

Roses

Roses are red — and expensive — but worth it for love

Analysis by Geoff Goodwin
Staff Reporter

Hemingway (Do I have to say Ernest Hemingway? Did you really think I was talking about Mariel?) once said, "When two people fall in love it can only end in tragedy."

He probably knew enough about it to know what he was talking about. After all, he fell in and out of love more often than Kareem goes up for a sky hook. But of course he was making an obvious point, i.e. the couple either stops lov-

ing or one of them meets an untimely end. Either way heartbreak follows.

But there is another way, one that Hemingway couldn't have foreseen when he blew his brains out in 1961.

There's Valentine's Day. Oh, I don't mean Valentine's Day proper. No, I'm talking about the financial ruin that Valentine's Day can bring to the guy or gal who decides to splurge and buy their mate flowers for the day.

It is expensive, folks. A random survey of florists around Lincoln shows that the cheapest you can buy a dozen

roses for is \$35. That's at Dittmer's Plantation in the Centrum. The most expensive I found is \$60 at University Floral, 118 N. 14th and House of Flowers, 226 S. 11th. Both prices are without delivery. Delivery is \$2 in most of Lincoln, \$1.50 if it's downtown.

But don't despair. You needn't spend that much. A half dozen roses can be purchased for \$30 at University Floral and \$32.50 at Danielson Floral, 127 S. 13th.

FTD specials at both stores are even less, starting at \$25.

Also available are bud vases, which start at \$15.50. They have either roses or carnations.

And why do roses cost so much? Simple, says Linda Wilson, a designer for University Floral. "The reason roses are so high is because it takes twice the time to grow them for Valentine's Day as it does if you bought them during the summer," Wilson said. "The growers have to hire extra people to pick and to deliver. Then the wholesaler has to hire extra people. We have to hire extra people to deliver. (Ten

compared with one in a normal week.) "We're not getting rich on roses," she said. "With our expenses we really should be charging about seven dollars for a rose, instead of five."

Well, whatever side you're on in the great rose debate it is, after all, Valentine's Day. It only comes once a year. Come on, folks. If you can't pony up that money on this day what's the point of going through all that you've gone through to reach this day? Do it. Do it for yourself. Do it for him/her. Do it for Aphrodite. Do it for me!

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