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MOTHER'S DAY

20% OFF

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MOTHER'S DAY

Both old and new

Gifts a tradition for mother

You've heard it said before — the more things change, the more they stay the same!

Paraphrased for Mother's Day, it would go like this: "The more Mother's Day gifts change, the more they stay the same."

That doesn't mean there are no new gift ideas. But the kinds of gifts people give are just about the same as they were a half century ago.

First choice was, and still is, clothing — whether it is intimate apparel, lounge wear (robes, lingerie, nightgowns) or the new breed of casual apparel that has made such an impact on today's lifestyles:

Jewelry, such as earrings,

bracelets, watches of infinite variety and rings, is still popular. Today's favorites are just as fanciful and gratifying as those of yesteryear.

Fragrances have been "in" for many years, perhaps as far back as Anna Reeves Jarvis and her ideas of little something "extra" for mother on Mother's Day.

But now the whole concept of cosmetics has changed and broadened in a way that Jarvis could never have imagined.

Once a luxury, cosmetics today are a "dire necessity" for any mother — skin lotions, makeup kits and lip rouges are a part of most woman's toiletries. That's why cosmetics are one of the favorite gift options.

Don't forget candy. It is a traditional gift idea. As diets became important and candy no longer a luxury, sweets became less important an ingredient of the gift scene as they once were. Now candy is usually just one of several gifts that mother gets.

Then, there's a whole range of labor-saving appliances that make life easier for working mothers. When five per cent of mothers worked outside the home, life wasn't quite as frantic as it is in 1989, with nearly 70 per cent of all moms are running the household while holding down a job in the workplace.

A photograph of you with the family is a great gift. Of course, 80 years ago not every family had

a camera, let alone one that takes and prints photos in less than a minute.

Or, you can give her a videotape from a camcorder so she can "re-live it all" with the family. If you don't have a camcorder, you can have a tape made professionally.

Always a favorite is something floral — a bouquet, corsage or potted plant that keeps giving for years to come.

Remember, it's the thought, and not the originality that counts. The gift options remain the ones that were always favored, just updated by technology and time.

Don't forget your mother on Mother's Day, Sunday, May 14.

Times have changed for moms

You've come a long way, mother, in your perceptions of what is proper in the way you put your best self forward.

No more hobbling skirts, whalebone corsets, high-buttoned shoes or mutton-sleeved blouses. Slacks are in. Shorts are in. Shirts are casual — either knit or

cut and sewn from easy care fabrics. Moms are wearing jeans, running shoes, cushion-sole socks, bomber jackets and denim tops and bottoms!

They all add up to today's casual scene for the less formal mother. Even grandmothers are in on the action. Today everyone

dresses casually some of the time — if not all of the time.

And casual has so many expressions that you can find one that is just right for your mother, no matter what her age, height or build.

Over the past generation, the casual way of life has made its stand — and we all like it. Casual speaks with a young voice. Casual addresses the contemporary in all of us.

Casual makes everything mothers do — whether its washing dishes, shopping or just watching the children or grandchildren — a bit more relaxed.

But casual can have its more formal side, especially when

mother dresses "down" for a relaxing night at home in her finest lingerie, which now comes in styles that are fancy and frilly or tailored and sporty.

Now that about 70 per cent of all mothers are in the workforce, casual clothes that can go from the office or plant to the pool side or evening cookout are not just sensible, but very much in demand because the styles must be both comfortable and compatible with the way we all live.

Here's what to look for: Slacks, shorts for walking or for active sports, knit shirts, cut-and-sewn sport shirts, jeans, jackets, sweaters of all kinds, belts and scarves.

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Sunday May 14th

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Our exciting new menu premieres this week