

Something New and Startling

WHEN? WHERE? WHY?

The Answer Now, Southern California, For You. Read Carefully

The Los Angeles Herald

Will Give Away

\$15,000 IN PREMIUMS

Absolutely Free

\$1500 House and Lot \$500 Piano \$750 Beach Lot \$750 Baby Grand Piano
\$750 Auto Piano \$220 Motorcycle \$600 Upright Piano \$1000 Lot, good location

Free Trips—Lake Tahoe, San Diego, Monterey, San Francisco

Above includes ten days' board and room at best of hotels in above cities and

\$3300 IN OTHER PREMIUMS

Who the contestants are who will receive these valuable premiums will be determined by Herald readers according to the following plan of voting:

In order that the competition be equally divided the Field of the Los Angeles Herald is divided into different contests, as follows:

Votes will be allowed on all subscriptions to The Herald paid in advance as follows:		Price	Old	New
One Month's Subscription Daily Herald	\$.40	30	60
Three Months' Subscription Daily Herald	1.20	150	300
Six Months' Subscription Daily Herald	2.35	300	600
Twelve Months' Subscription Daily Herald	4.50	1000	2000

A COUPON PUBLISHED IN EACH ISSUE

Besides the votes allowed on subscriptions there is a coupon published in each issue of The Herald which, when cut out, the name filled in and brought or mailed to the Contest department of the Los Angeles Herald, will count as votes. These coupons are good for one week only and must be polled before the expiration of the date printed on each ballot. These coupons may also be used for placing candidates in nomination in this contest.

- To most popular person, man, woman or child.
- To most popular salaried woman or girl.
- To most popular electric railway employe working in connection with operation of cars.
- To most popular woman's club.
- To most popular fraternal lodge.
- To most popular couple, man and wife, father and daughter or son, mother and daughter or son, brothers, sisters, two women or two men.
- To the most popular young woman.
- To the most popular telephone girl.
- To most popular boy (under 21).
- To most popular wage earning boy (under 21).
- To most popular girl or boy (under 21).
- To most popular rural mail delivery carrier.
- To most popular person residing outside of Los Angeles.
- To most popular girl (under 21) residing outside of Los Angeles.
- To most popular housekeeper in her own home residing outside of Los Angeles.
- To most popular wage earning boy or girl residing outside of Los Angeles.

RULES AND REGULATIONS

1. Cash must accompany all orders.
2. Candidates and others sending in subscriptions should state plainly whether old or new, whether paper is to be delivered by carrier or by mail, and whether votes are to be polled or returned to the subscriber.
3. Votes are not transferable, and if a candidate drops out of the race she cannot give her votes to another.
4. The only way to secure votes is by subscribing for The Herald or clipping the coupons out of the paper. **VOTES CANNOT BE PURCHASED.** Every cent must represent a subscription.
5. Coupons polled after the expiration of the date printed on each one will not be counted under any condition.

The \$15,000 in Premiums Will Be Distributed as Follows:

- CONTEST NO. 1, Open to All**—To most popular person—man, woman or child: First premium, autpiano, \$750; second prize, trip of ten days for two persons to Lake Tahoe, cost of transportation both ways and hotel expenses to be paid.
- CONTEST NO. 2, Salaried Woman or Girl**—To most popular salaried woman or girl: First premium, house and lot in Los Angeles, \$1500; second premium, lot in Los Angeles, \$650; third premium, typewriter, \$115.
- CONTEST NO. 3, Electric Railway Employee**—To most popular electric railway employe working in connection with operation of cars: First premium, lot at one of popular beaches near Los Angeles, \$1000; second premium, graphophone, \$85. (Office employes of electric railway companies cannot compete for these two premiums.)
- CONTEST NO. 4, Woman's Club**—To most popular woman's club: Premium, baby grand piano, \$750.
- CONTEST NO. 5, Fraternal Lodge**—To most popular fraternal lodge: First premium, upright piano, \$600; second premium, regalia, to be selected by winner, \$150.
- CONTEST NO. 6, Couple**—To most popular couple, man and wife, father and daughter or son, mother and daughter or son, brothers, sisters, two women or two men: Premiums, trip of ten days (for two) to Monterey, transportation both ways and expenses at Hotel Del Monte, or trip of ten days (for two) to San Diego, transportation both ways and expenses at Hotel Coronado. Choice of trips will be given the couple receiving the highest vote. The other trip will be awarded the couple receiving the next highest number of votes.
- CONTEST NO. 7, Girl Under 21 Years**—To most popular girl under 21 years: First premium, furnishings for room, to be selected by winner, \$150; second premium, clothing, to be selected by winner, \$100; third premium, mandolin, guitar, violin or other musical instrument, winner's selection, \$40.
- CONTEST NO. 8, Girl Employe of Telephone Exchange**—To most popular telephone girl: First premium, furnishings for room, winner's selection, \$150; second premium, sewing machine, \$85.
- CONTEST NO. 9, Boy Under 21 Years**—To most popular boy: First premium, clothing, to be selected by winner, \$100; second premium, coaster-brake bicycle, \$65; third premium, mandolin, guitar, violin or other musical instrument, winner's selection, \$40.
- CONTEST NO. 10, Wage Earning Boy Under 21 Years**—To most popular wage earning boy: First premium, motorcycle, \$220; second premium, Iroquois coaster-brake bicycle, \$65; third premium, athletic sporting goods, winner's selection, \$40; fourth premium, musical instrument, winner's selection, \$25.
- CONTEST NO. 11, Boys and Girls Under 21 Years**—To most popular boy or girl: Premiums—Twenty-five scholarships, ranging in value from \$600 to \$50. The boy or girl receiving the highest vote will be given first choice, the second highest next choice and so on through the list.
- CONTEST NO. 12, Rural Delivery Mail Carrier**—To most popular rural mail delivery carrier: Premium, phonograph, \$85. All persons, whether residing in Los Angeles or elsewhere, are eligible to enter the above twelve contests, in accordance with the classifications designated.
- SPECIAL CONTESTS**—In the following contests only persons residing elsewhere than in Los Angeles are eligible to compete:
 - SPECIAL CONTEST A, Any Person Residing Outside of Los Angeles**—To most popular person: Premium—Trip of ten days for two persons to San Francisco, cost of transportation and expenses at St. Francis hotel paid.
 - SPECIAL CONTEST B, Girl Under 21 Years**—To most popular girl under 21 years: First premium, piano, \$400; second premium, art square, \$50.
 - SPECIAL CONTEST C, Housekeeper in Her Own Home**—To most popular housekeeper in her own home: First premium, sewing machine, \$85; second premium, set of dishes, \$65; third premium, kitchen cabinet, \$45.
 - SPECIAL CONTEST D, Wage Earning Boy or Girl**—To most popular wage earning boy or girl: Premium, typewriter, \$115.

Persons living in any district or city may vote for their favorite candidate, no matter from what district she may be entered, provided the contestant is a resident of the territory named therein, using for the purpose of voting the ballots obtained by subscribing for The Herald or the coupons clipped from the daily paper. Those who are already subscribers of The Herald may secure votes by aying in advance as long as desired. Votes will be allowed on payments in arrears only when a payment for at least one month in advance is made. If a subscriber gets The Herald and pays for it at the end of each month he may secure votes in this contest by paying for the month past and for one month in advance.

The Herald is the best daily paper of any daily in Southern California. It prints all of the news all the time and is the best exponent of California journalism and enterprise.

Address all Communications to **Contest Dep't Los Angeles Herald** Los Angeles, California

The Manager of the Contest is in the business office of the Los Angeles Herald, where he or his representative may be seen at any time in reference to this contest. Sunset Press 11, Home Phone Herald.