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FIRST Annual Subscription Prize Contest

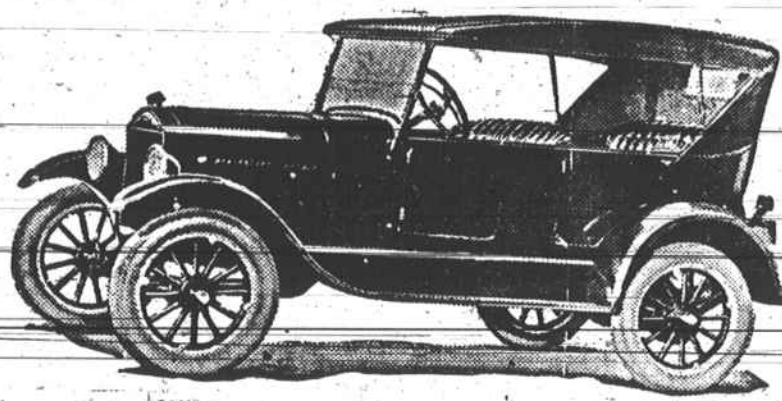
For 5,000 New Subscribers

Contest begins Nov. 14, 1925 and closes March 15, 1926.

Contest Open To All. Enter Your Name Now.

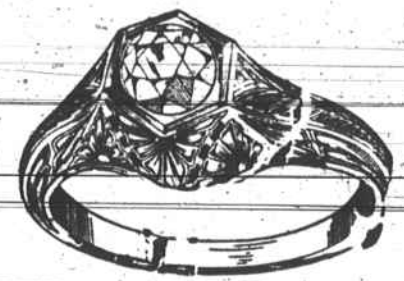


Fifth Prize—Tailor-made Suit from
W. BRUNSON'S
3 MAIN STREET



GRAND PRIZE—Ford Touring Car
FROM

J. O. WALKER, Inc.
811 GERVAIS STREET



Third Prize—\$50.00 Dia-
mond Ring

From
MOE FINKLESTEIN'S
1604 MAIN ST.

RULES GOVERNING THE CONTEST.

For the Grand Prize—Ford Touring Car: The person securing the highest number of yearly subscribers, or the equivalent in 3 and 6 months' subscriptions over five (500) hundred will be awarded the Grand Prize.

Second Prize—Columbia Console Graphophone: To the person securing the highest number of yearly subscriptions or the equivalent in 3 and 6 months' subscriptions over three (300) hundred will receive the Second Prize.

Third Prize—\$50.00-Diamond Ring: The person securing the highest number of yearly subscriptions, or the equivalent in 3 and 6 months' subscriptions over two (200) hundred will receive the Diamond Ring.

Fourth Prize—Lady's Evening Dress from I. S. Leevy's Department Store: To the person securing the highest number of yearly subscriptions, or the equivalent in 3 and 6 months' subscriptions over one hundred (150) and fifty will be awarded the Evening Dress.

Fifth Prize—For Boys—To the Boy working up the largest sale list by March 15, 1926, will be awarded the Columbia Bicycle.

Sixth Prize—Lady's or Gentleman's Tailor Made Suit from Owen and Paul: To the person securing the highest number of yearly subscriptions, or the equivalent in 3 and 6 months' subscriptions over one hundred (125) and twenty-five will be awarded the Tailor-Made Suit.

Seventh Prize—Tailor-Made Suit: To the person securing the highest number of yearly subscriptions, or the equivalent in 3 and 6 months' subscriptions will be awarded the Tailor-Made suit.

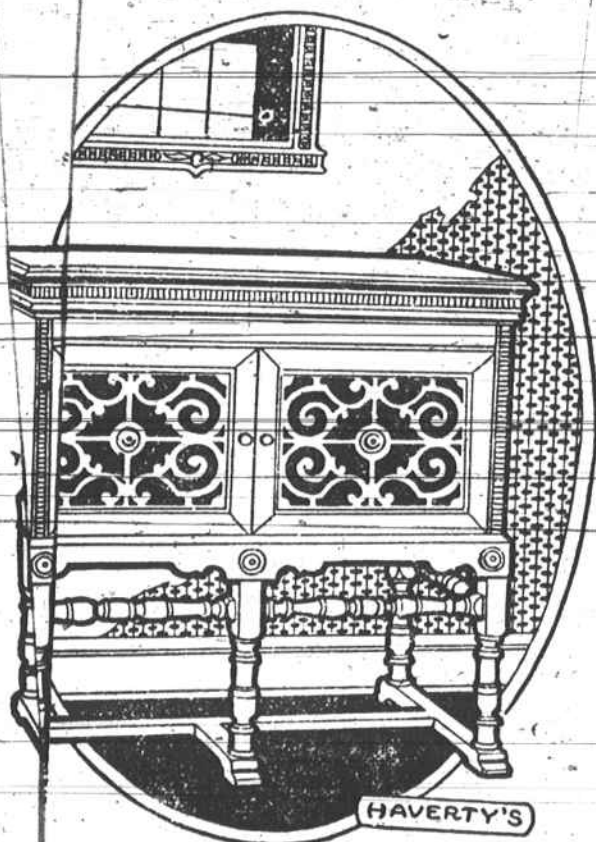
Anyone may enter the Contest: Lady or Gentleman. Write the Circulation Department of The Palmetto Leader, 1310 Assembly St., Columbia, S. C., and we will forward you an official receipt book, report blanks, and an identification card. Reports must be made weekly.

All will win, you can't lose. If you fail to get enough subscribers to win one of the prizes; we will pay you commission for the subscriptions you secure.

Agents wishing to enter the Contest can do so by relinquishing their commission until the Contest is over.

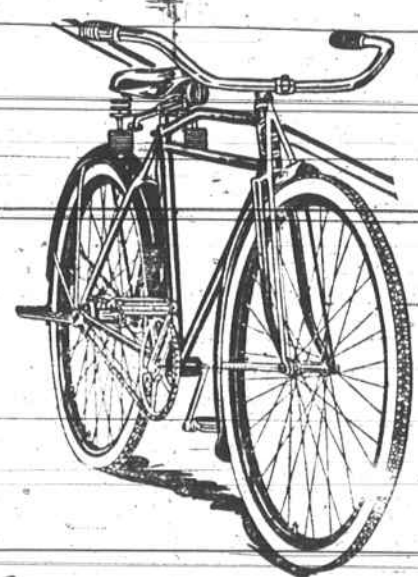
Each Contestant will be given one hundred (100) votes on entering in the Contest. The Subscription Prices are: 1 year \$2.00; 6 months \$1.25; 3 months 75c. One year's subscription will count for 10 votes; 6 months for 6 votes and 3 months for 3 votes.

We will furnish all Contestants with sample copies each week, until the Contest closes. For further information



Second Prize—Columbia Console
Phonograph

FROM
Haverty Furniture Co.
1817 MAIN STREET



Fifth Prize—Columbia Bicycle from

Habenicht-McDougall
1631 MAIN STREET

--Address--

Circulation Department of THE PALMETTO LEADER

10 Assembly Street

Columbia, S. C.