

SUNDAY

Mother's Day is Coming

MAY 9

Boardman -- Heppner -- Ione -- Irrigon -- Lexington

WHY MOTHER'S DAY?

World-wide observance of Mother's Day had a modest beginning. The first Mother's Day celebrated resulted from the inspiration of Ann Jarvis of Philadelphia who felt one day a year should be set aside as a tribute to her mother.

She incorporated this idea into the church she attended . . . plans were made to hold a special service dedicated to mothers on the second Sunday of May, 1907 . . . and everyone was asked to wear a white carnation in honor of his or her mother.

It is unlikely that Ann Jarvis, herself, dared dream of the far-reaching influence of Mother's Day. The idea caught on and spread like wildfire. By 1911 every state in the union, Canada, South America, China, and many other countries had adopted the custom. In 1912 an International Mother's Day Council was formed . . . the custom of wearing a white carnation was modified. In 1914 Congress asked the President to issue a proclamation designating the second Sunday in May MOTHER'S DAY.

No Matter Where You Live
To Please Any Mother
Gift Her A Gift
With A Tender Touch!

Special ways to say HAPPY MOTHER'S DAY

Just add water
and away Grandma
can go in a new
Swim Suit

Tuck in a
pair of
Shortie gloves



Eat out—Fine Food
for All the Family

The loveliest of
Blouses

Fill up the
picnic hamper and
take Mother and
Dad along to your
favorite outdoor
spot

A Spring Wardrobe
will please her

*SPRING
is in the Air*

Something
Different—
A Lawn Rake,
New Sprinkler
Length of Hose
Garden Hand Tools



Remember
Grandmas too!
They love Cards.

Play it cool
Give her
Bermuda shorts

At Heart
Mom's A
Glamorous Girl

Purses
She'll love you for
giving her one
Straw, Leather,
Vinyls, Color and
Style to Suit

For the Mother
who has everything—
Buy A Bond

Happy Mother's
Day

Give her a
living gift that
will grow
to brighten her
garden and
memories

Hosiery . . .
she never has
enough.

A Beautiful
New Wrist
Watch

Costume
Jewelry

Brighten her
corner with a
lamp, a gay pillow,
a picture.

Make it Special
It's For
Mother

Happy Mothers Day

Fill up the gas
tank and take
Mom for a ride
How long has it
been since she's
seen Maryhill
Museum?



Give her Flowers

For Mothers on
the Go
Go
Go
Go
Slacks



A pretty new
look with a
wig

A subscription
to her home
town newspaper

Maybe she likes
to sew and
fashion her own
wardrobe? Give
her spring fabrics

Mothers Are People

Mothers are people who cook things like breakfast or lunch or a snack;
Dexterous people who hook things Which button or zip up the back.
Mothers are people who blow things, Balloons and kisses and noses;
Green-thumbish people who send things
Like letters and strawberry tarts;
Magical people who mend things
Like blue jeans and elbows and hearts.
Mothers are people who find things
Like mittens and homework and germs;
Fussbudget people who mind things
Like cuss words and snow-balls and worms.
Mothers are people who sweep things
Like porches and cobwebs and rugs;
Softhearted people who keep things.
Like artwork, report cards and hugs.
Mothers are people who nurse things.
A boy or a girl or a spouse. And all in all there are worse things Than mothers to have in your house!

When all else
fails —
Give a
Gift Certificate

For a real lip
smacking treat,
Delight Mom with
a box of candy

It Sun Believable
the gifts you can
give Mother
that she'll
enjoy all summer



A Bowling
you can go and
Take Mother

THE FOLLOWING MERCHANTS EXTEND TO YOU A HAPPY MOTHER'S DAY

Bank of Eastern Oregon
Cal's Arco Service
Case Furniture Co.
Central Market
Coast-to-Coast Stores
Columbia Basin Electric Co-op
Elma's Apparel
Farley Motor Co.
Fiesta Bowl
First National Bank of Oregon
HEPPNER BRANCH
Ford's Tire Service
Evans Lumber Yard

Gardner's Men's Wear
The Gazette-Times
Gonty's
Gray's Repair Shop and
Union Oil Consignee
Harris Drive-in
Heppner Auto Parts
Heppner Cleaners
Heppner Inland Chemical Co.
Heppner Lumber Co.

Heppner-Morrow County Chamber
of Commerce
Heppner Nor-Gas Co.
Jerry's Shell Service
John's Chevron
Knox's
Kinzua Corporation
L. E. Dick
M & R Company
MiLadies Apparel
Morrow County Abstract & Title Co.
Morrow County Grain Growers, Inc.
Murrays Rexall Drug

Northwestern Motel
Peterson's Jewelers
Paul Pettyjohn Co.,
Pettyjohn's Farm & Builders Supply
C. A. Ruggles Insurance Agency
Jack Van Winkle's Sears
Authorized Catalog Sales Merchant
Thomson Bros. Grocery
Turner, Van Marter and Bryant
Insurance
VanWinkle's Motel
Wagon Wheel Cafe and Lounge