

Campaign for Valuable Prizes Opens Tomorrow ... Nominate Yourself or Your Friend Today ...

Young Ladies!

Here is your opportunity to become the owner of a beautiful Buick Touring Car without investing a nickel.

The Sanford Herald is going to give this car to the young lady of Seminole county who proves to be the best when it comes to salesmanship. In other words, The Sanford Herald is inaugurating a Salesmanship Campaign and to the winners will award valuable prizes.

Everybody in Sanford and Seminole county knows the merits of The Sanford Herald. It is now being read daily by thousands of people in this section. Its subscription list is steadily increasing. In the last nine months it has almost doubled. But The Herald wants to grow faster. It wants to increase its paid circulation to the highest possible point before the beginning of the winter months. To do so it is going to enlist the services of the young ladies of Seminole county and will award valuable prizes to those who prove deserving of them.

ANY AMBITIOUS YOUNG LADY CAN WIN

The campaign is open to any young lady who lives in Seminole county. She must be over sixteen years of age. Everyone has an equal chance to win. The one who proves most capable will ride home in the Buick when the campaign is over.

Everyone knows what a Buick is. It is a machine that will be a pride to you and the envy of all your friends. And you can win it. Will you? All that it takes is a little effort on your part, securing subscriptions to The Sanford Herald.

EASY TO SECURE SUBSCRIPTIONS

It is a simple matter to secure subscriptions for Sanford's only newspaper. The only newspaper published in Seminole county, and publishing all the local news and happenings from this section, The Sanford Herald is in demand in every household. You will find it is an easy matter to get readers not only at home but in the neighboring towns and cities.

HOW TO WIN

If you wish to win this beautiful Buick, you must get busy at once. Don't allow one day to pass without entering your name as a contestant, rolling up your sleeves and going to work.

It will be the young lady who gets an early start who will stand the best chance of coming out winner of this expensive prize. The one who waits until the campaign is nearly over will be at a disadvantage. Other contestants may pile up a big vote and have such a lead that it will be difficult to get to the top. The young lady who starts right now will have a distinct advantage over the others who start later.

Subscriptions secured the first two weeks of the campaign will bring more votes than those secured later. Every two weeks during the twelve weeks of the campaign, the number of votes given on subscriptions will be greatly reduced. You can see, therefore, where it will be to your advantage to start at once so as to make the first stages of the campaign count for the most. By beginning early tomorrow and getting subscriptions lined up so that on the opening day you can turn in a big number you will gain a big lead over other contestants. And in addition you will have a field to work which has not been covered by other workers.

All you have to do to start is to call at The Herald Office, file your nomination with the Campaign Manager, get instructions from him, and then start out.

DON'T STOP UNTIL YOU WIN

Don't let one minute go to waste. See all your friends, enter them in your behalf. But don't depend entirely on them to do all the work for you. Undoubtedly they will do all they can to help you, but to make your self a winner you must put every spare moment you have to piling up votes for yourself.

The opportunity to win is good. It depends on the ability of the individual to get results. No worker can lose who remains in the campaign until the end. If one of the valuable prizes is not won a commission of ten per cent will be given you. But you must remain working until the campaign ends.

Cut this voting coupon out of the paper, fill it in, mail or bring it to The Herald office. It means 100 Votes for the contestant whose name appears on it.

GOOD FOR 100 VOTES

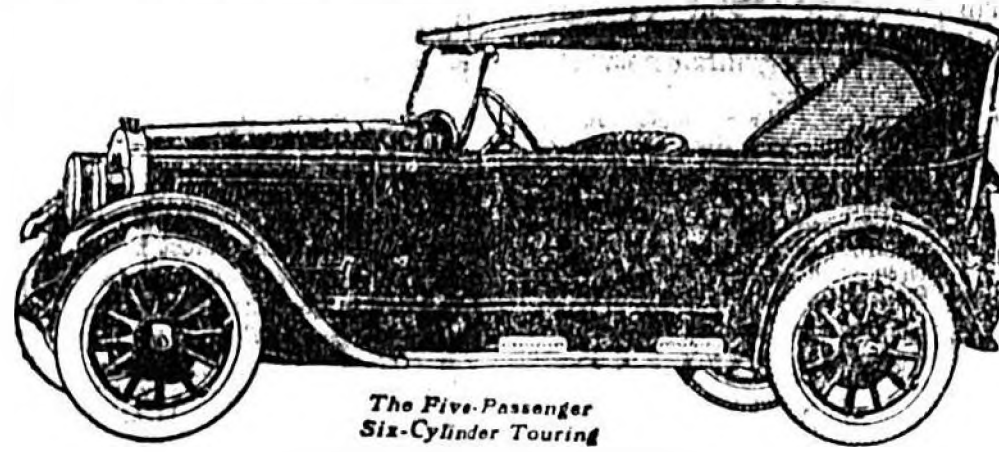
This Coupon, when neatly cut from the paper, is good for 100 votes in The Sanford Herald's Salesmanship Campaign for the following contestant:

NAME

ADDRESS

Not Good Unless Voted on or Before Sept. 13

WIN THIS BEAUTIFUL BUICK



The Five-Passenger Six-Cylinder Touring

VALUE \$1350.00

Why Not Make This Buick Your Buick?

It is one of the new 1925 Models. It is completely equipped even with balloon tires.

You can make this wonderful automobile YOURS by putting forth a little effort and energy and proving your salesmanship ability by securing subscriptions for The Sanford Herald.

When you have won it, you will have an automobile of which you can be proud, and one which will give you unlimited service and pleasure.

The price of the car is \$1350. It has been purchased from the Sanford Buick Company and will be on display in their showroom as soon as it arrives from the factory.

Is there any easier way to get \$1350 than by working for a few weeks for The Sanford Herald and securing readers for the paper, your home paper?

Perhaps you have often seen a Buick and have said to yourself time and time again that some day you would be the owner of one. If you have, this is your chance.

GRAND PRIZE

BUICK SIX TOURING CAR—Most beautiful 1925 model, fully equipped, balloon tires, four wheel brakes, a wonderful car "The Standard Six." Purchased from the Buick Company. Value \$1350.00

SECOND PRIZE

DIAMOND SOLITAIRE RING—A perfect gem, set in a dainty hexagon basket with platinum mounting. Purchased from The Diamond Palace. Value \$ 235.00

THIRD PRIZE

EDISON PHONOGRAPH—The latest Console model in a handsome mahogany cabinet. Will grace any home. Purchased from Halberstam's Piano Co. Value \$ 185.00

FOURTH PRIZE

FIFTY DOLLARS—In U. S. Gold Coin.

FIFTH PRIZE

TWENTY FIVE DOLLARS—In U. S. Gold Coin.

TEN PER CENT COMMISSION

will be paid contestants remaining in the campaign until the end and who fail to win one of the above prizes.

EVERY CONTESTANT WINS. NONE LOSE

HOW TO GET VOTES

There are two ways in which votes may be secured in this campaign.

First, clip the voting coupons from copies of The Sanford Herald and deposit them immediately in the ballot box at The Herald office. Have your friends help you.

Second, secure subscriptions to The Daily Herald and to the Weekly Herald. Votes will be given according to the following schedule which will be effective until Saturday night, September 13. After that date less votes will be given.

1 Five-Year subscription to The Daily Herald \$35.00, counts	125,000 Votes
1 Four-Year subscription to The Daily Herald \$28.00, counts	85,000 Votes
1 Three-Year subscription to The Daily Herald \$21.00, counts	50,000 Votes
1 Two-Year subscription to The Daily Herald \$14.00, counts	30,000 Votes
1 One-Year subscription to The Daily Herald \$7.00, counts	9,000 Votes
1 Six Months subscription to The Daily Herald, \$3.50, counts	3,000 Votes
1 Three Months subscription to The Daily Herald, \$1.75, counts	800 Votes
1 Five-Year subscription to The Weekly Herald \$10.00, counts	19,530 Votes
1 Four-Year subscription to The Weekly Herald \$8.00, counts	7,812 Votes
1 Three-Year subscription to The Weekly Herald \$6.00, counts	3,125 Votes
1 Two-Year subscription to The Weekly Herald \$4.00, counts	1,250 Votes
1 One-Year subscription to The Weekly Herald \$2.00, counts	500 Votes

Rules of Campaign

Any young lady residing in Sanford or Seminole county, over 16 years of age, is eligible to enter this automobile and salesmanship campaign and compete for one of the valuable prizes offered.

The territory is wide open. Contestants can enter from any point in Seminole county and be on an equal basis and have the same opportunity to win.

Subscriptions to The Sanford Herald may be secured anywhere in the United States at the regular rates. All orders turned in at The Herald office must be accompanied by the cash in payment.

A contestant will not be permitted to pool her votes in favor of another contestant. Votes can not be transferred from one contestant to another.

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

A nomination blank, when properly filled out with the name and address of the contestant nominated, will give that person no nomination to the thousand votes. Only one nomination will be credited to any one contestant.

Only one prize will be awarded any one contestant. The winner of the first will not be eligible for any other prize or commission.

Contestants who remain active in the campaign until the close and who fail to win one of the prizes will be paid a commission of ten per cent on the amount they have secured in subscriptions. The Herald wants no contestant to work without remuneration and will pay all those who fail to win one of the valuable prizes a commission of ten per cent provided the contestant remains active until the end of the campaign.

All votes to be counted to the credit of contestants in this campaign should be mailed to The Sanford Herald or delivered personally to the Campaign Manager at The Herald office.

The Salesmanship Campaign begins Friday Morning, August 29, and will end at ten o'clock p. m. Saturday, November 22, 1924.

This campaign is to be conducted on a fair, square and impartial basis and the prizes will be awarded to the contestants securing the largest number of votes. In order that there shall be no question in the minds of any person relative to the fairness of the campaign, The Herald will select three judges who will at the end of the campaign, count the votes that have been cast and will award the prizes to the winners.

Those contestants who fail to live up to the rules of the campaign will be subject to suspension, thereby forfeiting all rights they may have. Said forfeited votes can not be applied to any other candidate.

The decision of the Campaign Manager will be final in all controversies arising between candidates.

YOU CAN WIN

This is an opportunity of your lifetime. By devoting your spare time to securing paid up subscriptions to The Sanford Herald you will in a few weeks become a winner. Make this Buick, Your Buick.

You must decide now. Don't put it off. Make up your mind now and then tell your friends. Don't wait until they have made up your mind for you. When you have announced your desire to enter, your friends will rally to your support and help you win.

Perhaps this is your lifetime opportunity to make a step to fortune. Will you be equal to it? Or will you remain undecided until too late to participate in the prizes and earnings now offered.

USE THIS COUPON TO NOMINATE YOURSELF OR ONE OF YOUR FRIENDS

FILL IT IN—Clip it out of the paper and bring it to the Sanford Herald or mail it to the Campaign Manager.

THE SANFORD HERALD,
Sanford, Florida

Nominate yourself or your friend as a Contestant.

NOMINATION COUPON

Sanford Herald, Sanford, Florida.

Gentlemen:—I wish to nominate

as a contestant in
The Sanford Herald's Salesmanship Campaign

Address is

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

NAME

ADDRESS

Candidates can only receive one nomination entitling them to 10,000 votes.

