

Prizes Await Entrants In the



GIFT DISTRIBUTION

EVERYTHING! GET IN NOW TO WIN BIG!

TO MEN AND WOMEN, BOYS AND GIRLS RESIDING IN THE TERRITORY SERVED BY THE HERALD AND NEWS. YOU ARE WELcomed THAT YOU BE A SUBSCRIBER TO THE HERALD OR NEWS. EVERY ACTIVE PARTICIPANT IS GUARANTEED CASH AWARD, ISSUE AND SEND IT OR BRING IT TO THE CAMPAIGN DEPARTMENT OF THE HERALD AND NEWS.

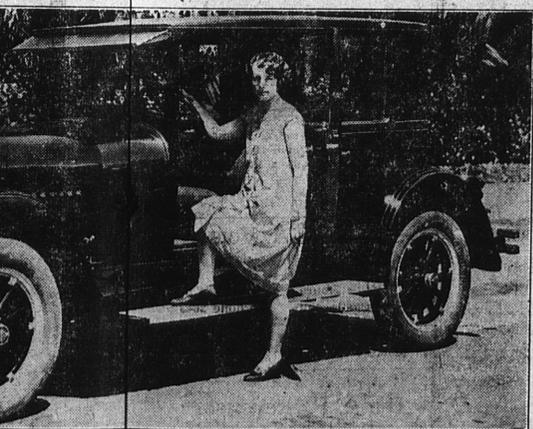
\$2000 IN CASH FREE!

EVERYBODY WINS! 20% CASH COMMISSION TO NON PRIZE WINNERS

Rules and Regulations

1. Any reputable man, woman or child 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 in the Herald and News office is eligible to enter this distribution. The Herald and News reserves the right to reject any nominations.
 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 subscribers nothing extra to vote for their 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 subscriptions will be subject to disqualification at the direction 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. The printed coupons appearing from week to week in this paper must be voted before the expiration date appearing thereon.
 11. In event of a tie for any one of the prizes, a prize identical in value will be given each tying contestant.
 12. 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.
 13. 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.
 14. Every candidate is an authorized agent of The Herald and News, and as such may collect subscription payments from present as well as from new subscribers.
 15. It is distinctly understood and agreed that candidates will be held responsible for all moneys collected, and that they will remit such amounts in full at frequent intervals or on demand of the campaign department.
 16. There will be several big prizes awarded, besides a 20 per cent cash commission for 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 yearly subscription, he or she will, at the decision 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.
 17. To insure absolute fairness in the awarding of prizes, the ballot 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 office of The Herald and News, where candidates and their friends will deposit their final 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.
 18. The Herald and News reserves the right to amend or add to the rules of this campaign for the protection of both the contestants and the newspaper. The right is also reserved to add to or increase the list of prizes.
 19. Thirty thousand extra votes will be given on each new yearly subscription during the first period of the campaign; 20,000 votes will be given on each new yearly subscription during the second period; 10,000 extra votes will be given on each new yearly subscription during the third and final period.
 20. One hundred fifty thousand extra votes will be given to candidates turning in 3 yearly subscriptions during their first week.
 21. The Herald and News guarantees fair and impartial treatment to all candidates, but should any question arise the decision of the management will be absolute and final.
 22. Campaign opens today—closing June 21st.
 23. All extra vote certificates will be issued at the close of periods.
- In accepting nominations candidates agree to abide by the above conditions.

Grand Capital Prize \$1379.00



on display at ZELLER & STILES, Redondo, Calif.

Grand Capital Prize

Purchased from and on display at Torrance Motor Co. (Day and Night Garage).



How Territory Is Divided

DISTRICT No. 1

District No. 1 comprises all territory within the city limits of Torrance and Lomita.

DISTRICT No. 2

District No. 2 comprises all territory outside of the city limits of Torrance and Lomita, including Keystone, Moneta, Harbor City, Walterna, Gardena, etc.

Notice To the Public

The Herald and 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 election 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 your 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-denial 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 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.

Second District Prize

TWO \$100 DIAMOND RINGS



Purchased and on display at HOWARD'S Jewelry Store, 1503 Cabrillo Ave., Torrance, Calif.

Third District Prize

TWO \$50 GOLD WATCHES



Purchased and on display at BAKER SMITH'S Jewelry, 1911 Carson St., Torrance, Calif.

The Time Is Here The Opportunity Is Unequaled The Reward Is Certain

The Herald and News' Big \$5000 Gift Distribution for New Subscribers affords a like opportunity to every individual regardless of residence.

Broad—Liberal—Generous
By far the greatest offer ever made by any newspaper in this section

NOMINATION COUPON

Blank in the Herald and News "Everybody Wins" Campaign
I cast 1000 votes for Miss (Mr. or Mrs.)

Phone
The Herald and News "Everybody Wins"
Nomination blank accepted for each candidate nominated

\$2000.00

In Cash Commissions

A special fund of \$2000 has been set aside to be distributed in the form of salaries among active NON-PRIZE winners on a 20 per cent basis. Any candidate who remains active throughout the campaign, making regular weekly reports of at least one yearly subscription, but who fails to win one of the big prizes offered, will participate in this commission feature. Think of it—20 per cent of every subscription you collect goes into your pocket, if you fail to win a prize! This arrangement assures compensation to all candidates and means there will be no losers in this race—everybody gets something. For further information call, telephone or write the Campaign Department of the Herald and News, 1419 Marcelina Avenue, Torrance, Calif. Telephone Torrance 200.

Good for 20,000 Extra Votes

First Subscription Coupon

Accompanied by the nomination blank and your first subscription, this coupon will start you in the race for the magnificent Herald and News gifts with a grand total of 31,000 votes. This coupon may be used only when accompanied by a subscription remittance.

NAME OF SUBSCRIBER.....

CONTESTANT'S NAME.....

AMOUNT ENCLOSED.....

This coupon will count 20,000 free votes when returned to the Campaign manager with the first subscription you obtain. It must be accompanied by the cash, and the subscription must be for a period of a year or longer. The 20,000 free votes are IN ADDITION to the number given on the subscription as per the regular vote schedule.