in the task with alacrity and proficiency. Much of his business career was spent in the automobile industry: owning dealerships of Mazda, BMW, Chevrolet, Mitsubishi and partnering with the Auffenberg family with an extended car warranty company. Prior to this he was involved in many entrepreneurial endeavors including Pump-n-Polish car washes, a Ramada Inn, Popeyes Fried Chicken as well as a bank start up eventually absorbed by US Bank.

Fishing and hunting were his great passions, and he was mostly self-taught in these endeavors. Though an active man in business with many hobbies, nothing gave him more joy than his family. Special times with Marcella, his soulmate for 75 years, and "his girls" Kathy, Pat and Nancy, were always paramount for him. He organized legendary family trips including a safari in Africa, a barge trip in France, an Alaskan cruise and fishing trips to Canada for his children and grandchildren.

Many memories flood the family's collective consciousness at this time, but few would surpass his proudly wearing evidence of a wonderful pasta meal on his shirt and tie after a birthday dinner at his favorite Italian restaurant - - his face full of contentment.

He is survived by his wife Marcella, daughters Kathy Durel (Justin), Pat Steiner (Jim), Nancy Bloom Smith (Peter), and sisters Phyllis Alas and Linda Matthews. In addition, he leaves 10 grandchildren and 14 great grandchildren. Preceded in death by his parents and sister, Josephine Priolo.

His favorite charity was: Guardian Angel Settlement, 1127 North Vandeventer, St. Louis, Mo. 63113. If so inclined please join him and his family in supporting this worthy cause.

The family would like to thank all the caregivers at Seniors Helping Seniors and Unity Hospice. In particular we would like to thank Lindita and Brittany for their loving care and devotion rendered over many years to our loved ones.

All services will be private.

<https://www.legacy.com/us/obituaries/name/joseph-bloom-obituary?id=53676391>