

1926

Fairhope Courier Correspondence: C

Fairhope

10517-a

30



Mobile, Ala., April 21, 1926

Name Fairhope Courier

City Fairhope, State Alabama

Gentlemen:—

Please find copy enclosed for advertisement as follows:

Space 6 Ins. double Cols.

Kind of Adv. Display

Times Two (2)

Date of Insertion Friday

April 23 and 30th.

Amount Charge to us and be

sure to see that we

Commission are sent a copy

of paper containing this

Total advt each issue.

Cash Discount \_\_\_\_\_

Net \_\_\_\_\_

A. P. CARRICO & SON

Advertising Agents

60 N. Conception Street

Mobile, Ala.



**"SICK"**

Men and Women  
We treat all chronic and  
nervous diseases.  
Examination Free

The Dr. Black  
Specialist Co.  
258½ Dauphin St.

~~JUL 24 1906~~



Nov. 16, 1926

MOBILE, ALA., 1-1-57  
Fairhope Courier

Saukape

STATE Ala

PLEASE FIND COPY ENCLOSED FOR ADVERTISING

Dr. Black Specialist Co

2

COLS.

# Display

Four

( 4 )

### DATES OF INSERTION

[illegible]

PER LINE (INCH)

PER LINE (INCH)  
Kill "McGowan Bus Studio  
once.

---

## Advertising Agents

**60 N. CONCEPTION ST.**

MOBILE, ALA.

D'5564



Mc Gowans Business Studio

Mobile, Ala., July 6, 1926

Name Fairhope Courier

City Fairhope, State Alabama

Gentlemen:—

Please find copy enclosed for advertisement as follows:

Space 1 Ins. single Cols.

Kind of Adv. Display

Times Four (4)

Date of Insertion Thursday

July 8, 15, 22, 29th.

Amount

Commission

Total

Cash Discount

Net

A. P. CARRICO & SON  
Advertising Agents  
60 N. Conception Street  
Mobile, Ala.



June 5, 1926

A.P. Carrico & Son,  
Mobile, Ala.

Gentlemen:-

Enclosed find bill for the advertising in last two issues of April for John George, which was inadvertently charged to George by my clerk. I am also mailing papers proving insertion of same.

Would be very glad to receive some more business from you on same basis.

Yours very truly



AT AUCTION

TO REDUCE STOCK

JOHN GEORGE

THE JEWELER

9 ST. EMANUEL ST

MOBILE, ALABAMA

WILL SELL AT PUBLIC AUCTION BEGINNING

SATURDAY MAY 1st, 1926

JEWELRY

Consisting of Diamonds, Watches, Silver-ware, Cut Glass, in fact anything in stock, to the highest bidder.

Every article guaranteed as represented.

Now is the time to get a bargain for future gifts. No reserve or by-bidding.

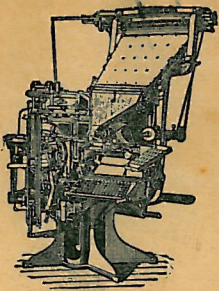
Sale to continue for 6 days beginning Saturday May 1st at 2 o'clock PM and continuing until 10 PM and from Monday May 3rd until the following Friday night. Sale will be in the evening beginning at 7:30 o'clock.....Plenty of room.

F. J. Mc Fadden

Auctioneer in Charge

which is a guarantee of fairness





"THE LINOTYPE WAY"

A PROGRESSIVE PAPER FOR PROGRESSIVE PEOPLE

ESTABLISHED 1894

# The Fairhope Courier

ERNEST B. GASTON, ED. & PUB.

FAIRHOPE, ALA.

COMMERCIAL

PRINTING

ADVERTISING

June 19, 1926

A.P. Carrico & Son,  
Advertising Agents,  
Box 1023  
Mobile, Ala.

Gentlemen:-

Thanks for check. Receipt enclosed. Believe I failed to get you on the Courier list. Have rectified error today. Am also mailing copy of last issue, carrying the Peterson Point advertisement and enclose bill for same.

Yours very truly



NEW YORK

CHICAGO

TORONTO

DETROIT

CINCINNATI

LOS ANGELES

SAN FRANCISCO

PORTLAND, ORE.



# CAMPBELL-EWALD COMPANY

Advertising Well Directed  
DETROIT

NOV 12 1926 Z 31 JF

## INSERTION ORDER

COURIER  
FAIRHOPE ALA PP 25 S

MAIL — ALL INVOICES AND CHECKING COPIES TO

**CAMPBELL-EWALD COMPANY**  
13TH FLOOR, GENERAL MOTORS BUILDING  
DETROIT, MICH.

PLEASE INSERT ADVERTISING AS LISTED BELOW FOR THE CHEVROLET MOTOR COMPANY. A DIVISION OF THE GENERAL MOTORS CORPORATION. CHARGE THE ENTIRE COST OF THIS ADVERTISING TO US IN ACCORDANCE WITH THE GENERAL MOTORS CONTRACT WHICH YOU HAVE IN YOUR POSSESSION.

POSITION — IN AUTOMOBILE SECTION, IF ANY, OR GOOD RIGHT HAND  
PAGE WELL FORWARD.

COPY — ATTACHED

MATS OR STEREOS — UNDER SEPARATE COVER.

CHECK IMMEDIATELY UPON ARRIVAL WITH THIS ORDER TO BE SURE THAT SAME AGREE IN ALL RESPECTS. IF ANY DISCREPANCY THIS INSERTION ORDER IS TO GOVERN. NEW MATS OR STEREOS WILL BE SUPPLIED UPON ADVICE OF DISCREPANCY.

NO CHEVROLET DEALER HAS AUTHORITY TO CANCEL OR CHANGE THIS ORDER IN ANY WAY. IF CHANGES ARE DESIRED, OBTAIN OUR AUTHORITY BEFORE MAKING THEM.

CHECKING COPIES — THE PAGE ON WHICH THESE ADVERTISEMENTS ARE PRINTED MUST BE MAILED TO **CAMPBELL-EWALD COMPANY**, GENERAL MOTORS BUILDING, DETROIT, ATTACHED TO INVOICE. INVOICES RECEIVED WITHOUT TEAR SHEETS ATTACHED WILL BE RETURNED UNPAID WITH REQUEST FOR CHECKING COPY.

DEALER'S SIGNATURE — YOU WILL BE HELD RESPONSIBLE FOR THE CORRECT ARRANGEMENT, SPELLING AND INSERTION OF DEALERS' NAMES AND ADDRESSES. GET IN TOUCH WITH THE LOCAL CHEVROLET DEALER AND GET HIS FIRM NAME AND ADDRESS. ASK HIM FOR THE NAMES AND ADDRESSES OF ANY ASSOCIATE DEALERS THAT HE MAY WISH TO INCLUDE. WE HOLD YOU RESPONSIBLE FOR THIS AND IF SIGNATURES ARE RUN INCORRECTLY OR OMITTED, PAYMENT FOR THE ADVERTISEMENT WILL BE REFUSED.

OMISSIONS — OCCURRING DURING THE RUN OF THIS ADVERTISING ARE TO BE ALLOWED FOR PRO RATA, INSTEAD OF BEING MADE UP UNLESS OTHERWISE INSTRUCTED

READ CAREFULLY — IF YOU COMMENCE INSERTIONS ON THIS ORDER, IT MUST STAND AS IT IS IN EVERY PARTICULAR. WE CANNOT ALLOW ANY CHANGES IN TERMS AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED ON A REGULAR ORDER BLANK MARKED "REVISED ORDER"

YOURS VERY TRULY,

CAMPBELL - EWALD COMPANY

PER \_\_\_\_\_

PUBLISHER'S COPY.

CHARGE US: 0 25 PER AGENCY COM: 15 CASH DISCOUNT: 2

INSERTION DATE	SIZE	AD NUMBER	CAPTION
DEC-26			
3	30"	615-30	1926 AGAIN
10	30"	616-30	X THE EASIES
17	30"	617-30	40 000

REMARKS:

OUR ORDER NO.  
C 88379





107 NORTH CONCEPTION STREET

MOBILE, ALA., December 27, 1926

Fairhope Courier,  
Fairhope, Ala.

Gentlemen:-

We are sending herewith copy for a  
2 column by 6 inches advertisement in your next  
issue for account of McGowin-Lyons.

Please send us promptly your bill  
covering this advertising for the month of  
December including your issue of December 30th.

It is of the utmost importance  
that we have this statement before the end of  
the month, and we are depending upon you to see  
that it reaches us.

Yours very truly,

CRAWFORD ADVERTISING AGENCY.



**CAMPBELL-EWALD COMPANY, DETROIT**

30 60



MOBILE, ALA., Dec. 14, 1926

NAME PER Fairhope Courier

CITY Fairhope STATE Ala.

PLEASE FIND COPY ENCLOSED FOR ADVERTISING  
AS FOLLOWS:—

NAME OF AD. Mobile Trunk Co.

SPACE 5 INS double COLS.

KIND OF ADV. Display

TIMES One ( 1 )

**DATES OF INSERTION**

No.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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December

RATE.....PER LINE (INCH)

REMARKS \_\_\_\_\_

**A. P. CARRICO & SON.**

## Advertising Agents

**60 N. CONCEPTION ST.**

MOBILE, ALA.

D'5564



# A. P. CARRICO & SON

ADVERTISING AGENTS

60 N. CONCEPTION STREET

P. O. BOX 1023

BELL PHONE 250

MOBILE, ALA., Dec. 14, 1936

Fairhope Courier,  
Fairhope, Ala.

Gentlemen:-

We are enclosing order for advertising for the  
Mobile Trunk Co.

Please use the same copy as that you ran last  
week with the addition of the following:

THE NEW AIRPLANE WARDROLETTES ARE HERE  
ASK TO BE SHOWN

We would also appreciate your making a slight  
change in the make-up of this advertisement.

We wish to take this opportunity to thank you  
for referring these people to us as we appreciate it very  
much.

Very truly yours,

A. P. CARRICO & SON

per





March 12, 1926.

Burtoniere Motor Co.,  
Pensacola, Fla.

Gentlemen:-

I find that the ad of Oakland cars ~~which~~ about which I wrote you, a cooperative ad with Baldwin Motor Company, and mat for which I asked of you was to appear in the issue of this date (though my publication day has been changed to the 11th) so could not have received it in time for this week anyway. I

I have however, just received orders for insertion of Ads as follows: Numbers 208B and 508B to appear March 19th, and Numbers 209B and 509B to appear Mar. 26th; which in each case will have to appear a day earlier than mentioned; and for which we understand we are to call on you for mats. Please send same promptly.

Your

Yours very truly



**READ CAREFULLY**

IF YOU COMMIT AN ERROR IN THIS ORDER, IT MUST BE CORRECTED AS IT IS IN EVERY PARTICULAR. WE CANNOT ALLOW ANY CHANGES IN TERMS AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED ON A REGULAR ORDER BLANK MARKED "REVISED ORDER."

**Oakland Dealer Co-operative  
Newspaper Insertion Order**

Atlanta

3-8-26

**MAIN OFFICE**  
SEND ALL BILLS TO  
13TH FLOOR GENERAL  
MOTORS BLDG.  
DETROIT, MICH.

ADVERTISING WELL DIRECTED

**CAMPBELL-EWALD COMPANY**

OFFICES IN

DETROIT NEW YORK CHICAGO TORONTO LOS ANGELES SAN FRANCISCO

Publisher of Fairhope Courier

Address Fairhope, Ala.

Please insert and Charge as specified below the dealer cooperative advertising of

THE OAKLAND MOTOR CAR CO., PONTIAC, MICHIGAN

Space

Insertion Date

Caption

Position

Copy

Mats or Plates mailed under separate cover Get mats from dealer

Charge Us .25 per inch Gross 15-2

Proof of copy covered by this insertion order must be submitted to the dealer and run only after securing his approval in writing upon the size of space, date of insertion, the copy and dealer's name and address.

You will charge and bill the above space:

ONE-HALF to the dealer at his customary rate and

ONE-HALF at the above rate to Campbell-Ewald Co., main office, General Motors Bldg., Detroit, Michigan.

Remarks:

\*Mar. 26, 1926-24"-#209B-Gives what all buyers-(Pontiac)

Mar. 26, 1926-24"-#509B-Outstanding--(Oakland)

**OAKLAND DEALER MUST PERSONALLY OKAY IN-**

**CHECKING COPIES—THE PAGE ON WHICH THESE ADVERTISEMENTS ARE PRINTED MUST BE BROUGHT TO THE CAMPBELL-EWALD CO. GENERAL MOTORS BUILDING, DETROIT, ATTACHED TO INVOICE. INVOICES RECEIVED WITHOUT TEAR SHEETS ATTACHED WILL BE RETURNED UNPAID WITH REQUEST FOR CHECKING COPY. CHECKING COPIES MUST ALSO BE SENT TO ADVERTISER.**

We invariably take advantage of all cash discounts if your publication has reached us for checking.  
Omissions occurring during the run of this advertisement are to be allowed for pro rata, instead of being made up, unless otherwise instructed.

Yours Very Truly,

CAMPBELL-EWALD COMPANY,

Per J. J. Hartigan

OUR ORDER NO.

**O 30174** S

PUBLISHER'S COPY



COACH OR COUPE  
**\$825**  
 BODIES BY FISHER



## Gives What All Buyers Long Demanded in Vain!

With a swiftness that borders on the sensational, the new Pontiac Six is achieving a position of commanding leadership.

Everywhere, and instantly, motorists saw in this new General Motors Six these definite tangible qualities that they have always wanted, and wanted in vain:—

**[** Oakland Six, companion to the Pontiac Six — \$975 to \$1295  
 All prices at factory **]**

—a big, powerful engine, with the largest piston displacement of any six below \$1000.

—a superior Fisher body expressing a new order of beauty, smartness, and color contrast.

—an element of comfort and bigness that encourages relaxation over any road.

—a stamina inherent in quality design and quality manufacture.

And finding these qualities at a price so low that only General Motors could achieve it, buyers have not hesitated to pronounce the Pontiac Six a value that cannot be matched.

*Dealer's Name and Address*

# PONTIAC SIX

CHIEF OF THE SIXES



Pontiac Newspaper Advertisement No. 26-209-B  
 Production Order No. 7169

Prepared by Con  
 Campbell & Co.  
 Advertising Well Directed



---



# **Outstanding**

This brilliant new Oakland Six stands out as the only car combining the advanced engineering features of air cleaner, oil filter, full pressure oiling, four-wheel brakes, automatic spark and The Harmonic Balancer.

# **Outperforming**

Too, it sweeps far ahead of any other car in its field in performance, revealing a combination of speed, acceleration, power, smoothness and economy heretofore undreamed of in an automobile of such low price.

# **Outselling**

Naturally, the new Oakland Six is outselling the country over—scoring greater gains than any other car—winning and holding the good will of all who buy it.


OAKLAND SIX \$975 to 1295; Pontiac Six \$825,<sup>1</sup>Coach or Coupe  
*All Prices at Factory*

DEALER'S NAME AND ADDRESS

# **OAKLAND SIX**

COMPANION CAR TO THE PONTIAC SIX

---



PRODUCT OF

GENERAL MOTORS

Oakland Newspaper Advertisement No. 26-509-B

Production Order No. 7198

3 columns x 8 inches

*Prepared by*

**Campbell-Ewald Company**

*Advertising Well Directed*



READ CAREFULLY  
COMM. INSE-  
TION. THIS ORDER, IT  
MUST BE AS IT IS IN EV-  
ERY PARTICULAR. WE CANNOT  
ALLOW ANY CHANGES IN  
TERMS AND CONDITIONS, UN-  
LESS SPECIALLY AUTHORIZED  
ON A REGULAR ORDER BLANK  
MARKED "REVISED ORDER."

Oakland Dealer Co-operative  
Newspaper Insertion Order

Atlanta

3-8-26

MAIN OFFICE  
SEND ALL BILLS TO  
13TH FLOOR GENERAL  
MOTORS BLDG.  
DETROIT, MICH.

ADVERTISING WELL DIRECTED

CAMPBELL-EWALD COMPANY

OFFICES IN

DETROIT NEW YORK CHICAGO TORONTO LOS ANGELES SAN FRANCISCO

Publisher of Fairhope Courier

Address Fairhope, Ala.

Please insert and Charge as specified below the dealer cooperative  
advertising of

THE OAKLAND MOTOR CAR CO., PONTIAC, MICHIGAN

Space \*

Insertion Date

Times

PLEASE MAIL ENCLOSED POST CARD WITHOUT DELAY

Caption \*

Position Full requested on good page

Copy \*

Mats or Plates mailed under separate cover. Get mats from dealer

Charge Us .25 per inch Gross 15-2

Proof of copy covered by this insertion order must be submitted to the dealer  
and run only after securing his approval in writing upon the size of space, date of  
insertion, the copy and dealer's name and address.

You will charge and bill the above space:

ONE-HALF to the dealer at his customary rate and

ONE-HALF at the above rate to Campbell-Ewald Co., main office, General  
Motors Bldg., Detroit, Michigan.

Remarks:

\*Mar. 19, 1926-24"-#208B-Gone are the penalties-(Pontiac)

Mar. 19, 1926-24"-#508B-Thrilling speed-(Oakland)

OAKLAND DEALER MUST PERSONALLY OKAY IN-

sertion date of this ad before you run it.  
CHECKING COPIES. CHECKING COPIES MUST ALSO BE SENT TO  
ED MUST BE MAILED TO CAMPBELL-EWALD COMPANY, GENERAL MOTORS BUILD-  
ING, DETROIT, ATTACHED TO INVOICE. INVOICES RECEIVED WITHOUT  
TEAR SHEETS ATTACHED WILL BE RETURNED UNPAID WITH REQUEST  
FOR CHECKING COPY. CHECKING COPIES MUST ALSO BE SENT TO  
ADVERTISER.

We invariably take advantage of all cash discounts if your publication has  
reached us for checking.  
Omissions occurring during the run of this advertisement are to be allowed for  
pro rata, instead of being made up, unless otherwise instructed.

Yours Very Truly,

CAMPBELL-EWALD COMPANY,

Per

OUR ORDER NO.

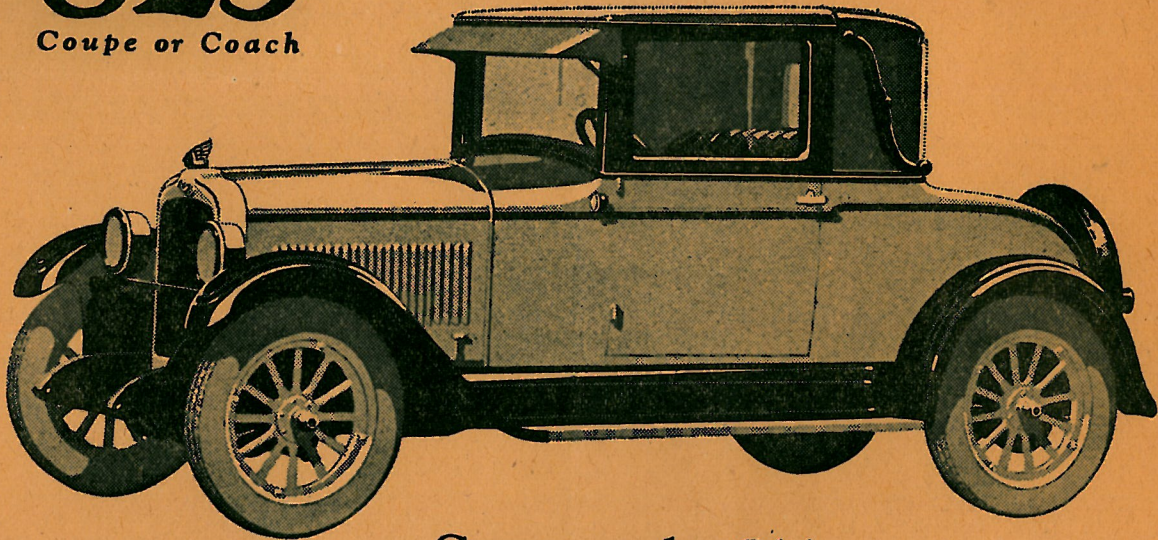
O 30173 S

PUBLISHER'S COPY

1-26-25M SETS ARONSSON PTG. CO.



**\$825**  
Coupe or Coach



## Gone are the Old Penalties of Low Price

Until the new Pontiac Six was developed, it was literally impossible to buy a low priced six without accepting certain admitted penalties—those of ordinary beauty, ordinary performance, ordinary comfort and ordinary stamina.

Now the new Pontiac Six changes all that. Developed by engineers who could draw on the almost limitless resources of General Motors, it provides not only the economy of an unexpectedly low price — but every characteristic of high quality.

It provides the striking beauty of a

smart, roomy Fisher Body; complete freedom from pitching, side-sway, and gallop; entirely new qualities of get-away, speed, smoothness and power; and above all, a stamina and long life that can be achieved only by the strictest standards of design, material, workmanship and inspection.

And because it gives all that it does at so low a price, the new Pontiac Six has won from the very hour of its public presentation a wildfire reception, the like of which no other new six has ever enjoyed before.

Oakland Six, Companion to the Pontiac Six—\$975 to \$1295. All prices at factory

*Dealer's Name and Address*

# PONTIAC SIX

CHIEF · OF THE · SIXES

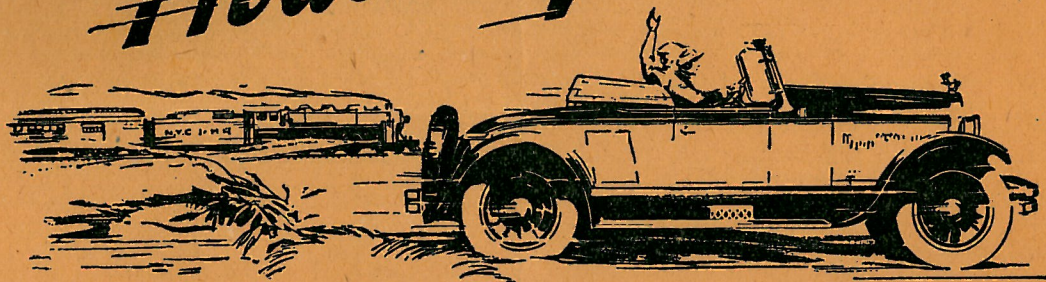


Pontiac Newspaper Advertisement No. 26-208B  
Production Order No. 7192

Prepared by  
Campbell-Ewald Company  
Advertising Well Directed



# Thrilling speed



## —yet Unmatched Smoothness

Sixty miles an hour and more is not uncommon among able motor cars. But sixty miles and more with perfect smoothness and steadiness is rare—so rare as to be virtually exclusive to the Oakland Six.

This unmatched freedom from vibration at all speeds is made possible by a new invention, The Harmonic Balancer, described by automotive engineers as the outstanding achievement in years.

If you have not seen The Harmonic Balancer—if you have not tested its amazing effect upon car performance—*drive* the new Oakland Six and experience the new thrill of an unvarying smoothness.

OAKLAND SIX \$975 to \$1295—Pontiac Six \$825, Coach or Coupe  
*All prices at Factory*

DEALER'S NAME AND ADDRESS

WINNING AND HOLDING GOOD WILL  
**OAKLAND SIX**  
COMPANION CAR TO THE PONTIAC SIX

---



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PRODUCT OF GENERAL MOTORS

Oakland Newspaper Advertisement No. 26-508-B

Production Order No. 7107

Size—3 columns x 8 inches

Prepared by

Campbell-Ewald Company

*Advertising Well Directed*



# AVONDALE MILLS

OF BIRMINGHAM, ALA.

TWILLS, SHEETINGS, CHAMBRAYS, DENIMS,  
YARNS AND ROPE

OWNING AND OPERATING MILLS AT

BIRMINGHAM, ALA.  
ALEXANDER CITY, ALA.  
PELL CITY, ALA.  
SYCAMORE, ALA.  
SYLACAUGA, ALA.

DEPARTMENT

Birmingham, ALA., 11/10/26 192

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

Dear Sir:-

Your letter of the 8th enclosing copy of ad but you failed to enclose bill for same.

Please send this bill direct to Mr. Jesse B. Hearin at Montgomery for payment. However, if you do not get your money from Mr. Hearin, we will see that it is paid.

Your prompt attention will be appreciated.

Yours very truly,

*Harold Combs*



Nov. 12, 1926

Judge Jesse B. Hearin,  
Montgomery, Ala.

Dear Sir:-

The attached copies of letters to B.B. Comer and his reply are self-explanatory and would be glad to hear from you on the same. Sorry the matter was not attended to promptly at the time of publication, as you expressly requested.

Yours very truly,



... of local taxation on land values,  
In Sandringham it carried by 2,284, to 2,98, in spite of the  
postal votes of 46 for to 574 against, which was explained as  
being mostly absentee land-owners votes.

At Brunswick where rating on land values had been in force  
for a few years, having carried by a majority of 288,  
opponents had demanded a poll to revert to the old system. The  
majority to retain rating on land values was this time 2032.

The ratepayers after experiencing the benefits of rating  
on land values declined most emphatically



July 24, 1926.

Gentlemen:

Yesterday I mailed you copy to be run as 7" D. C. Display Ad. in the interest of Mr. Carmichael.

This Ad. was signed by B. B. Comer and Donald Comer.

I find a word incorrectly used so would thank you to substitute for the word "Railroad Combination" the words Railroad DOMINATION.

I would also thank you to send statement for this particular Ad. directly to Hon. B. B. Comer, care Avondale Mills, Birmingham, Alabama instead of to me as in my letter of instructions.

Please give these two matters your careful attention.

Yours truly,

Jesse B. Hearin,

C. of C. Bldg. Montgomery, Alabama.

Of course I will stand responsible for payment of the Ad. but Mr. Comer would prefer having bill sent directly to him and be SURE not to include any other charge than this particular Ad.



Nov. 8, 1926

Hon. B.B. Comer,  
Sare Avondale Mills,  
Birmingham, Ala.

Dear Mr. Comer:-

The attached ad was run in the Fairhope Comer, on July 29th, last, per order of Jesse B. Hearin, of Montgomery, with instructions to send bill to you. This appears not to have been done, nor has the bill been paid; so am enclosing bill herewith and would be glad to receive your check.

I appreciate that this is tardy, but I was out of the office during the campaign and for two months after the primary and the matter escaped attention.

Yours very truly



Dec. 13, 1926

Donald Comer,  
Avondale Mills,  
Birmingham, Ala.

Dear Mr. Comer:-

On Nov. 12th I wrote to Judge Jesse Hearin Montgomery, as per copy, regarding the account for advertising for Mr. Carmichael, about which you wrote me Nov. 10th but have heard nothing from him. I would appreciate very much receiving check from you for the same.

Yours very truly

*The amount is \$4.00*



ESTABLISHED 1905



**The Chambers Agency, Inc.**  
**ADVERTISING** *Louisville-New York*  
*And New Orleans*

NEW YORK OFFICE  
247 PARK AVENUE

LOUISVILLE OFFICE  
STARKS BLDG.

*12-13-26*  
*Settled to suit Mr.*

MEMBER AMERICAN ASSOCIATION  
OF ADVERTISING AGENCIES  
MEMBER NATIONAL OUTDOOR  
ADVERTISING BUREAU  
MEMBER AUDIT BUREAU  
OF CIRCULATIONS

NEW ORLEANS  
339 CARONDELET ST.

November 26, 1926

Fairhope Courier  
Fairhope, Ala.

Gentlemen:

Replying to your communication of November 12 re-  
garding the L & N account, we find that we have never re-  
ceived invoices covering the March, April, September, and  
October advertising.

As our system of bookkeeping does not permit the  
paying of any advertising unless itemized invoices are re-  
ceived, your prompt attention in sending the invoices will  
be appreciated.

Yours very truly,

THE CHAMBERS AGENCY, Inc.

*J. J. Burvant*  
Business Manager

J. J. Burvant:W



$$\begin{array}{r} 56 \\ 28 \\ \hline 84 \end{array}$$

$$\begin{array}{r} 280 \\ 42 \\ \hline 238 \\ 238 \\ \hline 46 \end{array}$$

$$\begin{array}{r} 15 \\ 28 \\ \hline 42 \end{array}$$

476

476

238

238

238

\$16.66

Nov. 30, 1926

Chapman Advertising Agency,  
New Orleans, La.

Enclosure:-

Replying to yours of September 26--for which  
thanks--I am mailing you herewith invoices for  
months lacking, March, April, September and October, and  
adding November, as follows:

March,	3	insertions,	28	in.	20c,	less 15%	4.76
April	2	"	"	"	"	"	4.76
Sept.	1	insertions	14	in.	20c.	"	2.38
Oct.	1	"	"	"	"	"	2.38
Nov.	1	"	"	"	"	"	2.38
							<u>16.66</u>

Yours very truly,



REMITTANCE FROM



**The Chambers Agency, Inc.**  
**ADVERTISING** *New York-Louisville*  
*And New Orleans*

NEW ORLEANS  
339 Carondelet St.  
Sept. 20, 1926

Fairhope Courier

Fairhope, Ala.

Gentlemen:

We enclose check to pay your invoices as follows:

L&N May, June, July, Aug. Adv.

\$16.38 \

*E. C. C.*

Check for \$16.38



REMITTANCE FROM



**The Chambers Agency, Inc.**  
**ADVERTISING** *New York-Louisville*  
*And New Orleans*

NEW ORLEANS  
339 Carondelet St.

Dec. 10, 1926 R.

The Fairhope Courier Publishing Co.

Fairhope, Ala.

Gentlemen:

We enclose check to pay your invoices as follows:

September, October and November advertising ~~in~~ for the L & N R.R. 7.14 less 2%

Check for .....\$7.00.....



Dec. 8, 1926

Campbell - Ewald Company,  
General Motors Building,  
Detroit, Mich.,

Gentlemen:-

I am enclosing herewith statement of September advertising, which you wrote that you failed to receive, with tear sheets, except for September ninth, of which I find we are entirely out, but which we are ready to certify on oath carried advertisement "Now Reduced."

Yours very truly



MCBEE, ATHENS, O. H-17878

**CAMPBELL-EWALD COMPANY, DETROIT**

[illegible]



**"Balance if Any"**  
Indicates the  
Amount We Owe  
You as Shown by  
Our Ledger

BALANCE  
IF ANY

0 00

Detach this  
Stub Before  
Depositing



*Adv  
file*

# A. H. CARMICHAEL

FOR GOVERNOR

CAMPAIGN HEADQUARTERS  
ROOMS 116-118 GAY-TEAGUE



TELEPHONE 5375

T. J. WHATLEY, MGR.

MONTGOMERY, ALA.

July 31, 1936

Gentlemen:-

Enclosed please find copy to run in your next issue  
(Wednesday, if your paper is a daily) using same as 8  
inch D. C. (16 inch) Ad.

Please send statement and checking copy without delay.

Yours sincerely,

Jesse B. Hearin

C. of C. Bldg.

Montgomery.



Nov. 8, 1926

Jesse-B. Hearin,  
C.of C. Bldg.  
Montgomery, Ala.

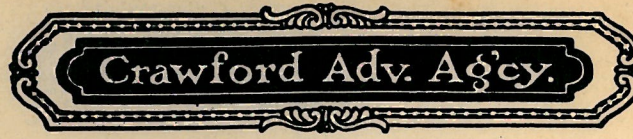
Dear Judge Hearin:-

In checking over my ledger I find that it appears the 16inch ad for Judge Carmichael in Courier of Aug. 5th, has not been paid for. Looking up the correspondence from you I find that you were particular to ask that bill be rendered promptly, and presume this was done, though I was out of the office from June 26th to Aug. 28th, and my son, who was in charge at that time has since gone to Chicago.

I am enclosing statement and copy of ad as published and hope to receive check.

Yours very truly





107 NORTH CONCEPTION STREET

MOBILE, ALA.,

October 15, 1926.

Fairhope Courier,  
Fairhope, Ala.

Gentlemen:-

We are sending you in today's mail one stereotype of an advertisement that we wish you to run in one issue of your paper during the week commencing October 17. Additional plates will follow these shortly.

We also attach hereto a short news article that we would appreciate you running in the same issue if it is consistent with your policy.

Thanking you, we are,

Yours very truly,

CRAWFORD ADVERTISING AGENCY



Oct. 8, 1936

Campbell-Ewald Company,  
Detroit, Mich.

Gentlemen:-

Tear sheet from this week's issue enclosed showing that we corrected figures on one ton truck, as per your directions of Sept. 27th, which should have been but was not acknowledged.

Yours very truly



# CAMPBELL-EWALD COMPANY *Advertising*

H.T. EWALD, *PRES.*

G.C. BROWN, *Vice Pres. & Secy.*

J.F. WOODRUFF, *Vice Pres. & Treas.*

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

ADDRESS REPLY TO DETROIT OFFICE

LOS ANGELES  
SAN FRANCISCO  
TORONTO

September 27, 1926.

TO NEWSPAPER ADDRESSED

We have sent you mat or stereotype of Chevrolet advertisement #26-602-30 and #26-605-30 for insertion during October as per insertion order sent under separate cover.

In both the above advertisements there is a serious error in truck prices. The price of the one-ton truck is listed as \$594 whereas the correct price should read \$495. Please make sure that the correct price of the one-ton truck in both of the above advertisements is inserted.

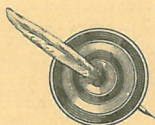
An acknowledgement from you to the effect that the above instructions are understood will be appreciated.

Yours very truly,  
CAMPBELL-EWALD CO.

J. D. KYSOR

Chev. Schedule Div.

JDK:id



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



# CAMPBELL-EWALD COMPANY *Advertising*

H.T. EWALD, PRES.

G.C. BROWN, Vice Pres. & Secy.

J.F. WOODRUFF, Vice Pres. & Treas.

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

ADDRESS REPLY TO DETROIT OFFICE

LOS ANGELES  
SAN FRANCISCO  
TORONTO

Detroit, Michigan

Sept. 7, 1926

Fairhope Courier,  
Fairhope, Ala.

Gentlemen:

Our postal card request of recent date for billing and proofs for the advertising covered by our orders as listed below has had no reply from you.

We still hold our copies of these orders in our unpaid order file awaiting your reply.

If the advertising ran we want to bill our client and make payment to you as soon as possible.

If the advertising did not run we would appreciate advice from you so that we may transfer these orders to our in-active files.

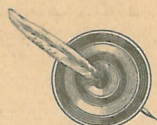
Very truly yours,

CAMPBELL-EWALD COMPANY

*M. Gracher*

Checking Department

<u>Order Number</u>	<u>Advertiser</u>	<u>Date of Insertion</u>
0-43175	Oakland Motor Car Co.	May 21st (Oak)
0-47106	"	May 28th (Pont)



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



Sept. 13, 1926

Campbell-Ewald Co.,  
Gen'l Motors Bldg.,  
Detroit, Mich.,

Gentlemen:-

In reply to yours of Sept. 8th, will state that we carried no ads for you on the dates of May 21st and May 28th except your Chevrolet ads for which you paid.

Our records show that we have received payment for all Oakland and Pontiac advertising billed to you up to July. In July we carried an ~~ad~~ Oakland ad on the 22nd of 24 inches; and on the 29th we carried a 24 inch Pontiac ad. On August 5th we carried a 24 inch Pontiac ad. Our total charges for these three ads ~~are~~ is \$7.50.

Very truly yours,

FAIRHOPE COURIER,



August 31, 1926

Campbell-Ewald Co.,  
Detroit, Mich.

Gentlemen:-

On the 23rd of this month we received a remittance from you of \$29.99 to pay for your July Chevrolet advertising. This was to pay for ads carried in our paper on ~~the~~ July 1, 8 and 29. We also carried an ad for you on the 22nd in compliance with your order of June 14, 1926.

I am enclosing statement for this ad together with a tear sheet and hope for an early remittance. X

I wish you to take note of the date upon which your remittance for the July advertising was received. We are allowing you a cash discount of 2%, and it seems to us that this should secure us ~~a~~ more prompt remittances.

Very truly yours,



Each

4-2-26

Bon Secours Ala

March 31, 1926

The Fairhope Courier  
Fairhope, Ala  
Gentlemen,

I am enclosing my check for  
\$10.00 together with announcement for  
commissioners in my district which  
you will please run in your paper.

I also solicit your vote and influence,  
which would be greatly appreciated.

Yours very truly

J. B. Childress



# CAMPBELL-EWALD COMPANY *Advertising*

H.T. EWALD, *PRES.*

E. ST. ELMO LEWIS, *VICE PRES.*

G.C. BROWN, *SECR.*

J. F. WOODRUFF, *TREAS.*

NEW YORK  
CHICAGO

GENERAL MOTORS BLDG.  
DETROIT

LOS ANGELES  
SAN FRANCISCO  
TORONTO

Detroit, Michigan,  
December 14, 1925.

Courier,  
Fairhope. Ala.

Attention: Business Manager

Dear Sir:

Due to the increase in volume in newspaper space which is being used by our clients, we are finding it increasingly difficult to check and pay space bills promptly unless checking copies are received with space invoices.

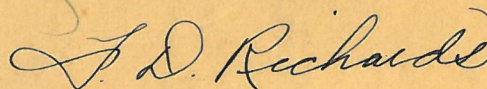
As every invoice for space must be checked against a tear sheet containing the advertisement billed, it is absolutely necessary that we have the tear sheet at the time the invoice is received. We request, therefore, that all invoices which you send us for space have tear sheets attached to them.

Invoices received without tear sheets attached will be returned to you with the request that you redate them and return them to us with tear sheets attached.

Your careful compliance with this request will not only assist us greatly in facilitating the checking and payment of your invoices, but will assist our clients as well, as practically all of our clients insist upon having tear sheets accompany invoices for the purpose of checking. May we count upon the whole-hearted cooperation of your publication in putting this system into effect immediately?

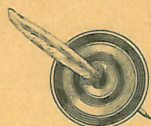
Very truly yours,

CAMPBELL-EWALD COMPANY



F. D. Richards  
Assistant General Manager

FDR/ALS



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



NEW YORK

CHICAGO

TORONTO

DETROIT

CINCINNATI

LOS ANGELES

SAN FRANCISCO

# CAMPBELL-EWALD COMPANY

Advertising Well Directed  
DETROIT

FEB 15 1926 DMC NO 24

## INSERTION ORDER

MAIL ALL INVOICES AND CHECKING COPIES TO

CAMPBELL-EWALD COMPANY

13TH FLOOR, GENERAL MOTORS BUILDING  
DETROIT, MICH.

COURIER

FAIRHOPE ALABAMA

IS

PLEASE INSERT ADVERTISING AS LISTED BELOW FOR THE CHEVROLET MOTOR COMPANY, A DIVISION OF THE GENERAL MOTORS CORPORATION. CHARGE THE ENTIRE COST OF THIS ADVERTISING TO US IN ACCORDANCE WITH THE GENERAL MOTORS CONTRACT WHICH YOU HAVE IN YOUR POSSESSION.

POSITION—IN AUTOMOBILE SECTION, IF ANY, OR GOOD RIGHT HAND PAGE WELL FORWARD.

COPY—ATTACHED

MATS OR STEREOS—UNDER SEPARATE COVER.

**NO CHEVROLET DEALER HAS AUTHORITY TO CANCEL OR CHANGE THIS ORDER IN ANY WAY. IF CHANGES ARE DESIRED, OBTAIN OUR AUTHORITY BEFORE MAKING THEM.**

**CHECKING COPIES**—THE PAGE ON WHICH THESE ADVERTISEMENTS ARE PRINTED MUST BE MAILED TO **CAMPBELL-EWALD COMPANY**, GENERAL MOTORS BUILDING, DETROIT, ATTACHED TO INVOICE. INVOICES RECEIVED WITHOUT TEAR SHEETS ATTACHED WILL BE RETURNED UNPAID WITH REQUEST FOR CHECKING COPY.

**DEALER'S SIGNATURE**—YOU WILL BE HELD RESPONSIBLE FOR THE CORRECT ARRANGEMENT, SPELLING AND INSERTION OF DEALERS' NAMES AND ADDRESSES. GET IN TOUCH WITH THE LOCAL CHEVROLET DEALER AND GET HIS FIRM NAME AND ADDRESS. ASK HIM FOR THE NAMES AND ADDRESSES OF ANY ASSOCIATE DEALERS THAT HE MAY WISH TO INCLUDE. WE HOLD YOU RESPONSIBLE FOR THIS. AND IF SIGNATURES ARE RUN INCORRECTLY OR OMITTED, PAYMENT FOR THE ADVERTISEMENT WILL BE REFUSED.

**OMISSIONS**—OCCURRING DURING THE RUN OF THIS ADVERTISING ARE TO BE ALLOWED FOR PRO RATA, INSTEAD OF BEING MADE UP, UNLESS OTHERWISE INSTRUCTED.

**READ CAREFULLY**—IF YOU COMMENCE INSERTIONS ON THIS ORDER, IT MUST STAND AS IT IS IN EVERY PARTICULAR. WE CANNOT ALLOW ANY CHANGES IN TERMS AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED ON A REGULAR ORDER BLANK MARKED "REVISED ORDER".

YOURS VERY TRULY,

CAMPBELL-EWALD COMPANY

PER

PUBLISHER'S COPY

CHARGE US:

AGENCY COM.

CASH DISCOUNT

INSERTION DATE

SIZE

AD NUMBER

CAPTION

MAR

5

80 IN

26 514D

NOW MORE

12

30 IN

26 511B

WORLDS GREAT

19

48 IN

26 512C

THE COACH

26

30 IN

26 513B

SO SMOOTH

REMARKS:

OUR ORDER NO.

C 24803



ESTABLISHED 1905



**The Chambers Agency, Inc.**  
**ADVERTISING** *Louisville-New York*  
*And New Orleans*

NEW YORK OFFICE  
247 PARK AVENUE

LOUISVILLE OFFICE  
STARKS BLDG.

MEMBER AMERICAN ASSOCIATION  
OF ADVERTISING AGENCIES  
MEMBER NATIONAL OUTDOOR  
ADVERTISING BUREAU  
MEMBER AUDIT BUREAU  
OF CIRCULATIONS

**NEW ORLEANS**  
339 CARONDELET ST.

July 14, 1926.

Fairhope Courier,  
Fairhope, Ala.

Gentlemen:

Under date of July 1st, we sent you re-  
newal contract for advertising of the L. & N. R. R.  
Up to this writing we have not received signed ac-  
ceptance. Please sign the yellow contract and return  
to us for our files.

Also, please see that we are placed on  
your mailing list to receive a copy of each issue in  
which the ad appears.

Yours very truly,

THE CHAMBERS AGENCY, INC.

M. Burvant/jh

*M. Burvant*  
Space Buyer. #

*Ent 7/16/26*  
*C.A.S.*



**The Chambers Agency, Inc.**  
**ADVERTISING** New York-Louisville  
And New Orleans

NEW ORLEANS

TO PUBLISHER OF **Fairhope Courier,**

ORDER NO.

CITY AND STATE

**Fairhope, Ala.**

DATE **June 30, 1926**

PLEASE PUBLISH ADVERTISING OF [advertiser] **LOUISVILLE & NASHVILLE RAILROAD CO., Louisville, Ky.**

FOR [product]

SPACE

TIMES

DATES OF INSERTION

**14 inches**

**13 Fridays**

**Ad to run every fourth Friday  
beginning July 2nd.**

**Schedule attached**

POSITION **Good requested - at least 50% of the height of the ad to appear next  
to reading matter, no other railroad ad to appear on page**

COPY

KEY

CUTS

**changed each insertion**

ADDITIONAL INSTRUCTIONS

RATE

**20¢ inch dly.**

LESS AGENCY COMMISSION

PER CENT ON GROSS

LESS CASH DISCOUNT

PER CENT ON NET

**15**

Subject to standard conditions on back hereof.

THE CHAMBERS AGENCY, INC., PER

**Send checking copies to both this agency and the advertiser.**

**Send Checking Copy to this Agency and the Advertiser.**

Member of

**AMERICAN ASSOCIATION OF ADVERTISING AGENCIES**

(OVER)



## Standard Conditions

### GOVERNING ADVERTISING CONTRACTS AND ORDERS

Adopted 1920 by

*American Newspaper Publishers Association  
Periodical Publishers' Association of America  
Agricultural Publishers Association, and  
The Associated Business Papers, Inc.*

In cooperation with

*American Association of Advertising Agencies*

[1]. The subject matter, form, wording, illustration and typography of the advertising shall be subject to the approval of the publisher, but unless otherwise authorized in advance no change shall be made without the consent of the agency.

[2]. If the publisher is unable to set any advertisement in the type or style requested, he may set such advertisement in such other type or style as in his opinion most nearly corresponds thereto, and the advertisement may be inserted without the submission of proof unless proof is requested on the face of the order.

[3]. In daily newspapers, the advertising must appear in all regular editions issued on the date for which the advertising is ordered if received in time for early editions. Failure to insert in any particular issue or issues shall not constitute a breach of the contract.

[4]. Unless otherwise stipulated the publisher shall have the right to omit any advertisement when the space allotted to advertising is ordered for which such advertisement is ordered has all been taken, and also to limit the amount of space an advertiser may use in any one issue, but he is not authorized to reduce or change the size of any particular advertisement without the consent of the agency.

[5]. For advertising in daily newspapers the agency personally agrees to pay at the office of the publisher (or of his representative duly designated for that purpose) not later than the last day of the month following that in which the advertising is done if there is no cash discount deducted, or if cash discount, if any, is deducted, on or before cash discount date specified on publisher's rate card, or, when not so specified, on or before the 20th of the month following, and for advertising in other publications in accordance with publisher's rate card. Bills may be rendered quarterly instead of monthly at the option of the publisher.

[6]. In all cases where date of payment is material, it shall be considered as the date on which remittance properly addressed to the publisher or to his representative duly designated for that purpose shall be deposited in the mail, if received by the publisher in due course.

[7]. The agency agrees to pay in the manner herein specified for all drawings, cuts or mats furnished by the publisher at the request of the agency for which a charge is made, and for composition if advertising is not ordered published, provided it is the practice of the publisher to charge for such service.

[8]. Cuts and mats shall be sent to the publisher prepaid. If they are not, the publisher may accept them, pay the carriage charges and bill the agency promptly.

[9]. A copy of each issue in which the advertising appears, or, at the option of the agency, the page therefrom containing such advertising, shall be mailed or otherwise supplied to the agency, which shall be deemed to have received such copy or page unless the publisher is notified in writing of the non-receipt thereof within thirty days after the date of publication. The publisher may mail or otherwise supply an affidavit of publication in lieu of a second copy or page containing the advertisement. Failure to forward or furnish such copy, page or affidavit shall not constitute a breach of the contract.

[10]. If at the end of the advertising period named in the order or upon the prior termination of the contract for any cause, the agency has not used the full amount of advertising ordered, the agency shall pay to the publisher such additional sum on all advertising so done as shall be equal to the difference, if any, between the price applicable to the amount of advertising ordered and the price applicable to the amount of advertising actually so done according to the schedule of advertising rates of the publisher governing such advertising, and upon such expiration or termination said additional sum shall become immediately due and payable. Short rate bills must be rendered within sixty days after the expiration of the contract period, or of the mailing of special written request by the agency for a final accounting, otherwise the publisher agrees to a settlement at the rate named in the original order. The order may be cancelled by the agency, or less space used, in accordance with the provisions of this paragraph.

[11]. Advertising in newspapers shall begin within thirty days from the date the order is issued, and a reasonable proportion of the space contracted for shall be used from time to time, consideration being given to seasonable advertising.

[12]. If additional space is used within the period covered by the contract, where the publisher has a schedule of graduated rates, the agency shall be entitled to the benefit of any lower rate earned, provided the agency shall have used in the period that has elapsed a pro rata amount of the total space to be contracted for.

[13]. Any bill rendered to the agency by the publisher shall be conclusive as to the correctness of the items therein set forth and shall constitute an account stated unless written objection is made thereto by the publisher or the agency within thirty days from the rendering thereof.

[14]. The publisher reserves the right to cancel the contract at any time upon default by the agency in the payment of bills, or other breach, or in the event of any violation on the part of the agency of any of the conditions herein named; and upon such cancellation all advertising done hereunder and unpaid shall become immediately due and payable, or in case of delinquency in payments the publisher shall have the right to change the requirements as to terms of payment for further advertising as he may see fit.

[15]. "Publisher's rate card" shall be understood to mean the rate card issued and in effect on the date the order is issued.

[16]. The rate stated in the order is the minimum rate at which an equal or less amount of space, for the same class of advertising, to be published in a like position, under the same conditions, within the same period of time, can be secured.

[17]. All rates shall be published. There shall be no secret rates or agreements affecting rates. All rates shall be furnished agencies if requested.

[18]. In dealing with agencies, the publisher shall follow a uniform policy to avoid discrimination.

[19]. Unless the publisher is a member of the Audit Bureau of Circulations, the agency shall be entitled, upon request, to a statement of net paid circulation verified by a certified public accountant, or in lieu thereof to the right to examine the publisher's circulation books.

[20]. The publisher, before transferring an account from one advertising agency to another during a contract period, may require an agreement by the agency which is to take over the order, or by the advertiser, to assume responsibility for short rate, if any, on the whole contract from the beginning.

[21]. If the words "guaranteed circulation," followed by an amount, appear under "rate" or elsewhere on face of order, circulation shall be considered guaranteed to the extent that if it falls short of the amount stated the rate shall be proportionately less. For the purpose of any adjustment under this provision, "circulation" shall be average net paid circulation for the period covered by the order, according to the standards of the Audit Bureau of Circulations in effect at the date of the order.

[22]. Where cuts or electrotypes furnished by the agency occupy more space than specified in the contract or insertion order, or when cuts do not arrive in time for scheduled insertions, the advertising shall be omitted.

[23]. Advertisements ordered set in "space as required" shall be measured from office ad. rule to office ad. rule.

[24]. A waiver by the publisher of any default or breach by the agency shall not be considered as a waiver of any subsequent default or breach of the same or any other provisions hereof.

[25]. Any changes made in the above "Standard Conditions" shall apply only if mutually agreed upon.

(OVER)



ESTABLISHED 1905



**The Chambers Agency, Inc.**  
**ADVERTISING** *Louisville-New York*  
*And New Orleans*

NEW YORK OFFICE  
247 PARK AVENUE

LOUISVILLE OFFICE  
STARKS BLDG. .

MEMBER AMERICAN ASSOCIATION  
OF ADVERTISING AGENCIES  
MEMBER NATIONAL OUTDOOR  
ADVERTISING BUREAU  
MEMBER AUDIT BUREAU  
OF CIRCULATIONS

NEW ORLEANS  
339 CARONDELET ST.  
July 26, 1926

Fairhope Courier,  
Fairhope, Ala.

Gentlemen:

Up to this writing we have not received signed acceptance of the contract sent you for the L. & N. R. R. advertising. We are anxious to have our records complete, therefore, would appreciate it if you would sign the yellow contract and return for our files.

If for any reason you have not received this contract, notify us and we will send you a duplicate.

Yours very truly,  
THE CHAMBERS AGENCY, INC.

Space Buyer.

M. Burvant/jh



July 30, 1936

The Chambers Agency, Inc.,  
339 Carondelet St.  
New Orleans, La.

Gentlemen:-

I regret that the enclosed contract did not get off to you sooner. I signed it some time ago and turned it over to an assistant, ~~taxmak~~ who instead of mailing it filed it.

Hoping that this delay will not inconvenience you too much I am

Very truly yours,



NEW YORK

CHICAGO

TORONTO

DETROIT

CINCINNATI

LOS ANGELES

SAN FRANCISCO



# CAMPBELL-EWALD COMPANY

Advertising Well Directed

DETROIT

JUNE 14 1926

Z 31

JBG

## INSERTION ORDER

MAIL ALL INVOICES AND CHECKING COPIES TO

**CAMPBELL-EWALD COMPANY**

13TH FLOOR, GENERAL MOTORS BUILDING

DETROIT, MICH.

COURIER

FAIRHOPE

ALA

PPZ 5

S

PLEASE INSERT ADVERTISING AS LISTED BELOW FOR THE CHEVROLET MOTOR COMPANY, A DIVISION OF THE GENERAL MOTORS CORPORATION. CHARGE THE ENTIRE COST OF THIS ADVERTISING TO US IN ACCORDANCE WITH THE GENERAL MOTORS CONTRACT WHICH YOU HAVE IN YOUR POSSESSION.

POSITION — IN AUTOMOBILE SECTION, IF ANY, OR GOOD RIGHT HAND PAGE WELL FORWARD.

COPY — ATTACHED

MATS OR STEREO — UNDER SEPARATE COVER.

NO CHEVROLET DEALER HAS AUTHORITY TO CANCEL OR CHANGE THIS ORDER IN ANY WAY. IF CHANGES ARE DESIRED, OBTAIN OUR AUTHORITY BEFORE MAKING THEM.

CHECKING COPIES — THE PAGE ON WHICH THESE ADVERTISEMENTS ARE PRINTED MUST BE MAILED TO CAMPBELL-EWALD COMPANY, GENERAL MOTORS BUILDING, DETROIT, ATTACHED TO INVOICE. INVOICES RECEIVED WITHOUT TEAR SHEETS ATTACHED WILL BE RETURNED UNPAID WITH REQUEST FOR CHECKING COPY.

DEALER'S SIGNATURE — YOU WILL BE HELD RESPONSIBLE FOR THE CORRECT ARRANGEMENT, SPELLING AND INSERTION OF DEALERS' NAMES AND ADDRESSES. GET IN TOUCH WITH THE LOCAL CHEVROLET DEALER AND GET HIS FIRM NAME AND ADDRESS. ASK HIM FOR THE NAMES AND ADDRESSES OF ANY ASSOCIATE DEALERS THAT HE MAY WISH TO INCLUDE. WE HOLD YOU RESPONSIBLE FOR THIS AND IF SIGNATURES ARE RUN INCORRECTLY OR OMITTED, PAYMENT FOR THE ADVERTISEMENT WILL BE REFUSED.

OMISSIONS — OCCURRING DURING THE RUN OF THIS ADVERTISING ARE TO BE ALLOWED FOR PRO RATA, INSTEAD OF BEING MADE UP, UNLESS OTHERWISE INSTRUCTED.

READ CAREFULLY — IF YOU COMMENCE INSERTIONS ON THIS ORDER, IT MUST STAND AS IT IS IN EVERY PARTICULAR. WE CANNOT ALLOW ANY CHANGES IN TERMS AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED ON A REGULAR ORDER BLANK MARKED "REVISED ORDER".

YOURS VERY TRULY,

CAMPBELL-EWALD COMPANY

PER

PUBLISHER'S COPY

CHARGE US 25 PER IN AGENCY COM 15

CASH DISCOUNT 2

INSERTION DATE

SIZE

AD NUMBER

CAPTION

JULY

2

48"

549-48

SO DEPENDABLE

9

48"

550-48

SEE WHAT CHEV

23

48"

551-48

UP TO DATE

30

48"

552-48

EVERYWHERE

REMARKS:

OUR ORDER NO.

C 65977



NEW YORK

CHICAGO

TORONTO

DETROIT

CINCINNATI

LOS ANGELES

SAN FRANCISCO



# CAMPBELL-EWALD COMPANY

Advertising Well Directed

DETROIT

AUG 13 1926 Z 31 JBG

## INSERTION ORDER

MAIL ALL INVOICES AND CHECKING COPIES TO

**CAMPBELL-EWALD COMPANY**

13TH FLOOR, GENERAL MOTORS BUILDING  
DETROIT, MICH.

**COURIER**

**FAIRHOPE ALA**

**PPZ 5**

**3**

**POSITION** — IN AUTOMOBILE SECTION, IF ANY, OR GOOD RIGHT HAND  
PAGE WELL FORWARD.

**COPY** — ATTACHED

**PLATS OR STEREO'S** — UNDER SEPARATE COVER.

**NO CHEVROLET DEALER HAS AUTHORITY TO CANCEL OR  
CHANGE THIS ORDER IN ANY WAY. IF CHANGES ARE  
DESIRED, OBTAIN OUR AUTHORITY BEFORE MAKING  
THEM.**

**CHECKING COPIES** — THE PAGE ON WHICH THESE ADVERTISEMENTS  
ARE PRINTED MUST BE MAILED TO **CAMPBELL-EWALD COMPANY**,  
GENERAL MOTORS BUILDING, DETROIT, ATTACHED TO INVOICE. INVOICES  
RECEIVED WITHOUT TEAR SHEETS ATTACHED WILL BE RETURNED UNPAID  
WITH REQUEST FOR CHECKING COPY.

**DEALER'S SIGNATURE** — YOU WILL BE HELD RESPONSIBLE FOR THE  
CORRECT ARRANGEMENT, SPELLING AND INSERTION OF DEALERS' NAMES  
AND ADDRESSES. GET IN TOUCH WITH THE LOCAL CHEVROLET DEALER AND  
GET HIS FIRM NAME AND ADDRESS. ASK HIM FOR THE NAMES AND ADDRESSES  
OF ANY ASSOCIATE DEALERS THAT HE MAY WISH TO INCLUDE. WE HOLD  
YOU RESPONSIBLE FOR THIS AND IF SIGNATURES ARE RUN INCORRECTLY OR  
OMITTED, PAYMENT FOR THE ADVERTISEMENT WILL BE REFUSED.

**OMISSIONS** — OCCURRING DURING THE RUN OF THIS ADVERTISING ARE  
TO BE ALLOWED FOR PRO RATA, INSTEAD OF BEING MADE UP, UNLESS OTHER-  
WISE INSTRUCTED.

**READ CAREFULLY** — IF YOU COMMENCE INSERTIONS ON THIS ORDER,  
IT MUST STAND AS IT IS IN EVERY PARTICULAR. WE CANNOT ALLOW ANY  
CHANGES IN TERMS AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED ON A  
REGULAR ORDER BLANK MARKED "REVISED ORDER".

YOURS VERY TRULY,

CAMPBELL-EWALD COMPANY

PER

*J. J. Hartigan*

PUBLISHER'S COPY

PLEASE INSERT ADVERTISING AS LISTED BELOW FOR THE CHEVROLET MOTOR COMPANY, A DIVISION OF  
THE GENERAL MOTORS CORPORATION. CHARGE THE ENTIRE COST OF THIS ADVERTISING TO  
US IN ACCORDANCE WITH THE GENERAL MOTORS CONTRACT WHICH YOU HAVE IN YOUR POSSESSION.

CHARGE US: **Q25 PER IN** AGENCY COM.

**15**

CASH DISCOUNT **2**

INSERTION DATE

SIZE

AD NUMBER

CAPTION

**SEPT**

**3**

**60"**

**593-60**

**WHAT MORE**

**10**

**30"**

**594-30**

**NOW REDUCED**

**17**

**30"**

**595-30**

**A MARVEL**

**24**

**30"**

**596-30**

**RIDING DELIGHT**

REMARKS:

OUR ORDER NO.

**C 71382**



Aug. 9 1926

Campbell-Ewald Co.,  
Detroit, Mich.,

Gentlemen:-

I have replied to all the enquiries received about ads carried for you. Perhaps the enquiry referred to in your letter of Aug. 4th was made before I came here in the latter part of June. The ads mentioned in the foregoing ~~mentioned~~ mentioned communication were not carried in our paper and you may place them in your inactive files.

Very truly yours,



July 30, 1926

Mrs. Jennie Cain,  
Cottage Hill San,  
Mobile, Ala.

Dear Mrs. Cain:-

Our rates in the classified column where we publish the For Sale ads is six cents a line for each insertion and there are about six words to the line. For display ads the rate is at the inch rate at 25 cents an inch. Inclosed is a sample of a one inch ad.

If you decide to put an ad in please let me know what style you want it in and write the copy giving description of the property, whom to see, etc.

Very truly yours,



Cottage Hill. San  
mobile. Ala.

July - 28 - 26 -

Mr. E. B. Gaston.

Dear Sir:

I have Been Thinking Some Time of  
Selling my Place. and would  
Like for. you to Put it in  
your. Courier. for me.

Kindly Let me Know what  
the Cheapest Rates you have  
as I would Like to Run the  
ad for a month at Least  
and Then I will see if I  
would continue the. ad.

Kindly Oblige me By an  
early Reply. Jennie. Cain



7/9/26

# CAMPBELL-EWALD COMPANY *Advertising*

H.T. EWALD, PRES.

G.C. BROWN, VICE PRES. & SECY.

J.F. WOODRUFF, VICE PRES. & TREAS.

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

LOS ANGELES  
SAN FRANCISCO  
TORONTO

ADDRESS REPLY TO DETROIT OFFICE

**Detroit, Michigan.**  
**Aug. 4, 1926.**

**Fairhope Courier**  
**Fairhope, Ala.**

Gentlemen:

Our postal card request of recent date for billing and proofs for the advertising covered by our orders as listed below has had no reply from you.

We still hold our copies of these orders in our unpaid order file awaiting your reply.

If the advertising ran we want to bill our client and make payment to you as soon as possible.

If the advertising did not run we would appreciate advice from you so that we may transfer these orders to our in-active files.

Very truly yours,

CAMPBELL-EWALD COMPANY

*M. Gracher*

Checking Department

<u>Order Number</u>	<u>Advertiser</u>	<u>Date of Insertion</u>
0 35342	Oakland Motor Car Co.	Apr. 9 (Pont)
	" " " "	9 (Oak)
0 35241	Oakland Motor Car Co.	Apr. 2 (Pont)
	" " " "	16 (Oak)
0 37786	Oakland Motor Car Co.	Apr. 30 (Pont)
0 37785	Oakland Motor Car Co.	Apr. 23 (Oak)
	" " " "	23 (Pont)



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



# CAMPBELL-EWALD COMPANY *Advertising*

H.T. EWALD, PRES.

G.C. BROWN, VICE PRES. & SECY.

J.F. WOODRUFF, VICE PRES. & TREAS.

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

LOS ANGELES  
SAN FRANCISCO  
TORONTO

ADDRESS REPLY TO DETROIT OFFICE

Detroit, Michigan.  
Aug. 10, 1926.

Fairhope Courier,  
Fairhope, Ala.

Gentlemen:

Our two previous requests to you for billing on our orders as listed below have received no attention from you.

Kindly be advised that if we do not receive an invoice or reply from you within ten days, we shall not be in a position to honor same.

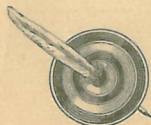
After the above mentioned period our records will be closed by advising our client that there will be no billing. Due to the fact that we have received no invoice from you, we are taking it for granted that this advertising did not appear.

Very truly yours,

CAMPBELL-EWALD COMPANY

*A. Scherer*  
Assistant Treasurer

<u>Order No.</u>	<u>Client</u>	<u>Date of Insertion</u>
0-30173	The Oakland Motor Car Co.	Mar. 19 (Pont)
"	"	Mar. 19 (Oak)
0-30115	"	Mar. 12 (Oak)
0-30174	"	Mar. 26 (Pont)
"	"	Mar. 26 (Oak)



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



NEW YORK

CHICAGO

TORONTO

DETROIT

CINCINNATI

LOS ANGELES

SAN FRANCISCO



# CAMPBELL-EWALD COMPANY

Advertising Well Directed  
DETROIT

ATLANTA  
7\$17-26 JP

## OAKLAND DEALER CO-OPERATIVE NEWSPAPER INSERTION ORDER

FAIRHOPE COURIER,

FAIRHOPE, ALA.

STEREO

MAIL ALL INVOICES AND CHECKING COPIES TO

### CAMPBELL-EWALD COMPANY

13TH FLOOR, GENERAL MOTORS BUILDING  
DETROIT, MICH.

POSITION—IN AUTOMOBILE SECTION, IF ANY, OR GOOD RIGHT HAND  
PAGE WELL FORWARD. FULL POSITION REQUESTED.

COPY—PROOFS OF THE ADVERTISING CALLED FOR IN THIS ORDER ARE  
ATTACHED.

MATS OR STEREO—ACCORDING TO SYMBOL (M OR S) IN UPPER  
RIGHT SIDE OF THIS ORDER HAVE BEEN MAILED DIRECT TO  
THE DEALER TYPED IN LOWER RIGHT SIDE OF THIS  
ORDER. PLEASE GET IN TOUCH WITH DEALER IMMEDIATELY  
IN ORDER TO BE SURE THAT SAME HAS ARRIVED  
IN GOOD ORDER, OR WIRE CAMPBELL-EWALD COMPANY  
AT ONCE.

CHECKING COPIES—THE PAGE ON WHICH THESE ADVERTISEMENTS  
ARE PRINTED MUST BE MAILED TO CAMPBELL-EWALD COMPANY,  
GENERAL MOTORS BUILDING, DETROIT, MICH. ATTACHED TO INVOICE.  
INVOICES RECEIVED WITHOUT TEAR SHEETS ATTACHED  
WILL BE RETURNED UNPAID WITH REQUEST FOR CHECK-  
ING COPY. CHECKING COPIES MUST ALSO BE SENT TO ADVERTISER.

DEALERS APPROVAL—PROOF OF COPY COVERED BY THIS INSERTION  
ORDER MUST BE SUBMITTED TO THE DEALER AND RUN  
ONLY AFTER SECURING HIS APPROVAL IN WRITING UPON  
THE SIZE OF SPACE, DATE OF INSERTION, THE COPY, AND DEALERS NAME  
AND ADDRESS.

OMISSIONS—OCCURRING DURING THE RUN OF THIS ADVERTISING ARE  
TO BE ALLOWED FOR PRO RATA, INSTEAD OF BEING MADE UP, UNLESS OTHER-  
WISE INSTRUCTED

READ CAREFULLY—IF YOU COMMENCE INSERTIONS ON THIS ORDER,  
IT MUST STAND AS IT IS IN EVERY PARTICULAR. WE CANNOT ALLOW ANY  
CHANGES IN TERMS AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED ON A  
REGULAR ORDER BLANK MARKED "REVISED ORDER". IF FOR ANY REASON  
THIS ADVERTISING IS NOT RUN AS ORDERED, PLEASE NOTIFY THE  
CAMPBELL-EWALD CO. AT ONCE.

CASH DISCOUNTS—WE INVARIABLY TAKE ADVANTAGE OF ALL CASH  
DISCOUNTS IF YOUR PUBLICATION HAS REACHED US FOR CHECKING.

YOURS VERY TRULY,

CAMPBELL-EWALD COMPANY

PER

PUBLISHER'S COPY

PLEASE INSERT AS LISTED BELOW THE DEALER COOPERATIVE ADVERTISING OF THE OAKLAND MOTOR  
CAR CO., PONTIAC, MICH., A DIVISION OF THE GENERAL MOTORS CORPORATION.  
YOU WILL CHARGE AND BILL THE FOLLOWING SPACE:  
ONE-HALF TO THE DEALER AT HIS CUSTOMARY RATE AND  
ONE-HALF AT THE FOLLOWING RATE PER GENERAL MOTORS CONTRACT, NOW IN YOUR POSSESSION OR  
WILL RECEIVE SHORTLY, TO CAMPBELL-EWALD COMPANY, MAIN OFFICE, GENERAL MOTORS BUILDING,  
DETROIT, MICHIGAN.

CHARGE US: \$25 PER INCH

GROSS

AGENCY COMMISSION: 15

CASH DISCOUNT:

2

INSERTION DATE

SIZE

AD NUMBER

CAPTION

AUG 6 1926

24"

230-24 THE PONTIAC SIX IS  
PONTIAC

REMARKS:

DEALER:

BALDWIN MOTOR CO.,

FAIRHOPE, ALA.

OUR ORDER NO.

O 80924



# CAMPBELL- EWALD COMPANY *Advertising*

H.T. EWALD, PRES.

G.C. BROWN, VICE PRES. & SECY.

J.F. WOODRUFF, VICE PRES. & TREAS.

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

ADDRESS REPLY TO DETROIT OFFICE

LOS ANGELES  
SAN FRANCISCO  
TORONTO

July 1, 1926.

To Publisher:

It is imperative that you secure from the Oakland-Pontiac dealer in your city, provided he is a direct Dealer, the names of any of his associate dealers, and see that these are listed under the direct dealer's name in the imprint space provided on all Oakland and Pontiac advertisements.

These instructions will become effective immediately, and will be continued until further notice. Please watch this very carefully if the Oakland-Pontiac dealer in your city is a direct dealer.

Very truly yours,

CAMPBELL-EWALD COMPANY

J. J. HARTIGAN

Manager Media Department.



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES





# PONTIAC SIX

CHIEF OF THE SIXES



The Pontiac Six is scoring the most spectacular first year success ever recorded in automotive history—because it meets the driving conditions of today like no other car in the world at its price.

Without an excess ounce of bulk—without an unnecessary inch in length, it is ideally suited to the congested highways of today. Having the largest engine of any six costing less than \$1,000, it flashes swiftly through congested traffic; and so sturdily is it constructed that it can be held at top

speed for as many continuous hours as the driver likes.

Yet despite its highly desirable external compactness, the Pontiac Six is a supremely comfortable car. Step into the Pontiac Six Sedan. Note its roominess. Mark well the wide, inviting seats and ample leg room.

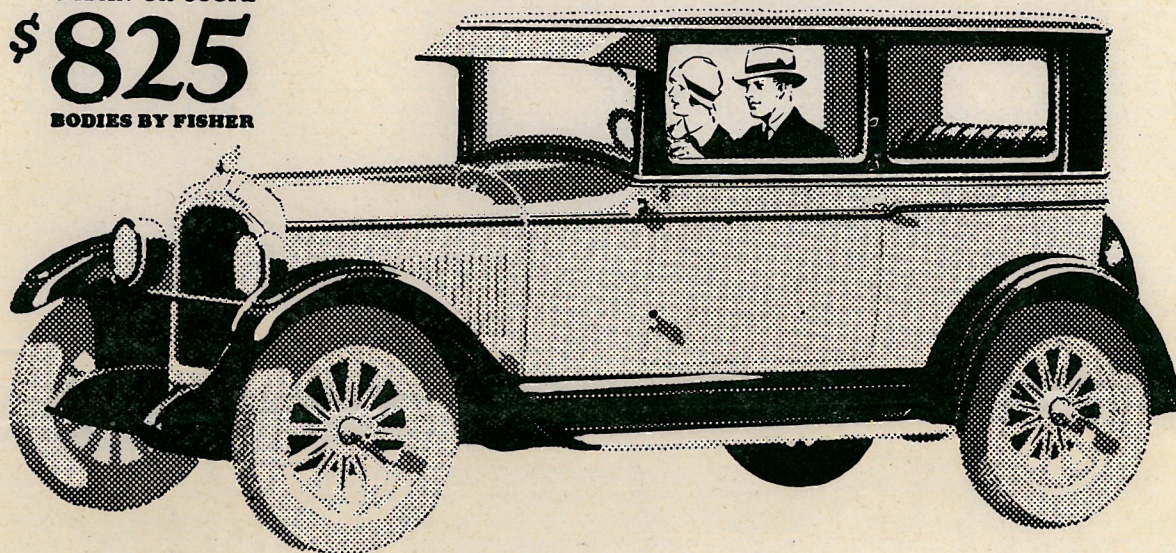
Then remember, that with all its luxurious provisions for comfort, the Pontiac Six turns in a 38 foot circle—and that it can be quickly and easily parked in places too small for other cars of equal passenger capacity.

Oakland Six, Companion to Pontiac Six—\$1025 to \$1295. All prices at factory. Easy to pay on the liberal General Motors Time Payment Plan.

SEDAN OR COUPE

**\$825**

BODIES BY FISHER



(Dealer's Name and Address should be set in this space centered and not wider than the text.)

(Names of Associate Dealers, if any, to be set in this space as indicated below.)

Pontiac Newspaper Advertisement No. 26-230—24 inch

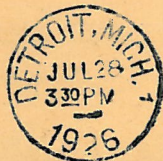
Production Order No. 8332

Prepared by

Campbell-Ewald Company

Advertising Well Directed





THIS SIDE OF CARD IS FOR ADDRESS

Fairhope Courier

Fairhope, Ala.



Gentlemen.-

7/28/26

You have not billed us for advertising listed herewith:

<u>Order No.</u>	<u>Date</u>	<u>Space</u>	<u>Client</u>
O 43175	5-21-26	24"	Oakland
O 47106	5-28-26	24"	" (Pont)

*Not carried. Replied by airt 7/31/26*

If advertising appeared please send invoice (with proof attached) so we may make immediate remittance. If it did not appear advise us so we may dispose of order.

If (other dates were) substituted for this advertising, will you please advise us.

Very truly yours,  
**CAMPBELL EWALD COMPANY,**  
General Motors Building,  
Detroit, Michigan.



**CAMPBELL EWALD COMPANY**  
Advertising Well Directed

7-29-26 X  
BOSTON

DETROIT

# CANCELLATION ORDER

FAIRHOPE COURIER

FAIRHOPE, ALABAMA

## NOTE

NO DEALER HAS AUTHORITY TO CANCEL OR CHANGE THIS ORDER IN ANY WAY, IF CHANGES ARE DESIRED, OBTAIN OUR AUTHORITY BEFORE MAKING THEM.

THIS IS A DEFINITE CANCELLATION OF OUR INSERTION ORDER NUMBER 0 81764

OUR CLIENT: OAKLAND MOTOR CAR CO.

ALL THE FOLLOWING INSERTIONS ARE TO BE CANCELLED

INSERTION DATE	SIZE	AD NUMBER	CAPTION
AUG. 13, 1926	24"	540-24 OAKLAND	OAKLAND LEADS AGAIN

REMARKS: (INDICATE EXACTLY WHAT CHANGE WAS MADE AND REASON.)

DEALER CANCELLED

YOURS VERY TRULY,

CAMPBELL-EWALD COMPANY

PER

*J. J. Hartigan*

BALDWIN MOTOR CO.

FAIRHOPE, ALABAMA

CANCELLATION ORDER NO.

PUBLISHER'S COPY

N<sup>o</sup>OC 890



CHICAGO

TORONTO

DETROIT

CINCINNATI

LOS ANGELES

CAMPBELL EWALD COMPANY  
Advertising Well Directed  
DETROIT

7-29-26  
ATLANTA

X

# CANCELLATION ORDER

FAIRHOPE COURIER

FAIRHOPE, ALABAMA

## NOTE

NO DEALER HAS AUTHORITY TO CANCEL OR CHANGE THIS ORDER IN ANY WAY, IF CHANGES ARE DESIRED, OBTAIN OUR AUTHORITY BEFORE MAKING THEM.

THIS IS A DEFINITE CANCELLATION OF OUR INSERTION  
ORDER NUMBER 0 80924

OUR CLIENT: OAKLAND MOTOR CAR CO.

ALL THE FOLLOWING INSERTIONS ARE TO BE CANCELLED

INSERTION DATE	SIZE	AD NUMBER	CAPTION
----------------	------	-----------	---------

AUG. 6 1926

24"

230-24  
PONTIACTHE PONTIAC  
SIX IS

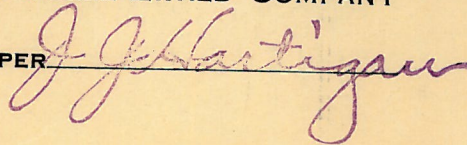
REMARKS: (INDICATE EXACTLY WHAT CHANGE WAS MADE AND REASON.)

DEALER CANCELLED

YOURS VERY TRULY,

CAMPBELL-EWALD COMPANY

PER



BALDWIN MOTOR CO.

FAIRHOPE, ALA.

CANCELLATION ORDER NO.

PUBLISHER'S COPY

N<sup>O</sup>C 889



NEW YORK

CHICAGO

TORONTO

DETROIT

CINCINNATI

LOS ANGELES

SAN FRANCISCO



# CAMPBELL-EWALD COMPANY

Advertising Well Directed  
DETROIT

ATLANTA

7-22-26 JF

## OAKLAND DEALER CO-OPERATIVE NEWSPAPER INSERTION ORDER

MAIL ALL INVOICES AND CHECKING COPIES TO

### CAMPBELL-EWALD COMPANY

13TH FLOOR, GENERAL MOTORS BUILDING  
DETROIT, MICH.

POSITION—IN AUTOMOBILE SECTION, IF ANY, OR GOOD RIGHT HAND  
PAGE WELL FORWARD. FULL POSITION REQUESTED.

COPY—PROOFS OF THE ADVERTISING CALLED FOR IN THIS ORDER ARE  
ATTACHED.

MATS OR STEREO—ACCORDING TO SYMBOL (M OR S) IN UPPER  
RIGHT SIDE OF THIS ORDER HAVE BEEN MAILED DIRECT TO  
THE DEALER TYPED IN LOWER RIGHT SIDE OF THIS  
ORDER. PLEASE GET IN TOUCH WITH DEALER IMMEDIATELY  
IN ORDER TO BE SURE THAT SAME HAS ARRIVED  
IN GOOD ORDER, OR WIRE CAMPBELL-EWALD COMPANY  
AT ONCE.

CHECKING COPIES—THE PAGE ON WHICH THESE ADVERTISEMENTS  
ARE PRINTED MUST BE MAILED TO CAMPBELL-EWALD COMPANY,  
GENERAL MOTORS BUILDING, DETROIT, MICH. ATTACHED TO INVOICE.  
INVOICES RECEIVED WITHOUT TEAR SHEETS ATTACHED  
WILL BE RETURNED UNPAID WITH REQUEST FOR CHECKING  
COPY. CHECKING COPIES MUST ALSO BE SENT TO ADVERTISER.

DEALERS APPROVAL—PROOF OF COPY COVERED BY THIS INSERTION  
ORDER MUST BE SUBMITTED TO THE DEALER AND RUN  
ONLY AFTER SECURING HIS APPROVAL IN WRITING UPON  
THE SIZE OF SPACE, DATE OF INSERTION, THE COPY, AND DEALERS NAME  
AND ADDRESS.

OMISSIONS—OCCURRING DURING THE RUN OF THIS ADVERTISING ARE  
TO BE ALLOWED FOR PRO RATA, INSTEAD OF BEING MADE UP, UNLESS OTHERWISE  
INSTRUCTED

READ CAREFULLY—IF YOU COMMENCE INSERTIONS ON THIS ORDER,  
IT MUST STAND AS IT IS IN EVERY PARTICULAR. WE CANNOT ALLOW ANY  
CHANGES IN TERMS AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED ON A  
REGULAR ORDER BLANK MARKED "REVISED ORDER". IF FOR ANY REASON  
THIS ADVERTISING IS NOT RUN AS ORDERED, PLEASE NOTIFY THE  
CAMPBELL-EWALD CO. AT ONCE.

CASH DISCOUNTS—WE INVARIABLY TAKE ADVANTAGE OF ALL CASH  
DISCOUNTS IF YOUR PUBLICATION HAS REACHED US FOR CHECKING.

YOURS VERY TRULY,

CAMPBELL-EWALD COMPANY

PER

PUBLISHER'S COPY

FAIRHOPE COURIER,  
FAIRHOPE ALA.

STEREO

PLEASE INSERT AS LISTED BELOW THE DEALER COOPERATIVE ADVERTISING OF THE OAKLAND MOTOR  
CAR CO., PONTIAC, MICH., A DIVISION OF THE GENERAL MOTORS CORPORATION.  
YOU WILL CHARGE AND BILL THE FOLLOWING SPACE:

ONE-HALF TO THE DEALER AT HIS CUSTOMARY RATE AND  
ONE-HALF AT THE FOLLOWING RATE PER GENERAL MOTORS CONTRACT, NOW IN YOUR POSSESSION OR  
WILL RECEIVE SHORTLY, TO CAMPBELL-EWALD COMPANY, MAIN OFFICE, GENERAL MOTORS BUILDING,  
DETROIT, MICHIGAN.

CHARGE US: 25 PER "

GROSS

AGENCY COMMISSION:

15

CASH DISCOUNT:

2—

INSERTION DATE

SIZE

AD NUMBER

CAPTION

AUG 13 1926

24"

540-24 OAKLAND LEADS  
OAKLAND

REMARKS:

DEALER:

BALDWIN MOTOR CO.,  
FAIRHOPE ALA.

OUR ORDER NO.

O 81764



# CAMPBELL-EWALD COMPANY *Advertising*

H.T. EWALD, PRES.

G.C. BROWN, VICE PRES. & SECY.

J.F. WOODRUFF, VICE PRES. & TREAS.

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

ADDRESS REPLY TO DETROIT OFFICE

LOS ANGELES  
SAN FRANCISCO  
TORONTO

July 15, 1926.

To Publisher:

It is imperative that you secure from the Oakland-Pontiac dealer in your city, provided he is a direct Dealer, the names of any of his associate dealers, and see that these are listed under the direct dealer's name in the imprint space provided on all Oakland and Pontiac advertisements.

These instructions will become effective immediately, and will be continued until further notice. Please watch this very carefully if the Oakland-Pontiac dealer in your city is a direct dealer.

Very truly yours,

CAMPBELL-EWALD COMPANY

J. J. HARTIGAN

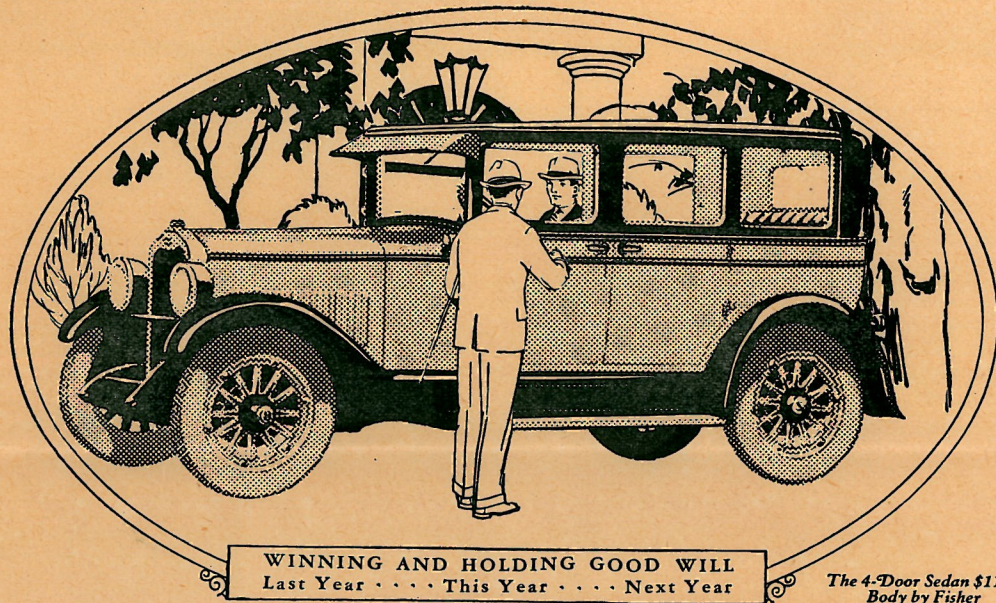
JJH:ALS

Manager Media Department.



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES





## Oakland leads again *with the* **Rubber-Silenced Chassis**

Oakland has pioneered many outstanding motor car improvements, including Duco Finish, interchangeable bronze-backed bearings and the Harmonic Balancer, but none more vital and valuable than the newest Oakland achievement—the Rubber-Silenced Chassis.

what its name implies—a chassis refined to a supreme state of quietness—a chassis freed from the disturbing noise and rumbling experienced in ordinary cars—a chassis that permits passengers to ride in quiet, cushioned comfort.

The Rubber-Silenced Chassis is exactly

This remarkable, new feature is exclusive to Oakland. No other motor car has it.

Oakland Six, \$1025 to \$1295. Pontiac Six, companion to Oakland Six, \$825, Sedan or Coupe. All prices at factory. Easy to pay on the General Motors Time Payment Plan.

*(Dealer's Name and Address)*

*The Greater*  
**OAKLAND SIX**  
P R O D U C T O F G E N E R A L M O T O R S

Oakland Newspaper Advertisement No. 26-540—24 inch  
Production Order No. 8504

*Prepared by*  
Campbell-Ewald Company  
*Advertising Well Directed*



THIS SIDE OF CARD IS FOR ADDRESS



**J. J. HARTIGAN,**  
**CAMPBELL-EWALD CO.,**  
**General Motors Bldg.,**  
**DETROIT, MICH.**



**Fill Out This Card and Mail at Once**

This acknowledges receipt of Oakland Newspaper ad No.....

Local Oakland dealer has authorized insertion on (date).....

Name of Paper.....

Town ..... State.....

**IMPORTANT**

If dealer refuses to authorize insertion, please give reasons below:



## Send Tear Sheets *With Invoice*

As every invoice for space must be checked against a tear sheet containing the advertisement billed, it is absolutely necessary that we have the tear sheet at the time the invoice is received. We request, therefore, that all invoices which you send us for space have tear sheets attached to them. Invoices received without tear sheets attached will be returned to you with the request that you redate them and return them to us with tear sheets attached.

May we count upon your whole-hearted co-operation?

CAMPBELL-EWALD COMPANY



# THE SOUTHERN AEGIS

PUBLISHERS AND PRINTERS

ESTABLISHED JAN. 1st, 1873

BY GEO. R. CATHER

ASHVILLE, ALA.

July 29, 1926.

*Editorial Office*  
*Greenville, Ala.*

Dear Fellow Editor:

As you know, I am seeking the office of Secretary of State, subject to the action of the Democratic Primary on August 10.

Attached, hereto, is proof of a 5-inch, 2-column ad which you will please insert in your issue week beginning August 2--your issue just before the primary. For your convenience, I am having the Western Newspaper Union mail you a wood mounted plate of this ad.

While my finances are limited--as you know the country editor is not over-burdened with money--yet, will ask that you bill me for the insertion at your regular plate advertising rate and check will be mailed promptly.

Cordially yours,

*Bellton B. Cather*



NEW YORK

CHICAGO

TORONTO

DETROIT

CINCINNATI

LOS ANGELES

SAN FRANCISCO



# CAMPBELL-EWALD COMPANY

Advertising Well Directed  
DETROIT

ATLANTA  
7-6-26

EMH

## OAKLAND DEALER CO-OPERATIVE NEWSPAPER INSERTION ORDER

FAIRHOPE COURIER  
FAIRHOPE ALA

| STEREO

MAIL ALL INVOICES AND CHECKING COPIES TO

**CAMPBELL-EWALD COMPANY**  
13TH FLOOR, GENERAL MOTORS BUILDING  
DETROIT, MICH.

POSITION—IN AUTOMOBILE SECTION, IF ANY, OR GOOD RIGHT HAND  
PAGE, WELL FORWARD. FULL POSITION REQUESTED.

COPY—PROOFS OF THE ADVERTISING CALLED FOR IN THIS ORDER ARE  
ATTACHED.

MATS OR STEREO—ACCORDING TO SYMBOL (M OR S) IN UPPER  
RIGHT SIDE OF THIS ORDER HAVE BEEN MAILED DIRECT TO  
THE DEALER TYPED IN LOWER RIGHT SIDE OF THIS  
ORDER. PLEASE GET IN TOUCH WITH DEALER IMMEDIATELY  
IN ORDER TO BE SURE THAT SAME HAS ARRIVED  
IN GOOD ORDER, OR WIRE CAMPBELL-EWALD COMPANY  
AT ONCE.

### CHECKING COPIES—

THE PAGE ON WHICH THESE ADVERTISEMENTS  
ARE PRINTED MUST BE MAILED TO CAMPBELL-EWALD COMPANY,  
GENERAL MOTORS BUILDING, DETROIT, MICH. ATTACHED TO INVOICE.  
INVOICES RECEIVED WITHOUT TEAR SHEETS ATTACHED  
WILL BE RETURNED UNPAID WITH REQUEST FOR CHECK-  
ING COPY. CHECKING COPIES MUST ALSO BE SENT TO ADVERTISER.

DEALERS APPROVAL—PROOF OF COPY COVERED BY THIS INSERTION  
ORDER MUST BE SUBMITTED TO THE DEALER AND RUN  
ONLY AFTER SECURING HIS APPROVAL IN WRITING UPON  
THE SIZE OF SPACE, DATE OF INSERTION, THE COPY, AND DEALERS NAME  
AND ADDRESS.

OMISSIONS—OCCURRING DURING THE RUN OF THIS ADVERTISING ARE  
TO BE ALLOWED FOR PRO RATA, INSTEAD OF BEING MADE UP, UNLESS OTHER-  
WISE INSTRUCTED

### READ CAREFULLY—

IF YOU COMMENCE INSERTIONS ON THIS ORDER,  
IT MUST STAND AS IT IS IN EVERY PARTICULAR. WE CANNOT ALLOW ANY  
CHANGES IN TERMS AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED ON A  
REGULAR ORDER BLANK MARKED "REVISED ORDER". IF FOR ANY REASON  
THIS ADVERTISING IS NOT RUN AS ORDERED, PLEASE NOTIFY THE  
CAMPBELL-EWALD CO. AT ONCE.

CASH DISCOUNTS—WE INVARIABLY TAKE ADVANTAGE OF ALL CASH  
DISCOUNTS IF YOUR PUBLICATION HAS REACHED US FOR CHECKING.

YOURS VERY TRULY,

CAMPBELL-EWALD COMPANY

PER

PUBLISHER'S COPY

PLEASE INSERT AS LISTED BELOW THE DEALER COOPERATIVE ADVERTISING OF THE OAKLAND MOTOR  
CAR CO., PONTIAC, MICH., A DIVISION OF THE GENERAL MOTORS CORPORATION.  
YOU WILL CHARGE AND BILL THE FOLLOWING SPACE:

ONE-HALF TO THE DEALER AT HIS CUSTOMARY RATE AND  
ONE-HALF AT THE FOLLOWING RATE PER GENERAL MOTORS CONTRACT, NOW IN YOUR POSSESSION OR  
WILL RECEIVE SHORTLY, TO CAMPBELL-EWALD COMPANY, MAIN OFFICE, GENERAL MOTORS BUILDING,  
DETROIT, MICHIGAN.

CHARGE US: 25 PER INCH

GROSS

AGENCY COMMISSION: 15

CASH DISCOUNT: 2

INSERTION DATE

SIZE

AD NUMBER

CAPTION

JULY 30 1926

24"

229-24 YOU SEE IT  
PONTIAC

REMARKS:

DEALER:

BALDWIN MOTOR CO

FAIRHOPE ALA

OUR ORDER NO.

O 78273



# CAMPBELL-EWALD COMPANY *Advertising*

H. T. EWALD, *PRES.*

G. C. BROWN, *Vice Pres. & Secy.*

J. F. WOODRUFF, *Vice Pres. & Treas.*

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

ADDRESS REPLY TO DETROIT OFFICE

LOS ANGELES  
SAN FRANCISCO  
TORONTO

June 24, 1926.

To Publisher:

It is imperative that you secure from the Oakland-Pontiac dealer in your city, provided he is a direct Dealer, the names of any of his associate dealers, and see that these are listed under the direct dealer's name in the imprint space provided on all Oakland and Pontiac advertisements.

These instructions will become effective immediately, and will be continued until further notice. Please watch this very carefully if the Oakland-Pontiac dealer in your city is a direct dealer.

Very truly yours,

CAMPBELL-EWALD COMPANY

J. J. HARTIGAN

Manager Media Department.



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



NEW YORK

CHICAGO

TORONTO

DETROIT

CINCINNATI

LOS ANGELES

SAN FRANCISCO



# CAMPBELL-EWALD COMPANY

Advertising Well Directed  
DETROIT

ATLANTA

6-30-26

JF

## OAKLAND DEALER CO-OPERATIVE NEWSPAPER INSERTION ORDER

FAIRHOPE COURIER,  
FAIRHOPE ALA.

STEREO

MAIL ALL INVOICES AND CHECKING COPIES TO

CAMPBELL-EWALD COMPANY

13TH FLOOR, GENERAL MOTORS BUILDING  
DETROIT, MICH.

POSITION—IN AUTOMOBILE SECTION, IF ANY, OR GOOD RIGHT HAND  
PAGE WELL FORWARD. FULL POSITION REQUESTED.

COPY—PROOFS OF THE ADVERTISING CALLED FOR IN THIS ORDER ARE  
ATTACHED.

MATS OR STEREO—ACCORDING TO SYMBOL (M OR S) IN UPPER  
RIGHT SIDE OF THIS ORDER HAVE BEEN MAILED DIRECT TO  
THE DEALER TYPED IN LOWER RIGHT SIDE OF THIS  
ORDER. PLEASE GET IN TOUCH WITH DEALER IMMEDIATELY  
IN ORDER TO BE SURE THAT SAME HAS ARRIVED  
IN GOOD ORDER, OR WIRE CAMPBELL-EWALD COMPANY  
AT ONCE.

CHECKING COPIES—THE PAGE ON WHICH THESE ADVERTISEMENTS  
ARE PRINTED MUST BE MAILED TO CAMPBELL-EWALD COMPANY,  
GENERAL MOTORS BUILDING, DETROIT, MICH. ATTACHED TO INVOICE.  
INVOICES RECEIVED WITHOUT TEAR SHEETS ATTACHED  
WILL BE RETURNED UNPAID WITH REQUEST FOR CHECK-  
ING COPY. CHECKING COPIES MUST ALSO BE SENT TO ADVERTISER.

DEALERS APPROVAL—PROOF OF COPY COVERED BY THIS INSERTION  
ORDER MUST BE SUBMITTED TO THE DEALER AND RUN  
ONLY AFTER SECURING HIS APPROVAL IN WRITING UPON  
THE SIZE OF SPACE, DATE OF INSERTION, THE COPY, AND DEALERS NAME  
AND ADDRESS.

OMISSIONS—OCCURRING DURING THE RUN OF THIS ADVERTISING ARE  
TO BE ALLOWED FOR PRO RATA, INSTEAD OF BEING MADE UP, UNLESS OTHER-  
WISE INSTRUCTED.

READ CAREFULLY—IF YOU COMMENCE INSERTIONS ON THIS ORDER,  
IT MUST STAND AS IT IS IN EVERY PARTICULAR. WE CANNOT ALLOW ANY  
CHANGES IN TERMS AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED ON A  
REGULAR ORDER BLANK MARKED "REVISED ORDER". IF FOR ANY REASON  
THIS ADVERTISING IS NOT RUN AS ORDERED, PLEASE NOTIFY THE  
CAMPBELL-EWALD CO. AT ONCE.

CASH DISCOUNTS—WE INVARIABLY TAKE ADVANTAGE OF ALL CASH  
DISCOUNTS IF YOUR PUBLICATION HAS REACHED US FOR CHECKING.

YOURS VERY TRULY,

CAMPBELL-EWALD COMPANY

PER

PUBLISHER'S COPY

PLEASE INSERT AS LISTED BELOW THE DEALER COOPERATIVE ADVERTISING OF THE OAKLAND MOTOR  
CAR CO., PONTIAC, MICH., A DIVISION OF THE GENERAL MOTORS CORPORATION.

YOU WILL CHARGE AND BILL THE FOLLOWING SPACE:

ONE-HALF TO THE DEALER AT HIS CUSTOMARY RATE AND

ONE-HALF AT THE FOLLOWING RATE PER GENERAL MOTORS CONTRACT, NOW IN YOUR POSSESSION OR  
WILL RECEIVE SHORTLY, TO CAMPBELL-EWALD COMPANY, MAIN OFFICE, GENERAL MOTORS BUILDING,  
DETROIT, MICHIGAN.

CHARGE US:

25 PER "

GROSS

AGENCY COMMISSION:

15

CASH DISCOUNT:

2

INSERTION DATE

JULY 23 1926

SIZE

24"

AD NUMBER

538-24  
OAKLAND

CAPTION

77 REFINEMENTS

REMARKS:

DEALER:

BALDWIN MOTOR CO.,  
FAIRHOPE ALA.

OUR ORDER NO.

O 74611



# CAMPBELL-EWALD COMPANY *Advertising*

H.T. EWALD, PRES.

G.C. BROWN, Vice Pres. & Secy.

J.F. WOODRUFF, Vice Pres. & Treas.

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT  
ADDRESS REPLY TO DETROIT OFFICE

LOS ANGELES  
SAN FRANCISCO  
TORONTO

June 17, 1926.

To Publisher:

It is imperative that you secure from the Oakland-Pontiac dealer in your city, provided he is a direct Dealer, the names of any of his associate dealers, and see that these are listed under the direct dealer's name in the imprint space provided on all Oakland and Pontiac advertisements.

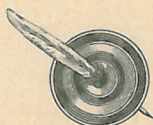
These instructions will become effective immediately, and will be continued until further notice. Please watch this very carefully if the Oakland-Pontiac dealer in your city is a direct dealer.

Very truly yours,

CAMPBELL-EWALD COMPANY.

J. J. HARTIGAN

Manager Media Department.



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES





# *The Greater* **OAKLAND SIX**

## **77 Refinements—No Increase in Prices**

Foremost among the refinement in the Greater Oakland Six is the Rubber-Silenced Chassis—an epochal and exclusive feature freeing the Oakland Six from the noise and rumbling found in ordinary cars and permitting passengers to ride in quiet, cushioned comfort. This new achievement combines with the Harmonic Balancer to place the Oakland Six far in advance of current motor car design.

Other refinements include smart new Bodies by Fisher in new and

strikingly beautiful two-tone Duco color combinations; new double-filament tilting beam headlights, with convenient foot control to make night driving safer; vital engine developments including new camshaft and new valve spring retainers—resulting in still quieter performance.

Come in—see this Greater Oakland Six—examine it—drive it—before buying any automobile at any price. You'll agree that the car has few equals in quality, and no equal in value!

Oakland Six, \$1025 to \$1295. Pontiac Six, companion to Oakland Six, \$825, Sedan or Coupe. All prices at factory. Easy to pay on the General Motors Time Payment Plan.

**(Product of General Motors)**

*(Dealer's Name and Address)*

Oakland Newspaper Advertisement No. 26-538—24 inch

Production Order No. 8328

Prepared by

**Campbell-Ewald Company**  
*Advertising Well Directed*



NEW YORK

CHICAGO

TORONTO

DETROIT

CINCINNATI

LOS ANGELES

SAN FRANCISCO



# CAMPBELL-EWALD COMPANY

Advertising Well Directed

DETROIT

ATLANTA

6-26-26 JF

## OAKLAND DEALER CO-OPERATIVE NEWSPAPER INSERTION ORDER

FAIRHOPE COURIER,  
FAIRHOPE ALA.

STEREO

MAIL ALL INVOICES AND CHECKING COPIES TO

**CAMPBELL-EWALD COMPANY**

13TH FLOOR, GENERAL MOTORS BUILDING  
DETROIT, MICH.

POSITION—IN AUTOMOBILE SECTION, IF ANY, OR GOOD RIGHT HAND  
PAGE WELL FORWARD. FULL POSITION REQUESTED.

COPY—PROOFS OF THE ADVERTISING CALLED FOR IN THIS ORDER ARE  
ATTACHED.

MATS OR STEREO—ACCORDING TO SYMBOL (M OR S) IN UPPER  
RIGHT SIDE OF THIS ORDER HAVE BEEN MAILED DIRECT TO  
THE DEALER TYPED IN LOWER RIGHT SIDE OF THIS  
ORDER. PLEASE GET IN TOUCH WITH DEALER IMMEDIATELY  
IN ORDER TO BE SURE THAT SAME HAS ARRIVED  
IN GOOD ORDER, OR WIRE CAMPBELL-EWALD COMPANY  
AT ONCE.

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GENERAL MOTORS BUILDING, DETROIT, MICH. ATTACHED TO INVOICE.  
INVOICES RECEIVED WITHOUT TEAR SHEETS ATTACHED  
WILL BE RETURNED UPON REQUEST FOR CHECKING  
COPY. CHECKING COPIES MUST ALSO BE SENT TO ADVERTISER.

DEALERS APPROVAL—PROOF OF COPY COVERED BY THIS INSERTION  
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AND ADDRESS.

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READ CAREFULLY—IF YOU COMMENCE INSERTIONS ON THIS ORDER,  
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CHANGES IN TERMS AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED ON A  
REGULAR ORDER BLANK MARKED "REVISED ORDER". IF FOR ANY REASON  
THIS ADVERTISING IS NOT RUN AS ORDERED, PLEASE NOTIFY THE  
CAMPBELL-EWALD CO. AT ONCE.

CASH DISCOUNTS—WE INVARIABLY TAKE ADVANTAGE OF ALL CASH  
DISCOUNTS IF YOUR PUBLICATION HAS REACHED US FOR CHECKING.

YOURS VERY TRULY,

**CAMPBELL-EWALD COMPANY**

PER

PUBLISHER'S COPY

PLEASE INSERT AS LISTED BELOW THE DEALER COOPERATIVE ADVERTISING OF THE OAKLAND MOTOR  
CAR CO., PONTIAC, MICH., A DIVISION OF THE GENERAL MOTORS CORPORATION.  
YOU WILL CHARGE AND BILL THE FOLLOWING SPACE:

ONE-HALF TO THE DEALER AT HIS CUSTOMARY RATE AND

ONE-HALF AT THE FOLLOWING RATE PER GENERAL MOTORS CONTRACT, NOW IN YOUR POSSESSION OR  
WILL RECEIVE SHORTLY, TO CAMPBELL-EWALD COMPANY, MAIN OFFICE, GENERAL MOTORS BUILDING,  
DETROIT, MICHIGAN.

CHARGE US: **25 PER "**

GROSS

AGENCY COMMISSION:

15

CASH DISCOUNT:

2

INSERTION DATE

SIZE

AD NUMBER

CAPTION

JULY 16 1926

48"

537-48

OAKLAND OAKLAND PRESENTS

REMARKS:

CAUTION—Under no circumstances are any pre-announcement or announcement advertisements to appear previous to July 8th.

After July 8th the dates of Dealer's pre-announcement or announcement ads

may be used

DEALER:

**BALDWIN MOTOR CO.,  
FAIRHOPE ALA.**

OUR ORDER NO.

**O 71674**



# CAMPBELL-EWALD COMPANY *Advertising*

H.T. EWALD, PRES.

G.C. BROWN, Vice Pres. & Secy.

J.F. WOODRUFF, Vice Pres. & Treas.

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

ADDRESS REPLY TO DETROIT OFFICE

LOS ANGELES  
SAN FRANCISCO  
TORONTO

June 10, 1926.

To Publisher:

It is imperative that you secure from the Oakland-Pontiac dealer in your city, provided he is a direct Dealer, the names of any of his associate dealers, and see that these are listed under the direct dealer's name in the imprint space provided on all Oakland and Pontiac advertisements.

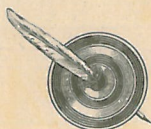
These instructions will become effective immediately, and will be continued until further notice. Please watch this very carefully if the Oakland-Pontiac dealer in your city is a direct dealer.

Very truly yours,

CAMPBELL-EWALD COMPANY.

J. J. HARTIGAN

Manager Media Department.



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



# OAKLAND

*presents*

## *the Greater Oakland Six*

*With*

**77 Important Refinements**  
*featuring*

**Smart New Bodies by Fisher**  
*in striking two-tone Duco Colors*

**Vital Engine Developments**  
*and the latest triumph of  
advanced Oakland Engineering*

**The Rubber-Silenced Chassis**  
*in addition to*

**The Harmonic Balancer**

*No Increase in prices*

Now on Display

*(Dealer's Name and Address)*

Oakland Newspaper Advertisement No. 26-537—48 inch  
Production Order No. 8331

*Prepared by*  
**Campbell-Ewald Company**  
*Advertising Well Directed*



NEW YORK

CHICAGO

TORONTO

DETROIT

CINCINNATI

LOS ANGELES

SAN FRANCISCO



# CAMPBELL-EWALD COMPANY

Advertising Well Directed  
DETROIT

ATLANTA

6-18-26

JF

## OAKLAND DEALER CO-OPERATIVE NEWSPAPER INSERTION ORDER

FAIRHOPE COURIER,  
FAIRHOPE ALA.

STER  
EO

MAIL ALL INVOICES AND CHECKING COPIES TO

**CAMPBELL-EWALD COMPANY**  
13TH FLOOR, GENERAL MOTORS BUILDING  
DETROIT, MICH.

**POSITION**—IN AUTOMOBILE SECTION, IF ANY, OR GOOD RIGHT HAND  
PAGE WELL FORWARD. FULL POSITION REQUESTED.

**COPY**—PROOFS OF THE ADVERTISING ORDERED FOR IN THIS ORDER ARE  
ATTACHED.

**MATS OR STEREO**—ACCORDING TO SYMBOL (M OR S) IN UPPER  
RIGHT SIDE OF THIS ORDER HAVE BEEN MAILED DIRECT TO  
THE DEALER TYPED IN LOWER RIGHT SIDE OF THIS  
ORDER. PLEASE GET IN TOUCH WITH DEALER IMMEDIATELY  
IN ORDER TO BE SURE THAT SAME HAS ARRIVED  
IN GOOD ORDER, OR WIRE CAMPBELL-EWALD COMPANY  
AT ONCE.

**CHECKING COPIES**—THE PAGE ON WHICH THESE ADVERTISEMENTS  
ARE PRINTED MUST BE MAILED TO CAMPBELL-EWALD COMPANY,  
GENERAL MOTORS BUILDING, DETROIT, MICH. ATTACHED TO INVOICE.  
INVOICES RECEIVED WITHOUT TEAR SHEETS ATTACHED  
WILL BE RETURNED UNPAID WITH REQUEST FOR CHECK-  
ING COPY. CHECKING COPIES MUST ALSO BE SENT TO ADVERTISER.

**DEALERS APPROVAL**—PROOF OF COPY COVERED BY THIS INSERTION  
ORDER MUST BE SUBMITTED TO THE DEALER AND RUN  
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**OMISSIONS**—OCCURRING DURING THE RUN OF THIS ADVERTISING ARE  
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**READ CAREFULLY**—IF YOU COMMENCE INSERTIONS ON THIS ORDER,  
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CHANGES IN TERMS AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED ON A  
REGULAR ORDER BLANK MARKED "REVISED ORDER". IF FOR ANY REASON  
THIS ADVERTISING IS NOT RUN AS ORDERED, PLEASE NOTIFY THE  
CAMPBELL-EWALD CO. AT ONCE.

**CASH DISCOUNTS**—WE INVARIABLY TAKE ADVANTAGE OF ALL CASH  
DISCOUNTS IF YOUR PUBLICATION HAS REACHED US FOR CHECKING.

YOURS VERY TRULY,

CAMPBELL-EWALD COMPANY

PER

PUBLISHER'S COPY

CHARGE US: .25 PER "

GROSS

AGENCY COMMISSION:

15

CASH DISCOUNT:

2

INSERTION DATE

SIZE

AD NUMBER

CAPTION

JULY 9 1926

24"

228-24

PONTIAC THE PONTIAC SIX  
WON

REMARKS:

*Not printed but re-  
ceived too late*

DEALER:

BALDWIN MOTOR CO.,  
FAIRHOPE ALA.

OUR ORDER NO.

O 70022



# CAMPBELL-EWALD COMPANY *Advertising*

H.T. EWALD, PRES.

G.C. BROWN, VICE PRES. & SECY.

J.F. WOODRUFF, VICE PRES. & TREAS.

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

ADDRESS REPLY TO DETROIT OFFICE

LOS ANGELES  
SAN FRANCISCO  
TORONTO

June 3, 1926.

To Publisher:

It is imperative that you secure from the Oakland-Pontiac dealer in your city, provided he is a direct Dealer, the names of any of his associate dealers, and see that these are listed under the direct dealer's name in the imprint space provided on all Oakland and Pontiac advertisements.

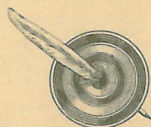
These instructions will become effective immediately, and will be continued until further notice. Please watch this very carefully if the Oakland-Pontiac dealer in your city is a direct dealer.

Very truly yours,

CAMPBELL-EWALD COMPANY.

J. J. HARTIGAN

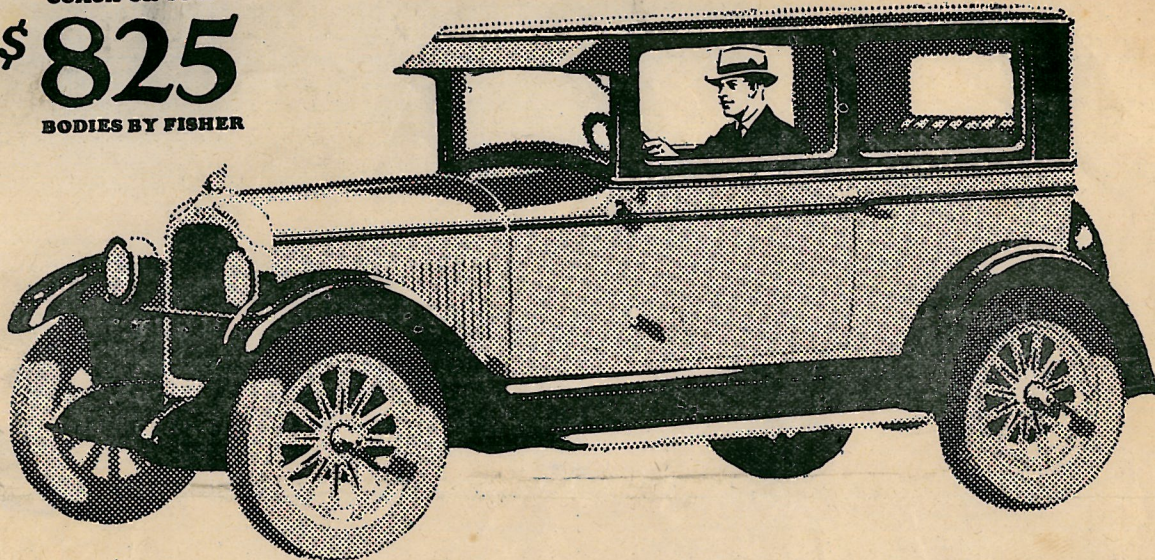
Manager Media Department.



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



COACH OR COUPE  
**\$825**  
 BODIES BY FISHER



# PONTIAC SIX

CHIEF · OF



THE · SIXES

The Pontiac Six won instant acceptance—first as a quality car and then as a car at a price made possible by the gigantic resources and purchasing power at the disposal of a division of General Motors. Entirely disregarding price, the Pontiac Six would be an outstanding car by the grace of its Fisher body and the smartness of its Duco

finish, by the size, power, and flexibility of its engine, by the exceptional ruggedness and “heft” of every unit, from the dashing radiator cap to the tail light—

—but a price of \$825 literally throws this high-quality Six into bold and impressive relief against the entire industry.

Oakland Six, Companion to the Pontiac Six—\$1025 to \$1295. All prices at factory. Easy to pay on the liberal General Motors Time Payment Plan.

(Dealer's Name and Address should be set in this space *centered* and *not wider than the text.*)

(Names of Associate Dealers, if any, to be set in this space as indicated below.)



Pontiac Newspaper Advertisement No. 26-228—24 inch  
 Production Order No. 8223

Prepared by  
 Campbell-Ewald Company  
*Advertising Well Directed*

*Publication Date  
 7/8/29*



July 26, 1936

Campbell-Ewald Co.,  
Detroit, Mich.,

Gentlemen:--

We are in receipt of your instructions for the Chevrolet advertising for August; also mats for the ads. We feel that a mistake must have been made as you have formerly sent us the mounted cuts for the advertisements. We are not equipped to handle mats as large as those sent and hope that there is yet time for you to have the mounted cuts sent to us. The first issue of our paper in August is on Thursday, Aug. 5th.

Very truly yours,



NEW YORK

CHICAGO

TORONTO

DETROIT

CINCINNATI

LOS ANGELES

SAN FRANCISCO



# CAMPBELL-EWALD COMPANY

Advertising Well Directed

DETROIT

JULY 17 1926

Z 31

JBG

## INSERTION ORDER

MAIL ALL INVOICES AND CHECKING COPIES TO

**CAMPBELL-EWALD COMPANY**

 13TH FLOOR, GENERAL MOTORS BUILDING  
DETROIT, MICH.

COURIER

FAIRHOPE ALA

PPZ 5

M

 POSITION — IN AUTOMOBILE SECTION, IF ANY, OR GOOD RIGHT HAND  
PAGE WELL FORWARD.

COPY — ATTACHED

MATS OR STEREOS — UNDER SEPARATE COVER.

NO CHEVROLET DEALER HAS AUTHORITY TO CANCEL OR  
CHANGE THIS ORDER IN ANY WAY. IF CHANGES ARE  
DESIRED, OBTAIN OUR AUTHORITY BEFORE MAKING  
THEM.

CHECKING COPIES — THE PAGE ON WHICH THESE ADVERTISEMENTS  
ARE PRINTED MUST BE MAILED TO **CAMPBELL-EWALD COMPANY**,  
GENERAL MOTORS BUILDING, DETROIT, ATTACHED TO INVOICE. INVOICES  
RECEIVED WITHOUT TEAR SHEETS ATTACHED WILL BE RETURNED UNPAID  
WITH REQUEST FOR CHECKING COPY.

DEALER'S SIGNATURE — YOU WILL BE HELD RESPONSIBLE FOR THE  
CORRECT ARRANGEMENT, SPELLING AND INSERTION OF DEALERS' NAMES  
AND ADDRESSES. GET IN TOUCH WITH THE LOCAL CHEVROLET DEALER AND  
GET HIS FIRM NAME AND ADDRESS. ASK HIM FOR THE NAMES AND ADDRESSES  
OF ANY ASSOCIATE DEALERS THAT HE MAY WISH TO INCLUDE. WE HOLD  
YOU RESPONSIBLE FOR THIS AND IF SIGNATURES ARE RUN INCORRECTLY OR  
OMITTED, PAYMENT FOR THE ADVERTISEMENT WILL BE REFUSED.

OMISSIONS — OCCURRING DURING THE RUN OF THIS ADVERTISING ARE  
TO BE ALLOWED FOR PRO RATA, INSTEAD OF BEING MADE UP, UNLESS OTHER-  
WISE INSTRUCTED.

READ CAREFULLY — IF YOU COMMENCE INSERTIONS ON THIS ORDER,  
IT MUST STAND AS IT IS IN EVERY PARTICULAR. WE CANNOT ALLOW ANY  
CHANGES IN TERMS AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED ON A  
REGULAR ORDER BLANK MARKED "REVISED ORDER".

YOURS VERY TRULY,

**CAMPBELL-EWALD COMPANY**

PER

PUBLISHER'S COPY

PLEASE INSERT ADVERTISING AS LISTED BELOW FOR THE CHEVROLET MOTOR COMPANY, A DIVISION OF  
THE GENERAL MOTORS CORPORATION. CHARGE THE ENTIRE COST OF THIS ADVERTISING TO  
US IN ACCORDANCE WITH THE GENERAL MOTORS CONTRACT WHICH YOU HAVE IN YOUR POSSESSION.

CHARGE US: 0 25 PER IN AGENCY COM. 15 CASH DISCOUNT 3 2

INSERTION DATE

SIZE

AD NUMBER

CAPTION

AUG

6

48"

583-48

THE SMOOTHEST

6

30"

584-30

ANOTHER CHEV

13

30"

585-30

SO SMOOTH

20

48"

586-48

NEW SMOOTHNESS

27

30"

587-30

32 000

REMARKS:

OUR ORDER NO.

C 60359



June 5, 1926

Campbell- Ewald Company  
General Motors Company Bldg.  
Detroit, Mich.

Gentlemen:-

Enclosed find bill for only insertions of Pontiac and Oakland advertising in May. We got balled up a little on this and finding that we had failed to run the one due the 6th, of May ran both on 13th, with approval of local dealer.

Shall try and keep better track of this advertising this month.

Yours very truly



(These three lines  
in  
large type)

A BIG  
JOB FOR A  
BIG MAN

*Bill  
Carr*

Schools to improve. Roads  
to build and keep in repair.  
Resources to develop. Indus-  
tries to encourage. Laws to  
pass. Laws to enforce. Convict  
leases to end. Convicts to work  
and punish. Pardons to grant.  
Pardons to refuse. Sea-port to  
complete. These are some of the  
tasks Alabama has for her next  
Governor. Alabama needs a big,  
able man; a man used to hard tasks;  
a man experienced in law-making;  
a man who has proved his leader-  
ship and ability in every field  
he has entered. Such a man is

(These five lines  
in  
large type)

A. H.  
GARMICHAEL  
A BIG  
MAN FOR A  
BIG JOB

Paid political advertisement by  
the Muscle Shoals Carmichael Club.



A. H. CARMICHAEL

LAWYER

TUSCUMBIA, ALABAMA

A. H. CARMICHAEL, JR.  
T. H. CARMICHAEL

(Home Address, Sheffield, Ala.)

April 19, 1926.

Courier,

Fairhope, Ala.

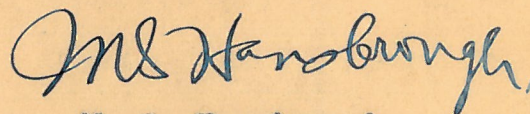
Gentlemen:

Herewith I inclose an advertisement in interest of Hon. A.H. Carmichael of Tuscumbia, candidate for Governor. Please insert in your weekly in space to amount of \$2.00, and send bill to Mr. Carmichael at Tuscumbia for same, and it will have prompt attention.

Both Mr. Carmichael and I will appreciate any reference you can make concerning his candidacy and qualifications for the office. I am doing what I can to secure for him all legitimate news publicity, and shall from time to time mail to you short news stories, some of which I hope you can use.

Since selling the Tri-Cities Daily I have been enjoying a vacation, and what I am doing now is still something of recreation.

Very truly,



M. S. Hansbrough.

Incl.



NEW YORK

CHICAGO

TORONTO

DETROIT

CINCINNATI

LOS ANGELES

SAN FRANCISCO

# CAMPBELL-EWALD COMPANY

Advertising Well Directed  
DETROIT

ATLANTA

5/11/26

FG

## OAKLAND DEALER CO-OPERATIVE NEWSPAPER INSERTION ORDER

FAIRHOPE COURIER  
FAIRHOPE ALA

S

MAIL ALL INVOICES AND CHECKING COPIES TO

**CAMPBELL-EWALD COMPANY**  
13TH FLOOR, GENERAL MOTORS BUILDING  
DETROIT, MICH.

**POSITION**—IN AUTOMOBILE SECTION, IF ANY, OR GOOD RIGHT HAND  
PAGE WELL FORWARD. FULL POSITION REQUESTED.

**COPY**—PROOFS OF THE ADVERTISING CALLED FOR IN THIS ORDER ARE  
ATTACHED.

**MATS OR STEREO**S—ACCORDING TO SYMBOL (M OR S) IN UPPER  
RIGHT SIDE OF THIS ORDER HAVE BEEN MAILED DIRECT TO  
THE DEALER TYPED IN LOWER RIGHT SIDE OF THIS  
ORDER. PLEASE GET IN TOUCH WITH DEALER IMMEDIATELY  
IN ORDER TO BE SURE THAT SAME HAS ARRIVED  
IN GOOD ORDER, OR WIRE CAMPBELL-EWALD COMPANY  
AT ONCE.

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GENERAL MOTORS BUILDING, DETROIT, MICH. ATTACHED TO INVOICE.  
INVOICES RECEIVED WITHOUT TEAR SHEETS ATTACHED  
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ING COPY. CHECKING COPIES MUST ALSO BE SENT TO ADVERTISER.

**DEALERS APPROVAL**—PROOF OF COPY COVERED BY THIS INSERTION  
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AND ADDRESS.

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**READ CAREFULLY**—IF YOU COMMENCE INSERTIONS ON THIS ORDER,  
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REGULAR ORDER BLANK MARKED "REVISED ORDER". IF FOR ANY REASON  
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CAMPBELL-EWALD CO. AT ONCE.

**CASH DISCOUNTS**—WE INVARIABLY TAKE ADVANTAGE OF ALL CASH  
DISCOUNTS IF YOUR PUBLICATION HAS REACHED US FOR CHECKING.

YOURS VERY TRULY,

CAMPBELL-EWALD COMPANY

PER

PUBLISHER'S COPY

PLEASE INSERT AS LISTED BELOW THE DEALER COOPERATIVE ADVERTISING OF THE OAKLAND MOTOR  
CAR CO., PONTIAC, MICH., A DIVISION OF THE GENERAL MOTORS CORPORATION.  
YOU WILL CHARGE AND BILL THE FOLLOWING SPACE:  
ONE-HALF TO THE DEALER AT HIS CUSTOMARY RATE AND  
ONE-HALF AT THE FOLLOWING RATE PER GENERAL MOTORS CONTRACT, NOW IN YOUR POSSESSION OR  
WILL RECEIVE SHORTLY, TO CAMPBELL-EWALD COMPANY, MAIN OFFICE, GENERAL MOTORS BUILDING,  
DETROIT, MICHIGAN.

CHARGE US: 25 PER INCH

GROSS

AGENCY COMMISSION: 15

CASH DISCOUNT: 2

INSERTION DATE

SIZE

AD NUMBER

CAPTION

JUNE 4 1926

24 IN

526 B

THE HARMONIC

OAKLAND

BALANCER

REMARKS:

DEALER:

BALDWIN MOTOR COMPANY  
FAIRHOPE

ALABAMA

OUR ORDER NO.

O 60152



# CAMPBELL-EWALD COMPANY *Advertising*

H. T. EWALD, *PRES.*

G. C. BROWN, *VICE PRES. & SECY.*

J. F. WOODRUFF, *VICE PRES. & TREAS.*

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

ADDRESS REPLY TO DETROIT OFFICE

LOS ANGELES  
SAN FRANCISCO  
TORONTO

May 6th, 1926.

To Publisher:

It is imperative that you secure from the Oakland-Pontiac dealer in your city, provided he is a direct Dealer, the names of any of his associate dealers, and see that these are listed under the direct dealer's name in the imprint space provided on all Oakland and Pontiac advertisements.

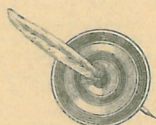
These instructions will become effective immediately, and will be continued until further notice. Please watch this very carefully if the Oakland-Pontiac dealer in your city is a direct dealer.

Very truly yours,

CAMPBELL-EWALD COMPANY.

J. J. HARTIGAN,

Manager Media Department.

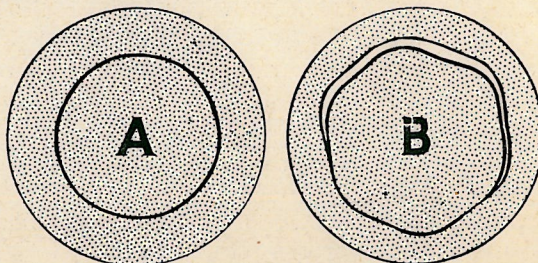


ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



# The HARMONIC BALANCER

(A) Chart showing crankshaft motion of the new Oakland Six engine with Harmonic Balancer—uniformly smooth at all speeds.



(B) Chart showing crankshaft motion of six-cylinder engine without Harmonic Balancer—not uniformly smooth, but having vibration periods as illustrated.

Readings taken with the Crankshaft Indicator, a device for measuring torsional vibration

## Ten Months Ago, Unknown— Today, a synonym for silent smoothness

Ten months ago, when Oakland first printed these distinctive circles to illustrate the effect of the Harmonic Balancer upon motor car performance, motorists everywhere were curiously asking, "What is this feature, and what does it accomplish?"

Today there is no need to ask, for the Harmonic Balancer has told its own remarkable story.

Motorists everywhere know that this ingenious device—built into the Oakland crankshaft—renders the Oakland Six engine unmatched in freedom from vibration at all speeds.

The Harmonic Balancer—an integral part of more than 50,000 new Oakland Sixes—has become a synonym for incomparably smooth, quiet motor car performance to Oakland owners and to the motoring public generally.

*Oakland Six \$1025 to \$1295. Pontiac Six, companion to Oakland Six, \$825, Coach or Coupe. All prices at factory. Easy to pay on the liberal General Motors Time Payment Plan.*

*(Dealer's Name and Address)*

WINNING AND HOLDING GOOD WILL  
**OAKLAND SIX**  
PRODUCT OF GENERAL MOTORS

Oakland Newspaper Advertisement No. 526-B

Production Order No. 7584

Prepared by

Campbell-Ewald Company

*Advertising Well Directed*



NEW YORK

CHICAGO

TORONTO

DETROIT

CINCINNATI

LOS ANGELES

SAN FRANCISCO



# CAMPBELL-EWALD COMPANY

Advertising Well Directed  
DETROIT

ATLANTA  
5-18-26 JF

## OAKLAND DEALER CO-OPERATIVE NEWSPAPER INSERTION ORDER

FAIRHOPE COURIER  
FAIRHOPE ALABAMA.

STEREO

MAIL ALL INVOICES AND CHECKING COPIES TO

**CAMPBELL-EWALD COMPANY**  
13TH FLOOR, GENERAL MOTORS BUILDING  
DETROIT, MICH.

POSITION—IN AUTOMOBILE SECTION, IF ANY, OR GOOD RIGHT HAND  
PAGE WELL FORWARD. FULL POSITION REQUESTED.

COPY—PROOFS OF THE ADVERTISING CALLED FOR IN THIS ORDER ARE  
ATTACHED.

MATS OR STEREO—ACCORDING TO SYMBOL (M OR S) IN UPPER  
RIGHT SIDE OF THIS ORDER HAVE BEEN MAILED DIRECT TO  
THE DEALER TYPED IN LOWER RIGHT SIDE OF THIS  
ORDER. PLEASE GET IN TOUCH WITH DEALER IMMEDIATELY  
IN ORDER TO BE SURE THAT SAME HAS ARRIVED  
IN GOOD ORDER, OR WIRE CAMPBELL-EWALD COMPANY  
AT ONCE.

CHECKING COPIES—THE PAGE ON WHICH THESE ADVERTISEMENTS  
ARE PRINTED MUST BE MAILED TO CAMPBELL-EWALD COMPANY,  
GENERAL MOTORS BUILDING, DETROIT, MICH. ATTACHED TO INVOICE.  
INVOICES RECEIVED WITHOUT TEAR SHEETS ATTACHED  
WILL BE RETURNED UNPAID WITH REQUEST FOR CHECKING  
COPY. CHECKING COPIES MUST ALSO BE SENT TO ADVERTISER.

DEALERS APPROVAL—PROOF OF COPY COVERED BY THIS INSERTION  
ORDER MUST BE SUBMITTED TO THE DEALER AND RUN  
ONLY AFTER SECURING HIS APPROVAL IN WRITING UPON  
THE SIZE OF SPACE, DATE OF INSERTION, THE COPY, AND DEALERS NAME  
AND ADDRESS.

OMISSIONS—OCCURRING DURING THE RUN OF THIS ADVERTISING ARE  
TO BE ALLOWED FOR PRO RATA, INSTEAD OF BEING MADE UP, UNLESS OTHERWISE  
INSTRUCTED.

READ CAREFULLY—IF YOU COMMENCE INSERTIONS ON THIS ORDER,  
IT MUST STAND AS IT IS IN EVERY PARTICULAR. WE CANNOT ALLOW ANY  
CHANGES IN TERMS AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED ON A  
REGULAR ORDER BLANK MARKED "REVISED ORDER". IF FOR ANY REASON  
THIS ADVERTISING IS NOT RUN AS ORDERED, PLEASE NOTIFY THE  
CAMPBELL-EWALD CO. AT ONCE.

CASH DISCOUNTS—WE INVARIABLY TAKE ADVANTAGE OF ALL CASH  
DISCOUNTS IF YOUR PUBLICATION HAS REACHED US FOR CHECKING.

YOURS VERY TRULY,

CAMPBELL-EWALD COMPANY

PER

PUBLISHER'S COPY

PLEASE INSERT AS LISTED BELOW THE DEALER COOPERATIVE ADVERTISING OF THE OAKLAND MOTOR  
CAR CO., PONTIAC, MICH., A DIVISION OF THE GENERAL MOTORS CORPORATION.  
YOU WILL CHARGE AND BILL THE FOLLOWING SPACE:  
ONE-HALF TO THE DEALER AT HIS CUSTOMARY RATE AND  
ONE-HALF AT THE FOLLOWING RATE PER GENERAL MOTORS CONTRACT, NOW IN YOUR POSSESSION OR  
WILL RECEIVE SHORTLY, TO CAMPBELL-EWALD COMPANY, MAIN OFFICE, GENERAL MOTORS BUILDING,  
DETROIT, MICHIGAN.

CHARGE US:

25 PER "

GROSS

AGENCY COMMISSION:

15

CASH DISCOUNT:

2

INSERTION DATE

SIZE

AD NUMBER

CAPTION

JUNE 11 1926 24"

225-24

PONTIAC

WE LIKE IT'S  
ECONOMY.

REMARKS:

DEALER:

BALDWIN MOTOR COMPANY.  
FAIRHOPE ALABAMA.

OUR ORDER NO.

062268



# CAMPBELL-EWALD COMPANY *Advertising*

H.T. EWALD, *PRES.*

E. ST. ELMO LEWIS, *VICE PRES.*

G. C. BROWN, *SECR.*

J. F. WOODRUFF, *TREAS.*

NEW YORK  
CHICAGO

GENERAL MOTORS BLDG.  
DETROIT

LOS ANGELES  
SAN FRANCISCO  
TORONTO

May 20, 1926.

To Publisher:

It is imperative that you secure from the Oakland-Pontiac dealer in your city, provided he is a direct Dealer, the names of any of his associate dealers, and see that these are listed under the direct dealer's name in the imprint space provided on all Oakland and Pontiac advertisements.

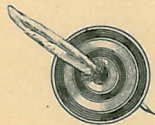
These instructions will become effective immediately, and will be continued until further notice. Please watch this very carefully if the Oakland-Pontiac dealer in your city is a direct dealer.

Very truly yours,

CAMPBELL-EWALD COMPANY.

J. J. HARTIGAN

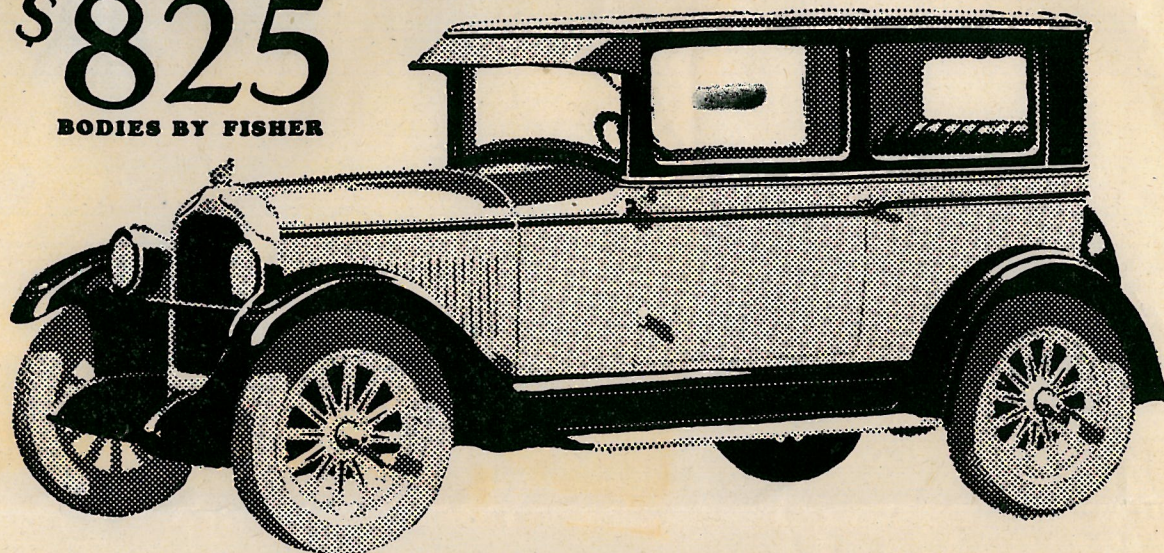
Manager Media Department.



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



COACH OR COUPE  
**\$825**  
 BODIES BY FISHER



## “We Like Its Economy” Say Thousands Of Owners

The truth is that the operating cost of a Pontiac Six is lower than that of smaller and less powerful cars—or the difference is so slight as to not be worthy of consideration.

There are thousands of Pontiac Six owners who would gladly bear slightly higher operating costs to enjoy the satisfying

performance of the car's six-cylinder engine and its countless other superiorities in beauty, roominess, and riding comfort.

But the fact that they enjoy all these qualities at no additional operating or maintenance cost, is simply another reason underlying the dramatic success the Pontiac Six is scoring the nation over.

*Oakland Six, Companion to the Pontiac Six—\$1025 to \$1295. All prices at factory. Easy to pay on the liberal General Motors Time Payment Plan.*

(Dealer's Name and Address should be set in this space centered and not wider than the text.)

(Names of Associate Dealers, if any, to be set in this space as indicated below)

# PONTIAC SIX

CHIEF · OF THE · SIXES



Pontiac Newspaper Advertisement No. 26-225—24 inch

Production Order No. 8198

Prepared by

Campbell-Ewald Company

*Advertising Well Directed*



## Send Tear Sheets *With Invoice*

As every invoice for space must be checked against a tear sheet containing the advertisement billed, it is absolutely necessary that we have the tear sheet at the time the invoice is received. We request, therefore, that all invoices which you send us for space have tear sheets attached to them. Invoices received without tear sheets attached will be returned to you with the request that you redate them and return them to us with tear sheets attached.

May we count upon your whole-hearted co-operation?

CAMPBELL-EWALD COMPANY



NEW YORK

CHICAGO

TORO

DETROIT

CINCINNATI

LOS ANGELES

SAN FRANCISCO



# CAMPBELL-EWALD COMPANY

Advertising Well Directed

DETROIT

ATLANTA

5-27-26B JF

## OAKLAND DEALER CO-OPERATIVE NEWSPAPER INSERTION ORDER

 FAIRHOPE COURIER  
FAIRHOPE ALA.

STEREO

MAIL ALL INVOICES AND CHECKING COPIES TO

CAMPBELL-EWALD COMPANY

13TH FLOOR, GENERAL MOTORS BUILDING

DETROIT, MICH.

POSITION—IN AUTOMOBILE SECTION, IF ANY, OR GOOD RIGHT HAND  
PAGE WELL FORWARD. FULL POSITION REQUESTED.COPY—PROOFS OF THE ADVERTISING CALLED FOR IN THIS ORDER ARE  
ATTACHED.

MATS OR STEREO—ACCORDING TO SYMBOL (M OR S) IN UPPER  
RIGHT SIDE OF THIS ORDER HAVE BEEN MAILED DIRECT TO  
THE DEALER TYPED IN LOWER RIGHT SIDE OF THIS  
ORDER. PLEASE GET IN TOUCH WITH DEALER IMMEDIATELY  
IN ORDER TO BE SURE THAT SAME HAS ARRIVED  
IN GOOD ORDER, OR WIRE CAMPBELL-EWALD COMPANY  
AT ONCE.

CHECKING COPIES—THE PAGE ON WHICH THESE ADVERTISEMENTS  
ARE PRINTED MUST BE MAILED TO CAMPBELL-EWALD COMPANY,  
GENERAL MOTORS BUILDING, DETROIT, MICH. ATTACHED TO INVOICE.  
INVOICES RECEIVED WITHOUT TEAR SHEETS ATTACHED  
WILL BE RETURNED UNPAID WITH REQUEST FOR CHECKING  
COPY. CHECKING COPIES MUST ALSO BE SENT TO ADVERTISER.

DEALERS APPROVAL—PROOF OF COPY COVERED BY THIS INSERTION  
ORDER MUST BE SUBMITTED TO THE DEALER AND RUN  
ONLY AFTER SECURING HIS APPROVAL IN WRITING UPON  
THE SIZE OF SPACE, DATE OF INSERTION, THE COPY, AND DEALERS NAME  
AND ADDRESS.

OMISSIONS—OCCURRING DURING THE RUN OF THIS ADVERTISING ARE  
TO BE ALLOWED FOR PRO RATA, INSTEAD OF BEING MADE UP, UNLESS OTHERWISE  
INSTRUCTED.

## READ CAREFULLY—

IF YOU COMMENCE INSERTIONS ON THIS ORDER,  
IT MUST STAND AS IT IS IN EVERY PARTICULAR. WE CANNOT ALLOW ANY  
CHANGES IN TERMS AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED ON A  
REGULAR ORDER BLANK MARKED "REVISED ORDER". IF FOR ANY REASON  
THIS ADVERTISING IS NOT RUN AS ORDERED, PLEASE NOTIFY THE  
CAMPBELL-EWALD CO. AT ONCE.

CASH DISCOUNTS—WE INVARIABLY TAKE ADVANTAGE OF ALL CASH  
DISCOUNTS IF YOUR PUBLICATION HAS REACHED US FOR CHECKING.

YOURS VERY TRULY,

CAMPBELL-EWALD COMPANY

PER

PUBLISHER'S COPY

PLEASE INSERT AS LISTED BELOW THE DEALER COOPERATIVE ADVERTISING OF THE OAKLAND MOTOR  
CAR CO., PONTIAC, MICH., A DIVISION OF THE GENERAL MOTORS CORPORATION.  
YOU WILL CHARGE AND BILL THE FOLLOWING SPACE:  
ONE-HALF TO THE DEALER AT HIS CUSTOMARY RATE AND  
ONE-HALF AT THE FOLLOWING RATE PER GENERAL MOTORS CONTRACT, NOW IN YOUR POSSESSION OR  
WILL RECEIVE SHORTLY, TO CAMPBELL-EWALD COMPANY, MAIN OFFICE, GENERAL MOTORS BUILDING,  
DETROIT, MICHIGAN.

CHARGE US:

.25 PER "

GROSS

AGENCY COMMISSION:

15

CASH DISCOUNT:

2

INSERTION DATE

SIZE

AD NUMBER

CAPTION

JUNE 18 1926

24"

528-24

OAKLAND

A MOTOR CAR  
THAT OFFERS.

REMARKS:

DEALER:

BALDWIN MOTOR CO.,  
FAIRHOPE ALA.

OUR ORDER NO.

O 64323



# CAMPBELL- EWALD COMPANY *Advertising*

H.T. EWALD, PRES.

G.C. BROWN, VICE PRES. & SECY.

J.F. WOODRUFF, VICE PRES. & TREAS.

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

ADDRESS REPLY TO DETROIT OFFICE

LOS ANGELES  
SAN FRANCISCO  
TORONTO

May 27, 1926.

To Publisher:

It is imperative that you secure from the Oakland-Pontiac dealer in your city, provided he is a direct Dealer, the names of any of his associate dealers, and see that these are listed under the direct dealer's name in the imprint space provided on all Oakland and Pontiac advertisements.

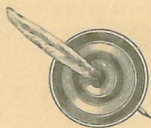
These instructions will become effective immediately, and will be continued until further notice. Please watch this very carefully if the Oakland-Pontiac dealer in your city is a direct dealer.

Very truly yours,

CAMPBELL-EWALD COMPANY.

J. J. HARTIGAN

Manager Media Department.



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



# A motor car that offers next year's advantages today!

Think of the genuine satisfaction that comes with ownership of a truly advanced automobile—

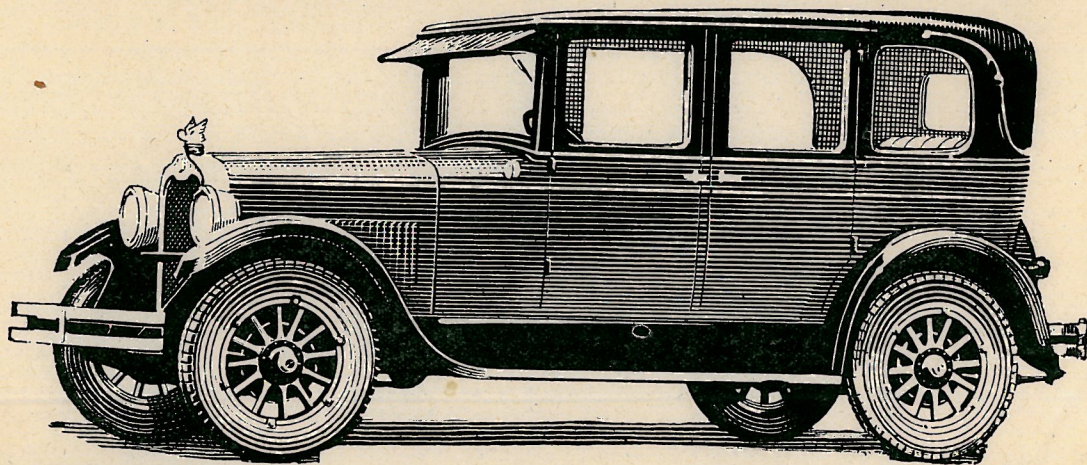
—one that actually brings you next year's advantages today!

This is exactly what you obtain in the Oakland Six.

It offers ultra-modern, ultra-beautiful Fisher Bodies, finished

in permanent Duco. It introduces thrillingly new standards of liveliness, acceleration, power and smoothness. And it incorporates advanced engineering features not combined in any other car, including air cleaner, oil filter, full pressure oiling, interchangeable bronze-backed bearings, Four-Wheel brakes and the Harmonic Balancer.

Oakland Six \$1025 to \$1295. Pontiac Six, companion to Oakland Six, \$825, Coach or Coupe. All prices at factory. Easy to pay on the liberal General Motors Time Payment Plan.



*The Landau Sedan  
\$1295*

*(Dealer's Name and Address)*

WINNING AND HOLDING GOOD WILL  
**OAKLAND SIX**  
PRODUCT OF GENERAL MOTORS

Oakland Newspaper Advertisement No. 26-528—24 in.  
Production Order No. 7641

*Prepared by  
Campbell-Ewald Company  
Advertising Well Directed*



**READ CAREFULLY**

IF YOU COMMIT ERRORS IN  
 TIONS ON THIS ORDER, IT  
 MUST STAND AS IT IS IN EV-  
 ERY PARTICULAR. WE CANNOT  
 ALLOW ANY CHANGES IN  
 TERMS OR CONDITIONS, UN-  
 LESS SPECIALLY AUTHORIZED  
 ON A SEPARATE ORDER BLANK  
 MARKED "REVISED ORDER."

**Oakland Dealer Co-operative  
 Newspaper Insertion Order**

4-21-26

Atlanta

**MAIN OFFICE**

SEND ALL BILLS TO  
 13TH FLOOR GENERAL  
 MOTORS BLDG.  
 DETROIT, MICH.

ADVERTISING WELL DIRECTED

**CAMPBELL-EWALD COMPANY**

OFFICES IN

DETROIT NEW YORK CHICAGO TORONTO LOS ANGELES SAN FRANCISCO

Publisher of Fairhope CourierAddress Fairhope, Alabama

Please insert and Charge as specified below the dealer cooperative  
 advertising of

THE OAKLAND MOTOR CAR CO., PONTIAC, MICHIGAN

Space 24" Times 1Insertion Date May 14, 1926Caption Solves the problemPosition Full requested on good pageCopy Herewith #221B PontiacMats or Plates mailed under separate cover Get stereo from dealerCharge Us .25 per inch Gross 15-2

Proof of copy covered by this insertion order must be submitted to the dealer  
 and run only after securing his approval in writing upon the size of space, date of  
 insertion, the copy and dealer's name and address.

You will charge and bill the above space:

ONE-HALF to the dealer at his customary rate and

ONE-HALF at the above rate to Campbell-Ewald Co., main office, General  
 Motors Bldg., Detroit, Michigan.

Remarks:

PLEASE MAIL ENCLOSED POST CARD WITHOUT DELAY

Baldwin Motor Co.Fairhope, Alabama

CHECKING COPIES—THE PAGE ON WHICH THESE ADVERTISEMENTS ARE PRINT-  
 ED MUST BE MAILED TO CAMPBELL-EWALD COMPANY, GENERAL MOTORS BUILD-  
 ING, DETROIT, ATTACHED TO INVOICE. INVOICES RECEIVED WITHOUT  
 TEAR SHEETS ATTACHED WILL BE RETURNED UNPAID WITH REQUEST  
 FOR CHECKING COPY. CHECKING COPIES MUST ALSO BE SENT TO  
 ADVERTISER.

We invariably take advantage of all cash discounts if your publication has  
 reached us for checking.

Omissions occurring during the run of this advertisement are to be allowed for  
 pro rata, instead of being made up, unless otherwise instructed.

Yours Very Truly,

CAMPBELL-EWALD COMPANY,

Per J. J. Hartigan

PUBLISHER'S COPY

OUR ORDER NO. SO 40635

1-26-25M SETS ARONSSON PTG. CO.



# CAMPBELL-EWALD COMPANY *Advertising*

H.T. EWALD, PRES.

G.C. BROWN, VICE PRES. & SECY.

J.F. WOODRUFF, VICE PRES. & TREAS.

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

ADDRESS REPLY TO DETROIT OFFICE

LOS ANGELES  
SAN FRANCISCO  
TORONTO

April 20, 1926.

To Publisher:

It is imperative that you secure from the Oakland-Pontiac dealer in your city, provided he is a direct Dealer, the names of any of his associate dealers, and see that these are listed under the direct dealer's name in the imprint space provided on all Oakland and Pontiac advertisements.

These instructions will become effective immediately, and will be continued until further notice. Please watch this very carefully if the Oakland-Pontiac dealer in your city is a direct dealer.

Very truly yours,

CAMPBELL-EWALD COMPANY.

J. J. HARTIGAN,

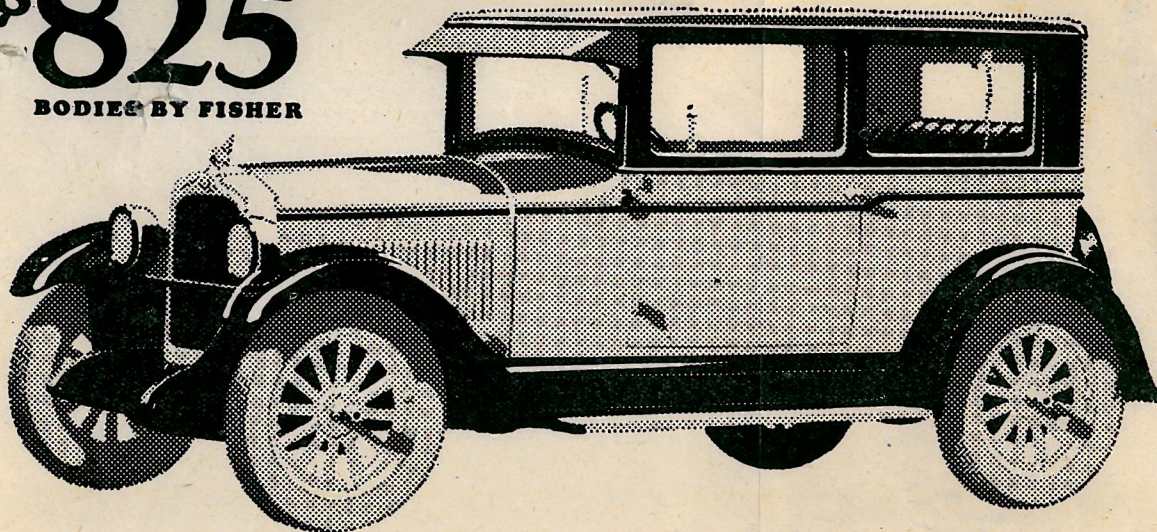
Manager Media Department.



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



COACH OR COUPE  
**\$825**  
BODIES BY FISHER



## Solves the Problem of "Six" versus "High-priced Four"

*"Shall I buy a high-priced four and forego six-cylinder performance superiority; or is there a low priced six which is free from the penalties of ordinary appearance, ordinary comfort and ordinary stamina?"*

For several years this question has been widely debated by motor car buyers. That it has been finally solved by the Pontiac Six is clearly revealed in the spectacular triumph this new General Motors car is scoring the nation over.

General Motors devoted over three years to the development of a six that offered high quality at an unexpectedly low price. But every Pontiac Six owner will tell you that it was well worth waiting for—

—because from the very first time he took possession of the wheel he was convinced that he had made a sound investment, unequalled in the industry—a value that only General Motors could possibly achieve!

*Oakland Six, Companion to Pontiac Six—\$1025 to \$1295. All prices at factory. Easy to pay on the General Motors Time Payment Plan.*

*(Dealer's Name and Address)*

# PONTIAC SIX

CHIEF OF THE SIXES



Pontiac Newspaper Advertisement No. 26-221-B

Production Order No. 7580

*Prepared by  
Campbell-Ewald Company  
Advertising Well Directed*



**READ CAREFULLY**

YOU COMMENCE INSERTION ON THIS ORDER, IT STANDS AS IT IS IN EVERY PARTICULAR. WE CANNOT ALLOW ANY CHANGES IN RATE AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED BY REGULAR ORDER BLANK OR MARKED "REVISED ORDER."

**Oakland Dealer Co-operative  
Newspaper Insertion Order**

4-13-26

Atlanta

**MAIN OFFICE**  
SEND ALL BILLS TO  
13TH FLOOR GENERAL  
MOTORS BLDG.  
DETROIT, MICH.

ADVERTISING WELL DIRECTED

**CAMPBELL-EWALD COMPANY**

OFFICES IN

DETROIT NEW YORK CHICAGO TORONTO LOS ANGELES SAN FRANCISCO

Publisher of Fairhope Courier  
Address Fairhope, Ala.

Please insert and Charge as specified below the dealer cooperative advertising of

**THE OAKLAND MOTOR CAR CO., PONTIAC, MICHIGAN**

Space 24" Times 1

Insertion Date May 7, 1926

Caption You want all these features

Position Full requested on good page

Copy Herewith #518B Oakland

Mats or Plates mailed under separate cover Get stereo from dealer

Charge Us .25 per inch Gross 15-2

Proof of copy covered by this insertion order must be submitted to the dealer and run only after securing his approval in writing upon the size of space, date of insertion, the copy and dealer's name and address.

You will charge and bill the above space:

**ONE-HALF** to the dealer at his customary rate and

**ONE-HALF** at the above rate to Campbell-Ewald Co., main office, General Motors Bldg., Detroit, Michigan.

Remarks:

Baldwin Motor Co.

Fairhope, Ala.

**CHECKING COPIES**—THE PAGE ON WHICH THESE ADVERTISEMENTS ARE PRINTED MUST BE MAILED TO CAMPBELL-EWALD COMPANY, GENERAL MOTORS BUILDING, DETROIT, ATTACHED TO INVOICE. INVOICES RECEIVED WITHOUT TEAR SHEETS ATTACHED WILL BE RETURNED UNPAID WITH REQUEST FOR CHECKING COPY. CHECKING COPIES MUST ALSO BE SENT TO ADVERTISER.

We invariably take advantage of all cash discounts if your publication has reached us for checking.

Omissions occurring during the run of this advertisement are to be allowed for pro rata, instead of being made up, unless otherwise instructed.

Yours Very Truly,

**CAMPBELL-EWALD COMPANY,**

OUR ORDER NO.

S

**O 42529**

Per J. Hartigan

PUBLISHER'S COPY



# CAMPBELL-EWALD COMPANY *Advertising*

H.T. EWALD, PRES.

G.C. BROWN, VICE PRES. & SECY.

J.F. WOODRUFF, VICE PRES. & TREAS.

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

ADDRESS REPLY TO DETROIT OFFICE

LOS ANGELES  
SAN FRANCISCO  
TORONTO

April 20, 1926.

To Publisher:

It is imperative that you secure from the Oakland-Pontiac dealer in your city, provided he is a direct Dealer, the names of any of his associate dealers, and see that these are listed under the direct dealer's name in the imprint space provided on all Oakland and Pontiac advertisements.

These instructions will become effective immediately, and will be continued until further notice. Please watch this very carefully if the Oakland-Pontiac dealer in your city is a direct dealer.

Very truly yours,

CAMPBELL-EWALD COMPANY.

J. J. HARTIGAN,

Manager Media Department.



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



## Send Tear Sheets *With Invoice*

As every invoice for space must be checked against a tear sheet containing the advertisement billed, it is absolutely necessary that we have the tear sheet at the time the invoice is received. We request, therefore, that all invoices which you send us for space have tear sheets attached to them. Invoices received without tear sheets attached will be returned to you with the request that you redate them and return them to us with tear sheets attached.

May we count upon your whole-hearted co-operation?

CAMPBELL-EWALD COMPANY



**READ CAREFULLY**

IF YOU COME INSERTIONS ON THIS ORDER, IT MUST STAND AS IT IS IN EVERY PARTICULAR. WE CANNOT ALLOW ANY CHANGES IN TERMS AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED ON A REGULAR ORDER BLANK MARKED "REVISED ORDER."

**Oakland Dealer Co-operative  
Newspaper Insertion Order**

4-27-26

Atlanta

**MAIN OFFICE**

SEND ALL BILLS TO  
13TH FLOOR GENERAL  
MOTORS BLDG.  
DETROIT, MICH.

ADVERTISING WELL DIRECTED

**CAMPBELL-EWALD COMPANY**

OFFICES IN

DETROIT NEW YORK CHICAGO TORONTO LOS ANGELES SAN FRANCISCO

Publisher of Fairhope CourierAddress Fairhope, Alabama

Please insert and Charge as specified below the dealer cooperative advertising of

THE OAKLAND MOTOR CAR CO., PONTIAC, MICHIGAN

Space 24" Times 1Insertion Date May 21, 1926Caption In the spotlightPosition Full requested on good pageCopy Herewith #520B OaklandMats or Plates mailed under separate cover Get stereo from dealerCharge Us .25 per inch Gross 15-2

Proof of copy covered by this insertion order must be submitted to the dealer and run only after securing his approval in writing upon the size of space, date of insertion, the copy and dealer's name and address.

You will charge and bill the above space:

ONE-HALF to the dealer at his customary rate and

ONE-HALF at the above rate to Campbell-Ewald Co., main office, General Motors Bldg., Detroit, Michigan.

Remarks:

**PLEASE MAIL ENCLOSED POST CARD WITHOUT DELAY**

Baldwin Motor Co.

Fairhope, Alabama

**CHECKING COPIES—THE PAGE ON WHICH THESE ADVERTISEMENTS ARE PRINTED MUST BE MAILED TO CAMPBELL-EWALD COMPANY, GENERAL MOTORS BUILDING, DETROIT, ATTACHED TO INVOICE. INVOICES RECEIVED WITHOUT TEAR SHEETS ATTACHED WILL BE RETURNED UNPAID WITH REQUEST FOR CHECKING COPY. CHECKING COPIES MUST ALSO BE SENT TO ADVERTISER.**

We invariably take advantage of all cash discounts if your publication has reached us for checking.  
Omissions occurring during the run of this advertisement are to be allowed for pro rata, instead of being made up, unless otherwise instructed.

S

Yours Very Truly,

CAMPBELL-EWALD COMPANY,

Per Hartigan

OUR ORDER NO.

**O 43175**

PUBLISHER'S COPY



# CAMPBELL-EWALD COMPANY *Advertising*

H.T. EWALD, PRES.

G.C. BROWN, Vice Pres. & Secy.

J.F. WOODRUFF, Vice Pres. & Treas.

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

ADDRESS REPLY TO DETROIT OFFICE

LOS ANGELES  
SAN FRANCISCO  
TORONTO

April 22nd, 1926.

To Publisher:

It is imperative that you secure from the Oakland-Pontiac dealer in your city, provided he is a direct Dealer, the names of any of his associate dealers, and see that these are listed under the direct dealer's name in the imprint space provided on all Oakland and Pontiac advertisements.

These instructions will become effective immediately, and will be continued until further notice. Please watch this very carefully if the Oakland-Pontiac dealer in your city is a direct dealer.

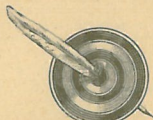
Very truly yours,

CAMPBELL-EWALD COMPANY

J. J. HARTIGAN,

Manager Media Department.

*OK'd by Mrs. Winters  
direct dealer.*



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



NEW YORK

CHICAGO

TORONTO

DETROIT

CINCINNATI

LOS ANGELES

SAN FRANCISCO



# CAMPBELL-EWALD COMPANY

Advertising Well Directed

DETROIT APRIL 19 1926 Z 24 JBG

## INSERTION ORDER

MAIL ALL INVOICES AND CHECKING COPIES TO

**CAMPBELL-EWALD COMPANY**

13TH FLOOR, GENERAL MOTORS BUILDING  
DETROIT, MICH.

COURIER  
FAIRHOPE

ALA

15

**POSITION**—IN AUTOMOBILE SECTION, IF ANY, OR GOOD RIGHT HAND  
PAGE WELL FORWARD.

**COPY**—ATTACHED

**MATS OR STEREO**—UNDER SEPARATE COVER.

**NO CHEVROLET DEALER HAS AUTHORITY TO CANCEL OR  
CHANGE THIS ORDER IN ANY WAY. IF CHANGES ARE  
DESIRED, OBTAIN OUR AUTHORITY BEFORE MAKING  
THEM.**

**CHECKING COPIES**—THE PAGE ON WHICH THESE ADVERTISEMENTS  
ARE PRINTED MUST BE MAILED TO **CAMPBELL-EWALD COMPANY**,  
GENERAL MOTORS BUILDING, DETROIT, ATTACHED TO INVOICE. INVOICES  
RECEIVED WITHOUT TEAR SHEETS ATTACHED WILL BE RETURNED UNPAID  
WITH REQUEST FOR CHECKING COPY.

**DEALER'S SIGNATURE**—YOU WILL BE HELD RESPONSIBLE FOR THE  
CORRECT ARRANGEMENT, SPELLING AND INSERTION OF DEALERS' NAMES  
AND ADDRESSES. GET IN TOUCH WITH THE LOCAL CHEVROLET DEALER AND  
GET HIS FIRM NAME AND ADDRESS. ASK HIM FOR THE NAMES AND ADDRESSES  
OF ANY ASSOCIATE DEALERS THAT HE MAY WISH TO INCLUDE. WE HOLD  
YOU RESPONSIBLE FOR THIS AND IF SIGNATURES ARE RUN INCORRECTLY OR  
OMITTED, PAYMENT FOR THE ADVERTISEMENT WILL BE REFUSED.

**OMISSIONS**—OCCURRING DURING THE RUN OF THIS ADVERTISING ARE  
TO BE ALLOWED FOR PRO RATA, INSTEAD OF BEING MADE UP, UNLESS OTHER-  
WISE INSTRUCTED.

**READ CAREFULLY**—IF YOU COMMENCE INSERTIONS ON THIS ORDER,  
IT MUST STAND AS IT IS IN EVERY PARTICULAR. WE CANNOT ALLOW ANY  
CHANGES IN TERMS AND CONDITIONS, UNLESS SPECIALLY AUTHORIZED ON A  
REGULAR ORDER BLANK MARKED "REVISED ORDER".

YOURS VERY TRULY,

CAMPBELL-EWALD COMPANY

PER

PUBLISHER'S COPY

CHARGE US 0 25 PER IN AGENCY COM. 15 CASH DISCOUNT 2

INSERTION DATE

SIZE

AD NUMBER

CAPTION

MAY

7 16  
14 13  
21 20  
28 27

80"

48"

80"

48"

531 E

532 C

533 E

534 C

ALWAYS CONSIDER

ONLY CHEV

EVERYBODY SAYS

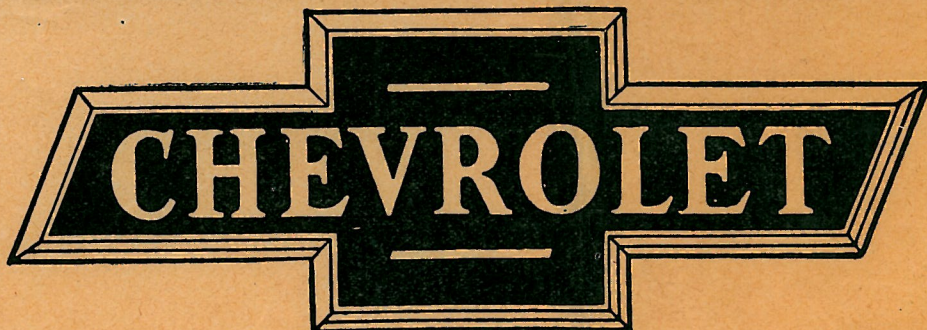
LOW PRICES

REMARKS:

OUR ORDER NO.

C 50963





*for Economical Transportation*

# *Always Consider what you get for the Price you Pay*

**Low Prices  
—amazing values!**

Touring or \$  
Roadster **510**

Coach or \$  
Coupe .. **645**

Four Door \$  
Sedan .. **735**

Landau \$ **765**

$\frac{1}{2}$  Ton Truck \$  
(Chassis Only) **395**

1 Ton Truck \$  
(Chassis Only) **550**

*All prices f. o. b. Flint, Michigan*

In Chevrolet you get more for your money than in any other car built.

You get every essential improvement developed by automotive engineers during the last twelve years of progress.

You get the greater flexibility of Chevrolet's 3-speed transmission—the greater power and smoothness of Chevrolet's valve-in-head motor—the easier, safer handling of Chevrolet's semi-reversible steering gear—the greater comfort of semi-elliptic springs.

Buy no other low-priced car until you have compared it with Chevrolet. Check point for point—feature for feature. Know what you are actually getting for the price you pay. Let us give you a demonstration.

**so Smooth—so Powerful**

*Dealers' Names Here*

## QUALITY AT LOW COST

NOTICE TO PUBLISHERS  
Get in touch with local Chevrolet dealer. Get his correct firm name and address and insert in place designated in this proof. This is very important.

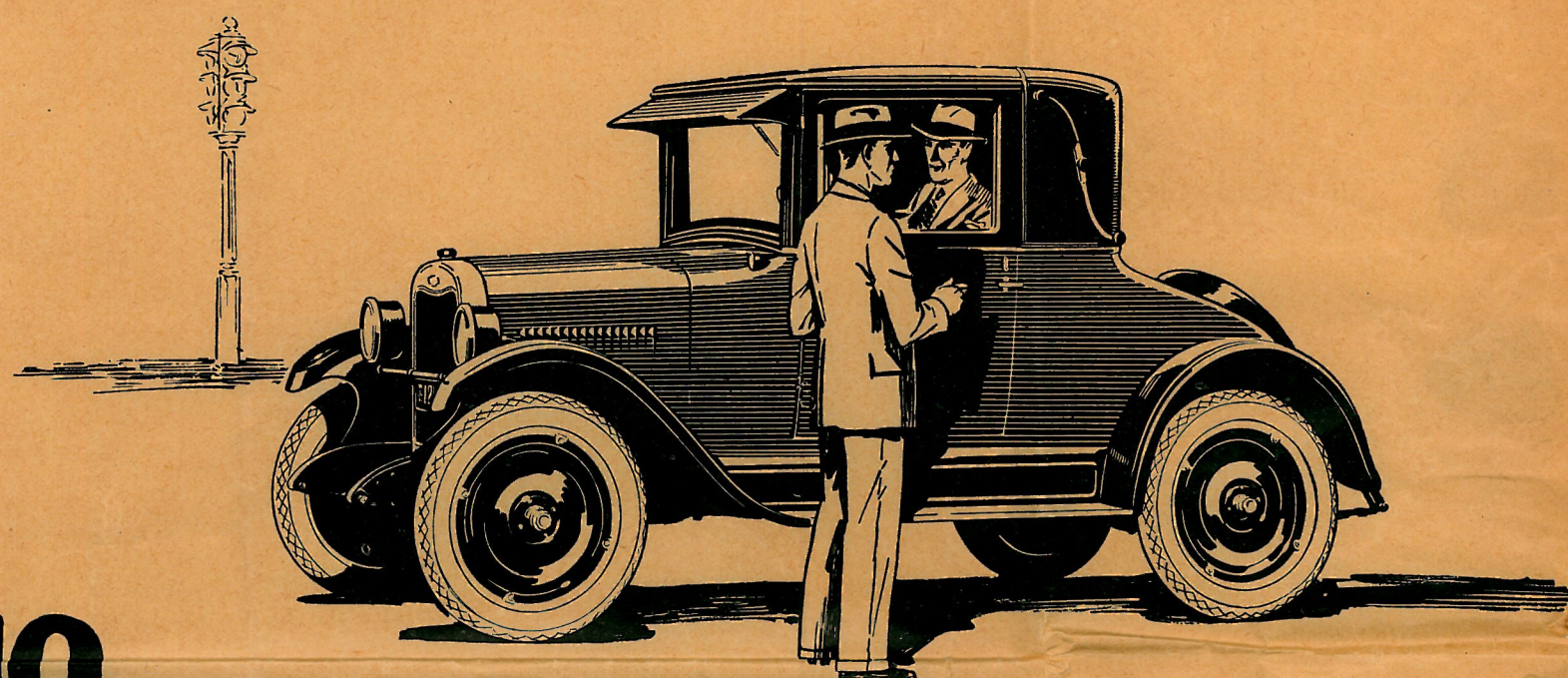
Chevrolet Newspaper Advertisement No. 26-531-E

Production Order No. 7682

Size—5 Columns x 16 inches



Everybody  
says "It costs so little  
to Own and to Operate"



Touring or Roadster \$ **510**

Coach or Coupe.. \$ **645**

Four Door Sedan.. \$ **735**

Landau \$ **765**

1/2 Ton Truck \$ **395**  
(Chassis Only)

1 Ton Truck \$ **550**  
(Chassis Only)

All prices f. o. b. Flint, Michigan

Although it is bigger and more rugged than other low-priced cars, Chevrolet has a world-wide reputation of costing less to own and to operate!

This reputation has been won, first, by the longer life, slower depreciation, and freedom from repair that result from Chevrolet's modern design—and, second, by the oil and gas economy of Chevrolet's powerful valve-in-head motor.

Hundreds of thousands of Chevrolet owners will tell you that this car is not only powerful, speedy, comfortable and smart appearing—but that you can enjoy its exclusive advantages at a cost which is lower than you imagine. Come in—get a demonstration and let us show you why this is true.

**So Smooth—So Powerful**

Dealer's Name and Address

**QUALITY AT LOW COST**

NOTICE TO PUBLISHERS  
Get in touch with local Chevrolet dealer. Get his correct firm name and address and insert in place designated in this proof. This is very important.

Chevrolet Newspaper Advertisement No. 26-533-E

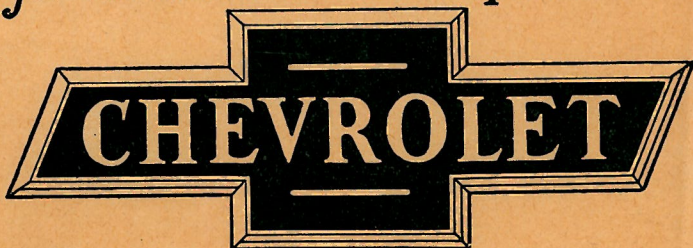
Production Order No. 7680  
Size 5 columns x 16 inches



NOTICE TO PUBLISHERS

Get in touch with local Chevrolet dealer. Get his correct firm name and address and insert in place designated in this proof. This is very important.

*for Economical Transportation*



# Low Prices *that make* Amazing Values

**— and these  
prices include**

3-speed transmission, semi-reversible steering, dry disc clutch, semi-elliptic springs, complete instrument panel with speedometer, Duco finish, Alemite lubrication, closed bodies by Fisher, balloon tires (on all closed models) and scores of other quality features found only on high-priced cars of equally modern design.

Touring or Roadster \$ **510**

Coach or Coupe .. \$ **645**

Four Door Sedan .. \$ **735**

Landau \$ **765**

1/2 Ton Truck \$395 (Chassis Only) 1 Ton Truck \$550 (Chassis Only)

All Prices f. o. b. Flint, Mich.

Dealer's Name and Address

## QUALITY AT LOW COST

Chevrolet Newspaper Advertisement No. 26-534-C

Production Order No. 7679

Size—4 columns x 12 inches

Prepared by

Campbell-Ewald Company

Advertising Well Directed



# NOTICE TO PUBLISHERS

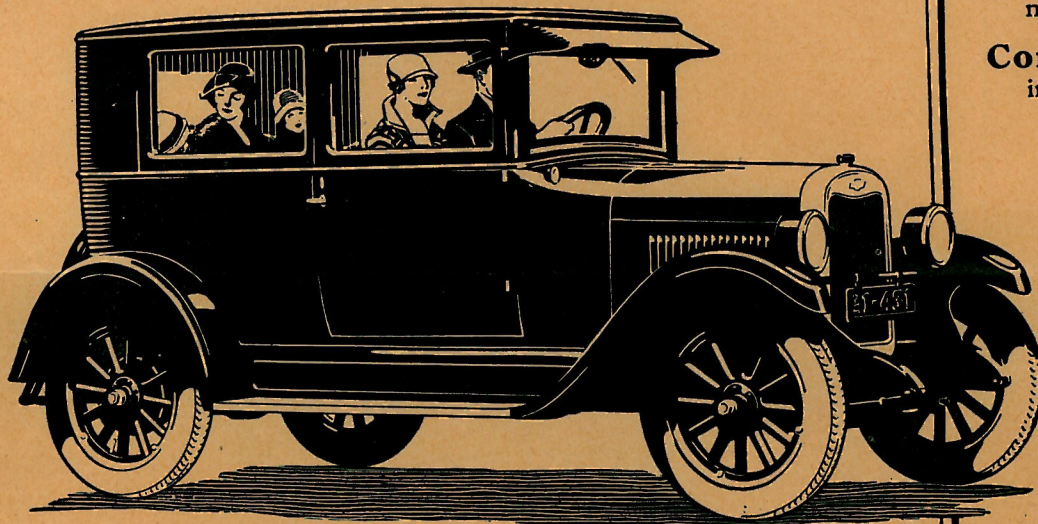
Get in touch with local Chevrolet dealer. Get his correct firm name and address and insert in place designated in this proof. This is very important.

for Economical Transportation

## CHEVROLET

Only  
Chevrolet  
offers you this  
for \$ 645

f.o.b.  
Flint,  
Mich.



Prices f. o. b. Flint, Mich.

Touring	-	\$510	Sedan	-	-	\$735
Roadster	-	510	Landau	-	-	765
Coupe	-	645	½ Ton Truck	-	-	395
Coach	-	645	1 Ton Truck	-	-	550
					(Chassis Only)	

**Powerful valve-in-head motor,**  
famous for smoothness and economy.

**Modern 3-speed transmission** to  
assure easy flexible handling.

**Fisher Body,** of superior beauty and  
ruggedness.

**Duco Finish,** lustrous, lasting and at-  
tractive.

**Semi-reversible steering gear,**  
positive, easy to handle and safe.

**Rugged rear axle,** with heavy spiral-  
bevel driving-gears and one-piece banjo  
housing.

**Completely enclosed dry-plate  
disc clutch** with light pedal action.

**Remy electric starting, lighting  
and ignition.**

**Full balloon tires,** demountable rims  
with spare rim.

**Alemite lubrication system** for  
moving chassis parts.

**Complete instrument panel,**  
including speedometer.

Ask for a  
Demonstration

Take one ride in the Improved  
Chevrolet and you will know  
more about how much automo-  
bile you can buy for little money  
than you could possibly learn in  
any other way. So smooth and  
so powerful is its performance  
that this car is a revelation in  
low-priced transportation. Come  
in! Arrange for a ride today!

so Smooth—  
so Powerful

(Dealer's Name and Address)

# QUALITY AT LOW COST

Chevrolet Newspaper Advertisement No. 26-532C

Production Order No. 7681

Size—4 columns x 12 inches

Prepared by

Campbell-Ewald Company

Advertising Well Directed



# CAMPBELL-EWALD COMPANY *Advertising*

H.T. EWALD, PRES.

E. ST. ELMO LEWIS, Vice Pres.

G. C. BROWN, Secy.

J. F. WOODRUFF, TREAS.

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

ADDRESS REPLY TO DETROIT OFFICE

LOS ANGELES  
SAN FRANCISCO  
TORONTO

February 11, 1926

Fairhope Single Tax Corp.  
Fairhope, Ala.

Gentlemen:

We are in receipt of your letter of February 8th advising that you have received our check in amount of \$39.98 covering December Chevrolet advertising and also that you have not received our remittance covering November and January.

We mailed you our check under date of February 10th, #4860 covering November and January and same should be in your hands by this time.

Yours very truly,

CAMPBELL EWALD CO.

*N. D. Sewardike*  
N. D. Sewardike  
Accounting Department

ms

*Entered*



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



Gentlemen:-

1/26/26

You have not billed us for advertising listed herewith:

<u>Order No.</u>	<u>Date</u>	<u>Space</u>	<u>Client</u>
C 8543	Nov 6	48"	Chrevolet Mtr. Co.
	20	30"	
	27	30"	

If advertising appeared please send invoice (with proof attached) so we may make immediate remittance. If it did not appear advise us so we may dispose of order.

If (other dates were) substituted for this advertising, will you please advise us.

Very truly yours,  
**CAMPBELL EWALD COMPANY,**  
General Motors Building,  
Detroit, Michigan.





THIS SIDE OF CARD IS FOR ADDRESS

REGISTER  
OR  
INSURE  
VALUABLE MAIL



The Courier  
Fairhope, Ala.



Jan. 29, 1926

Campbell-Ewald Co.,  
General Motors Co.,  
Detroit, Mich.

Gentlemen:-

Thank you for your card 1/26 calling attention to lack of billing and proof on Chevrolet Adv. for Nov. I ~~am~~ find that neither ~~ad~~ Nov. or Dec. was billed to you. Think my clerk billed same to Chevrolet Co. *Heb + Leon Sheet*

I am enclosing herewith bill of Jan. advertising, we having completed our issues for this month and in other enclosures have sent Nov. and Dec.

Hope you find same correct.

Yours very truly

4080  
8160 8190

470  
135  
605



Detach This Remittance Advice Before Depositing

NO RECEIPT NECESSARY

CAMPBELL-EWALD COMPANY, DETROIT

MADE BY BAKER-VAWTER CO.

YOUR INVOICE DATE	NAME OF CLIENT	SPACE	DATE OF INSERTIONS	RATE	CREDIT	CHARGES		BALANCE
						DISCOUNT	CHECK	
JAN 30/26	CHEVROLET MOTOR CO		DEC 3 10 17 24		40 80			40 80
			2536		<del>3360</del>			
			4800 720 4080 500 4580	480 240 720				
					<i>B Dec</i>			
						3338	334 167 3338501 50 28.37	



Feb. 8, 1926.

~~Prof. Parker~~

Campbell-Ewald Co.,  
Detroit, Mich.

Gentlemen:-

I am in receipt of your check for \$39.98, in settlement of December Chevrolet advertising, as stated which is correct. I note on right hand margin of check stub stating "Balance if any, indicates the amount we owe you as shown by our ledger" According to our ~~xxx~~ books you owed us at the time for Nov. and Jan. advertising, statements for which were sent you Jan. 29th. Please give this your attention.

Yours very truly



# CAMPBELL-EWALD COMPANY *Advertising*

H. T. EWALD, PRES.

G. C. BROWN, Vice Pres. & Secy.

J. F. WOODRUFF, Vice Pres. & Treas.

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

ADDRESS REPLY TO DETROIT OFFICE

LOS ANGELES  
SAN FRANCISCO  
TORONTO

April 20th,  
1 9 2 6.

Fairhope Carrier,  
Fairhope, Ala.

Gentlemen:

We have your invoice for March Chevrolet advertising on which you show a balance of \$23.39. In checking our records we have been unable to determine just what this balance covers.

Kindly send us itemized invoice and tear sheets so that we may pass same through for payment.

Yours very truly,

CAMPBELL-EWALD COMPANY

*M. Slater*  
M. Slater

LH



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



# CAMPBELL-EWALD COMPANY *Advertising*

H.T. EWALD, PRES.

G.C. BROWN, Vice Pres. & Secy.

J.F. WOODRUFF, Vice Pres. & Treas.

NEW YORK  
CHICAGO  
CINCINNATI

GENERAL MOTORS BLDG.  
DETROIT

ADDRESS REPLY TO DETROIT OFFICE

LOS ANGELES  
SAN FRANCISCO  
TORONTO

April 17, 1926.

1397  
1000  

---

397

Courier,  
Fairhope, Ala.

Gentlemen:

We have your invoice billing us for March Chevrolet advertising.

On the 18th you are charging us for 60 inches, whereas our order authorized only 48 inches to appear on this date. The tear sheet shows that the ad actually ran as scheduled.

Therefore, as we have no authority to pay for more space than we schedule, and can never remit for more than appears, we are deducting 12 inches from this item before passing the invoice thru for payment.

Yours very truly,

CAMPBELL EWALD COMPANY

*M. Gracher*

M. Gracher

ps

*Jim V.*



ADVERTISING WELL DIRECTED  
MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



April 24, 1926

Campbell- Ewald Co.,  
General Motors Building,  
Detroit, Mich.

Gentlemen:-

Replying to your favors of 17th and 20th insts. you are correct in statement of error in our charge of 60 inches on March 18th, which should have been ~~corrected~~ 48 inches; also we acknowledge error with regard to alleged "balance of \$23.38.

A corrected bill is enclosed for March advertising. Also tear sheets, though it appears the same have already been furnished.

The publisher will endeavor to see hereafter that the first statements are correct and accompanied by the necessary tear sheets.

Yours very truly





306 VAN  
ANTWERP BLDG  
P.O. BOX 473  
BELL PHONE 84

# Crawford Advertising Agency

Mobile, Alabama.  
April 19, 1926.

The Fairhope Courier,  
Fairhope,  
Alabama.

Gentlemen:

We are enclosing the copy for McGowin -- Lyons ad which is to appear in your next issue. The space required is two columns by eight and one half inches. The stereo is being forwarded under separate cover. After it has been used will you please return it to us.

Yours very truly,

CRAWFORD ADVERTISING AGENCY.





306 VAN  
ANTWERP BLDG  
P.O. BOX 473  
BELL PHONE 84

# Crawford Advertising Agency

Mobile, Alabama.  
March 8, 1926.

Fairhope Courier,  
Fairhope,  
Alabama.

Gentlemen:

We are enclosing copy for the Mc Gowin - Lyons ad to run in  
your issue of March 11, 1926.

To date we have not received the radio cut which was used  
in one of Mc Gowin - Lyons ad some time ago. Will you please  
forward this cut to us at once.

Yours very truly,

Crawford Advertising Agency.

*Answered March 9, 1926.  
and Radio cut sent. to  
same.*

*L. P.*