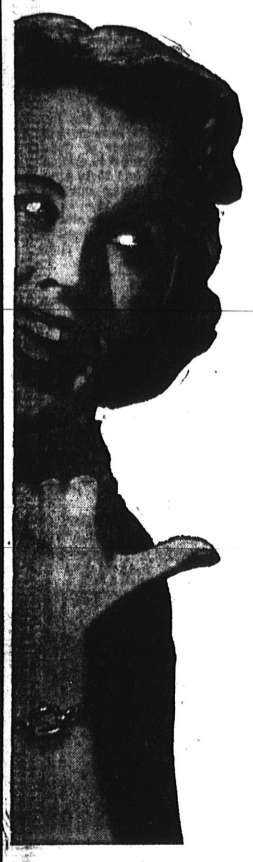


ANNOUNCING A

$5,000 FREE GIF

By Th

TORRANCE

Your choice of a new 1955 4-Door Ford Sedan, a 1955 4-Door Plymouth Sedan or a 1955 4-Door Chevrolet Sedan (all three
be distributed to men and women who wish to enroll and work spare time during the next few weeks. You are welcome to
check. It is not required that you be a subscriber to The Torrance Herald to participate in this campaign. Simply cut out
Torrance Herald at once. This coupon starts you on the road to the ownership of a new 1955 Automobile. ENROLL TO

Enroll Today

Do you want a new 1955 automobile? If so, here is your opportunity. It costs you nothing now nor ever. All that is required is that you have some spare time and a willingness to work.

EVERYBODY WILL

THE PLAN IN BRIEF

The object of the big distribution is two-fold; primarily to increase the already large subscription lists of The Torrance Herald 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; to the ultimate good of all concerned.

In order to gain this end advantageously, the most valuable and attractive prizes ever offered by a local newspaper in this section of the country has been made for distribution among those who participate most heartily.

Ambition and energy are the first requisites for success. The plan adopted is the fairest and most impartial conceivable. There will be no extra Points given or other Point inducements other than those published in this announcement. Neither will there be any long term subscriptions accepted. The plan of this campaign is straightforward and simple and is fully outlined in this announcement.

Let it be understood at the very outset that this i snot a "beauty" nor a "popularity" contest but a strictly legitimate proposition for enterprising men, women, and one in which no element of chance enters. One feature of this campaign is the fact that there will be no losers. Everyone gets paid.

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

How to Enroll in the Campaign

The first step in order to become a worker is to clip the enrollment coupon appearing in this announcement, fill in your name and address and mail or deliver it to the Campaign Department located at The Torrance Herald, 1619 Gramercy.

This coupon entitles you or the person you might enroll to 5,000 Points. These Points are issued you as a starter, and speed you on your way toward a Big Prize. Only one such enrollment coupon will be accepted for each worker enrolling.

How Points are Secured

Thus equipped, you have but to go to your friends and neighbors, relatives and acquaintances and have them clip the free coupons from these newspapers, and pay a subscription to The Torrance Herald through you. THAT'S ALL THERE IS TO IT. However, you will never earn anything unless you make a start; and while it will not be a very difficult thing to earn one of the big Prizes, nevertheless, it is necessary that you start early. You must plan your campaign the same as any successful business man plans his work for a season. 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 have a new 1955 automobile or a pocket full of cash.

It takes Points to get a Prize and Points are secured in two ways. First, by clipping the coupons in the Torrance Herald. Start gathering them NOW. The only restrictions placed on casting them is that they must be deposited at the Campaign Department of The Torrance Herald before the expiration date printed thereon. Get your friends to save these coupons for you. They all count. The other and faster way to get Points is by securing new and renewal subscriptions to The Torrance Herald. On each subscription turned in a certain number of Points is given, varying according to the amount and during which "period" same are received at the Campaign Department. See schedule of Points elsewhere. So you see, the more subscriptions you can get, the better your opportunities are to secure one of the major prizes.

EARLY START MEANS EARLY FINISH

The advantages of an early start are manifest. Not only do you have the FULL TIME in which to secure the BIG POINTS but now, and up to and including March 7, 1955, you will receive the maximum schedule of Points on subscriptions. Then, too, the first in the field will undoubtedly get the "cream" of Points and subscriptions, while those who put off enrolling 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.

$150.00 SPECIAL CASH PRIZE

The $150.00 Special Cash Prize is IN ADDITION TO ALL OTHER PRIZES, and will be awarded to the Campaign Worker who secures the highest number of ENTIRELY NEW SUBSCRIPTIONS. It is possible to win one of the automobiles, or one of the other Cash Prizes and still win this Special Award of $150.00—ANYONE IN THE CAMPAIGN CAN WIN THIS SPECIAL CASH PRIZE REGARDLESS OF ALL OTHER WINNINGS. ALL YOU HAVE TO DO IS SECURE MORE NEW SUBSCRIPTIONS THAN ANYONE ELSE IN THE CAMPAIGN. (A new subscriber is one that WAS NOT receiving The Torrance HERALD on January 27th, 1955.

$1470.00 IN GUARANTEED PAY CHECKS

..A special fund of $1400 has been set aside to pay all active campaign workers who do not win one of the major prizes. In the event a campaign worker does not win an automobile or one of the other prizes, 20 PER CENT CASH COMMISSION WILL BE PAID ON ALL MONEY TURNED IN DURING THE CAMPAIGN.

HERE IS HOW IT WORKS:

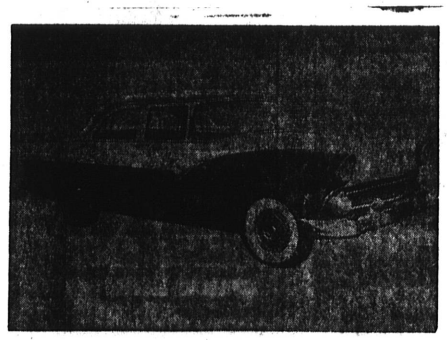
FOR A 1-YEAR NEW OR RENEWAL SUBSCRIPTION YOU ARE GUARANTEED $.72.

FOR A 2-YEAR NEW OR RENEWAL SUBSCRIPTION YOU ARE GUARANTEED $1.44.

FOR A 3-YEAR NEW OR RENEWAL SUBSCRIPTION YOU ARE GUARANTEED $2.16.

On this basis of pay the average person can earn from $50 to $75 per week during the next eight weeks. Remember, you are guaranteed 20% commission whether you win a prize or not.

Winners Choice of These Three Uni



The above automobile is offered as one of the Grand Capital Prizes in the Torrance Herald Subscription Campaign. This beautiful Ford 4-Door Sedan was purchased from Oscar Maples, Authorized Ford Dealer, 1420 Cabrillo Ave., Torrance. The value of this car is $2,425.10.

The above automobile is offered as one
Prizes in the Torrance Herald Subscript
beautiful Chevrolet Bel-Air 4-Door Sedan
Paul's Chevrolet, Chevrolet Dealer, 1640
rance. The value of this car is $2,470.60.

Herald Subscribers Share In This Campaign Also

$65 IN FREE GIFTS

Yes, that's right. You receive Merchants Coupon Book worth $65.00 in Free Gifts, Service, Discounts. This book is absolutely FREE—All you have to do to get it is subscribe to the Torrance Herald or renew your present subscription for one year. This Coupon Book will be issued only by Herald Campaign Workers. You can't afford not to take advantage of this unusual opportunity. See Pages 12 and 13 about the fine gifts being given by your local Torrance merchants!

Schedule of Points and Subscription Prices to The TORRANCE HERALD

_____ is authorized to receive and collect for subscriptions for The TORRANCE HERALD.

SUBSCRIPTION RATES

1 Year, New or Renewal.....$3.60
2 Years " " 7.20
3 Years " " 10.80

A special ballot good for 100,000 extra points will be issued for every $10.00 "Club" of subscriptions turned in. It is not necessary to hold them until you have a club.

No subscription for more than three years from any one subscriber.

Points positively will not be raised during the campaign.

FIRST PERIOD Ends March 7th		SECOND PERIOD March 8th to March 19th		FINAL PERIOD Campaign Ending Mar. 26	
New Subscription	**Points**	**New Subscription**	**Points**	**New Subscription**	**Points**
1 Year	24,000	1 Year	13,000	1 Year	8,000
2 Years	92,000	2 Years	49,000	2 Years	27,000
3 Years	196,000	3 Years	106,000	3 Years	60,000
Renewal Subscription	**Points**	**Renewal Subscription**	**Points**	**Renewal Subscription**	**Points**
1 Year	4,000	1 Year	3,000	1 Year	2,000
2 Years	12,000	2 Years	9,000	2 Years	7,000
3 Years	36,000	3 Years	26,000	3 Years	20,000

Torrance Herald Campaign Headquarters

The campaign department is located at

THE TORRANCE HERALD

1619 GRAMERCY AVE.

PHONE FA 8-4000

Campaign deparatment office hours are from 9:00 a.m. to 5 p.m. daily. Saturday, 9:00 a.m. to 1 p.m.

First Week Extra Points

During a worker's first week of his or her enrollment 150,000 Points will be issued with every group of three yearly (new or renewal) subscriptions or its equivalent, and as many of these coupons may be used as a worker secures subscriptions to cover this week.

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

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

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