

**2--Two--2**

New 1928 Model  
Automobiles

**FREE**

ANNOUNCING A  
**\$3,600 FREE GIFT DIS**  
**TORRANCE HERALD AND**

ALL PRIZES, GOLD, SILVER AND AUTOMOBILES, to BE GIVEN AWAY ABSOLUTELY FREE TO MEN, WOMEN, BOYS AND GIRLS  
TION. IT COSTS YOU NOTHING NOW OR EVER. IT IS NOT REQUIRED THAT YOU BE A SUBSCRIBER TO THE HERALD OR NEWS. E  
APPEARS IN THIS ISSUE AND SEND IT OR BRING IT TO

**Campaign  
Headquarters  
Is Located in the  
Herald-News  
Office**  
1419 Marcelina Ave.  
Torrance  
The Telephone  
No. is 444

**EVERYBODY WILL**

**THE PLAN IN BRIEF**

The object of the big distribution is two-fold; primarily to increase the already large subscription list of the Herald-News, to collect arrearages and advance subscription payments from present or new subscribers, and at the same time afford our friends and readers an unparalleled opportunity to profit, and in a big way, through their spare time during the next few weeks. So it is a plan that works both ways, and to the ultimate good of all concerned.

Ambition and energy are the only requisites for success. The plan adopted is the fairest and most impartial conceivable. There will be no "double vote" offers, extra votes given or any other vote inducement whatsoever inaugurated during this competition. Neither will there be any long term subscriptions accepted. The plan of the campaign is straightforward and simple and is fully outlined in this announcement.

**HOW TO ENTER THE ELECTION**

The first step in order to become a candidate and compete for a prize, is to clip the nominating coupon appearing below, fill in your name and address and mail or deliver to the Campaign Department of The Herald-News. This coupon entitles you or the person you might nominate, to 5,000 FREE votes. These votes are given you as a starter, and speed you on your way to win. Only one such nomination coupon will be accepted for each candidate entered.

**HOW VOTES ARE SECURED**

The next step is to call on or write the Campaign Department for a free working outfit, consisting of an official receipt book, sample copies of The Herald-News, and other information relative to launching an active campaign.

Thus equipped, you have but to go to your friends and neighbors, relatives and acquaintances and have them clip the free coupons from the papers, and pay up a subscription to the Herald-News through you. THAT'S ALL THERE IS TO IT. However, you will never win anything unless you make a start; and while it will not be a very difficult matter to capture one of the big prizes, nevertheless, it is necessary that you start early. You must plan out your campaign the same as any successful business man plans out his work for a season and above everything else, let no one discourage you, but stick to it and finish. Anything worth having is worth striving for. A few short weeks and you may be riding in your own automobile.

It takes votes to win, and votes are secured in two ways: First, by clipping the coupons appearing in The Herald-News. Start gathering them NOW. After a short time these coupons will be reduced to a lesser number of votes. The only restriction placed on vot-

ing coupons is that they must be deposited at the Campaign Department of The Herald-News on or before the expiration date printed thereon. Get your friends to saving these coupons for you—they all count. The other and faster way to get votes—is by securing new and renewal subscriptions to The Herald-News. On each subscription turned in a certain number of votes is given, varying according to the amount paid and during which "period" same are received at the Campaign Department. See schedule of votes elsewhere. So you see, the more subscriptions you can get the better your chances are to secure one of the capital prizes.

**EARLY START MEANS EASY FINISH**

The advantages of an early start are manifest. Not only do you have the FULL TIME in which to secure the winning votes, but now and up to and including NOVEMBER 5th you will receive the maximum schedule of votes on subscriptions. Then, too, the first in the field will undoubtedly get the "cream" of votes and subscriptions, while those who put off entering until a later date will have to take what is left.

Don't lose valuable time waiting to "see what the other fellow is going to do," but pitch right in and show the "other fellow" how to do it.

**THE ADVISORY BOARD**

It is the sincere aim of this newspaper to conduct the election, from start to finish, in a fair, honorable and impartial manner. Every precaution has been taken to safeguard the interests of participants, and absolute honesty in all dealings is guaranteed. However, not all wisdom lies with any one man or insti-

tution, and for that reason an Advisory Board has been decided upon, whose functions shall be to decide any questions of sufficient moment that might happen to arise during the competition and from which a committee shall be selected to act as judges and count the votes the last night of the election, names to be announced later.

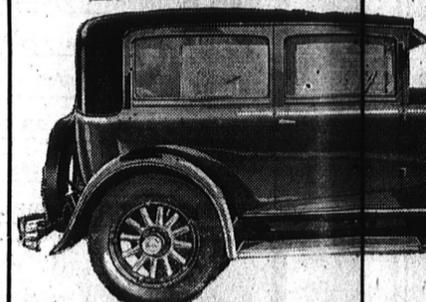
**HERALD-NEWS CAMPAIGN STRICTLY A BUSINESS PROPOSITION**

The big Free Gift Offer you are reading about is strictly a business proposition from start to last. Nothing but business-like methods will be employed. It is a business venture for real ambitious people who want to add to their present income by taking advantage of their spare time. This is not a popularity contest or beauty contest. Far from it. It is merely a business opportunity, an opportunity for ambitious individuals who can make more money in a spare-time way than some people can earn in a year or more. ENTER NOW.

**\$150.00 Cash Prize**  
**\$ 75.00 Cash Prize**  
**15 PER CENT COMMISSION**  
**IS GUARANTEED TO ALL**  
**ACTIVE NON-PRIZE WINNERS 15**

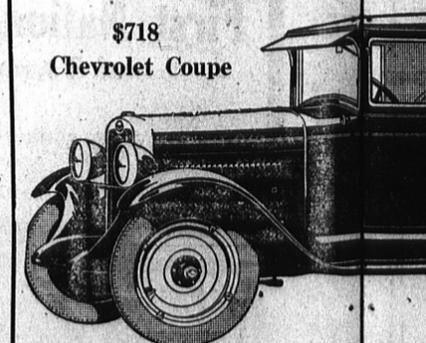
**WHAT DO YOU DO WITH YOUR SPARE TIME?**  
We say spare time, because the men, women, boys and girls who will enter this wonderful offer will be people who will have only a limited amount of time to devote to this work. So it puts the whole thing on a spare time basis. Everyone has some spare time. And right here at home you have an opportunity to cash in on that spare time. An early start means an easy finish and a victory for live wire workers.

**GRAND CAPITAL**



This beautiful Buick sedan, was purchased from R. S. display at their salesroom. A cordial invitation is extended to of this automobile is \$1465.00.

**CAPITAL P**



This beautiful Chevrolet Coupe was purchased from The display at their salesroom. Drop in anytime and see it. The

**SCHEDULE OF VOTES and Subscription Price of The Torrance Herald and Lomita News**

<p>is authorized to receive and collect for subscriptions to the Torrance Herald and Lomita News.</p>		<p><b>FIRST PERIOD</b> Up to and including Nov. 5th</p> <p>6 Months..... 4,000 Votes 1 Year..... 12,000 " 2 Years..... 24,000 " 3 Years..... 36,000 " 4 Years..... 48,000 " 5 Years..... 60,000 "</p> <p>50,000 Bonus Votes this period for each year in New Subscriptions.</p>	<p><b>SECOND PERIOD</b> Nov. 6th to Nov. 17th</p> <p>6 Months..... 3,000 Votes 1 Year..... 9,000 " 2 Years..... 18,000 " 3 Years..... 27,000 " 4 Years..... 36,000 " 5 Years..... 45,000 "</p> <p>40,000 extra votes this period for each year in New Subscriptions.</p>
<p><b>SUBSCRIPTION RATES</b> Within Los Angeles County</p> <p>Time By Carrier or Mail</p> <p>6 Months..... \$1.00 1 Year..... 2.00 2 Years..... 4.00 3 Years..... 6.00 4 Years..... 8.00 5 Years..... 10.00</p> <p>A special ballot good for 100,000 extra votes will be issued with every \$10.00 "Club" of subscriptions turned in. It is not necessary to hold them until you have a club.</p> <p>No subscription for more than 5 years from any one candidate. Votes positively will not be raised during the campaign.</p>		<p><b>THIRD PERIOD</b> Nov. 19th to Nov. 24th</p> <p>6 Months..... 2,000 Votes 1 Year..... 7,000 " 2 Years..... 14,000 " 3 Years..... 21,000 " 4 Years..... 28,000 " 5 Years..... 35,000 "</p> <p>20,000 Bonus Votes this period for each year in New Subscriptions.</p>	<p><b>FINAL PERIOD</b> Terminating December 1st</p> <p>6 Months..... 1,000 Votes 1 Year..... 4,000 " 2 Years..... 8,000 " 3 Years..... 12,000 " 4 Years..... 16,000 " 5 Years..... 20,000 "</p> <p>10,000 Bonus Votes this period for each year in New Subscriptions.</p>

**NOMINATION COUPON USE THIS BLANK TODAY**

Nomination Blank in The Torrance Herald Lomita News "Everybody Wins Campaign"

Date Entered..... Opportunity Week Expires.....

I hereby enter and cast 5,000 votes for Miss (Mr. or Mrs.).....

Address..... Phone.....

as a candidate in the Herald-News "Everybody Wins" Prize Distribution.

NOTE—Only One Nomination Blank Accepted for Each Candidate Nominated.

To enter this campaign simply clip the Nomination Blank fill it out, mail or bring it to The Herald-News Office, or call Phone 444 and a representative will call and explain the campaign in detail. It costs you nothing to enter—now or ever. You have everything to gain and nothing to lose. Everybody wins something.