

Fashion Fancies

An Evening Cape of Unusual Charm and Luxuriousness.



An interesting shirring treatment on shoulders and back is a feature of this lovely evening cape of ivory velvet. Which fabric, by the way, is becoming smarter each season for formal wear.

The collar and cape band are of sable, lending a rich contrast to the cape. Worn over an ivory satin gown the cape adds the note of luxury so important in the formal mode for this season.

A Simple Afternoon Dress That is Distinctive



Brown and beige are no rare combination—this union of colors has been employed a good many years—but here these smart shades are patterned in novel fashion.

The dress itself is of dark brown broche satin, the cuffs, vest and yoke of rosy beige. The uneven hemline, so flattering to the figure, is achieved here by a wrap-around skirt. The whole model is cleverly designed and unusually attractive.

The Family Herald and Weekly Star of Montreal, holds a record for subscribers renewing voluntarily and continuously year after year. After all it is not surprising when one considers the quantity and quality feast the readers are given each week and at a price ridiculously low—\$1 a year or three years for \$2.

It's Like Summertime in California

A Glorious Place to Spend the Winter

In Sunny California you will find wonderful place to spend a month or two this winter. It is a land of unequalled climate, of high mountains, of colorful deserts and fascinating cities.

Sumptuous hotels at the many resort centres along the Pacific Coast will make your stay a pleasant one.

Many visitors to California plan their itinerary via the North Pacific Coast. The beauty and cosmopolitan character of Vancouver and Victoria—Canada's famous far western cities, make the journey enjoyable and interesting.

Complete information regarding California—fares, accommodation and literature, gladly supplied by any Canadian National Railways Agent.

THE RHYMING OPTIMIST

By Aline Michaels

Little Waves

I long to go where white ships sail,
Where great waves dash and die;
To face the tempest, brave the gale,
Fierce winds, waves mountain-high.
And I would see earth's fabled lands,
Its cities strange and far;
Would know the spell of desert sands,
Glimpse Barb and Zanzibar.
But here the little waves that creep
Along the shining beach
Have lulled my longings all to sleep
With tender, whispered speech.
And at my feet these waves have cast,
Where mimic eddies whirl,
From out old ocean's caverns vast,
Its rarest gift, a pearl!

Love's Way

Question:
How can one hold love? Dear, I know
That, like all lovely things,
Love has its tides that ebb and flow,
Its autumns and its springs.
I know your shining locks will change
Sometime from gold to gray,
But must your heart grow cold and strange,
Forgetful of today?
I would have love stay still the same
While stealthy years creep by;
No fitful wave, no mounting flame
That needs must ebb, or die.

Answer:
Love is not held by any tie,
By any bolt or bar;
Who fetters love must see it die
Of longing for a star!
But if, like yours, a heart would know
How constant love can be,
Then he must loose it, let it go,
Untrammelled, joyous, free!

PAST YEAR A RECORD FOR DOMINION LIFE

A fifteen per cent. increase in new business over the preceding year, is the record established by the Dominion Life Assurance Company of Waterloo during 1928.

With actually \$30,033,000 of business recorded for the twelve months, the company exceeded the high objective set at the beginning of the year, at the same time showing an increase in business of more than \$4,000,000 over the preceding year.

Although enjoying steady, consistent development since its establishment forty years ago, the growth during the past ten years has been particularly phenomenal—the Company having quadrupled in size during the decade and now having over \$125,000,000 of insurance in force in Canada.

Temiskaming & Northern Ontario Railway

TRAIN SERVICE

The CONTINENTAL LIMITED. Trains Nos. 1 and 2, between Montreal and Vancouver, daily, operating through Sleeper between Cochrane and Toronto. These trains use Canadian National Railways station at North Bay.

TRAINS Nos. 46 and 47—Through service daily, between Toronto and Timmins, also to Rouyn and Noranda, Que., operating Parlor Cafe Service between North Bay and Timmins. Through Pullman Sleeper operated between Toronto and Timmins, also between Toronto, Rouyn and Noranda, Que. These Trains use Canadian National Railways station at North Bay.

TRAINS Nos. 17 and 18—Daily except Sunday service between North Bay and Cochrane, operating through Sleeper between Timmins and Montreal. These trains use Canadian Pacific Railway station at North Bay.

LOCAL SERVICE between Cobalt, Fountain Falls and Silver Centre, Monday, Tuesday, Thursday and Saturday.

Connections at Earleton Jct. for ELK LAKE daily except Sunday.

Connections at Englehart for CHARLTON daily except Sunday.

Connections at Swastika daily with Nipissing Central Railway for KIRKLAND LAKE, LARDER LAKE, CHEMINIS, ROUYN, and NORANDA, Quebec, and Intermediate Points.

Connections at Porquis Jct. for IROQUOIS FALLS, daily.

TRI-WEEKLY SERVICE between Cochrane and Island Falls Jct., leaving Cochrane at 8.30 a.m., arriving Island Falls Jct. 11.20 a.m., Tuesday, Thursday and Saturday; leaving Island Falls Jct., 12.20 p.m., arriving Cochrane 3.10 p.m., Tuesday, Thursday and Saturday.

See current Time Table or apply to any T & N. O. Rly. Agent for full particulars.
A. J. PARR,
Gen. Frt. and Pass. Agt.,
North Bay, Ont.

TUBERCULOSIS FIGHT ALL OVER CANADA IS STRONGLY WAGED

The Canadian Tuberculosis Association, an organization which is working towards the stamping out of the dread disease, has issued this week its annual statement of activities for the year passed. In expressing gratitude for the assistance granted during the year, some interesting statistics are given. The Association sold forty-five million Christmas seals in 1928, accounting for a large part of their revenue.

Other statements are given as follows:

Nineteen hundred and twenty-eight has been one of the greatest in actual accomplishment our work has enjoyed. Our Association has handled \$101,790, and created with this sum by direct co-operation an additional turnover of \$215,000, by local committees from the Atlantic to the Pacific.

We assisted thirty-five doctors who occupy leading positions in eight provinces in Canada in the anti-tuberculosis campaign, to visit thirty-six institutions in England, Wales, Scotland, France, Italy and Switzerland, caring for all types and phases of tuberculosis handicap, and to attend twenty-seven tuberculosis field work activities in the same countries.

The Department of Indian Affairs has received splendid credit in England for progress in tubercularization of the Plains Indians and is launching further helpful machinery in British Columbia.

The Three Rivers Demonstration is passing from the five years of successful activity to a two year extension. Three additional full-time members have been added in 1928 to the personnel. Further help in Quebec has been approved by our executive in increasing expert diagnostic facilities.

Health Service of the Canadian Medical Association

YOU — YOURSELF

Last week it was pointed out that the beginning of the year is, according to custom, a natural time for stock-taking, and that it would be a good idea for each family to devote the time necessary for health-stock-taking of its members.

This week, we speak to our readers about themselves. What we say is meant for the person who is reading this article, not for someone else in the family.

Do you know in what condition your body is? During the past year, did you go to your doctor and ask him to give you a health examination, or are you one of those who wait until they are sick before they think of their doctor? How many of your friends died during the past year, who thought, until a short time before they were stricken, that there was nothing wrong with them?

We do not wish to cause you to worry about yourself, but we do wish to make you realize you are not able to say that, just because you feel well, there is nothing wrong with you or with any part of your body. It is good and desirable to feel well, but if you want to keep right on feeling so, the thing to do is to have yourself examined and so make sure that there is not something gradually developing which will temporarily put an end to your feeling well.

Go to your doctor, not because you are ill, not because you fear some hidden disease, but because you feel well and because you want to keep well. It requires the skill of a physician, the

knowledge gained by years of experience and training, to detect the changes which are the earliest signs of disease. It is at this early stage that that treatment is so effective and that good results are secured, but treatment cannot be secured unless the doctor is given the opportunity to judge of its need.

Be a health client of your family physician, not a patient. Start the year with a health ex-

amination, which is the best insurance for a year's health and a year's well-being.

Questions concerning Health, addressed to the Canadian Medical Association, 184 College Street, Toronto, will be answered. Questions as to diagnosis and treatment will not be answered.

No one has a right to dictate to you what you shall do, but the whole world is permitted to scoff if you do nothing.



INSIDE are six Edison Mazda Lamps . . . a home assortment to replace burnouts. Just pay for the lamps and obtain a toy house that will delight the children.

EDISON MAZDA LAMPS

A CANADIAN GENERAL ELECTRIC PRODUCT

PLYMOUTH

The FULL-SIZE Car in the Lowest-Priced Field

New Lower Prices

	NEW PRICES	SAVINGS	OLD PRICES
Coupe	\$820	\$30	\$850
Sedan Two-Door	860	15	875
Sedan Four-Door	890	25	915
De Luxe Coupe .	870	40	910

Roadster and Touring Car Prices Unchanged: Roadster \$850; Touring Car \$870

All prices f. o. b. Windsor, Ontario, including standard factory equipment (freight and taxes extra)

In the past, scores of thousands of buyers seeking the greatest dollar-value, have purchased Plymouth—on the basis of simple comparison and contrast with other cars in its price range.

At these new lower prices, the contrasts that Plymouth presents—in all-round economy of operation and upkeep, combined with full-size, weatherproof hydraulic 4-wheel brakes, modern engineering, impressive power and performance—are even more conclusive, even more emphatic of the Chrysler management's determination to give quality and value far

in advance of anything else in the lowest-priced field.

This most significant reduction in Plymouth prices is thus in keeping with Chrysler ideals, while passing on to purchasers the benefits that accrue from hugely increased production.

See the Plymouth! Drive it—and try to match it in quality and value. We believe you will find these new low prices remove Plymouth further than ever from any other offering in the greatest motor car market.

\$820

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