



Life-Size Portraits of Safe Home Matches

Examine them carefully. Note how strong and sturdy they are. Note, too, what fine heads they have—full, round, well made.

Safe Home Matches are better than any matches you have used heretofore. They are made in a better way. No poisonous materials are used. A child might suck the head or several heads off Safe Home Matches. He wouldn't be poisoned. He wouldn't even be seriously ill. For that reason alone Safe Home Matches should be in every home.

Safe Home Matches burn with a steady flame, not by fits and

starts. They light anywhere. And yet they are safer than any other brand or type of match.

We ask you to use this new match and to urge others to do likewise. We do not ask you to pay more than you have been paying for matches—merely to see that you get better matches than you have been getting.



The new safety "strike-anywhere" match.

5c. All grocers. Ask for them by name.

The Diamond Match Company

BRONCHO BUSTING AT PALMER RANCH

Bonner Man Entertains Big Crowd Sunday Afternoon with Wild West Features in Plenty

Frank Palmer, the Bonner ranchman, has all the makings of a good wild west showman. For several weeks he has been holding broncho busting contests at his ranch, the participants being from the nearby ranches. Mr. Palmer lives fourteen miles from Alliance and between two and three miles northwest of Bonner which is on the Denver line of the Burlington.

By 3 o'clock Sunday afternoon a large crowd had arrived in buggies, wagons and autos. Mr. Palmer had a well arranged program, which lasted until after 6 o'clock. Refreshments were served to the crowd and no charge whatever was made for any of the entertainment. Many pictures were taken by The Herald photographer and others who had cameras.

First on the program was a rope spinning exhibition by Arthur Lewman. He was a tall, handsome chap dressed in approve cowboy style, and made a hit with the ladies by his expert work with the lasso.

Probably the most interesting part of the whole program was the steer riding which ended with a thrilling exhibition by Jack Graham on a large, ferocious looking bull, which attempted to climb the fence in a dozen places. Those who rode steers were Jim Wilson, Frank Chastek, popularly known as "Shorty" because of his height. Chastek was the clown of the day and his appearance at any time was the signal for much laughter. His droll sayings were full of genuine humor. The steer he was riding turned a double flip-flop and landed on his leg. "I broke my leg," said he as he limped away, gritting his teeth from the pain. "No, I mean I didn't break it," he said, as he saw us watching him with sympathy. "But don't say anything about it in the paper, please," said he. So of course we refrain from mentioning it. Other steer busters were Lyle Coker, who had to take three trials before he conquered his animal, Harry Smith, who was announced as the "Just married man," Jim Eaton, Alva Roach, who is a skilled rider and who, when his steer was tearing up the earth and the heavens above, called out to it, "Come on, sister, do your worst," Harry Boone, Young Hale, Frank Palmer and Bruce Maljery of Alliance, who tried to entice one of the most wicked looking animals, and Jack Graham.

In riding the bucking bronchos the skill of the riders was shown at its best. Most of the boys who rode are from the Immense Hall & Graham ranch, which adjoins the Palmer ranch. The Hal & Graham ranch is to be congratulated on the high class of men employed, and on their skill as horsemen.

Those who rode the hroses were Jim Eaton, Arthur Lewman, Alva Roach, Winsel Lackey, who at first refused to ride because he couldn't find a pair of number ten boots in the crowd, and whose horse gave a thrill not on the program by climbing nearly over another horse and taking a short impromptu ride around the corral in that manner, Frank Chastek, Frank Palmer, the aforesaid riders all riding Palmer horses. Jim Lester rode a McCoy horse and Jack Graham rode a Gentle horse—we mean a horse belonging to Glen Gentle, for it was not gentle by any means. At the exhibition given before this one "Shorty" Chastek gave the boys a surprise. He is known as an expert rider and an old black horse which Frank Palmer had been using as a saddle horse for his small son was led into the corral, blindfolded and held by a dozen men who assured "Shorty" that this was a man eater, an imp from the lower regions, the untamed terror of the wild and woolly west, and that he should use great care to save breaking his neck. Taking all due precaution, he carefully climbed into the saddle and gave the word to let go. To the surprise of those who planned a "surprise" on "Shorty" the old black steed got busy and did the best bucking of the whole day. It was "Shorty's" turn to laugh when he was told of the joke.

Frank Palmer promises more entertainments of this character. Herald readers who want to see something real thrilling will do well to make him a visit when the next one is pulled off. Announcement of the date will be given in The Herald.

On Saturday afternoon Miss Frances Schott was agreeably surprised by about thirty of her little friends, the occasion being her tenth birthday. The afternoon was spent in playing games, after which light refreshments were served.

Those present were: Marjorie Grebe, Frances Grassman, Flora Spencer, Dorothy Mote, Frances Brennan, Louis Cogswell, Lucile Butler, Verna Dowe, Margaret Brennan, Naomi Gaddis, Helen Young, Dorothy Hampton, Helen Newberry, Ruth Stanton, Evelyn Kuhn, Alice Hamilton, Bernice Fitzpatrick, Eugenia Laing, Isabella Fleming, Phyllis Thompson, Alice and Thelma Campbell, Ruby and Pearl Campbell, Margaret and Asenath Schill, Dorothy and Jack Barnes.

CROWDS GOING ON SILO TRIP

Tickets Selling Fast for Banquet at Gadsby Hall Friday Night—A Committee Appointed

The following have offered their cars for the Commercial Club silo trip July 27: W. E. Spencer, R. M. Hampton, J. W. Guthrie, C. A. Newberry, F. W. Harris, E. T. Ibbie, E. C. Drake, Geo. Mollring, W. W. Norton.

The trip will be made from Alliance. After the return a big mass meeting will be held in the evening at the Central school, where talks will be made by the university men, and by Mr. Andreas, who will also give an illustrated lecture on dairying in western Nebraska. The business men of Hemingford will accompany the farmers on the trip Tuesday. They report that they have seventeen cars which will go on the trip.

A big crowd is expected Friday night at the banquet to be held in Gadsby hall. The ladies of the Christian church will furnish the supper, which will be a guarantee that it will be delicious. Many ladies are expected at the banquet. The Woman's Club has been asked to furnish a speaker, and the editor of the Lincoln Trade Review, H. M. Bushnell, has been asked to come at that time.

The entertainment committee appointed to serve the balance of the year is as follows: Ben J. Sallows, F. J. Was, H. A. DuBuque, E. A. Mallory and L. H. Highland. This committee will have charge of all the banquets and entertainments of the Commercial Club.

Mr. Fisher has been spending some time with the business men, ascertaining their feeling regarding the construction of the club building. The first large subscription was made by R. M. Hampton, who subscribed one thousand dollars.

SUPPLIED PEOPLE WITH BIBLES

American Bible Society Representative Leaves for Crawford and Chadron

G. A. Perkins of Omaha, representative of the American Bible Society in Nebraska, finished a little less than a week's work in Alliance on Monday forenoon and took the noon train for Crawford, expecting to remain there about two days and then go on to Chadron to remain over Sunday.

In the few days Mr. Perkins was in Alliance he did quite an extensive work. Part of the time he was here he put in canvassing to ascertain where Bibles were needed. Ten families were found without Bibles and were supplied. Following is a statement of the number of Bibles and parts of Bibles sold and given away while in this city:

Sold—Bibles, 119; New Testaments, 69; Gospels (parts of Bible), 50; total sold, 238. Given away—Bibles, 6; New Testaments, 12; Gospels, 45; total given away, 63. Total sold and given away—Bibles, 125; New Testaments, 81; Gospels, 95; total, 301.

"Agricultural Education" Booklet

The Nebraska College and University School of Agriculture have just issued an illustrative booklet giving cuts of the University farm and information regarding the courses of study and student life in the college and school of agriculture. This booklet will be sent gratis to any person who will write to the Dean of the College of Agriculture, Lincoln, asking for a copy of the illustrated booklet on "Agricultural Education."

Changes from Ellsworth to Bingham

The address of S. J. Schmoker, one of The Herald's many Sheridan county subscribers, has been changed from Ellsworth to Bingham. Mr. and Mrs. Schmoker and family formerly resided in Alliance, moving from here to their homestead claim in the sand hills country.



Stock Yards Saddlery Co.

I. G. BLESSING, Proprietor

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Harness and Saddles

Fly Nets and Lap Dusters

Cheapest on Earth. Quality Considered

Everything Hand Made

Factory, 314 North 25 St. S. Omaha, Neb.

Western Nebraska Hard Wheat

makes the best flour. The

Hemingford Roller Mills

know how to make it. Ask your grocer to send you a sack of our flour. Every sack guaranteed.

A. M. MILLER, Prop.

HEMINGFORD,

NEBRASKA



This map shows the United States divided into four climatic zones. Paint must be made to fit the climate in which it is to be used. Paint for Florida won't do for Arizona or Colorado.

When you buy Lincoln Climatic Paint you can be sure it is exactly suited for this locality. It will not crack, check or peel with the various changes of weather, because it's made especially to withstand this climate.

Lincoln Paints and Varnishes. We have a booklet which tells all about Lincoln Climatic Paints, also a booklet telling how you can do the "Home Painting Jobs" your self.

Ask for these books—they are free.

F. E. Holsten

Cartoons for Herald Readers

Beginning with this week Herald readers will be furnished a six-column cartoon by a celebrated artist. This cartoon will be published on the want ad page.

As Gen. Villa is not doing anything spectacular, it is likely that he is going to do it pretty soon.

Lest you forget, The Alliance Herald, \$1.50 per year.

PENNANTS

Our stock of fine pennants is ready for your inspection. The best way for

Auto Owners

to advertise Alliance is to adopt the suggestion of the Commercial Clubs and see that your car has Alliance Pennants on display at all times. We have a full line at all prices.

BRENNAN'S

2500

The Alliance Herald has a guaranteed circulation of 2500 copies per issue, the largest in western Nebraska. Alliance and surrounding territory are covered more thoroughly than by any other two newspapers combined.

Advertisers

should place their advertising where it has the circulation that reaches the people. If you want your money to bring you results see that your next ad is placed in

The Alliance Herald

Published every Thursday. In order to insure insertion copy for display advertising should reach the office not later than Wednesday. Phone 340 and our advertising man will call on you.

SURPRISE PARTY ON BIRTHDAY

Thirty Little Friends of Frances Schott Surprised Her Saturday Afternoon with Party

On Saturday afternoon Miss Frances Schott was agreeably surprised by about thirty of her little friends, the occasion being her tenth birthday. The afternoon was spent in playing games, after which light refreshments were served.

Those present were: Marjorie Grebe, Frances Grassman, Flora Spencer, Dorothy Mote, Frances Brennan, Louis Cogswell, Lucile Butler, Verna Dowe, Margaret Brennan, Naomi Gaddis, Helen Young, Dorothy Hampton, Helen Newberry, Ruth Stanton, Evelyn Kuhn, Alice Hamilton, Bernice Fitzpatrick, Eugenia Laing, Isabella Fleming, Phyllis Thompson, Alice and Thelma Campbell, Ruby and Pearl Campbell, Margaret and Asenath Schill, Dorothy and Jack Barnes.

Cooking With Pleasure



You can make, cooking a pleasure during the hot summer months by using a QUICK MEAL GASOLINE or OIL STOVE, and the saving on fuel is worth your consideration. There is a size for every requirement. Prices from \$3.50 to \$36.

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