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MOTHERS' DAY IS BIG BUSINESS:

Churches all over the country have celebrated Mothering Sunday. A clergyman gave a timely reminder of the true origin of what is now usually called Mothers' Day.

It's the day set apart, during Lent, for Christians, young and old, to give thanks for the protection and love lavished on them by their mothers. To say it with flowers, as well as spiritually, gives a big boost to the floral trade. From Covent Garden to hundreds of stores and florists go extra supplies to cope with Mothers' Day demand. And as not even the best of sentiments suspend the law of supply and demand, prices tend to rise as Mothers' Day nears. In past years they've had loud complaints. All kinds of gifts find a big sale. Of cards alone 10 million were sold a year ago; perhaps more this year. A peep inside the Leyten factory of A.M. Davis company is a revelation. Beyond doubt Mothers' Day has become Big Business. But, bound for the flower shop to buy their own tribute, children care nothing about the business angle. They've brought their money; they want some flowers to make sure that the best mother in the whole world shall know what day it is.

Nearby stood a mother (somebody's mother) whose children were not there. Perhaps she didn't even know it was Mothers' Day.

Pathe News curious about the street vendors' attitude.

The Regent Palace Hotel had a most happy thought; a party for foster mothers and the children to whom they give their care; orphan children from a Barnados Home, where each foster mother looks after four and is repaid with gratitude in a very special sort of way.

Mothers' Day - it's a piece of cake.

In the home - millions of homes - it was a great day. Not perhaps quite the mother touch at the sink, though it came nearer to it turning the beds down, but this was one way they expressed their love; their deep affection for that dear person who holds the family together - Mother....