

excellence as an attitude, as a standard of production and as a way of life. No American needs to apologize for Hallmark's cards or their subsidiary companies. This is one corporation which, for 75 years, has produced the very best. By this resolution we honor Hallmark Cards, Joyce Hall, its founder and Donald Hall as Chairman of the board for 75 years of excellence in greetings, in gifts and in the dramatic arts and in the service to communities throughout America. All of us are familiar with the crown on the back of Hallmark Cards. This symbolizes the craftsmanship stamp for its best work. This symbol reinforces the equally well-known slogan of the company, "When you care enough to send the very best." Today we are saying that we care enough to recognize Joyce Hall, a native of David City, Nebraska, and a former Norfolk businessman whose company continues to be the best it can be for all of us. Those words sum up the commitment to excellence that is the very heart of Hallmark. I think it is characteristic of Hallmark that its Chairman recently had this to say to his employees, "Let us celebrate Hallmark's past 75 years and let us celebrate the promise that for many years Hallmark will continue caring enough to find more ways for people to discover and share the very best in themselves." If all of us had that attitude, this would indeed be a finer world, to discover and share the very best in all ourselves. Hallmark's social responsibility is not limited to truth in advertising or job safety. Donald Hall feels that social responsibility is social opportunity, the opportunity to bring the resources and skill of business people to bear on community problems. It is a standard which encourages Hallmark to be involved in community activities. This tradition of charity was recently demonstrated in Norfolk. Perhaps you read about one of my constituents who asked Hallmark for some cards for needy patients and elderly. Hallmark responded with a semi truckload of merchandise worth \$102,000. Thirty-five hundred residents of local hospitals and nursing homes and senior centers received the benefits of this generosity. That is the kind of human responsiveness and the responsibility which make Hallmark great and which enhances America. We salute and thank the Hall family and their business for contributions based on excellence and caring. Thank you.

SPEAKER NICHOL: Any further discussion on the resolution? You have heard the resolution. All those in favor vote aye, opposed nay. Senator Chizek, you wanted to vote aye, I