

Easter is Typical of a New Birth to All

Easter typifies the triumph of life over death. To the faithful churchman its celebration is the most important religious festival of the year. To the less devout Easter is the end of forty uneventful days. And to the masses in the northland the day marks the release of the world from the grasp of a long, cold winter.

Easter has always been celebrated with great rejoicing. It is the gayest time of all the year. Nature smiles on the earth and showers it with the lilies of Eastertide. Joyous spring has come after dreary months of snow and sleet. Bright flowers and sweet-voiced birds foretell the season of sunshine that is being ushered in.

The old tradition that bad luck will come to the person who does not wear something new on Easter day prevails in all parts of the world. Winter garments are cast aside and mankind takes on new raiment that rivals in brilliancy the colors of the earth's new garb.

Festivals in honor of the return of spring were common before the Christian era. Rome celebrated the change of seasons with revelry and feasting and the Huns and Vandals held festivals in honor of the advent of spring. The Jewish Passover and the celebration of Easter were held simultaneously in the days of the early church.

Efforts to change the date failed and Jews and Gentiles have the same feast day. It has now come to be almost universal and is celebrated in nearly all parts of the world.

Religious Significance Lost.

Much of the religious significance of the day has been lost. It has come to be a festival day, a time for feasting and rejoicing in the beauties of nature.

The spring bonnets and the gay gowns of the American Easter are in strange contrast to the solemn celebration of the day in the far east, where the old customs of the Greek church are adhered to. When two communions of the Greek church meet on Easter one remarks, "The Lord is risen." The other answers, "The Lord is risen, indeed." Then the two exchange the kisses of peace.

Americans may be no less sincere in their celebration of the resurrection, but the brilliant display of millinery and fine clothes rivals the religious ceremonies and for the time being the butterflies hold sway.

With us it is a day of flowers and eggs. Lilies have the place of honor in homes and churches and the egg is advanced to the first place on the menu.

The giving of eggs as the amulets at the vernal equinox time is a custom handed down from the Greeks. To the ancients the egg was a type of the new life of nature. The shells were colored as an expression of their great joy at the return of spring.

Egg Dance With an Object.

Easter was in the middle ages the festival at which chivalry delighted to display itself. One of the prettiest romances connected with the day is the story of the winning of Margaret of Austria by Philibert, duke of Saxony.

One hundred eggs were scattered over a level lawn and the young people were assured that the couple which performed a dance without breaking any eggs would be united in marriage. Philibert and his future wife were successful and their union gave rise to the dance of the eggs which is still popular in the Alps.

From this romance sprang the eggrollings so popular in different parts of the world. The early Teutons are responsible for the myth that hares lay eggs for children who are good and never give their parents any trouble.

Eggs have been supposed to have peculiar

love charms from the earliest times and have always been regarded as suitable gifts to express love and veneration. From the real eggs moderns have advanced to creations in candy and china.

The religious ceremonies in connection with Easter have undergone as many changes as the other observances of the vernal equinox. The elaborate ceremonies of the original church are preserved in the Roman Catholic churches, but other denominations have varied the service and in many places the day is observed only by a concert.

But in all the exercises the spirit of spring prevails. Flowers and plants portend the change of seasons. New life prompts men and women of today to pay homage to the ruler of seasons as did the ancient Egyptian.

In northern climates where the season is not far enough advanced to bring forth a wealth of flowers man supplies the shortcomings of nature by wearing the bright colors that prevail in countries nearer the equator. Spring should come with Easter. Even if snow still covers the ground at Eastertide, men and women who are tired of the long winter celebrate the approaching change in seasons. The ancient custom of barbarians is but little changed by the influence of the Christ risen.

Told Out of Court

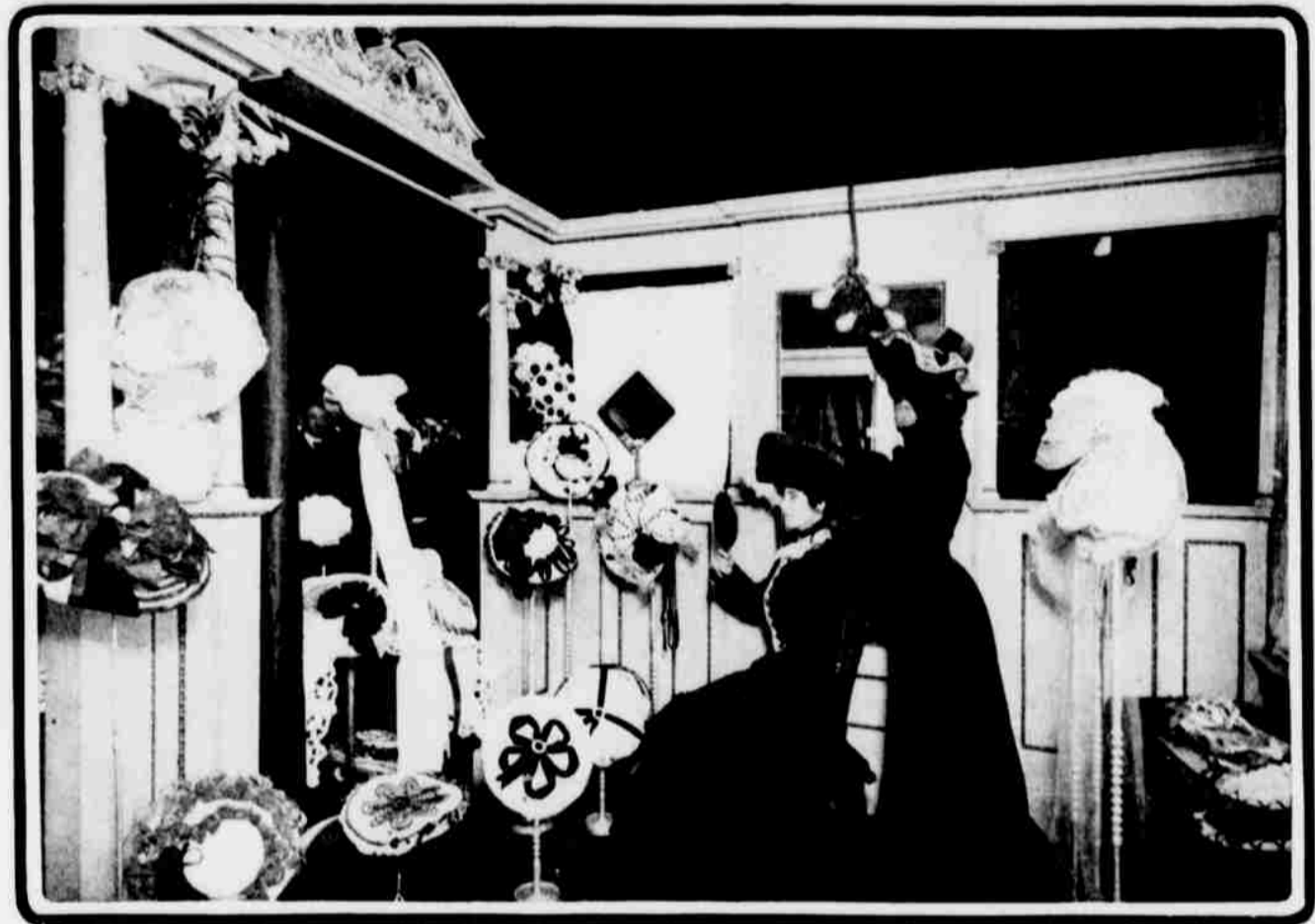
The late Congressman Marriott Brosius of Pennsylvania was once opposed to a lawyer who was trying to force a witness to give a direct answer, "Yes" or "No," and who declared: "You can satisfactorily answer any question by 'yes' or 'no.'"

"Can you?" asked Mr. Brosius. "If so, I'd like to ask you if you have left off beating your wife?"

A queer instance of improper influence said to have been exerted upon a juror comes from New Haven. The juror in a certain civil case went to Fairhaven to visit the house of the defendants. There, according to the counsel for the plaintiff, one of the parties to the suit gave one of the jurors a piece of pie. This piece of pie is the ground upon which a motion to set aside the verdict is founded.

A United States commissioner in Florida, who may possibly have had some sense of humor, made the following decision in favor of a sailor who applied for discharge from a vessel on account of ill-treatment by the master. Decided: That knocking a man overboard, throwing him onto the dock twice, keeping a dog chained in the gangway and a loaded pistol ready to shoot him if he came aboard was equivalent to a discharge. It was so ordered.

The cattlemen were no respecters of person or property, says a writer in Harper's Weekly. They held, with an eminent western politician, that "the rights of the user are paramount to the rights of the owner," and laid out their pastures accordingly. They purchased a quarter section on creek or river and started a barbed-wire fence along its side. Reaching the corner, they built on and on until thousands of acres were inclosed, finally turning back to the beginning. I drove for nearly a hundred miles in southwest Kansas, and was not once outside of a cattle pasture. The roads were fenced across, gates being placed as one field gave way to another. The appearance of a road with fence on both sides of it was a novelty. Inside these huge pastures were scores of claims mortgaged to eastern parties through the mortgage companies now departed. The mortgagors foreclosed their liens and secured



SCENE IN A LEADING MILLINERY ESTABLISHMENT—Flashlight by Bee's Staff Artist.

Evolution in Advertising As Shown By Samples

It is related that one of these owners came out west to look after his land. He found it inside a pasture of eight thousand acres, the cattlemen using it neither owning nor leasing more than one-fifth of the prairie he occupied about the usual ratio of owned to pastured portion of these ranches.

"See here," he objected, "you have my land in your pasture."

"Yes, is it hurting it any?" replied the cattlemen.

"Well, I want it out of there."

"All right, take it out. Or if you don't want the cattle feeding on it go and put up a fence and keep them off."

"I will have you sued and get damages."

"Good; do it. Everybody around here is a cattlemen, and cattlemen will be the jury. They will probably fine you for making me trouble."

The investor went back east to think it over.

Judge Carroll Cook of San Francisco makes the unique complaint that he has not enough work to do. His honor declares that there has not been a criminal in his department for a month and that as a consequence he is suffering from ennui. Under his new charter San Francisco pays no fees to public officials and it is said that a large falling off in criminal prosecutions has resulted.

The first law case General Harrison had was the prosecution of a man accused of burglary. Harrison was to make the final argument and had taken extensive notes of the testimony. To his great alarm the last session of the court was held at night, the room being half-illuminated by candles. He could not read the notes that he had made, but he threw them away, trusted to his memory and won the case. This incident made him become anxious to be independent of notes and the training that he put himself through to accomplish this end resulted in his great ability to make telling extemporaneous speeches, for which he became famous in his political life.

"To create business, not to steal it." That is the motto which was given the other day by a passenger official in speaking of the department of advertising in all well regulated railroads. The department is the result of an evolution which has been going on for the last decade, though the most marked growth has been within the last five years.

The advertising matter that is being put out by the various railroads on account of the international meeting of the Epworth leaguers in San Francisco in July is an illustration of the work that is being done along this line and it shows the degree of excellence that has been reached. Nearly every railroad that handles California business is putting forth its best efforts in publications about this meeting on the Pacific coast.

"A few years ago," said an official at the head of an advertising department, "we turned out our folders as cheaply as possible. I have sent out circulars calling attention to rates the night before those rates became effective. In the instance of the Epworth league rates we have three whole months in which to work up the business. Some years ago the method was to jump in at the last minute, send out blocks of the circulars to the agents and try to get what business came to the ticket offices at the time."

"The plan today is to get out the most attractive matter possible and try to create business. We get it out months before the rates are effective and we boom the convention as much as do those who are mostly interested in its success. Yes, I believe we are amply repaid for all of the expense to which we go in this work. The Christian Endeavor convention in San Francisco a few years ago gave the railroads the privilege of carrying 26,000 people. I see no reason why we will not carry fully 40,000 people to California on the Epworth league rates. If this is done it will be the result of the creative advertising that is being sent out."

Epworth League Fancies.

The advertising matter issued by the railroads today is a credit to the publishers, both from an artistic standpoint and from the point of information presented in a clean-cut, concise way. The up-to-date circular for the Epworth league convention has a cover which catches the eye of the leaguer. To do this the miltarese cross, the badge of the organization, is worked into the cover design and the printer is urged to put forth the most attractive style he has in stock.

Another feature of this modern circular is the illustration, for it must call the attention of the prospective tourist to the fact that views to be had from the windows of the cars are the most picturesque of any line crossing the continent. If the veracity of the man who prepares the copy will not permit him to advance this claim he must show that he can carry the passengers to the convention city in less time than any competing railroad.

The scenic effects, though, are most important, for nearly all who will take advantage of these rates will combine pleasure with the convention and will want to make the trip through the most beautiful part of the United States on those railroads from which the best views are to be gained. The ideal folder, then, must present some idea of the views by cuts, which must be clear and in keeping with the progress in the art of photography.

The information concerning the country to be traversed, the cities through which

the train will pass and the historic ground that can be seen from the car windows will be included in the mixture that is to aid in forming the idea in somebody's mind that he wants to make the trip. The convention is not to be forgotten, and all of the latest announcements regarding the attractions of the meeting must be put before the members of the organization, and the railroads are depended upon in a large measure to do this. They must also emphasize the advantages of the rates, the special privileges of stop-over and length of stay. In fact the up-to-date circular advertising such a convention must be a veritable guide to California.

Sinners May Get In.

While the Epworth league convention is the cause for the establishment of the rates, the aggressive railroad man does not expect that half of the people who take advantage of the rates will be members of that organization. General excursion rates are made for the public and as many will go for the trip alone as go to attend the convention.

The method of distributing such literature is another important factor which has been developed as the present day system has been evolved. The handsome booklets are not scattered indiscriminately over the land; they are not sent in blocks to the station agents for distribution as they may think best. The plan which has been used by one railroad in connection with several movements in the passenger business and again employed in the summer's California business will illustrate the care taken and the expense involved.

Weeks ago circulars were sent out to the agents along the lines asking for the names of the officers and members of the Epworth league in each town, a list of people who have been talking about a summer trip and another list of people who have the means to take a trip, though they may not have spoken about it. When the booklet came out the replies to these circulars had built up a list of over 8,000 names and a booklet was mailed to each one of these.

Another instance of a similar scheme was in connection with the colonist rates in vogue for Pacific coast points. One railroad advertised extensively in the west for "the names of friends in the east who are talking of coming west." This brought the advertising department a list of names reaching far into the thousands, and many of the people whose names were thus suggested have gone west after reading the circulars sent to their addresses.

Costs Big Money.

The public has little idea of the money which is spent in this work. Such figures are guarded rather jealously, but it is safe to say that few of the large railroads spend less than \$100,000 annually for advertising. "Yes, every cent of it pays," said one of the officials. "We feel it all comes back to the road and we never have a kick from the high officials because of this item in the expense bill. It is our aim to go before the people on an equal basis with any merchant. Here is a man with \$100. The clothing merchant, the man with bicycles to sell—all of them, in fact, are after that \$100. We enter the competition and endeavor to convince him that we can give him more value received than any of the others. When we do this we get the money and he enjoys a trip. That is the plan on which advertising in the railroad business is worked today, and we have to employ the latest ideas of the printing art, attractive designs, combinations of colors and the best results of photography in illustration to accomplish our end."



WHERE THE EASTER HATS ARE MADE—Photo by Louis R. Bostwick