



CHAMPION GENE TUNNEY POUNDS DECISIVE VICTORY OUT OF TOM HEENEY IN WORLD'S TITLE BOUT

(continued from page four)

complained to Eddie Forbes that Tunney thumbed Heeney but Forbes shut him up quickly. He said the bout was O.K. and there were no foul touches as far as he could see.

Ninth Round—Tom was still blinking. He sent a loping right to ear and then tried to wrestle. Tunney shook the challenger with a two fisted attack to ribs and body. Tom then slid a right uppecut to chin and Heeney landed left to face. Tunney then drove a heavy hard right to the face cutting a gash over the challenger's right optic. Heeney's face was a crimson smear as Tunney landed blow after blow on the face of the game Anzac. As Heeney tore in, Tunney lowered his attack and drove hard right to body at bell.

Tenth Round—Tunney stepped into the challenger with a right and left. Tunney carried the fight and, closing in, hit Tom's left eye and Tunney dropped his lead again driving a stiff left to the body. Tunney was fighting coolly and cautiously but giving Heeney a boxing lesson. The challenger could not cope with the master boxer and his attempts to land were foolish. Tunney backed away making Heeney look like an amateur. Tunney then opened an attack in real earnest and battered the badly beaten Heeney all over the ring. Tom was hanging on the ropes. A right to the jaw sent Heeney to the floor on his back as bell rang. Heeney's handlers rushed out and carried him to his corner.

TUNNEY WINS

Eleventh Round—Tunney, the master, throwing out, bided his time and pecked away at the challenger. Heeney made an effort to land on Tunney and then shot a terrific right to the heart. Heeney was cut on his feet and hardly to stand. The champion box-

cautiously and Tom came out of his corner and lashed out with a right. Tunney was battering Heeney's face to a pulp and Heeney did not realize what was going on as the marine battered him all over the ring. The crowd gave Tunney a great ovation as the referee stopped the fight. Heeney made no complaint and seemed to agree with the referee. Heeney's handlers worked furiously in order to get him into shape to shake the hand of his conqueror.

Heeney warmly congratulated Tunney, the champion. The crowd gave Tunney a tremendous hand as he left the ring. Tunney finally showed the fans of his own home town that he was the real thing. The time of the round was 2 minutes 52 seconds.

Heeney earned an even break on the first round but from that time on there was never any doubt as to the probable outcome. Tunney slashed and battered the challenger to ribbons and Referee Forbes did the proper thing in stopping the one sided slaughter. It was a corking good fight. It proved conclusively that Tunney would remain king of the heavies for some time to come. It also fulfilled the prediction that Tunney would win by a knockout.

SPORT CHAT

Regiment and Terminals meet again tonight in the City football league. If football results could be foretold on a proportional basis the score in the game should be 12-6 in favor of Terminals as they won over the Thistles 6-3 and they in turn defeated the soldiers 6-3. Fortunately, the delightful uncertainty of football prevents any such conclusion. The Terminals have a wholesome respect for the players in green, the Dominion Day result is still fresh in their minds; and equally so Regiment players are determined to show that defeat by the Scots was not a true representation of the quality of their game. Baptle will be back in the half-back line and will be a tower of strength there. Tinker is to play centre forward, a position in which he has often showed to advantage. With Lambe, and Ross in front of Corbett or Brand there should be no easy openings for Dickens and his fellow forwards. The Regiment committee is still worried about its forward line and will play Wilson inside right and F. Hodgkinson outside. Other positions have not been finally filled though Kelsey will, of course, be right half back.

For tonight's match with Terminals in the City Football League, Regiment will field the following team: Brand, Ross, Lambe; Kelsey, Baptle, Bye; G. Hodgkinson, Wilson, Tinker, Davis, Norrington; reserves—Redpath, A. Hodgkinson, Nelson, Underwood. The Grand Terminal team will consist of the following: S. Gurvich; Skinner and George How; G. Hill, Harrison and Strachan; Dickens, Bardett, A. Macdonald, P. Chenoski and S. Currie.

Ten Years Ago in Prince Rupert

July 27, 1918 The advance of the Allied troops on a large scale in the Marne continues and a whole German army group is in danger of capture.

Notices for a general strike have been posted at the Seal Cove sawmill.

A party of thirty men on the steamer Prince Rupert going south from Anyox would indicate that the alleged strike settlement at the smelter town has not materialized.

Results of the High School Entrance examinations give the names of twenty six successful candidates locally.

HOW CAN WE DO IT?

Whether or not you are directly interested in The News Campaign you should read the story below. It answers many of the questions numerous people are asking themselves regarding this unusual prize giving event.

The Daily News has inaugurated a most stupendous "Everybody Wins Something" automobile and cash gift distribution.

Gifts approximating \$4,000, including 2 handsome automobiles and bags of cash (containing as high as \$500), are to be distributed among the men and women in Prince Rupert and surrounding territory.

SOMETHING DIFFERENT

This is to be a memorable event. It is to be unlike anything ever before attempted here. It is to be a "Friend Making Campaign."

In addition to the two automobiles and the cash prizes The Daily News is making it possible for every man, woman, boy and girl who takes part in this distribution to be a prize winner. "Everybody Wins" is the slogan. And everybody DOES WIN.

That every one participating in this campaign may know in advance that "Everybody Wins," The Daily News has set aside a sum of money to be paid in commissions. This is over and above the prizes.

Did you ever hear of anything more fair? No, and no one else ever did.

WHY WE DO IT?

Now, why does The Daily News put up \$4,000 in gifts? Why does The Daily News guarantee every person who is active in this campaign valuable consideration for his and her effort? There are two reasons:

First—This is a FRIEND MAKING CAMPAIGN. Second—Only by conducting a FAIR AND LIBERAL campaign, and with GIFTS OF VALUE FOR EVERY ONE who participates, will it be possible for The Daily News to accomplish its aim.

And what is The Daily News' aim? How can The Daily News afford to give away ABSOLUTELY FREE WITHOUT ONE CENT OF EXPENSE TO ANY ONE more than \$4,000?

HERE'S THE "HOW"

In this campaign The Daily News hopes to secure more subscribers—to enlarge its already large list, to secure renewals and to make it easy for those who may be delinquent in their subscriptions to pay up. In this campaign The Daily News hopes to add to its great family of friends.

This will be accomplished not alone by the addition of new subscribers and by the renewal of old subscriptions but by the manner in which this campaign is conducted, when it is over, be a living advertisement for The Daily News. That is the aim.

Of course, this campaign will not pay The Daily News immediately in dollars and cents. It would be unreasonable to expect that. Then why, you may ask, do you put up so much money when you know in advance that you can not get it back from the subscriptions received? And the answer—

GET MORE THAN MONEY

There are things more valuable to a newspaper than money. Subscriptions are more valuable. Subscriptions give a newspaper prestige, power and enhance the value of its advertising columns.

The Daily News is taking its own medicine. It is advertising. It is spending money to create subscriptions, spending money to add to its advertising patronage and to create a greater good will. It will not pay The Daily News in dollars today. But the effects of this campaign, the subscribers who will be gained, the friends who will be made will be of lasting and inestimable benefit. The Daily News is simply investing in its future, in the future of Prince Rupert and this entire territory. Frankly, in the end, it

will profit The Daily News.

CIRCULATION NECESSARY

Circulation is absolutely necessary to a newspaper. But it always is an expense. No newspaper ever made money on its subscription list. Your Daily News costs the publishers more each month to produce it and deliver it to you than you pay.

However, if by the spending of \$4,000 now The Daily News will increase its subscription list to the point where more advertisers will use its columns at a higher rate, to reach a greater number of people, then, in the years to come this \$4,000 will be returned time and again to The Daily News.

A BUSINESS PROPOSITION

It is simply a business proposition and sound from every standpoint. No one loses, not even The Daily News. This paper will not realize the benefits and cash in on them, however, as soon as do our readers who carry on with us in this great gift distribution.

Then, too in order to insure an equitable distribution of all the prizes two separate districts have been made with special prizes set aside for each district.

This assures that participants living farthest from The Daily News office will receive gifts of automobiles and cash as well as participants living in Prince Rupert. It puts all, irrespective of place or residence, on even terms.

ITS FAIR AND SQUARE

The Daily News' plan for this great gift distribution is absolutely fair and square. Friends and readers of this paper are to determine to whom the gifts are to go. Free votes are an important factor.

All over this territory in Prince Rupert and adjoining territory, The Daily News already has hundreds of friends—real friends. They stand ready to help. Every person who would share in this great gift giving will find the ground well broken for him and for her. The way is made easy.

COSTS YOU NOTHING

The Daily News bears the expense. There is not one cent for you to spend. Your time is your own. You can win by simply devoting a part of your spare time. It will be easy, you will find to be the recipient of a Daily News' gift.

Now, at the outset, there are some things to be made clear. Because there have been "subscription contests" held in the past The Daily News wants to make everything clear, to know that you really do understand that The Daily News' plan is different. All cards are laid right on the table. Everything is fair, square and above board.

EVERYBODY WINS SOMETHING

In some "contests" there have been contestants who have really worked for nothing. One or two big prizes have been given and these went to the first and second highest contestants—all others were left to hold the sack. In The Daily News gift distribution "Everybody Wins Something." You win either one of the two big cars, the purse of \$500 or one of the two purses of \$100 each, or you win the CASH commission. Everyone wins either a car or cash.

In this campaign you can, in your spare time, earn more in the next few weeks than the average family man earns in a whole year. You can earn more than the average man saves in many years. You absolutely increase your earning power and do it in your spare time.

YOU CAN NOT LOSE

You can not lose. If you comply with the easy rules of the campaign you will be paid for every minute of your time

Every active non-gift winner is given an ABSOLUTE GUARANTEE that he or she will be paid for his or her time—one-tenth of every subscription is yours if you fail to land one of the big gifts. That, in itself, is a good business proposition. We all have spare moments after work that we can turn into cash.

There is one thing, however, that is certain. There is absolutely no way you can secure one of these gifts—either cars or cash—except by votes. There are but two ways you can get votes. One is by collecting the free vote coupons which appear in each issue of The Daily News. The other is by securing new subscriptions or renewals.

YOU CAN'T BUY VOTES

No votes will be sold. There is absolutely no way you can secure votes except for coupons or subscriptions. You are not to spend one cent yourself. You are to get your friends to save coupons and secure new subscriptions and renewals. Coupons and subscriptions will win, and these two alone.

If there is any one who imagines he or she can enter and carry away a big gift by spending money, he or she is advised now to stay out. Unless you want to compete in the same fair and square manner in which The Daily News is putting on this gift distribution, save your energy for some other plan.

ALL ON EVEN TERMS

Nothing but straightforward, honest, fair methods will be tolerated. If you are in earnest, if you will devote an hour a day of your spare time to this work, if you are ready to compete on even terms with every one else and if you want to assure yourself of some real money or a big car—then you want to participate in this distribution of prizes.

MORE VOTES AT START

In order to absolutely eliminate any possible chance of any one "buying" his or her way to victory, The Daily News is giving more votes at the start than at the finish. Up to and including August 20, the maximum schedule of votes is in effect. As the campaign progresses the voting power of both coupons and subscriptions diminish until finally they are worth less than half their present value. The Final week is of the least concern, for votes then count so little. The first weeks are the weeks that count, the weeks when coupons and subscriptions count the most.

START EARLY—IT PAYS

You can get more coupons and more subscriptions at the start than you can when many candidates are out after them. At the start the whole field is yours. What you get early you get easily. And the early coupons and subscriptions count up faster—the votes are bigger. The first weeks are the best. Make up your mind NOW. Enter NOW. Everybody wins. YOU WIN. You can't help but win. The more you do the more you get of course. But every body wins something.

The more candidates the easier it is for you to secure a big car or one of the big cash awards. How is that do you ask? It is like this—

If there are only two candidates running for the office of Mayor of Prince Rupert, the winning candidate must have more than half of all the votes cast in order to win. But if there are five candidates seeking election, the winning candidate seeking election need only have more votes than any of the other four. In other words, victory comes to the winner with far less votes when five are running than

when two are running. Yet the total votes cast in each instance may be the same.

VOTES ALONE WINS

Remember this, too: The biggest prizes, as big as they are, have nothing to do with the number of votes required to win them. Only so many votes will be cast. It makes no difference whether the total votes cast are 100,000 or one million, the big cars go to the readers in each district with the most votes. All he or she has to do is to have more votes than any other candidate in his or her district.

Because the gift list is so extraordinary, so big, it is probable some one will imagine that it will take an awful lot of votes to win. No one knows how many votes will be required. No one can tell. With a reasonable list of candidates in this campaign just a few good subscriptions can win the biggest gift. When this campaign is over every one will be surprised at the small number of votes required to be the recipient of these big gifts. Then those without courage will say:

"Why, if I only had known how few votes it took, I could have done that." Then it will be too late.

PROFITABLE—ENJOYABLE

"Electioneering" in The Daily News' campaign will not be enjoyable as well as profitable work. And it WILL PAY YOU BIG.

Decide now. Make up your mind to enter. Win. Earn real money. Earn more money in the next few weeks than you ever earned before in like time. Enter. Get in. You win. Everybody wins. You can not lose.

Cut out or tear out the nomination blank in this issue of The Daily News. Write your name, your address and, if you have a telephone, your telephone number. Mail or bring your nomination to The Daily News campaign office. That is the first step. That starts you off with 5,000 votes.

Nominations may be made by any one for any one. A nomination is a nomination. A friend can nominate you. You can nominate a friend, or yourself. But only one nomination counts for each one. No one is barred. Men, women, boys and girls are all eligible. Make the start. Let's Go!

This campaign will not be a long drawn out affair of several months' duration. It extends over a period of only a few weeks. It closes Sept. 14, 1928. Think of this: In just a few short weeks, gifts that would ordinarily require months, yes, even years of self-reliance and saving to get—and these are given to you for your spare time and a little interest in helping The Daily News enlarge its subscription list.

INFORMATION AND ASSISTANCE

In order to give everyone who participates in this big campaign the greatest possible assistance and to properly handle the circulation so that each new subscriber will get his paper promptly, and to avoid confusion, The Daily News has secured the services of a Circulation Campaign Manager. He is thoroughly experienced in this line of work. He will give his entire time and attention to those who desire to take part in this gift distribution. If there is anything you want to know about this campaign, anything you do not understand, call and see him, or telephone him.

The Daily News campaign office will be open from 9 a.m. to 8 p.m. each day. You will always find the Circulation Campaign Manager here. Put him to work for you. He will be glad to help. Telephone him if you wish. Telephone 534. If you prefer, a representative of The Daily News will call and explain just how to go about winning the gift of your choice, if you request it.

Nomination Blank in The Prince Rupert Daily News "Everybody Wins" Campaign

Good for 5,000 Votes

I hereby enter and cast 5,000 votes for

Mrs. Mr. and Mrs.

as a candidate in The Prince Rupert Daily News "Everybody Wins Prize Distribution.

Address Phone.....

Note—Only one nomination blank will be credited to each candidate nominated.

Phone 534

Phone 534

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