THE ALLIANCE (NEBRASKA) HERALD

Thursday, March 13, 1919

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J. M. Miller Believes People Do Not **Realize What Completion of** Auto Route Would Mean

J. M. Miller, proprietor of the Alliance hotel, and one of the leading boosters and business men of Alliance, does not believe that the people of Ailiance realize what the completion of the Potash Highway from Grand Island to Alliance would mean to this city. Mr. Miller says that if the business interests of the town realized the results which would come to Alliance in a business way, they would get behind the project with their money and their personal support in a way that would insure an early completion of the hard-surfaced road through the sandhills.

In an interview with Mr. Miller yesterday he emphasized to a Herald reporter a few facts which are well worth considering in connection with the Potash Highway and which are given below:

"It was stated by eastern Nebraska road and tourist traffic authori-ties at the recent Potash Highway meeting at Seneca that the completion of a hard-surfaced road from Grand Island to Alliance, leading to Yellowstone Park and the Black Hills, along the route of the Potash Highway, would mean an average during the tourist season of 200 autos per day.

"In making my figures I am cutting this estimate in half-making the estimated number of cars per day 100 instead of 200. Each car on the average would carry three passengers. This would mean not less than 300 people per day. Alliance, because of its importance commercially and because of its size and location, would naturally be the stopping point over night for practically all of these 100 carloads of tourists While they were in the city I estimate, on a conservative basis, they would spend with the different business interests of the town the following sums of money.

"Garages, automobile shops, auto accessories and filling stations-an average of \$10 per car, a total of \$1,000 per day.

"Hotels, restaurants and rooming houses-an average of \$3 per individual, a total of \$900 per day.

"Clothing, dry goods, hardware-an average of \$1 per individual, a total of \$300 per day.

Drugs, soft drinks, candy-an average of 50 cents per individual, a total of \$150 per day.

"Groceries, meet markets, fruit stores-an average of \$1 per individual, a total of \$300 per day. "Cigar stores and news stands-

an average of 50 cents per individual, a total of \$150 per day. "Picture shows and other enter-

tainments-an average of 20 cents per individual, a total of \$60 per day.

"Other lines of business, including telegraph office, post office, variety stores, souvenir shops, etc.-an av-

POTASH HIGHWAY MEANS \$3,000 SPENT EACH DAY POTASH HIGHWAY MEANS \$3,000 SPENT EACH DAY S3,000 SPENT EACH DAY Provide the set of \$10 cents per individul, a total of \$150 per day. S3,000 SPENT EACH DAY S3,000 SPENT EACH DAY S3,000 SPENT EACH DAY S4 cents per individul, a total s1,000 per day. S5 cents per individul, a total s1,000 has been set for Nebraska. This is \$1,500,000 more than last year. Plans for the selling of this quota are now worked out and will be in interests of Alliance. This is a to-tal of \$90,000 per month during the tourist season of the year. It seems further announcements but keep to me that it's well worth going af-ter and that every business interest in the city should get behind the pro-JOB.

> The cherry on the tree will soon have to find another resting place "Jack" Hawes has let the contract than in the cup.-K-B. for the erection of a fine new home

> > Beware of Counterfeits! Some are Talcum Powder.



For Headache Colds

Neuralgia

Earache

Toothache

Achy Gums

"Bayer Tablets of Aspirin."

The announcement has been received from the Nebraska War-Savings committee that Geo. W. Wiltsey of Hemingford has been appointed director of War-Savings societies for Box Butte county succeeding Dean Shaw, who so' ably directed this branch of the work last year.

Hawes to Build New Home

on Cheyenne avenue near the school

house. The plans and specifications

call for all that can be imagined in the way of things modern and desir-

able in homes and when complete

will be a substantial addition to the

residence section of Alliance. Charles

Fuller, local contractor, has the con-

tract for the work, and the job is no small one either. Finished the home

will cost Mr. Hawes about \$5,000.

WILTSEY NOW DIRECTOR

Hemingford Man Appointed to Suc-ceed Dean Shaw, Who Di-rected Work Last Year

WAR'SAVINGS WORK

The War-Savings Societies of Nebraska performed a very important service last year and it is the instructions of the government that every society remain intact during 1919. Work by the director and the officers



The Nation needs strong men and the right time to begin to build up strong manhood is during the growing period of childhood. Many mothers remember, with keen satisfaction, the days when



was one of the determining factors in building up the strength of their children. Soott's is a source of nourishment and strength that ought never be over-looked by the mother of today who is anxious about her fast-growing boy or girl.

Sale of Shorthorn Cattle

The Keith County Shorthorn Breeders' Association will hold a public sale at

Ogalalla, Nebraska, March 28, 1919

THIS SALE WILL INCLUDE

46 BULLS AND 13 FEMALES

This is a very desirable offering of young cattle. If interested write for catalog. Address

B. W. SHELDON

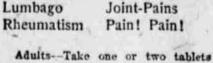
Secretary.

KEITH COUNTY,

NEBRASKA

THE IDEAL TRACTOR THE IDEAL PLOW

Henry Ford spent years and thousands of dollars perfecting the Fordson tractor -he refused the sale of many tractors before he finally developed a tractor that met the requirements, but today you are offered in the FORDSON TRACTOR more real value than in any other tractor ever marketed. It has been tested and tested again until its depetndability durability, low operating costs adaptability to farm work and wonderful values are proven beyond all question. So confident was the Oliver plow works of the success of the FORDSON that it expended \$100,000 in the perfection of a light, yet durable, plow that would fill the need of the need of the FORDSON TRACTOR equipment. They succeeded so well Mr. Ford ordered 100,000 plows of the Oliver design. All other equipment is especially designed and approved by the Ford factory. The demand for FORDSONS will far exceed the supply better order now.



Grippe

Neuritis

Lame Back

Influenzal Colds

OGALALIA,

anytime, with water. If necessary, repeat dose three times a day, after meals.

of "Bayer Tablets of Aspirin" introduced in 1900, billions of these genuine tablets have been prescribed by physicians and

"Bayer Cross" on genuine



Since the world-famous discovery

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Buy only

"Bayer"

Aspirin is the trade mark of Bayer Manufac-Ask for and Insist Upon "Bayer Tablets of Aspirin."

American Owned, Entirely. 20 cent package-Larger sizes also

