



Significance of Easter

THE meaning of Easter and its message of joy—the revival of hope and the buoyant renewal of our aspiration, comes to an old and tired world next Sunday morning and prevades our lives even as the springtime floods and fills the meadows with her everlasting miracle.

By an irresistible human impulse, we seek out our finest and most fashionable raiment, and that impulse is parallel to the natural processes in the world about us. If the earth can put off her drab habiliments of winter and forget the somber, sunless hours, so can the children of earth. In everyday life of today there may be a resurrection from the dead. In every life old things may be discarded. He has not caught the spirit of the festal celebration who is not stirred to a renewal and is not moved to forsake the darkness and give welcome to the light.

It is more than a church festival. Believer and unbeliever together share the influences of the day. In each of us, whatever creed we formally profess, there dwells the feeling that the day betokens. It is the assurance that life is worth the living, and that love can never lose its own. We stand today not at the brink of a tomb, but on the threshold of this eternal life and of this love immortal.

EASTER'S MESSAGE OF HOPE

Renewed Faith in the Life Hereafter Comes With the Opening Days of Spring

The very magnitude of the claims for immortality count for the place that Easter has had in the imagination and the hopes of mankind. The breadth of the claims for immortality is what counts for the inspirations of men and their efforts to do the things that their best natures and highest talents propose for them. The wonder of the claims for immortality accounts for the power that the religion that teaches the immortal hope has over the lives of the believers. Gentling and pacifying and stimulating and genius-empowering, the claims for immortality transcend any other motive force in the activities of mankind. Nothing else has equal civilizing and humanizing power, and nothing else can cause men to be satisfied with the vicissitudes of their existence. "Come see the place where the Lord lay." Such is the word of faith in the life hereafter to those who have affected to believe that man is only mechanism. But Easter has not to do with cold reason; it has to do with colorful imagery. Music sounds from the churches and poetry from the writings of the testators to the immortal hope, and the souls of men are bathed in a beatific glory. Angels and men join in the Eastertide ascription, and those of the wise men who were belated at the manger come now to spread their trophies at the tomb, which has been investigated by science with its late but joyous testimony to the glory of an endless life.

EASTER THOUGHTS

Upon each of the great stations of our calendar year, we instinctively pause and give thought to certain phases of life, to close our accounts with the past and to open a new and a clean page. At January 1, our thoughts are apt to be material, to relate to our physical deeds of the past and our promises of betterment in the future. On other days, like July 4 or November 11, our ideas turn to patriotic facts and our fellow citizens. At Christmas, in spite of our understanding of the tremendous import of the birth in Bethlehem we think of children and of the narrower spirituality that of necessity accompanies those who have not yet known sorrow, sin and repentance. But at Easter, spiritual thoughts are mature thoughts. The ideas of the day of lilies inspire are those that follow a pre-knowledge of evil, and the joy of that glorious day is still restrained and pale with the recent sadness of the via crucis and of Golgotha.

Spiritual Influences of Calvary

Let the world on this Easter, with all its materialism and all its bloodstains, be compared with the world of the first Easter, and it must be recognized that from Calvary radiated spiritual influences whose very incomplete results so far encourage the most splendid visions of what humanity will become.

Egg Rolling at the White House

All roads lead to the White House grounds for the children of Washington Easter Monday. Last year between 50,000 and 60,000 of the little ones, attired in their Easter best and carrying gay baskets of colored eggs, assembled on the grounds in the rear of the executive mansion in honor of the return to the time-honored custom of the capital—Easter egg rolling on the White House grounds.

Not since April 24, 1916, have Washington children been able to indulge in this annual merrymaking. In 1917, when the Easter egg rolling was suspended, the country had just entered into the war, and after the war the absence and ill health of former President Wilson had prevented the custom from being resumed.

THE JOYOUS EASTERTIDE

Easter Sunday, which marks for the faithful the fulfillment of divine promise; the recognition of which means faith in the resurrection of Him who was crucified nearly two thousand years ago, and wherever there are Christians joy prevails. The Eastertide is probably more noticed in religious circles than Christmas, although each day is of equal importance to Christian doctrine; the inception of the divine plan for the redemption of the world would seem to deserve as great a recognition as the consummation, and yet the Christian world makes greater the day of the concluding miracle, and Easter is a day of rejoicing, a season for exultation and praise and thanksgiving.

Teaching of Easter

And Easter is the feast of life—of life and light. Its teaching is that the divine life, into which it is possible for men to enter, and in which they are bidden to participate, can not die.

Mexico's Holy Week

Mexico has her holy week, celebrated with pomp and splendor, sad devotions and odd customs that still linger in the land of Montezuma. The people go from all points of the compass, far and near, on their annual pilgrimage to Guadalupe, the holiest shrine of all Mexico, where they congregate in immense crowds. There the descendants of a nation sunk in paganism for centuries after the Crucifixion meet to celebrate the divine tragedy that was enacted in Syria 1900 years ago.

The most solemn week of all the weeks of the year is Passion week in Mexico City. Images, icons and crucifixes are to be found everywhere. The most remarkable of the ceremonies is the blowing up of Judas. The betrayer is represented as a misshapen monster. Hundreds of his images are sold on Good Friday. They are filled with explosives which blow the doomed figures to atoms when let off on Saturday morning.

Easter Coats

—Our Women's Coat section catches the spirit of Easter, too, and offers for your selection wraps of unerring and distinctive elegance, designed and tailored by Printz.

Priced, \$12.50 to \$45.00

—Developed in beautiful soft fabrics, cut on lines aristocratic and perpendicular, achieving a slender silhouette, these Printz originations are garments of beauty and quality.



MADGE EVANS HATS

—Made only for children and misses—chic styles for smart dressers. Buy one for her.

Easter Bonnets

—We have one for you—a "Gage" perhaps—for your inspection. The prices are surprisingly low for the style and quality. See our line before you buy—it will pay you.

Easter Suits

—Smart Suits of more than usual attractiveness arrive for fashionable Easter wear, developed in the newest style and cut of the coming season, and moderately priced—

\$22.50 to \$60.00

—These suits have all been designed and tailored by PRINTZ, and are, therefore, of authentic style interest.

—The well-dressed woman will accord them a high measure of praise.

A "SASSY-JANE" FROCK

—Beautiful Organdie Voile or Silk garments. The very essence of Spring in their beauty and daintiness. Popularly priced—

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—Come in and hear the story of "Sassy Jane."

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- Gloves
- Pumps or Oxfords
- Blouses
- Silk Sweaters
- Silk Underwear
- Handkerchiefs
- Neckwear



"All the World's A Stage"

The *Enders* Company

—We draw back the curtain, and the spirit of Easter comes tramping in—Spring personified in the swing and grace of these costumes designed and tailored by Printz.

