A recipe for expressing Mother's Day love: A gift of roses

From the crack of dawn until the late of the late night hours, mothers of all ages and descriptions keep the home fires burning and tend to responsibilities too numerous to mention.

Whether it is mom, grandmother or mother-in-law, the dedication to her family and work schedule is worthy of "medal of honor" recognition.

On her special day, Sunday, May 10, we all seek out various formulas or recipes to tell the special mother in our lives how much we appreciate, respect and love her.

According to the Mother's Day Council, Americans have celebrated Mother's Day for 79 years. Sentimental customs and the traditional warm feelings associated with a gift of roses on Mother's Day are inexpressible.

Many of us relate roses with our local florists who are, indeed, valuable partners in our floral gift giving. Yet they are just one part of the overall process. The rose grower, with his environmentally controlled greenhouse, is equally important.

A rose plant will grow almost anywhere, but it needs special care and favorable conditions to flourish. The "recipe" for a beautiful rose goes something like this:

Take some bright sunlight, about seven gallons of water, a good nitrogen rich diet, 20 thousand BTUs of heat and a humid greenhouse. Simmer for about 30 days with tender loving care and you have a beautiful rose. Now repeat this 30 million times and you'll have enough roses to supply a nation of mothers, grandmothers and mothers-in-law.

It sits sounds too complicated, the following information will give you an inside view of the rose industry and what it takes to grow the natural gift that will please any mom.

Growing the 30 million roses that will be given to millions of moms across the nation on May 10, are the 200 members of Roses Incorporated, the national trade association of North American rose growers.

There are 3,600 people employed by these family owned businesses, and they "farm" about 31 million square feet of greenhouse area for a total of 700 plus acres and approximately 80 percent of the roses sold in the U.S.

The rose production greenhouses are considered small businesses by most standards, but many have third and fourth generation family members involved.

With rare exceptions, roses for cut flower production are grown in environmentally controlled greenhouses. Each year, a little over 23 million rose plants are cultivated. Close to 80 percent of these are rich, red colors, the most popular among rose buyers.

The rose grower is unique in the "farming" community because of his year round production in the greenhouse structure. At the same time, he is a tremendous risk taker as the fragile greenhouse structure and the rose plants they contain are vulnerable to the whims of Mother Nature. Periods of dark and cloudy weather can throw the crop off schedule.

Roses grown for Mother's Day are planted directly after the Valentine's Day holiday. As the rose is grown, it must be marketed very quickly to ensure quality for the retailer and his consumer. A key reason why it's always best to ask for American-grown roses is that they experience minimum travel delays in getting to market.

All individuals in the floral industry distribution chain — from grower to wholesaler to your local florist — must work effectively together to preserve freshness for the consumer.

What it takes to produce a rose

It takes from 45 to 57 days to produce a rose in a greenhouse depending on variety, time of year and, especially, light conditions.

A rose bush planted in the greenhouse grows and produces 365 days a year; yes, that includes weekends. Roses must be cut at just the right time on this everyday schedule or they become too open to send to market.

Rose plants cycle on a six to eight week schedule and produce about six crops per year. Each plant is kept in production for five to seven years before being replaced.

Roses are grown at fairly warm night temperatures. This means it takes a little more heat to keep them happy in the winter, but it ensures better roses.

Sunlight is one of the rose grower's best friends. Roses need a fairly ample supply of sunlight to bloom properly. This means that during the dark winter months of December, January and February, it will take longer to produce a rose.

Any extended period of dark weather can mean that a grower cannot bring in his entire crop for Christmas, Valentine's Day or Mother's Day.

New roses planted directly after Valentine's Day will make their first flower to meet the consumer demand for Mother's Day gifting. Older roses are "pinched" to set up a flush of holiday blooms.

"Pinching," or removing one immature rose bloom from a plant, will set off the growth of more blooms where once there was only one. The process of pinching takes place about 45 days prior to when the grower gathers the blooms for sale. Pinching is crucial in correctly timing the growing process.

A commercial rose greenhouse contains automated controls for heat and ventilation. Growers may also provide additional carbon dioxide to supplement the air plants breathe to encourage faster growth.

In addition, automated fertilizer systems have been designed to provide the plants with measured amounts of fertilizer with each watering.

Quality control in greenhouses begins with getting roses into water and refrigerated as soon as they are harvested. This initial step in the harvest process ensures the best roses for the market.

In an effort to maintain a competitive position in the market, the domestic rose grower has done many things to cut costs, and improve production and quality.

Many have changed to alternate energy sources to heat their ranges. Others have set insulation systems into place to minimize greenhouse heat loss at night.

Once the rose is grown, it must be sold promptly, as it cannot be dried, frozen, canned or processed for later use in secondary markets. Each grower takes care to measure his market requirements before the rose is grown.

If he should find his market oversupplied with this week's crop, he cannot save his roses for another time, but must sell them at whatever price he can obtain.

New varieties and production techniques are being updated daily to increase output from each plant, further ensuring economical production and a quality rose product. Each grower wants to provide the consumer with a quality product that will represent his hard work and your love and devotion.

Care and handling techniques

When you receive roses in a box, open it immediately and give the roses some attention. If you don't have time (i.e., if you are at the office), put them in a cool, dark place until you do. The refrigeration is bad.

Remove any leaves that might be under water when you put them in the container. Be careful not to scrape or cut the bark.

A powdery preservative should be included with the roses. Mix it with warm water and put it in the vase.

Using a sharp knife or shears, cut an inch off of the stem while holding it under water. This is important to keep air from blocking the flow of water to the head of the bud.

Put the roses into a deep vase with the water/preservative and, if possible, put them in a cool, dark place for two to four hours.

ROSES PICKED UPON MATURATION are immediately placed in water-filled baskets and transported to refrigeration units in the greenhouse. This process will keep the roses fresh prior to packaging and shipment.

When placing them in your home, make sure you keep the arrangements away from direct sunlight, drafts and/or heat.

Use a lot of water. Top off the vase every day. Setting the roses in a cool dark place in the evening will prolong their life. By following these few basic steps you can give your roses a new lease on life.

Now that you know the hard work and care that goes into producing your Mother's Day gift, you can be sure on May 10, you will be giving your mom the very best.

Outstanding gift list for outstanding moms

Shirts	Convection Oven
Blouses	Toaster Oven
Slacks	Hair Dryer
Jeans	Hair Curlers
Sweaters	Calculator
Scarf	Word Processor/Computer
Handkerchief	Solar Wallet-Size Calculator
Jacket	Greeting Card
Jogging Outfit	Picture Frame
Tennis Dress	Family Photograph
Golf Gloves	Wine Glasses
Sport Socks	Wine or Champagne
Pantyhose	Crystal
Earrings	Tea Set
Necklace	Silverware
Bracelet	House Plant
Watch	Handbag
Ring	Attache Case
Desk Clock	Pen & Pencil
Travel Alarm Clock	Luggage
Negligee	Cookbooks
Robe	Stationery
Nightgown	Bicycle
At-home Lounge Suit	Athletic Equipment
Teddy	Gift Certificate
Pajamas	Handy Battery Vacuum
Slip	Memory Telephone
Slippers	Telephone Answering System
Fragrances	Microwave Oven
Makeup	VCR Tape Player/Recorder
Cosmetic Travel Kit	CD Record Player
Towels	Video Camera
Bath Accessories	Portable TV
Recliner Chairs	AM/FM Portable Stereo Radio
Blender	Size
Food Processor	Size
Electric Carving Knife	Color
Can Opener	Color

Mother's Day: A holiday observed around the world that grew out of a daughter's single-minded love and devotion

It was the right idea at the right time. When Anna Reeves Jarvis conceived of Mother's Day, while still bereaved by the loss of her own mother, the stars must have been in just the right configuration for success. Because, in a matter of a couple of years, her concept of Mother's Day literally "took off."

It became a West Virginia state holiday in 1910 and by 1913 Mother's Day was made a National Holiday by Joint Congressional Resolution... all in a matter of six short years from the first observance in Grafton, West Virginia!

Ahead of her time

Yes, others had advocated the idea of Mother's Day more than three decades earlier, but Julia Ward Howe's crusade for peace on behalf of all mothers, following the cruel and costly Franco-Prussian War, 1870-71, came to a sudden halt after just a few years.

Maybe the world wasn't yet ready for the idea. Maybe the idea of crusading for peace in the name of motherhood was just too overpowering to capture the imagination of all, except for a handful of liberal thinkers.

Miss Jarvis' option was simple and easy to grasp: had honor mother for her role in the family: Caretaker, disciplinarian, teacher, confidante, what have you. It was an idea whose time had come.

Miss Jarvis, born in West Virginia, had moved to Philadelphia with her family, where her mother passed away in 1905. Lonely and heartsick from mourning, she came up with the idea to honor her mother and, through her, all American mothers, with a day of "their own."

She broached the idea to some friends on the anniversary of her mother's demise, in 1907. After an enthusiastic acceptance, she took it to Philadelphia civic leaders and groups for support and development. The famous merchant, Mr. John Wanamaker, not only endorsed it, but helped Miss Jarvis guide it through to fruition a year later.

ANNA M. JARVIS, whose daughter conceptualized the idea of Mother's Day.

The first Mother's Day was observed in Grafton, West Virginia, in the "home heartland" of the Jarvis family. It was marked by a simple sermon, preached from the pulpit of a small country church, a symbol that still exists as the birthplace of the modern Mother's Day.

Growth of an idea

President Woodrow Wilson signed the first Mother's Day Proclamation in 1914, setting aside the Second Sunday of each May to be observed as Mother's Day.

Miss Jarvis never married. She never had any children of her own. But she had the comfort and joy of seeing Mother's Day observed almost universally.

Miss Jarvis didn't think of greeting cards or gifts or big floral tributes. She wanted only that mothers be remembered with a special letter or a bunch of wildflowers, or an extra visit by her children on Mother's Day.

But Americans have a way of their own with celebrations. Letters have grown into a tidal wave of 125,000,000 greeting cards. Wildflowers aren't as available today as they were in the West Virginia countryside in the early years of the 20th century. And, we Americans find reason to mark every special occasion with gifts.

By 1920, Gov. William Glasscock of West Virginia had declared Mother's Day to be a state holiday. From there the idea spread across the country so quickly that in 1913, Congress, by Joint Resolution, made Mother's Day a national holiday, to be observed in all the states and territories.

Today, Mother's Day brings out the best in most of us. That "best" finds expression in over six billion dollars to honor our mothers spent annually. Flowers although beyond measure, all kinds of things to wear, fragrances, and those wonderful labor-saving appliances that make life easier for all those hard-working moms who keep house and keep a foot hold in the job market outside the home, are lavished upon American moms.

Miss Jarvis devoted her life to the advancement of Mother's Day as a national institution — right up to her demise in 1948. She kept writing, caroling, preaching and collecting memorabilia, until her crusade became almost an obsession.

Result of devotion

Did Miss Jarvis really love her mother so devotedly, or was her dedication to Mother's Day the expiation of a guilt she felt? No one really knows. But everyone is truly grateful for her devotion to the idea. And how that idea has changed. Starting in a country church in West Virginia, it has grown into a tidal wave of 125,000,000 greeting cards. Wildflowers aren't as available today as they were in the West Virginia countryside in the early years of the 20th century. And, we Americans find reason to mark every special occasion with gifts.

This year you can celebrate your mom or mother on Mother's Day, May 10, 1987.

Mom's the word.

Send the FTD® Scented Candle Bouquet or the FTD Sewing Basket Bouquet, which includes a hand sewing kit. Mothers Week starts May 4. Just call or visit us today.

Call or come by Today!

Small's Greenhouses

Eastern Ave. - Carlisle - 289-2256

A MOTHER'S DAY GIFT

She's Sure to Use

Bring your Mother out of the Dark Ages

Don't let Mom stand around talking on that old antique

Give her a new Extention telephone!

Install it yourself or let Kentucky Communications install it for you

So she can do all those special things for you and talk at the same time.

KENTUCKY COMMUNICATIONS, INC
525 NORTH MAYSVILLE ROAD
MT. STERLING, KY
606-498-4234

You'll be the apple of her eye with this special Mother's Day Gift!

Mothers are special with us!

We Have a Selection of Gifts to please every Mom and Grandmother!

Come in and let us show you!

*Mugs *Voltive Candle Holders
*Candles *Small Appliances *Clocks
*Jewlery *Ambassador Cards *Crystal
*Brass *Jewelry Chests *Music Boxes
*Cameras & Accessories *Collector Thimbles

20% Off on Selected Items
20% Off on Jovan Cologne

Free Gift Wrapping

Carlisle Drug Co.
THE REXALL STORE
CARLISLE, KY.