

## Madison Avenue Flower Shop

Madison Avenue Flower Shop is family owned and operated proudly serving Indianapolis since 1887. The shop, located at 2457 Madison Avenue, was previously sited where Manual High School is today. The establishment was the idea of August Rieman who later passed it on to his daughter, Freda Rieman. Freda married Edward Nordholt and the couple continued the floral business. In the late 1940's to early 1950's the building was lifted and moved approximately twenty-five yards to its present location.

The Nordholt's were the parents of two sons, Melvin and Edward Nordholt, Jr., both of whom took over the operation. In the early 1980's Edward, Jr. sold his share to his brother. In 2001 Melvin's children, Pamela Ogden Nordholt and Doug Nordholt, took over the company. Today the fourth generation pair continues to operate the family business. The siblings have their own children working there as well. The shop has survived the Great Depression and a fire during its existence.