

RAILWAY PLANS
SAFETY CAMPAIGNMichigan Central Asks St. Thomas
Organizations To Co-operate
In Movement.

WILL ISSUE POSTERS

Company To Impress Need of Care
At the Level Cross-
ings.

Special to London Advertiser.

ST. THOMAS, April 11.—Local
branches of the Ontario Motor
League, the Kiwanis Club and other
organizations of this city have been
requested by the Michigan Central
Railway to co-operate through thecoming summer with the company in
its campaign to reduce railroad cross-
ing accidents.On June 1 the M. C. R., in com-
mon with other railroads, will begin
its "careful crossing" campaign in
all parts of the company's lines in the
United States and Canada. From
then until Sept. 1 everything possible
will be done by the company to im-
press upon both motorists and pedes-
trians the need of care in crossing
railroad tracks at all times.The railroads will see that their
highway crossings are in good condi-
tion for travel, and instruct employees
of each department to see that they
do their duty, especially those con-
nected in any manner with the warn-
ing of the approach of trains.The entire community will be pa-
trolled with uniform, appropriately
designed tri-colored posters, bearing
the inscription, "Careful Crossing
Campaign," and the slogan, "Cross
Crossings Cautiously." It is esti-
mated that on the average of tencopies per mile will be distributed,
and the signs are expected to arrive
at the local depot in a couple of
weeks.GAVE "PER" FOR
POISONED THUMBHAMILTON, April 11.—Ernest
Rowan, 229 Wellington street north,
was arrested early this morning on
a charge of being drunk while driv-
ing an automobile. He was caught
following an accident, and a con-
stable swore he was drunk. He said
he had dined with Dr. Baby at 9
o'clock, and before that had had only
two drinks.Dr. Baby swore he prescribed liquor
because Rowan had a poisoned thumb
and Magistrate Jelfs told the doctor
he had no right to prescribe liquor
in such a case, and that he held him
partly responsible for what had hap-
pened. Rowan was sent to jail for
thirty days.INDIANS EAGER
TO BUY GOODS
FROM CANADAGreat Asiatic Empire Offers
Wide Market For Dominion
Products.

LAND RICH IN ROMANCE

Population With Adjoining
States and Countries Ex-
ceeds 400,000,000.

BY RUSSELL F. BOYD.

India! What visions dance before
the mind's eye when you hear that
word?If you are an ordinary everyday
sort of person, you undoubtedly pic-
ture princes and rajahs, great jung-
les, elephants and tigers, and fakirs
asking alms on the highway. But,
if you are a keen businessman you
will see hundreds of millions of
consumers, each needing daily bread,
and clothes to wear.Incredulous persons would dismiss
the idea of sending Canadian goods
to India with a gentle titter. The
distance, they would say, is too
great and the whole matter but a
south sea bubble.Such is not the opinion of the big
businessman. He has statistics to
convince him that the Indian empire
possesses wonderful markets for
Canadian products.In the first place, the total popu-
lation of India, China, Japan, Malaya,
Siam and the Netherlands East In-
dies, is not less than 400,000,000. Al-
though the great majority of these
people are almost paupers and con-
sequently have a small purchasing
power, these millions represent a
large consuming power.

Now Facing Slump.

Just as the rest of the world is
suffering from the effects of a period
depression, is this great empire of
the Far East experiencing an un-
favorable economic condition. Like
the rest of the world, India over-
bought and over-sold in 1919
and 1920, and is now paying the
shot because she failed to foresee a falling
off in demand.To approach a prospective custom-
er and get results one must first
study him. India is a prospective
customer of Canada. It behooves
Canadian business men to study the
country, its people and their habits,
if they would share in the wonderful
trade results which can be obtained
by the employment of sufficient effort.Indian life, ideals and conceptions
are diametrically opposite to those
of the western world. India is the
home of caste.
The people were supposed to have
first been divided into four castes,
the Brahmin, which included the
priests and professions; the Kasha-
triya, composed of the warriors and
rajahs; the Vaishya, composed of
businessmen and farmers, and the
Sudras or servant caste. This fourth
caste was commanded to serve the
others, according to the Institutes of
Menu.

Castes Multiplied.

Later these four were sub-divided
into 64. Then others were added,
until they are as countless as the
millions of people who dwell within
the shadow of the great Himalayas.There is one caste—the untouch-
able—which is lower than the beasts
of the forest in the eyes of the
jungle.Caste bonds cannot be broken. A
man born an outcast dies an out-
cast, as do all his descendants.Opportunity to improve one's so-
cial position in India is not granted.
In the western world to better one's
place in life is one of the reasons
for existence.One advantage of this system is
the continuation of a craft from one
generation to the next, and the keep-
ing of skilled trade secrets. Never-
theless, the system prevents indi-
vidual efforts and stunts ambition.Family life in India is the anti-
thesis of what it is in Canada. The
few bread-winners provide for the
rest of the family. All the available
labor is not employed, for there is
a large percentage of drones.Natives of India are not allowed
to bequeath their savings of a life-
time to their children. Man cannot
accumulate wealth in India. Big
merchandise houses last but one gen-
eration, for they cannot be turned
over to the heirs of the proprietors
when the latter die.

See Life as Illusion.

Life is an illusion to the Indian.
His every effort is directed toward
escaping from it. His religion teaches
him to do this.The Indian of high caste is born to
scorn the material things, but edu-
cated to treasure them. Gradually,
however, western influences are root-
ing out the turmoil that rages within
the mind of the Asiatic.The West is teaching him that life
is something to be prized, and that
man must strive to improve his social
state as he goes through it. "Drink
to the dregs of the Cup of Life," the
Canadian tells the Indian. "Labor
and enjoy the rewards that come
from honest effort."of trade and commerce at Ottawa
who have been over the ground, ad-
vise Canadian businessmen who
would seek trade in the Indian Em-
pire to confine their activities to the
European import houses. They also
recommend that Canadian manufac-
turers who wish to enter India
field send representatives from their
firms to study the country, its pecu-
liarities, its people and their mode
of living.An interested exporter should
study Indian trade returns first, or
apply to the department of trade and
commerce for advice, as to whether
his product would find a good sale
in Asia.

Famine Retards Growth.

Famine has retarded the growth of
India to a great extent. The peasants
have lived from hand to mouth and
fail to provide for a rainy day. The
construction of railways has done
much to alleviate the suffering, but
before the average built millions of
persons would die in one district
while in an adjacent one the inhabi-
tants were well fed.Seventy per cent of the people live
on the fruits of the soil.
India depends on the Monsoon, or
southeast trade wind, for her very
life. It generally commences in April
and ends in November. If it is a
good one, India experiences a year of
plenty; if it fails, the crops fail, and
unemployment and starvation fol-
low.Although the opportunities for do-
ing so are manifold, India has pro-
duced little hydro-electric power.
Through the ports of Calcutta,
Bombay, Rangoon, Karachi and
Madras nearly all goods imported by
India pass.The ports are controlled by port
trusts, which have the power to ob-
tain revenue by levying charges on
goods passing through their sheds.
Money so derived is used for the up-
keep and improvement of the ports.

Has Nine Railroads.

India possesses nine principal rail-
roads with an average mileage of
approximately 1,200.The postal system in India is a
very efficient one. The telegraph
lines are under the direction of the
postal department.Three rivers in India are navigable
for miles, namely, the Ganges, the
Brahmaputra and the Indus. The first
two are good routes to the interior,
where a large number of trading and
manufacturing centers are situated.The exchange question has had a
disastrous effect on Indian trade and
commerce recently. In February,
1920, the rupee was worth as much
as 2s 10d (58 cents). In January,
1922, it had fallen to the low level of
1s 2d (42 cents). This has seriously
affected many commercial houses in
India.Indian labor is shiftless. The In-
dian does not work to get money
to save. He works to get enough
money to take a few holidays and
avoid work. In one plant where the
wages were increased there was an
actual reduction of output. The In-
dian laborer is happy-go-lucky. He
does not have any more than will
keep him a few weeks.

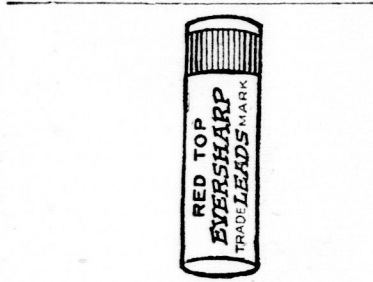
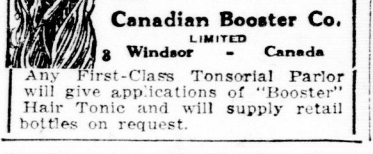
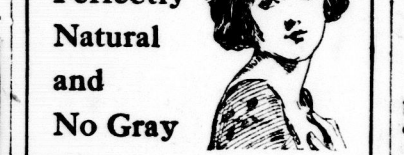
Few Attend Schools.

Technical schools have been erect-
ed, but they are patronized by only
the better class Indian. As he will
not stoop to perform hard labor,
what he learns avails him nothing.On the other hand, the laborer does
not attend schools because he
detests manual labor as much as he
does manual labor.There is a great market for pro-
visions in India, and it is increasing
yearly. Canadians have not yet ap-
preciated the opportunities that
await them in this line of endeavor.
They have exported some food-
stuffs, but not as much as they could
if they developed the market.Among the principal foods which
India imports are bacons and hams,
biscuits, cheese, cereals, jellies and
jams, condensed and preserved milk,
pickles, canned and tinned provi-
sions, flour, confectionery, fresh
apples, soft drinks and tobacco. Ex-
treme care in packing is essential, as
the climate affects many articles to
a great extent.In fresh apples Indians prefer the
yellow-skinned variety rather than
the red, and like them wrapped in
tissue paper.One large importer in India is
seeking a soft drink from some Can-
adian manufacturer to put on the
market. There is a great demand
for beverages in India, and Canadians
can have the preference for the ask-
ing, traders who have returned re-
port.

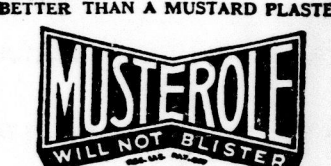
Beaver Board Used.

Canadian beaver board is now on
the market in Calcutta. At first In-
dians thought that it would not with-
stand the weather of their country,
but the trade is increasing, and
there is a good future in this mar-
ket for enterprising Canadians.Canadian paper is not known in
India, but trade officials expect that
with better steamship connections
established this trade will become
profitable to Canadian manufac-
turers. At present, the officials say,
Canada is exporting a great deal of
paper to the United States, and that
country, in turn, is exporting much
of it. Canada has the opportunity,
because of her great output, to oc-
cupy a premier position in this trade
within a few years.Canadian steel has found its way
into India, but very little is heard
of it there yet.Bolts and nuts from Canadian
firms have been found to be quite
satisfactory.

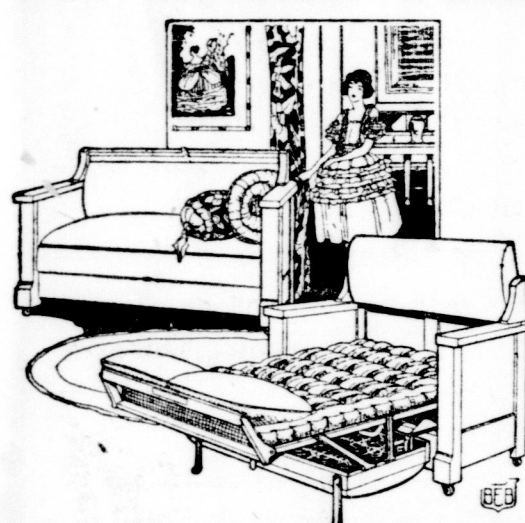
Woven Wire Sells.

Woven-wire fencing from Canada
has firmly established itself in the
eastern empire. Dealers there are
anxious to obtain Canadian gates
which open automatically.Agricultural machinery, it has been
ascertained, will find a ready mar-
ket in India, but demonstrations are
absolutely necessary before sales can
be made.The use of motor cars, motor-
cycles, bicycles and tractors is be-
coming more general.In hardware, metal and other lines
there are equally as wonderful op-
portunities for the Canadian who will
go out and conquer.For Freckled, Rough
or Muddy ComplexionThe freckling, discoloring or roughen-
ing to which delicate skins are subject
after exposure to wind or sun, often
appearing in early spring, may readily
be gotten rid of. Ordinary mercurized
wax, spread lightly over the face before
retiring and removed in the morning
with soap and water, completely peels
off the disfigured skin. Get an ounce of
the wax at any drug store, or toilet
counter. There's no more effective way
of banishing freckles, liver spots, moth
patches, pimples, or other cutaneous de-
fects. Little skin particles come off
each day, so the process doesn't even
temporarily mar the complexion, and
one soon acquires a brand new, spotless,
gloriously beautiful face.The mercurized wax method is ap-
preciated particularly by those who
prefer "natural beauty" to that which
is obviously otherwise.—Adv't.DON'T
DO THIS!
LEONARD
EAR OIL
RELIEVES DEAFNESS AND
STOPS HEAD NOISES
"Rub it in Back of the Ears"
(Never Put in Ears)Deafness is greatly relieved by a
simple treatment with Leonard Ear Oil.
Special instructions by a noted Ear
Specialist for different kinds of Deaf-
ness and Head Noises contained in each
package. Leonard Ear Oil is not an
experiment, but has had a successful
sale since 1907. "You cannot afford to
be deaf." TRY THIS OIL. It has
helped thousands of people. Why not
yourself? Descriptive circular upon request.
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L.H. BELLINGHAM, Sales Agents, Toronto
A. O. LEONARD, Inc., Mfrs., 70 5th Ave., N.Y. CityFor sale in London by Strong's
Drug Store; Standard Drug Co.;
Taylor's Drug Store, 300 Rich-
mond street; T. N. Sumner;
Bruce Wallace, and all good
druggists.Luxuriant
Glossy Locks
through the use of
Canadian Booster
Hair Tonic and
Dandruff RemedyNot only banishes the worst
cases of dandruff or other
scalp trouble, but promotes
growth and adds lustre.
"Booster" is guaranteed. From
your druggist or order by mail
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Canadian Booster Co.
LIMITED—Canada
Any First-Class Tonsorial Parlor
will give applications of "Booster"
Hair Tonic and will supply retail
bottles on request.Use only EVERSHARP Leads.
They fit the exclusive rifled
tip accurately, like ammunition
for a gun. Seven grades
from extra soft to very hard,
20c. Also indelible, 30c.Cured Her
RheumatismKnowing from terrible experience the
suffering caused by rheumatism, Mrs.
E. Hurst, who lives at 508 E. Olive St.,
Elm, Bloomington, Ill., is so thankful
having cured herself that out of pure
gratitude she is anxious to tell all other
sufferers just how to get rid of their
torment by a simple way at home.Mrs. Hurst has nothing to sell. Merely
cut out this notice, mail it to her with
your own name and address, and she
will gladly send you this valuable infor-
mation entirely free. Write her at once
before you forget.—Adv't.Perfectly
Natural
and
No GrayYou can do anything you like with
your hair after you restore it with
Mary T. Goldman's Hair Color
Restorer. The natural color of your hair
is black, jet black, dark brown,
medium brown, light brown, light
auburn or blond.Name _____
Address _____
Please print your name and addressDon't accept any statement on faith,
but judge for yourself by results. Fill
out the coupon carefully, and if possi-
ble enclose a lock of hair in your letter.
When you have judged by this test on
one lock, get a full-sized bottle from
your druggist, or direct from us.Mary T. Goldman, Goldenrod Bldg., St. Paul, Minn.
Please send me a bottle of Mary T. Goldman's Hair Color
Restorer. The natural color of my hair
is black, jet black, dark brown, medium brown,
light brown, light auburn or blond.Metal Ceilings
are Dignified
and RefinedFROM the standpoint
of beauty, Metal
Ceilings could be used in
any room in the home and
add to its attractiveness. For
durability and consequent econ-
omy, they are far superior
to any other interior finish.
Send to any one of these
well-known concerns for par-
ticulars and prices:McFarlane-Douglas Co., Metal Shingle & Siding
Limited, Ottawa, Ont. Co., Limited, Preston.
Galt Art Metal Co., Metallic Roofing Co., Ltd.,
Limited, Galt, Ont. 1102 King St. W., TorontoPedlar People Limited
Oshawa, Ont.METAL CEILINGS
for Appearance
Permanence
& EconomyMETALLIC CEILINGS
NEVER CRACK OR FALL OFF
ASK FOR PRICES
METALLIC ROOFING CO.
MANUFACTURERS LIMITED
TORONTOMiller's
WORM
PowdersContain: No Narcotics
When your child is restless,
peevish, sleepless, or when con-
vulsions threaten, it indicates the
ravages of worms and that the
little one's strength is being
sapped and undermined. Miller's
Worm Powders get promptly at
the root of the trouble and re-
store the digestive organs to a
healthy condition. Sold by all
druggists.

Fine for Lumbago

Musterole drives pain away and
brings in its place delicious, soothing
comfort. Just rub it in gently.
It is a clean, white ointment, made
with oil of mustard. It will not blister
like the old-fashioned mustard plaster.Get Musterole today at your drug
store. 35 and 65c in jars and tubes;
hospital size, \$3.00.
BETTER THAN A MUSTARD PLASTEREnjoy
The Easter
Holidays
at
Hotel BristolThe favorite New York Hotel for
Canadian visitors. In the very
heart of the shopping and con-
venient to the theatre district.
Well-regulated and perfectly ap-
pointed. Large, airy, comfortable
rooms at moderate prices.Room with bath single \$3.00 and
\$4.00, double \$5.00, \$6.00 and \$7.00
You'll like our famous Table
d'Hôte luncheon at 50c., and
Dinner at \$1.00. Also a la carte.Canadian money accepted
at par in payment of
hotel accommodationsJoseph P. Bach
ManagerHOTEL BRISTOL
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129-135 West 48th Street
New York CityMETALLIC CEILINGS
NEVER CRACK OR FALL OFF
ASK FOR PRICES
METALLIC ROOFING CO.
MANUFACTURERS LIMITED
TORONTO

ON SALE THURSDAY ONLY

These Bargains Are To
Celebrate Our 30th
Anniversary Sale.Why pay the high price for a Divanette
when you can purchase for cash "away from
the high rent district." Divanettes, solid oak
frames, upholstered in tapestry or leather-
ettes, pure white layer felt mattress. In fact
the price most everywhere is \$59 and \$69.
Special the balance of this week at
Keene Bros. only, for \$45Silkolones, 1 yard wide,
a great assortment of
colorings. Regular 40c
for, yard 19cEnglish New-Drap, very
heavy Egyptian cloth, in
cream with lace insertions.
Regular 75c yard, 39c
on sale for, yard500 Window Blinds, cream
or green, 1 yard wide, 2
yards long, on sale Thurs-
day only at 9 o'clock, for, each 69cSave \$5 on your Refrigera-
tor—buy "Away From
The High Rents." Guar-
anteed "Brantford" Ref-
rigerators at lower prices
than ever before. See the
following specials for
Friday and Saturday only.\$13.90 \$19.95
\$24.75KEENE BROS. 125-127
King St.
AWAY FROM HIGH RENT DISTRICTOne must do more than scratch
the surface to find out how a mer-
chant in India really stands. Often
these businessmen have small rooms
in a bazaar and appear to be earning
only a poor existence, while in reality
they are wealthy, and are large im-
porters with a big turnover.
Representatives of the departmentNo other Pencil can be
like EVERSHARPBe sure you get EVERSHARP
when you buy. Ask for it definitely by
name, and look for the name on the pencil.The EVERSHARP is the breech-
loading pencil with the rifled tip. This
exclusive tip holds the lead firmly—keeps
it from slipping or wobbling. No other
pencil combines such mechanical precision
with such smoothness of writing and
elegance of finish. A pencil to own, to
guard, to use every day—this is the gen-
uine EVERSHARP which revolutionized
the pencil habits of the world. Many
sizes and styles in gold, silver and enamel.
75c to \$75.00. Sold everywhere.EVERSHARP pencils are made in
Canada by Canadians, for Canadians.

THE WAHL CO. LIMITED, TORONTO

EVERSHARP
(REGISTERED TRADEMARK)
The Name is on the PencilExclusive
Rifled Tip
Grips Lead
Firmly