

Give Mother

FAMOUS BRANDS GIFTS



CRAFTY LADIES

Crafts and baked goods of different varieties were purchased quickly at a Seniors Craft Bazaar on 8 Durham Street. The annual event attracted a good crowd and by closing time, very few items were left unsold. Seen here with some of the crafts for sale are (left to right) Marie Butler, Lillian Shapley, Nellie McMeekin and Florrie Alcott.

(Herald photo)

Average mom gets three gifts

Jewellery given by 47 per cent

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 per cent 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 val-

ued at over \$25, and that nearly 70 per cent of the mothers got more than one gift.

89 per cent 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 thou-

sands 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 Express mail, with delivery effected within 24 hours.

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 per cent of the people questioned in the Harvard Study.

Mother's Day Specials at Springbrook Nursery

First 30 customers with this ad on Sat. May 7th will receive 1 Forsythia Shrub **FREE**. One per family.

Here's just a few great gift ideas for Mothers Day

- Roses (potted) •Magnolias
- Potted Mums •Azaleas
- Rhododendrons •Plus many more

"All at low, low prices".

Potted Roses In Bloom
ONLY **\$7.95**

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QUEEN STREET WEST, BRAMPTON (BETWEEN 3RD & 4TH LINE)

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Mom appreciated internationally

When Ms. Anna Jarvis conceived of Mother's Day, her visions of celebration were simple and earthy.

She foresaw recognition of the day as being a letter to Mother, the wearing of a carnation, a visit or simple gesture.

That was in 1908, two years after her Mother, Mrs. Anna Reeves Jarvis passed away.

And, in those dimmer days, Grafton, West Virginia, where the first Mother's Day was observed, was an unsophisticated country village. Simple, understated dedication was Ms. Jarvis' goal.

For she had been deeply devoted to her Mother, some say, almost obsessively so. (Her father seems to have been little regarded.)

Mother's Day was, to Mrs. Jarvis, a solemn occasion, one for contemplation and memories,

and dedication to the ideal of Motherhood.

Ms. Jarvis wrote thousands of letters in support of Mother's Day, almost "lobbying" for its designation as a National Holiday.

Her efforts were first rewarded in 1910, when on April 28, Governor William E. Glasscock of West Virginia issued the first official Mother's Day Proclamation.

By 1912, she was so identified with the Mother's Day Movement that it had been generally conceded that she was authoress of the celebration.

National recognition came two years later, in 1912, when Congress, by Joint Resolution, established Mother's Day as the Second Sunday of every May (the anniversary of Mrs. Anna Reeves Jarvis' demise).

President Wilson signed the first Presidential

Proclamation that year, ordering the national observance of Mother's Day.

Although the Jarvis family came from Grafton, West Virginia, they were living in Philadelphia at the time Mrs. Jarvis announced her intention to found a Mother's Day.

Her friends encouraged her. And even more important, she got the endorsement and active support of John Wanamaker, then Philadelphia's merchant-community leader.

One year after her initial conversations, the first Mother's Day was cele-

brated in Grafton. From that day on, the idea snowballed.

In fact, it grew so spontaneously that it almost got beyond the control of its founder, before she was ready to handle the emotional explosion.



Holy Cross Separate School celebrated their 25th anniversary last week. The school remembered the event by honoring a number of people who had helped as volunteers. Principal Rich Lorito presented (left to right) Leslie Kokell, Marie Simpson, Gisela Hoewing and Jeanette Dodson with an appreciation award. The gigantic cake (seen in the foreground) was baked for the students.

(Herald photo)

May 8 honors humanitarians

May 8 is World Red Cross Day - a day Red Cross volunteers and staff celebrate the presence of this great humanitarian organization throughout the world. Each year World Red Cross Day

festivities are organized in all 130 Red Cross - Red Crescent Societies around the globe under one central theme. This year the theme chosen by the Society is "First Aid: Know What To Do".

Of all the services and programmes offered by the Red Cross today, first aid is the one with the longest association with the Society. As a matter of fact, it was because of one man's determination to provide first aid to the wounded in battle that the Red Cross movement was born.

On the morning of June 25, 1859, a Swiss businessman named Henri Dunant travelling through Italy happened on the aftermath of the Battle of Solferino. So deeply affected was he by the suffering he witnessed there, he stayed eight days to administer first aid to the wounded combatants of both sides.

He later made his life's work the founding of a vast international web of national relief societies bound together by a common goal - the care of the wounded in wars, regardless of their military or civilian status or the side upon which they stood.

And so the Red Cross was born and has expanded into a multiservice worldwide Society dedicated to the alleviation of suffering and the promotion of humanitarian ideals. And from one man's desire to make first aid available to soldiers in the field, millions of people all over the world have benefited from first aid and first aid training in both war and peace.

This year on May 8 - Henri Dunant's birthday - thousands of children and adults in Ontario who have taken first aid training from the Red Cross will be remembering Solferino and the beginning of the Society. Although we are lucky to be living in a country which is not at war, all Red Cross first aiders

across Ontario and the rest of Canada can thank Henri Dunant for the first

aid skills and knowledge which may help them to save a life.

Red Cross First Aid: Do you know what to do? Henri Dunant did. For

information on courses call your local Red Cross Branch today.

Mother's Day Specials

Hotpoint

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Micro-Wave
Ovens from

\$529

Work-saving Multi-Level
Wash Action Dishwashers

built in from **\$499**
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SAY IT WITH CHICKEN



AND WE'LL THROW IN A FLOWER FOR MOM AND 50¢ FOR MULTIPLE SCLEROSIS

Treat Mom on Mother's Day. Just bring home delicious Kentucky Fried Chicken for the whole family. With every Thrift Box, Bucket or Barrel purchased this Sunday, you'll receive a complimentary red silk carnation just for Mom. And we'll donate 50¢ to the Multiple Sclerosis Society. So make this Mother's Day a finger lickin' good day with Kentucky Fried Chicken.

*while supplies last

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