

Jewelry has long been a favorite Mother's Day gift

Recent studies done by the Harvard Graduate School of Business Administration for the Mother's Day Council indicate the wide popularity of jewelry as a gift item for Mother's Day.

Of a panel questioned by the researchers, 47 percent replied that they gave jewelry as a gift for Mother's Day. This is exceeded only by the apparel classification, which includes a wide variety of items such as lingerie, casual apparel, accessories and fragrances.

Survey results

It is interesting to note that more than half the gifts purchased were valued at over \$25, and that nearly 70 percent of the mothers got more than one gift. 89 percent of the respondents always or sometimes observe

Mother's Day with a gift.

The acceptability of jewelry as a gift item is heightened by the inherent value of jewelry and the sentimentality of Mother's Day as a gift occasion.

An ideal gift

Jewelry is a symbolic standard of quality. And it is easier to buy, since size and color are not inherent in the decision-making process.

Today, many children live hundreds, even thousands of miles from their mothers. We are a mobile society and delivery of a gift to a far-away mother is not an inconsequential problem.

Today's delivery service can move a small package from coast to coast in a week or less.

And, indeed, many small jewelry gifts can be sent by U.S. Express mail, with delivery effected within 24 hours.

Many choices

The wide range of gift items offered by the jeweler embraces scarf pins, diamond rings, a costume necklace of fine gold earrings.

The median number of gifts per Mother is almost three, so that opportunity exists for a gift of jewelry plus something else that may be near and dear to Mother's heart.

It is also interesting to note that Mother's Day is considered almost as much as Christmas, and is observed by almost 95 percent of the people questioned in the Harvard Study.



A PERSONAL DAY OF REMEMBRANCE among friends was the goal of Miss Anna Jarvis (right), when she first conceived of Mother's Day in 1907. Her dedication to her mother, Mrs. Anna Reeves Jarvis (left), planted the seeds for Mother's Day as we know it today. The idea earned national recognition in 1912, when Congress declared Mother's Day to be observed on the second Sunday of every May.

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