

The Birmingham  
Eccentric  
PRESENTS

The 1961  
SCHOLARSHIP  
AND  
TRAVEL PROGRAM  
FOR  
HIGH SCHOOL STUDENTS

- ★ TWO \$500 SCHOLARSHIPS
- ★ FIVE TRIPS TO BERMUDA
- ★ CASH COMMISSIONS

Here is your opportunity to get a wonderful start toward meeting your college expenses, whether you're a graduating senior or a high school freshman! Or to visit a fascinating, picturesque foreign country for a whole week! Or to earn cash commissions so you can buy that "certain something" you've wanted—but haven't the money for right now!

ENTER NOW—CONTEST STARTS JUNE 1st

Contest Rules:

1. Entrants must:
  - a. Be regularly enrolled high school students (ninth grade and above) as of June 1, 1961, in the Birmingham, Bloomfield Hills and Southfield public schools; in Cranbrook School for Boys, Kingswood School for Girls, Detroit Country Day School, Marion High School, Rice High School, Convent of the Sacred Heart, and Bloomfield Country Day School.
  - b. Have written permission from a parent or guardian to participate in the contest and to accept any of the award.
2. The contest starts at 8 a.m. Thursday, June 1, and ends at 6 p.m. Saturday, July 15, 1961.
3. Only NEW subscriptions will earn points toward an award. New subscriptions are defined as those obtained for individuals who are not on the Eccentric's paid subscription list as of May 1, 1961, and for periods of 6 months, one year, two years, three years, four years and five years.
4. Contest points will be awarded on the following basis:
  - 10 points for each new 3-month college subscription
  - 5 points for each additional year up to and including five years
  - 10 points for each new 2-month college subscription
  - 5 points for each new 6-month subscription
5. The boy and girl who earns the highest number of points during the contest each will be awarded a \$500 scholarship to the college of their choice. In the event these winners are not graduating high school seniors, the scholarship fund will be placed in escrow until his or her graduation. If a winner does not continue on to college, he or she will be provided \$500 to apply towards a wardrobe, materials, tools, etc. for his or her business or work career.
6. A 7-day educational trip to Bermuda will be awarded the next five highest contestants—whether boys or girls—who accumulate the greatest number of points over 500. Bermuda winners may elect to take a \$100 cash award in lieu of the trip. The Eccentric will pay for the round trip plane fare, hotel accommodations and meals.
7. All other contestants will receive cash awards equal to 10 cents for each point earned for new subscriptions as outlined in Rule #5, except those contestants who earn 500 or more points, who then will receive cash awards at 20 cents per point for all points accumulated.
8. The awards are non-transferable.
9. Contestants must submit at least 30 points each and every week to remain eligible.
10. In the event of a tie for any or all of the seven top awards, the winner(s) in the category of the tie will be determined by the contestant who has obtained the greatest number of individual new subscriptions. If this still results in a tie, the winner(s) will be determined by a special runoff for the greatest number of additional new subscriptions following simultaneous notification of tying contestants, the runoff period to end at 6 p.m. Monday, July 24. Winners names will be published in the July 27 issue of The Eccentric. The decision of the judges shall be final.
11. The scholarship winners may elect to take a \$200 college scholarship plus a trip to Bermuda.
12. Contestants must attend informational meetings each Friday afternoon.
13. A properly qualified adult chaperone from The Eccentric will accompany the Bermuda trip winners. The trip will be made the week of August 7, 1961.
14. The Eccentric reserves the right to cancel the contest if, in its opinion, the contest is not warranted by the number of contestants competing.
15. Points will be awarded only for those new subscriptions which are paid for by 1 o'clock noon July 22, 1961.
16. The Eccentric will supply free contest materials to each contestant.

These Outstanding Awards

will go to the top winners in a 45-day contest for new subscriptions to The Birmingham Eccentric. The Top BOY and Top GIRL each will receive a \$500 scholarship to the college or university of his and her choice! Up to five OTHER students can win fascinating ALL-EXPENSE, 7-DAY educational chaperoned trip to Bermuda in August! All other contestants will receive cash commissions.

—Read the contest rules at left—and fill out the application NOW. Mail or bring it to The Eccentric's Scholarship and Educational Travel Contest Manager.



Eccentric's Scholarship & Educational Travel Manager:  
1225 Bowers, Birmingham

I want to enter your Scholarship & Travel Contest

NAME \_\_\_\_\_ SCHOOL \_\_\_\_\_  
ADDRESS \_\_\_\_\_ GRADE \_\_\_\_\_  
CITY \_\_\_\_\_ AGE \_\_\_\_\_  
PHONE \_\_\_\_\_

The Birmingham Eccentric

Birmingham, Mich.

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