



Dr. Marjorie Love Roth

January 22, 2025

Dr. Marjorie Love Roth, 93, of Allentown, passed away on January 22, 2025 while a resident at Whitehall Manor Senior Living. Marjorie was the owner of Roth's Flowers until retiring at the age of 86. Roth's Flowers was a business her parents founded in 1936 at 9th and Tilghman Sts., later located at 2126 Tilghman St. Born in Allentown, she was the daughter of the late Clarence H. and Bernice E. (Hranyczka) Roth.

Marjorie graduated from Beaver College (now Arcadia University) in 1956. She continued her education in medicine and earned the distinction of being the only woman in the Philadelphia College of Osteopathic Medicine class of 1959.

In 1964 she brought her tenacity back to the family business, Roth's Flowers, which she successfully ran until the age of 87 - a span of 53 years! Marjorie had the reputation for being a tough businesswoman at the store, but she was also beloved by many of her long-standing customers over the years. Roth's Flowers was a mainstay in the Lehigh Valley, and many people looked forward to the traditional Christmas and Easter holiday flowers and the wide variety of bedding plants that she grew in the stunning glass Tilghman Street greenhouse.

Survivors: Niece: Lisa E. Roth of Philadelphia and Nephews: Douglas F. Roth

and his wife Kathy of Peapack, NJ, Andrew Roth and his wife Teresa of Fishers, IN, Robert C. Roth, Jr. and his wife Mary Beth of Concord, NC, Grant Roth and his wife Freida of Citrus Springs, FL and James Roth and his wife Lisa of Florida. She was preceded in death by Brothers: Frederick C. Roth and Robert C. Roth, Sr.

A calling hour will be held on Wednesday, January 29, 2025 from 10 A.M. to 11 A.M. at the J.S. Burkholder Funeral Home, 16th and Hamilton Sts. Allentown.

Cemetery Details

Greenwood Cemetery

2010 W. Chew St.
Allentown, PA 18104

Previous Events

Calling Hours

JAN 29. 10:00 AM - 11:00 AM (ET)

J S Burkholder Funeral Home Inc
1601 W Hamilton Street
Allentown, PA 18102
(610) 433-5161
info@jsburkholder.com
<https://jsburkholder.com>

Tribute Wall

JR

“ I will miss my aunt marge dearly.. She helped me out throughout the years get over surgeries Including hip and heart surgery always being there even during my major stroke..... I survived all of that , but couldn't have done it without her She gave me strength and hope and reason..... Along with helping me through my deceased wifes Extensive health issues... She was tough but she always had a soft heart and would never let you completely fall.. That I admire most about her.. She always knew. What she wanted And how to take care of business.... And she never let me down....I love you, aunt Marge safe passage.I will miss you and miss talking to you every day..

James Roth - February 22, 2025 at 06:46 PM

RL

“ I've known Marjorie sense first grade at Muhlenberg Grade School. When I stopped to buy flowers she would call me Bobby, most of my friends called me Bob or Butch or Robert only my family and Marjorie called me Bobby.

To the members of Marjorie's family please accept my condolences for your loss.

Bob Leh

Robert E Leh - February 06, 2025 at 02:17 AM

PB

“ Our condolences to all in the Roth family. May you all find comfort in your family, friends and in your memories of your aunt. I recall going to the flower shop as a kid where I met Marge and her brother Fred and remember them getting on that megaphone 15 minutes before closing to announce the store was closing and purchases were to be brought to the checkout. My wife and I were fortunate to become friends with Marge after Fred passed. She was loved by her customers and by all the students she hired over the years to work the shop and sales yard. We all have been fortunate to have known this remarkable and gifted lady. Rest In peace and harmony Marge.

Pete & Christine Bertalan - January 28, 2025 at 12:52 AM

JC

“ My sincere sympathy to you, Marjorie's family. I feel she is still missed among her many long standing customers who also became a friend. She had the best stock and the knowledge to help you have a beautiful garden... cemetery memorial or as a lovely compliment to your home. A lovely person and friend. J. M. Cordero

J. M. Cordero - January 26, 2025 at 08:18 AM

GC

“ Roth flowers was an institution in the Lehigh Valley for decades! Dr. Roth was a wealth of knowledge and once you broke through the tough exterior you found a GEM to enjoy & learn from. RIP fine lady your lifetime of work here is complete & the gardens are blooming!

GTC - The Morning Call - January 26, 2025 at 07:35 AM

FI

“ My father was a classmate of Dr. Roth at PCOM, and my father always spoke fondly of Her professionally and Her flower shop. A great physician and wonderful lady. May she rest in peace.

Frederick Bainhauer III - January 26, 2025 at 07:17 AM

RI

“ This woman was well ahead of her time..As an elementary school child, we had a field trip to her greenhouse where she shown all of the children and teachers the process of growing and caring for the plants from the dirt till being a fully grown plant.Her generosity also included giving every child their own plant to take home. This field trip has stuck with me my entire life and was much appreciated; to me growing my own tomatoes and peppers..Thank you Dr. Roth and condolences to the family...rick zimmerman

rick - January 26, 2025 at 01:25 AM

RB

“ I am sad - Marge Roth was a staple to my family's floral, gardening and cemetery box needs for an entire lifetime . . . Even when I would run into her at the bank long after she was retired, she always remembered me and EXACTLY what my parents got ! My thoughts are with her family - especially Andy, Doug and Lisa Robert Bungerz, San Francisco

Robert A. Bungerz - January 26, 2025 at 01:23 AM

JB

Condolences to Dr.Roth's family. She has inspired everyone she encountered!!! Roth Flowers was our family's garden destination.

Jane Bainhauer - January 26, 2025 at 08:28 AM

KB

I am sorry to hear of Dr. Roth's passing and offer my deepest condolences to her family. For many years I enjoyed shopping at Roth's Flowers. Marge was always kind, helpful, and knowledgeable. When she retired, I missed seeing her and choosing from her wonderful selection of lovely, healthy plants. She was a gem and much appreciated by this Allentown gardener.

Kathryn Burke - January 26, 2025 at 11:20 AM

ME

My deepest sympathy to the entire Roth family. Roth's Flower Shop was THE best place for plants and Marge knew everything about every plant, I worked for her part time after I retired from teaching and I loved working with Marge. She was a very intelligent Doctor and Horticulturalist-she had such a vast knowledge. We had many great conversations. She was a delight once you got to know her and she had a heart of gold! God bless her.
Marianne Herrity Ehritz

Marianne Ehritz - January 27, 2025 at 12:07 PM

CK

For many years I was a steady customer of Marjorie at her greenhouse on Tilghman Street, but more importantly, I became and remained her friend. When she became a patient at Whitehall Manor Care, I frequently took her lovely bouquets of flowers, fixed her bulletin board, and chatted with her or, toward the end, simply sat and stroked her hair. Our visits always ended with a prayer, to which Marjorie always warmly responded. I was planning to visit Marjorie this Wednesday (1/29) with, of course, a bouquet of flowers, but she slipped away while I was not looking. Now she does not need my bouquets, for heaven is arrayed with magnificent flowers which she is enjoying with her dear brother Fred and her family. Be assured that I will honor Marjorie and show my appreciation for our precious friendship with spiritual bouquets, prayers and Masses offered for the joyful repose of her soul. Good night, my most dear friend, Marjorie.

Constance Karg - January 27, 2025 at 01:01 PM

ML

My condolences to Marge's family. I worked for Marge in her last season at Roth's flowers. And, of course, we became friends. She was a remarkable person.

Mary Lafferty - January 28, 2025 at 10:20 AM