

POTASH HIGHWAY MEANS \$3,000 SPENT EACH DAY

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 Alliance 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 authorities 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 repair 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, meat 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 entertainments—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 average of \$100 per day.

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"I have made these estimates on what I consider a conservative basis. You will find that they total \$3,010 per day added income to the business interests of Alliance. This is a total of \$90,000 per month during the tourist season of the year. It seems to me that it's well worth going after and that every business interest in the city should get behind the project."

Hawes to Build New Home

"Jack" Hawes has let the contract for the erection of a fine 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 desirable in homes and when complete will be a substantial addition to the residence section of Alliance. Charles Fuller, local contractor, has the contract for the work, and the job is no small one either. Finished the home will cost Mr. Hawes about \$5,000.

WILTSEY NOW DIRECTOR WAR SAVINGS WORK

Hemingford Man Appointed to Succeed Dean Shaw, Who Directed Work Last Year

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.

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

of societies is getting well under way. A tentative quota of \$27,500,000 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 the hands of the county officers at an early date. Watch this paper for further announcements but keep buying W. S. S. as the government still needs money to FINISH THE JOB.

The cherry on the tree will soon have to find another resting place than in the cup.—K-B.

Beware of Counterfeits! Some are Talcum Powder.

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"Bayer Tablets of Aspirin."

- For Headache Colds
- Neuralgia Grippe
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Adults—Take one or two tablets anytime, with water. If necessary, repeat dose three times a day, after meals.

Since the world-famous discovery of "Bayer Tablets of Aspirin" introduced in 1900, billions of these genuine tablets have been prescribed by physicians and

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Ask for and Insist Upon

"Bayer Tablets of Aspirin."

American Owned, Entirely.

20 cent package—Larger sizes also.

Strong Men

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

SCOTT'S EMULSION

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

Scott & Downe, Bloomfield, N. J.

SCIENCE MAKES THEM DURABLE

Co—These Soles Save You Shoe Money

I have been wearing my shoes with Neolin Soles nearly a year, and they are as good as new. I have them on my feet now. —written August, 1918, by W. H. Cooke, Officer, A.E.F., U.S. Army.

Neolin Soles could endure a test that no other sole could. That they do so is because of the scientific process. To cut your shoes down, buy shoes with these Neolin Soles. They come in styles for men, women, and children.

Remember—Neolin Soles are flexible, water-proof, too, and are available everywhere for re-soleing. They are made by The Goodyear Tire & Rubber Co., Akron, Ohio, who also make "Win-Set Heels"—guaranteed to out-wear all other heels.

Neolin Soles

NOTICE

All accounts due Snoddy & Mollring are payable to Snoddy & Graham. at the same address

Snoddy & Graham

Masquerade Ball

ON THE EVENING OF

MARCH SEVENTEENTH

GIVEN BY THE ALLIANCE FIRE DEPARTMENT

AT THE ARMORY

ALL OBSERVERS OF ST. PATRICK'S DAY—THE WEARERS OF THE GREEN—AND ALL LOVERS OF DANCING ESPECIALLY INVITED. MASKS WILL BE WORN BY ALL DANCERS TILL HALF AFTER TEN. MUSIC BY SPLENDID DEPARTMENT ORCHESTRA. YOU ARE ASSURED A GOOD DANCE. YOU'LL REGRET HAVING MISSED THIS ONE.

ADMISSION \$1.00 LADIES FREE

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,
OGALALLA, 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 dependability, 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.



There won't be enough Fordson Tractors to go 'round!

THE demand for the Fordson tractor is so great that it will be a long time probably before everyone will be able to get one. Therefore, if you are looking for a tractor and wish a Fordson you should see us at once.

The Fordson has more than fulfilled expectations. With its economy—efficiency—durability—it is ideal for the average farm.

Burns kerosene—has special air washer—and all moving parts are enclosed—there is practically nothing to cause trouble.

Use it with the Oliver No. 7 Plow

Here are some of the big Oliver features: The combined rolling coulter and join'er buries all stalks, weeds and trash at the bottom of the furrow; and the stop device maintains an even depth of furrow. The best plow for your Fordson—that's the Oliver.

Come in and let us show them to you.



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