


## The Secret of Folding a Suceestul A Action Sale

 The season of Auctions is now here (and during the next few months many thousands of dollars' worth of farm property will be sold at public sales in The Capital Journal territory. The prices at all of these sales willdepend on various circumstances and conditions, but they will depend largely on how the sale is advertised. A sale insufficiently advertised cannot possibly produce the best results. A sale well advertised will always succeed unless weath

THE NEW AND THE OLD WAY
In the old days when circulations were small, and it was impossible to reach all the people through the
newspapers, it was necessary to use auction bills. But newspapss,
that day wone by Advertising is is so cheap and 8 so
wonder wonderfully eff

In this territory the use of advertising space in The Capital Journal has superseed auction bils, fust as it has alto
chants.
Why is this?

THE CAPITAL JOURNAL FIRST IN NEWS.

## REASON WHY.

 The Bill reaches only a few hundreds; the Capital Journal reaches thousands of readers.The Bill covers only a limited section; the Capital Journal covers a large territory thoroughly
The Bill is seen only by the people when they are away from home. The Capital Journal goes into their homes and finds them.
The Bill is not seen in bad weather, because the people stay at home; that is just the time The Capital Journal is more carefully read.

THE CAPITAL JOURNAL FIRST IN ADVERTIS-

The Bill makes the busy man stop when he is in a spectacles. The Capital Journal finds him at home in a comfortable chair, leisurely reading his paper.
The Bill must be tacked up and distributed-a day or two of hard work for a man with a rig. The Cap.
ital Journal distributes the same information to nearly very house all at the same time, without trouble of xtra cost.
the great auction paper.
Remember, it is not enough to simply put your ad es the People You Wish to Intereot in Your Sale, and

THE CAPITAL JOURNAL FIRST IN ENTER
one which covers the Whale Territony. It is astonish ing how far men will go to attend a sale and bid on vome particular property advertised; these are then ness and not from curiosity,

YOU HAVE ONLY ONE CHANCE
Bear in mind that all your goods are going in One day, and on that day depends whether you mak lars' expense is absolutely nothing at with the importance of advertising your sale Right. You Cannot Take Chances on Serimping on Youn Advertising.

