









The handbill method is a relic of the old horse and buggy days. People can't read sales bills today as they drive along at a 30 to 40 -mile clip.

The successful way to advertise an
AUCTION SALE
is by publishing the list in full in a paper of KNOWN CIRCULATION
It costs much less and brings larger and better crowds.
Your list published in full in The Ledger will reach several THOUSAND more people-your results will be from $\mathbf{\$ 1 0 0}$ to several hundred dollars more. These are veritable facts which can be proven. (If you have some particular use for a few bills we will print them for you from the newspaper adv. for practically nothing.)

Run your auction sale adv. in The Lowell Ledger
and you'll get bigger and better crowds than you possibly could by any other method. Call and see us for full particulars-it will pay you.

Remember, the cost is less if you use The Ledger
WE MAKE DATES WITH AUCTIONEERS THE LOWELL LEDGER





