

## 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.



**THE LINEN STORE**

**37 EAST AVENUE**

We take pleasure in announcing the opening of our new store at the above address, with full lines of Table Linens, Luncheon Sets in Madeira and Cluny, Dress Linens, Towels, Turkish Towels, Handkerchiefs, Etc. A cordial welcome is extended to our old friends and we hope to see many new faces in our attractive store.

**JOHN L. MADDEN, Inc.**

New Location, 37 East Ave.

**VAN**

**The Hardware Man**

(Martin Van Dussen)

NEW STAND

North St. Cor. Lyndhurst

Both Phones.

Main 5067

Stone 672

**E. C. SYKES & CO., Inc.**

Electrical Contractor and Locksmith

Lawn Mowers Sharpened

12 Front Street

Rochester, N. Y.

**C&B DAILY BETWEEN BUFFALO & CLEVELAND**

**3 MAGNIFICENT STEAMERS 3**

The Great Ship "SEANDREE" - "CITY OF ERIE" - "CITY OF BUFFALO"

**BUFFALO - Daily, May 1st to Nov. 15th - CLEVELAND**

Leave Buffalo - 9:00 P. M. | Leave Cleveland - 9:00 P. M.  
 Arrive Cleveland - 7:30 A. M. | Arrive Buffalo - 7:30 A. M.

Connection at Cleveland for Cedar Point, Put-in-Bay, Detroit and other points. Railroad tickets reading between Buffalo and Cleveland are good for transportation on our steamer. Ask your ticket agent or American Express Agent for tickets via C. & B. Line, New Tourist Automobile Rate - \$1.50 Round Trip, with 1 days return limit, for cars not exceeding 127 in. wheelbase.

Beautifully colored sectional puzzle chart of The Great Ship "SEANDREE" sent on receipt of 50 cents. Also ask for our 24-page pictorial and descriptive booklet free.

The Cleveland & Buffalo Transit Company  
 Cleveland, Ohio

**"SEANDREE"**  
 -the largest and most costly passenger steamer on inland waters of the world. Sleeping capacity, 1500 passengers.

**FARE \$4.00**

### 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 un-  
 known,  
 Use the craft by God implanted,  
 Use the reason not your own.  
 Here, while heaven and earth rejoices,  
 Each his Easter tribute bring—  
 Work of fingers, chant of voices,  
 Like the birds who build and sing.  
 —CHARLES KINGSLEY.

### One Great Lesson That May Have Come From Stress of War

EASTER is the feast of new life and the pledge of immortality. But the older we grow the more clearly do we see that the new life is simply the old life redeemed and purified and ennobled. For the resurrection is from the death of sin to the life of righteousness. It is precisely so with immortality. For life, if it survives the grave, will simply go on—indeed, the life that is to survive is going on now. If there is such a thing as immortality, it is a present possession. Men have been fond of dealing with Easter as a theological or metaphysical abstraction. But this is not true of the New Testament writers—to 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." It 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 goodness. Thus considered, it is not an event, but a process, and one that lasts through life. There must be a "daily proceeding in all virtue and godliness of living." "This a lifelong toll till our lump be leavened," but the toll is worth while, if the leaven is. And that is the point. Kipling puts the case very strongly:

One instant's toll to Thee denied  
 Stands all eternity a offense.  
 Of that I did with Thee to guide,  
 To Thee, through Thee, be excellence.  
 Men do not as a rule view life in  
 this way, but the war, one may hope,  
 has taught them to do so.

### EASTER SONG

JOHN E. DOLSEN



Though I know the very brightness of its beauty  
 makes for lightness,  
 Of the purse, I do not care a penny for  
 that.  
 Though the times are filled with sadness,  
 My heart is thrilled with gladness,  
 In a way to make me wonder where 'I'm at'  
 When I look upon the readiness, the completeness  
 of the sweetness  
 Of Ethel—when she wears her Easter hat.

### HAS IMMENSE "LILY FARM"

New York Man is Probably the Greatest  
 Grower of the Flowers  
 in the World.

In Spring Valley, New York, the lily king of America, A. S. Burns, Jr., has the largest lily "farm" in the whole world. Mr. Burns annually plants a half million bulbs and the cuts run about 50,000 a day. During the year he cuts over 2,000,000 of the waxy white flowers.  
 Lilies must be grown in sandy soil, planted deeply and in a place where there is excellent drainage. Altogether, there are more than 50,000,000 lilies grown in the United States every year. The bulbs are imported from Japan.

**Ends Days of Mourning.**  
 With Saturday night Lent comes to an end, the period of mourning, of veiled altars, crucifixes and pictures is over and the ceremonies of Easter itself take on an entirely different character, that of rejoicing, gladness and splendor. It is the anniversary of Christ's Resurrection, the symbol of life everlasting.

### Easter Morning Breakfast Made a Time of Real Joy

IT 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 beautiful it seemed a pity to disturb its beauty by the prosaic 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 yellow china, but in addition the center of the table held a great mass of yellow daffodils standing in a clear crystal flout. For the benefit of the children little yellow ducks and chickens were perched along its edge and at each place we found one of the flowers for our personal adornment.  
 Everything we had for breakfast that morning seemed to glow with yellow; the grapefruit had a brighter tinge than usual, the rolls and toast a delicious golden brown; and when our eggs were served each one had been baked in a little yellow bunakin. The whites had been beaten until they puffed up above the cup and tinged a delicate yellow brown in the oven, and nestled in the top of each fluff was the yellow yolk of the egg. At the plate of each child was an attractive yellow basket with a little nest of variegated colored tissue paper—for had not the bunnies been busy during the night leaving eggs around the house for the children to gather in the morning? They could hardly wait to eat their breakfast so eager were they to be off.

Such queer places as these little animals had left the eggs! In the



Hare in Cage.

corners of stuffed chairs, back of table legs, tucked away in the big plants, under sofa cushions, on the mantel-piece, in the fireplace—every spot, in fact, that could be found not too hard for the children to discover.

This is, of course the pretty custom which grew out of the old superstition that if the children of the household were truthful kind and obedient a white hare would come into the home at night and hide colored eggs in odd corners of the house. The egg as we all know is the symbol of the resurrection. Easter day is governed by the moon, and the hare is the ancient symbol or figure of the moon.

There are a number of amusing customs 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 idea of new clothes on Easter, but the people who scorn this fashion and wear theirs a few weeks before or after that day little know of the risk they run of having bad luck the rest of the year. The day used to be known as "Joy Sunday," and there was an old superstition that unless one wore something new on that day bad luck would follow throughout the year. Another belief was that if the wind blew from the east on Easter morning, and if you drew some fresh water and bathed your face and hands it would then be impossible for the east wind to harm you throughout the year.

### "Bring Flowers"



Easter Offerings.

Costly Easter offerings are flower-pots of cut glass, silver rimmed, filled with half a dozen tall lilies. The same idea can be carried out economically by choosing a single potted jonquil, hyacinth, tulip or other spring flower and send it in a dainty china or read jardiniere.

**Shoes for Men**

**IN THE LEAD**

In style—in comfort—and in value, you'll find Ralston's in the lead.

You'll enjoy the satisfaction of wearing good looking shoes with comfort if you demand Ralston's, because they are the result of 40 years' experience in making shoes that look, fit and wear well.

You'll appreciate their value better when you see the quality they offer at a happy-medium price—\$7 to \$10.

**AUGUST SCHREINER**  
 Reliable Footwear  
 696 South Avenue Cor. Gregory Street

If It Is Cold Storage We Have It

**THE E. M. UPTON**

**Cold Storage Company**

Herbert B. Cash, Pres. and Gen. Mgr.

**38 Cliff Street**

Rochester, N. Y.

Stone 3925 Main 2749

**Clean Up and Paint Up**

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.

**CLARK PAINT**  
**OIL and GLASS** **131-133 STATE ST.**

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 Know where to find it, Call at  
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 149 Main Street East  
 All Kinds of Shrubs, Plants and Trees  
 Best Coffees and Teas  
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