

Entirely New! Exceptionally Interesting!

Appreciating the Interest Manifested in The Herald's \$15,000 Contest, the Management Has Decided to Offer in Addition to the

\$15,000 IN PREMIUMS

Diamond Rings and Scholarships in Leading Colleges. These Are to Be Given Away Free by

The Los Angeles Herald

The List of Premiums Which Have Been Purchased and Are to Be Awarded by the Herald Are as Follows:

One Grand Prize Which is Choice of All the Following

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| House and Lot | Two Trips to Honolulu | Scholarship in University of Southern California |
| Auto-Piano | Thor \$265 Motorcycle | Scholarship in Cumnock School of Expression |
| Lot at one of the beaches | One \$220 Motorcycle | Scholarship in Brownsberger School |
| Baby Grand Piano | Two Coaster Brake Bicycles | Scholarship in Fillmore School of Music |
| Upright Piano | \$100 Boy's Clothing | Scholarship in L. A. School of Art and Design |
| Standard Piano | Other Musical instruments | Scholarship in Chas. Prochnow School |
| Mandolin, Guitar and Violin | Scholarship in Heald's Business College | Scholarship in De Chavenet Consvrty. of Music |
| One Scholarship in Yale School for Boys | Scholarship in Los Angeles Business College | Scholarship in Lyric School of Music |
| One Scholarship in Brick Cal. Boys' School | Scholarship in Woodbury Business College | Scholarship in Eclectic College |
| | Scholarship in Blanchard Hall and also | |

Ten Diamond Rings, Ten Gold Watches, and 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 contest No. 1 has been divided into different districts, as follows:

- DISTRICT NO. 1—**
That portion of the city of Los Angeles south of First street and west of Figueroa.
- DISTRICT NO. 2—**
That portion of the city of Los Angeles south of First street and east of Figueroa.
- DISTRICT NO. 3—**
That portion of the city of Los Angeles north of First street.
- DISTRICT NO. 4—**
San Gabriel Valley.
- DISTRICT NO. 5—**
Pomona County Division.
- DISTRICT NO. 6—**
Los Angeles Valley.
- DISTRICT NO. 7—**
San Bernardino County.
- DISTRICT NO. 8—**
Riverside County.
- DISTRICT NO. 9—**
San Diego County.
- DISTRICT NO. 10—**
Orange County.

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.

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.

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

Contest No. 1 For Young Ladies. This contest has been divided into ten districts, three divisions being made in the city of Los Angeles and seven for the counties of Southern California. These districts are fully outlined on this page.

The young lady who receives the largest number of votes in the entire ten districts will have first choice of the above prizes. After that prize has been awarded there will be four district prizes for each of the ten districts. The leader in each of the districts will have her choice of the above prizes, according to the following method: The Capital Prize winner has first choice; second choice goes to the highest district, next choice to the next highest district, etc., for the ten districts.

The second prize for each district will be a scholarship, the third prize a beautiful diamond ring and the fourth prize a gold watch. Altogether there will be forty-one prizes for the young ladies.

Contest No. 2 For Fraternal Lodges may be participated in by all lodges in Southern California. These prizes will be one \$600 piano and a \$150 regalia, same to be selected by the winner.

Contest No. 3 Will be for boys and young men residing in Southern California. These premiums will consist of one \$265 Thor motorcycle, one \$220 motorcycle, \$100 worth of clothing selected by winner, one Iroquois coaster brake motorcycle, \$40 mandolin, guitar, violin or other musical instrument selected by winner, \$40 sporting goods selected by winner and one \$25 musical instrument.

Contest Closes June 20, 1908

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.