

THE INDUSTRIAL SIDE OF EASTER

BY SAMUEL HEDDLE

EASTED AT ATLANTIC CITY ON THE BOARDWALK

SCENE ON AN AMERICAN FLOWER ROAD

Easter, in its religious aspect, stands first and above everything the most marvellous, the most astounding, the most remarkable holiday in the world. Equally wonderful in the Easter feast, when viewed from its industrial aspect. The average person has never stopped to think, perhaps, that at a most conservative estimate 30,000,000 eggs will be eaten in the United States next Sunday. This figure is low, and it is more likely that the consumption will be about 100,000,000. This means that it would take 1,000,000 hens 100 days to provide the eggs necessary for this one day's enjoyment.

And how do we get these figures? Easily enough. There are in the United States 30,000,000 people. If every man, woman and child, therefore, eats but one egg on the great church holiday, we have the first figure. If, however, every man, woman and child eats two, we get the latter. It is true that there are chronic dyspeptics who never touch an egg, and there are babies too young to enjoy them, but, to counterbalance this, there are thousands of iron-stomached, ravenously-appetited boys to whom the consumption of a dozen eggs on Easter Sunday is a matter of easy accomplishment. A man with a fondness for figures has estimated that if all the eggs that are to be eaten next Sunday were rolled into one egg they would make a mound bigger than an ordinary mountain and the shell would be large enough to hold all the population of a city the size of Chicago. The probable size of the bird that would be required to lay such an egg offers enticing possibilities for those mathematically inclined.

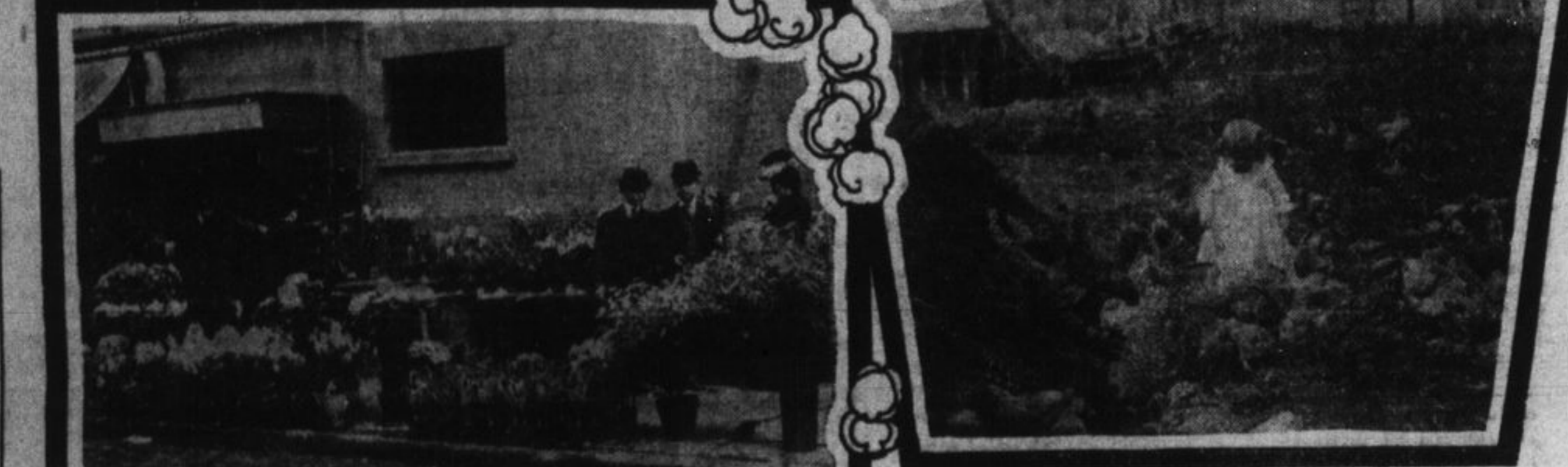
A prominent preacher who has, in connection with his work, made a thorough study of economic conditions, is authority for the statement that if it were not for the two great church holidays—Easter and Christmas—fifty per cent. of the business enterprises in the United States would fail within one year. At first this statement seems rather strong, and it must be admitted that it cannot be in any way verified. When, however, one considers the vast army of men and women that are employed the world over, preparing for these two holidays, the statement seems more reasonable. A careful canvass among a host of the smaller retail dealers in the city of New York brought out the admission that in many instances it was the Christmas and Easter trades that made the existence of the stores possible. From Christmas to Easter business is dull. People are recovering from the extra drain on the pocketbook, caused by the one, and are preparing for the unusual drain that will be caused by the other. There are hats to be trimmed, new spring frocks and coats to be purchased, and, of course, eggs for the children. And let it be understood that this latter item is one of no small moment. No longer does the simple "Easter Bunny" with the colored egg baked in his side suffice for the rising generation. As will be seen by some of the illustrations on this page, the Easter bunny has kept full abreast of the times and makes his rounds with the eggs for the children in an

automobile. These Easter novelties are in many cases fully as elaborate as the Christmas toys and cost as much. The days when children were satisfied with a few eggs boiled in coffee to make them brown or in onion peel to make them yellow, are gone forever—gone with the days of the crinoline and the old horse car. Magnificent creations of sugar and paste and chocolate have taken their place, and who can say that it is not for the best? The world has been growing and expanding. The people in it have waxed plentiful and continue to multiply. Men must work that men may live, and out of the supply has grown the demand—for it is a fact that in holiday trade a reverse condition exists, and the demand does not create the supply.

A crafty baker or confectioner, or maker of toys, finds competition pretty keen, and in order to bolster up his trade steals a march on his competitors and fills his windows with some new creation in the Easter line. Young America, or young Germany, or young anybody, sees the beauties thus temptingly displayed, and instantly desires them. And the demand is created. There are in Germany whole families you, whole communities—who work six months of the year creating and manufacturing Easter novelties, their time for another six months being occupied in making Christmas toys. In the Islands of the Bermudas, where there are fields of lilies hundreds of acres in area, almost all the population of certain localities finds in living raising Easter lilies for the markets of the world. It takes a whole regiment of farmers to raise enough chickens to lay enough eggs to supply the Easter market; it takes an army of dress-makers to make the new frocks that will be worn on Easter day; the number of people who find employment in the millinery trade as Easter approaches is enlarged ninety per cent.; every tailor in the Christian world, probably, is called upon to make one or more Easter suits of clothing; the hatmakers have their hands full; drivers of carriages and livery men reap a harvest driving people to and from the Easter-time receptions; the work is run overtime, creating the color that is to make the eggs attractive, while in large cities clever women with delf fingers make fortunes every year fashioning pretty and dainty novelties for the children of the very rich and well to do. The effect of holidays like Easter on the economic condition of the country is marvellous. These holidays make people spend money, and thus serve to keep the currency in circulation. Were it not for Christmas and Easter a great proportion of the ready money in the United States would find itself in the knotted corners of old handkerchiefs, into old fruit jars and under dusty mattresses, there to be doing itself and its possessor no good. Custom must be followed, however. Sally must have just



AN EASTER NOVELTY MCKINLEY MONUMENT OF BUFFALO IN PASTRY



FEEDING THE CHICKENS THAT LAY THE EASTER EGGS



EASTER PARADE ON FIFTH AVENUE NEW YORK

as nice a hat for Easter as the girl who sits next to her in church; John may have just as many eggs as the toy of his neighbors, who are continually looking down on us, and so it goes. The money that had been saved up against a rainy day goes to make glad the heart of some member of the family. The result of all this is that the merchant is able to pay his bills, the manufacturer is able to pay his hands, the hands are able to pay their grocer, the grocer his tailor, the butcher his baker, and because of a church holiday—the most blessed in the calendar of all holidays—the great wheels of commerce are kept slowly grinding on, and to the religious significance is added the industrial worth of Easter.

Less than half a century ago the toy-making industry of America was an insignificant one, the bulk of the Easter novelties coming to this country from Germany, Austria and Switzerland. Year by year, however, the business has been growing, until now there are great establishments in America devoted exclusively to the manufacture of novelties for the Easter trade. And here is a peculiar thing. Many of the novelties that are popular with the children of American cities—especially those who live on the Pacific coast, are made in China and Japan, and a golden stream of good American coin flows annually across the Pacific in exchange for the unique and brightly-colored toys that are purely the product of oriental genius.

Thus does the heathen Orient contribute to the joy of the Christian holiday. And talking of Easter toys, has it occurred to you that the Bunny has been dislodged from his proud eminence of Easter superiority? "What is your best selling Easter toy?" I asked of a shopman in a prominent city. "The bunny; no, for I have told you that. Nor yet the colored egg, nor the sugar egg, nor the chocolate egg, nor the feathery hen, nor the old-fashioned Easter nest. What then?" "The Roosevelt Bear."

Next in popularity, he said, came toy automobiles, made either of paste or metal, with little wicker baskets on the back filled with sugar eggs. At another place I found on display huge sugar models of the Buffalo McKinley monument, and the shopman told me that they were having a good sale.

Most of the toys that I found on sale were American made. In the Black Forest of Germany are thousands of people who exist solely by making toys, and twenty or thirty years ago their wares found a large market in the United States. Now, however, the great bulk of Easter toys sold in this country are home-made, and the domestic toy is rapidly driving the foreign product from the market. It is, after all, a happy thought that with all its frivolity—with all the drifting away from the religious sentiment that is noticed in the observance of Easter day—there is yet a bright side, and that from our very frivolity comes happiness and peace and prosperity to hundreds of thousands who make their living by manufacturing the foolish little trifles that we squander our money on.

The very religious observance of Easter itself adds greatly to the industrial importance of the day. Indeed, the demands created by the church itself are responsible for the expenditure of many hundreds of thousands of dollars. There is one man in the state of New York who makes his entire livelihood raising calla lilies and selling them exclusively to churches. He has acres upon acres of ground under glass and there he, like the father of a large and silent family, watches his charges day and night. From the bulb to the tiny shoot they grow, and from the shoot they enlarge to the sturdy plant, and when springtime comes they blossom forth in all their glory. Like a sea of white they stretch away as far as eye can see, each pure white flower typical of the life of Him Whom we commemorate, and it seems almost like sacrilege to hear the voice of the gardener as he says: "Yes, those flowers will stand me in a profit of a good twenty-five cents a blossom." There are something like 50,000 plants in bloom each spring, so that the profit may justly be considered a pretty fair one. Easter festivals are among the most important in the Sunday-school year, and in the way of creating a market



A CHOCOLATE AUTO. AN EASTER NOVELTY

for all kinds of religious decorative material they have a decided influence upon industrial conditions. In this connection an amusing story is told of a telegraph operator who was called upon to handle a message which read: "He ascended into heaven, 24 feet long and 6 feet wide." The telegram, of course, referred to the inscription and the dimensions of a banner to be used at an Easter celebration, but the poor operator, who knew nothing of the details, could think of nothing but some wonderful natural (or, rather unnatural) phenomenon.

Easter, because of the sacredness of the day and the theme, is not a fertile field for the humorist. There is a good story, however, told on one of America's leading department stores, magnates, whose aspects reside in a large Sunday school in a big city. The magnate in question is the superintendent of the Sunday school and on the Sunday in question—Easter Day, by the way—he told the infant class, in simple words, the wonderful story of the Resurrection. The children sat as if spellbound. You could have heard a pin drop when he concluded: "And now, my children, if there are any of you who have any questions to ask you may do so." One little girl's hand went up. "What is it, Sally?" the superintendent asked, kindly. "If you please, Mr. Smith, will those Easter rabbits you have in the window be sold at a bargain now that Easter is over?" The answer is not recorded, and coming as it does, at a time when all nature is about to blossom into new life, it is by very force a festive of flowers. In New York, Boston, Baltimore, Pittsburgh, Buffalo, Milwaukee and all the big cities of America sidewalk or curbstone flower-dealers blossom into life and do a big business. In European countries street floral vendors, too, abound at Easter-time, and as many as there are, there always seem customers enough for all their wares.

There is probably no dealer of flowers in America who does not double his force at Easter-time, and it is a commentary that the exigencies of the occasion are such that, with long hours and great rush of work, some of the little fellows who do the delivering of flowers in a big city have a pretty hard time of it. It is recorded that once in New York city a little fellow who had been hopping off the delivery wagon all day long, from seven o'clock in the morning until evening, and then straight on until three o'clock the next morning, fell asleep in the bottom of the delivery cart. The driver did not notice him, and the poor chap, too exhausted to move, lay there without covering until morning. Easter came early that year—like this—and the night was bitter cold. Outside in the bright, happy world the Easter bells were loudly clanging the glad message, "Christ is risen, halleluia!" The streets were thronged with eager people, hastening to church; but back in the shed, amid the neighing of horses and the odors of the barn the little delivery boy lay dead. Before they buried him, two days later, they placed in his hand a fair white blossom of the lilies he had been delivering when the sleep of death overcame him. He was in very truth sacrificed to make a Christian holiday. Other there are, too, who, goaded on by a merciless public that must have its flowers, and its hats, and its clothes, who give out under the strain and lay down to die on the field of battle.

A well-known manufacturer, watching the Fifth Avenue Easter parade in New York last year, counted in half an hour 12,000 new hats on men alone. If one man could see the number of new hats in half an hour, on one street in one city, how many new men's hats were worn in the United States that Easter Sunday? and how many women's? and how many yards of ribbon do you suppose it took to trim those hats? How many thousands of spools of thread were emptied in creating them? How many hundreds of tireless fingers put in the many, many stitches that held them together, and how many fields were emptied of straw to supply the braid that covered the wire shapes over which the hats were made? And this is only one tiny branch of the Easter industry. In all walks of life work is created and business freshened by Easter's approach, and no matter what your belief, you cannot but appreciate a holiday that does so much for business.

Don't Cough To-Night. Get a bottle of The Diamond Cough Remedy, to-day, and you will notice benefit by night. This remedy goes directly to the seat of trouble. Cures coughs, colds, sore throat and hoarseness. 25c. at Wade's drug store.

To clean cataract blinds, wash each leaf separately with water to which a little ammonia is added, sponge with clean water and dry with a soft cloth.

The University of Glasgow was founded in 1461 by Bishop Turnbull. Queen Mary gave to the university thirteen acres of land.

HEALTH IN SPRING.

Nature Needs Assistance in Making New Health-Giving Blood.

Spring is the season when your system needs toning up. In the spring you must have new blood just as the trees must have new sap. Nature demands it. Without new blood you will feel weak and languid; you may have twinges of rheumatism or neuralgia, occasional headaches, variable appetite, pimples or eruptions of the skin, or a pale pasty complexion. These are sure signs that the blood is out of order. A tonic is needed to give new energy. Dr. Williams' Pink Pills are the best tonic in all the world. They make new, rich blood—your greatest need in spring. They clear the skin, drive out disease and make tired, depressed men and women bright, active and strong. Mrs. John McAuley, Douglastown, Que., proves the great value of Dr. Williams' Pink Pills in building up people who have been weakened and run down. She says: "Dr. Williams' Pink Pills have been of great help to me. My blood was weak and watery and I was badly run down. But through the use of the pills my health was fully restored. I always recommend them to my friends who may be afflicted with similar troubles. There are fraudulent imitations of Dr. Williams' Pink Pills, and to protect yourself see that the full name 'Dr. Williams' Pink Pills for Pale People' is printed on the wrapper around each box. Do not take any other so-called pink pills. If your dealer has not got the genuine send to Dr. Williams' Medical Co., Brockville, Ont., and get the pills by mail at 50 cents a box or six boxes for \$2.50."

A NOVEL PASSPORT.

The Mysterious Cards of Count de Vergennes.

The mysterious cards of the Count de Vergennes contained a brief history in cipher of those to whom they were given. De Vergennes was Louis XVI's minister of foreign affairs, and when strangers of a suspicious character were about to enter France he issued to them these strange cards, which acted as passports, and were also intended to give information concerning the bearer without his knowledge.

In the first place its color indicated the nationality of the man who carried it. The person's age, approximately, was told by the shape of the card. A fillet around the border of the card told whether he was a bachelor, married, or a widow. Dots gave information as to his position and fortune, and the expression of his face was shown by a decorative flower. The stranger's religion was told by the punctuation after his name. If he was a Catholic, it was a period; if a Jew, a dash; if he was a Lutheran, a wavy line, and no stop at all indicated him a non-believer.

So a man's morals, character, and appearance were pointed out by the pattern of his passport, and the authorities could tell at a glance whether he was a gambler or a preacher, a physician or a lawyer, and whether he was to be put under surveillance or allowed to go free.

The kitten has its eyes open in nine days, but the fool has to wait longer.

Always Uniform
Always Reliable
Everywhere Obtainable

BAKER'S CHOCOLATE & COCOA

have stood the tests of time and service for over 125 years

Be sure that you get the genuine with the trade-mark on the package.

Directions for preparing more than one hundred dainty dishes in our Choice Recipe Book, sent free on request.

Walter Baker & Co. Ltd.
Established 1780
Dorchester, Mass.

46 Highest Awards in Europe and America

Branch House, 66 St. Peter St., Montreal, Can.

The Cough of Consumption

Your doctor will tell you that fresh air and good food are the real cures for consumption. But often the cough is very hard. Hence, we suggest that you ask your doctor about Ayer's Cherry Pectoral. It quiets the cough, heals the inflamed membranes, and restores the system to health.

Prepared by Dr. J. C. Ayer & Co., Lowell, Mass.