



—Herald Staff Photo by JOE ELBERT

**University of Miami Freshman Randi Sugarman Hawks Flowers on Weekends**  
*... she earned money for a surprise visit with her parents and a vacation*

# Flower Children Aren't Loved By Florists, Zoning Inspectors

By PEGGY CUNNINGHAM  
 Herald Staff Writer

Eddie Magedson has been through this all before.

Seems like every time he starts operations of his Flower Children Inc., in a city, somebody starts talking about peddling laws or zoning regulations.

Maybe not right away, but eventually it always comes up.

So Eddie wasn't too surprised when Dade County zoning inspector handed out some citations, which mentioned a \$500 fine, to some of the young people who sit on street corners and sell small bunches of flowers under the red-and-yellow Flower Children umbrella.

MAGEDSON'S modest-looking operation, just five years old, reaches into 46 cities in 20 states, and the District of Columbia. He hires mostly students and senior citizens, who get a salary and commission for sitting under the umbrella in highly visible places, selling bunches of roses and carnations and daisies and things.

"I've never met anybody who was against Flower Children Inc., except florists," said Magedson, the 22-year-old entrepreneur.

Conventional florists view his operation as a threat to their business.

"In every other city they've interpreted the law so that we could go on selling flowers," he said.

On Miami Beach, he is trying to sell the commission on allowing brightly-colored flower carts in shopping areas.

Magedson's firm has two stores, to which its employees report to pick up their buckets of flowers to sell, at 7190 Bird Road and 11862 W. Dixie Highway. He said he has purchased peddlers licenses for the 20 or so vendors he has in Dade.

THE "FLOWER CHILD" picks up a supply of blooms, which Magedson has imported from South America, and goes out to a street corner, usually at a service station. They sell on weekends and holidays.

Randi Sugarman, a University of Miami freshman from East Meadow, Long Island, said she saved up her earnings from part time selling for Flower Children Inc. to make a surprise visit to her parents.

"I'm making outrageous money."

Since then she has saved another \$300. She said the vendors get to keep 25 per cent of what they take in.

Magedson said he has some 25,000 vendors across the nation, about 4,000 of whom are senior citizens. Here in Dade, he said, Flower Children has been selling for about three years.

But what they're doing is illegal, said zoning enforcement officer Roy Hosford.

"Any business has to be in its proper zone," Hosford said. It doesn't matter that the flower vendors have permission from the service stations where they set up shop, he explained, they have to be inside a building zoned for flower sales.

THE TWO OUTLET stores are legal because they have zoning use permits, he said. The vendors are not legal because their peddlers licenses don't permit them to stand still.