

pine had been ripped up by the roots, and in swift flashes, catching the light as it rose and fell, his ax was denud-ing the trunk of all branches except two upper ones which on either side extended an outstretched arm. Any other settler would have seen in the fallen tree only so many cords of firewood, but in every crude incident extending like arms outstretched in of frontier life Heathcot beheld an inner, spiritual meaning-saw in the pine felled by the wind a Heaven-giv-en cross for his Easter standard when he should preach his great revival sermon on the morrow

The blood leaped in his veins as he swung his ax with tireless energy, and thoughts leaped to his brain in a rising torrent of religious fervor. Standing by the compelling form of the cross rough-hewn from their own forests by the hand of their own prophet he would speak to his people a word of power such as he had never spoken before—not even in his old church back in —. A sudden transformation swept over

the zealot's face. The angel had fled and left only the man, the primitive man with fierce, elemental love, jeal Crimson surged in his hate. cheeks; his eyes blazed.

The ax rose and fell, physical labor beating into repression the stress

For a moment he stood motionless, his face now white, tense, ablaze with a scathing light from his wonderful Then as though drawn by a eyes. magnet he turned toward the cross, pleading.

He stooped to the prostrate woman. bent over her, speaking in a low, hurried voice; lifted her to her feet. "My people," he said in a tone of in-

finite sweetness, "I have a new word



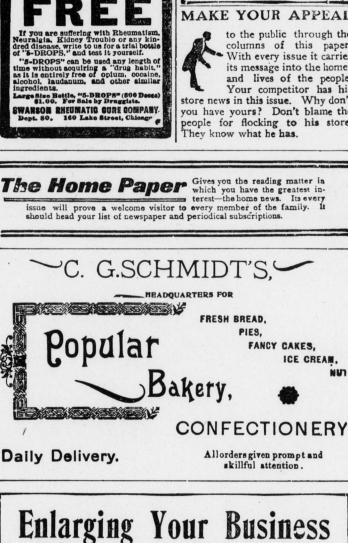


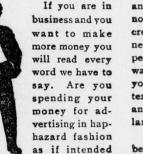
life is mainly feminine, notwithstand-ing the fact that it celebrates the resuerrection of the Son of Man. Women, not men, make of Easter the great spectacle and day of rejoicing which it has become in nearly all parts of the Christian world. Women pre-dominate in the churches. Women give the Easter streets their glow of color and wealth of charm.

The world understands now, if it did not long ago, that woman is the high priestess of the temple of life. She is the mother, the nurse, the guardian angel of childhood. She is the teacher, the comforter, the home builder. She takes few lives and saves many. She risks her own life that many. others may live. Woman earns her primacy in the great festival of the

year's new birth. In the realm of the spirit, also, festival, although modified somewhat in this age, still retain many of the woman is the priestess of life. She is the embodiment, in a higher degree features that marked it in earlier years. In the early church the cerethan man, of the hope of the race, the buoyancy and faith of the soul, the opmonies lasted eight days. Courts of justice were closed and alms were distimism of trust in the reign of good pensed in the churches to the poor and needy. Popular sports, farcical and the triumph of life over death. She has more of the resurrection exhibitions and dancing were indulged in. These latter frivolities, however, spirit than man.

It is for this reason, quite as much were abolished by the reformers of the sixteenth century. Our Anglo-Saxon ancestors held daily services in the as because of woman's grace and charm and song and laughter, that she fits so pre-eminently the Easter environment. She has the spirit and mental outlook of spring. She re sponds more sensitively and joyously than man to the re-awakening of life on the earth, the bursting of buds, the unfolding of little leaves, the quicken ing of forest and orchard, field and garden.





annually, and then carefully note the effect it has in increasing your volume of business; whether a 10, 20 or 30 per cent increase. If you watch this gain from year to you will become intensely interested in your advertising, and how you can make it enlarge your business.

NUT

cut, trimmed, while he and the helpers summoned from the settlement bore the cross through the woods and planted it at the head of the plaza, the sense of disgrace that had ruined his career and driven him into the wilderness still goaded his soul, for his home life had been a house upon the hilltop, its betrayed honor mocked at by every little dweller of the valley. And on the following day when the

settlers from far and near cabing gathered in the plaza, and Heathcot rose from his knees and stood beside the great pine cross to preach his Easter sermon, unconsciously it was the spark of personal anger that lighted his flaming denunciation of evil.

It was a dramatic scene. Above, dull, gray sky, weighed low with heavy clouds; huddling on both sides and a the lower end of the plaza, the rude shacks of the Settlement high-walled beyond by the trees of the surrounding forest; at the upper end a sweep open country stretching green to the horizon. The cross of pine planted at this end lifted its clear-cut strength against the background of the sky. Equally strong stood out the frontie preacher in his top boots, his corduroys, his crimson sweater, likewise strong in bearing the men and women of his congregation who had left the

He Drew the Shrinking Woman to Him.

to give you. God is-love." He drew the shrinking woman to his side. cannot preach longer to you to-day, for I have found my wife-who was lost-and we must go home together.'



Easter in Italy

The boys and girls of this sunny land spend Easter morning in church. If they live in or near Rome they will surely go to St. Peter's, the largest church in the world. There they see thousands of lighted candles, altars covered with lovely flowers, and to their ears wonderful music softly made ways of pleasantness and peace floats. After the service is over the

to blaze a new trail in history. Only a man like Heathcot, who lived and labored and fought with them, side by side, shoulder to shoulder, the middle doorway. Here a figure is the spiritual within, and the vision of power that had flashed before kim hand thousands of heads bow to rewhile he was hewing the cross the ceive his solemn Easter blessing.-day before was fulfilled. When he Exchange.

churches from Palm Sunday to the beginning of the Easter festival. People saluted each other with the Easter kiss and the words "Ex Surrexit" (He has risen), to which greeting the reply "Vere Surrexit" (He is risen indeed). The chief solemnity of the occasion was the celebration of the Lord's sup-

To the followers of the Risen

Lord the heathen season of rejoicing

at the rising of the natural sun and the awakening of nature at the death

of winter was easily suggestive of joy at the rising of the Son of Righteous-

ness-the resurrection of Christ from the tomb. It also followed as a natural

result that the devout adherents of the Christ in their reverence for the

day upon which was performed the greatest and most sublime of miracles

should continue to set it apart each week as a day for divine worship, to

the utter exclusion of the Sabbath of

The rites and ceremonies that char-acterize the celebration of the Easter

place.

the Decalogue.

In Russia Easter Sunday is a holiday that exceeds all others. At mid-might of Saturday a metropolitan or priest, preceded by a cross-bearer and boy bearing holy water, vessels and candles, and followed by a solemn procession, issues from the church and going round the wall sprinkles it with water. He then pronounces a holy benediction upon thousands of large, round, gilded leaves, pyramids of butter with palms stuck in them, and eggs in great quantities. This ceremony signals the close of Lent, and ushers in Easter Sunday. Joyfal voices of the faithful are heard crying out: "Christos vor Chris" (Christ is risen) and the response: "He is risen (Christ is indeed." The kiss upon either cheek is then given by all: this salute being given and received by emperor and serf alike

Electric Lighted Easter Eggs. The very newest thing in Easter these days, consisting of an enlarged reproduction of the ordinary hen fruit with a tiny electric light apparatus concealed somewhere inside it. There is a peep-hole at one end, and as you put your eye to it you press a button. Then the interior of the shell is flooded with light, showing a scene of more or less brilliancy and gayety.

It is easier for woman to believe than for man, easier for her to feel and thrill to the appeal of the resurrection. She enters more intensely than man into the very heart and rection. soul of the Easter story. And the spirit that accepts most unreservedly and gladly Easter's religious and historic meaning is the spirit which is best attuned to the springy glory of the world.

The difference is clearly marked early in life. Easter is far more to the girl than to the boy. The former, not the latter, finds that the day appeals to her strongly before she understands much of its significance. The boy's interest is narrower, less certain, less hearty. He is out of touch with much that his sister feels in the Easter ceremonies and the Easter customs. From infancy to old age, therefore,

the spring festival is distinctively a woman's festival. It is feminine in outward beauty and charm. It is feminine in nine, also, in the inner grace of the heart that feels and the spirit that be lieves in the reign of good and the unending triumphs of life over death. the cradle over the grave, the new

A grateful man never has to look into his pocketbook to see how much he has to be thankful for.

over the old, the soul over the mortal

body.

for charity, or do you advertise for direct results?

Did you ever stop to think how your advertising can be made a source of profit to you, and how its value can be measured in dollars and cents. If you have not, you are throwing money away.

Advertising is a modern business necessity, but must be conducted on business principles. If you are not satisfied with your advertising you should set aside a certain amount of money to be spent

If you try this method we believe you will not want to let a single issue of this paper go to press without something from your store.

We will be pleased to have you call on us, and we will take pleasure in explaining our annual contract for so many inches, and how it can be used in whatever amount that seems necessary to you.

If you can sell goods over the counter we can also show you why this paper will best serve your interests when you want to reach the people of this community.

JOB PRINTING We can do the finest **Ittle cheaper than the other fellow.** Wedding invitations, letter heads, bill heads, ale bills, statements, dodgers, cards, etc., all receive the same careful treatment -just a little better than seems necessary. Prompt delivery always.