Noo Tom
THE ACADIAN, WOLFVLLE, N. S., JANUARY 15, mas.
Vol , xemv. Mo. is
THE INVERTED PYRAMID
Bertrand W. Sinclair
Author of "North of Pitut-throc"

CHAPTER XXX As the reaprng machines pass over a
field of wheat at harvest tme mown
swath after







Canada's Smaller Wool Crop Affords Food For Thought
























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## 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. The man who is big enough to make his own condition never has any "bad" seasons. Equalizing business through out the year is simply a matter of education-education

WHO ARE YOUR PROSPECTIVE CUSTOMERS? Mail your sales message DIRECT to them and eliminate waste circulation. Don't wait for that "beaten path to

We are a nation of headline readers; therefore you've got to say what you have to say whe a PUNCH. You with a 44 . You might reach your customers with general adyertising. You WILL with direct advertising in THE acadian.

SHOP WHERE YOU ARE INVITED TO SHOP

## The Acadian

