

"Turn Your Leisure Into Dollars."

The Sumter Daily Item

AND

The Watchman and Southron

ANNOUNCES TO THE PUBLIC

A GREAT GOLDEN FESTIVAL AND VOTING CAMPAIGN

In which a fortune in Automobiles and Gold will be given away to the Public in Sumter and surrounding territory Absolutely Without Cost. The Golden Festival holds forth to you the opportunity of a lifetime. Name whatever you most desire in life, then find it on this list.

READ ALL THE RULES AND THEN ENTER TO-DAY.

Rules and Conditions

Any white man, woman, boy or girl of good reputation, residing in the city of Sumter or any outside territory, anywhere in which The Daily Item and Watchman and Southron circulate, or may circulate, may become a candidate.

No member of The Daily Item or Watchman and Southron or member of his immediate family is eligible.

Candidates may nominate themselves or be nominated by friends without any cost.

The name of a person who places a candidate in nomination will not be divulged under any circumstances.

The Campaign Manager reserves the right to reject any nomination without giving any reason for doing so.

Votes are obtained either by being clipped from The Daily Item and the Watchman and Southron or by securing paid subscriptions for either or both papers.

Votes cannot be transferred or purchased. They must either be obtained from The Daily Item and the Watchman and Southron or secured by special ballots issued on paid subscriptions.

In the event of a typographical error it is understood that neither The Daily Item or Watchman and Southron, or the Campaign Manager shall be held responsible except to make the necessary correction on discovery of the same.

Subscriptions may be procured anywhere. All subscriptions must be paid in order to secure vote.

Every candidate in the Campaign has an equal chance of winning any prize on the list. Candidates compete only against the candidates in their own district for the district prizes.

In addition to the regular prizes every one else who takes an active part in this Golden Festival and Voting campaign and sends in ten NEW yearly subscriptions to the Daily Item, or thirty NEW subscriptions to the Watchman and Southron, or the equivalent in subscriptions to both papers, and failing to secure one of the regular prizes will be awarded ten dollars in gold.

All others who turn in an average of one subscription per week to either the Daily Item or the Watchman and Southron, for any term, will receive ten per cent commission.

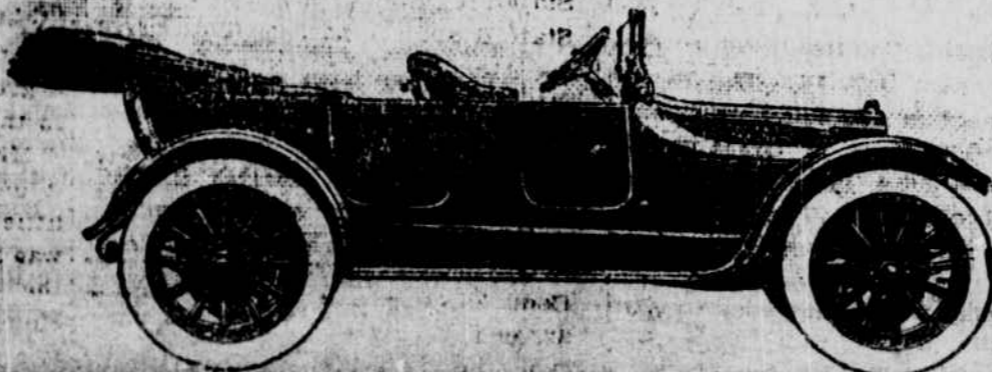
In event of a tie, the tied candidates will be given three days in which to work off the tie.

The Campaign Manager reserves the right to make any ruling which may be, in his opinion, necessary without giving any reason for doing so.

The Campaign Manager reserves the right to close any candidate from the contest at any time if after receiving due warning such candidates continue to violate any rules of the contest, or to circulate any unfounded rumors which may tend to mislead the public or the other contestants. In such cases votes will be cancelled.

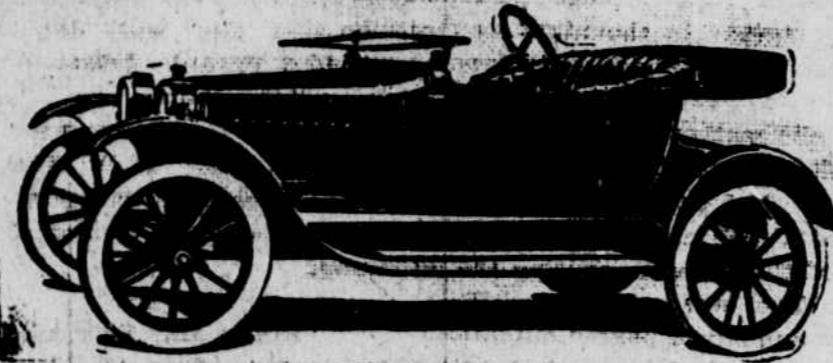
THE PRIZES.

FIRST GRAND PRIZE.



1916 MODEL 83 OVERLAND TOURING CAR
Full Equipment. Value \$750.
Bought from Overland Sales Co., Sumter, S. C.

SECOND GRAND PRIZE.



1916 MODEL SAXON ROADSTER.
Special Equipment. Value \$475.00.
Bought from Carolina Saxon Co., Columbia, S. C.

2 Prizes--\$100.00 in Gold, each. 2 Prizes--\$50.00 in Gold, each.
2 Prizes--\$25.00 in Gold, each.
An unlimited number of Prizes of \$10.00 in Gold.
10 Per Cent Commission to all who comply with the Rules and fail to secure one of the above prizes.

Rules and Conditions

The Campaign Manager will decide all questions which may arise during the course of the campaign and his decision must be final. Contestants in entering this contest thereby agree to abide by the rules of the contest and all rulings which the Campaign Manager may make.

Any candidate once nominated, and not wishing to continue in the contest must notify the Campaign Manager in writing within five days after the first appearance of such name on the vote list.

No money will be accepted for votes under any circumstances unless accompanied by a bona fide subscription to The Daily Item or the Watchman and Southron.

A new subscriber is one who was not on the circulation books of the Daily Item or the Watchman and Southron on Feb. 15, 1916, the day the Golden Festival and Voting Campaign was first announced. Subscriptions positively cannot be changed from one member of a family or household to another in order to be called new. Subscriptions must be paid up at least six months in advance, before additional starts may be made in any other name at the same address, in order to receive credit for a new subscription.

Candidates or their assistants will not be allowed to offer the Daily Item or the Watchman and Southron at less than the regular subscription price.

Nominations are now open. Send in your nomination at once. The Campaign will start officially in a few days.

DISTRICT DIVISIONS.

In order to better give the entire public an equal chance of securing any prize on the list, the territory covered by the Golden Festival and Voting Campaign has been divided into two separate districts. These district divisions are merely to facilitate the awarding of the prizes and have no bearing whatever, upon the candidates and the conducting of their various campaigns. Candidates and their friends can procure votes and subscriptions anywhere in the United States regardless of district limitations. Candidates will simply be entered from the district in which they reside.

DISTRICT DIVISIONS.

District No. 1--All territory within the limits of the City of Sumter.

District No. 2--All territory outside of the City of Sumter, in which the Daily Item and the Watchman and Southron circulate or may circulate.

HOW VOTES WILL BE ISSUED.

SUMTER DAILY ITEM.

\$5.00, one year	10,000 Votes
\$2.50, six months	4,000 Votes
\$10.00, two years	30,000 Votes

No new subscription to the Daily Item will be accepted for a period of more than two years.

WATCHMAN AND SOUTHRON.

\$1.50, one year	3,000 Votes
\$3.00, two years	6,500 Votes
\$4.50, three years	15,000 Votes

Old subscriptions will count one-half of the above scale of votes. First, fill out the nomination blank and send it to the Campaign Manager. Ask your friends to save the vote coupons for you. Then, get a receipt book from the Campaign Manager, and collect the subscriptions of all your friends to the Daily Item and the Watchman and Southron.

Clip The Coupon and Mail

TO-DAY

TO THE

Campaign Department

SUMTER DAILY ITEM

Sumter, S. C.

NOMINATION COUPON

GOOD FOR 10,000 VOTES

I Nominate.....

Address

Nominated by.....

Address

In the Item and Watchman and Southron's Golden Festival and Voting Campaign. Only the first nomination coupon sent in for each candidate will be counted. Must be clipped out neatly and sent or brought to the Campaign Department, The Sumter Item, Sumter, S. C.