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A Diamond for an engagement
ring, Beautiful Blue White Dia-
monds set in Platinum, white,
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Rings from \$25 to \$1,250.
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WHEN YOU
Buy a Wray's Diamond
You know you have the best.
1-3 Off Present Prices.
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12" and 16" BLOCKS.
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Prompt delivery to all parts of
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What We Do
We are not only Opticians, but
also Oculometrists. Our method
of examining the eyes is drugless
and scientifically exact, and no matter
what defect in vision you may have,
our examination will uncover it
and enable us to explain to you how
this defect originated and how it
can be corrected with suitable
eyeglasses.
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EXPERT
EYE EXAMINATION
CONSULT OUR SPECIALISTS
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GLASSES OF QUALITY
Brown Optical
COMPANY.
223 Dundas St. Phone 1877
Also Hamilton, Montreal, Windsor
Largest Exclusive Optical House
in Canada. L.V.

RABBI BRICKNER ASKS RECOGNITION OF IMMIGRANTS

Advocates a Commission To
Supervise Selection of New
Settlers.

SAYS ALL MEN EQUAL
Speaker Claims Only Human
Superiority In Seizing
Opportunities.

Rabbi B. R. Brickner of Toronto, editor of the Canadian Jewish Review, discussed the problems of immigration confronting Canada today with the Advertising and Sales Club last night in the Tecumseh Hotel and in the purest English and the most carefully chosen phraseology held the attention of the members, who were charmed by his language and fascinated by his breadth of vision.

"Immigration," he declared, "is at the bottom of all Canada's troubles today, and these same troubles are largely due to geographical and economic conditions."

"To the south of us lies a country with 3,000 miles of border, a country with a population of over 100,000,000, and with practically free access all along the border. Everyone agrees that what we most need is more population, yet the minister of immigration today is trying to solve the greatest single question before the country by the importation of some 5,000 Barnard boys, and by restricting immigration classes to farmers from the northern countries of Europe."

There were three outstanding aspects of immigration in which the Rabbi thought much improvement should be made by the government in dealing with the question: first, selection; second, distribution; third, incorporation.

The speaker explained here that he excluded the Asiatic side of the question of immigration altogether so far as this speech was concerned, and would treat the problem as it had to do with Europeans only. "Selection," he said, "was used in the past as a policy of challenging every newcomer as to why he or she should be allowed to enter the country. It was an insult to decent people. It was rather the government who should assume the burden of proving why they should not be admitted."

Limit Selection.
"The only way in which selection should intrude in immigration should be in ascertaining that the incoming sound in mind, strong in body, and willing to work. Just imagine, a people of eight millions needing immigration more than anything else, a democratic people nurtured in the traditions of the British Empire, deliberately shutting off their own progress by turning back people on account of their birth."

"The basis of restriction, he continued, is fear, the fundamental reaction of primitive man. Fear means that you have a mistake in your ability to absorb these men and women from outside, and yet Roosevelt, the most fearless of Americans, once said, 'Scratch any American and you will find an immigrant.'"

The case of the Ukrainians in the Canadian West he instanced as a proof of the mistake in letting these people of another race live alone in a locality by themselves, and taking no steps to help them toward the quick achievement of full fellowship with ourselves. Here he stated was an instance of the results following neglect, and he blamed the government for all the troubles in the way of language and education that had arisen among the Ukrainians.

Look to Future.
This fear of the newcomer, this fear that he would not fit in his new surroundings, the Rabbi said, was the outlook of the man who lived only in the present, having no thought of tomorrow.

There was another point of selection with which he dealt last night, that of restricting all immigration to farmers and domestics. It was generally believed, he declared, that all Canadian cities were overcrowded, but there was work today and more jobs than men to fill them.

"As for the question of unemployment, he said, it is usually the result of over-production, and in all the industrial countries of the world it occurs in cycles of from six to ten years.

Eulogizes Literary Work of the Middlesex Bar

T. H. Purdon, K.C., Delivers Instructive Paper On Local Poets
At Meeting of London Historical Society.

Although Londoners for the most part are aware of it, the Middlesex Bar in years gone by has embraced within its membership men whose literary works have lived after them and are cherished today as some of the best efforts from the pens of those who called the Forest City their home.

The members of the London and Middlesex Historical Society were delighted last night when Thomas H. Purdon, K.C., read at the meeting in the library an extremely interesting paper that dwelt with anecdotes of the lives of the song writers and poets of the Middlesex Bar and also contained many of their works.

Excellent Contribution.
On behalf of the members present Major T. J. Murphy moved a hearty vote of thanks to Mr. Purdon for his excellent contribution to the papers already in the possession of the association, remarking that Mr. Purdon's appreciation of fine literature was worthy of note. The motion was seconded by Fred London of the Public Library.

Among those whose works are remembered with pleasure and with much respect are George and Beverly Cox. Mr. Purdon said, Beverly Cox did some splendid work among the young men of the city while he was a resident here, he declared, and his genius for attracting youth was remarkable. He died in 1904 while a comparatively young man.

His brother who later became a minister also studied law in his younger days. Among his best poems were "The Battered Soldier" and "The Union School." The latter poem was an exceptionally good word study of the boys who attended the old seat of learning and who later took a prominent part in

and draining for the sake of an ideal, because they want to establish a kingdom of their own in their own country.

"The men who are most likely to come to Canada under the new order of things are not the radicals who are content with the hope of the future, nor the farmers who are content with the well-off, nor the industrialists who are engaged in their own inventions in government. The people who will come are the industrial workers out of work, and the middle classes who have nothing to lose forward to under the new regime."

Pleads for Immigrants.
The Rabbi entered a most eloquent plea on behalf of these men and women who would constitute Canada's new colonization. "The government," he declared, "must come forward with some practical means of making life in the rural districts of Canada happy, sociable and prosperous. Everywhere we hear the cry, 'No immigration,' both by the labor unions and the farmer in the West. It is the cry of absolute selfishness, not the cry of altruism. Canada can advance by groups, but as a whole, in the States they are able to produce 90 per cent of all the products they need, and are practically self-supporting, and if we in this country had a few more cities and a greater population on the land we too might be self-supporting. Our unskilled labor in this country should all come from immigration, and not be supplied by the farmer's sons and Canada as a whole should not confine herself to agricultural expansion alone."

As a remedy to all this the Rabbi suggested the creation of an immigration commission composed of representatives from labor, industry, agriculture, and the immigration groups. This commission would see to it that the question of selection, not only on the European side but also in the placing of the immigrants in Canada.

Asks Credit Banks.
The other two aspects of the question, distribution and incorporation, the Rabbi dealt with more briefly.

Rural credit banks he described as the most necessary utility in keeping the farmer on the land, and a less narrow viewpoint in our attitude toward the immigrant of full fellowship and of all nations in increasing the incorporation of the foreigner.

"The man from the country of the greatest oppression," he declared, "makes the best Canadian, because he appreciates the benefits of the liberties in this new land."

He said there was too great a tendency to rate the immigrant as being lower in the efficiency category than ourselves.

"We teach him," he stated, "to forget his old traditions and take up the banner of 'jazz,' of vaudeville and the newest American novel. Yet he brings with him a wonderful heritage of family tradition, of respect for children for their parents, of hard work, and to all this an added love of art and music, and a rich culture all too scarce in Canada today."

"I most sincerely believe in all Canadians having a real and common knowledge of English, but at the same time I know the addition of another language is broadening and helpful in giving a man balance of thought and outlook.

"I see Canada," he concluded, "as a great symphony orchestra, in which all the varied instruments sound together in perfect harmony and in which there is no discordant note. It is the vision of faith, and the belief in the future of a country supremely blessed by God with every natural resource."

the affairs of the city and country, the speaker said.

The Middlesex Bar has contributed men to the stage, the ministry and many to the bench, Mr. Purdon asserted in the course of his address. Thomas Lawson became an evangelist in California and George Moorhead adopted a stage career after practicing law for some time. Mr. Purdon said Frank in the office of Meredith and Meredith and his poem "He Honor the Judge" is still remembered with esteem.

Edward W. M. Flock was another lawyer who possessed literary talents to no mean degree. He studied law in his father's office and later became a member of the firm. One of his best efforts is "The Absent-Minded Beggar."

Altogether Too Modest.
Most of the members of the bar who wrote some of the poems gathered together too modest to have their works published and all of them shrunk from publicity. A typical example was Frank in the office of Meredith and Meredith and his poem "He Honor the Judge" is still remembered with esteem.

A photograph beautifully framed of the late Dr. Cl. T. Campbell was presented to the society by his widow. Dr. Campbell was the founder of the London and Middlesex Historical Society and his passing was a real loss to the society of which he was one of the most energetic members.

A photograph of the society will be held on May 15 when the election of officers will be held.

URGES IMPROVEMENTS FOR INDUSTRIAL AREA

Board of Works Makes Its
Second Recommendation
To Council.

In regular session last night, members of the board of works recommended to the city council for the second time that local improvements for the industrial area be initiated this year.

Ald. Douglas, chairman, was still of the opinion that the move would be ill-advised as it was his belief that the city should not seek locations during the next two or three years at least.

Ald. Watt submitted that the city could not afford to wait, as the land could be split up and set for building lots. The work will be undertaken upon the understanding that a majority of the rate-payers involved, favor the project.

The committee appointed the following as members of a special committee to look into the matter and to consider a revision of the building bylaws: George Hyatt, Edward Hayman, Frank Wilson, Sid Jones, George Burdick, Inspector Piper, Fire Chief Aitken and John M. Parson.

Several matters of a strictly routine nature also claimed attention throughout the session which was marked by its impressive tranquility.

UNERRING AIM SAVES LIFE OF MAN IN RIVER

U. S. Sailor At Detroit Throws
Lifebelt With Sound of
Voice As Guide.

Special To The Advertiser.
Windsor, April 18.—With the swirling icy waters of Detroit River closing over his head for the third time, Richard Barry was drawn from a watery grave last night by a life preserver hurled with unerring accuracy with only the sound of his voice to guide, within a few inches of his numbing fingers. He managed to slip his body into the preserver before he lost consciousness and was hauled a boat moored in the river.

The accident happened at the foot of Randolph street, on the American side, within 50 feet of United States Coast Guard cutter Morrill, moored in the river.

As Barry huddled through space he shrieked for help, arousing W. S. Wisgo, first-class seaman on the cutter, who was guard. Wisgo, unable to locate the voice, raced to the opposite side of the deck where he saw a man struggling in the water. He was about to retire.

Seizing a life-preserver, Binkowski hurried to the time to haul the voice cry out again in the darkness for help, and with only the sound as his guide, he threw the preserver. He was rewarded by an answering tug at the end of the line, and in a few moments Barry was pulled over to the side of the boat, where he was lifted to the deck and given first aid treatment.

Barry was rushed to the Receiving Hospital where his condition is reported as serious.

WILL DEFER PAYMENTS OF MINING DIVIDENDS

Canadian Press Despatch.
Montreal, April 18.—The resumption of the payment of dividends by the Consolidated Mining and Smelting Company of Canada will be further deferred. The directors, at a meeting of the company here yesterday.

Very Few In This Community Know Half of What Is In This Store

Did you ever stop to realize that nobody could ever hope to see HALF the goods that a store like this has in its vast stock? That is a great handicap to us, of course; but it is often a disadvantage to you as well. We often wished we could find the way to change that condition. We gather all kinds of useful, beautiful, helpful, comfortable things that we find on the market. They come into our store—get placed on the shelves and HIDDEN AWAY.

We can't possibly tell the story in our advertising. Of course, all our store stocks can't pass through our windows—not even a small proportion of the beautiful things. We can't possibly SHOW YOU EVERYTHING when you come to our counters—even if you had the time to look at what we had to show you. Please don't ever limit your idea of what we have in this store by WHAT YOU HAVE SEEN, for it must always be a BETTER STORE THAN YOU THINK. So when you have a desire for something you have never seen here, be sure to ASK FOR IT before you try elsewhere, in or out of the city; for we may be keeping it carefully for you, while other things have been more fortunate in being shown. We're hoping that you'll be able to see at least part of the OTHER HALF.

VERSATILE SWEATERS AND SMART ARE THESE

These delightful Sweaters fulfil the needs of smartness, and satisfy one's sense of economy by their versatility. For sports wear, or to serve as a blouse, they are both practical and good looking. Silk ones, woolen ones, fibre ones—each the last word in style dictionary—and for spring, undoubted favorites.

Golf players need this spring the new Cardigan, buttoning up the front, in all wool and silk and wool. These are shown in plain shades and also with the fancy front and plain back and sleeves. Prices ranging from \$4.75 to \$15.00

The spring suit needs a Silk Scarf to brighten it. We have a nice assortment in stripes and fancy weaves. Prices \$3.00 to \$7.75

Also the Silk Tuxedo in gold, jockey, navy, black, brown, jade, copen and white. In short and long sleeves, in plain and fancy weaves. Prices ranging from \$6.50 to \$15.00

The always popular Tuxedo is still in great demand. We have a fine assortment in the smartest shades, in all wool and silk and wool. Some of these have fancy collar and cuffs, others have the Egyptian patterns on skirt and cuffs. Prices \$3.75 to \$11.75

We are also showing some of the smartest styles in Pullovers, in silk and silk and wool, and mohair and all wool, in plain and fancy weaves, in shades of rust, orchid, maize, jade, marigold and other pretty combinations of color. Prices ranging from \$2.50 to \$12.50

Introducing THE FAIRY

WITH A SALE THIS WEEK.
10c Cake, 5 Cakes for 35c
MAIN AISLE.

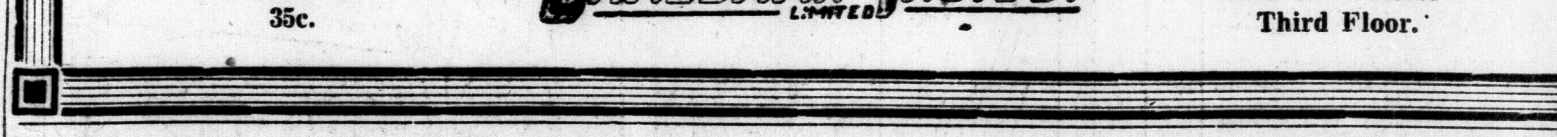


Sale of Untrimmed Sample Hats Tomorrow \$2.49

A wonderful opportunity for the home milliner as with these shapes very little trimming is required to complete a smart, becoming hat. They are a special purchase from the factory and the price will make you talk about them. Only one hundred in the group—hats that were used as samples, so there will be a choice as all will be sold at one price.

You will find Lisle, Mohair and fancy Straw Braids in pokes, tricorns and off-the-face shapes, in black, brown and navy. On display Thursday morning..... \$2.49 each

SALE OF FAIRY SOAP 5 Cakes for 35c.



RESIDENTS SAVE WIDOW ASLEEP IN BURNING HOUSE

Special To The Advertiser.
Palmerston, April 18.—Fires have played a prominent part in local excitement during the past week. Saturday night the fire brigade was called to the home of Mrs. H. Dent, a widow, to extinguish a small blaze which had originated from overheated stovepipes. Mrs. Dent, who is very doubtful what the outcome would have been had neighbors not noticed the blaze and forced an entrance by breaking in one of the doors, as Mrs. Dent was not readily awakened. The damage was small.

DIRECTORS DONATE \$10,000 TO Y. M. C. A. AT KITCHENER

Special To The Advertiser.
Kitchener, April 18.—At a banquet to the workers last night the Y. M. C. A. President A. R. Kaufman of the Kitchener and Waterloo Y. M. C. A. announced that the sum of \$10,000 had been raised from among the 414 workers for the \$50,000 campaign now being conducted.

This amount is necessary to wipe out the indebtedness of the association which was built here two years ago. The active campaign will commence tomorrow.

FORBID MARATHON DANCING.
Canadian Press Despatch.
Ottawa, April 18.—Chief of Police Ross announced yesterday that he would forbid the staging of any dancing marathon in this city. No dance hall is permitted to remain open after midnight.



New Comforter Chintz, 30c

They are all a yard wide. The quality is really exceptional; lots of very new patterns, bird, floral and conventional. New colors as well as the old-time turkey red Chintz, all at 30c yard

Art Ticking

We have waited a long time to secure a quality we can sell with confidence as featherproof, and also showing in those dainty light patterns that will not show through your pillow cases; pink, blue, yellow and gray, with maize 85c

Best Quality Stripe Tickings,

The regulation blue stripes, all patterns made to choose from; a big value with the makers' and our own guarantee that it is absolutely featherproof. 55c yard

The New Art Sateens

Showing right now, will look so much brighter and better in your freshly cleaned home. It is a long time since we saw such a beautiful assortment, new designs, new colors. Especially will you find the latest in blendings of gray with other colors. Gray is featured strongly in stripes and backgrounds, with most attractive designs. Also we show you some pretty new bird, floral, Chinese and other Oriental ideas. Then the qualities this year have received special attention. You may buy these fine highly Mercerized Sateens, permanent sheen and colors:

30-inch 55c yard
30-inch and 36-inch 75c yard
Also guaranteed downproof, 30-inch 90c yard

This Is Marshall Sanitary Ventilated Mattress Month.

A handsome Mattress Cover free with every purchase. See advertisement of Marshall Mattresses on Page 7 of this issue.

APRIL RECORDS "His Master's Voice." Hear Them on a Victor— Third Floor.

SALE OF WHOLESALE STOCK OF English Gabardine and Covert Coats, English Tweed Raincoats, Boys' Suits, Ladies' Raincoats.

We have purchased the above lines to give the public of London and vicinity a chance to buy a real Raincoat at a price unheard of before. Read this list:

ENGLISH TWEED CLOTH	ENGLISH GABARDINE CLOTH
78 Men's Coats, mfs. cost \$18.00	11 Men's All-Wool Gabardine Coats, mfs. cost \$22.00
5 Men's Coats, mfs. cost \$15.00	12 Men's All-Wool Gabardine Coats, mfs. cost \$24.80
17 Men's Coats, mfs. cost \$13.50	27 Men's All-Wool Gabardine Coats, mfs. cost \$25.12
13 Men's Coats, mfs. cost \$12.50	
22 Men's Coats, mfs. cost \$12.00	
BOYS' SUITS.	ENGLISH COVERT CLOTH.
English Tweeds, size 24 to 31	14 Men's Covert Cloth Coats, mfs. cost \$20.00
Fox's Blue Serge, size 24 to 31	11 Men's Covert Cloth Coats, mfs. cost \$20.00
To Clean Up Our Ladies' Tweed Raincoats	SALE PRICE
200 Ladies' Coats, mfs. cost up to \$20	\$8.75
	\$8.00
	\$7.25
	\$6.75
	\$6.25
	\$8.50
	\$9.75
	\$23.50
	\$25.00
	\$1.00

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