

—W. G. Nieman of Alliance, well known traveling representative for the Dempster Mill Manufacturing company of Beatrice, Neb., holds the record for the sale of oil drilling rigs in northeastern Wyoming this fall. Since the discovery of the Osage oil field near Newcastle Mr. Nieman has sold eight completely equipped drilling rigs to operators in this one field. The rigs manufactured by the Dempster company are light, easy to handle and fast drillers. Many of the wells being brought in in the Osage field are with Dempster rigs sold by Mr. Nieman, who is getting to be somewhat of an oil expert himself.

—Roy Strong, George Reed and Lloyd Thomas made a whirlwind campaign for the sale of tickets to the Saturday evening charity ball on Friday afternoon, selling \$130 worth of tickets in two hours to the kind hearted citizens of Alliance. Roy was dubbed "Bill Carlisle" by one of the victims of the trio, who said that the only difference between him and the noted U. P. train bandit was the fact that Roy didn't need a gun—he took the money without.

—Judge James H. H. Hewett, representative at the Nebraska constitutional convention from the district comprising Box Butte and Sheridan counties, returned Sunday evening from Lincoln, where he has been since the convention first convened the first of December. Judge Hewett is well satisfied with the progress of the convention to date and feels that

its work will go rapidly when it convenes again after January 1. He is on the committee on education and the committee on irrigation, drainage, water power and natural resources.

—That the small potash plants in the Alliance district are capable of making good money at present prices is proven by the experience of one small plant near Antioch which is reported to have turned out \$38,000 worth of potash in a run of forty-one days. Other small plants are preparing to re-open as soon as fuel can be secured.

—Dan Napell, who has been in charge of the Napell, Carlson & Williams potash plant, near Antioch, has been appointed general manager of the National at Antioch, recently purchased by W. E. Sharp and associates. The National is to open up for potash reduction as soon as it can be gotten in shape.

—A considerable part of the improvement that may be noticed in The Herald's appearance and make-up the past week or so is due to our stereotyping outfit, the only one in Alliance. We no longer buy out cuts two or three months in advance, a basketful at a time, and hang onto them until we have a chance to use them, which may not occur until they are out of date. Instead, we receive the first of every month an assortment of a hundred or so new matrices from the Bonnet-Brown company, of Chicago, and cast them up ourselves as needed. There is no

expense at all for the advertiser—and he has the benefit of the work of high-priced artists, and real commercial artists draw pretty high pay. The Bonnet-Brown service includes ad-writing as well as illustrations, and there are attractive layouts, with up-to-the-minute illustrations, available for practically every line of business. If you find yourself unable to find time some issue to write your own advertisement, call on Eddie, and he'll be more than pleased to show you how comprehensive Herald advertising service is. We have made and printed some sixty or seventy cuts for the past three issues of The Herald, as well as the comic strips which are appearing on our want-ad page, with this stereo outfit, and find that our advertisers appreciate it. We want all of them to feel free to call on us for illustrations when they want something especially nifty.

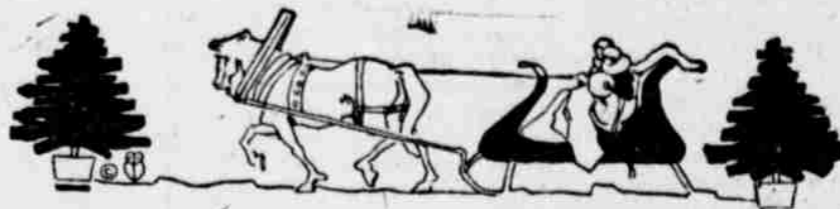
—The past two or three weeks has not been the most pleasant time for the joys of motoring, and a lot of pretty good cars have gone to the bad after tangling up with some of the sandhill roads. This means that the record of the John Wallace bus line between Alliance and Antioch is all the more remarkable, for despite some of the worst spells of mean weather, with drifting snow one day and knee-deep mud a day or so later, this Reo bus has made its scheduled two trips a day, carrying heavy loads of passengers in addition to its own weight. The driver, Mr. Weidman, is evidently possessed of considerable engineering skill, for he has proved an admirable pilot, knowing just when it is better to leave the roads and hit the cornfields. It makes a noteworthy endurance record, and three weeks of the kind of weather we have been having lately is certainly sufficient to find out just what kind of staying qualities both the car and the driver possess.

—E. K. Miller of Berea made The Herald a pleasant visit last week on his return from a trip to Bayard, where he had been arranging for a supply of hay, but discovered that the freight rates were so blooming high that it would be a whole lot cheaper to take stock over there and feed rather than have the hay baled and brought here. Mr. Miller estimates that it will cost \$9.20 per ton to get the hay out of the stack and delivered here, the freight rate being \$3.20 per ton and the baling price \$6. Hay there is selling for from \$17 to \$20 per ton, depending on the quality and the location, and which this is somewhat lower than the ruling rate here, there is no profit in bringing it here. He attended a public sale while there and was surprised to find that a team of horses, common stuff at that, brought \$187.50 apiece. The valley has had considerably milder weather than we have had here. Mr. Miller met Charles P. Craft, an Aurora lawyer, down in Scottsbluff, and says that the latter has just completed the purchase of an eighty-acre farm at something over \$300 an acre. There are a number of Aurora people down there, and all of them are doing exceptionally well.



The Horace Bogue Store

desires to express its most sincere wish that you enjoy a Merry Christmas and a Happy and Prosperous New Year.



We Can Help You Make Money

The right kind of printed forms will help your business prosper by saving your time and keeping your records in proper shape.

Our service as printers is not limited to taking your order and putting some ink on paper according to your directions.

We are able to make suggestions for business printing that may save considerable money for you. Our plant is completely equipped and we carry a stock of

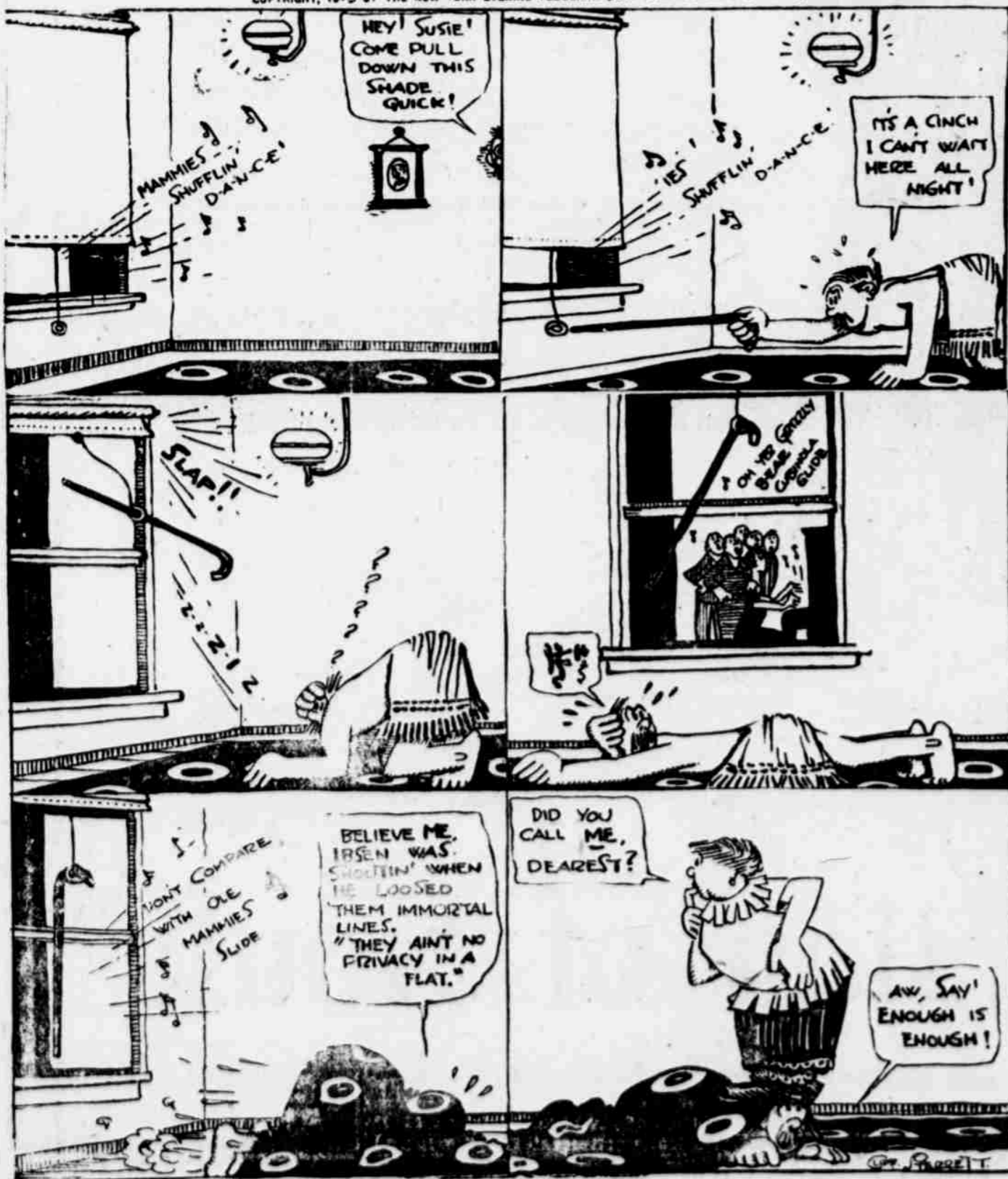
HAMMERMILL
BOND

The Utility Business Paper

in order to give you the quickest service possible.

WHEN A MAN'S MARRIED

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One of our most valued assets and one not bought with money is your good will so in these troublous times times of War Reconstruction, social upheaval and unrest we feel more than ever the value of that Human Touch brought more forcibly to mind this Holiday Season.

Will you accept from us not as a customer but as a friend our heartiest wishes for Christmas, with all that it implies and a Happy and Prosperous New Year.

George A. Mollring
The Store of Quality