

2-NEW-2  
SEDANS  
FREE

\$5000 in Prizes

20 percent cash com-  
mission guaranteed  
active non-prize  
winners.

The Birmingham  
and best of all

**THE PLAN IN BRIEF**

The object of this big distribution is two-fold: primarily to increase the already large subscription list of The Eccentric; to introduce the paper to new readers in the territory for which Birmingham is rightly the hub, to collect advance subscription payments from present and new subscribers, and at the same time to afford our friends and readers an unparalleled opportunity to profit,—and in a big way,—through their spare time during the next few weeks. So, it is a plan that works both ways, to the ultimate good of all concerned.

In order to gain this end quickly and advantageously, the most valuable and attractive list of prizes ever offered by a local newspaper in this section of the country has been made ready for distribution among those who participate most heartily. Ambition and energy are the only requisites for success.

The plan adopted is the fairest and most impartial conceivable and is straight-forward and simple and is fully outlined in this announcement.

Let it be understood at the very outset that this is not a "beauty" nor "popularity" contest, but strictly a legitimate, competitive proposition for enterprising men and women, boys and girls of this vicinity, and one in which no element of chance enters. One feature of the competition is the fact that there will be no losers in this race.

**HOW TO ENTER THE CAMPAIGN**

The first step, in order to become a candidate and compete for a prize, is to clip the nomination coupon appearing in this issue; fill in your name and address and mail or deliver to the campaign department of The Birmingham Eccentric. This coupon entitles you, or the person whom you might wish to nominate, to 5,000 FREE votes. These votes are given you as a starter, and speed you on your way to win. Only one such nomination coupon will be accepted for each candidate.

**HOW VOTES ARE SECURED**

The next step is to call or write the campaign department for a free working outfit, consisting of a special receipt book, sample copies of the paper and other information relative to launching an active campaign.

This equipped you have but to go to your friends and neighbors, relatives and acquaintances, and have them pay up a subscription to The Birmingham Eccentric through you. THAT'S ALL THERE IS TO IT. However, you will never win anything unless you make the start; and while it will not be a very difficult matter to capture one of the big prizes, nevertheless you should start at once. You must plan out your campaign the same as any successful business man plans out his work, and above everything else let no one discourage you, but stick to the finish. Anything worth having is worth striving for. A few short weeks and you may be riding in your own automobile.

It takes votes to win and votes are secured in two ways: First, by clipping the coupons appearing in each issue of The Birmingham Eccentric. Begin by gathering them now. The only restriction placed on coupons is that they should be deposited at the campaign department of The Eccentric on or before the expiration date printed thereon. Get your friends saving these coupons for you—they all count.

The other, and faster way to get votes is by securing new and renewal subscriptions to The Eccentric. On each subscription turned in a certain number of votes are issued, the number varying according to the amount paid and during which "period" same are received at the campaign department. (See schedule of votes elsewhere.) So, you see, the more subscriptions you secure the more votes you can get and the better your chances are to capture one of the grand capital prizes.

EVERYBODY WILL

All prizes: Gold, silver and automobiles to be given away absolutely free to everyone who comes to share in the distribution. It costs you nothing now or ever—it is not even a chance, it is guaranteed either a cash reward or an automobile. Cut out the nomination coupon now.

**First Grand Capital Prize**

**STUDEBAKER Dictator Eight**

1930 MODEL BROUGHAM  
FULLY EQUIPPED WITH TRUNK AND SIX WIRE WHEELS



**Value \$1567.00**  
PURCHASED FROM AND ON DISPLAY AT  
**CLAUDE E. MOSHER, Inc.**  
BIRMINGHAM STUDEBAKER DEALER  
160 West Maple Telephone 6

**Third Grand**

**\$3**

**Fourth Grand**

**\$1**

**Complete Prize List**

A brand new Dictator 8 STUDEBAKER Brougham, value	\$1,567.00
Purchased from and on display at CLAUDE E. MOSHER, Inc. 160 West Maple Street	
A brand new 1930 Model ESSEX Sedan, value	900.00
Purchased from and on display at BOUGHNER BROS. GARAGE 164 South Woodward	
THREE HUNDRED DOLLARS IN CASH	300.00
ONE HUNDRED DOLLARS IN CASH	100.00
FUND FOR COMMISSIONS (estimated)	2,200.00
GRAND TOTAL	\$5,067.00

**Here's the Way Votes Are Secured**

Votes in the Gift Distribution are secured two ways. First by clipping the votes which appear in each issue of The Eccentric.

Each Free Voting Coupon counts for 100 Votes now for the person whose name is written thereon, when sent to the office of The Birmingham Eccentric. Candidates may have their friends save or send these coupons for them.

Second, the other and faster way to get votes is by securing new and renewal subscriptions to The Birmingham Eccentric. On each subscription turned in a certain number of votes are issued according to the vote schedule which appears on this page.

**For Further**  
CALL, PHO  
**CAM**  
**HEADQU**  
**The Birmin**  
220-222 NORTH W  
Birming  
Telephone  
OFFICE OPEN EVE

**How The Prizes Will Be Awarded**

The Grand Capital Prizes, which are: the two automobiles and the two cash prizes, will be awarded to the four candidates polling the highest number of votes in the campaign. The highest receiving first choice of cars, the next highest receiving the other car, the third highest receiving the \$300.00 cash prize and the fourth highest receiving the \$100.00 cash prize. Then the remaining active candidates will each receive a 20 per cent cash commission of all subscriptions they turn in, according to the rules and regulations of the campaign.

**Free Voting Coupon**

In The Birmingham Eccentric's "Everybody Wins" Grand Prize Campaign  
I hereby cast 100 Free Votes to the credit of

Miss, Mr. or Mrs. \_\_\_\_\_

Address \_\_\_\_\_

This coupon, neatly clipped out, name and address of the candidate filled in, and mailed or delivered to the Campaign Department of The Eccentric will count as 100 FREE VOTES. It does not cost anything to cast these coupons for your favorite candidate, and you are not restricted in any sense to voting them. Get all you can and send them in—they all count. Do not roll or fold. Deliver in flat package.

**NOTE**—This coupon should be voted on or before May 24th.

**Schedule of Votes — Subscription prices**

FIRST PERIOD Up to June 23rd (Oakland County)	SECOND PERIOD Ending July 5th	THIRD PERIOD Ending July 12th	FINAL PERIOD Ending July 19th
Votes	Votes	Votes	Votes
2 years.....\$3.00 15,000	2 years.....10,000	2 years.....5,000	2 years.....3,000
4 years.....6.00 45,000	4 years.....30,000	4 years.....15,000	4 years.....10,000
6 years.....9.00 90,000	6 years.....70,000	6 years.....50,000	6 years.....40,000
8 years.....12.00 180,000	8 years.....140,000	8 years.....120,000	8 years.....100,000
If new subscription add 20,000 extra votes for each year.	If new add 10,000 extra for each year.	If new add 5,000 extra for each year.	No extra votes for new this period.

In addition to above 100,000 extra votes will be issued on each "CLUB" of \$10.00 in subscriptions turned in during the campaign.

The subscription price of THE BIRMINGHAM ECCENTRIC in Oakland County is \$1.50 per year, outside Oakland County, \$2.50 per year. Subscriptions for less than 2 years will only cost "Club Votes."

**Nomination**

Nomination Coupon in The  
"Everybody Wins"

Date \_\_\_\_\_

I hereby enter and cast 5,000 votes

Address \_\_\_\_\_

as a candidate in The Eccentric's  
bution.

**NOTE**—Only one Nomination Blank  
nominated.