

Twenty-Three Magnificent Awards in Great Popular Voting Contest Inaugurated Today

# The Herald's Great \$5,000.00 Free Contest

\$1000 Building Lot Free. \$500 Piano Free. \$250 Savings Bank Account Free. Two Weeks' Vacation for Twenty Young Ladies at Santa Catalina Island Free  
Biggest Contest Ever Announced in Southern California—Herald's Enterprise Astounding—Absolutely Confounds Competition

You can win a small fortune for just a little of your time during the next ninety days. These prizes positively cannot be won by chance or guessing. Those receiving the most votes by Herald subscribers win. The Los Angeles Herald will take the twenty most popular ladies in Southern California, Arizona and Nevada, mentioned in the districts in this announcement, to beautiful Santa Catalina island, for a two weeks' outing and will pay all their expenses on the trip. In addition to this trip, The Herald has arranged with the Ralph Rogers company and Hagar & Shepard for a \$1,000 building lot in beautiful Mission Boulevard Heights to the lady who secures the largest number of votes in this contest, and the lady who receives the second largest number of votes during the contest will receive a beautiful \$500 Lester piano. The Herald has arranged for with the J. B. Brown Music company, while the lady receiving the third largest number of votes in the contest will receive a \$250 savings bank account that has been secured from the Dollar Savings bank and will draw 4 per cent interest from August 19 for a period of six months, when entire account may be drawn by the winning contestant. This big contest starts today and ends Monday, August 19, at 9 p. m. The trip to Santa Catalina island will be made from Los Angeles in the early part of September, that being considered the superior time of the year to visit this, the most beautiful pleasure resort in the United States. The names of all ladies who are nominated will be published daily and the standing of all contestants will be published each Tuesday, Thursday and Sunday during the contest. Send in the name of your favorite at once and if possible place enough votes to her credit to put her in the lead in her district on the first announcement, Sunday, May 12. Ballots cannot be bought, but must be cut from the Sunday Herald or secured with subscriptions. The trip to Santa Catalina island will be made in a special Pacific Electric car to San Pedro and then by boat to Santa Catalina island and the party will be accompanied by a competent chaperone.

### DISTRICTS FROM WHICH CANDIDATES MUST COME

There will be twenty districts in all from which candidates will come and they will be divided as follows:

**DISTRICTS IN LOS ANGELES**  
**District A** will consist of all territory between the following boundary lines: On the north by First street, south by Pico street, east and west by the city limits.  
**District B** will consist of all territory between the following boundary lines: On the north by city limits, south by First street, east by Los Angeles river and west by city limits.  
**District C** will consist of all territory between the following boundary lines: North by Pico street, south by Jefferson street, east by city limits, west by city limits.  
**District D** will consist of all territory between the following boundary lines: North by city limits, south by Stephenson avenue, east by city limits and west by Los Angeles river.  
**District E** will consist of all territory between the following boundary lines: North by Jefferson street, south by Manchester avenue, east by city limits and west by city limits.  
**DISTRICTS OUTSIDE LOS ANGELES**  
**District F** will include the city of Pasadena, Cal.  
**District G** will comprise all territory north, east and west of Los Angeles in Los Angeles county outside of Pasadena, Cal.

**District H** will comprise all territory south, east and west in Los Angeles county, California.  
**District I** will comprise Orange and Riverside counties, California.  
**District J** will comprise San Diego county, California.  
**District K** will comprise San Bernardino and Kern counties, California.  
**District L** will comprise Ventura and Santa Barbara counties, California.  
**District M** will comprise San Luis Obispo, Monterey, King and Tulare counties, California.  
**District N** will comprise Searchlight, Las Vegas, Caliente and the Bullfrog district in Nevada.  
**District O** will comprise Goldfield and Tonopah, Nevada.  
**District P** will comprise Yuma, Mohave and Coconino counties, Arizona.  
**District Q** will comprise Maricopa and Yavapai counties, Arizona.  
**District R** will comprise Pima, Santa Cruz and Cochise counties, Arizona.  
**District S** will comprise Graham and Pinal counties, Arizona.  
**District T** will comprise Gila, Navajo and Apache counties, Arizona.  
**NOTICE TO CANDIDATES**—The arrangement of districts makes twenty in all. While all candidates have the privilege of securing votes any place in the United States, competition in one district has no bearing whatever upon the competition in other districts. Write for sample copies of The Herald to distribute among your friends.

### THE CONTEST IN DETAIL

Name the most popular lady you know in any of the districts specified in this announcement and then assist her to win one of the big special awards and take the two weeks' trip to Santa Catalina island, the most beautiful of any pleasure resort in the United States. In order to give every lady an opportunity we have divided the territory into twenty districts and the lady in each district who secures the largest number of votes during the contest will be the one who will make this beautiful trip at the expense of THE HERALD. The three ladies having the largest number of votes to their credit at the end of the contest will be awarded the three special prizes as follows: The first largest number will get the \$1000 building lot. The second largest number will get the \$500 piano and the third largest number will get the \$250 Savings Bank Account. The twenty contestants who receive the largest number of votes in this contest will be brought from their home cities at the expense of THE HERALD and two days will be spent in Los Angeles in order to take the party to all the interesting places surrounding this city, including the famous Mount Lowe trip and the Cavston Ostrich Farm. After the two days' stay in Los Angeles and every one gets thoroughly acquainted the party will then leave for the ten days' stay on beautiful Santa Catalina island. No expense will be spared to show the successful candidates a delightful time. The expense of this trip will consist of railroad fare from the candidate's home to Los Angeles and return. Accommodations at one of the best hotels while here. Railroad and steamship fare from Los Angeles to Santa Catalina island and return. Meals on steamer while en route and accommodations while at Santa Catalina island at one of the best hotels. When one stops to realize the great expense the Los Angeles HERALD will be put to in giving this trip with the special awards, the wonder is how a paper can do such things. It is simply done to make THE HERALD better known throughout the districts in which the contest is being conducted, and the \$5000 expense attached to a contest of this high character in advertising and carrying out the program, the management feels will be well spent.

Santa Catalina island can only be described in words as being a beautiful park in the Pacific Ocean, off the coast of Southern California. It is 22 miles long and contains 40,000 acres. A beautiful Garden of Nature by itself. Its climate is the most perfect to be found in the world, situated Lat. 32 1/2 degrees N., Long. 118 1/2 W. The twenty successful contestants will be given a trip on the Santa Catalina Island Mountain Ry., which connects Avalon with Pebble Beach and affords a grand Ocean and Mountain view. Excursions to the Isthmus, Moonstone Beach, Seal Rocks and other places of interest will be made. The contestants will be given a trip in the wonderful glass bottom boats and shown the beautiful submarine gardens through the crystal waters of the bay. Santa Catalina island is considered the world's best fishing ground and several deep sea fishing trips will be made. There are numerous other enjoyable features we will mention day by day as the contest goes on. SEND IN THE NAME OF YOUR FAVORITE. DO IT NOW. Fill out the nominating blank in this announcement and send it to the Contest Editor of THE HERALD at once and we will publish your candidate's name, together with the votes she has beginning Sunday, May 12. The contest will end August 19, 1907, when the special awards will be made and the trip to Santa Catalina island will be made during the early part of September.

If There Is Anything About This Contest That You Do Not Understand the Contest Editor of The Herald Will Gladly Explain. Telephone, Write or Call on Him at The Herald Office

Candidates and their friends should read the conditions of this contest as published in THE HERALD. No promises or statements made by any solicitors or agents beyond or differing from the conditions as printed will be recognized by THE HERALD. No signed contracts or agreements will be recognized by THE HERALD. All persons authorized to accept and receipt for Contest Subscriptions will be provided with credentials to that effect.

### CONDITIONS OF THIS CONTEST

There will be twenty districts in this contest and the votes in one district will have no bearing whatever on the standing of a candidate in any other district except in securing one of the three grand prizes. Any one may nominate a friend or she may do so herself at any time during the contest without cost. Nomination blanks will be published daily until June 1, and will be good each Sunday for ten votes. Nomination blanks are published for convenience only and nominations may be made on an ordinary sheet of paper and mailed to the Contest Editor of The Herald. The nomination of any reputable lady will be accepted. No one connected with The Herald or a member of their family may become a candidate. Every nomination received will be classified in its proper district and must remain in the same district throughout the contest. The Herald reserves the right to reject any nomination. VOTES.—Votes will be given without extra charge to Herald subscribers making a subscription payment for The Herald from one month to two years. The schedule of votes is published elsewhere in this announcement. Subscriptions to count for votes may be secured anywhere in the world and payments on subscription by old subscribers will count equal with payments made by new subscribers. In every case votes will be credited in the period in which subscriptions are made. Votes once cast cannot be changed to count for another candidate. No votes can be secured apart from subscriptions, but candidates and their friends may deposit subscription payments in advance, the names of subscribers to be furnished The Herald later. Votes must be cast when such advance payment is made. Changes in the names and addresses of subscribers will be made at any time. PRIZES.—The three Grand Prizes will be awarded the three candidates having the largest number of votes at the end of the contest. The twenty trip prizes will be awarded, one in each district, to the candidate having the largest number of votes in that district at the close of the contest. Any or all of the three Grand Prizes may be won by any three candidates in this contest, whether a resident of Los Angeles or outside. In case of a tie for any of the prizes offered The Herald will either award a prize of equal kind and value to each or divide the prize equally between the candidates concerned in the tie. GENERAL.—The Herald reserves the right to interpret all rules and to make final decision in case of any controversy. All subscription payments to count for votes and all communications in regard to the contest must be addressed to the CONTEST EDITOR, Los Angeles Herald.

### HOW THE VOTES WILL COUNT

\$15.00 entitles you to The Herald for two years and counts 2200 votes.  
\$7.50 entitles you to The Herald for one year and counts 1000 votes.  
\$3.90 entitles you to The Herald for six months and counts 450 votes.  
\$1.95 entitles you to The Herald for three months and counts 220 votes.  
65 cents entitles you to The Herald for one month and counts 50 votes.  
All subscriptions in the following cities will be delivered by carrier: Los Angeles, Long Beach, Pomona, Riverside, Whittier, San Bernardino, Ontario, Upland, Claremont, Covina, Colton, Riverside, E. D. San Dimas, Lordsburg, Chino, Terminal, Hynes, Pasadena, South Pasadena, Alhambra, Lamanda, Santa Monica, Ocean Park, Soldiers Home, Sawtelle, Sherman, Redondo, Hermosa Beach, Palms, Santa Ana, Compton, Orange, Fullerton, Downey, Buena Park, Norwalk, Compton E. D. No. 2, Bolls, Monrovia, Wilmington, Rivers, Arcadia, San Gabriel, Huntington Beach, Newport, San Pedro, Gardena, Sunnyside, Inglewood and Redlands. Outside of these cities the paper will be sent by mail. Old subscribers of The Herald can pay their subscriptions in advance and cast their votes for their favorite candidates as well as new subscribers.

### NOMINATION BLANK

Contest Editor, Herald: Date.....  
I nominate ..... District.....  
Address ..... State.....  
City or town.....  
as the most popular candidate in The Herald's Great Popular Voting Contest.  
Signed.....  
Address.....  
This nomination blank is good for ten votes for the candidate nominated providing that the same candidate has not been nominated prior to this date and her name does not appear in the list of candidates' names published daily during the contest.  
This nomination blank is published for convenience only. Nominations may be made on an ordinary sheet of paper and votes will be given them in like manner.  
This nomination blank will be discontinued after June 1, 1907.

# Mission Boulevard Heights

Where the \$1000 Contest Lot Lies

Mission Boulevard Heights has 27 1/2 acres in all. It has a 1000-foot frontage on Pasadena Boulevard and is covered with beautiful shade trees. The water main is already in and homes are being built on the lots now sold. The healthy drainage one gets from the hills makes the property all the more desirable for those wanting a home. Prices of lots range from \$800 to \$1000. Mission Boulevard Heights fronts the New Pasadena-Los Angeles Boulevard, which is now being paved with petrolithic pavement and within ninety days will be finished. This property is within one block of the Pasadena street car line and over 450 cars pass this property daily. The property is within the 5c fare limit and within twelve minutes' ride from the business center of Los Angeles. Rear lots on the hillside can be purchased for from \$200 to \$500 on easy installment payments. At the price this property is now being advertised we do not expect to have a lot left after June 1. Go out today and see this tract. Take any Short Line Pasadena car and get off at Rose Hill. Five-cent fare.

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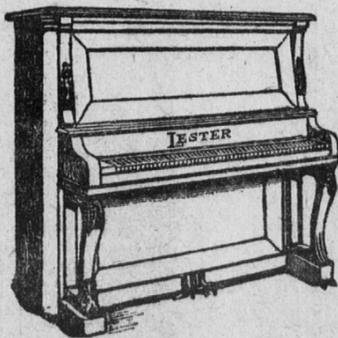
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No. 190

**Dollar Savings Bank & Trust Co.**

LOS ANGELES, CAL. May 7 1907

Pay to the order of Los Angeles Herald

\$ 250.00

Two Hundred and Fifty and 00/100 DOLLARS

For the contestant receiving the third largest number of votes in the Herald circulation contest.

Check to Be Presented the Contestant-Winning Third Prize in The Herald Contest.