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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction : the cultural duality of Mother's Day -- The foremothers and forefathers of Mother's Day -- Anna Jarvis and the Mother's Day movement -- "Honor thy father and thy mother" : the rivalry of Father's Day and Parents' Day -- The American war mothers and a memoir of Mother's Day -- A new Mother's Day : the holiday campaigns of the American Mothers Committee and the Maternity Center Association -- Epilogue : Anna Jarvis's final years and the burden of the Mother's Day movement.