

RODOLPH VALENTINO IN A STORY OF ROMANCE, APPEALING SITUATIONS— IN SHORT, THE KIND OF A STORY THAT HAS ENSHRINED HIM INTO THE HEARTS OF FANS THE WORLD OVER.

GRAND TO-DAY, FRIDAY AND SATURDAY

The World's Greatest Lover RODOLPH VALENTINO and DOROTHY PHILLIPS, in

GRAND TO-DAY, FRIDAY AND SATURDAY

LOVE IS THE ONLY THING THAT CAN BUCK ADVERSITY. SEE THE SCREEN'S GREATEST LOVER, RODOLPH VALENTINO, IN "ONCE TO EVERY WOMAN," AND PROVE IT.

"Once To Every Woman"

TO SUPERANNUATE ASSESSMENT HEAD

No. 1 Committee Decides Regarding Stephen Grant

SEEK PLOWING MATCH

Mayor and Ald. Colbert Named To Present London's Claims

Mayor Wenige and Ald. Colbert were appointed by No. 1 committee yesterday afternoon to attend the executive meeting of the Ontario Plowmen's Association in Toronto in February to lay the claims of London as a convention city before that body. It is hoped to have the annual plowing match and farm machinery show held here next fall. The committee also decided to superannuate assessment. Commissioner Grant. There was no discussion as to his superannuation allowance nor as to his probable successor.

A motion submitted by Ald. Wilson to ask both the federal and provincial governments to grant London two members in each House was unanimously approved. A communication was received from Windsor asking co-operation to secure legislation to have an elective police commission. City Clerk Baker was instructed to reply that London is already taking steps along this line. Ald. Colbert requested that the city hall question be reopened at the next Council meeting. He thought it might be possible to build the new hall this year. It was agreed to lay this over for further discussion at any rate. A request from the R. E. O. A. to have a list of the city hall salaries published was also laid over for consideration with the estimates. Ald. Burdick objected to holding informal meetings of the Council to discuss city business. He suggested that special meetings should be called to make the business legal. No action was taken on this request. A number of requests for grants were referred to the estimates. A request presented by Harry Shore, N. Sanderson and W. H. Porter for a covered shed on the market and for a restroom for the women who attend the market was also laid over for consideration with the estimates.



RODOLPH VALENTINO, the world's greatest lover, who will be seen at the Grand in "Once to Every Woman" to-day, Friday and Saturday.

GRAND OPERA HOUSE

TO-DAY, FRIDAY AND SATURDAY
THREE BIG SHOWS DAILY AT 2, 7 AND 9 P. M.

RODOLPH VALENTINO

WITH DAINTY Dorothy Phillips
IN "ONCE TO EVERY WOMAN"
A WONDER STORY OF MOTHER LOVE.

Nothing succeeds like success. Love is the only thing that can buck adversity. See Dorothy Phillips in "Once to Every Woman" and prove it.

NOTE: An injunction prohibits Valentino from appearing again in pictures until February, 1924—so avail yourself of this opportunity to see him in his greatest and his last photoplay.

PATHE REVIEW—SPECIAL MUSIC

HAROLD LLOYD IN HIS LATEST SCREAM "Just Dropped In" 5--BIG ACTS VAUDEVILLE--5

Mats. 15c Excepting Sats. and Holidays Evenings 15c, 25c, 35c

COMING—DOUGLAS FAIRBANKS IN "ROBINHOOD."

VALENTINO SEEN IN SUPPORT OF MISS PHILLIPS

Two Popular Stars In Universal's Drama, "Once To Every Woman"

Aurora Meredith was the pet of the family. Her good looks and sweet voice singled her out as a little better than the rest of the household, and she accepted the sacrifices of her parents and sisters as a matter of course. At the graduation exercises her voice attracted the attention of a visitor from the big city, who offered to send her abroad to study for grand opera. Her selfish father was delighted at the opportunity, and she left home without regret. How she finally achieved her greatest desire, won fame and admiration and suitors waited upon her pleasure, and how she found all this worldly success to be dress and vanity compared to her mother's love and the devotion of her faithful sweet-heart, are told in the latest Universal-Jewel production, "Once to Every Woman," starring Dorothy Phillips and Rodolph Valentino playing a prominent role, which will be shown at the Grand to-day, Friday and Saturday.

The combination of Dorothy Phillips and Director Allen Holubar, which gave the screen such masterpieces as "Paid in Advance," "The Heart of Humanity," and "The Right to Happiness," has again resulted in what the critics have declared to be a photodrama masterpiece. Dorothy Phillips, from all accounts, appears at her best in the role of the haughty country schoolgirl, who becomes a famous prima donna with the world's celebrities at her feet. She is supported by a brilliant cast, including besides Rodolph Valentino, Robert Anderson, William Ellingford, Frank Elliott, Mrs. Margaret Mann, Emily Chichester, Elinor Field and many others. As a production, "Once to Every Woman" is a scenic triumph, no expense having been spared to make it a fitting successor to "The Right to Happiness."

BANFF WINTER CARNIVAL TO BE A GREAT EVENT

BANFF, Alta., Jan. 30.—The 7th annual Banff winter sports carnival will open on Saturday, February 24, and conclude on March 2. There will thus be one week brimful of interest. The sports open at 1 p. m. on February 24 at the Cave and Basin. After the opening ceremonies swimming contests will be held in the Cave and Basin pool. In the evening of the same day there will be a ladies' hockey match and a dance. Items on the program for the succeeding days of the carnival include swimming, sleighing, skiing, tobogganing, art and speed skating, snowshoeing, packing competition, skiing, shooting. The zoo will be open to visitors.

A unique feature of the winter sports will be a 100-mile dog race, which is to be run on a course laid out on beautiful Lake Minnewanka in full view of the spectators. The winner will receive \$1,000, the second \$500, third \$300, fourth \$200. Seven famous dog teams from The Pas, Manitoba, have already been entered. An ice palace will be erected and an elaborate display of fireworks will be given. Indians, in all their gay attire, are always numerous at Banff carnivals. The Banff sulphur springs give forth their hot water in winter just as in summer and swimming there should be a rare treat amidst the excitement of the carnival.

WHAT A FAN WILL DO IN THE WINTER

1. Sit up air in rooms where ventilation is insufficient. Still air is stagnant, often impure air.
2. Force stale air to seek escape through ventilators or around window frames, thus compelling pure outdoor air to come in.
3. Disturb layers of heated air, which cling to the ceiling and around radiators and distribute the heat through the room.
4. By blowing against a radiator, cause it to throw off its heat more effectively.
5. Draw cooking odors from around kitchen range and direct those to ventilating opening or window.
6. Ventilate a sickroom where it is inadvisable to have windows opened.
7. Cause a sulky furnace or grate fire to draw.
8. Dry clothing which must be hung indoors after laundering.
9. Dry and air laundered clothing after it is ironed.
10. Assist in ventilating and freshening heavy winter clothing when it is impossible to hang this outdoors.

TRANS-PACIFIC RECORD STILL BELONGS TO THE EMPRESS OF RUSSIA

VICTORIA, B.C., Jan. 31.—The Victoria Times, in a dispatch from Seattle today, says "K. M. Sommers, director of the shipping board, and C. M. Jensen, master of the Adna Oriental Line steamship President Grant, agreed yesterday in a declaration that the vessel had broken its speed record between Yokohama, Japan and Victoria, B.C., to be incorrect. The time of the President Grant on a voyage ending on Sunday from Yokohama was nine days, 10 hours and 41 minutes, according to the revised figures. The error arose through failing to add double time for crossing the 180th meridian. The record still belongs to the Canadian Pacific steamship Empress of Russia, which in 1914 made a voyage from Yokohama to Williamshead, Victoria, in eight days, 18 hours and 15 minutes.

Dorothy Phillips, the Bernhardt of the screen, star of "Paid in Advance," "The Heart of Humanity," "The Right to Happiness" and many other super photo productions, will be seen in her latest feature, "Once to Every Woman." The story differs in theme and execution from any other melodrama in which Miss Phillips has yet appeared. Rodolph Valentino supports the star.

"ONCE TO EVERY WOMAN"

Comes An Opportunity to Save 10% on Velvetex Rugs
10% DISCOUNT SALE CONTINUES TO FEBRUARY 10.

This is the slack time in our newly enlarged factory. Spring brings orders in a rush. Get your rugs made now, use them in the cold weather and save money. Your old carpets are valuable; have them made into handsome "Velvetex" Rugs. The "Velvetex" is a Real Rug, made from your discarded old carpets, which are cleaned and resealed, then manufactured into reversible, seamless rugs that will wear a lifetime. Under foot they feel like thick velvet. That is why they are called "Velvetex." Every "VELVETEX" RUG is guaranteed and the only factory making "Velvetex" is in London, Ont. In London our driver collects the carpet, from the attic, cellar or off the floor, and delivers the finished rug free. Out of town, we pay freight or express both ways on all orders. Delivery can be made within 10 days from receipt of order or held over till wanted. ESTABLISHED 1908.

Canada Rug Company

Velvetex Bldg., 96-98 Carling St. LONDON, ONTARIO.

"ONCE TO EVERY WOMAN"

Comes the thrill of enjoying the satisfaction of having her Cleaning Work done as it should be.

To enjoy this "thrill" it is only necessary to let the Ontario Cleaners and Dyers take care of your work.

ONTARIO CLEANERS AND DYERS.

"SUPERIOR ALWAYS."
516 Talbot Street. Phone 6958.

DOROTHY PHILLIPS AND VALENTINO IN POWERFUL FILM

Two Popular Stars Appear Together In Great Universal Masterpiece

American theatergoers who revel in the dramatic wealth of "The Heart of Humanity" and captivated to the irresistible qualities of "The Right to Happiness" are doubtless of the opinion that in these two photodramas Dorothy Phillips and Allen Holubar, star and director, have reached the heights of screen perfection. But the public is asked to reserve its final verdict until it has had a view of "Once to Every Woman," the newest Universal-Jewel super-production, at the Grand to-day, Friday and Saturday. Rodolph Valentino supports the star and does so exceptionally fine work. The popular appeal of "Once to Every Woman" is heightened because it deals with every-day people and treats of a theme that is as old as humanity. Mother love is its keynote, and it shows the utter vanity of worldly ambition when not founded on human affection.

Miss Phillips first appears as a schoolgirl, the daughter of a village blacksmith, who, because of her good looks and sweet voice, is the pet of the family. She accepts the sacrifices of her parents and sisters, and when a visitor from New York offers to send her abroad to have her voice trained she leaves home with no regrets. After many dramatic episodes she finally reaches the goal of her ambition—the creation of star role in a new grand opera in New York. Her parents home and family are forgotten. Then a tremendous shock causes the loss of her voice. Her new-found friends and admirers leave her. In her mother's great love she finds her happiness at last. Prominent in the star's support are Rodolph Valentino, Robert Anderson, William Ellingford, Emily Chichester, Elinor Field, Mrs. Margaret Mann, Mary Wise, Dan Crimmins, Rosa Gora, Frank Elliott, Katherine Griffith, Emma Gordes and many others.

Stars In Husband's Story

When Allen Holubar, assisted by Olga Linek Schell, wrote "Once to Every Woman" as a starting vehicle for Dorothy Phillips, there was no intention to preach a sermon or point a moral. The scenario was written with a view of providing a drama that would appeal to the great American public by its sympathetic quality, human nature and gentle humor, and to permit Miss Phillips to exercise that skill and artistry that have made her beloved by all theatergoers. "Once to Every Woman," in other words, was written to entertain the public. But in spite of this, there is no one who can see this photodrama without realizing the benefit of its human wisdom. Any man or woman will leave the theater in a better moral and mental state after viewing this production, and no mother can afford to not have her daughter see this romance of to-day. In addition to Miss Phillips, there is another popular star—Rodolph Valentino—in the cast. The story of Aurora Meredith—the role portrayed by Miss Phillips—points the same moral conveyed by "The Bluebird." It shows that true happiness is to be found at home, where love is genuine and affection real. Only in "Once to Every Woman" the authors have made use of no allegorical characters or incidents. The characters are real people of to-day—neighbors of the average man and woman in the audience, and the situations are modern and thoroughly human. The story shows the futility of seeking for happiness through selfish motives and the shallowness of friendships gained through mere worldly success. The lesson is gently brought home through a series of the most entertaining incidents that make "Once to Every Woman" which it is to be shown at the Grand to-day, Friday and Saturday. Valentino's role is a powerful one in this production.

Allen Holubar, who has been called by critics the Belasco of the screen, again displays his rare wizardry in the production of "Once to Every Woman," now being shown at the Grand. Dorothy Phillips, the star in this production, has a role that permits her to exercise her skill and charm. Rodolph Valentino supports the star. It is a liberal education in dramatic art to which Dorothy Phillips in the evolution of her character in "Once to Every Woman," in which she is appearing at the Grand. Her growth and development from a schoolgirl in a country town until she becomes a grand opera prima donna with the world at her feet, are portrayed with the consummate skill one expects from this charming Universal star. Rodolph Valentino supports the star.

RUGBY FOLLIES AGAIN SCORE BIG SUCCESS

Collegiate Entertainers Delight Large Audience. "The Rugby Follies of 1923" made their second appearance at the Central Collegiate Tuesday night before a large and appreciative audience. The program was well arranged and its varied numbers met with great favor. The artists showed marked improvement from their first presentation of this play, which was held to raise funds for the Athletic Association and orchestra. Those who attended the performance last night were surprised at the talent of the performers. High credit is due the young entertainers and to those in charge of the company. Mrs. Blake, Miss Hunt and Miss Wilson sang several numbers, and each, in turn, delighted the audience. Coach Blake, who took the part of the comedian, was assisted by Douglas Westman, and kept the house in roars of laughter. Miss Maryon Hart, who gave a classical dance, was exceptionally good. Walter Rennie delighted the audience by his violin numbers. Sybil Higman rendered a monologue from Dicker's "David Copperfield" in a clever manner. A big hit of the evening was a highly-trained horse, whose antics kept the audience chuckling at the expense of its trainer, Mr. Blake. Mr. Jolly proved a genius with his cornet and gave several pleasing numbers. Those who took part in the entertainment were: Miss D. Wilson, contralto; Miss S. Higman, eleventh; Mrs. F. H. Blake, soprano; Miss Flora Hunt, mezzo soprano; Miss Maryon Hart, danseuse; Evans Davis, pianist; Walter Rennie, violinist; Douglas Westman, baritone; F. H. Blake, comedian; Harry Jolly, tenor and cornet; H. Couke, drums; Leigh Taylor, animal impersonator; Wesley Morris, stage manager, and Charles Foulkes, electrician.

CUT ATLANTIC RATES

LONDON, Jan. 31.—In connection with the improvement of the quotation of the pound sterling against the dollar the Transatlantic steamship lines have reduced their rates of passage from England to Canada and the United States by approximately £3 for saloon accommodations, £2 for second-class and 25 shillings for third-class. The reductions became effective from today. Step lights have become a part of the equipment of 19 of the new model passenger automobiles.

ONCE IN EVERY WOMAN'S WEEK COMES WASH DAY!

Don't Rub Your Life Away On a Wash Board!

There's a way to avoid the drudgery of wash day—to get away from long hours over the sudsy, steaming tub, with its back-wracking washboard.

The old-fashioned way of washing doesn't wash the clothes as clean, and it's harder on the garments, to say nothing of what it does to the hands. Banish the demons of wash day by using the Kribs'

'Miss Simplicity' Electric Washer

Here is an electrical servant ready to do your bidding without argument and at trifling cost. An average family washing is done in an hour for a power cost of less than a cent.

A small payment down and the balance at your convenience will place "Miss Simplicity" in your home.

FREE WASHING
Phone 7000 and we'll do your next washing FREE. You'll see what a wonderful help it is, and it will last a lifetime.

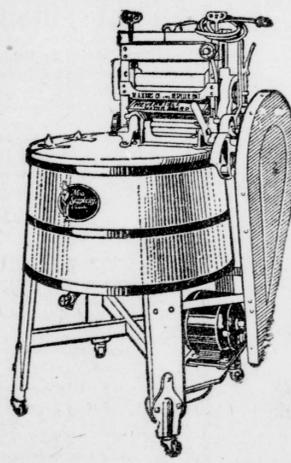
Let Hydro Take the Labor Out of Wash Day!

The London-made "Wonder Electric Washer" is a true friend of womankind. This sturdy, dependable machine is built for wear, and durability and efficiency are its outstanding qualities.

It washes equally well the heaviest blankets or the filmiest laces, rendering them spotlessly clean, without the slightest damage to the goods.

'The Wonder' Electric Washer

Doesn't ask any favors. Compare it with any other machine on the market and it will hold its place in the front line of the very best. It's tested, tried and proven, and it's reliable, efficient and economical. The price is only \$165, with very easy terms of payment.



THE HYDRO SHOP

"THE HOME OF ELECTRICAL HELPS." CORNER DUNDAS AND WELLINGTON STREETS. PHONE 7000.

FREE WASHING
Try the Wonder Electric Washer in your own home. Call 7000 and we'll do your washing FREE. A demonstration is yours for the asking.

CANADIAN JEWELERS TO MEET AT WINDSOR

Canadian jewelers to the number of over 200 are expected to attend the fifth annual convention of the Canadian Jewelers' Association to be held in the new Prince Edward Hotel, Windsor, on February 13, 14 and 15. Already reservations have been received from points as far distant as Prince Rupert, B.C., and Halifax, N.S., and every province will be represented. The jewelry trade is unique in that its organization comprises all three branches of the trade, manufacturing, wholesale and retail. It is now in the sixth year of its existence and almost every reputable firm in the Dominion is included in its membership. The program prepared for Windsor is an interesting one and very important matters to the trade are scheduled for discussion. Among the visiting speakers are Charles W. Evans, of Buffalo, an authority on storekeeping; M. F. Cartoon, of New York, an expert on precious stones; H. H. Stansfield, director of handicraft of the Ontario College of Art; C. L. Clark, of Winnipeg, who will speak on mutual fire insurance for jewelers, and Frederick Rohoven, of Detroit, an eminent art authority. It is hoped also to have Frank Stockade, of Chicago, talk on merchandising. Among trade topics to be discussed are the stamping of platinum goods, the adoption of a distinctive mark for Canadian production in precious metals, the licensing of all manufacturers of gold, silver or platinum, better methods of book-keeping and many others. Windsor jewelers are making elaborate preparations for the entertainment of their guests.

CHARACTERISTIC.

A San Francisco paper, in supporting France for the invasion of the Ruhr, declares that business men of the California city will remember the earthquake losses there, where the British, French and Belgian insurance companies paid their losses to a cent, while German companies, headed by Hugo Stinnes and others, withheld and haven't paid yet. It is just that sort of thing which has helped Germany to lose the respect of the world—St. Catharines Standard.

SIR ERIC GEDDES SAILS.

SOUTHAMPTON, Jan. 31.—Sir Eric Geddes, former Cabinet minister under Lloyd George, and now head of the Dunlop Rubber Company, sailed today for New York aboard the Olympic.