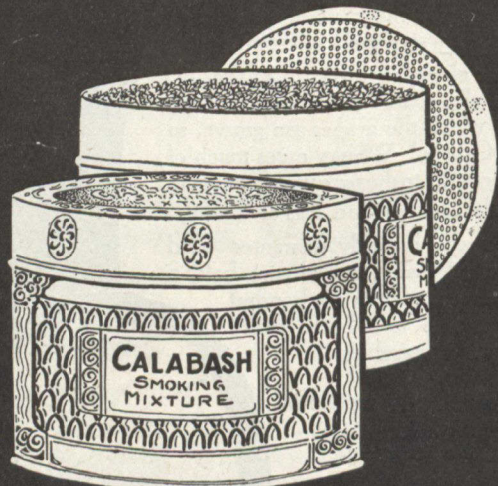


# CALABASH



## High Grade SMOKING MIXTURE

2 oz. tin costs	25c
4 " " "	40c
8 " " "	75c
16 " " "	\$1.50

**PACKED IN  
HUMIDOR TINS**

### THE SANITARY REASONS

Plaster ceilings absorb odors and germs, which makes them very unsanitary. But PRESTON Ceilings have a hard, non-absorbent STEEL surface. Its difficult for dirt or dust to cling to them. PRESTON Ceilings are hard to soil, yet easy to clean—just wipe them off with a damp cloth. They cannot fall down, crack or warp. They will last as long as the building stands. Send for booklet "Interior Decoration." It gives other ceiling facts you ought to know.

METAL SHINGLE AND SIDING  
CO., LIMITED, PRESTON, ONT.

Branch Office and Factory,  
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16

# Preston Ceilings Steel

For sale by G. P. BRECKON & CO.

Rear, 210 Victoria Street

#### Advertising and Profits

SEVEN DAYS  
VS.  
SEVEN HOURS

CANADIAN COURIER  
Toronto

NOT every advertisement that is printed brings a profit to the advertiser. An advertisement must be planned for the medium used. The medium must go to readers who want the article advertised. These are the first and second commandments.

As for mediums there is an abundance, all of them good if properly used. The CANADIAN COURIER will sell some articles because it goes to the best buyers in every province of Canada. Its advertisements live for seven days, whereas an advertisement in a newspaper lives for seven hours. That explains why its space is worth seven times that of a newspaper with the same circulation. Can you figure that out?

IN ANSWERING THESE ADVERTISEMENTS PLEASE MENTION THE "CANADIAN COURIER."

## The Fruits of Repentance

By MARVIN LESLIE

ARTHUR BALCOM sat in his luxurious private office in Halifax with a weary and dissatisfied expression on his alert and determined face.

He certainly had no reason to be displeased with himself. A self-made man of the stereotyped variety, he had left the little village of Duketown in the Queen Anne Valley for the city of Halifax, wearing the proverbial suit of homespun with the proverbial one dollar in the pockets thereof; and now, in less than seven years, he was the secretary and coming president of the great New Caledonia Corporation. Just the day before he had closed up a troublesome and long-standing claim against Senator Bellview, and the morning mail had brought to his desk the Senator's check for half a million dollars in full settlement of the same.

Another letter, however, lay before him, postmarked at Duketown, and written by the village sweetheart of his early days who still treasured up his perfunctory letters and looked forward to the day when he would return to the sleepy town to take her with him back into the great world of life and activity.

As he glanced over it wearily, he realised instantly that it was different from her other letters. She realised from the careless tone of his recent letters, so it ran, that he no longer cared for her, and probably had met someone that he really loved; that she was unfitted to be his wife and would release him from his promise. Then there was the wistful little postscript saying that if she had misunderstood his real feelings, or if he should ever care for her again he would find that she at least had not changed since the old Duketown days.

Arthur indulged in no day-dreams over this letter; it called up no fond pictures of youthful scenes. Instead he wheeled around to the typewriter and clicked off a reply almost brutal in its hurried briefness. He agreed with her that it was best to break off their engagement, thanked her for her thoughtfulness, and wished her a happy future.

Having addressed this letter to "Miss Annie Harrison, Duketown, N.S.," he placed it with the outgoing mail, picked up the carbon copy, which from force of habit, he had made when typing his letter, and placed it with hers.

"I might as well file them, I suppose," he mused, as he turned to his private letter file.

Running down the letters he came to "Harmon"; the next was "Hayden."

"Harrison" comes in here," he muttered, and marked the place with a loose slip of paper. Then he turned to the desk, took up the two letters and filed them away between the "Harmon" and "Hayden" correspondence and in a few minutes was absorbed in the work of the day.

The next day an air of suppressed agitation pervaded the offices of the New Caledonia Corporation, recalling the old days when the Montreal "freebooters" waged an almost successful battle for control.

The Bellview check had disappeared, and an exhaustive search of every inch of Balcom's office convinced all concerned that it was unfindable. Worse still, the Senator had been taken seriously ill with no hope of recovery; his death would stop payment of the check; and his heirs,