



**Tom Riordan**  
Executive Editor

## Can't call queen? Then send her flowers

When was the last time you drove along Northwestern Highway, just above 12 Mile Road?

You may have noticed an impressive three-story building. Adorning its front wall is Mercury, the winged messenger of the ancient Roman gods, clutching a bouquet of flowers.

Alongside Mercury are the initials FTD.

They stand for Florists Transworld Delivery and this is the international headquarters of a giant co-operative association.

**FTD HAS A PRETTY** fascinating history.

Delighted to tell it is Bill Golden, resident of Plymouth Township and an ex-newspaperman in Big Rapids and Jackson. Bill is now FTD's director of publications.

Golden explains that the group began in 1910 with some casual conversation among 13 florists from around the nation who were meeting at Buffalo, N.Y.

It went something like this:

First florist: *You know, every once in a while I get an order for flowers to be delivered in your town.*

(At that time, some inventive flower shop owners were shipping bouquets to other cities via parcel post to satisfy their customers. Practical, it was not.)

Second florist: *Yes, and I have orders for people in your town.*

First florist: *How about the next time I get one I mail you a letter with the order. You can bill me later and I'll bill the customer.*

That's the way it began, Bill swears.

**SOON THOSE** FTD pioneers were finding mail too slow. So they took to the handy telegraph wires.

In 1912, the cooperative elected as its secretary a Detroit, Albert Pochelon, who ran a downtown shop on Bates Street. He was promotion-minded and apparently saw the vast potential for the group. Pochelon established the co-op operation in his backroom.

It has been in southeastern Michigan — first the Motor City and now Southfield — ever since. And how FTD has grown.

More than 18,000 shops around the nation, Canada, Central and South America Mexico and Japan



Bearded Bill Golden is steeped in the history of a giant association, based in Southfield and operating around the globe.

are members. FTD looks into several world-wide groups to give an adjusted total of 45,000 outlets. If you'd like flowers delivered to a friend in Alexandria, Egypt, for example, just call your handy FTD florist and the deed will be done.

During FTD's fiscal 1978-79, which closes June 30, association's books will show 17 million "clearings" worth \$300 million.

As Bill Golden says, "That's a lot of posies."

**IN THE BEGINNING**, the "T" in FTD stood for "telegraph." By 1967 that wasn't completely accurate, so it became "T" for "transworld."

This summer, if you'd permit a little invention on my part, it could be "T" for "transmit."

Let me explain.

This summer marks another milestone in the transmission of orders — the introduction of the Mercury Network.

As you read this, some 7,000 FTD shops around the country are being equipped with electronic terminals. Here's how they'll work.

When a member in Biloxi, Miss. gets an order for a Toledo, Ohio resident, he refers to his handy FTD directory. (This is updated eight times a year under Mr. Golden's direction.) From the Toledo roster he would select a florist.

Then the fellow in Mississippi sits down at his terminal. On its keyboard he taps out the order. When he hits the "send" key, the data is zipped off, via telephone line, to a clearinghouse in Chicago.

It's automatically recorded as a transaction (thus saving the Biloxi florist the weekly task of filling out a form with his FTD orders.) In a matter of minutes the Toledo shop has received the request on its terminal.

**UNTIL NOW, ARRANGEMENTS** were made by telephone. Sometimes the Mississippi accent might be misunderstood by the Ohio counterpart and the order wouldn't be exactly right.

With the Mercury Network, which costs each member \$35 monthly, such problems should be a thing of the past, predicts Bill.

The handling of orders is just one facet of FTD's operation.

Golden's publication division is responsible for a wide variety of magazines, posters, mailers — and everything is done in rich, full color.

There's the *FTD News and Directory*, which resembles your West-Northwest Bell Telephone book, complete with yellow pages advertising.

Florist goes to 23,000 retail shops.

*Spectrum* is a 110,000-circulation quarterly aimed at people who buy flowers. Dealers have

their names imprinted on copies and pass them out to customers.

**ADS AND POSTERS** in a variety of languages are continually being created for shops, newspapers and magazines all over the world.

When the craze over plants took hold a couple of years back, FTD came out with 350,000 copies of a slick *Professional Green Plant Guide* for sale over members' counters.

The guide moved so quickly that three more printings were ordered and the total number has now topped one million.

But all is not pure delight.

Take the phrase occasionally seen in newspaper obituaries, "In lieu of flowers friends are asked to donate to . . ."

When Bill and his associates see this they shudder.

He explains. "Florists recognize the right of people to express sympathy in any way they choose. We'd rather see the line begin 'Contributions are being accepted for . . .'"

**BILL DELIGHTS** in telling one story.

J. P. McCarthy, who makes his home in Bloomfield Hills, was having some fun on his WJR morning show. It was 1977 and Great Britain's Queen Elizabeth was celebrating her Silver Jubilee.

J.P. told his audience he would try to telephone a greeting to the Queen. But he couldn't get through.

Listening to McCarthy on his car radio was John Doyle, FTD marketing director, who was heading for work.

Once at the FTD office, Doyle, now with a Hudson, Ohio ad agency, called J. P. and suggested, "How about sending flowers?"

Doyle volunteered to handle details and J. P. readily accepted.

That night, a London florist, a member of FTD's brother British cooperative, Interflora Associates, made the delivery to Buckingham Palace in J. P.'s name.

A few weeks later, McCarthy received a thank you from the queen's lady in waiting.

FTD had struck again.

How Albert Pochelon would have loved that one.

## S-h-h-h! shoe sale

(Don't tell anyone about Phillips Semi-Annual Don't-Tell-Anyone Shoe Sale or these special values will soon be gone!)

### MEN'S SHOES

(Selected group)  
Rorshelm  
Dexter  
Hush Puppies  
Harbor  
and  
quality imports

**save 20% to 35%**

Shhh - don't tell anyone, but right now Phillips is having their semi-annual "Don't-Tell-Anyone" Shoe Sale. And, as soon as the word gets out, there's gonna be a crowd. Save on a spectacular selection of spring and summer styles. Right now the choices are bigger and better than ever... so, hurry into Phillips before everyone else does...the merchandise is going to go fast.

Also selected handbags 25% off.  
Not all price groups, sizes and styles of all stores.

### WOMEN'S SHOES

(Selected group)  
Red Cross  
Cobbles  
Socialites  
Lady Dexter  
Hush Puppies  
and quality imports

**12.99 to 23.99**

VALUES TO \$42.00

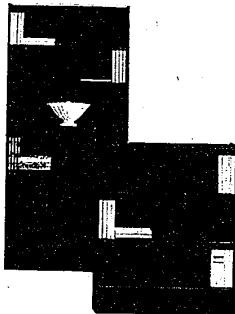
10,245 units available

36,425 units available

**phillips**  
Shoes

NORTHLAND • EASTLAND • WESTLAND • SOUTHLAND • BROADWAY AT GRATIOT (MEN'S)  
1254 WASHINGTON BLVD. (WOMEN'S) • ANN ARBOR • FLINT • TOLEDO  
SAVINGS ALSO AT PHILLIPS RED CROSS STORES IN FAIRLANE, LAKESIDE, AND TWELVE OAKS.

## Storewide Summer Sale



It has started—the sale of over 1.5 million dollars worth of merchandise.

**Save 30% on our teak bookcase.** Because we have a large supply in stock, we're making this special offer.

So come inside for our Summer Sale and save 20-50% on all furniture in stock. Save 20-25% on all special orders. And save 10% on all accessories. Ask about the special sale in our warehouse this Saturday and Sunday...slightly damaged items at greatly reduced prices.

High Case: was \$140

Low Case: was \$85

**NOW \$98**

**NOW \$59**

High Case: was \$122  
(narrower, not shown)

**NOW \$88**

brasch interiors, inc.

West Bloomfield  
3325 Orchard Lake Road  
Keego Harbor, MI 48033  
626-0031

Troy  
1061 E. Long Lake Road  
Troy, MI 48068  
528-9050

Store Hours: Mon., Thurs., Fri. 10:00-9:00. Tues., Sat. 10:00-5:30. Sunday 12:00-5:00. Closed Wednesday.