

GOOD ADVERTISING Pays Its Own Way

To Advertise Is One Thing---To Advertise At **A Profit Is The Real Objective**

Good and bad seasons are merely a state of mind.



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42.3 per cent., of drunkenness ion came into

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2,040,700 or 58,85 opulation. But of prohibition the used by 5,000,000, the total number officin period exce-eriod prior to proh-atio per million is r prohibition. The consideration all

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The assessment is to be completed about March 1st. Rev. W. G. Heisler and Mrs. Heisler entertained the Debt Destroying League of United Baptist church on Tuesday, Feb. 10th, a delightful afterndon being spent, and at the conclusion of the business hour the cup that cheers was

business hour the cup that cheers was serve d. The Basketry Club was entertained by Mrs. A. A. Ward last week. Mrs. Stoever, four children and niece arrived Feb. 11 from Toronto to visit Mrs. Stoever's parents, Mr. and Mrs. Frederick Schafheitlin. Mr. Stoever wil arrive later, and in April, accompanied by Mrs. Stoever and family, will sail for Germany where Mr. Stoever has ac-cepted a position. They will be accom-panied by their niece, who has spent two years in Canada.

For Baby's Bath

More than that of any other member of the family, baby's tender, delicate skin needs the greatest care and attention. The soft soothing oils in Baby's Own Soap make it specially suitable for babies, and its chaging fragrance reminds one of the roses of France which help to inspire it, "lis best for you and Baby las" areas





The man who is big enough to make his own condition never has any "bad" seasons. Equalizing business throughout the year is simply a matter of education-education by way of intelligent advertising.

WHO ARE YOUR PROSPECTIVE CUSTOMERS? Mail your sales message DIRECT to them and eliminate waste circulation. Don't wait for that "beaten path to your door", let The Acadian pave the way.

We are a nation of headline readers; therefore you've got to say what you have to say with a PUNCH. You might hit the bull's-eye with bird shot. You CAN hit it with a .44. You might reach your customers with general advertising. You WILL with direct advertising in THE ACADIAN.

SHOP WHERE YOU ARE INVITED TO SHOP

The Acadian

The Logical Advertising Medium in Eastern Kings