

Comment--and Discomment

Every little while it is necessary to make a readjustment of our ideas on almost every subject. Six months ago, for instance, you could find dozens of men who would get fighting mad if anybody so much as suggested that the league of nations had a single flaw. Six months ago we dimly recall, there was a certain editor and publisher who claimed to have three times the paid-in-advance circulation of all the newspapers in his county. (Note that we said "claimed." It's comparatively easy to make claims.)

Yet today, it's pretty hard to find a man who will say that the league of nations should be adopted without some modification. And today The Herald is able to guarantee its advertisers a circulation that is, to speak conservatively, at least 300 greater than its competitor—and heaven alone knows how much larger our circulation is within this trade territory. All of which goes to show that the man who gets an idea in his head that there is nobody on earth fit to compete with him had better get it out.

We accept all advertising under that guarantee. Our books are open at any time—and already two or three of the largest advertisers have come in, checked them over and counted them—and have expressed themselves as satisfied. You are invited to do this. If you like, drop in on Tuesday or Friday afternoon, when you can see how many the carriers take out and how many papers are mailed to the various towns. Come in any publication day, or two or three in succession, for that matter. For we have the goods! No stuffed figures. You don't have to take our word for it. A merchant spends more money for advertising than he does for his clothes, and he should use the same care in selecting an advertising medium that he devotes to other purchases. No merchant can pride himself on being a good, careful buyer if he is careless with the most important purchase he makes—publicity.

Herald advertising rates took a jump the first of May. This advance had been expected, and was met cheerfully by all but one customer on our books. And we didn't reproach him for it—not at all, though we could have done so. Some of these days he'll see the light. Advertising is like any other commodity. You should get what you pay for. And when you find the place you get the most value and the best service for your money, that's the place to buy your advertising, just as you give your trade to the clothier who gives you better values for your money.

There isn't much difference in readers. Any man who is intelligent enough to read a paper is a prospect-

ive customer. No one newspaper can truthfully claim that it has on its list all the intelligent people in its community and that its competitor has the others. Therefore, it follows that the advertisement that reaches the most people in a certain district—a trade territory—will have the greatest results, granted that in each case the printers do the same class of work on it. Herald rates are some higher than other newspapers in this territory, but an advertisement in our columns will reach more than enough people extra to make up for the difference. We sell what we have to sell—and you don't have to take our word for it. We haven't done a whole lot of shouting. We've left the boasting to those who are accustomed to it, and two or three times, when the opposition has claimed credit for results The Herald secured or helped to secure, we have let them get away with it, thus proving that we're not particularly quarrelsome. For business is good with us. We've no complaint to make.

What we started out to discuss was the shattering of our youthful impressions of Iceland. It had always been our impression that Iceland was inhabited chiefly by Eskimos, who squatted on blocks of ice in their cold and cheerless igloos (maybe the plural of that word should be "iglu," but we're reckless this afternoon) and smoked cob pipes to drown the smell of the whale oil lamps in their stuffy abodes. Just where we got

this kind of an idea is a matter of doubt, but we believed it, just as we used to believe that both Santa Claus and God had whiskers.

But to get back to Iceland. There is a country for you. It seems that they have but one month of real cold weather a year—and that's more of a record than we can make. In fact, according to the glowing account we have just read, there are only two drawbacks to Iceland, the one month of cold weather and prohibition. They have all the other improvements and inconveniences of life, such as phonographs and electrical lights and chain stores and telephones and soap. They have automobiles, motion picture shows and regular theaters. They even have actors, and that's more than we will be able to say some of these days.

There are grade schools and high schools in Iceland. Likewise an agricultural school and a medical college. A woman merchant, quoted in an interview in a New York newspaper a few days ago, insists that Reykjavik, the capital, is only a jump behind New York and Paris in the styles. True, the clothing, especially in the winter season, is somewhat heavier than most of us wear, but it's the last word in style. Before long we'll be summer resorting there, but right now Cuba has the preference.

—For Sale—Two six room houses Price and terms right. See Nebraska Land Company.

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