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## Why Readers Prefer One Newspaper to Another---

BACK of the circulation figures of every newspaper there are definite reasons why readers buy one newspaper in preference to the others. They may prefer it for its news or its political policy. Or perhaps because of the interest in its special departments—sporting, the woman's page, financial news, etc. True enough. Those are the surface reasons. But underlying them, are basic, fundamental reasons of which every reader is consciously or unconsciously aware—the qualities which make one newspaper stand out as a definite, sterling influence in the community—the qualities which determine its real worth over a period of time.

Rochester Times-Union

"A Great Newspaper"

THE date of Easter is fixed by the occurrence of the Passover. But if there had been no Passover what more suitable time could have been selected for commemorating the Resurrection than the season when nature, apparently dead, comes to life again? "If a man die shall he live again?" has been the plaintive interrogation of mankind from the earliest times. It expresses the universal hope—with the universal doubt. The doubt is resolved by the Resurrection: He shall live again. If the date for the recurrent celebration were to be arbitrarily selected, what date could have been better than that of the growing of the grass, the foliage draping the trees, the bloom-

ing of flowers and the singing of birds? It is an inspiring faith, that man shall live again. It is the antidote for the pessimism—only occasionally rising as high as stoicism—in the ancient world. It is intimately associated with all that is best in human life. Mr. Raymond Fosdick remarked the other day that the feet of those who carried Tut-Ankh-Amen to the grave are waiting at the door to carry out our civilization. This sounds like philosophy, but we suspect it is not. Our civilization is permeated with Christian ideals and ethics, a preservative, an antiseptic unknown to the civilizations that concern only the historian and the arch-

eologist. It contains the vitalizing element of democracy, which was unknown even in the Greek states and the Roman republic. And it possesses a command of natural forces which was not dreamed of 100 years ago. There is nothing in the pages of history in any way tending to oppose the belief that our civilization is permanent.

"Ye are the salt of the earth," said the Founder of Christianity to those whom he had imbued with His spirit. Salt prevents decay. Other civilizations have decayed, but it may be that ours will not. And if it does not it will be due to all that is symbolized and reverently commemorated by Easter.

### Ceremonies Odd and Impressive in Latin Lands

#### Easter Observances That Seem Quaint to Us— Pilgrims Gather at Jerusalem.

Many quaint ceremonies grew up through the centuries in connection with Easter. Some of the oddest are those prevailing in the Latin countries, Spain, Portugal, Mexico, and in fact all the Latin-American nations. Among these peoples, Judas the betrayer plays an important part, appealing strongly to their vivid imaginations. Harry L. Rogers writes, in Grit. Holy Saturday is especially devoted to Judas, and on this occasion he is flogged, burned, hanged, and sometimes even blown up, in effigy. Booths are erected in many of these Latin-American towns, and figures of Judas, distorted and grotesque, are sold by the thousands. Ropes are then strung across the streets, or from house to house, from which the effigies are suspended, sometimes loaded with gunpowder. At a signal, the effigies are lighted, and the downfall of the betrayer is accomplished with appropriate denunciations.

Similarly, effigies of the Christ, Mary Magdalene, and the Virgin Mary play an important part in the celebrations in these countries, though unlike the figures of Judas, they are treated with profound reverence and respect, often being paraded through the streets by priests and lighted by hundreds of candles.

The ceremonies at Easter time in Rome, seat of the Holy Catholic church, are particularly elaborate and impressive. But it is in Palestine, among the holy places, that the most impressive celebration of Easter occurs. From every part of the world, thousands of pilgrims assemble at the holy sepulchre. On Monday of holy week, the pilgrimage to the River Jordan takes place, and some 30,000 of the faithful, of every nationality, and almost every creed, splash in the consecrated waters at Jordan ford, dipping themselves thrice in honor of the Trinity, and filling bottles, pans and other receptacles with the miraculous waters.

Often ragged and footsore, the pilgrims visit the holy places—the Chapel of the Ascension, where believers may see the rock with the footprint of Jesus; the Garden of Gethsemane; the Grotto of Agony, where Judas kissed the Lord. Up the Via Dolorosa, with its fourteen stations each commemorating some act of Christ, the pilgrims crowd to the Church of the Holy Sepulcher, where they jostle each other to kiss the undulation in the stone wall made by the shoulder of Jesus as he fell from the cross. Afterward this vast army of Armenians, Russians, Poles, Turks, Jews, Syrians, Europeans, and Americans, too, sometimes elbow each other in their eagerness to purchase the holy relics vended by fakirs in the market places.—Grit.

#### The Joy of Easter

In the gray of the early morning, while yet the city slept, and only the old bell-ringer his watch in the church-tower kept, on a sudden the chimes of Easter fell like a silver rain, and the hills of mellow music laved weary heart and brain. "Awake, for the Lord is risen!" they sang. "The night is over, from the graves of sin and sorrow arise, rejoice, adore!" —Grit.

### Date of Easter Long Matter of Church Dispute

#### Conflicting Opinions Once Threatened to End in Disruption of Church.

The Easter festival occurs this year on the date determined by the rule that has been in general force—though not quite universally—in the Christian church for just sixteen centuries. Yet the recent proposal to abrogate that rule and give Easter a fixed instead of a movable date seems to be regarded with complacency, as a matter capable of being seriously discussed without evoking charges of apostasy or heresy or causing danger of a schism. This fact denotes the advance that has been made in liberality of thought, since it must be remembered that in early times some acrimonious and persistent controversies were waged over the matter.

As early as the middle of the Second century a marked difference of practice existed between the churches of Asia Minor and those of Italy, leading to an earnest though friendly controversy between the venerable Polycarp, bishop of Smyrna, and Anicetus, bishop of Rome; the former appealing to the example of St. John (whom he had personally known) and St. Philip, and the latter to that of St. Peter and St. Paul. In the end neither prevailed, and Easter continued to be celebrated in Asia on the day of the Jewish passover, and in Italy on the Sunday following that day. For a time this difference was an entirely amicable one. But early in the Third century there was almost open war between the two parts of the church. For a century the controversy was violent and bitter, until at last the Emperor Constantine had to intervene, and to direct the Council of Nicaea in A. D. 325 to formulate a rule for universal observance. That was the rule which still in substance prevails, that Easter shall be celebrated on the Sunday following the full moon occurring on or next after the vernal equinox.

### EASTER IN PALESTINE



An Easter ceremony on the banks of the Jordan, Palestine. At this time of year the Greek church of Jerusalem brings many converts to the stream to be baptized in the sacred waters.—Pathfinder Magazine.

The Cynical Bachelor observes that lots of people would rather be happy than be in love.

No, Maude, dear: a new play isn't necessarily a howling success when it is tried on the dog.

The devil rejoices more in one hypocrite than in ninety and nine honest-to-goodness sinners.

### Finest Ivory Taken From Male Elephant

Strictly speaking, ivory is a term confined to material represented by the tusk of the elephant, and for commercial purposes almost entirely to that of the male elephant. Both male and female African elephants produce good sized tusks. In the Indian variety the female is much less bountifully provided, while less than 1 per cent of the elephants of Ceylon have tusks of any value. Ivory is a very dense substance; the pores are close and compact and filled with a gelatinous solution, which contributes to the beautiful polish that can be given to ivory. The tusk of the elephant, from which alone true ivory is obtained, may be placed between bone and horn. It is more fibrous than bone and therefore, less easily torn or splintered.

The tusks of the walrus correspond to the canine teeth of other mammals, and they are not true ivory although so called. They are inferior in quality to the ivory of the elephant.

### Great Voices Called Accidents of Nature

Great voices are rare and undoubtedly owe their wonderful purity of tone to an accidental combination of those physical characteristics which lead to the production of song. The human musical instrument, though built of living tissues, resembles in structure the reed organ pipe fitted with a vox humana stop. In both cases the note depends on the vibrations of a column of air produced in the organ by a reed and in the voice by the vocal cords. The human air chamber corresponding to the organ pipe is composed of the larynx and the bronchial system beneath it.

The throat, mouth and nasal cavities form the resonators which, by alternation in shape and size, are able to pick out and emphasize certain component parts of the fundamental tones produced in the larynx. The lungs form the bellows which produce the upward blast of air, and upon their quality depends the loudness of the voice.—London Daily Mail.

### Famous Eastern Conqueror

One of the most delightful spots in the vicinity of Kabul is the high-walled garden known as the Baber Bagh, in the corner of which is the grave of one of the greatest men that ever lived, Baber, "The Tiger," who founded the dynasty of the magnificent Moguls. This shrine is a place of pilgrimage not for Afghans alone but for people from all parts of central Asia. It was in this garden or just such another, says Mr. Lowell Thomas, that Baber made his plans to lead his Tartar horsemen and burly nomads down to the rich plains of Panipat, near Delhi, where he fought one of the most decisive battles of Asia in 1526. Such colossal booty fell into his hands that he was able to give \$10,000 to each of his chief officers, and corresponding rewards in silver and rare silks to everyone not only in his army but in his kingdom.

### Significant Nickname

Professor von Valentini, who was chief of the Kaiser's civil cabinet of Germany and who was credited with exerting a powerful political influence over the Kaiser, died in Hamelin, Prussia at the age of seventy-one. He was known as the "Angel of Political Death," and it was said that he was responsible for the downfall of Count von Bethmann-Hollweg, and for the appointment of Dr. Georg Michaelis as chancellor. The professor's resignation in January, 1918, was hailed by the Pan-German newspapers as a triumph for their cause, and it was stated later that he had been forced out by the militarists because he predicted catastrophe for the German arms.—The Argonaut.