

Funetted Transworld

7/26/77 - HHH REMARKS ON RECEIVING FLORIST TRANSWORLD DELIVERY

ASSOCIATION AWARD.

May I very quickly give my thanks to Ben Velkamp, who is President of the Florist Transworld Delivery Association. I'm glad you just call it FTD because (unintelligible) longer words. It is good to be in the presence of someone who bears the name Hubert because there aren't many of them. Hubert ~~and~~ Hooper and Hubert Humphrey are about the only ~~two~~ outside of my grandson and my son. I decided to keep the name alive that way. I think I should tell you Hubert that there is a saint Hubert. That while neither of us qualify we can claim him.

I am very honored that my esteemed colleagues~~xxx~~ in the Senate are here, and I am very pleased that Muriel is here. I have to tell you something, I go home after some of these dinners when people say nice things after these parties and receptions and I'll say "Oh, Muriel you should have heard what they said about me tonight, and she would say...Oh yeah, I know. I would tell her and she would figure that I used my imagination, which I do...But tonight my friends came through for me. One nice thing about having good friends is that they will lie a little bit. Tonight Jim Eastland I want you to know dear friend that it is an honor for me and that it touches my heart that you are here. You have ~~a~~ said kind and good things tonight. We have grown to be good friends in the Senate. I'm sorry Jim that I made a speech that might make you take a walk. I'm glad you came back. My leader....The majority leader Bob Byrd continues to amaze me. Tonight he gave forth (unintelligible). I ~~xxx~~ have heard him come forth with his violin. I have heard him make some remarkably fine speeches Bob, you ~~were~~ so generous in your words to me and I am grateful to you. Someone asked me how we were getting along and I said we are like Damon and Pythias, and that's a fact. I have never had a more warm and healthy and fine relationship with a man than I have ~~a~~ had with Bob. And I am very honored to be a part of that leadership team with Jim Eastland, and Dan Inouye (unintelligible). Bob Griffin came here ~~and~~ to keep this party truly ~~xxxxxxxx~~ honorable. To lift us away from the weak (?) of politics and to get it into the high plateau of clean air and the beautiful flowers. And, it is a fact Bob that flowers are bi-partisan. Flowers are the universal language. Flowers and music speak to every body in the whole world without translation. One of the little things we do in our family Muriel and I send our little granddaughters....we have 8 granddaughters...

we always send each of them flowers on their birthday. I take great joy in that because they wait for their flowers...it ~~is~~ doesn't seem to make ~~any~~ any difference how old they get they are still waiting for their flowers. They have since they were 3, 4, 2, so they always get very excited because grandma and grandpa send them out some flowers in a nice little painted pot or- in some nice little tray they have. I don't know how you florist do it but it is always very pretty. But as they grow old they like it too so I'm going to have to tell their respective boyfriends that they must keep it up. And help absorb some of their purchasing power. Our nation is ~~very~~ beautiful and flowers help beautify it. I don't deserve ~~any~~ any real award, honestly I don't, this award can be given to any one of my colleagues or to anyone of you in this room. As a matter of fact everything I did in the Committee on Agriculture....Jim voted for it. We had an understanding that as long as I stick with him on cotton he would stick with me on some other things. ~~But~~ But I will say this, it is my judgment that the florists are entitled to all of the services of this government like any other citizen. Whenever I have had the chance in any little way to be of any help to these thousands and thousands of business people who are engaged in producing something which ~~the government~~ provides nothing but joy and beauty to this country and to our people. I can ~~not~~ consider it a rare opportunity ~~is~~ and I have done it with ~~my~~ zest and sometimes with some success. You know, you mentioned Ed Dirksen, well I will never forget when Ed Dirksen and Hubert Humphrey (unintelligible) Senator on flowers. I got very impatient as to why we didn't have flowers growing out around the Capitol. I would come away from the White House and at the Rose Garden would always have ~~fine~~ flowers. I would come up here to Capitol Hill and somebody on the Staff would say you can't grow flowers because it is too early. I would say how come it is hotter and warmer down around the White House than it is up... I thought there was more hot air up here than there was down there. The truth is that we didn't take advantage of the fine facilities that we had. And, I would make a speech every so often and I would get up and give a talk saying that these great big pots that we have out here ought to be filled with flowers. Low and behold people from all over America started sending flowers..in fact from your state, Bob, They started sending tulips. The Ohio florists I remember sent flowers. People volunteered to take care of these grounds around the Capitol to see that we had plenty of flowers. Then one day Ed Dirksen took me on, he didn't know very much about flowers, he didn't know about

shrubs, he didn't know a great deal about trees and here he was really an amateur horticulturist. He lived out in the country...and he loved flowers. He got up there and made a speech. All I can say is that I was looking for the first exit. He was fantastic. But we joined after he worked me over. He joined with me and we got a few more flowers planted. And, Mrs. Johnson "Ladybird" took on the task of beautification during a very difficult time. There ~~were~~ were do many disturbances, so much hatred and bitterness..she led the crusade in this country to see to it that every town square, in every county courthouse, in every village and hamlet along the roadsides and in the nations capital and in the state capitals were planted trees and shrubs, flowers and all sorts of things what would grow in attribution. When people ask me what did you do when you were Vice President I said I did primarily what the President told me too and ~~w~~ once in awhile he would say " help Ladybird".

Margaret Chase Smith was mentioned here today. Margaret Chase Smith use to come to the Senate every day wearing a flower. Every day she would ~~xxx~~ never miss. I would like to tell you that there was one other person ~~x~~ that occasionally had a flower, and when he had it we knew there was trouble. ^{Wayne} it was my dear friend ~~xxx~~ Morris. Wayne you know would put the flower on his desk or put the flower on his lapel which meant that he declared battle upon somebody or some cause. So flowers have had a very unique role in the Congress of the United States. I would like to add that I think it ~~x~~ would be nice if we all had a flower to wear now and then around the Capital. Look at these beautiful, beautiful roses. The rose is such a beautiful flower. It is so full and delicate. It is life giving. I tell you it really does do something for you. You really have a difficult time becoming cantankerous and antagonistic if you wore a flower. It helps so much. Now, I tell you I shouldn't have been taken notes here for so long because I'll keep you too long but ~~I~~ just want to mention one thing that I noticed. I see that one of my fellow Minnesotans is here tonight... Dan Botten (?). Now if you live in Minnesota you know about the Botte-n (?) (unintelligible) Now I know Mr. Botten wouldn't mind my saying that while Muriel and I live out ~~there~~ by Waverly in Wright county right near Buffalo that we have a load of florists out there...^{Rynard} ~~xxxxxx~~ Pinsky. Rynard is an immigrant, he came here and started out with nothing...today he had beautiful greenhouses...he does a magnificent business. I never met a florist that didn't seem ~~x~~ like a very kindly and considerate person. There is something about flowers...I guess you can take anybody and just make

them into something real good...Idont mean to downgrade you flowists in any way but it really happens. Here I am today receiving this ~~E~~ ~~xxxx~~ Golden Rose Award. Let me tell you what it means to me. It means life can be beautiful and it ought to be beautiful. By that I mean it ought to be ~~mean~~ meaningful, it ought to be active. You ought to make some contribution to someone else. It is in the sharing and the giving that ~~xxx~~ have your name. I heard the Minister say on the T.V. one day that it ~~is~~ isn't what you have lost is what you have left. It is pretty hard to think of that as I was going through some surgery. I tried to keep that in mind and I really do ~~in~~ believe in what we call postive thinking. And I do also believe that the environment in which you live helps to form our character just as our character helps to form our environment. Environment that is it has such lovely gifts from the Lord as beautiful ~~as~~ flowers does tend to make you better jsut as good music. It is really for the soul, really for the heart. So are flowers. And, I am happy ~~xxxxxx~~ that you have seen fit to give me something here tonight. I want to thank you very much for including Muriel in all of this. I read some place were somebody said that I was an avid gardener, and a somewhat amature florist whaf I really do mare than anything else is to clean out dandylions. I also (unintelligib) out in our place out in Minnesota. But I love floweres. I think Muriel will tell you that I have ~~sxx~~ said many times I love my flowers now I want to look at ~~xxx~~ them now. I think flowers are God's expression of beauty and Love and I want to see them now. I'd hate to have rise up and seee them on my grame. I love them now.

I ~~xxxx~~ just want to thank you very mush. I see alot of friends out there. Duchess I see you out there bless your heart. ~~xxxx~~ Michigan is well represented here tonight. Thankyou Bob, thankyou Jim, My good freind BoB Byrd and I want to thank Ben the President, I'd like to thank Hubert thej Executive Vice President, all of the officers....

~~xxxx~~ ~~xxx~~

And now if you will forgive me I'm going to sit down.

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AUG 11 '77

August 16, 1977

The Honorable Hubert H. Humphrey
United States Senate
2113 Dirksen Senate Office Building
Washington, D. C. 20510

Dear Senator Humphrey:

I am very happy to report that the film of the Golden Rose presentation shown at the recent convention of FTD in Acapulco was extremely well received. In short, you were an absolute smash!

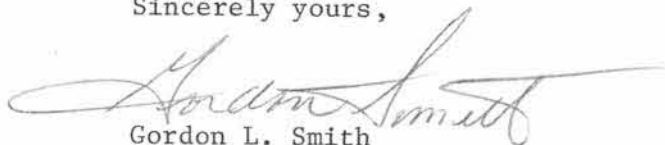
We do thank you very sincerely for your extra effort in refilming part of the presentation because of the unfortunate camera breakdown. Murphy was working overtime.

Personally, I would like to reiterate what I said to you just after the ceremony which is that as far as I am concerned, this was one honor this industry could bestow that rightfully belonged to you and it was something that had to happen.

We would be pleased to screen for you the complete film, which includes the presentations of the other Senators and officers of FTD. It runs approximately 17 minutes. I am enclosing with Betty South's copy of this letter a tape of the entire presentation ceremony, which is for your own record, together with a transcript. In the near future I will send you a set of the black and white proofs and the color transparencies in the event you would like us to provide prints of one or more of them for your own record.

Lastly, let me say a word of thanks to Betty, Ursula, Julia and everyone else in your office who was so cooperative and did so much to make the event an outstanding success.

Sincerely yours,



Gordon L. Smith

GLS:jac

CC: Ms. Betty South
Ms. Ursula Culver

From the Desk of
Gordon L. Smith

8/16/77

Betty:

I am also enclosing a copy of the FTD Newsletter released at the convention in Acapulco with an article and photograph and will be sending you copies of a color photo layout of the presentation which is to appear in FTD NEWS (a member magazine) in the October/November issue. Publicity at the time included release of photographs to 100 top markets.

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Presentation of FTD Golden Rose
To
Senator Hubert H. Humphrey,
Deputy President Pro Tempore of the Senate,
At the U.S. Capitol, Washington, D.C.
July 26, 1977

GORDON SMITH: Ladies and gentlemen, Senator James O. Eastland,
President Pro Tempore of the U. S. Senate.

SENATOR EASTLAND: My friends, as I read your literature, you have gotten a very worthy man to give this award to. You give it to world leaders, and he certainly fits that bill. To begin with, the first time I saw him -- he doesn't remember this -- he made one speech and kicked me out of the Democratic convention. Now Hubert got here the following January, and he made a great impression on the old senators. I was still a young senator. I'd been here for six years. They predicted a great future for him. Now Hubert has gotten all the honors, the distinctions, than any senator of this century except Harry Truman. He's earned every bit of it. In fact, he has earned everything but one honor, and he really earned that. He should have been President of the United States. (Applause)

There's little that a person can say on this occasion that would add to his achievements or his rightful place in American history, and that'll be a big one. There is a language of flowers, as you well know, and this award speaks more eloquently than I ever could of the unselfish and distinguished service to the Americans of Senator Hubert Humphrey. (Applause)

MR. SMITH: Senator Byrd, if you please. (Robert Byrd of W. Va.)

ROBERT BYRD: Ladies and gentlemen, thank you first for inviting me to be here. Secondly, this is a very fine and wonderful thing that you're doing in recognizing one of the truly great Americans of our time, one of the great senators of all time, and a man, a senator and gentleman sui generis.

He is a man who neither looks up to the rich nor down on the poor, a man who has always in his public life shown a great compassion for the widow, the orphan, the underprivileged; a man who is too honest to cheat, and too generous to shirk, and too brave to lie. He is a man who believes in working for his daily bread and who believes in letting others work for theirs, and helping them to find a way to do that -- one of the most outstanding personalities that has ever appeared on the American scene and a man whom all of us are privileged to call our friend.

He is of tremendous support to me. He is an ever ready helpmate in time of trouble to those of us on our side of the aisle, and he is a friend to those not only on our side of the aisle but one who is a friend to our colleagues on the other side of the aisle. He is a man who has been a friend of many Presidents and whose advice has been helpful to many Presidents; and I'm glad that Jim Eastland said that Hubert Humphrey should have been President of the United States.

Thirteen years ago I said something like this to Hubert Humphrey, and today I want to say it again to him and to Muriel, and I know that Bob Griffin, who has so kindly attended this event with all of us, shares these lines with me, as does Jim Eastland, our President of the Senate Pro Tempore.

The roses red upon my neighbor's vine
Are owned by him, but they are also mine.
His was the cost and his the labor, too,
But mine, as well as his, the joy, their loveliness to view.

They bloom for me and are for me as fair
As for the man who gives them all his care.
Thus I am rich because a good man grew
A rose clad vine for all his neighbors' view.
I know from this that others plant for me,
That what they own, my joy may also be.
So why be selfish when so much that's fine, Jim and Bob,
Is grown for us upon our Minnesota neighbor's vine. (Applause)

MR. SMITH: Ladies and gentlemen, Senator Griffin of Michigan. (Applause)

ROBERT GRIFFIN: Thanks very mucy. Hubert and Muriel, I'm very, very pleased to have a chance to be here because I proudly count myself as a good friend of Hubert, and I think it's important that a Republican be here and indicate that it's a bipartisan pride that we have in this great American and his honors. And then also, Hubert, you might be interested to know that FTD has been headquartered in Michigan -- Southfield, Michigan -- for some 67 years; so there's another reason why I should be here. Now you haven't been around the Senate that long, but you've been a junior senator and a senior senator and a Majority Whip and a Vice President and then a junior senator and a senior senator and a Deputy President Pro Tem -- it just seems that way sometimes. (Laughter)

I am trying to think why Hubert would be honored by this particular organization, and I understand that Everett Dirksen once got it; so he has the flowery oratory that Everett Dirksen had. And Betty Ford got it. I don't know if he's quite as pretty as Betty Ford. And you know that my greatest claim to landscaping is that I replace the divots on the fairways; so I don't really know for sure why Hubert got this award, but I understand

that some people claim that if you talk nicely to plants, it makes them grow. (Laughter) And I do know that in his office, Hubert Humphrey has the biggest, greenest, healthiest, happiest plants on Capitol Hill. (Laughter)

Seriously, he's a great American, he's a great Senator, we're all very, very proud of him, and congratulate FTD for recognizing this great American. Thank you. (Applause)

MR. SMITH: Ladies and gentlemen, Mr. Hubert Beudert, executive vice president of FTD. (Applause)

MR. BEUDERT: Senator Humphrey, Mrs. Humphrey, distinguished guests, which includes a former Golden Rose winner, Rusty Young, from the White House -- it's good to see you, Rusty. I think it's a very auspicious occasion this afternoon because we're able to join two of the more famous initials in the country. Now this might sound like the New Deal days, but we have HHH and everybody knows that, and FTD and everybody knows that.

Senator Humphrey has rightly been called "the happy warrior". Not only is this true because nothing ever gets him down, it is also true because he plunges headlong into any fight where he thinks he can help "the little guy."

Compared to other kinds of agricultural production, floriculture has grown a lot in the last decade but it is still very much "the little guy". One measure of that is the 15,000 plus members of FTD and the additional 35,000 growers and businessmen who make up our industry, and they are virtually small businessmen, each fighting for survival in a mass marketing economy.

Senator Humphrey, since we announced our intention to present the FTD Golden Rose Award to you, there has been a tremendous outpouring of support from our members. They believe in you, and by means of this award, we want to tell you and we want to tell them and the world at large of our

gratitude for your sympathetic concern for our problems and your support when we have merited that support.

I would now like to present our president, the FTD president, Ben Veldkamp, who will present the Golden Rose to you. (Applause)

BEN VELDKAMP: Thank you very much. Senator Humphrey, Mrs. Humphrey, distinguished guests -- in 1962 the board of directors of Florists' Trans-world Delivery Association established the Golden Rose Award. Its purpose is to honor persons in both public and private life who have done the most to make the beauty of flowers a part of gracious living and who have made significant contributions to the advancements in floriculture. It has been presented previously to Margaret Chase Smith, Robert Dowling, Everett McKinley Dirksen, Senator Spessard Holland, Pierre Trudeau, Elmer Young, and Betty Ford, and to a very few others.

It is not given every year; so it is not every president of FTD who has the honor to bestow the Golden Rose during his term of office. And I count myself among the honored amongst you today.

And to most of us, Hubert H. Humphrey has become more than a U.S. Senator or a leading political official. He is the very epitome of what a senator should be and how he should conduct himself. I hope, Senator Humphrey, that you don't mind being an institution. There is little doubt in any event that yours is amongst the most eloquent voices in government today and that you are indeed a beloved statesman.

But these qualities alone do not entirely explain your selection to receive the Golden Rose. FTD came to you in the early 1960's and said that we needed help, help through the Department of Agriculture with economic and marketing problems, and access to the research and information services

almost automatically available to every other agricultural commodity, especially those with greater political clout than we flower people. You said, "Let's see what we can do about it. If you can justify your requirements, I'll help." And help you did, in cooperation with such stalwarts as Senators Margaret Chase Smith, Spessard Holland, and Everett Dirksen. And because of your concern for the "little guys" in agriculture, the florist industry now has the crop reporting, market news reporting and basic scientific, economic and marketing research it so desperately needs to compete in a mass marketing economy.

We have seen your resolute account of your battle with cancer in the August issue of READER'S DIGEST, and we salute you for it. And we, too, believe that you will be around for quite a while yet. We hope that we will continue to have the privilege of knowing you and that we will merit your continuing confidence and support. We shall try very hard to live up to your expectations.

Senator Humphrey, I hope that you will accept the Golden Rose Award of Florists' Transworld Delivery as a token of our affection and high regard for your courage and devotion to the causes you hold just. You do honor to this award by your acceptance of it. Senator

SENATOR HUMPHREY: Thank you very, very much. (Applause) May I very quickly express my thanks to Ben Veldkamp, president of FTD, the Florists' Transworld Delivery Association. I'm glad you just call it FTD because I might forget those longer words, and it's good to be in the presence of someone who bears the name Hubert. There aren't many of us, but Hubert Beudert and Hubert Humphrey are about the only two outside that grandson that I have and my son. I decided to keep the name alive that way. I

think I should tell you, Hubert, that there is a St. Hubert, and that while neither of us would qualify, we can claim it if we wish to from time to time.

I am very honored that my esteemed colleagues in the Senate are here, and very pleased that Muriel is here. I have to tell you something. I go home after these dinners when people say nice things or after these parties and receptions, and I'll say, "Oh, Muriel, you ought to have heard what they had to say about me tonight." And she says, "Oh, yeah, I know," and then we always have something we need to do, and I tell her and she always figures that I give a dramatic exaggeration, which I do. (Laughter) But tonight my friends came through for me. One nice thing about having good friends -- they will lie a little bit for you on occasion.

Tonight, Jim, Jim Eastland, I want you to know, dear friend, that it's a high honor for me and it really touches my heart that you're here and that you said the kind and good things that you have stated tonight. We've grown to be good friends in the Senate. I'm sorry, Jim, that I made a speech that might have caused you to take a walk, or should I put it this way -- I'm glad you came back (laughter and applause).

SENATOR EASTLAND: Taking the walk got me re-elected. (Laughter)

SENATOR HUMPHREY: Did that help you? (Laughter) I'm always trying to do Jim a favor (laughter) ... and my leader, the Majority Leader, Bob Byrd, continues to amaze me. Tonight he gave forth in poetry. I've heard him come forth with his violin, and I've heard him make some remarkably fine speeches. But, Bob, you were so generous in your words this evening and I'm grateful to you. Somebody asked me how we were getting along one time -- one of the reporters. I said, "Why we're like Damon and Pythias,"

and that's a fact. I've never had a more warm and healthy and wholesome and fine relationship with any man than I've had with Bob Byrd. He's a great leader of the Senate, and I am very honored just to have a chance to be a part of that leadership with Jim Eastland, and Danny Inouye and others as we work together, and Alan Cranston.

And Bob Griffin came here to keep this party truly honorable (laughter) and lift it away from the fields and the weed patch of politics and get it into the high plateau of clean air and the beautiful flowers. And it is a fact, Bob, that flowers are bipartisan. In fact, flowers are the universal language -- flowers and music. They speak to everybody in the whole world without translation.

One of the little things we do in our family is that Muriel and I send our little granddaughters -- we have eight granddaughters -- we always send them each flowers on their birthdays. I take great joy in that because they wait for their flowers. It doesn't seem to make any difference how old they get -- they still wait for those flowers. You'd think that when they're little ones, you know, three and four and two and so on, oh, they get very excited because Gramp and Grandma send them out little flowers in a nice little kind of pot or worked out in some nice little tray that they have, or I don't know how you florists do it, but it's all very pretty, and they just love it. But as they grow older, they like them, too. And I'm going to have to tell their respective boyfriends they must keep it up. (Laughter) That will help absorb some of their purchasing power

Truly our nation is a beautiful country and flowers have helped beautify it. I don't deserve any real award -- honestly I don't. This award can be given to any one of my colleagues here and to any one of you in this room. As a matter of fact, everything I ever did in the Committee on

Agriculture, Jim may not know it, but he voted for it. (Laughter). We had an understanding. As long as I'd stick with him on cotton, he'd stick with me on some other things. (Laughter) But I will say this. It was my judgment that the florists were entitled to all the services of this government like any other producer and any other citizen and entrepreneur. And whenever I've had the chance, in any little way, to be of any help to these thousands and thousands of independent business people who are engaged in producing something that adds nothing but joy and beauty to our country and to our people, I've considered it a rare opportunity, and I've done it with zest and sometimes I hope I've done it with some success.

You know, you mentioned Ev Dirksen. Well, I'll never forget the time that Ev Dirksen and Hubert Humphrey mixed it up in the Senate on flowers. I got very impatient as to why we didn't have flowers growing out here around the Capitol. I'd come away from the White House, and the Rose Garden always had flowers. I'd come up here on Capitol Hill and somebody on the staff would say, "Well, you can't grow flowers; it's too early." I'd say, "Well, how come it's hotter and warmer down at the White House than it is up here. I thought there was more hot air up here than there was down there." (Laughter) The truth is that we just didn't take advantage of the fine facilities that we had, and I used to make a speech every so often -- well, I like to anyway -- and I'd get up and I'd give a talk about they ought to have these great big pots out here that we had that were filled with that black dirt -- have those filled with beautiful flowers. And lo and behold, people all over America started sending flowers. In fact, from your state, Bob, they sent tulips, and the Ohio florists, I remember, sent flowers. And people have volunteered to come and take care of these grounds around the Capitol to see that we had plenty of flowers.

Then one day Ev Dirksen took me on because I frankly didn't know very much about flowers, didn't know very much about shrubs, didn't know a great deal about trees, and here he was -- really an amateur horticulturist, lived out here in the country, loved flowers. And he got up there and he made a speech, and all I can say is that I was just looking for the first exit. He was fantastic, but we joined, after he had worked me over a little bit, he joined with me and we got a few more flowers planted.

And Mrs. Johnson -- Lady Bird -- took on the task of beautification during a very difficult time in our country when there were so many disturbances, so much even of hatred and bitterness. She led the crusade in this country to see that in every town square, in every county courthouse, in every village and hamlet, along the roadsides, and in the nation's capital and its state capitals, there was planted some trees and shrubs and flowers and all sorts of things that would grow and add to beauty. You know, people always ask me what did you do when you were Vice President, and I said I did primarily what the President told me to do, and once in a while he would say, "Help Lady Bird," and those were the most pleasant moments of my Vice Presidency, I can assure you. (Laughter)

Now Margaret Chase Smith was mentioned here today. Margaret Chase Smith used to come to the Senate every day with a flower -- every day -- she never missed, and I want to tell you there was one other person that occasionally had a flower, and when he had it, we knew that there was trouble. That was my old, dear friend, Wayne Morse. Wayne, you know, would either put the flower on the desk or put it on his lapel, which meant that he had declared battle upon somebody or upon some cause. So flowers have had a very unique role in the Congress of the United States. I might add I think it would be nice if we'd all have a flower now and then just to wear into

the Capitol, and I look at these beautiful, beautiful roses -- the rose is such a beautiful flower -- so full and delicate and healthy and life-giving that I tell you it really does something to you. You'd really have a difficult time becoming cantankerous and antagonistic if you wore a flower. I really mean that. It helps so much.

Now -- oh, I tell you I shouldn't have been taking notes here because I keep you too long. I just want to mention one or two other things. I notice that (laughter) -- I see that one of my fellow Minnesotans is here tonight, Stan Bachman, Mr. Bachman. Now if you live in Minnesota, you know about Bachman's -- Bachman Florist -- marvelous. We're just so proud of them. And I know Mr. Bachman wouldn't mind my saying that since Muriel and I live out there in Waverly right near -- in Wright County out near Buffalo -- we have a little local florist out there, Riner Pinsky. And Riner is an immigrant, came here and started out with nothing. Today he has beautiful greenhouses and does a magnificent business. And I never met a florist who didn't seem like a very kindly, considerate and friendly person. There is something about flowers -- I guess you can take anybody and make them into something real good. I don't mean to downgrade you florists in any way (laughter) but that's the way it really happens.

So here I am today receiving this Golden Rose Award. Let me tell you what it means to me. It means that life can be beautiful and it ought to be. By that I mean it ought to be meaningful; it ought to be active; you ought to make some contribution to someone else because it's in the sharing and the giving that you have the gaining. You really do. I heard a minister say on the TV one day, "It isn't what you've lost, it's what you have left." I couldn't help but think of that after I'd gone through

some surgery, and I try to keep that in mind. I really do believe that what we call "positive thinking" and I do also believe that the environment in which we live helps to form our character just as our own character helps to form our environment. But environment that has such lovely gifts from the good Lord as beautiful flowers does tend to make you better -- just like good music -- it's really for the soul and for the heart. So are flowers. And I'm happy that you've seen fit to find some way to give me something here tonight (laughter). It really is real nice of you to do so (applause) and I want to thank you very much for including Muriel in all of this. Now I read some place where somebody said that I was an avid gardener and, you know, sort of an amateur florist. That is not really true. What I really do, more than anything else, is to clean out dandelions. I'm one of the best of those. I want you to know that I'm also very good at picking up twigs out in our country place out in Minnesota. But I love flowers, and I think Muriel would tell you that I've said many, many times, "I want my flowers now." I love to look at them now. I think flowers are God's expression of beauty and love, and I'd like to see them now. I'd hate to have to rise up out of the coffin and try to look at them then. By the way, any time is all right; don't misunderstand me. (Laughter) But I love them now and I just want to thank you very, very much. I see a lot of friends out there. Duchess, I see you, bless your heart. I haven't seen you for so long. Michigan is well represented here tonight; and thank you, Bob; thank you, Jim; thank you, my good friend Bob Byrd. And I want to thank Ben, the president; I want to thank Hubert, the executive vice president, all of the officers. And now, if you'll forgive me, I'll sit down. Thank you. (Applause)

MR. SMITH: Ladies and gentlemen, I'd like to introduce Bob Shaffer, vice president of FTD, to make a special presentation to Mrs. Humphrey. (Applause)

SENATOR HUMPHREY: My gosh, you're going to spoil her rotten.

MR. SHAFFER: Ladies and gentlemen, on such an auspicious occasion, we would certainly be remiss if we didn't recognize the beautiful half of the Humphrey family. (Applause) On behalf of FTD and FTD florists everywhere, I want to present you with these beautiful roses.

SENATOR HUMPHREY: She looks beautiful with those flowers.

MR. SHAFFER: Doesn't she though, sir.

SENATOR HUMPHREY: Oh, I'm telling you -- this is really going to cause me trouble.

MR. SMITH: Ladies and gentlemen, I'd like you to know that Senator Randolph is here -- from West Virginia -- and Senator Javits from New York. Is Senator McIntyre still here?

HHH Gets Florists' Vote

Senator Hubert H. Humphrey was honored by more than 16,000 florists with the presentation of the FTD Golden Rose Award at the Capitol on July 26.

The Minnesota senator received the Golden Rose--a vermeil long-stemmed rose on an inscribed base--from FTD President Ben Veldkamp and Executive Vice President Hubert J. Beudert. Senator Humphrey was recognized for his advocacy of American floriculture and the 50,000 small business people involved in it commercially.

During his political career, Senator Humphrey has supported scientific research in floriculture, National Arboretum programs and Capitol grounds beautification. He backed the FTD-funded cooperative agreements with the U.S. Department of Agriculture in the early 60's, as well as pioneered agreements that have resulted in important marketing aids to commercial floriculture, such as crop reporting, market news reporting and a landmark study of grade standardization.

Mr. Veldkamp cited Senator Humphrey for all of the above during the Golden Rose presentation, the eleventh since its inception in 1962.



Left to right: Honored guest Senator Hubert Humphrey, Senate Majority Leader Robert Byrd of W. Va. and FTD President Ben Veldkamp at Golden Rose presentation.

Dr. Kiplinger Dies At 61

Funeral services were held for Dr. Donald C. ("Kip") Kiplinger Friday, July 15, in Columbus, Ohio. Dr. Kiplinger, an active member of the floral industry, died of cancer July 11 at the age of 61. He is survived by his widow, Thelma, and two children, Carl and Janet.

Next Stop, Nice

Two FTD Members are among the eight finalists in the Interflora Poster Contest, sponsored by the Interflora Board of Directors to promote International Arrangement No. 1 (the FTD Forget-Me-Not Bouquet).



by Marion Kennedy

Winning posters by Marion L. Kennedy, Marion's Flowers, Hull, Mass., and Debra Ziadi, Mason's Flowers, Inc., Wheaton, Md., will be sent with six other selected entries from British Unit and Fleurop florists to Nice, France this September for final judging.



by Debra Ziadi

Who's Where

A Member Town Listing gives the town where the FTD Member shop is actually located. The Non-Member Town Listing, however, appears in towns that do not have an FTD Member actually located there, but are serviced by Members from nearby towns. These listings contain the standard information found in Members' main listings. In addition, they list the number of miles between the Member and non-Member town, the actual location of the shop and the Member's delivery charge, which cannot exceed the amount charged to local customers for delivery to these areas.

When sending orders to non-Member towns, be careful to check for that delivery charge.



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