

"Booster Period Time" Closes With A Rush.

Just as the Contest Manager Thought—Many Contestants Came Within a Close Margin of Losing the Benefits by Waiting Until the Last Minute.

NOW WE COME TO "OPPORTUNITY" IN THE Lancaster News Great Automobile Contest

Now is the Time to Get Busy—Everybody Guessing as to Who Will Win the Automobile.

Remember there are no losers. The new offer for "Opportunity Time" should instill new enthusiasm into the candidates. After all your hopes are not gone with the closing of "Booster Period."

We told you so. Now that "Booster Period" is history—passed and gone—there are a few among our contestants that did not make the best use of this wonderful period, and could they live those "Booster" days over again, would accomplish a great deal more than they did during the days of "Booster Period."

"Opportunity Time" starts today and ends November 18th, 9 p. m.

REGULAR SCALE OF VOTES.

- 1-Yr. Subscription 5,000 votes
- 2-Yr. Subscription 12,000 votes
- 3-Yr. Subscription 18,000 votes
- 4-Yr. Subscription 25,000 votes
- 5-Yr. Subscription 30,000 votes

Special club offer good from November 5th to November 11th 9 p. m. 250,000 extra votes for every \$22.50 club turned in for subscriptions to The Lancaster News.

This is a special offer. A club meaning 15 single subscriptions or any amount or number of subscriptions which total \$22.50. You don't have to turn this money in all at one time. The contest manager will keep careful account and every time you remit an amount to \$22.50 he will issue you a voting coupon good for 250,000 extra votes.

The above offer is in addition to the regular scale of votes. You get as many clubs as you like and get them anywhere you like. Don't hold back your money—turn it in as fast as you get it. The Contest Manager will keep track for you and every time you have \$22.50 paid in on subscriptions he will issue you the certificate good for 250,000 votes.

Remember this offer runs from November 5th to November 11th 9 p. m. NOW WILL YOU LOOK AT THIS.

Contestants and friends of contestants should read this carefully. Every day going to be a period during "Opportunity Time" and will close promptly at 9 p. m. each day. Out of town contestants will have the same chance as the money they send in will count for the same if the envelope bears a postmark before 9 p. m. or if they telephone the Contest Manager they are sending. There will be four winners each day during "Opportunity Time"—the four leading contestants—the four contestants who turn in the most money for subscriptions each day up to 9 p. m. will receive extra votes as follows: Largest amount, 75,000 extra votes; second largest, 60,000 extra votes; third largest, 45,000 extra votes; fourth largest, 30,000 extra votes. This is in addition to all other offers, and is made to boost the circulation during this particular period of the contest. This special offer runs from November 5th to November 18th.

If there is a single thing in the above offers that you do not understand, call up the Contest Manager, or see him in person, and he will be glad to explain the proposition to you. Call on your friends now. Tell them that you want to win one of the handsome prizes. They will help you not only with their subscriptions but will interest their friends in your behalf, and when this contest closes and you have been fortunate enough to win one of the prizes, you can heartily thank your friends for their assistance. Now is the time for you to decide whether you are going to win or not. "I will"—that's the spirit. Remember that "Opportunity Time" offer includes subscriptions both old and new and arrearages.

WHY THIS OFFER NOW.

This generous offer is made now to throw more ginger into the contestants. Every dollar turned in from now until November 11th 9 p. m. counts toward a club. If you have not entered this contest or if you have a friend that you would like to see in it now is the time. Send in your name. Use a post card, a letter, or telephone the Contest Manager, and a representative will call to see you at once, and explain fully any details that you do not clearly understand.

LIST OF CONTESTANTS.

- Miss Gladys Jones, Lancaster, S. C.
- Miss Margaret Robinson, Lancaster, R. F. D. No. 1.
- Miss Mazie Threatt, 322 Elm St., Lancaster, S. C.
- Mr. Ira D. Estridge, Lancaster, S. C., R. F. D. 8.

Miss Anna Faile, Lancaster, S. C., R. F. D. 2.

Miss Alice Beckham, Lancaster, R. F. D. No. 3.

Miss Nonie Bailey, Lancaster, R. F. D. No. 6.

Mr. Henry Thompson, Lancaster, R. F. D. No. 5.

Mr. S. L. McNeely, Lancaster, R. F. D. No. 8.

Mr. Jesse Blackmon, Lancaster, R. F. D. No. 5.

Miss Maggie Vaughn, Heath Springs, S. C.

Miss Estelle Beckham, Pleasant Hill, S. C.

Miss Ethel Taylor, Lancaster, R. F. D. 7.

Mrs. Herbert B. Rollings, Kershaw, S. C., R. F. D. 2.

Miss Verda Wolfe, Fort Mill, S. C., R. F. D. 3.

Miss Annie Hyatt, Van Wyck, S. C.

Miss Nell Ingram, Kershaw, S. C.

DO YOUR BEST DURING "OPPORTUNITY TIME."

Every candidate who wants to win a prize in this contest should do their best at this time and get the benefits that are now offering. Those who are a little behind in the race can easily acquire first place during "Opportunity Time," if a little extra steam is put on. Read the conditions of this offer carefully, and then get out and get busy. Get as many clubs as you can—the sky is the limit. You will be amazed to see how rapidly your votes will climb.

FRIENDS SHOULD HELP YOU.

Many of your friends will say, "Yes, I will help you later, next week maybe." This won't do you any good for next week never comes. You want their help right now when it counts the most. Now is the time to put in hard licks for subscriptions to The News.

See your friends and relatives, and other people's friends and relatives, and show them what a five-year subscription would mean to you. Keep the ball rolling now and the more votes you get right now the better will be your chance to carry away one of the prizes.

HEARTILY ENDORSED.

The contest is heartily endorsed on all sides. The prizes are so desirable and so valuable as to meet with the approval of the public. Of course, there are always the usual number of "knockers"—this is but human nature—some people dearly love to knock—they wouldn't be happy unless they did this once in awhile, but every knock is a boost. Pay no attention to these little things. There is nothing to it. The contest is destined to be a great success—the greatest ever known in this section. It is being handled in a fair and upright manner. The prizes will positively be given away just as advertised. Don't let anyone try to tell you differently. The contestants are live hustlers and are deserving of the loyal support of every person in this community. When they come to you for their subscriptions give without a word and help them along.

ASK YOURSELF THIS QUESTION.

Did I do all that was possible during "Booster Period?" If you can say YES honestly that you are doing your best, all right, but if you cannot say yes, this is the time to determine if you won't allow "Opportunity Time" to get away without a nice showing in the standing column. Maybe your name was near the bottom last time. Don't let that discourage you. Here is an opportunity to put it at the top.

ALWAYS READ THE CONTEST NEWS.

Never let a week go by without looking for the Contest Manager's weekly story. Keep posted and keep in close touch with the contest. Don't get about bothering the Contest Manager. That's what he is here for. Just ask for his help. You will get it.

YOU CAN'T LOSE IF YOU WORK.

All non-winning bona fide contestants who do not win a prize in this contest will be given 10 per cent of all money collected and turned in. This makes you sure of getting paid for that you do and encourages you to get in the contest and work against the other contestants.

HOW DO YOU DO ? ITS Opportunity Time NOW

You've had opportunities Every day since this Contest started but now comes your real opportunity.

IT'S GOT 'EM ALL GUESSING

As to the outcome at this time, it sure is a guess, Now is "OPPORTUNITY TIME", Get Busy

WORK ANE THEN WORK SOME MORE Lancaster News Big Automobile Contest

OFFER NO. 1.

Offer 250,000 Bonus Votes Nov. 5 to Nov 11 9-P. M.

This is a special club offer, 250,000 Bonus Votes for every \$22.50 club. A club means a total of \$22.50—you don't have to turn it in all at once. The Contest Manager will keep account for you and every time you register \$22.50 he will issue you a voting coupon good for 250,000 extra votes.

This offer is in addition to the regular scale of votes. Now remember this offer is on for only a short time. You'll have to hustle. Starts November 5th and ends November 11th at 9 p. m.

OFFER NO. 2.

Bonus Votes Daily Nov. 5 to Nov. 18 9-P. M.

Every day during "Opportunity Time" there will be a special offer. The four leading contestants for the day—each day period closing at 9 p. m. Contestant leading for the day 75,000 extra votes; second 60,000 extra votes; third 45,000 extra votes, and fourth 30,000 extra votes. Remember this offer is only for the money turned in for subscriptions for the day. Starts November 5th and every day until November 18th, 9 p. m.

Its A Good Time To Enter? Yes! Yes! Yes!

Grand Prize

A 5 Passenger Ford Touring Car Fully Equipped And You Can Win This Car If You Try

Car purchased from Plyer Bros. and R. B. Mackey, Ford Agents for Lancaster County.



1916 MODEL.

Second Prize

A VICTOR VICTROLA

Third Prize

A SUITE OF FURNITURE

Winner Choosing either Bed Room or Parlor Suite

On Display at J. F. Mackey Co.

YOU WILL NOT LOSE

Every contestant in this race who remains active will receive 10 per cent of all money they turn in for subscriptions if they do not win a prize.

OPPORTUNITY RAPPING HARD

Give the old fellow a hearing. He don't often make a return trip if you turn him down. Open the door, let him in. This is your chance to "make things hum." Read the special offers over and be sure that you understand just what they mean to you now. Pay no attention to anyone else or what you hear about any one else. This will not get votes for you. Just throw the throttle wide open and let go. Subscriptions count now, and see that you get them. Get out now and cash in some of those promises.

"It's a Long Way to Tipperary"

But its not such a long way to the closing hour of this contest and its going to be some finish. Prepare for this, build your campaign to withstand the hardest kind of a finish and the time to do this building is during "Opportunity Time." Days go by and they go mighty fast. Don't let a single "opportunity" get away from you, for every one that gets by you may get to the other fellow.

FINE! FINE! FINE!

Just the best ever, couldn't be better. The contestants are doing grand work, everyone is taking an interest and from now on until the close there'll be a lively battle between the contestants. Don't forget that the contest manager is on the job every day.

Address All Communications To Campaign Manager

THE LANCASTER NEWS

P. O. Box 245

Lancaster, S. C.

GOOD FOR 100 VOTES IN THE

Lancaster News Ford Automobile Contest

Name of Contestant.....

Address.....

This Coupon when neatly trimmed and filled out with name and address of Contestant and brought or mailed to the Contest Manager, will count for 100 votes.

NOT GOOD AFTER NOVEMBER 12th.