

## Things in Motion Sooner Catch the Sense Than What Not Stirs---Shakespeare



DO YOU KNOW OF ANYTHING, GENTLE READER, THAT CAN BEAT THE MERCHANT THAT DOES NOT ADVERTISE FOR NOT STIRRING? IF YOU DO, YOU CAN MAKE A FORTUNE BY EXHIBITING IT; FOR UP TO THE PRESENT WRITING THE DEADDEST THING IN THIS WORLD IS THE MERCHANT WHO TRIES TO DO BUSINESS WITHOUT ADVERTISING.

WHAT ARE THE MERCHANTS IN THIS TOWN SO WEAK-KNEEDED FOR, MANY OF THEM? HAVEN'T THEY GOT THE SAND? IT WOULD SEEM THAT SOME OF THEM HAVE NOT.

WELL, THE MERCHANT THAT HAS NOT GOT THE SAND TO BUCK UP AND TELL YOU WHAT, TIMES LIKE THESE, WHEN YOU, READER, NEED TO MAKE EVERY DOLLAR COUNT AND WANT TO SPEND YOUR MONEY TO THE BEST ADVANTAGE—THE MERCHANT WHO DOES NOT THINK ENOUGH OF YOUR TRADE TO TALK TO YOU THROUGH THE PAPER DOES NOT DESERVE A DOLLAR OF YOUR MONEY. YOU CAN BET YOUR LAST RED CENT ON THAT.

GO TO THE MAN WHO ADVERTISES IF YOU WANT LIFE AND ACTION AND BARGAINS, DO NOT WASTE YOUR TIME AND MONEY ON THE DEAD ONE WHO IS CONTENT TO HANG ON AND REAP THE BENEFIT OF THE LABOR OF OTHERS TO BUILD UP THE TOWN AND COUNTRY WITHOUT HELPING HIMSELF.

THE MOST EFFECTIVE ADVERTISING IS NEWSPAPER ADVERTISING. IF YOU WANT TO REACH THE PEOPLE WHO BUY, YOU MUST ADVERTISE IN A PAPER LIKE THE ROBESONIAN. TO REACH THE PEOPLE OF ROBESON AND ADJOINING COUNTIES YOU MUST ADVERTISE IN THE ROBESONIAN.

PEOPLE ARE READING ADVERTISEMENTS NOW. THEY WANT TO KNOW WHERE THEY CAN SPEND THEIR MONEY TO BEST ADVANTAGE. THE WISE MERCHANT WILL KEEP ON ADVERTISING THE YEAR ROUND, EVERY ISSUE.

WHEN A MAN WANTS TO GO A THOUSAND-MILE JOURNEY HE DOES NOT SIT DOWN IN DESPAIR AND WRING HIS HANDS AND REFUSE TO START—UNLESS HE IS A FOOL—BECAUSE HE CANNOT SEE THE END OF THE JOURNEY FROM THE BEGINNING.

BRACE UP. BUCK UP. STRAIGHTEN YOUR WOBBLING KNEES, RESOLVE TO HAVE GRIT ENOUGH TO PLAY THE GAME LIKE A MAN.



## Be Wise and Talk to the People of Robeson Through the Columns of THE ROBESONIAN

You are Badly Mistaken if you Think the People are Dead or Sleeping.