

NIGHT FOOTBALL!

You've Heard About It!

NOW SEE IT
IN SANFORD



Tuesday Night - Nov. 5 - 8 P.M.

SANFORD HIGH SCHOOL

VS

ROLLINS COLLEGE FROSH

THE MOST COLORFUL FOOTBALL GAME EVER STAGED IN CENTRAL FLORIDA — THE SPORT THATS THRILLING THOUSANDS — NIGHT FOOTBALL — A TITANIC CLASH BETWEEN 2 TEAMS THAT EARLY THIS SEASON PLAYED TO A 0 TO 0 TIE.

ORLANDO REPORTER STAR
BOY'S BAND

WILL LEAD HIGH SCHOOL SHIRT-TAIL PARADE THROUGH STREETS OF SANFORD BEFORE GAME — SNAKE DANCE BETWEEN HALVES.

FIRST NIGHT FOOTBALL GAME IN FLORIDA

WIN A FREE TRIP TO NEW YORK!



Valuable Prizes!

The valuable awards offered in The Sanford Herald's amazing STEAMSHIP TOUR Campaign should spur the people of this community into instant action. The first prize of TWO WHOLE EXPENSE TOURS TO NEW YORK CITY is an award that should appeal to thousands of red-blooded men, women, boys and girls. The contestant finishing first, not only gets a free all-expense tour to New York, but gets another one besides, permitting the winner to take some member of his or her family, or a friend. In addition to this thrilling grand capital award, the Philco and Graybar radios are prize worth considering—sunt of money, while the diamond ring and wrist watches are amazing prizes within themselves. Certainly never before, perhaps never again, have such valuable awards been offered in a competition of as short duration as The Steamship Tour Campaign. Take the first step—enter your name today!

IT'S EASY TO WIN!

"Appleseed" you say, but it really is extremely easy to win in The Steamship Tour Campaign. This will be no long drawn out affair; no months of trying and worrying—in fact, it is going to be the shortest, snappiest and greatest campaign ever staged in Seminole County, you'll agree when you take the amazing value of the awards into consideration. An early start is a valuable asset; the Steamship Tour Campaign starts Saturday morning, October, 26, giving you TWO WHOLE DAYS to get set for a fast start. We repeat, IT IS EASY TO WIN, make up your mind, determine that one of these valuable awards SHALL BE YOURS, fill out the nomination coupon, clip the free vote offer, and you're off to a running start!

Some One Has to Win---Will It Be You?

SOME ONE is going to win, every one of the six major awards offered in this amazing campaign, are going to be given to six lucky persons on the night of November 30. Will you be one of them? Some lucky person will be The Herald's guest on an all-expense tour to the world's greatest city, will it be you? Hundreds of dollars in commissions are waiting for those who do not win major awards—will you get your share? The time is short; the race will be on Saturday—enter your name now—come to The Herald and let the Campaign Manager explain the details.

Good For 100 Votes

This coupon when neatly cut from the paper, is good for 100 votes in The Sanford Herald's Steamship Tour Campaign for the following contestant:

Name _____
Address _____

Not Good Unless Voted Before Nov. 2

How Votes Count

FIRST PERIOD, OCT. 26—NOV. 9

TERM	AMOUNT	VOTES
3 Months	\$ 1.75	2,000
6 Months	3.50	4,000
1 Year	7.00	12,000
2 Years	14.00	25,000
3 Years	21.00	30,000
4 Years	28.00	40,000
5 Years	35.00	100,000

SECOND PERIOD, NOV. 11—23

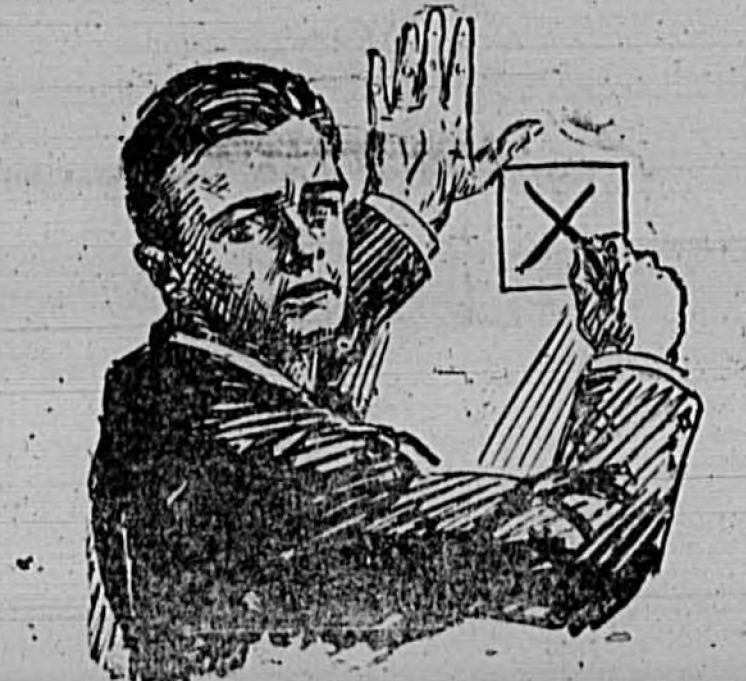
TERM	AMOUNT	VOTES
3 Months	\$ 1.75	500
6 Months	3.50	1,250
1 Year	7.00	3,000
2 Years	14.00	4,500
3 Years	21.00	10,000
4 Years	28.00	15,000
5 Years	35.00	25,000

FINAL PERIOD, NOV. 25—30

TERM	AMOUNT	VOTES
3 Months	\$ 1.75	500
6 Months	3.50	1,250
1 Year	7.00	3,000
2 Years	14.00	4,500
3 Years	21.00	10,000
4 Years	28.00	15,000
5 Years	35.00	25,000

NO LOSERS! EVERY WORKER WINS!

A ANNOUNCING THE SANFORD HERALD'S AMAZING STEAMSHIP TOUR CAMPAIGN!



CAMPAGN OFFICIALLY
STARTS SATURDAY,
OCTOBER, 26th

How to Get Votes

There are two ways in which votes may be secured in The Sanford Herald's Steamship Tour Campaign:

First, clip the free voting coupons from The Herald and turn them in to the Campaign Manager. Have your friends help you.

Second, secure subscriptions to The Sanford Herald, both new and renewal. Votes will be given according to the schedule of votes published elsewhere on this page. Subscriptions earn the greatest number of votes in the first period, which ends Nov. 9. After that date votes will be less.

GRAND CAPITAL PRIZE!

2 ALL-EXPENSE TOURS via CYCLIC STEAMSHIP LINE TO NEW YORK CITY, including hotel accommodations and meals, there for a week. The hotel in New York selected by The Herald, where the winning contestant will be a guest. The Hotel Ranger, the wonder hotel of New York, a modern marble palace, located in the heart of the theatre district. Travel by Clyde Line needs no recommendation, their coast-wise service is unequalled.

Second Grand Prize!

\$169.00 ALL-ELECTRIC PHILCO balanced-unit RADIO, completely equipped, installed free of charge for contestant finishing second. This exquisite radio was purchased from the Automotive Electric Co., Pluto Dealers, 2nd Street and Oak Ave., where it is on display.

Third Grand Prize!

\$91.25 NEW ALL-ELECTRIC GRAYBAR balanced-unit RADIO, completely equipped, installed free of charge for contestant finishing third. This marvelous machine was purchased from The Randall Electric Co., Graybar and Victor dealers, Magnolia Ave., where it is now on display.

FOURTH PRIZE

\$50.00 blue white diamond ring, exquisitely mounted, beautifully finished. This lovely prize was purchased from the Diamond Palace, E. First St., where it is now on display.

FIFTH PRIZE

\$25 Elgin Wrist Watch, choice of models, lovely case, beautifully finished. Elgin watches need no description. This prize was purchased from and is on display at McJauling Jewelers, S. Park Avenue.

SIXTH PRIZE

\$25 Swiss Movement, 15 Jewel Wrist Watch, choice of models, set in an exquisite case. A wonderful timepiece—a splendid prize. Purchased from and on display at C. C. Briggs, Jeweler, Magnolia Ave.

Ten Per Cent Commission!

Through a liberal commission arrangement it is definitely assured that every worker who fails to win a major award will be amply repaid for his or her efforts in the Steamship Tour Campaign. The Herald will give ten per cent commission to all contestants' failing to win a major prize, on all money turned in, according to the rules of the campaign.



It's Easy to Win--
Take the First Step
Enter Today!

Come to The
Herald Office at
Once!

The Campaign Manager will explain every detail and help you get off to a good start.

OPEN TO EVERYONE Enter Today!



An Early Start Counts

As is true of most everything worthwhile, an early start will count for a great deal in the Steamship Tour Campaign. In order to insure a fair and impartial competition, giving every contestant an equal chance and to provide against any unfair methods, the campaign is divided into three periods. In the first period, October 26—November 11, subscriptions earn half the amount of votes. In the second period, November 12—November 18, subscriptions earn only half the amount of votes in the first period, while during the last period, which is the final week, subscriptions earn only half the votes offered in the second period. This decreasing scale of votes makes it readily apparent that an early start is necessary and that work done in the first period will have a telling effect at the close.

Any Ambitious Person Can Win!

The Steamship Tour Campaign is open to everyone except employees of The Herald and members of their immediate families. Girls, boys, men and women, are all extended a cordial invitation to enter the campaign and win. Determination and ambition count for a great deal—make up your mind to be a winner today.

The Rules Are Simple!

The rules of the campaign are exceedingly few and simple. No red tape—no "catches"—everyone has an equal chance to win. Read the rules printed elsewhere in this ad and decide for yourself whether or not they are fair and square.

The Campaign Is Short!

Of short duration, The Steamship Tour Campaign is the most startling competition ever presented in this territory. It will be no long drawn out affair, there positively will be no extension of time, the closing date has been announced as November 30, and on that night, the prizes will be distributed. It's going to be a fast and snappy campaign, make hay while the sun shines, someone has to win, it might as well be you!

Campaign Rules

The campaign is open to everyone except employees of The Herald and members of their immediate families.

The territory is not restricted. Subscriptions are secured anywhere in the United States. Contestants are free to solicit anywhere. All orders turned in must be accompanied by cash or payment.

With regard to the extraction of anyone else.

No employee of The Sanford Herald, or member of his or her immediate family will be allowed to enter the campaign.

Only one prize will be awarded any one contestant. A prize winner is not eligible to any other prize or commission.

The Herald does not print names, in work without remuneration and has arranged a liberal commission plan whereby those who do not receive major awards will be paid ten per cent commission, provided they remain active throughout the campaign, making two or more returns weekly.

The beginning date of the Steamship Tour Campaign shall be Saturday morning, October 26, and the closing date and time, 10:30 Saturday night, November 30. Three judges will be selected to count all votes and make a final selection of the winners of the campaign.

Contestants who fail to live up to the rules of the campaign, are subject to disqualification, thereby forfeiting all rights they may have had.

The decision of the campaign manager shall be final in all controversies arising between contestants.

NOMINATION COUPON

Campaign Manager,
The Sanford Herald,
Sanford, Florida.

Gentlemen:

I wish to nominate

as a contestant in The Sanford Herald's Steamship Tour Campaign. Address is

This nomination, in accordance with the rules of the campaign, entitles the nominee to 10,000 votes.

Name _____

Address _____

Contestants Can Receive Only One Nomination Coupon.

Nominate Yourself or a Friend As A Contestant

FIRST NIGHT FOOTBALL GAME IN FLORIDA!!

SANFORD - TUESDAY NIGHT - NOV. 5th

Night football is in the experimental stage but in try-outs given it this season by several southern colleges it has "on many supporters. Powerful flood lights will be used to make Municipal Field as bright as day for Florida's first night football game.

The game will be a colorful affair, all the trimmings of a "big-time" clash will draw throngs from all over Central Florida. Band music and parades will play their part in enlivening the game.

The game itself will be a hard-fought affair between two evenly matched teams. In the opening tilt of the season Rollins and Sanford fought to scoreless tie while Rollins won by the close score of 6 to 0 in 1928. Both coaches are pointing for the tilt on the night of Nov. 5 and a battle royal is promised.

REMEMBER THE DATE - PLAN TO ATTEND!
Tuesday Night - Nov. 5 - 8 P.M.

SANFORD HIGH SCHOOL

VS

ROLLINS COLLEGE FROSH

ORLANDO REPORTER STAR
BOY'S BAND

WILL LEAD HIGH SCHOOL SHIRT-TAIL PARADE THROUGH STREETS OF SANFORD BEFORE GAME — SNAKE DANCE BETWEEN HALVES.



