



On Easter

Morning--

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Persian Belief Is That World Came From Egg

Some Reasons Why Old, Old Custom of Making Colored Ones Prevails.

The egg has long been looked upon as a symbol of creation or new birth, or regeneration, by leaders of all religions. According to the Persians, the world was hatched from an egg, and, as in the days before Christ, the Persians still exchange gifts of colored eggs at the New Year's festival. Christianity invested the paschal egg with the new significance of the resurrection of Christ, and eggs were colored red primarily in allusion to His blood. Philip B. Townley writes in the New York Herald-Tribune.

Going back in mythology to the worship of the goddess Oestre—which appears to be another name for Venus, the spring festival of the ancients having been a form of devotion to Venus—the custom of gifts of colored eggs at that festival has not only remained to the present day, but is now a universal custom throughout the civilized world.

In France at Easter time the parish priest goes among his parishioners to bless their homes, and in return receives gifts of colored eggs. In Russia they carry a number of colored eggs with them on Easter morning, which they present to their friends. In the churches in Russia after the services are over priests and laymen click eggs together in the same manner in which we used to touch glasses indicative of kindly feelings.

In Germany the Easter fete is occasion for a five-day holiday, beginning with Green Donnerstag and lasting through Ostern Montag.

In this country our Presidents have for many years opened the White House lawn to an egg rolling on Easter Monday, and the popularity of this affair has brought about the present vogue of municipal egg hunts.

Now, in an entirely friendly spirit, I feel that I must correct the statement that "Egg dyes are among the last disappearing reminders of the fugitive and elusive signs of spring—found only in out-of-the-way places in the little old-fashioned shops." The little packages can be obtained in all modern shops in the busiest sections of every community.

Civic societies all over the country are beginning to stage annual egg hunts for the children of the community in the same way that the municipal Christmas tree is now a pretty fixture among civic events.

GLORIOUS VICTORY

The wonder of Good Friday is that the victor lies vanquished by the vanquished one. We have to look deep into the very heart and essence of things before we can see how real the victory is that thus hides itself under the guise of defeat.—Phillips Brooks.

EASTER ON RUBIDOUX

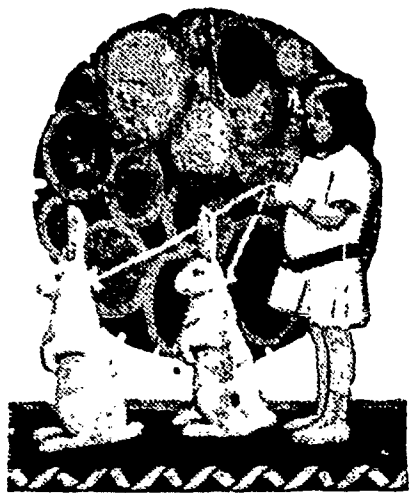


The cross on Mount Rubidoux, around which such impressive ceremonies are held on Easter morning, was erected in 1911 in commemoration of the life and services of Padre Junipero Serra, founder of the Franciscan missions in California. He arrived at San Diego July 1, 1769, and that day has been acclaimed the birthday of California. During 10 years this devoted priest labored in establishing missions and converting the Indians, enduring all manner of hardships, and there is no name in the history of the West that is regarded with greater veneration by Catholics and Protestants alike.

HARE LONG SYMBOL OF THE EASTERTIDE

Various Legends Account for the Connection.

Very few people are quite sure in their own minds as to what part the hare plays in Eastertide. Several legendary stories connect the hare with immortality. One of these stories runs something like this: "They say that once on a time the moon wished to send to mankind a message of immortality, and the hare undertook to act as messenger. So the moon charged him to go to men and say: 'As I die and rise to life again, so shall you die and rise to life again.' Accordingly the hare went to men, but either out of forgetfulness or malice he reversed the message and said, 'As I die and do not rise to life again, so you shall also die and not rise to life again.' Then he went back to the moon, and she asked him what he had said. He told her, and when she heard how he had given the wrong message she was



Her Easter Team.

so angry that she threw a stick at him, which split his lip. That is why the hare's lip is cleft." Whether or not this or similar stories account for the candy rabbits of today, it is certain that many of the old symbols of the recognition of returning spring persisted in the Jewish and Christian celebrations of the Passover and Easter.

Physical and Spiritual

The road from Jericho to Jerusalem was ever rough and a hard road to travel. The safest and surest mode was astride a donkey, because the donkey is possessed with humility, patience, perseverance and endurance. Esoterically Jericho represents the physical and Jerusalem the spiritual. In making the journey from the physical to the spiritual it is necessary to utilize the qualities of the donkey—humility, patience, perseverance and endurance.

From Adam to Jesus is spiritual evolution, i. e., from the lower to the higher. When one makes his journey he can exclaim with the Master: "For your sakes I resurrect myself."—Atlanta Constitution.

Easter

Easter once a year—
Nay, Easter is always here.
When a thought, from the clod
Questing upward, seeks its God,
When a pure and fragrant deed
Blossoms from its unseen seed,
When a healing word is said;
When from out the ashes dead
Of old strife, doth peace arise
All triumphant to our eyes
Dull and doubting with our fear—
Eastertide is here.
—Elizabeth Brainard Bonta, in Christian Science Monitor.

HER VISION



Blossom and palm in varied beauty vie,
Decked is the road with fragrant
flowers to greet Him,
Jesus has come a world's sad tears to dry.
E'en now the throng rush forth with
joy to meet Him.
Sing and rejoice with one accord,
Sing joyous songs for this sublime
ovation.
Hosanna! Praise be the Lord!
Blessed is He who has brought us
salvation!
Gently He speaks, the people hear His
voice,
Freedom returns though from the
earth long banished.
All in a brotherhood again rejoice
Light has returned, and dreary dark-
ness vanished.
Sing and rejoice with one accord,
Sing joyous songs at this sublime
ovation.
Hosanna! Praise be the Lord!
Blessed is He who hath brought us
salvation.
O, then rejoice, thou blest Jerusalem,
Now from dark death thou art by
Him defended.
He with His love, the God of Bethle-
hem,
With His sweet voice, the starless
night hath ended.
Sing and rejoice with one accord,
Sing joyous songs at this sublime
ovation.
Hosanna! Praise be the Lord!
Blessed is He who hath brought us
salvation.

Moravian Service Has Become Historic Event

The Easter services in the Moravian church at Bethlehem, Pa., are most unique and interesting. The ceremonies begin at daybreak when the trombone choir of the church plays chorals at the intersections of streets, warning the citizens to rise and attend services. Then a simple musical service is held in the church, after which the worshippers, preceded by the ministers and the choir march in procession to the cemetery. Here a hollow square is formed, with the ministers and the choir in the center, and a service is held, consisting of music, prayer and ritual relative to the resurrection. This cemetery was selected by Count Zinzendorf, the founder of the Moravian colony, in 1742, and in it the dead lie side by side, men on one side and women on the other, the idea being that they are equal in death as they were in life. Many Indian converts are buried there, including John Schoop, the famous "Last of the Mohicans." Many of the original markers have been destroyed by time and weather, but replicas of these have been carefully prepared and set in position, giving a complete history of the entire life of the colony. The trombone choir dates back to the early days of the church, when, it is related, some Indians, contemplating a massacre of the inhabitants, heard the sounds of the trombones, and abandoned their intention, thinking that the Great Spirit had spoken to warn the Moravians of the danger.

Jerusalem After the Tragedy of Calvary

Clouds, black and frowning, settled on Calvary like a shroud.
The Sabbath stillness, following the mad imprecations and bloody tumult of the day before, sat like a rebuke over the courts of Calaphas and Pilate.
The voice of the cock was hushed, as if in shame at a fisherman's cowardice.
In the square houses of the Jews many still lay abed, pondering bewilderedly their wrath of yesterday.
In Jerusalem prison an executioner hefted the stuff of a strange garment grinning over his gambler's luck.
In the procurator's palace a wife saw the worried eyes of her husband staring doubtfully at his hands.
In the temple thirty pieces of silver lay scattered and cold, and the hand that had hurled them was cured of its greed.
The rocks of Golgotha held an empty cross, the reek of blood, the salt of tears, trampled lilies.—"L. P. M." in Kansas City Star.

EASTER SYMBOL



New life is typified in this newly hatched bunch of chicks, who seem to be wondering what it's all about.

What It All Means

For nearly two years the eyes of Rochester have been interestingly watching the changes here at Main, North and Franklin Sts. On Franklin Street the old hotel and neighboring stores and apartments have given way to make a place for the splendid twelve-story structure which now externally, is practically completed.

The six-story Mercantile building has risen six additional stories conforming with the new construction.

In many ways, the result is Rochester's most impressive building—plain in its architectural features, substantial, massive, it reflects in a measure the business which it houses.

To this building program of the store's, the neighborhood has responded splendidly. Just across the way the new Baptist Temple, unique in its conception, and expressing most beautifully in its architecture its dual purpose, is a most welcome neighbor. Equally close by, the new East Side home of the Rochester Savings Bank, will add a very material contribution to Rochester's business architecture.

How appropriate that Rochester's finest avenue should open out on this metropolis of business—always a visual reminder of the city's growth and leadership.

But buildings can only be reminders, only interesting to the eye perhaps. Like the human body, an architectural structure is chiefly important, chiefly of interest, for what it may house,—the mind, the soul, the business, or other enterprise.

So in this program of progress, here in the vicinity of the old Liberty Pole curiosity as far as brick and stone and mortar are concerned, is pretty well satisfied.

You are chiefly interested in expansions and changes which are going on within walls. These are coming rapidly during the present days. Store departments are moved to new locations over night, some permanent, some temporary. Everywhere there is evidence of the presence of the artisan. Some noise, occasionally some slight confusion, but with it all little real inconvenience or interruption of store service. And all of this is evidence of progress of the great modern store in the very near future, with its vast floor expansion, its new equipment, its extensively broadened merchandising program, and every facility which makes for better and more economical service.

No city in the entire country of comparable size will have a store approaching to this in floor area, in equipment, and most important of all, in its merchandising possibilities.

Very interesting days are before all of our friends in their store contacts.

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