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Wald & Co. and All Nations Flag Company Celebrates 100th Anniversary in 2024

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Started in 1924 by T. George Wald in Kansas City, Missouri, Wald & Co. and All Nations Flag Company are both now fourth generation companies that continue to grow and expand in the Midwest.

Wald & Co. originally occupied a building at 208 Broadway in Kansas City, Missouri. Many still remember it as the “fireworks place under the Broadway Bridge!” T. George Wald ran the company with three sons: Harold, Norbert and Gerald Wald. The company operated two divisions of fireworks, Consumer 1.4G and Display 1.3G along with the flag sales division.

Wald & Co. remained at the 208 Broadway location until it moved to its current location near Greenwood, Missouri in 1992. The fireworks company imports 1.4G Consumer for wholesale and 1.3G Display fireworks for pyrotechnic programs throughout the Midwest. Satellite offices/warehouses operate in Nebraska, Kansas, Missouri, Oklahoma and Texas. The current owner Charlie Wald works with his son, Nathan Wald, in operating the company.

All Nations Flag Company was originally a subdivision of Wald & Co. Norbert Wald managed All Nations from the 1960’s forward. In the mid 60’s All Nations purchased Capitol Flag & Banner and merged the companies to form All Nations Capitol Flag & Banner. When Norbert Wald passed away in 1982 his son Greg Wald took over management and changed the name back to All Nations Flag Company. Greg Wald is the current owner and his sons, Sean and Ryan, are presently working at All Nations.

Wald & Co. and All Nations Flag company enjoys a long history with Kansas City and surrounding area. The history goes from shooting shows at the old Municipal Stadium for the Royals, producing displays at the KC Spirit Festival to producing rooftop shows for the Plaza Lighting ceremony. These companies have been a part of many important events in the Kansas City area.

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