

By any other name, Valentine roses cost more this year

By Lucy Bighia

Well, it's that time of year again. Time to pay tribute to that troublesome little archer, better known as Cupid, by lavishing affection on a willing (or unwilling) party.

consumer byline

Valentine's Day gifts in the past have ranged from an evening of wining and dining to heart-covered underwear. The more traditional gift choice, however, is an armful or vaseful of fresh flowers, something of a rarity in this snowy wasteland.

Those who plan on sending flowers should also plan on reaching a little deeper into their pockets this year. Cold, wet weather in growing areas like California and Florida has severely reduced flower crops, and the diminished supply has forced florists to raise their prices.

A dozen longstem roses, for instance, which cost \$25 to \$30 last Valentine's Day, will cost \$27 to \$50 this year. But roses aren't the only special for Valentine's Day. The FTD "Love Bundle," an assortment of pink carnations, poms and red tulips, sells for \$15 to \$17.50.

Local shops also offer Valentine specials of their own, which include fresh and silk arrangements, and blooming and green plants.

Most fresh arrangements and potted plants start at \$10, but florists often offer cash-and-carry specials for less. And Michael's, 930 L St., offers a 10 percent student

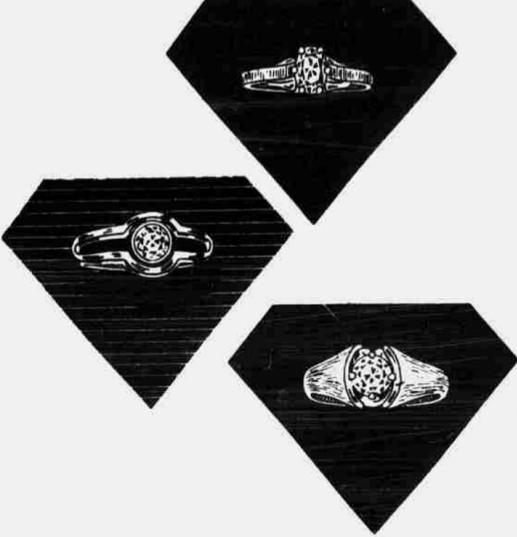
discount on any purchase carried out, or on a minimum \$10 purchase that's delivered.

The following is a price comparison of several local florists.

	Single in bud vase	Dozen arr.	Dozen boxed	Bouquets start at	Del. Charge
Tyrrell's	\$ 6.95	*SH: \$15.00	\$26.95	\$10.00	\$1.50
1133 N. Cotner		*LS: \$26.95			
Danielson Floral	\$ 4.50	SH: \$17.00	\$25.00	\$12.50	\$1.50

		LS: \$27.00	SH: \$17.50	\$25.00	\$10.00	\$1.50
127 S. 13th St.						
Michael's	\$ 3.95	LS: \$27.50				"minis"
930 L St.						
Field's Floral	\$ 5.50	SH: \$15.00	\$36.00	\$10.00	\$1.00	
3907 S. 48th		LS: \$39.00				
Azalealand	\$ 7.50	Up to \$50.00	Up to \$10.00	\$1.50		
37th & Prescott	\$10.00					

*SH—Sweetheart
LS—Long stem



Part of the Magic

Of Being Engaged is the Diamond

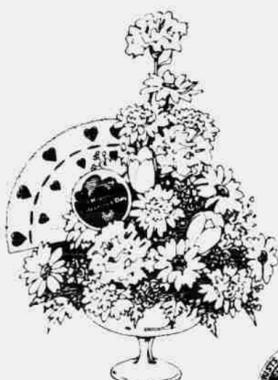
For the diamond is the age-old symbol of romantic faith - a beautiful, scintillating gem to be cherished throughout the years.

Sartor Humann

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Downtown 1129 "O" St. Lincoln	Gateway Enclosed Mall Lincoln	Conestoga Enclosed Mall Grand Island
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<p>FTD LoveBundle Bouquet</p> 	<p>FTD Valentine Bud Vase</p> 
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FTD LoveBundle® Bouquet, usually available for less than \$17.50. FTD Valentine Bud Vase, usually available for less than \$10.00. As an independent businessman, each FTD Florist sets his own prices. Service charges and delivery may be additional. Most FTD Florists accept major credit cards.

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Coming Events

Sour Mash

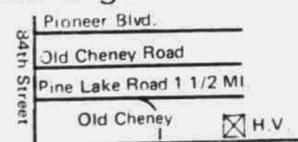
Friday-Sunday Feb. 9-11

Footloose

(Good Times Rock 'n' Roll!)

Friday-Sunday
Feb. 16-18

How to get there:



Hidden Valley

108th & Pine Lake Rd 423-2532