## It Will Pay You to Use Your Show-Window Lighting in the Daytime

Have you noticed the number of merchants who are using their show-window lighting in the daytime?

Why are they doing so? Because there's something so cheerfully compelling about lighted show-windows that the pedestrians simply can't resist looking over the display The colors loom up to far greater advantage and quality characteristics and artistic settings are not hidden or marred by ugly shadows; in a word, it pays.

That's why your competitor is using his show-window lighting in the daytime. He is after business; so are you; so are we

LIGHT UP

**Rochester Railway and Light Co.** 

34 Clinton Ave. No.



JOHN L. MADDEN, New Location, 37 East Ave.

VAN

THE CATHOLIC JOURNAL

## Easter Week

SEE the land her Easter keeping. Rises as her Maker rose. Seeds, so long in darkness sleeping, Burst at last from winter snows. Earth, with heaven above, rejoices; Fields and gardens hail the spring; Shaws and woodlands ring with VOICES. While the wild birds build and sing.

You, to whom your Maker granted

Powers to those sweet birds unknown Use the craft by God implanted, Use the reason not your own.

Each his Easter tribute bring-Work of fingers, chant of voices,

-CHARLES KINGSLEY.

**One Great Lesson** That May Have Come

Easter Morning Breakfast Made a Time of Real Joy WAS my good fortune - one

time to be visiting in a family where Easter was celebrated in a very pretty fashion. When we came down to the breakfast table in the morning we found it looking so beau tiful it seemed a pity to disturb its benuty by the prosale act of eating The dining room was a particularly sunny, attractive room to start with, and the beautiful table this morning was set with its usual gay blue and vellow china, but in addition the center of the table held a great mass of yel low daffodils standing in a clear crys tal float. For the benefit of the children little yellow ducks and chickens were perched along its edge and at each plate we found one of the flowers for our personal adornment.

Everything we had for breakfas that morning seemed to glow with yellow; the grape-fruit-had a brighter From Stress of War tinge than usual, the rolls and toast a delicious golden brown; and when

ASTER is the feast of new life. our eggs were served each one had and the pledge of immortality. been baked in a little yellow ramekin The whites had been beaten until they But the older we grow the more clearly do we see that the new puffed up above the cup and tinged a delicate yellow brown in the oven, and life is simply the old life redeemed nestled in the top of each fluff was and purified and enhobled. For the resurrection is from the death of sin the yellow yolk of the egg. At the to the life of righteousness. It is plate of each child was an attractive precisely so with immortality. For yellow basket with a little nest of va life, if it survives the grave, will sim- riegated colored tissue paper-for had ply go on-indeed, the life that is to not the bunnies been busy during the survive is going on now. If there is night leaving eggs around the house for the children to gather in the morn such a thing as immortality, it is a ing? They could hardly wait to eat present possession. Men have been their breakfast so eager were they to fond of dealing with Easter as a theological or metaphysical abstraction be off.

Such queer places as these little But this is not true of the New Tesanimals had left the eggs! In the tament writers-fo them it was a very

practical thing, with a direct bearing on conduct. "If ye then be risen with Christ"-risen now-"seek those things which are above," writes St. Paul, and he continues: "Mortify, therefore, your members which are upon the earth ; fornication, uncleanness, inordinate affection, evil concupiscence, and covetousness, which is idolatry." - 1 is a question of keeping the commandments that we have had from the beginning, of holding fast to the standards by which high-minded men and women have always ordered their lives. The question at bottom is one of the quality of the life. The great resurrection is that which carries a human soul from its baser nature to the very top of its capacity for good ness. Thus considered, it is not an event, but a process, and one that lasts through life. There must be a "dhily proceeding in all virtue and godliness of living." "Tis a lifelong toll till our lump be leaven," but the toll is worth while, if the Teaven is

Hare in Cage

for the children to discover.

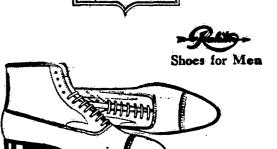
corners of stuffed chairs, back of table legs, tucked away in the big plane, under sofa cushions, on the mantel-And that is the point. Kipling puts piece, in the fireplace-every spot, in the case very strongly: fact, that could be found not too hard

One instant's toll to Thee denied Stands all elernity's offense: Of that I did with Thee to guide To Thee, through Thee be exc

Inc.

stition that if the children of th Men do not as a rule view life in household were truthful kind and obe this way, but the war, one may hope dient a white have would come into has taught them to do so. the home at night and hide colored eggs in odd corners of the house. The

EASTER SONG JOHN E. DOLSEN



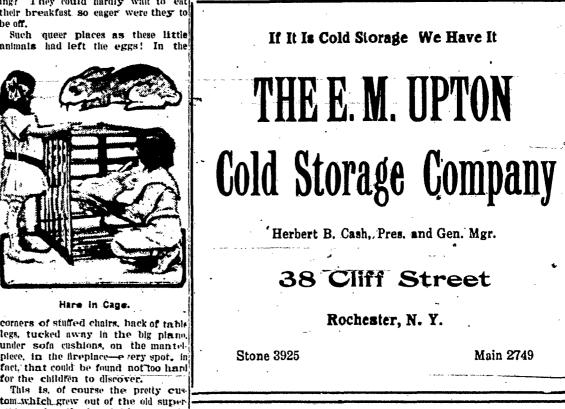
## IN THE LEAD

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AUGUST SCHREINER Reliable Footwear 696 South Avenue Cor. Gregory Street





Here, while heaven and earth rejoices. Like the birds who build and sing.



the ancient symbol or figure of There are a number of amising cu

egg as we all know is the symbol of

the resurrection. Easter day is gov-

toms connected with Easter, as with all the other holidays, some of which are familiar to us and others not. We are all of course quite accustomed to the iden of new clothes on Easter, but the people who scorn this fashion and wear theirs a few weeks before of fter that day little know of the ris they run of having bad luck the res of the year. The day used to be known as "Joy Sunday," and there

was an old superstition that unless one ore something new on that day bad luck would fellow throughout th year. Another belief was that if the whild blew from the cast on Easte morning, and if you drew some fresh water and bathed your face and hands it would then be impossible for th east wind to harm you throughout th



While you may devote but one week to cleaning-up, there isn't a week in the whole year that you cannot profitably use "CLARK QUALITY" to preserve and beautify your property. Only a painted surface will look clean and stay clean. Add to the value of your ownings by keeping every surface covered by the kind of Paint and Varnishes we sell.



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