

A MAMMOTH DISTRIBUTION BY THE TORRANCE HERALD AND THE LOMITA NEWS

\$1,425 IN CASH

For Distribution

GIRLS RESIDING IN TORRANCE, LOMITA AND SURROUNDING TERRITORY. YOU ARE WELCOME TO SHARE IN THIS DISTRIBUTION. EVERY PARTICIPANT IS GUARANTEED A CASH AWARD OR AN AUTOMOBILE. CUT OUT THE NOMINATION BLANK WHICH IS BEING DISTRIBUTED TO YOU TODAY. DO IT NOW!

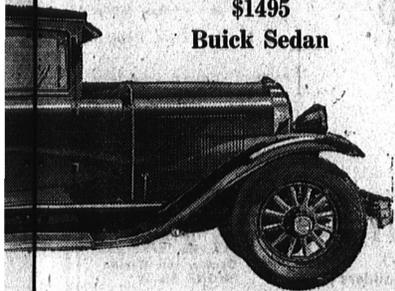
WIN SOMETHING

The Herald-News Reserves the Right to Add to this Prize List

CAPITAL PRIZE

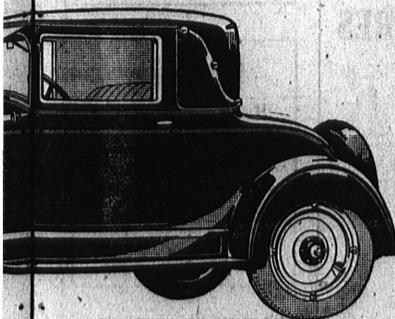
\$1495

Buick Sedan



from R. S. Flaherty Motor Company and is now on extended to all to call around and see it. The value

AL PRIZE



from The Torrance Motor Company and is now on extended to all to call around and see it. The value of this automobile is \$718.00.

How The Prizes Will Be Awarded

The person polling the largest number of votes in the entire campaign will receive the GRAND CAPITAL PRIZE. The person polling the next highest number of votes will receive the second CAPITAL PRIZE. The person polling the third highest number of votes will receive \$150.00 cash. The person polling the fourth highest number of votes will receive \$75.00 cash.

All other active participants will receive 15 percent cash commission on all money he or she produces, according to the rules of the campaign.

\$1200--IN CASH--\$1200 Guaranteed Commissions

A special fund of \$1,200 has been set aside to be distributed in the form of Cash Commissions among non-prize winning candidates. Every candidate who remains active throughout the entire campaign and fails to win one of the major prizes will participate in this commission feature. By this arrangement every candidate is assured of compensation for their efforts. Every Active Candidate who fails to win one of the capital prize cars or a district cash prize will be paid a 15 per cent cash commission on the total amount of monies turned in on subscriptions.

"IMPORTANT" OPPORTUNITY COUPON 150,000 OPPORTUNITY VOTES

During a candidate's first week of their entry 150,000 extra votes will be issued with every three year subscription or its equivalent and as many of these Opportunity Coupons may be used as a candidate secures subscriptions to cover during this week.

Name of Subscriber..... Address
Name of Subscriber..... Address
Name of Subscriber..... Address

FREE VOTING COUPON

In The Torrance Herald and Lomita News "Everybody Wins" Grand Prize Campaign

GOOD FOR 100 VOTES

I hereby cast 100 FREE VOTES to the credit of

Miss, Mr. or Mrs.
Address

This coupon, neatly clipped out, name and address of the candidate filled in, and mailed or delivered to the Election Department of The Herald-News, will count as 100 FREE VOTES. It does not cost you anything to cast these coupons for your favorite candidates and you are not restricted in any sense in voting them. Get all you can and send them in—they all count.

Do Not Roll or Fold. Deliver in Flat Package. NOTE—This coupon must be voted on or before SEPTEMBER 29.

NOTICE TO THE PUBLIC

The Torrance Herald and Lomita News is giving this mammoth prize election and the management of this newspaper positively guarantees absolutely fair and impartial treatment to all who participate. This is easily the most worthy and most liberal prize offering ever made the newspaper reading public of this section and it now rests with the enterprising hustlers to get busy and get his or her share of the good things offered. This is YOUR opportunity to secure without one penny of cost prizes that would

ordinarily take months, even years of self-denials and savings to acquire—and here they are offered to you in exchange for just your spare time and effort during the next few weeks. It will behoove prospective participants to enter their names NOW and be among the first in the field. Remember EVERYBODY WINS in this great distribution and your prize can be just as great as you wish to make it. It is truly the best spare-moment business proposition ever offered our readers.

RULES AND REGULATIONS

- 1. Any reputable man, woman or child in Torrance and Lomita or surrounding territory is eligible to enter this election and compete for a prize. Nominations may be made at any time during the campaign.
- 2. No employe or near consanguinity relative of any employe of The Herald-News office is eligible to enter this distribution. The Herald-News reserves the right to reject any nomination.
- 3. The winners of the prizes will be decided by their accredited votes, said votes being represented by ballots issued according to the rules of the campaign.
- 4. Candidates are not confined to their own particular town or community in which to secure votes and subscriptions; but may take orders anywhere in this section, or, for that matter, anywhere in the United States.
- 5. Cash must accompany all orders where votes are desired. There will be no exception to this rule. Candidates will be allowed to collect subscriptions and renewals as well as entirely new subscriptions and votes will be issued on both.
- 6. Votes are free. It costs the subscriber nothing extra to vote for his or her favorite. Subscribers should ask for votes when paying their subscriptions.
- 7. Votes cannot be purchased. Every cent accepted through the election department must represent subscriptions.
- 8. Votes are not transferable. Candidates cannot withdraw in favor of another candidate. Should a candidate withdraw from the race his or her votes will be cancelled. Neither will it be permissible for candidates to give or transfer subscriptions to another candidate. Votes on such transferred subscription will be subject to disqualification at the discretion of the management.
- 9. Any collusion on the part of candidates to nullify competition or any combination arrangement or effort to the detriment of candidates of this newspaper will not be tolerated. Any candidate or candidates entering into or taking part in such an agreement, arrangement or effort will forfeit all rights to a prize or commission.
- 10. Any ballot issued on subscriptions may be held in reserve and voted at the discretion of the candidate, but it is distinctly understood that candidates will not be allowed to use their credits in any manner detrimental to the campaign of other candidates. The printed coupons appearing from week to week in this paper must be voted on or before the expiration date appearing thereon.
- 11. In event of a tie for any one of the prizes, prizes identical in value will be given each tying contestant.
- 12. Extension on subscriptions will count votes according to the regular schedule prevailing in the period in which they are turned in, with the exception of the final period. No extra votes will be given on extensions the final period.
- 13. No statement, assertion, or promise, either verbal or written, made by any representative, solicitor, agent or candidate varying from the rules and statements published through the columns of this newspaper will be recognized by the publishers or the campaign management.
- 14. In case of typographical or other error, it is understood that neither the publisher nor the campaign manager shall be held responsible, except for the necessary correction upon the same.
- 15. Every candidate is an authorized agent of The Herald-News and as such may collect subscription payments from present as well as from new subscribers.
- 16. It is distinctly understood and agreed that candidates will be held responsible for all monies collected, and that they will remit such amounts in full at frequent intervals or on demand to the Campaign Department.
- 17. There will be several big prizes awarded, besides a 15 percent cash commission, to all ACTIVE non-prize winners, but it is distinctly understood that in the event ANY candidate becomes inactive, failing to make a weekly cash report of at least one six months' subscription, he or she will at the discretion of the management become disqualified and thereby forfeit all right to a prize or commission. No contestant securing a prize will be entitled to a commission.
- 18. To insure absolute fairness in the awarding of prizes, the race will be brought to a close under a "sealed ballot box" system, and will be under the personal supervision of two or more judges selected from the advisory board. During the last week of the contest the box—locked and sealed—will repose in the vault of a local bank, where candidates and their friends will deposit their final collections and reserve votes. And not until the race has been declared closed will the seals be broken, the box unlocked and the judges begin the final count. In this way no one, not even the campaign manager, can possibly know the voting strength of the respective candidates, which precludes any possibility of favoritism and insures fairness to the minutest degree.
- 19. The Herald-News reserves the right to add to or increase the list of prizes, as well as to issue votes on ad cards at the option of this newspaper.
- 20. Eighty thousand extra votes will be given on each new yearly subscription during the first period of the campaign; 40,000 extra votes will be given on each new yearly subscription during the second period; 20,000 extra votes will be given on each new yearly subscription during the third period, and 10,000 extra votes will be given on new subscriptions during the last week of the campaign. A two-year new subscription will carry double the extra votes for a new. A 3-year, 3 times as many.
- 21. One hundred and fifty thousand extra votes will be given a candidate for each three yearly subscriptions, or their equivalent, turned in during their first week in the campaign. The week of October 15 to 20, inclusive, will be known as "Opportunity Week" during this week 150,000 extra votes will be issued on each five year subscription, and each candidate will be limited to three of these subscriptions. Also 200,000 will be issued for every three yearly subscriptions or its equivalent and as many of these 200,000 Opportunity vote coupons may be used as a candidate secures subscriptions to cover.
- 22. The Herald-News guarantees fair and impartial treatment to all candidates, but should any question arise the decision of the management will be absolute and final.
- 23. Campaign opens today—closing Dec. 1, 1928.
- 24. All extra vote certificates will be issued at the close of period.

