



You and Robinson Crusoe

"ONE of the most persistent advertisers in the history of success was Robinson Crusoe," writes Prairie Farmer.

"He knew what he wanted – a ship – and he put up an ad for one.

"He flung a shirt on a pole at the top of his island; that, in the language of the sea, was plain to every seafaring man.

"The circulation was small, there was no other medium, but Crusoe kept at it, despite the fact that he got no inquiries for a long time.

"In the end he got what he wanted, was happy, and his name and fame have come down through the ages!

"Suppose Robinson Crusoe had taken down his signal after a year and declared: 'Advertising doesn't pay!' Where would he and his story be now?"

"Or suppose something had whispered in his ear: 'No use, Robinson – these are pretty hard times. Nobody is buying or sailing any ships while money's so tight. Better cut out your advertising until times get good again.'

Advertise now and next month, and next year. Put up your signal and keep it there! Use The Gazette as your flag pole.

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