

Rowat's Coffee

Unless you are drinking Rowat's coffee you do not know the real delight of this beverage at its best. Try a Pound Today—70c.

T. A. Rowat & Co.

250 Dundas Street, Phone 3051-3052.

**DIAMONDS**

A Diamond for a Gift, Beautiful Blue White Diamonds set in Platinum, white, green and yellow gold.

Rings from \$25 to \$1,250.

C. H. Ward & Co.

Diamond Merchants, Jewellers and Opticians.

386 Richmond St., Phone 1084.

**Wray's Jewelry**

LIMITED. We have the stock of jewelry and photographs at prices to suit all purchasers.

234 Dundas St., London, Ont.



benefit by our highly specialized service. We thoroughly understand all the vagaries of failing eyesight—just what it means—and what it takes to make the adjustment. Come to us for help and you will be both satisfied and contented.

**January Office Requirements**

Steel Transfer Cabinets, Filing Folders and Indexes, Majak Box Files, Shannon Transfer Cases, Ledger Transfer Binders, Inventory Sheets.

Phone 5600.

HAY**Stationery Co.**

LIMITED.

331 Richmond St.

Quality Vulcanizing Only.**ART WILKES**

London Tire Repair Dept. 354 WELLINGTON STREET, Opposite McClarys.

RAW FURS

SHIP YOUR FURS DIRECT TO THE MANUFACTURER AND SECURE THE HIGHEST PRICES.

ROSS' LTD.

LONDON, ONT.

J. FERGUSON'S SONS

176-178 KING STREET. Funeral Directors and Embalmers. Handsome Motor Car or Hearse Equipment. Day or Night Service. PHONES: Office 543. Residence 2056-W-5563.

N. J. GRIFFITH

FUNERAL DIRECTOR AND EMBALMER. 104 Dundas Street, London, Residence on premises. Phone 452.

GEO. E. LOGAN

FUNERAL DIRECTOR AND EMBALMER. 418 Richmond St., Phone 1983. Finest Motor and Horse Equipment.

The London Loan

Company of Canada MORTGAGES AND REAL ESTATE AGREEMENTS PURCHASED

M. J. KENT, Manager.

FUR SALE**BELTZ & CO.**

PRACTICAL FURRIERS.

YWT

WHOLE SOME FOOD FOR CHILDREN

The life, health and happiness of your children depend upon pure, nourishing food, such as

PARNELL'S QUALITY BREAD

Thousands of mothers throughout Western Ontario serve Parnell's with plenty of milk and sugar for the evening meal.

Why not try it today?

PARNELL Baking Co.

Phone 929

ALLEGED ABDUCTOR HELD UNTIL FRIDAY FOR TRIAL

Canadian Press Despatch. Halifax, N.S., Jan. 23.—John Chappell, 24, was arraigned in police court here today, charged with the abduction of 15-year-old Phillis Ward, whom he accompanied last week from here to Montreal. He was remanded until Friday. Chappell and Miss Ward met on board the White Star liner Pittsburg en route from England to Halifax. The girl disappeared from the home of her sister the day following her arrival here, and investigation showed that she had left for Montreal with her steamship acquaintance. Chappell was arrested in Montreal, and the girl was accompanied back here by her relatives. Chappell said the two were to have been married in Montreal. He states that he comes from Detroit.

IT PAYS! See Velvex announcement on page 6.—Adv.

Coat Clearing Sale**For 1 1/2 Hours Only****On Wednesday Morning****January 24, at 9:15****A LOT OF 35 COATS****REGULAR \$30 to \$50 FOR****\$12.95**

These garments are our own manufacture and are of high-class fabrics, such as Velours, Angora Check Velours, Broadcloths, Silvertones, etc., in colors of tan, navy, nubian brown, black, dark green and blue. Among the collection are many fur trimmed and beautifully embroidered models, as well as plain tailored styles.

Remember: For 1 1/2 Hours From 9:15 Wednesday Morning

ROSS' LIMITED

Phone 1319

SLIPPERY SIDEWALKS CAUSE MANY INJURIES

Doctors Report Ice on Street Leads to Several Broken Limbs.

During the past few days King Winter has indirectly contributed to the number of cases in city hospitals as a result of injuries received by citizens unfortunate enough to lose their balance and fall on the slippery pavements. Physicians of London report that several persons have fallen on the street and fractured limbs by forcible and unexpected contact with the icy sidewalks.

To the medical profession the term "ice means fracture" is a familiar one, and this season has been no exception to the rule. In the majority of cases the injury has been a fractured wrist, caused by the surprised victim hurriedly putting out his or her hand to save himself, and thereby throwing the strain and weight of the whole body on one arm.

This fracture is the most frequent of any in the human body, and is known as "Colles' fracture," being named after the surgeon who first described it. Another type of fracture, more common in elderly people, is that of the hip bone, and, owing to the age of the victim, is regarded as a serious injury. Civic authorities have been doing their utmost during the past few days to prevent such accidents, several employees touring the city to sprinkle on the icy walks. Several wagon loads of sand have been sprinkled on city streets recently, and although the rain of Saturday afternoon, and evening washed much of this "anti-slip" material from the sidewalks, it is being rapidly replaced by city employees.

Despite these precautions, there are many places on city streets where walking is perilous, and it is these spots that account for the numerous injuries. In addition to the fractures, many stout citizens have suffered a severe shaking up or wrenched back during the past few days in abruptly and unwillingly feeling their feet slip from under them.

WATER DESTROYS CARS IN BLAZE AT HAMILTON

Canadian Press Despatch. Hamilton, Jan. 23.—Fire broke out this morning at 6:30 in a building occupied by Livingstone Brothers, automobile dealers, King and Park streets, directly opposite the store of J. J. Bain, which was gutted by fire yesterday. The fire started in the two upper stories which were used as apartments and, although confined to the upper part of the building, the loss suffered by Livingstone Brothers from smoke and water will be heavy. All the cars in the building were soon covered with ice, and it is expected the loss will be considerable.

CREW REACHES VERA CRUZ. Associated Press Despatch. Vera Cruz, Jan. 23.—The crew of the British schooner Moven, which foundered off Key West recently, has arrived here aboard the German steamer Nord Schleswig.

REPORT BOAT POSTPONED.

Canadian Press Despatch. Hamilton, Jan. 23.—It is reported here that the boat between Bobby Eber and Curly Wilbur, scheduled to take place in Toronto next Thursday, has been indefinitely postponed.

FIRE DESTROYS TRADING STORE

Canadian Press Despatch. Saskatoon, Jan. 23.—The third serious fire in Saskatoon over the week-end was reported yesterday from Pelly, Sask., where the Pelly Trading Company's general store, Shatsky Brothers' general store and several other buildings were destroyed on Sunday morning. The amount of damage has not yet been estimated.

MADAME COUE ENACTS ROLE OF SILENT MOTOR

Is Invisible Power Which Directs Well-Ordered Home of Philosopher.

STUDENT OF BOTANY

Her Greatest Happiness Depends Upon Complete Self-Effacement.

By LAURA MATTHEWS Special Correspondent of The

Madame Coue is one of those rare individuals whose greatest happiness depends upon their complete self-effacement. Hers is the role of the silent motor, the invisible power, the far-reaching subjective influence which is revealed in objective action. The moment you enter the comfortable white-stone home of Monsieur Coue, you are aware of a subtle presence, you are convinced that somewhere, visible or invisible, there is a personality which directs this well-ordered house, which lifts from the shoulders of Monsieur Coue all unnecessary routine, and leaves him free to direct his energies in the most effective channels.

Madame Coue is the wife of his youth, who has traveled with him through his humble beginnings, his strenuous mid-channel experiences, as well as his rather romantic and spectacular successes. While not an inspiration to her husband in his work, she has been a practical help-mate—the necessary complement to a man of unusual lack of ego and a wealth of libido. While it was he who chartered their rather frail vessel upon a hazardous sea, once they were launched, it has been she who piloted, and it is still she whose hand is on the wheel.

Has Business Training. Madame Coue is the daughter of a florist and botanist, and has largely educated herself. Her practical experience with her father in his greenhouse gave her a business training, as well as an opportunity to learn English and German. She has ever since followed the hobby chosen in her girlhood, the study of botany, recently taking up the study of toadstools and mushrooms.

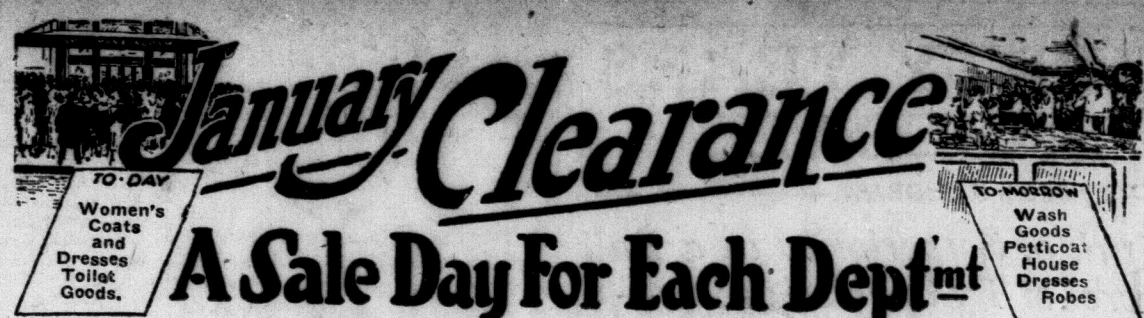
Now the savant, she has retained a happy resilience of mind and body, an active interest in people and things, and a dominating desire to promote her husband's success. But she has wisely chosen the role of the invisible power, avoiding all personal contact with crowds that throng to her husband's clinics.

Most of her time is devoted to Monsieur Coue's enormous American correspondence, ranging from the Sunday School teacher who asks for Coue's endorsement of her scheme of "Living Coue's Health Cards" for the benefit of foreign missionaries, to the woman who writes to thank him for his method, by which she believes she cured a floating kidney. (No credit was given to the general dry condition of the country.)

Approaches Omnipotent Importance.

It is Marie, the faithful maid of all work, in her house dress and black apron, who receives callers in the Coue home. Answering the doorbell, placing folding chairs in every available space, selling books and photographs, arranging clinics and interviews, Marie approaches an omnipotent importance. She receives in some twenty gradations of cordiality, but has but one tone of refusal. In the hands of the first one to judge from the first tip of the applicant's capacity to follow up should earn for her a more important position. "One may easily fail to discover how important Marie is until one has failed to follow up in just the manner

Mid-WINTER FURNITURE SALE NOW ON. Third Floor.

**January Clearance****A Sale Day For Each Dept.**

Two very important clearings are listed here for tomorrow, inasmuch as the merchandise offered is in the nature of materials and apparel for the coming as well as for the present season. Petticoats, bloomers, wash dresses, kimonos, robes and wash goods, and the reductions are as much as half price.

Underskirts, Bloomers, Dresses and Kimonos About Half Price

These consist of Habutai Silk, Taffeta Silk, Moreen, Sateen and Taffetine. In the lot is an assortment of odd and broken lines, slightly soiled from handling. A variety of shades, light and dark. Prices... \$1.25 to \$3.75

Billie Burke Dresses, \$2.98

This is a clearing from the manufacturer. Odd lines, all fresh, clean looking models, in gingham, percale and crepe. Smartly trimmed with organdy, gingham bandings and buttons, light and dark shades. Special... \$2.98

Petticoats, 98c

One table of Taffetine Petticoats; several styles to choose from, trimmed with tucking, stitching and accordion pleating. Elastic band regulates fullness at waist. All shades to clear at... 98c

**Crepe Kimonos, \$1.98**

Cotton Crepe Kimonos, slightly soiled from handling, trimmed with ribbon flutings and hemstitching. These come in sky and pink; several different styles to choose from. Special... \$1.98

Lounging Robes and Bath Robes

Velour and Japanese Quilted Silk Robes, a clearing of odd and broken lines, in light and dark shades; ribbon bandings on the velour, while the quilted silk ones are trimmed with stitching. Light and dark shades... \$3.98, \$4.98, \$7.50

Bloomers of Silk and Sateen

Odd and broken lines in Silk and Sateen Bloomers. Elastic at band and knee. Light and dark shades. Sateen, 98c; Silk, \$2.98

Tomorrow a Big Day In Wash Goods

In order to clean out all broken ranges and odd lines we have grouped them into three lots, with prices in many cases cut to almost half. It will pay you to be here early, for the quality of the goods offered at such attractive prices will mean a quick sale.

Note—Some lines are limited in quantity, but all goods listed below will be on the counters at 9 a.m. No goods sold before the day at these prices.

Group No. 3—59c Yard

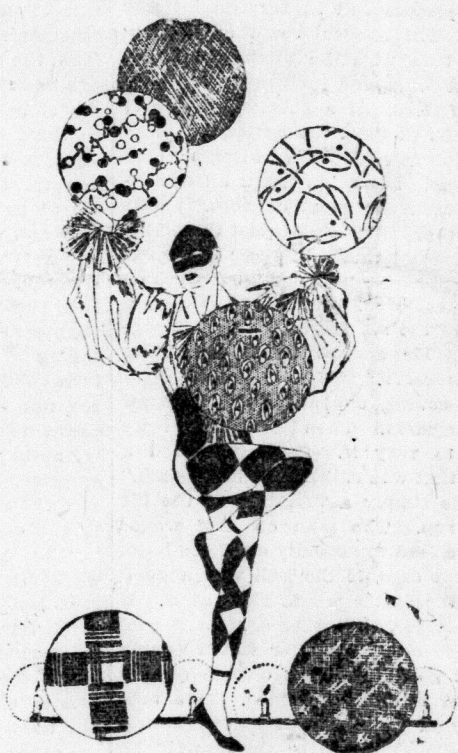
Colored Cotton Poplin Suitings, in lime, green, purple and blue; 36 inches wide. Assorted ends in Check Ratine and Tissues; 36 inches wide. 3 pieces of Cotton Canton Crepe, in sky, cadet and green; 40 inches wide. 7 pieces Fancy Voiles in white grounds with colored woven effects; also colored grounds with printed designs; 38 inches wide. 2 pieces "Duro" Fadless Ginghams, in small and large patterns; 40 inches wide. Choice of four designs in Dress Repp, white grounds with floral designs in blue, yellow, pink and orange; good washing colors; 36 inches wide. Also about 550 yards of Hospital Nurse Cloth in blue and white stripes only. A satisfactory cloth for wear. Just the thing for house dresses, aprons, rompers, play suits, etc.; 27 inches wide... 29c yard

Group No. 1—19c Yard

Choice of eight designs in British Kimono Crepes; fancy designs in pink, mauve and blue grounds; 27 inches wide. Crepes in white grounds with small check designs in pink, blue, black and navy; 27 inches wide. British Pyjama Cambrics in small check designs; 31 inches wide. Ends of plain Colored Crepes and Mulls, in sky, green and mauve; 32 and 38 in. wide. Two pieces of White Herringbone Stripe Effect Middy Cloth, suitable for white skirts, uniforms, middies, etc.; 36 inches wide.

Group No. 2—39c Yard

Anderson's Scotch Ginghams, in checks and plaids of pink, green, black, brown and blue; also plain Zephyrs in blue; 32 inches wide. 24 pieces of British Cambrics, in light grounds; also medium and dark blue grounds with neat designs; good washing colors; 32 inches wide. Odd lines in plain colored Crepes, in blue, fawn and pink; 38 inches wide. A few odd pieces of Fancy Colored Voiles and Tissues in floral and check effects. Zephyr and Cambric Shirtings in colored grounds with assorted stripes in white, beautiful qualities; 32 inches wide. One piece of English Nurse Cloth, in navy blue and white pink check effect; 38 inches wide. Pyjama Cloth, with wide stripe effects, in pink, mauve and blue; 28 inches wide. SEE WINDOW DISPLAY.

**Don't Wait for a Rainy Day****LADIES' UMBRELLAS, \$2.95**

A general purpose Umbrella for everyday wear. All high-grade silk and wool coverings, taped and hemmed edges. Handles come assorted with rings and straps, very convenient for carrying on the arm. Special price... \$2.95

We have just received a new stock of Ladies' Umbrellas, in the newest styles, with ivory tips and shanks to match. Handles comprise bacolite rings and leather straps, coverings of union taffeta and gloria silk and wool. Prices... \$4.00 and \$5.00

FURNITURE REUPHOLSTERED 1-3 Off Cost of Work, Called for and Delivered. Fourth Floor.

SMALLMAN & INGRAM LIMITED**Umbrellas Repaired and Recovered**

If your Umbrella is starting to show the worse for wear, have it re-covered. Samples of the different quality tops shown in Umbrella section. We make a specialty of re-covering and re-covering old Umbrellas at a moderate cost.

JANUARY WALLPAPER CLEARANCE 1-4, 1-3 to 1-2 off. Third Floor.

DESOLATE 'VALLEY OF KINGS' TEEMS WITH INQUISITIVE

Tourists Flock To View Ancient Wonders Unearthed From Tomb of Tut-Ankh-Amen—Authorities Absolutely Deny Admission To Royal Treasure House.

Associated Press Despatch. Luxor, Egypt, Jan. 23.—Never, at least in modern times, has the Valley of the Kings presented the scene of animation it does today. The discovery of King Tut-Ankh-Amen's tomb by the expedition financed by the Earl of Carnarvon, has converted the desolate ravine into a veritable mecca for tourists, historians and archaeological students.

Streams of visitors are arriving here in anticipation of the coming next week of the Earl of Carnarvon, and all are anxious to be present at the momentous unsealing of the inner chamber in which the Pharaoh's body is believed to lie. The hotels are filled nearly to capacity; there are insufficient boats to transport across the Nile all those wishing to visit the scene, and extravagant prices are being charged for any sort of conveyance from Luxor to the tomb.

IT PAYS! See Velvex announcement on page 6.—Adv.