

RESOLUTION NUMBER 58
125th Anniversary of Walter Knoll Florist

WHEREAS, Walter Knoll Florist will be commemorating 125 years of outstanding service, dedication and commitment to the citizens of the City of St. Louis;

WHEREAS, the Knoll Family has been a St. Louis florist since before 1883 and the company is considered the oldest rose grower west of the Mississippi; and

WHEREAS, John G. Knoll and Sons grew American Beauty roses. Cut flowers were a local industry, as it was not possible to ship them any distance before they died. American Beauty roses became quite famous in St. Louis and the Knolls grew them locally until 1916. During the Reagan era, the American Beauty rose became an official symbol of the United States of America; and

WHEREAS, John had three sons, John G. Jr., Herman and Walter Rudolph. Older sons John and Herman served in World War I while Walter Rudolph, still a child, stayed in St. Louis. John and Herman returned from their military service to find that their father had passed away. John took his inheritance and opened greenhouses in Imperial, Missouri. This business continues today. Herman took over the Holly Hills shop, now at 800 Holly Hills, renaming it Herman Knoll Florist. Herman did a great job teaching his son, Marvin, and his younger brother, Walter Rudolph, everything they needed to know about the floral business and soon each opened their own separate shops; and

WHEREAS, when Walter Rudolph Knoll passed away in 1959, his son Walter Robert and Walter Robert's wife, Gail, ran the business. They expanded with flower departments in local supermarkets, plant departments in the Venture discount stores, plus a full flower shop in the Famous Barr Department Store downtown; and

WHEREAS, the Walter Knoll Florist headquarters relocated to the St. Louis Flower Market District (historic Flower Row on LaSalle Street) in 2002. In 2003, construction began on new state-of-the-art coolers, receiving and production facilities. The new headquarters was completed in April of 2004. From this location Walter Knoll Florist manage their neighborhood stores; and

WHEREAS, Walter Robert and Gail Knoll are still working, but their three sons, Walter, Charles and David, as well as their respective wives, are in charge of the Walter Knoll Florist business today. This family business continues to be lovingly tended and nurtured and it continues to produce winners. The business now has 8 retail locations and 2 wholesale facilities and it also does well with an internet business website.

NOW THEREFORE BE IT RESOLVED by the Board of Aldermen of the City of St. Louis that we pause in our deliberations to recognize Walter Knoll Florist for its outstanding service, dedication and commitment to the citizens of St. Louis and we further direct the Clerk of this Board to spread a copy of this Resolution across the minutes of these proceedings and to prepare a commemorative copy to the end that it may be presented to our honoree at a time and place deemed appropriate by the Sponsor.

Introduced on the 16th day of May, 2008 by:

Honorable Kacie Starr Triplett, Alderwoman 6th Ward
Honorable Lewis E. Reed, President St. Louis City Board of Aldermen

Adopted this the 16th day of May, 2008 as attested by:

David W. Sweeney
Clerk, Board of Aldermen

Lewis E. Reed
President, Board of Aldermen