# When day is done, some mothers are just beginning their work

It sounds strange, but it's true. Just about the time when a lot of contented families wrap it up for the day, many of today's involved and working mothers start on their second job — that of running the household.

No matter how much their burden has been eased by the marvels of modern appliances, the case of pre-cooked food, the streamlining of interior décor, a home takes managing. And, with over 60 percent of today's mothers working on the double — two jobs that is, in the house and on the outside — the old eight or 10 hour day just isn't enough.

But how does this affect the home? Is there enough free time for the children? Can today's working mother be a true companion to her husband, unless he works at her side at home?

Is our concept of American "family togetherness" a thing of the past, a way of life that has been so altered that it can never be the same?

One thing is for sure, the family structure is changing. A working mother is an informed mother, her exposure to current events, current practices, current knowledge fortifies her as a role model.

She can be a more knowledgeable and sympathetic parent, aware of the pitfalls of today's environment and better equipped to guide her family through the maze of complexities that mark our society.

Look at it this way: It's not the quantity of time that a mother gives to her children that is important, but the *quality* of that time.

Here's where the modern, I'll-never-get-anything-done mother shines in all her glory. And it's the path of the future, so get used to it.

It was once true that a dad would work from sun to sun, but a mother's work was never done! Not so today. Both mom and dad work from sun to sun and still their work is never done!

*A Very Happy Mother's Day To All The Mothers At The Carlisle Mercury Kay, Ann, Janie, Marsha, Donna, and Marilyn*

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**No Mother should have to cook on Her Special Day. Bring Your Mom in to Dine with Us!**

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# New study shows what women want for Mother's Day

The just-completed market study on Mother's Day gift preferences proves, once again, that fads come and fads go, but, like old generals, good gifts never die!

Start with the fact that nine out of 10 Americans observe Mother's Day with some kind of special activity. (Only Christmas is more universally observed, and by such a small margin, as not to be significant.)

**Old favorites**

And, about three out of every four Americans give a gift on Mother's Day.

The favorite gift choice is something to wear (which includes jewelry and accessories), which dominates all other gift selections by a margin of better than two to one! Even floral gifts don't reach the total number of apparel gifts, though flowers and plants come in a close second.

The next gift category of importance is surely one of mother's favorites: fragrances and cosmetics. And he and he hold despite all the dieting we do, a long time favorite, candy, is still a gift choice of over 20 percent of those who give gifts on Mother's Day.

In the same breath, respondents mention photographs — a "gift natural," especially where families and grandchildren are involved.

When in doubt, many respondents turned to gift certificates. (They are especially favored when the donor lives far away from mother and the postman can be relied on to deliver on time.)

All this outpouring of love and affection on one of our favorite national holidays, out of love and loyalty for our mothers, added up to a nifty six billion dollars in 1986.

**Spending patterns**

And three-quarters of the gift givers spent more than $25 for gifts for their mothers; half of them spent $50 or more!

That's a lot of love, no matter how you express your sentiments.

But, no matter what you give, make certain that your gift of love forms the basis of your Mother's Day observation. There's no mother alive who wouldn't cherish that above everything else.

And don't forget, this year, Mother's Day is on Sunday, May 10.

## SOME OUTSTANDING MOTHERS FROM YEARS PAST: WHAT ARE THEY DOING TODAY?

• Coretta Scott King — 1980 — still a central and dynamic leader, serving to advance civil rights.

• Phyllis George Brown — 1981 — now a mother of two — former Miss America, NBC Sportscaster and CBS Morning News anchor — mothering her family and sometimes business entrepreneur.

• Geraldine Ferraro — 1982 — after running for the office of Vice President in 1984, she retired to write and lecture and spend time with her family.

• Paula Hawkins — 1983 — defeated for U.S. Senate seat in 1986 — now recovering from back injury — active in Republican Party circles.

• Margaret Heckler — 1984 — shifted from Secretary of HEW to Ambassador from the U.S. to Ireland.

• Susan Lucci — 1985 — successful "soap opera" TV star, now doing prime time specials and other key TV roles.

• Dr. Ruth Westheimer — 1986 — still dispensing wisdom and good feeling through her radio and TV shows. Now in a full-length movie.

• Mariette Hartley — 1984 — Anchor hostess on the new CBS Morning Show, seen daily on the CBS TV network.

• Gov. Martha Layne Collins — 1985 — still Governor of the State of Kentucky and influential leader of the Democratic Party. (Presented the 1987 OMA Awards on behalf of the National Mother's Day Committee.)

## GIVE A GIFT OF LOVE FOR MOTHER'S LEISURE HOURS

Intimate apparel is a gift that's gratifying to the wearer, whether she's at work, at play or just lounging about the hearth.

So, whether your mother is one of the majority who works outside the home, while running the "complete household," or whether she can devote all of her time to her home, family and community interests, something "intimate" is sure to please.

Leisure is luxury — and it's the wise mother who takes it whenever she can get it!

There is no more gratifying leisure than those precious hours in a day or a week, when mother can do pretty much as she wants, and when she's doing it wrapped in the luxuriousness of a silk or nylon negligee, with the relaxing comfort of a short or long gown beneath, it's the peak of personal gratification.

For mother's busier hours, the sleek, pampered feel of a very personal foundation garment, a teddy, a shamefully extravagant slip or bra can be just as reassuring.

The gamut of choice is wide as the heaven. Silks or nylons; cottons or cotton blends that are so easy to care for; delicate and subtle tints and hues or strident blacks, reds, and prints both bold and subdued.

You can choose from sleeping gowns (long or short), negligees (long or short), pajamas, robes, housecoats, slips, bras, panties and foundation garments.

To zero in on the right size, just recall her general dimensions and you'll find anything from petites to the more ample women's sizes, styled and cut to fit her very own preferences and needs.

With Mother's Day coming along on May 10, you don't have to waste time wondering, if you come to terms with intimate apparel as a gift.

Chances are, nothing could bring a smile to her lips faster, of course, other than hearing you say "mom, I love you!"

## *The development of Mother's Day*

1905 — Death of Mrs. Anna Jarvis.

1907 — Miss Anna Jarvis, her daughter, announced her concept of a Mother's Day to friends in Philadelphia.

1908 — First Mother's Day observed with special sermon from pulpit of a country church in Grafton, West Virginia, home state of the Jarvis family before they moved to Philadelphia.

1910 — West Virginia's Governor William E. Glasscun, proclaims Mother's Day a state holiday.

1913 — Congress, by joint resolution, creates Mother's Day a national holiday, to be observed on the second Sunday of every May, in all the states, territories and dependencies.

1914 — President Woodrow Wilson issued first Mother's Day Proclamation.

1941 — National Committee for the Observance of Mother's Day established to further intensify the observance of Mother's Day.

1978 — National Mother's Day Committee formed to replace the National Committee for the Observance of Mother's Day.

1979 — Outstanding Mothers named by National Mother's Day Committee.

1987 — 79th Annual Mother's Day to be observed on May 10.

There was a time when Granny did all your mending, cleaning and even buttons. Now that she has that new phone, she doesn't have time.

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