

1926

Fairhope Courier Correspondence: A-B

Fairhope

10517-a

29

Fairhope, Ala. Nov. 22, 1926

Dear Fellow Publisher:-

I see you carry the advertising of the "Fulghum ~~Hatchery~~ Hatchery" and "Ace Farms" (one or both) and deem it a friendly service to advise you that I sent their orders for advertising, to the Postoffice Inspector at Atlanta Ga., and received word that the same parties are behind both advertisements and that they are being proceeded against for using the mails to defraud and while out on bond appear to be continuing their fraudulent course. You had better protect your readers and yourselves by discontinuing the ad at once.

Faternally yours,

E.B.Gaston,

Pub. Fairhope Courier

Nov. 16, 1926

Acme Farms,
Gainesville, Fla.

Gentlemen:-

Am in receipt of your circular letter of Nov. 13th, asking insertion of ad to occupy space of two inches, single column, to run 20 times.

I would be glad to run this advertisement for you, but having no personal knowledge your company, nor rating on same will have to ask cash in advance or bank reference.

The ad would be only 50 cents an issue, \$5 for ten insertions, for which I would make you a cash discount of 5% for advance payment.

Hoping to hear from you with \$1.75

Yours very truly,

Fairhope, Ala. Nov.

Joe P. Johnston,
Postoffice Inspector,
Atlanta, Ga.

Thanks for your reply to mine regarding the Fulghum II Hatchery, Seale, Ala., I wrote the Hatchery Nov. 5th, saying that I would be glad to run the ad. on receipt of pay for same, quoting price, and have heard nothing from them, which was as I expected.

I enclose a similar ad just received, for your consideration. I do not know whether or not Gainesville would be in your territory, but if not you will know to whom to forward same for investigation.

Yours very truly

457.95-
109.35-
567.30

The Fairhope Courier

ERNEST B. GASTON, EDITOR AND PUBLISHER

COMMERCIAL PRINTING
ADVERTISING

FAIRHOPE, ALABAMA

Nov. 16, 1926

Acme Farms,
Gainesville, Fla.

Gentlemen:-

Am in receipt of your circular letter of Nov. 13th, asking insertion of ad to occupy space of two inches, single column, to run 10 times.

I would be glad to run this advertisement for you, but having no personal knowledge of your company, nor rating on same will have to ask cash in advance or bank reference.

The ad would be only 50 cents an issue, \$5 for ten insertions, for which I would make you a cash discount of 5% for advance payment.

Hoping to hear from you with \$4.75

Yours very truly,

E. B. Gaston, Pub

References:

Any bank in Gainesville,

ATLANTA DIVISION

Florida W.B.K.
Georgia
South Carolina

Post Office Department

Joe P. Johnston,
Inspector in Charge

OFFICE OF THE INSPECTOR IN CHARGE

CASE No. 2847-E

ATLANTA, GA., Nov. 18, 1926.

Mr. E. B. Gaston,
c/o Fair Hope Courier,
Fair Hope, Ala.

My dear Sir:

In acknowledgment of your letter of recent date concerning the Fulghum Hatchery, and the Acme Farms, Gainesville, Florida, Atlanta, Georgia, and other places, I have to advise you that the people who are associated in Atlanta in the operation of the Fulghum Hatchery also are back of the Acme Farms, advertising, and have used many other names in their business.

This office handles all violations of the postal laws in Florida, Georgia, and South Carolina, and will be glad to receive any evidence along this line that comes to your attention requiring investigation in those states.

Very respectfully,

O. Fleming

Acting Inspector in Charge.

State of Alabama,
County of Baldwin, S. S.

E. B. Gaston, being by me duly sworn on oath says: that he is the publisher of the Fairhope Courier, a newspaper of general circulation, published weekly at the town of Fairhope, in said County and State; that the attached _____

was published for consecutive weeks in each of the regular issues of said newspaper to-wit in the issues of _____

Signed _____

Subscribed and sworn to me this _____ day of _____ 192

Notary Public,
Baldwin County, Ala.

Copy of ad ~~of~~ ordered published in 2 in. s.c. space to
be run 10 times and would pay on bill after first insertion.
Original copy and letter (unsigned) sent to P.O. Inspector,
Joe P. Johnson, Atlanata, Ga.

Fresh Florida Oranges,

Fresh, Sweet Florida Oranges, \$3 per box of three hundred large
size, Sound fruit and satisfaction guaranteed or money back, We p
pay express charges. A box of these make an appreciated Christ-
mas gift. Acme Farms, Gainesville, Fla.

22

Nov. 15, 1926

Reg meeting & Council
 all present. By Mr. Brown,
 minutes of last meeting read and ap-
 proved.

Tras. Report for November presented
 as follows:

These Report

Following bills allowed,	
M. Dyon Labor + Material for	✓ 457.95
4th culvert on Fairhope ave.	✓ 14.50
J. G. Longman	✓ 2.00
N. Merkle	✓ 25.00
Coop Store	✓ 64.95
J. H. Pitman Co.	✓ 109.35
M. Dyon.	✓ 7.88

JUDGE OF PROBATE COURT

BALDWIN COUNTY, ALABAMA

BAY MINETTE, ALA.

December 24th 1926

Mr E. B. Gaston

Fairhope, Ala.

Dear Mr Gaston :-

I am herewith handing you notice to run in
the Courier, using some conspicuous space for one time,
mailing your bill to the County board for payment, using
the inclosed blank on which to make out your bill,

I thank you,

Yours Very Truly


G.W. Humphries
Judge of Probate,



BUICK MOTOR COMPANY

ATLANTA BRANCH

350-4 SPRING ST.

ATLANTA, GA.

FACTORIES
FLINT MICHIGAN

Nov. 1, 1926.

Publisher Courier.
Fairhope, Ala.

Dear Sir:

The Service has been cancelled to your paper until we get a publication report on the two ten inch ads which you have on hand. We have requested a publication report on these ads several times, but have never heard from you. Therefore you will not receive any more of these plates until we get a report on the two ads. When this information is received, we will request the factory to start the service to you again.

Very truly yours,

BUICK MOTOR COMPANY
(Atlanta Branch)

Thos. S. Lewis

Adv. Div. Sales Dept.

LSK

Nov. 4, 1936

Buick Motor Company,
Theo. S. Lewis, Adv. Div. Sales Dept.
Atlanta, Georgia.

Gentlemen:-

You were certainly long ago due the courtesy of a reply to your communications regarding advertising you have been sending us and which service you report having cancelled.

The fact is we have been entirely unable to get any attention paid to our bills for this service by the Baldwin Buick Company, who were supposed to pay for the advertising.

They accepted the agreement to pay for it, but have never made a payment, though the account runs back nearly a year.

Called up on the telephone once about two months ago, they promised payment within a short time, but nothing more was heard from them. We drew on them first of last month through our local bank, and after several days got the draft back endorsed "out of town."

We would like to carry Buick advertising but under the circumstances we did not care to go any further with this agency.

Yours very truly



BUICK MOTOR COMPANY

ATLANTA BRANCH

350-4 SPRING ST.

ATLANTA, GA.

FACTORIES
FLINT MICHIGAN

October 13, 1926.

Publisher Courier.
Fairhope, Ala.

Gentlemen:

In checking over our advertising record, we find that we have no publication record of the following Buick ads:

A-7-10 released for publication Sept. 13th.

This is the second request for report on this ad and if we do not hear from you by the last of this week, we will have to cancel the service to your paper.

It is very important that we have a report on these ads promptly in order that the service may continue to your paper without interruption.

Proofs of the above ads attached to enable you in checking up against your file copies. If the ads have been published, kindly advise us to that effect, giving us publication date.

If the name of the Buick Motor Company, P. O. Box 1362, Atlanta, Ga., is not on your mailing list, kindly place it there so that we will receive checking copies of each paper containing Buick ads.

Thanking you in advance for your prompt attention to the matter, we are,

Very truly yours,

BUICK MOTOR COMPANY
(Atlanta Branch)

7
Theo. S. Lewis

Adv. Div. Sales Dept.

Hordler

FOR 1927—
the Greatest
Buick Ever
Built offers
hundreds of
dollars in extra
value. But the
price has not
been raised.
This is the ad-
vantage of
Buick volume.

THE
GREATEST



A-7-10
EVER BUILT

BYRN-REAGOR MOTOR CO.

Murfreesboro, Tenn.

Atlanta, Ga.,
June 19, 1926.

INSTRUCTIONS REGARDING BUICK 1927
ANNOUNCEMENT ADVERTISING IN DEALERS' NEWSPAPERS

The plan for announcing the 1927 Buick models in dealers' local newspapers is as follows:

- 1 - No factory ads will be issued to dealers newspapers during the month of July.
- 2 - The first 1927 announcement ad will be in 30 inch size only. It will be known as special ad AA-1. This 30 inch ad will be sent to every newspaper which is on the factory advertising service regardless of the kind of service the paper is using at present. The release date will be shown on proof accompanying ad and same must be observed without fail.
- 3 - The second dealer's announcement ad will be A-1 and will be the starting ad of our regular 1927 dealers' advertising service.
- 4 - No ten inch ads will be issued during the month of August. Newspapers now on the 10 inch weekly, 10 inch semi-monthly and 10 inch monthly services will receive 15 inch ads during the month of August, in place of 10 inch ads.
- 5 - On September 6th., starting with ad A-6, the regular 10 inch ads will be resumed to newspapers on the ten inch service.
- 6 - No cancellations of Buick advertising service will be accepted by the factory to take effect during the month of August on ads A-1, A-2, A-3, A-4 and A-5 on any service.
- 7 - No mats or stereotypes of announcement ads AA-1, A-1, 2, 3, 4 and 5, can be secured from the Atlanta Branch. They will be sent only to newspapers which are on the active factory advertising service list.

-Sheet # 2 -

Continued-

- 8 - Inasmuch as the Buick advertising service is being omitted during the month of July, all dealers will be expected to run the 30 inch special announcement ad 11-1 and use 15 inch ads during August in place of ten inch ads. Newspapers on the 15 inch and 30 inch service will of course receive 15 and 30 inch ads, as usual. It will be in order therefore for all newspapers to run the size copy received, unless otherwise instructed BY THIS OFFICE.
- 9 - If these instructions are not clear or further instructions or information is desired, please write the Advertising Department, Atlanta Branch, Buick Motor Company.

BUICK MOTOR COMPANY
(Atlanta Branch)

Theo. S. Lewis.
Adv. Div. Sales Dept.

Sept. 11, 1926

Baldwin Buick Company,
Bay Minette, Ala.

Gentlemen:-

I find on my return from an absence of over sixty days that nothing has ever been received from you on an account running back to November last, though perhaps three or four months ago, you assured my son over the telephone that you would attend to the same within a very few days. Being very much in need of what is due me from you I am taking the liberty of drawing on you through the Bank of Fairhope, for the amount due according to last statement rendered you, \$26.75 and hope that you will promptly honor the draft.

Yours very truly

Nov. 5, 1926

Baldwin Buick Company,
Bay Minette, Ala.

Gentlemen:-

It seems very strange that I can get no satisfaction from you regarding my claim for advertising.

Statements have been sent you regularly, and more than sixty days ago, my son called you up on the phone and had a promise of a check within a day or so, but none ever came.

Several weeks ago I drew on you through the Baldwin County Bank and in the course of time got the draft back endorsed "out of town" yet your place of business is, no doubt, open every day for business.

I have been obliged to write the Buick Company at Atlanta, saying that it was not worth while to send me any more advertising matter as I could not get any settlement from you for advertising done.

I am again enclosing statement covering advertising running from Nov. 20th last year to Aug. 12th this year and on which no payment has ever been made.

Please give this your prompt attention.

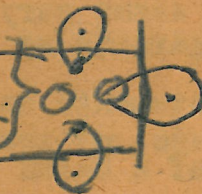
Yours very truly

Copy to Mr. Frank F. Earle.

L Foley

Foley -

Foley

14 X 22 50 



BALDWIN BUICK COMPANY

SALES AND SERVICE

GOODYEAR TIRES AND TUBES

PHONE 114

BAY MINETTE, ALA. November 8th., 1926

The Fairhope Courier,
Fairhope, Alabama.

Gentlemen:

Enclosed find check for \$26.75 as per your statement of the 4th., instant. Our Mr. Walker has had so much to do within the last few weeks that he has neglected sending you check for this account. With a new mechanic force and salesman off of the job for a week, he has had to carry two men's jobs. We regret this delay and hope it will not occur again.

Yours very truly,

BALDWIN BUICK CO.,

By Frank B. B. B.

FE/C

BALDWIN BUICK COMPANY
 SALES AND SERVICE
 GOODWILL, TIRE AND TUBES
 PHONE 123
 BAY MINETTE, ALA. November 8th.. 1935



47.8
 46.4
 31.8
 29.8
 154.8
 38.7

Gentleman,
 Baldwin Buick
 10000 building
 building 10000
 and 10000
 title
 Buick

Yours very truly,
 BALDWIN BUICK CO.,
 BY Wm. B. Smith

3/10

FACTS!

A resume of what has been done in behalf of "KEEPER OF THE BEES" by the various publicity, exploitation, and sales promotion departments of F.B.O. will serve as a final convincer of the extreme confidence we have in the picture, and the tremendous amount of work that has been done in behalf of this splendid Gene Stratton-Porter story.

From actual evidence we have on hand, millions of people are awaiting the coming of this stupendous photoplay. Alternating between Doubleday, Page and F.B.O. there has been a constant bombardment of motion picture patron and bookdealer, and the advertising in four issues of McCall's Magazine completed the triangle.

So that you may be posted as to just what has been done, be advised of the following facts:

1275 book stores had exclusive KEEPER OF THE BEES displays, a tremendous factor in creating interest in the picture.

"The Union News Company" and "Crescent News Company" had 'KEEPER' display signs in all depots.

One half million post cards were sent direct through the mail to the book reading public advising them of the book and picture.

Over 30,000 coupons were received from fans throughout the country, anxious to see the picture. These were acknowledged by F.B.O. and they were also acknowledged in a separate letter by Mrs. Porter's daughter.

Doubleday, Page & Co. are advertising in the daily newspapers throughout the country intermittently from now until Christmas.

There is no let up in the influx of coupons being received and they're being acknowledged and distributed. We can safely say that never in the history of merchandise, has a more sensational campaign been waged than we have put behind "THE KEEPER OF THE BEES," principally because the picture merits it, and because Mrs. Porter's tremendous following will flock to the theatres that are fortunate enough to secure this picture.

"KEEPER OF THE BEES" is a staple. It's a known quantity. Gene Stratton-Porter's name has the same trade value to literature that Sterling has to silver, or General Motors has to automobiles. It's strictly out of the gamble class. It's absolute business insurance. In other words, Gene Stratton-Porter's hand picked following definitely assures success at the box office for every exhibitor who is shrewd enough to see its vast possibilities.

Book "THE KEEPER OF THE BEES," with the assurance that it's going to be the high water mark in the ticket selling career of your theatre.

FILM BOOKING OFFICES OF AMERICA.

State of Alabama }
County of Baldwin } ss. AFFIDAVIT OF PUBLICATION.

C.A. GASTON being to me first duly sworn on oath says that he is the publisher of the Fairhope Courier, a newspaper of general circulation published weekly at the town of Fairhope in said county and state; that the attached Notice — — — — — was published — times, in each of the regular issues of said newspaper dated — — — — — 1926.

(MANAGER OR) PUBLISHER

Subscribed and sworn to before me this — day of July, 1926.

Notary Public, Baldwin County, Ala.

State of Alabama
County of Baldwin

SS

Affidavit of Publication

C. A. Gaston being by me first duly sworn on oath says that he is the acting editor and publisher of the Fairhope Courier, a newspaper of general circulation published weekly at the town of Fairhope in said county and state; that the attached Notices of Application for Pardon of George P. Wells was ~~xxxix~~ published one time in a regular issue of said newspaper dated July 1, 1926; also that said notice is still in type and will appear in another regular issue of said newspaper to be published on July 8, 1926

Acting Editor and Publisher

Subscribed and sworn to before me this 7th day of July,
1926.

Notary Public, Baldwin County, Ala

A PROGRESSIVE PAPER FOR PROGRESSIVE PEOPLE

ESTABLISHED 1894

The Fairhope Courier

ERNEST B. GASTON, Ed. & Pub.

COMMERCIAL PRINTING
ADVERTISING

"THE LINOTYPE WAY"

FAIRHOPE, ALA.

*Copy also
to Atlanta*

April 5, 1926.

Buick Motor Co.,
Newspaper Adv. Division,
Flint, Mich.

Gentlemen:-

I am returning card acknowledging receipt of
Ad. G-37-10, saying that same would appear in is-
sue of April 15th.

Am a little in doubt regarding your instructions
regarding insertion on "third week of month" 15th will
be my third issue of the month, but if you mean in third
week, beginning with Sunday, that would make it the 22nd
Please advise.

Yours very truly

E. B. Gaston



BUICK MOTOR COMPANY

ATLANTA BRANCH

241-243 PEACHTREE ST.

ATLANTA, GA.

FACTORIES
FLINT MICHIGAN

January 27, 1926.

Fairhope Courier.
Fairhope, Ala.

Gentlemen:

In going over our advertising records, we find we have not received proof of publication of the following Buick factory ads:

G-10-22

G-10-26

Sent you for publication for the account of the Buick dealer in your territory. We mean by proof of publication, that we did not get checking copy of your paper containing the above ads, nor did not receive the postal card which was enclosed with the ad, to be filled in and mailed by you promptly.

We are asking that you advise us as soon as possible if ads like proofs attached have been published in your paper, also give us publication date of same. This information is very important to us and in order that we may be able to continue the service to your paper, we must have a report on all ads sent you.

If you will kindly attend to the small matter of sending checking copy of each issue of your paper containing Buick matter to the Buick Motor Company, Atlanta Branch, and fill in and mail the postal cards enclosed in each piece of copy as soon as they are received, there will be much time saved as well as keeping the ads coming to you without any interruption.

Trusting we may have an early reply, and that our cooperation may be mutual, we are,

Very truly yours,

BUICK MOTOR COMPANY
(Atlanta Branch)

It has been necessary for us to cancel the service to your paper until we get a publication report on the two above ads. As soon as we get this information, we will have the service reinstated to your paper.

Theo. S. Lewis

Adv. Div. Sales Dept.

No Demonstration can reveal all of BUICK Excellence

Any time you drive a Buick you will wonder how such a remarkable car can be sold at such a moderate price.

In just a few minutes you will realize that you are starting, stopping, parking, driving with much greater ease and security. And that you are surrounded by quality and luxury which rank with the very finest.

But demonstration will tell only part of the Buick story, and you should know all of it.

A demonstration cannot show you the enduring stamina of body and chassis that belongs to Buick. Years are necessary for that. It can only suggest the powerful ability of Buick's 75 horse-power Valve-in-Head engine, built for hills. It cannot tell you how thoroughly the Buick "Sealed Chassis" and the Buick "Triple Sealed" engine will protect Buick performance on dusty, gritty roads.

And it cannot even hint of the mental ease you will enjoy, with Buick Authorized Service "just around the corner," everywhere in America.

Better Buick Six Cylinder Valve-in-Head motor cars range in price from \$1125 to \$1995, f.o.b. Buick factories. Among the Buick open and closed models there is one that will meet your desires exactly.



WHEN BETTER AUTOMOBILES ARE
BUILT, BUICK WILL BUILD THEM

BYRN-REAGOR[®] MOTOR CO., Agt

Authorized Buick Service
Murfreesboro, Tennessee.



Editor's Note:— Through special arrangement with The Educational Book Co. N. Y., this newspaper now offers its readers this interesting feature, "QUIZ", being extracts from that book, endorsed by Eugene C. Gibney, Director of Extension Activities, New York Board of Education. These puzzles will be found intellectual as well as instructive.

Puzzle No. 23

1 2 3 4 5 6 7 8 9 0

Arrange these figures so that they form two multiplications, and the product in both cases to be the same.

Puzzle No. 24

How is the best way to make a coat last?

Puzzle No. 25

Charles Dickens' Rebus Letter.
"Akleb Scheu."

Dear "Ddvia Pfidleerop":— ●

Thank you very much for sending me "Hitcasmar Distrse." Could you lend me "A Icdhls Hslytor Gelnadn?" In these "Dhar Mits" I cannot obtain it. I met "Uro Tumu Defirn," "Lervoi tsitw," yesterday; he was with "Yabarbn I rug," the "Culnomecmrai Lla reve." Did you know that "Til Ridrot" has been turned out "Het Dlo Utyicorsi Hpos," a "Medboydan Osn," is written on the door? Your friend "Tam Huzlticew" has "Tager Xtpat cosm" about his book "A eatl wto Sictis." Have you heard about "Eht Ymytrsefo Wnedi Ddoo?" He is said to have stolen several copies of "Cwiekki Kappse," "Kstschee yb Ozb."

Much love from,

"HLANCIOS KYLINCER"

Solutions of Last Week's Puzzle
Puzzle No. 21. The figures are arranged this way so that every line totals 3

	26	32	38
8	26	12	28
24	30	14	18
4	22	20	10

Send your answers to this newspaper. The first five solutions received to each of puzzles will receive ten credits; such winner has obtained 100 credits will be entitled to a "QUIZ CLUB" or pin. 500 credits will entitle the winner to receive an attractive prize and have his name printed on the honor

Fuston.

Thirteenth—Chas. McGregor.

Fourteenth—R. T. Judkins.

Cantrell.

Fifteenth—Felix Womack.

Sixteenth—Harold Webb, Hall

penny.

Officer of Grand Jury—Jim

ell.

Officer to Wait on Court

Green.



End the worry of Christmas Shopping

Nothing you could discover in a month of Christmas shopping would be quite as acceptable to the whole family as a Better Buick.

BUICK MOTOR CO., FLINT, MICH.
Division of General Motors Corporation



SYLVESTER BUICK COMPANY
Sylvester, Georgia

CHRISTMAS

Of all the days of the year, Christmas is the most celebrated—and justly so. It is the anniversary of the greatest personage the world has ever known, our blessed Savior.

It is a day of good cheer that touches the hearts of every one, from the youngest little tot who can have any conception of Santa Claus, to the one, ripe in years, who is waiting the summons to meet the one whose birth we celebrate.

In the Christ spirit, "Peace on earth and good will to man," the peace that passeth all understanding, the unselfish desire that every one shall be happy this bank wishes you, one and all,

A Merry, Merry Christmas

**Farmers
& Merchants Bank**

DEPOSITS INSURED

**Fresh, new Typewriter Ribbons for all
Machines at the Local office.**

Jan. 26, 1926.

Buick Motor Company,
Atlanta Branch,
Atlanta, Ga.

Gentlemen:-

Replying to yours of recent date relative to advertising in the Courier for Baldwin Buick, Company, of Bay Minette, Ala., your dealer in this territory, I am sorry that you should not have been furnished with checking copies to which you were entitled. I am sending the same herewith with ads marked. Am also putting your office on my list to receive the paper regularly, during the life of the contract, though as your ads appear but one a month, perhaps you would prefer that only the issues carrying the ads be sent you. If so advise.

I note also that my boys in the back room have not following instructions fully as to the issues in which the ads should appear. Nov. 20 was correct. The December insertion was on the 17th when it should have been the 24th. January was on the 14th, when it should have been on the 21st. I hope however, this will not prevent payments for the ads and will try to see that instructions are followed strictly hereafter.

Yours very truly

Publisher Fairhope Courier.



BUICK MOTOR COMPANY

ATLANTA BRANCH

241-243 PEACHTREE ST.

ATLANTA, GA.

FACTORIES
FLINT MICHIGAN

January 6, 1926.

Fairhope Courier,
Fairhope, Ala.

Gentlemen:

In going over our advertising records, we find we have not received proof of publication of the following Buick factory ads:

G-10-22

Sent you for publication for the account of the Buick dealer in your territory. We mean by proof of publication, that we did not get checking copy of your paper containing the above ads, nor did not receive the postal card which was enclosed with the ad, to be filled in and mailed by you promptly.

We are asking that you advise us as soon as possible if ads like proofs attached have been published in your paper, also give us publication date of same. This information is very important to us and in order that we may be able to continue the service to your paper, we must have a report on all ads sent you.

If you will kindly attend to the small matter of sending checking copy of each issue of your paper containing Buick matter to the Buick Motor Company, Atlanta Branch, and fill in and mail the postal cards enclosed in each piece of copy as soon as they are received, there will be much time saved as well as keeping the ads coming to you without any interruption.

Trusting we may have an early reply, and that our cooperation may be mutual, we are,

Very truly yours,

BUICK MOTOR COMPANY
(Atlanta Branch)

Theo. S. Lewis

Adv. Div. Sales Dept.



*End the worry of Christmas
Shopping*

Nothing you could discover in a
month of Christmas shopping would
be quite as acceptable to the whole
family as a Better Buick.

BUICK MOTOR CO., FLINT, MICH.
Division of General Motors Corporation

Byrn-Reagor Motor Co.

BUICK MOTOR COMPANY
ATLANTA BRANCH

P. O. Box 1362
Atlanta, Georgia.

Nov. 6, 1925.
Date

Subject: Buick Advertising Service

For Publication in Courier, Fairhope, Ala.

Ordered by Buick Dealer Baldwin Buick Co. Bay Minette, Ala.

Gentlemen:

Our dealer has instructed us to furnish you with the Buick Advertising service to be published for his account during the remainder of the 1926 selling season which ends July 31st, 1926. The class of service specified by the dealer is:

10" Monthly service. One 10" ad to be published 3rd week of each month.

The copy will be mailed direct to you from the Buick factory, and we are advised that the first ad will be

Ad No. G-10-17 For Insertion Week of Nov. 16th.

Subsequent ads will be mailed one week in advance of release dates. Each ad should include the name and address of the Buick dealer as shown above. It is necessary to set the signature lines in type.

The stereotypes or mats are furnished without charge by the Buick Motor Company, and the dealer pays the entire cost of publication. We would suggest that you secure from the dealer an agreement or contract covering the publication of this service so that it will not be necessary for you to secure his authorization for each separate insertion.

In respect to the Buick Advertising Service for dealers we occupy the same position as an advertising agency, except that we do not collect a commission. This entitles us to a checking copy of each issue containing a Buick ad. We are required to report to the factory on the publication of each ad mailed you, therefore the checking copy is necessary to the continuance of this service.

Send checking copies to Buick Motor Co., Box 1362, Atlanta, Ga.

You will also find enclosed with each piece of copy a checking postcard like sample attached. This goes direct to the factory to show that the ad has been received by you. Kindly fill in and mail the post cards promptly.

If you have any difficulty in regard to the operation of the Buick ad service, please write this office. Your cooperation will be appreciated.

Very truly yours,
BUICK MOTOR COMPANY
(Atlanta Branch)

Theo. S. Lewis,
Adv. Div., Sales Dept.

Nov. 11, 1925.

Baldwin Buick Co.,
Bay Minette, Ala.

Gentlemen:-

I have received notice from the Atlanta Branch Buick Motor Company, that the Courier is to have a series of ads occupying 10 inches each, published on the third week of each month beginning this month, and suggesting that I should write you for your authorization for this service so that it will not be necessary to secure the same for each separate insertion. I understand that bills are to be mailed you for the service.

I presume that ~~the~~ you/ are really responsible for this order and thank you for same.

Kindly give the necessary authorized as suggested from Atlanta.

Yours very truly

Nov. 11, 1925.

Buick Motor Co.,
Atlanta Branch
P.O. Box 1362
Atlanta, Ga.

Gentlemen:-

was pleased to receive yours of 6th regarding
advertising for the remainder of the 1926 season, (extending
to July 31st, 1926) and xshall expect copy for first insertion
to appear next week.

Am taking the matter up with the Baldwin Buick Co. Bay
Minette, Ala.

Yours very truly

BUICK MOTOR COMPANY

Atlanta Branch

350 Spring St., Atlanta, Ga.
P.O.Box 1362

Bulletin to Newspapers Publishing
the One Column, ten inch, Buick
factory advertising stereotypes.

January 26, 1926.

Gentlemen:

We have received a few requests from newspapers to send them the Buick advertising plates in mounted form only. These requests have come particularly from those papers running the ten inch, one-column, stereotypes sent out by the Buick factory.

The company is furnishing these single column plates to approximately 3,000 newspapers in the United States. To mount all plates on wooden bases would cost the factory \$1,000 per week or \$52,000 per year additional to cover cost of the bases and pay the extra postage.

In view of the above we believe every newspaper on our list will be glad to cooperate by saving the wooden base and mount the Buick plates on them. Four times a year the factory sends out mounted stereotypes, and by using a little care these four bases should last you throughout the year.

Your cooperation will be appreciated.

Very truly yours,

BUICK MOTOR COMPANY
(Atlanta Branch)

Theo. S. Lewis.
Adv. Div. Sales Dept.

Aug. 3, 1936

Mr. W. C. Beebe,
Bay Minette, Ala.

Dear Mr. Beebe:-

On questioning our bookkeeper about the political announcements we have carried in the paper she said that Mr. E. B. Gaston had looked after them and said that he would straighten them out before he left. This he failed to do so I am having to attend to it so that the bills may get in in time for the candidates to file them.

In going over our books we could find no record of ~~your~~ a receipt from you in payment of the announcement we have carried for you since April 1. If there is any error on our part in this matter please correct us.

Very truly yours,

June 5, 1926

Baldwin Buick Co.,
Daytona, Fla.

Gentlemen :

I am enclosing statement which you will note covers advertising running back to November last, it appears that you have had a number of notices of this account but I have never had any payment from you. Would be very glad to have your check.

Yours very truly

ORT H. ERTZINGER
PRES. AND GEN. MGR.

J. A. ERTZINGER
V.-PRES.-TREAS.

HERBERT R. WESTON
SECRETARY

BAY MINETTE MANUFACTURING CO.

(INCORPORATED)

MANUFACTURERS OF
THE NEW "BALDWIN" HAMPER, CABBAGE CRATES, ORANGES BOXES
VARIOUS KINDS OF VEGETABLE SHIPPING
CONTAINERS, BOX SHOOKS
AND EGG CASES

MILL
HURRICANE, ALA.

OFFICE
BAY MINETTE, ALA

BAY MINETTE, ALA.,

February 5, 1926.

ALL SALES AND CONTRACTS CONDITIONED ON CONTINGENCIES BEYOND OUR CONTROL PRICES QUOTED ARE FOR IMMEDIATE ACCEPTANCE AND SUBJECT TO CHANGE WITHOUT NOTICE

Fairhope Courier,
Fairhope, Ala.

Gentlemen:

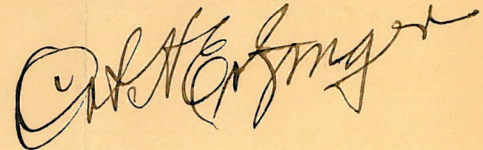
Kindly run the following ad in your paper for two
weeks:

"Men wanted to work at hamper
factory. Steady work. Apply
at mill, Hurricane, Alabama,
Bay Minette Manufacturing
Company."

Yours very truly,

BAY MINETTE MANUFACTURING CO.

To appear 11th & 18th



President.

OHE/aln

OFFICERS

PRESIDENT
HARRY E. SNOW
1ST VICE PRES.
LEOPOLD STRAUSS
2ND VICE PRES.
JESSE B. HEARIN
SECRETARY
MORT L. BIXLER
TREASURER
R. E. SEIBELS

THE STATE FAIR
OF ALABAMA

NOVEMBER 2-3-4-5-6-7-8-9-10-11, 1925

MORT L. BIXLER, MANAGER

MONTGOMERY

Sep. 14, 1925.

EXECUTIVE
COMMITTEE

C. B. BROWN
L. C. CARDINAL
W. W. DOE
W. A. GUNTER
H. M. HOBBIE
THEO MEYER
E. A. O'NEAL
H. E. SNOW
L. STRASSBURGER

Mr. E. B. Gaston,
Editor Fairhope Courier,
Fairhope, Ala.

Dear Mr. Gaston:

Replying to yours of Sep. 12. We do not wish to spend more than \$10.00 in the Courier, as we can hardly hope to get back our money on the admissions that will come from Fairhope. Frankly we also expected that you would place us on a little different basis than your commercial rate. We get that from the large newspapers where they are treating us as an educational institution. If you cannot run it but twice, you will find the instructions in the letter.

Yours very sincerely,

The State Fair of Alabama

Mort L Bixler
Manager.

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