

Aebersold Florist  
1217 Silver St.  
New Albany, IN 47150  
(812) 945-2544  
[www.aebersoldflorist.com](http://www.aebersoldflorist.com)

Founded: 1908

In 1908, Alfred Aebersold had a dream — a dream that took him to 1217 Silver St. It was there that Aebersold cultivated that dream and grew it into a thriving floral business. That dream is still living inside his grandson, David, who along with his wife, Lana, operate the business along Silver Street as well as the shop at 7414 Ind. 311.

David Aebersold's father, Stanley, took over the business following his dad's death in 1934. He stayed active until his death in 2000. David officially joined the business in 1967.

Unlike his grandfather, David doesn't deliver flowers by horse and buggy. The horses have been replaced by five delivery trucks and 17 employees. Most of the fresh flowers are bought from wholesalers, and Aebersold no longer sells produce like his grandfather did. The shop also has seen several transformations. A tornado in 1917 destroyed the original building, and the current facility was constructed in 1969. A storage area was built in 1973; the atrium at the front of the store was constructed in 1982 and two new greenhouses were added in 2000.

David and Lana's daughter, Lara Collett, helps manage the business today. While many things have changed thanks to modern technology, the same personal touch has not.