

RANDOM SHOTS

TODAY'S HOOSH STORY.
(Scottsbluff Star-Herald)
One of our citizens who should know better has a bad habit of flirting with hoosh. In the old days he had been quite a "soak" and so, the other afternoon when he showed up at home, three sheets to the wind, his wife knew by experience what to do, her recipe being to rush him into a tub of warm water and then into bed, where after a nap he was usually none the worse for wear. So, upon his arrival she followed the usual custom, hustled him into the tub and turned on the hot water. Just then the telephone rang. It was one of her club members, and the ladies had much to say to each other, the conversation, however, being violently interrupted by a wild scream from another room. Dropping the phone the wife ran to the bathroom door. "What in the world is the matter?" she asked in wild alarm.
"Shay, dearie," called the husband. "Do you want me two minutes or four minutes—soft boiled or medium?"
She had forgotten the cold water tap.

A front page dispatch in the State Journal Wednesday told of the failure of a national scientific expedition to find traces of plesiosaurus. Wouldn't it be terrible if they never did find him?

The story came from Chollila, which you may be interested in knowing lies somewhere in the territory of Chubut. Those names don't mean anything to us.

The head writers and the lino ops do make some peculiar errors. Thus we read: "Oldest Resident Is Dead; Enlisted in American Army in 1950."

Bill Ashley was in town Wednesday, and broke his record. Bill calls on us about twice a year, and for two straight years his arrival in the city coincided with some big event. He came in the city the day the Lackey trial started; he was with us when Evelyn McElhane got her sentence; he helped to lose our first golf ball, and he dined with us the last time we ate as a single man; he was with us one day before the minister said the fatal words, and he dropped in for dinner the first time the pie wasn't up to standard. All he did Wednesday was to cuss the weather and tell how good business is getting—in the east.

Bill was looking out of the window and saw the sign on a billboard—"Twenty-four miles on a gallon." He sniffed. "S'nothing," he said. "Many's the time I've had to go fifteen hundred miles on a quart."

Joseph Pennell—and every aesthete ought to know who Joseph is—declares: "You cannot have good art and good literature without drink."

Wonder where Joe lives now?

TODAY'S BEST STORY.

(American Legion Weekly.)
The division was having maneuvers for the benefit of visitors' day and everything was being let loose at once. A pretty girl was eagerly watching the performance when a rifle volley crashed out. With a surprised scream she fell back into the arms of a young corporal who was standing just behind her.
"Oh, I beg your pardon," she gasped, blushing. "I was frightened by the rifles."

"Quite all right," replied the corporal. Then he added hopefully, "Let's go over and watch the heavy artillery for awhile."
"Who was the lucky chap at the wedding this morning?"
"The best man. I saw him kiss the bride three times when the groom wasn't looking."

THE TOWN GOSSIP.

AS we have been CAUTIONED against the JOCULAR use of a CERTAIN belief WE will turn our ATTENTION to Mormonism OR whatever you call it TO play safe, WHICH brings to mind THIS tale of that popular hero, BRIGHAM Young. FOR 'tis said that THE aforesaid Brigham ONCE had a lady COME to see him, AND she declared that SHE had once been MARRIED to him, AND that the child AT her side WAS none other THAN Brigham's son. "WELL," said Brigham, "I DON'T know BECAUSE, you see, THE record were BURNED recently." "BUT," said he, "I'll take the child." AND he further REMARKED, "What it is that GIVES the child SUCH a peculiarly DEAD complexion?" THE mother said THAT she didn't know, AND she left the child, AND departed. BRIGHAM then turned HIS new son OVER to the NURSERY superintendent, AND proceeded TO forget the incident. UNTIL one day THE superintendent RUSHED in, wild-eyed and GASPED out that they had WASHED the child. BRIGHAM again remarked, "WELL, what of it?" OR words to that effect. "WHY," said the soop, "THE paint came off and THE child's an Indian." THERE is no MORAL to speak of TO this story UNLESS it might be THAT Brigham SHOULD have kept HIS records in a FIREPROOF safe. I THANK you!

Hand painted, fibre, tidy baskets. Keep the house clean, try one. Rhein Hardware Co. 44

Wet wash calls received before 8:30 will be returned by 2 p. m. 20 lbs. for \$1. Alliance Steam Laundry. 38-1f

"Seeds That Grow," are proving popular because they do produce. Rhein's. 44

HOW TO DO IT.

"A sixty-dollar hat?"
"Yes."
"My husband wouldn't buy me a sixty-dollar hat."
"He would if you started to yell for a grand piano."—Louisville Courier-Journal.

THE PEOPLE'S BOOK

(By REV. STEPHEN J. EPLER, Pastor Christian Church, Alliance)

2 Tim. 3-16, Every Scripture inspired of God is also profitable for teaching, for reproof, for correction, for instruction in righteousness: 17 that the man of God may be complete, furnished completely unto every good work.

From the above statement of the great Apostle to the Gentiles we can readily understand the importance of Bible study, also why so many people have this book in their home.

"Pilgrim's Progress." "Quo Vadis," and many other books have been translated in many different languages and read by countless numbers, but the Bible has been translated into nearly 500 languages and dialects and is read by hundreds of thousands while other great books are only read by hundreds. There must have been a purpose in this in the mind of the Great God who is revealed in the Bible. This purpose was to give man a true conception of himself and also of his God.

The Bible reveals to man a true picture of himself. When we write a biography of a friend, only the good qualities are mentioned, but when God pictures man he presents him as he is. Hence Abraham, Moses and David and even the Apostles are pictured as men, human beings. This Book does not omit our weakness but presents us as we are. It helps us to take an inventory of self and when we find what is lacking in the perfection of character, urges us to clean and purify our life.

It presents God as He is, the Creator and Ever-living Father. This God

is stern in his demands which he makes of humanity. This was illustrated in His attitude toward humanity during the stage of infancy and childhood of the race. His kindness and love was ever manifested and especially as revealed to us in the person of God our Lord and Savior.

The Bible is the compliment of God's Great Book of Nature which is open and also may be read of all men. In the mountains, the hills, the valleys, in the rivers, the lakes and on the sea, in the trees, in the flowers and in the grass, yes and in all nature may be seen the glory and the power of God. This is also very noticeable in the progress that humanity is making in the advancement of civilization. The one Book without the other would be a loss of understanding.

The Bible is the Book for the living and if it is good for the living what does it do for the dying? It brings hope to the living and peace to the dying. It presents our Savior who is "Life" and "Peace."

Study it! Believe it! Practice its teachings in daily contact with others! It is rightly named "Bible" or "The Book."

A closing word from William H. Seward an American statesman is: "The whole hope of human progress is suspended on the ever growing influence of the Bible."

Have you seen those Pearl Knives and the prices at Rhein's. 44

Wet wash calls received before 8:30 will be returned by 2 p. m. 20 lbs. for \$1. Alliance Steam Laundry. 38-1f

Alarmists seemingly regard the rising generation as a falling one.

WHAT IT COSTS TO STOP

(Tibs and Nibs)

Twenty years ago one of the best known names in national advertising was James Pyle's Pearline. The advertising had run continuously since 1873. In 1904 the appropriation for that year amounted to \$500,000.00, which was a great deal of money in those days. In 1907, the concern having passed into the hands of an estate, the trustees saw an opportunity by which they could save many hundreds of dollars by cutting out advertising. Pearline lost favor rapidly and in 1914 tried to come back. Several hundred thousand dollars were spent, which amount would have made a considerable dent on the market for a new product, but Pearline was not a new product. It was trying to come back—which was infinitely more difficult.

In 1915, according to our information, Pearline was sold to a competitor for just the cost of the machinery as junk, and the stock on hand as raw material.

Another nationally known product stopped advertising for one year and it took from five to seven years to regain the volume it lost.

A merchant can build up a splendid business in his town if he will advertise constantly, and it will continue

to grow as long as he advertises. He cannot afford, however, to stop advertising, as the growing generation must be constantly kept informed so as to obtain new customers; and the older generation must be kept reminded. It is only the older generation who remembers Pearline. The young man and woman know nothing of it.

About 18 per cent of our population each year reaches the age of understanding or purchasing ability. You must gain the attention of these 18 per cent, obtain their good will, together with retaining the business of the older folks, or gradually disintegrate.

Advertising is the modern miracle worker, but it must be done consistently and constantly. You cannot stop in the middle of the stream and expect to get across.

"Seeds That Grow," are proving popular because they do produce. Rhein's. 44

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If you have wool to sell, see L. E. Bliss. 40-1f

There Are Two Ways of . . .

Cleaning and Pressing

ONE WAY IS ANYWAY TO GET IT DONE,

THE OTHER IS
KEEP-U-NEAT
PERSONAL SERVICE WAY

You will find your clothes wearing longer and looking better when you have them done the **Keep-U-Neat Personal Service way.**

More Alliance people are realizing this fact every day.

ASK FOR FREE TICKETS ON THE **FORD CAR.**

Keep-U-Neat Cleaners

SERVICE THAT SATISFIES
207 Box Butte Avenue Phone 133

DANCE

at the

Gail Price Barn

ONE MILE NORTH OF ALLIANCE DRIVE NORTH ON SWEETWATER

. . . on . . .

Saturday, May 6

YOU WILL DANCE TO GOOD JAZZ MUSIC

The proceeds of the dance will go toward outfitting the Ash Grove Baseball Team.

We Want Everyone There



Glen Miller's Great Remodeling Sale Of Furniture

Offers Extraordinary Values to Buyers for Cash

FROM 15 TO 20% REDUCTION

WE NEED ROOM to work. Miller's furniture store will undergo some changes soon and we want space to work more than we want our stock of furniture or a reasonable profit on it. Therefore we are going to reduce our stock on hand—all lines—and we mean to make our prices so attractive you can't resist them. Come to the store and see our—

Convincing Cash Furniture Values

FOR THOSE WHO NEED FURNITURE NOW—OR WILL NEED IT SOON.

Great Remodeling Sale Starts on Saturday Morning, April 29

REMEMBER IT IS THE CASH BUYER WHO PROFITS AT THIS SALE—REDUCTIONS IN EVERY LINE WILL GREET YOU. COME TO THE STORE TO SEE THEM—COME SOON.

BUY FOR LESS MONEY.

Rugs, Bed Room Suites, Dining Room Furniture, Kitchen Cabinets, Electric Washing Machines, Bed Springs, Mattresses, etc., etc.,

GLEN MILLER

THIS SALE INCLUDES Reductions on Dishes, Pictures, Chairs, Davenports, Rockers, in fact everything we carry for making the home pleasant and comfortable.