

An immediate
REPLY
is desired

PLEASE GIVE IT TO
THE MESSENGER OR
TELEPHONE IT TO
Postal Telegraph

A REPLY TO
THIS MESSAGE
by
Postal Telegraph
WILL COST

A REPLY TO
THIS MESSAGE
by
Postal Telegraph
WILL COST

EFM TELEGRAM
Postal Telegraph
FROM A MEMBER OF THE UNITED STATES
EXPEDITIONARY FORCES ABROAD

Ask
US ABOUT
OUR VERY
INEXPENSIVE
QUANTITY RATE
for
LOCAL NIGHT LETTERS
Postal Telegraph

POSTAL TELEGRAPH
A TELEGRAM IS A
WRITTEN RECORD
OF YOUR MESSAGE
Postal Telegraph

Birthday Greetings
by
POSTAL TELEGRAPH
ARE ONLY
25¢ **20¢**
THROUGHOUT THE U.S. LOCALLY

**CHRISTMAS
GREETING
TELEGRAMS
TO CUSTOMERS
BUILD GOODWILL**

Postal Telegraph

CONGRATULATE THE
YOUNG
GRADUATE
BY
Postal Telegraph

CONGRATULATE THE
YOUNG
GRADUATE
BY
Postal Telegraph

CONGRATULATE THE
YOUNG
GRADUATE
BY
Postal Telegraph

For
**FAST
SERVICE**
WHEN WIRING US
use
**POSTAL
TELEGRAPH**

**COORDINATED
COMMUNICATION**
TELEGRAPH,
CABLE, RADIO
TO ALL THE
WORLD VIA THE
INTERNATIONAL
SYSTEM

DELIVERY
OF THIS
TELEGRAM
IS ONLY HALF
OF THE OPERATION
A SPEEDY REPLY
WILL COMPLETE IT
POSTAL TELEGRAPH

DISTRIBUTE YOUR
*Advertising
Circulars
and Samples*
by
POSTAL TELEGRAPH
LOCAL AND
NATION WIDE
SERVICE

**FAST
SERVICE**
use

EVERY TELEPHONE
IS A
Postal Telegraph
STATION ~
THE CHARGES
WILL APPEAR
ON YOUR
TELEPHONE BILL

EVERY TELEPHONE
IS A
Postal Telegraph
STATION ~
THE CHARGES
WILL APPEAR
ON YOUR
TELEPHONE BILL

EVERY TELEPHONE
IS A
Postal Telegraph
STATION ~
THE CHARGES
WILL APPEAR
ON YOUR
TELEPHONE BILL



Every Telephone IS A
Postal Telegraph Station

For **FAST SERVICE**
When wiring us use **POSTAL TELEGRAPH**

NEWS
SWEEPING REDUCTIONS
POSTAL TELEGRAPH
NIGHT LETTER RATES
Ask us about them.

NO LETTER IS TOO LONG
to TELEGRAPH
at the new
REDUCED NIGHT LETTER RATES
Postal Telegraph

NEWS
SWEEPING REDUCTIONS
POSTAL TELEGRAPH
NIGHT LETTER RATES
Ask us about them.

ORDER NEW YORK THEATRE TICKETS IN ADVANCE BY
Postal Telegraph
MONEY ORDER SERVICE

FOR MESSAGES FORMERLY SENT BY DOMESTIC RADIO
via Mackay Radio, RCA or other discontinued radio routes
NOW
USE
Postal Telegraph
FOR SPEEDY, ACCURATE ECONOMICAL SERVICE



GET YOUR GREYHOUND TICKETS AT
Postal Telegraph OFFICES
NO EXTRA CHARGE FOR THIS SERVICE



GREET THE FOLKS AT HOME THANKSGIVING DAY BY
Postal Telegraph

GREYHOUND BUS RESERVATIONS
may be made through
Postal Telegraph

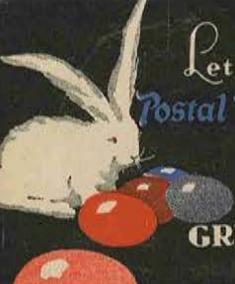

One of the MODERN OFFICES
continually being established by
Postal Telegraph
WILL EXPEDITE YOUR REPLY TO THIS MESSAGE

IMMEDIATE REPLY DESIRED
SEND IT BY
Postal Telegraph



Let him RUN YOUR ERRANDS
Postal Telegraph

Let Him Run Your Errands
SAVE TIME AND MONEY
Postal Telegraph

Let Postal Telegraph carry your EASTER GREETINGS



Make Your AIRPLANE RESERVATIONS through Postal Telegraph
NO CHARGE FOR THIS SERVICE. FARE INCLUDES DELIVERY OF TICKET ORDER.



Make Your AIRPLANE RESERVATIONS through Postal Telegraph
NO CHARGE FOR THIS SERVICE. FARE INCLUDES DELIVERY OF TICKET ORDER.



MAKE YOUR AIRPLANE RESERVATIONS at any POSTAL TELEGRAPH OFFICE
NO CHARGE FOR THIS SERVICE. FARE INCLUDES DELIVERY OF TICKET ORDER.



POSTAL KNOWS ALL THE ANSWERS!
for all kinds of INFORMATION ASK POSTAL TELEGRAPH They Know



YOU CAN SEND A
Mackay Radio
TO SHIPS ON ANY
Postal Telegraph
OFFICE



You can send
GIFTS
by
POSTAL TELEGRAPH
PURCHASE SERVICE
ANYTHING FROM CANDY AND
BOOKS TO AUTOMOBILES

YOU CAN SEND
TELEGRAMS
CABLEGRAMS
AND
RADIOGRAMS
FROM ANY
Postal Telegraph
OFFICE



YOU CAN
TELEGRAPH
FLOWERS
TO ANYONE
ANYWHERE
Postal Telegraph
CO-OPERATES WITH
FLORISTS' TELEGRAPH
DELIVERY ASSOCIATION

You
CAN SEND
FRUIT
AND
CANDY
BY
Postal Telegraph



TELEGRAPH YOUR
EASTER
GREETINGS
Postal Telegraph



TELEGRAPH YOUR
EASTER
GREETINGS
BY
Postal Telegraph

TELEGRAPH
YOUR GREETINGS
TO MOTHER ON
MOTHER'S
DAY

Postal Telegraph

TELEGRAPH
YOUR GREETINGS
TO MOTHER ON
MOTHER'S
DAY

Postal Telegraph

TELEPHONE
YOUR
TELEGRAMS
TO
Postal Telegraph


TELEPHONE
YOUR
TELEGRAMS
TO
Postal Telegraph


TELEPHONE
YOUR
TELEGRAMS
TO
Postal Telegraph


TELEPHONE
YOUR
TELEGRAMS
TO
Postal Telegraph




TELEPHONE
Your Telegrams
TO
POSTAL TELEGRAPH
THE CHARGES WILL
APPEAR ON YOUR
TELEPHONE BILL



TELEPHONE
Your Telegrams
TO
POSTAL TELEGRAPH
THE CHARGES WILL
APPEAR ON YOUR
TELEPHONE BILL

Tell it in a
TELEGRAM

Postal Telegraph

The
MESSENGER
has been
instructed
to wait
for your
REPLY
POSTAL TELEGRAPH

The
TELEGRAM
IS A WRITTEN
RECORD OF THE
MESSAGE


THE TELEGRAM
IS THE MODERN
VALENTINE

Postal Telegraph

THE TELEGRAM
IS THE MODERN
VALENTINE

Postal Telegraph

VARIO
Made in Germany

The
TELEGRAM
 IS YOUR
 BEST AGENT
 FOR
 COLLECTING
 OVERDUE
 ACCOUNTS

The
TELEGRAM
 IS YOUR
 BEST AGENT
 FOR
 COLLECTING
 OVERDUE
 ACCOUNTS

The
TELEGRAPH
 IS THE FASTEST
 AND SAFEST
 WAY TO SEND
MONEY
 USE
Postal Telegraph
 MONEY TRANSFERS

THIS MESSAGE
 by
Postal Telegraph's
NEW
AUTOMATIC
SERVICE
 WAS ONLY
MINUTES
 IN TRANSMISSION

You Can
TELEGRAPH
 for
 TO _____
*And send a message for
 only a few cents more*
Postal Telegraph

TIMED WIRE SERVICE
TELEGRAMS
CHARGED-ON
TIME BASIS
instead of
WORD COUNT
 AVAILABLE TO USERS OF
 TELEGRAPH PRINTERS
 100 OR MORE WORDS CAN BE
 SENT IN 3 MINUTES FOR
 APPROXIMATELY THE COST
 OF TWO 10-WORD TELEGRAMS
Postal Telegraph

TIME IS MONEY
SHIP by AIR EXPRESS
COAST to COAST
in
24 HOURS
ALSO INTERMEDIATE POINTS
FOR FURTHER INFORMATION
Just call **POSTAL TELEGRAPH**

TODAY IS
FRIDAY
 A
Postal Telegraph
NIGHT LETTER
WILL GET
ATTENTION
SATURDAY
MORNING

TODAY IS
FRIDAY
 A
Postal Telegraph
NIGHT LETTER
WILL GET
ATTENTION
SATURDAY
MORNING

*You can write
 a whole letter
 very inexpensively
 by using the New
 Postal Telegraph
 night letter
 Service*
 -ASK US
 ABOUT IT

To send
CONGRATULATIONS
by
POSTAL TELEGRAPH
is always good form
25¢
 THROUGHOUT THE U.S.
20¢ LOCALLY
Special blank - Special envelope

TYPEWRITERS
that
TELEGRAPH
 are part of
 our modern
 equipment for
 speeding your
 message.
Postal Telegraph

USE
Postal Telegraph
 WHEN COMMUNICATING
 WITH US . WE HAVE A
 DIRECT WIRE
 CONNECTION WITH
Postal Telegraphs
 CENTRAL OFFICE

WHATEVER
THE OCCASION
TELEGRAPH
FLOWERS *via*
Postal Telegraph

YOUR CORRESPONDENT
has a
DIRECT WIRE
CONNECTION
WITH US
for
FAST SERVICE
Reply by
Postal Telegraph

WHEN FLYING
YOU CAN ORDER YOUR
AIRPLANE
RESERVATIONS
from any
POSTAL TELEGRAPH
OFFICE

WHEN
MOTORING
 LOOK FOR THE
Postal Telegraph
 SIGN AT
 STANDARD OIL
 STATIONS

When YOU TRAVEL
 by **BUS**
Make your
 RESERVATIONS
 through
Postal Telegraph

When
 TRAVELING
 tell the folks at
 home about your
 trip with a
TOUR-RATE
TELEGRAM
15 WORDS FOR 35¢
 TO ANY P.T. POINT

When
 TRAVELING
 tell the folks at
 home about your
 trip with a
TOUR-RATE
TELEGRAM
15 WORDS FOR 35¢
 THROUGHOUT THE U.S.

MONEY

SENT
FASTEST
AND
SAFEST

Via

Postal Telegraph MONEY ORDERS



YOU MAY MAKE
RESERVATIONS
for
**NEW YORK
THEATRE TICKETS**
at any
**POSTAL TELEGRAPH
OFFICE**



**YOUR
CORRESPONDENT
HAS DIRECT WIRE
CONNECTION
WITH US**
For
**FAST
SERVICE**
REPLY BY
Postal Telegraph

**YOUR
CORRESPONDENT
HAS DIRECT WIRE
CONNECTION
WITH US**
For
**FAST
SERVICE**
REPLY BY
Postal Telegraph

*Your
Correspondent
will appreciate*
A PROMPT REPLY
POSTAL TELEGRAPH

Your
**CORRESPONDENT
WILL
APPRECIATE A
PROMPT REPLY**

**YOUR
TELEPHONE IS A
POSTAL
TELEGRAPH
OFFICE**
**CHARGES WILL
APPEAR ON YOUR
TELEPHONE BILL**
Postal Telegraph

**YOU SAVE
20%
ON TELEGRAMS**
*within this
STATE*
by using
Postal Telegraph

VARIO

Made in Germany

15 WORDS FOR THE USUAL PRICE OF 10

Via Mackay Radio

FROM CHICAGO
To New York, Boston, Washington, New Orleans, Seattle, Tacoma, Portland, San Francisco, Oakland, Los Angeles, San Diego.

Use Postal Telegraph
SAVE 20%
To Points Within the State of Illinois

15 WORDS FOR THE USUAL PRICE OF 10

Via Mackay Radio

FROM LOS ANGELES
To New York, Chicago, New Orleans, Oakland, San Francisco, Portland, Tacoma, Seattle, San Diego.

Use Postal Telegraph
SAVE 20%
To Points Within the State of California

15 WORDS FOR THE USUAL PRICE OF 10

Via Mackay Radio

FROM LOS ANGELES
To New York, Chicago, New Orleans, Oakland, San Francisco, Portland, Tacoma, Seattle, San Diego.

Use Postal Telegraph
SAVE 20%
To Points Within the State of California

15 WORDS FOR THE USUAL PRICE OF 10

Via Mackay Radio

FROM SEATTLE
To New York, Chicago, New Orleans, Tacoma, Portland, San Francisco, Oakland, Los Angeles, San Diego.

Use Postal Telegraph
SAVE 20%
To Points Within the State of Washington

15 WORDS FOR THE USUAL PRICE OF 10

Via Mackay Radio

FROM SEATTLE
To New York, Chicago, New Orleans, Tacoma, Portland, San Francisco, Oakland, Los Angeles, San Diego.

Use Postal Telegraph
SAVE 20%
To Points Within the State of Washington

15 WORDS FOR THE USUAL PRICE OF 10

Via Mackay Radio

FROM TACOMA
To New York, Chicago, New Orleans, Seattle, Portland, San Francisco, Oakland, Los Angeles, San Diego.

Use Postal Telegraph
SAVE 20%
To Points Within the State of Washington

LISTEN TO Postal Telegraph NEWSCASTS



STATION WHN
Now on your dial at 1050 KC.
TUES. THURS. SAT.
8:45 P. M. to 9:00 P. M.

We have a DIRECT WIRE to Postal Telegraph

FOR FAST SERVICE WHEN WIRING US, SUBSTITUTE PXX FOR OUR STREET ADDRESS

Please WIRE US COLLECT

Via Postal Telegraph



Money Transferred by TELEGRAPH

The quickest and safest way to send money is by

Postal Telegraph

\$..... can be sent to for cents.

A personal or business message may be sent with the money at a nominal additional cost

Postal Telegraph THE INTERNATIONAL SYSTEM

Commercial Cables Mackay Radios All America Cables

Table with 2 columns: Service, Description. Includes entries for Telegrams, Radiograms, Money Transfers, etc.

YOU HAVE BEEN PATRONIZED BY AN EMPLOYEE OF Postal Telegraph. YOUR PATRONAGE WILL BE APPRECIATED AND YOU WILL SAVE TIME AND MONEY BY USING Postal Telegraph SERVICES.

WORLD-WIDE COMMUNICATION SERVICE
MESSENGERS FURNISHED - MONEY TRANSFERRED
BUS AND AIR TICKETS

YOU MAY TELEPHONE YOUR TELEGRAMS TO Postal Telegraph



IF you travel by AIR your transportation WILL BE DELIVERED without extra cost

CALL or visit Western Union. Tell the attendant when you want to leave, by which route and where you are going—a ticket order, with the desired space reserved, exchangeable at the airport for valid transportation will be delivered to your door by a courteous, neatly uniformed Western Union messenger.

There is no extra charge for this convenient method of obtaining air transportation.

WESTERN UNION

POSTAL TELEGRAPH-CABLE COMPANY

NIGHT LETTERGRAM

NO. _____

CHARGES _____

INDEPENDENT COMPETITIVE PROGRESSIVE

WHEN FLYING Via **UNITED AIR LINES**



MAKE RESERVATIONS FREE OF CHARGE THROUGH WESTERN UNION

BABY TELEGRAPH AND CABLE CO.
FATHER STORK, PRESIDENT

WEIGHT **8** LBS.

BABYGRAM

DATE *Nov 2 1922*

To FRIENDS AND RELATIONS

EVERYWHERE

ARRIVED SAFELY DAD AND MOTHER VERY HAPPY

GLAD TO SAY MY NAME WILL BE

SIGNED *Lawrence Edward*

CARE MR & MRS *R. B. Beatty*

SENDER IS AWAITING A SPEEDY

answer

PLEASE GIVE IT TO THE MESSENGER OR TELEPHONE

WESTERN UNION

2477-D (6-46)

AT NO COST....

You can hasten the answer to your telegram by adding the words Answer by Western Union or Reply by Western Union or Wire by Western Union or Telegraph by Western Union. No extra charge will be made for this helpful service.

CLOSE COVER BEFORE STRIKING



Postal Telegraph

GREYHOUND BUS RESERVATIONS
may be made through

Postal Telegraph

GREYHOUND BUS RESERVATIONS
may be made through

Postal Telegraph



UNIVERSAL MATCH CO., NEW YORK

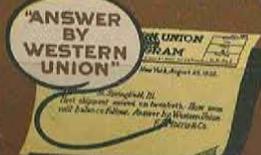
XU
THE SENDER OF THIS MESSAGE

authorizes us to say that a TELEGRAPHIC reply is desired via **WESTERN UNION**

XU
The sender of this Message

authorizes us to say that a TELEGRAPHIC reply is desired

You can answer this telegram at the next stop



To make sure of a prompt reply put the words—**"ANSWER BY WESTERN UNION"** in your messages

XU
THE SENDER OF THIS MESSAGE

authorizes us to say that a TELEGRAPHIC reply is desired

via **WESTERN UNION**

3938

XU
THE SENDER OF THIS MESSAGE

authorizes us to say that a TELEGRAPHIC reply is desired

via **WESTERN UNION**

3938

an **Answer** is expected

by the sender of this message. Please give it to the messenger or telephone it to....

WESTERN UNION

2477-D

AN ANSWER IS EXPECTED

by the sender of this message. Please give it to the messenger or telephone it to

WESTERN UNION

2477-D

The sender
of this
message
requests
a reply.
May we have
it, please?



2477-D

**AN ANSWER
IS EXPECTED**

BY THE SENDER OF THIS
MESSAGE. PLEASE GIVE
IT TO THE MESSENGER
OR TELEPHONE IT TO

WESTERN UNION

2477-D

**ANSWER
IS
REQUIRED**
PLEASE EXPEDITE

TEAR AT PERFORATION AND
ATTACH TO YOUR REPLY

**SPECIAL
ATTENTION**
THIS IS AN
ANSWER
CORRESPONDENT IS
WAITING FOR THIS
INFORMATION

TIME
RECEIVED

TIME
ANSWERED

YOUR ANSWER

to this telegram will
go **ALL THE WAY** by
telegraph if you will
paste lower half of
this sticker on your
telegram.

*I want this to go
by*

SENDER IS AWAITING AN

ANSWER

FOR SPEED. MARK YOUR REPLY
"Via W. U. Cables"

**BIRTHDAY
TELEGRAMS**

25¢

TO ANY
WESTERN UNION
POINT IN U. S.

20¢
locally

BIRTHDAY

**BIRTHDAY
TELEGRAMS**

25¢

TO ANY
WESTERN UNION
POINT IN U. S.

20¢
locally

only



**Every Day
is a
Birthday**

for someone
LET A TELEGRAM CONVEY
YOUR CONGRATULATIONS
*Ask for booklet giving
appropriate messages*

**A BIRTHDAY
TELEGRAM**

MAY BE SENT OVERNIGHT TO ANY
WESTERN UNION OFFICE IN THE U.S.

FOR ONLY 25¢!!

*Special
blank
and envelope*



**HAPPY
BIRTHDAY**

By Wire!

6184 (25)

**BIRTHDAY
TELEGRAMS**

Socially Correct

25¢ TO DISTANT
POINTS **20¢** LOCALLY

TODAY is

*Someone's
Birthday*

*Special Blank
Special Envelope*

TELEGRAPH YOUR GREETING

Call WESTERN UNION from any telephone



**HAPPY
BIRTHDAY**

By Wire!

6184 (25)

**Every Day
is a Birthday
for someone**

Let a Telegram convey
your Congratulations

**Every Day
is a Birthday
for someone**

Let a Telegram convey
your Congratulations

*Ask for Booklet giving
appropriate Messages*

Now YOU CAN SEND THEM AGAIN!
different exciting
**BIRTHDAY
SINGING TELEGRAMS**

ASK AT ANY OFFICE OR TELEPHONE
WESTERN UNION FOR FULL INFORMATION

Please note from the filing time that this cablegram was **ONLY**

MINUTES in transmission from point of origin to destination



Telephone Your Telegrams to Postal Telegraph

The charges will appear on your regular telephone bill

SLIP THIS HANDY SIZED SIGNATURE BLOTTER INTO YOUR CHECK BOOK

CABLE EARLY!
Trade with Europe until lunch time over our 9 High Speed Cables

Answers can be had same day on messages filed before noon - the closing time in Europe.

THE SMALL COST OF CABLING MAKES IT INEXPENSIVE to keep in touch with the folks abroad



for instance 25 WORDS to LONDON \$1.00

THE SMALL COST OF CABLING MAKES IT INEXPENSIVE to keep in touch with the folks abroad



for instance 25 WORDS to LONDON \$1.25



CABLE EARLY!

Trade with Europe before lunch time over our 10 high speed cables

Answers can be had same day on messages filed before noon--the closing time in Europe

CABLE EARLY!

Trade with Europe before lunch time over our 10 high speed cables

Answers can be had same day on messages filed before noon--the closing time in Europe.



A BIRTHDAY TELEGRAM

MAY BE SENT ANYWHERE

FOR ONLY 25¢!!

35¢ FOR 15 WORDS YOUR OWN COMPOSITION

AS LOW AS 20¢ LOCALLY

Special blank and envelope



This is **COMMENCEMENT WEEK**
TELEGRAPH CONGRATULATIONS
TO THAT BOY OR GIRL
by **WESTERN UNION**
ONLY 25¢ ANYWHERE 20¢ LOCALLY IN U.S.

When you go abroad...
CABLE YOUR SAFE ARRIVAL
in Great Britain
75¢
TO NEW YORK
\$1.00
TO OTHER POINTS IN U.S.

Please reply by
POSTAL TELEGRAPH

When you LAND return the compliment
With a Western Union **CABLEGRAM**
11¢ a word from France. 9¢ from Great Britain to New York

This is
COMMENCEMENT WEEK
TELEGRAPH
CONGRATULATIONS
 TO THAT BOY OR GIRL
 by **WESTERN UNION**

This is
COMMENCEMENT WEEK
TELEGRAPH
CONGRATULATIONS
 TO THAT BOY OR GIRL
 by **WESTERN UNION**
 ONLY 25¢ ANYWHERE 20¢ LOCALLY

Postal Telegraph
CUSTOMERS

Save
20%

ON TELEGRAMS SENT

Announcing
 Week-end
 Letter
 service
 to **ITALY**

Now!

Send your
 Radiograms
 to
SHANGHAI
"Via Globe"

This is
COMMENCEMENT
WEEK

If you are not going
 send that boy or girl
 your Congratulations
 by **WESTERN UNION**

Congratulate
 THE GRADUATE
 THE MODERN WAY
 by **TELEGRAPH!**

COLORFUL BLANK

Congratulate
 THE GRADUATE
 THE MODERN WAY
 by **TELEGRAPH!**

6133 1531

COLORFUL BLANK • SPECIAL ENVELOPE

FOR YOUR VACATION
 OR BUSINESS TRAVEL

**AMERICAN
 EXPRESS**
TRAVELERS CHEQUES

SOLD AT WESTERN UNION OFFICES

This is  *Happy Days!*

COMMENCEMENT
WEEK

If you are not
 going, send that
 boy or girl your
 congratulations
 by **TELEGRAPH**

PAY BILLS WITH
AMERICAN EXPRESS
MONEY ORDERS

SOLD AT
 WESTERN UNION OFFICES

IF YOU LOSE THEM!
don't worry!
 You can get your money back promptly if

AMERICAN EXPRESS
Travelers Cheques
 ARE LOST OR STOLEN
 COSTS 75¢ to protect \$100
 sold at **WESTERN UNION** offices

**YOU CAN'T SPEND
 LOST MONEY**
 but you can get it back
 promptly if it is in
AMERICAN EXPRESS
TRAVELERS CHEQUES
 COSTS 75¢ per \$100
 sold at **WESTERN UNION** offices

**EASIER TO SPEND
 THAN A CHECK!**
AMERICAN EXPRESS
Travelers Cheques
 SOLD AT
WESTERN UNION OFFICES

Spendable anywhere
 Refunded if lost . . .
 Costs 75¢ per \$100

CONGRATULATE
THE GRADUATE

Add another thrill to
that big moment



SPECIAL BLANK ★ SPECIAL ENVELOPE

For the Modern Graduate

CONGRATULATIONS

by
Telegraph

DISTINCTIVE • SMART
PERSONAL



6133(52)

Your telegraphic
reply to this may be sent
COLLECT by Western
Union. A direct wire to
our office assures speed
and accuracy . . .

THE SENDER HAS A
DIRECT *Telefax* CONNECTION
with WESTERN UNION

WHEN TELEGRAPHING REPLY

USE THE SYMBOL **FAX** IN PLACE OF
STREET ADDRESS 6209

THE SENDER HAS A
DIRECT *Telefax* CONNECTION
with WESTERN UNION

WHEN TELEGRAPHING REPLY

USE THE SYMBOL **FAX** IN PLACE OF
STREET ADDRESS

Sender has a *Direct Wire*
to WESTERN UNION

Your reply must be marked
"VIA W U CABLES"

to get faster service over
this direct connection

The symbol WUX appearing in the
dateline of this and other telegrams means

THE SENDER HAS A DIRECT WIRE
TO WESTERN UNION

WHEN TELEGRAPHING REPLY
USE THIS SYMBOL

WUX

IN PLACE OF STREET ADDRESS
FOR FASTER SERVICE

We have a direct wire
to the WESTERN UNION

When telegraphing us
substitute the symbol
WUX for our street
address

*It will save you time
and insure the
quickest service*

The sender of this message
like many other large telegraph users
has a direct wire to Western Union
When telegraphing him
Use WESTERN UNION for
SPEEDY HANDLING 4170

The sender of this message
like many other large telegraph users
has a direct wire to Western Union
When wiring him
Use WESTERN UNION for
SPEEDY HANDLING 4170

WE HAVE A DIRECT
WIRE TO THE
WESTERN UNION

WHEN TELEGRAPHING US
SUBSTITUTE THE SYMBOL
WUX FOR OUR STREET
ADDRESS

IT WILL SAVE YOU TIME
AND INSURE THE
QUICKEST SERVICE

WE HAVE A DIRECT
WIRE TO THE
WESTERN UNION

WHEN TELEGRAPHING US
SUBSTITUTE THE SYMBOL
WUX FOR OUR STREET
ADDRESS

IT WILL SAVE YOU TIME
AND INSURE THE
QUICKEST SERVICE

The sender of this message
like many other large telegraph users
has a direct wire to Western Union
When wiring him
Use WESTERN UNION for
SPEEDY HANDLING 4170

The sender of this message
like many other large telegraph users
has a direct wire to Western Union
When wiring him
Use WESTERN UNION for
SPEEDY HANDLING 4170

We have a
DIRECT WIRE
to WESTERN UNION

When telegraphing us
substitute the symbol—

WUX

for our street address
FOR FASTER SERVICE

MONEY DUE YOU?
Collect it by Telegraph!

Louisville air filter company collected \$2,753 by
sending telegrams costing only \$8.22.

New York City sewing machine manufacturer tele-
graphed four slow-paying accounts, received \$2,800
in two days.

**"A TELEGRAM COLLECTED
when other means failed"**

says Biloxi, Miss., packing concern which collected
\$333.00, after having traced the delinquent several
times by other means without getting the money.

If you have had debts, get a copy of our folder
containing samples of money-getting telegrams.



ALWAYS CORRECT-NOW INEXPENSIVE

TO SEND
**WEDDING
CONGRATULATIONS**
by WESTERN UNION

ASK FOR SUITABLE
MESSAGES FOR OTHER
OCCASIONS, SUCH AS
ENGAGEMENTS, ANNI-
VERSARIES, BIRTH OF A CHILD

25¢
TO ANY
WESTERN UNION
POINT IN U.S.
20¢ locally



ALWAYS CORRECT-NOW INEXPENSIVE

TO SEND
**WEDDING
CONGRATULATIONS**
by WESTERN UNION

ASK FOR SUITABLE
MESSAGES FOR OTHER
OCCASIONS, SUCH AS
ENGAGEMENTS, ANNI-
VERSARIES, BIRTH OF A CHILD

25¢
ANYWHERE
20¢ locally



SHIP BY
General Air Express

HIGH SPEED - LOW COST
NATION WIDE
DOOR-TO-DOOR SERVICE

CALL

A letter
invites
attention
but a
TELEGRAM
compels
it.

Telegraph
CONGRATULATIONS

ON THE BIRTH
OF A CHILD

only 25¢ TO ANY WESTERN UNION
POINT IN U.S.
20¢ locally



Telegraph by
WESTERN UNION

your congratulations
ON THE BIRTH
OF A CHILD

ONLY 25¢ ANYWHERE 20¢ locally



May we suggest
THAT A TELEGRAM OF
CONGRATULATIONS
and
GOOD WISHES

WILL BE APPRECIATED BY
THE SENDER OF THIS MESSAGE

SPECIAL BLANK and ENVELOPE AT NO EXTRA COST

Paid the Same Day

Napoleon, Ohio, coal firm sent 1 city telegraph costing 20 cents requesting payment of \$34.77. Full amount was paid the same day. "THAT'S ACTION," says our pleased patron. Select some of your slowest accounts and give the telegraph plan a good try-out.

SHIP BY
General Air Express

HIGH SPEED - LOW COST
NATION WIDE
DOOR-TO-DOOR SERVICE

CALL

**TELEGRAPH YOUR
CONGRATULATIONS**
IT'S THE EXTRA-SPECIAL WAY

Call WESTERN UNION from any telephone

WHEN *Congratulations*
ARE IN
ORDER

IT'S WISE
TO WIRE!

6185 (55)

**COLLECTIONS
SLOW?**

OUR FOLDER F3 TELLS
HOW MONEY HAS BEEN
COLLECTED AT A COST
OFTEN AS LOW AS 1%

ASK FOR COPY

\$\$\$

**TELEGRAPH
CONGRATULATIONS**

WHEN FRIENDS

- ✓ ARE ENGAGED
 - ✓ WIN CONTESTS
 - ✓ ARE PROMOTED
 - ✓ OPEN NEW STORE
 - ✓ MAKE A GOOD SPEECH
- and on 7 OTHER HAPPY OCCASIONS

only 25¢ anywhere
20¢ locally

ASK FOR LIST OF SUITABLE MESSAGES

**TELEGRAPH
CONGRATULATIONS**

WHEN FRIENDS

- ✓ ARE ENGAGED
 - ✓ WIN CONTESTS
 - ✓ ARE PROMOTED
 - ✓ OPEN NEW STORE
 - ✓ MAKE A GOOD SPEECH
- and on 7 OTHER HAPPY OCCASIONS

only 25¢ TO ANY WESTERN UNION
POINT IN U.S.
20¢ locally

ASK FOR LIST OF SUITABLE MESSAGES

MONEY DUE YOU?
collect it by TELEGRAPH

Collecting Money

Safford, Arizona, lumber company sent 10 telegrams to their slowest accounts. 5 paid in full; 2 promised to pay. In many instances, collection charges have been as low as 1/2 of 1%. Ask Western Union manager for folder of telegrams that have collected money.



**Easter
Greetings**
on a colorful
Telegraph Blank

CARRY THE SPIRIT
OF SPRINGTIME
Special Low Rates
for Easter Cablegrams

**EASTER
GREETINGS**
on a colorful
Telegraph Blank

Carry the spirit
of Springtime
SPECIAL LOW RATES
FOR EASTER CABLEGRAMS.

EASTER IS MARCH 28

TELEGRAPH YOUR *Easter Greetings*

Beautiful NEW BLANK - SPECIAL ENVELOPE

EASTER IS APRIL 13th

TELEGRAPH YOUR *Easter Greetings*

Beautiful BLANK - SPECIAL ENVELOPE

TELEGRAPH YOUR *Easter Greetings*

EASTER IS APRIL 6th

SPECIAL BLANK & ENVELOPE

Easter Telegrams

20¢ locally

25¢ TO DISTANT POINTS

MONEY DUE YOU?
COLLECT IT BY TELEGRAPH

TELEGRAPH YOUR *EASTER Greetings*

BEAUTIFUL BLANK SPECIAL ENVELOPE

APRIL 17

He who writes MUST WAIT

TELEGRAPH FOR QUICK ACTION

He who writes must wait

TELEGRAPH!

Easter Telegrams

suggest more than fleeting thoughts

SPECIAL BLANK - SPECIAL ENVELOPE

COST AS LOW AS 20¢

SPREAD THE SEASON'S GLADNESS

Send *Easter Greetings* by TELEGRAPH

SPECIAL BLANK - SPECIAL ENVELOPE

April 5th

Easter Telegrams

20¢ LOCALLY

25¢ TO DISTANT POINTS

HE WHO WRITES MUST WAIT

Telegraph!



TELEGRAPH *Easter Greetings*

25¢ TO ANY WESTERN UNION POINT IN THE UNITED STATES

20¢ LOCALLY



AS LOW AS 25¢ anywhere

Your friends expect it of you

TELEGRAPH *Easter Greetings*

APRIL 12 LOCAL RATE 20¢



"Egg-zactly" RIGHT

SEND YOUR *Easter Greeting* by WESTERN UNION

25¢ TO ANY WESTERN UNION POINT IN THE UNITED STATES

20¢ LOCALLY

"Egg-zactly" RIGHT

SEND YOUR *Easter Greeting* by WESTERN UNION

25¢ and 35¢ ANYWHERE IN THE U.S.

20¢ LOCALLY

THRILL THE YOUNGSTERS WITH AN
Easter **B**unnygram
 APRIL 10th
 IT'S SIGNED "Peter Rabbit"
 ON A BEAUTIFUL BLANK



There's still time to
 SEND
Easter Greetings
 TO
 GREAT BRITAIN, IRELAND
 and many
 CONTINENTAL COUNTRIES

FOR ONLY
\$1.00

New THRILL FOR THE KIDDIES
EASTER BUNNYGRAM
 SIGNED Peter Rabbit
 BEAUTIFUL NEW BLANK



MESSAGE SUGGESTIONS AT ANY WESTERN UNION OFFICE

When you visit the
PACIFIC INTERNATIONAL EXPOSITION
 at SAN DIEGO this summer
 do not fail to see the
WESTERN UNION
 EXHIBIT in the
 MODERN HOME BUILDING



"A penny saved
 is a penny earned"
 A day saved
 may earn
 dollars
**DON'T WRITE-
 TELEGRAPH!**

When you visit the
CENTURY OF PROGRESS EXPOSITION
 at CHICAGO this summer
 do not fail to see the
WESTERN UNION
 EXHIBIT IN THE
 COMMUNICATIONS BUILDING



INEXPENSIVE
 TO CABLE FROM
PARIS EXPOSITION
 Low as 11¢ a word
 from PARIS to NEW YORK
 mark cables "VIA WESTERN UNION"



Outstanding
 accounts?
 Why not
 collect
 them by
TELEGRAPH?

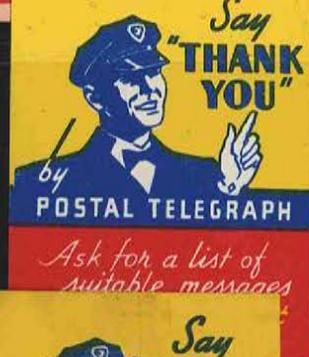
While you are at the
GOLDEN GATE INTERNATIONAL EXPOSITION
 Send a
WESTERN UNION
SOUVENIR TELEGRAM
 to the folks at home **Only 25¢**
 TO ANY WESTERN UNION POINT IN THE U.S.



While you are at the
NEW YORK WORLD'S FAIR
 Send a
WESTERN UNION
SOUVENIR TELEGRAM
 to the folks at home **Only 25¢**
 TO ANY WESTERN UNION POINT IN THE U.S.



Say
"THANK YOU"
 by
POSTAL TELEGRAPH
 Ask for a list of
 suitable messages



Say
"THANK YOU"
 by
POSTAL TELEGRAPH
 Ask for a list of
 suitable messages
25¢ **20¢**



why wait
 1 to 10 DAYS
 FOR AN ANSWER
 TO A LETTER
 Lift your telephone
 receiver and call
WESTERN UNION

The telegram
 has the right of
 way to the pri-
 vate office and
 is assured of pre-
 ferred attention.
**Don't write—
 telegraph!**

**DON'T
 WRITE**
 use
THE TELEGRAPH
 and dictate your
 telegrams to us
 over the telephone
WESTERN UNION



Don't
 Write—
TELEGRAPH!
 and be days
 ahead of your
 competitors



Because He's such a Regular Guy



FATHER'S DAY
GREETINGS **JUNE 17th**
by TELEGRAPH

ATTRACTIVE BLANK
SPECIAL ENVELOPE

TIME TO MAKE A FUSS OVER HIM



Send Dad a
FATHER'S DAY
TELEGRAM

SPECIAL BLANK
SPECIAL ENVELOPE **JUNE 20th**

Put DAD in
the picture



Honor him with
a Telegram

FATHER'S DAY JUNE 16th

GIVE HIM A THRILL



Telegraph YOUR
FATHER'S DAY
GREETINGS

Beautiful Blank
Special Envelope **JUNE 18th**

MANY GREETING SUGGESTIONS

TELEGRAPH YOUR



Father's
Day
Greetings

SUNDAY
JUNE 19th **JUNE 19th**

SPECIAL BLANK—SPECIAL ENVELOPE

TELEGRAPH YOUR



FATHER'S DAY
GREETINGS
by WESTERN UNION

JUNE 15th

TIME TO MAKE A FUSS OVER DAD...

TELEGRAPH YOUR



FATHER'S DAY
GREETINGS
by WESTERN UNION

JUNE 15th

TIME TO MAKE A FUSS OVER DAD...



File your
HOLIDAY
GREETING
TELEGRAMS
Early

SPECIAL LOW RATE FOR
HOLIDAY CABLEGRAMS

Send him a
FATHER'S
DAY
TELEGRAM

25¢ TO DISTANT POINTS 20¢ LOCALLY

Of course he is sentimental!

FATHER'S DAY

JUNE 17

A telegram is
the remembrance which
will thrill him most

SPECIAL BLANK AND ENVELOPE

Dad..
FATHER
Papa..
POP!

... whatever you call him
Send him a
FATHER'S DAY
TELEGRAM

3rd SUNDAY IN JUNE

20¢ LOCALLY 25¢ TO DISTANT POINTS

Greet him the BEST way
by TELEGRAPH



FATHER'S DAY
3rd Sunday
in June

25¢ TO ANY WESTERN UNION
POINT IN THE UNITED STATES 20¢ LOCALLY

A TELEGRAM
conveys
HOLIDAY
GREETINGS
in a
distinctively
personal way



HOLIDAY MESSAGES WILL BE DELIVERED ON SPECIAL BLANKS THAT CARRY THE SPIRIT OF CHRISTMAS

WESTERN UNION

TELEGRAPH



FATHER'S DAY
GREETINGS
by WESTERN UNION

JUNE 20

20¢ locally · 25¢ · 35¢ anywhere

TELEGRAPH



FATHER'S DAY
GREETINGS
by WESTERN UNION

JUNE 19

20¢ locally · 25¢ · 35¢ ANYWHERE IN U.S.

Make him
"King for a Day"
Send him a
FATHER'S DAY
TELEGRAM



JUNE 20

6157(54)

TELEGRAPH
FATHER'S DAY
GREETINGS
by WESTERN UNION
3rd SUNDAY
in **JUNE**
20¢ locally · 25¢ TO ANY WESTERN UNION POINT IN U. S.



New
WESTERN UNION
GIFT
MONEY
ORDERS

The Perfect Gift

GOOD FOR CASH OR PURCHASES ANYWHERE IN THE UNITED STATES

Smartly Styled Check & Envelope

WESTERN UNION
Gift Orders

COMBINE SENSE and SENTIMENT
Free Telegram with each order
Cost only 50 cents for \$10 or less



SPED

In communications is the keynote of modern business

When Wiring Us — use

WESTERN UNION
Gift Orders

COMBINE SENSE and SENTIMENT EXCHANGEABLE ANYWHERE FOR THE GIFT MOST DESIRED ••

Free Telegram with each order



What shall I give?  What shall I say?

Solve these perplexing Questions
WESTERN UNION
GIFT ORDERS
Ask for Booklet

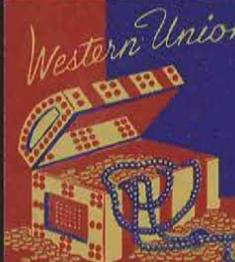
Postal Telegraph

NRA
MEMBER
 U.S.

Western Union
GIFT
ORDERS

COMBINE SENSE AND SENTIMENT FOR ALL OCCASIONS

COSTS ONLY **50¢** FOR \$10 OR LESS
FREE TELEGRAM WITH EACH



What shall I give? What shall I say?



Solve the perplexing Question
WESTERN UNION
GIFT ORDERS

POSTAL TELEGRAPH
Serial Service
is money in the bank



WESTERN UNION
Gift Orders

COMBINE SENSE and SENTIMENT
\$10 or less..only 50 cents
TO ANY WESTERN UNION POINT IN U. S.
Including **HOLIDAY Telegram**



WESTERN UNION
Gift Orders

COMBINE SENSE and SENTIMENT
\$10 OR LESS ONLY 50 CENTS
ANYWHERE
Including **HOLIDAY Telegram**





Reserve
HOTEL and TRAVEL
ACCOMMODATIONS
by
POSTAL TELEGRAPH

SOLVE YOUR CHRISTMAS GIFT PROBLEM

\$10 OR LESS
ONLY 50 CENTS
INCLUDING HOLIDAY TELEGRAM



WESTERN UNION Gift Orders

The Perfect Gift

PERFECT—BECAUSE IT INSURES A GIFT TO THE RECIPIENT'S ABSOLUTE LIKING, ACCOMPANIED BY A WARMTH OF EXPRESSION COMPARABLE ONLY TO A PERSONAL GREETING

WESTERN UNION GIFT ORDERS
free telegram with each




Telegraph a Valentine

~ special blank
~ special envelope



by **Postal Telegraph**
uniformed messenger



The Perfect Gift
 A practical Christmas present to be enjoyed at once or deposited in the bank Free telegram with each.
WESTERN UNION GIFT ORDER



Special low rate Cablegrams
HOLIDAY GREETINGS by Telegraph
 because they are SO DIFFERENT, PERSONAL
 SPECIAL BLANK - SPECIAL ENVELOPE



Call a WESTERN UNION MESSENGER
 whenever you need a temporary employee

EXTRA VALUE IN Holiday Telegrams
 always read...remembered because they are different
COST AS LITTLE AS 20¢ WITHIN THE CITY.
HOLIDAY CABLEGRAMS TO MANY LANDS COST ONLY \$1.00

Extra Value in HOLIDAY TELEGRAMS
 —always read, remembered
 —colorful blanks and envelopes at no extra cost — delivered by messenger
 —cost as low as 20¢
HOLIDAY CABLEGRAMS TO MANY LANDS COST ONLY \$1.00

HOLIDAY TELEGRAMS
 to customers **BUILD GOOD-WILL**
 One message and one list is all we need
Ask for folder of suitable messages

HOLIDAY TELEGRAMS
 to customers **build good-will**
 ONE MESSAGE AND ONE LIST IS ALL WE NEED
WESTERN UNION

Holiday Greetings by TELEGRAPH
 PERSONALIZED!
 MADE TO ORDER!
 DIFFERENT!
 SPECIAL LOW RATE ON HOLIDAY CABLEGRAMS



Add Spice to the Season
TELEGRAPH YOUR HOLIDAY Greetings
Special Blanks for Christmas and New Year Messages
 60¢ (50)

Tomorrow is a Holiday
CLEAR YOUR CORRESPONDENCE by TELEGRAPH TODAY



HOLIDAY GREETINGS by TELEGRAPH
 Colorful...warmly personal...sure to be remembered
Cost as low as 20¢
 HOLIDAY CABLEGRAMS TO MANY LANDS COST ONLY \$1.00



HOLIDAY GREETINGS by TELEGRAPH
 Colorful...warmly personal... sure to be remembered
Special BLANK and ENVELOPE

Western Union messengers are always available for every kind of errand.

TELEGRAPH YOUR HOLIDAY Greetings

25¢ + 35¢ ANYWHERE
20¢ LOCALLY

TELEGRAPH YOUR HOLIDAY Greetings

25¢
20¢ LOCALLY

TELEGRAPH
HOLIDAY GREETINGS
 By WESTERN UNION



25¢ and 35¢
 ANYWHERE
20¢ LOCALLY

ASK FOR LIST OF SPECIAL GREETINGS SUITABLE FOR CHILDREN

TELEGRAPH YOUR
HOLIDAY GREETINGS



• SPECIAL BLANK
 • SPECIAL ENVELOPE

ASK FOR LIST OF SUGGESTIONS FOR GREETINGS

That Greeting you forgot to send will be there Christmas morning if you telegraph it



TELEPHONE IT TO WESTERN UNION

THRILLING **SANTAGRAMS**
 FROM THE NORTH POLE
 SIGNED *Santa Claus*
 ESPECIALLY FOR YOUNGSTERS
Beautiful Blank



MESSAGE SUGGESTIONS AT WESTERN UNION OFFICES



Delivered by
WESTERN UNION
 Messenger Service



Delivered by
WESTERN UNION
 Messenger Service

TELEGRAPH
HOLIDAY GREETINGS
 By WESTERN UNION



25¢
 TO ANY WESTERN UNION POINT IN U.S.
20¢ LOCALLY

SPECIAL HOLIDAY CABLEGRAMS COST ONLY 11¢—ASK FOR LIST

That Greeting you forgot to send will be there CHRISTMAS MORNING if you telegraph it



TELEPHONE IT TO WESTERN UNION



Delivered by
WESTERN UNION
 Messenger Service



SAVE TIME AND MONEY---
 HAVE UNIFORMED MESSENGERS
 PERFORM YOUR ERRANDS---
WESTERN UNION MESSENGER SERVICE

CIRCULARS AND SAMPLES DISTRIBUTED



by smartly uniformed
MESSENGERS
 LOCAL AND NATIONWIDE SERVICE

For Reserved Tickets to all
BROOKLYN DODGERS
 BASEBALL GAMES

Call at your nearest
WESTERN UNION OFFICE



Gifts mean more when delivered by messenger

CALL WESTERN UNION FOR MESSENGERS to deliver GIFTS or RUN ERRANDS

Start Right by combining in one telegram NEW YEAR'S GREETINGS and thanks for Christmas remembrances



Special Blank and Envelope

TELEGRAPH YOUR
Christmas and New Year Greetings



Beautiful Blank - Special Envelope

Telegraph your
CHRISTMAS and NEW YEAR Greetings



ASK FOR LIST OF SUGGESTED MESSAGES
 SPECIAL BLANK - SPECIAL ENVELOPE

WESTERN UNION TELEGRAPH COMPANY



OUR MAIN OFFICE TO 915-919-1711, 1127



this check is not paid for any reason,
telegraph us by **WESTERN UNION** collect

**PAYMENT OF THE
CHARGES ON THIS
TELEGRAM IS NOT
COMPULSORY.**

WESTERN UNION TELEGRAPH CO.



WESTERN UNION
act quickly!
TO GET
**FREE GOODS OFFER
OF CHEESECLOTH**
Offer expires April 15
ORDER **NOW!**

"As Right as Roosevelt"

(The new standard of comparison)

If we bring Faith, Courage, Action
into our daily lives, as he has done,
there will be no question about results.

Barron Collier

For Results—Use **WESTERN UNION**



USE **WESTERN UNION
MESSENGER SERVICE**
FOR *Impressive*
DELIVERY OF
SALES MESSAGES
ON DISTINCTIVE BLANKS

**TELEGRAPH SERVICE IS A NECESSITY
NOT A LUXURY**

**YET TELEGRAPH USERS PAY A
15% FEDERAL EXCISE TAX**

**THIS TAX ON AN ESSENTIAL PUBLIC
SERVICE SHOULD BE REPEALED**



To send **PACKAGES** by
RAILWAY EXPRESS
Call a
WESTERN UNION Messenger

NO CHARGE FOR THIS PICK-UP SERVICE

**4 new
WESTERN UNION blanks**

- 1 for Birthdays
- 2 for Weddings
- 3 for Anniversaries
- 4 for other social messages

*Envelopes
to match,
of course!*



**SAY IT
WITH FLOWERS**
ON
**BIRTHDAYS
WEDDINGS
ANNIVERSARIES
GRADUATIONS
ANY OCCASION**

by **WESTERN UNION**
Or by Florists' Telegraph
Delivery Association

**Good
Morning**

Forget that letter
last night?

Send it today
by

TELEGRAPH



Childhood's Newest
THRILL
**THE WESTERN UNION
KIDDIEGRAM**
TRADE MARK

**GAY - BRILLIANT - DESIGNED
EXPRESSLY FOR**



Delivered by
**WESTERN
UNION
MESSENGER
SERVICE**

4065-A



**When You Need
a Messenger**

*To send a Telegram,
To run an Errand, or
To dispatch Railway
Express Packages*

Call **Western Union**

WESTERN UNION 913

Send or get "cash in a flash" by Telegraphic MONEY ORDER



5292 (54)

Send or get "cash in a flash" by Telegraphic MONEY ORDER



5292 (54)

for IMMEDIATE SHIPMENT telegraph order and price by WESTERN UNION Money Order

We send MONEY ORDERS by Telegraph or Cable

By arrangement with Western Union, you can step into our bank and send money swiftly and safely to any part of the world. A telegram may be sent with the money for a few cents extra.



2 1 AVOID DELAY wire today



VIA WESTERN UNION - COLONIAL AIR TRANSPORT



Business Opportunity
In replying to this message you can send 15 words for the wire-line cost of 10, if you mark your answer
Via RCA
File at any office of R. C. A. COMMUNICATIONS, INC. or WESTERN UNION TELEGRAPH COMPANY

THIS Money Order can be cashed through any person or concern to whom the payee is personally known. If to be cashed at a Western Union office, satisfactory evidence of identity will be required. 3805

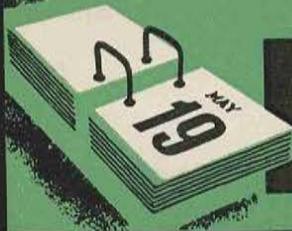
SENDER WAITING



for your TELEGRAPH ANSWER

6285 (59)

ARMED FORCES DAY



THIS is a draft drawn by the Western Union on its own funds in its own bank. It can be cashed through any person or concern to whom the payee is personally known to be the person named in the draft. 3805

An attractive offer made by telegraph will stir the most sluggish buyer.

Are you looking for an interested buyer? Search him out by telegraph.

An attractive offer made by telegraph will stir the most sluggish buyer.

NO WORRY FROM PRICE CHANGES

When you Telegraph your orders

NO WORRY FROM PRICE CHANGES

When you Telegraph your orders



VARIO

Made in Germany

western union Telegram
CandyGram-
the world's sweetest gift by wire

Send Her a
Flowergram
 FLORISTS' TELEGRAPH DELIVERY
 WE ARE MEMBERS
Flowergram by Art. C. H. Day, Phila.

An offer to pay for all telegraphic orders sent collect builds good will

Gets there first -:
gets attention at once.
The telegram is a good salesman

IF FLYING . . .
 Via LUDINGTON LINE
(every hour on the hour)
 To Baltimore, Camden, Newark, New York, Philadelphia, Trenton, Washington or to points on connecting lines
MAKE RESERVATIONS FREE OF CHARGE THROUGH WESTERN UNION

RADIOGRAMS
 TO ALL PARTS OF THE WORLD
MAY BE SENT FROM THIS VESSEL
 Ask for Information and Rates

Wire your orders. First come, best served.

MERCHANDISE ORDERS
 by TELEGRAPH
Good at any store any — where for anything recipient may select. Delivered in attractive form with FREE TELEGRAM

To Conductors: Form 3355
 If you cannot locate person addressed on your train, please endorse envelope "Unable to deliver," together with your train number, and hand to operator at next station stop who will promptly wire originating office of non-delivery. If there is a second section of the train the operator will hand the telegram to conductor of second section who will handle as above.

6263152
PLAY SAFE!
CAUTION
 DON'T TAKE CHANCES WITH *your pay*
TELEGRAPH IT HOME
 OR IF YOU NEED MONEY - WIRE FOR IT
SAFE - FAST - CONVENIENT

TO GET IT THERE FIRST..
 WESTERN UNION
 In a considerate orderly manner
TELEGRAPH IT!

HOLD THAT CUSTOMER!
Send a TELEGRAM **PINCH HITTER EXTRAORDINARY**
between calls

HOLD THAT CUSTOMER!
Send a TELEGRAM **PINCH HITTER EXTRAORDINARY**
between calls

"Jim sends me the money every Saturday by TELEGRAPH"

WESTERN UNION Money Transfers

QUICK SAFE
way to send **MONEY**

WESTERN UNION Money Orders

For **IMMEDIATE SHIPMENT**
telegraph order and price by **WESTERN UNION Money Transfer**

MONEY to send it
in a **HURRY**
or get it
TELEGRAPH IT!
quick-safe-easy to use

Mother's Day
MAY 12th
If you cannot go home send her a Telegram

MONEY
in a **HURRY?**
... to send it or get it
TELEGRAPH IT!
QUICK...SAFE...ECONOMICAL

MONEY QUICKLY SENT TO ANY POINT

EASILY SAFELY WITHOUT RED TAPE

MONEY to send it
in a **HURRY**
or get it
TELEGRAPH IT!
quick-safe-easy to use

6038

TELEGRAMS SAVE MONEY
... BY NOT WASTING WORDS

6032

MOTHER'S DAY
May 13th
If you cannot go home
Send her a **TELEGRAM**

TELEGRAMS SAVE MONEY
... BY NOT WASTING WORDS

TELEGRAPH TONIGHT
THE COST IS SLIGHT

MOTHER'S DAY
May 11th
"Say it with Flowers"

by WESTERN UNION
Or by Florists Telegraph Delivery Association

Now ~~10~~ **15 words** TO START WITH
IN **TELEGRAMS**
EXTRA WORDS AT REDUCED RATES

GET MORE FOR YOUR MONEY Use Telegrams

Now - AT REDUCED RATES
EXTRA WORDS COST LESS THAN EVER

GET MORE FOR YOUR MONEY Use Telegrams

You can send a **10-word NEW YEAR** Greeting to
for cents

\$ _____ CAN BE WIRED
TO THE SENDER FOR _____
AND IT WILL BE THERE IN A
FEW MINUTES.

**QUICKEST WAY to
SEND MONEY..**

You can send a message with the money for only a few cents more.

WESTERN UNION MONEY ORDER

The
**QUICKEST WAY
TO
SEND MONEY**
IS BY
WESTERN UNION
Telegraphic
MONEY ORDER

\$ _____
CAN BE WIRED
TO THE SENDER
for _____
AND IT WILL BE THERE
IN A FEW MINUTES

You can send a message with the money for only a few cents more.

3250-B

The
**QUICKEST WAY
TO
SEND MONEY
IS BY
WESTERN UNION**
Telegraphic
MONEY ORDER

\$ _____
CAN BE SENT
to _____
for _____
AND IT WILL BE THERE
IN A FEW MINUTES

You can send a message with the money for only a few cents more.

3250-A

LET US
SEND THAT
**MONEY
FOR YOU**

*Safely
Quickly
Easily*
by
WESTERN UNION
Money Order Service

NO Loss of Time
NO Danger of Robbery
NO Loss of Interest

\$ 15.00 can be sent
to Camerton in an
hour or so for only \$ 1.27

For only a few cents more you can send a message with the money.

3250-B

LET US
SEND THAT
**MONEY
FOR YOU**

*Safely
Quickly
Easily*
by
WESTERN UNION
Money Order Service

NO Loss of Time
NO Danger of Robbery
NO Loss of Interest

\$ _____ can be sent
to _____ in an
hour or so for only \$ _____

For only a few cents more you can send a message with the money.

3250-B

THE WESTERN UNION TELEGRAPH COMPANY 4178-A

RECEIPT

Received from W Ernest Bause OFFICE Alb at Mass DATE 5-25-42
Twenty ~~80~~ \$ 20.00
Dollars in payment of:

Account for the month of _____ 19____

Telegraphic Money Order

Telegram or Cable

Deposit on Collect Telegram
Returnable after 24 hours

Account No. _____
For Remittance

To Household Tenancy Corp

At Western Mass

THE WESTERN UNION TELEGRAPH COMPANY

By R. B. Berry

MONEY ORDER \$ 834
CHARGES PAID

Now FEDERAL TAX SLASH BRINGS
TELEGRAPH COSTS DOWN
Take advantage
 OF THE **LOWEST COST IN YEARS**

Now FEDERAL TAX SLASH BRINGS
TELEGRAPH COST DOWN
Take advantage
 OF **LOWER COSTS** NEW, BIGGER WORD ALLOWANCE

Remember **15 WORDS** *to start with in*
 NOW YOU GET...
"MORE FOR YOUR MONEY" TELEGRAMS

"I like Telegrams to WESTERN UNION Mother's Day TELEGRAMS 2nd Sunday in MA
20¢ LOCALLY 25¢ TO ANY WESTERN UNION POINT IN U.S.

"I like Telegrams too" WESTERN UNION Mother's Day TELEGRAMS May 8th
20¢ LOCALLY 25¢ and 35¢ ANYWHERE IN U.S.

"I like Telegrams too" WESTERN UNION Mother's Day TELEGRAMS May 9th
20¢ LOCALLY 25¢ and 35¢ Anywhere

MOTHER'S DAY 2nd Sunday in May
Remember HER by TELEGRAPH
25¢ TO DISTANT POINTS 20¢ LOCALLY

Remember HER by Telegraph...
MOTHER'S DAY GREETING by Western Union
2nd Sunday in May
25¢ TO ANY WESTERN UNION POINT IN U.S. 20¢ LOCALLY

Remember HER by Telegraph...
MOTHER'S DAY GREETING by Western Union
 MAY 10th 1936
25¢ and 35¢ ANYWHERE Local Rate low as 20¢

Remember HER by TELEGRAPH MOTHER'S DAY 2nd Sunday in MA
20¢ LOCALLY 25¢ TO DISTANT PO

Remember HER by TELEGRAPH Mother's Day MAY 11th
SPECIAL BLANK & ENVELOPE

Remember HER by TELEGRAPH Mother's Day MAY 11th
SPECIAL BLANK & ENVELOPE

SUNDAY MAY 9
TELEGRAPH YOUR Mother's Day GREETINGS by WESTERN UNION
Beautiful BLANK · SPECIAL ENVELOPE

BE COMMUNICATIONS WISE. Economize.
"OPTION" BIG VALUE LITTLE COST TELEGRAPH
 ... AND SAVE 6233 (5)

Remember her!
TELEGRAPH your Mother's Day GREETINGS
BEAUTIFUL BLANK SPECIAL ENVELOPE
 Many Greeting Suggestions 6149 (50)

DO AS YOUR HEART TELLS YOU
send Mother a Telegram on
MOTHER'S DAY
MAY 14th

SEND HER YOUR LOVE THIS SPECIAL WAY
ON Mother's Day 13
NEW SCENTED TELEGRAMS
A MESSAGE... THAT CARRIES ITS OWN Bouquet

SUNDAY May 8th
DO AS YOUR HEART TELLS YOU
TELEGRAPH YOUR Mother's Day MESSAGE
Remember Her
BEAUTIFUL BLANK & ENVELOPE 6049 (50)

So human... so appealing
 see the **NEW**
 WESTERN UNION
 blank for
Mother's Day
 MAY 12, 1935
 ANOTHER NORMAN ROCKWELL CREATION



IN STEP WITH BUSINESS
 ONLY TELEGRAMS CAN KEEP PACE . . .
 INDELIBLY RECORDING YOUR "YES" OR "NO";
 YOUR QUOTATIONS, ACCEPTANCES, VITAL DETAILS.



HERE IS
A PROSPECT
 QUOTE HIM BY
WESTERN UNION
QUICK

Every Mother will cherish
 A BEAUTIFUL
MOTHER'S DAY
Telegram
 May 9th
 6149 (54)



New Business!
 get your share
 by **TELEGRAPH**

MOTHER'S DAY
 the socially correct
 way to remember
 the day
 May 13th
 COLORFUL BLANK AND ENVELOPE
 TO MATCH ~ AT NO EXTRA COST



Because she is in your heart
MOTHER'S DAY
Greetings
 MAY 13th
 BY **TELEGRAPH**
 6149 (51)
 ATTRACTIVE BLANK
 SPECIAL ENVELOPE



If you cannot
 go home - send
 a **TELEGRAM** on
MOTHER'S DAY
 May 8th



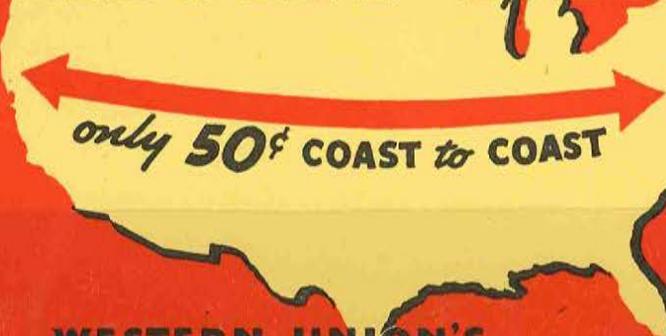
NIGHT LETTERS

only 50¢ COAST to COAST

**WESTERN UNION'S
 NIGHT LETTER**

25 WORDS FOR FORMER PRICE OF 10 WORD NIGHT MESSAGE
 LOWER RATE PER WORD FOR LONGER MESSAGES

Now you can put
 new life into let-
 ters, reports, or-
 ders, instructions
 - delivered with
 telegraphic speed
 and pep. 200
 words to nearby
 points less than
 3/10 cent a word.



In the race
 for **NEW**
MARKETS
 a
TELEGRAM
 will get there
FIRST!

Send
NEW YEAR'S
TELEGRAMS
 by
WESTERN UNION
 25¢ AND 35¢ anywhere
 20¢ LOCALLY



NEW YEAR'S TELEGRAMS

*The Personalized way
 to combine acknowledg-
 ments and greetings?*



Only 60¢
COAST to COAST
 for 10 word
NIGHT MESSAGE
 less to nearer points

New Cut IN
NIGHT LETTER COSTS
to HAVANA CUBA
 EFFECTIVE AUGUST 1, 1937
 FROM EAST OF MISSISSIPPI RIVER
15 WORDS MINIMUM CHARGE **45¢**
 WORDS IN EXCESS OF 25 only 2¢ HAVANA

New Cut IN
NIGHT LETTER COSTS
to HAVANA CUBA
 EFFECTIVE AUGUST 1, 1937
 FROM WEST OF MISSISSIPPI RIVER
15 WORDS MINIMUM CHARGE **60¢**
 WORDS IN EXCESS OF 25 only 3¢ HAVANA



They would like to know
 how you are
 send a **NIGHT LETTER**

WESTERN UNION'S
New NIGHT LETTER
 25 WORDS FOR FORMER PRICE OF 10
 200 WORDS TO NEARBY POINTS **Only 59¢**



On his desk
 tomorrow
 morning.
 WESTERN UNION **NIGHT LETTERS**

Put WORDS to work
 25 WORDS TO NEARBY POINTS ONLY **24¢**
 COAST TO COAST ONLY **50¢**
 200 WORDS TO NEARBY POINTS ONLY **59¢**
New WESTERN UNION'S NIGHT LETTER

RAIN or SHINE
WESTERN UNION NIGHT LETTERS
Get through
 THE COST IS VERY SMALL

RAIN or SHINE
WESTERN UNION OVERNIGHT TELEGRAMS
Get through
 THE COST IS VERY SMALL

Western Union's
NEW NIGHT LETTER
 Replacing present night letter and night message
 25 words for former price 10 words
 Maximum only **50¢** from coast to coast



When he hangs up
 his hat... your
NIGHT LETTER will
 be waiting for him
TELEGRAPH HIM OVERNIGHT to
 make him **ACT first thing**
 tomorrow

WHEN YOU WANT IT THERE
TOMORROW MORNING
SURE!
 Use **DEPENDABLE**
ECONOMICAL
NIGHT LETTERS

Swing into ACTION
 with hard-hitting telegrams
100 WORDS COST ONLY 39¢
 TO NEARBY POINTS
IN WESTERN UNION'S Overnight TELEGRAM

Swing into ACTION
 with hard-hitting telegrams
100 WORDS COST ONLY 39¢
 TO NEARBY POINTS
New IN WESTERN UNION'S NIGHT LETTER

Night Letters Pay!
 Columbus, Ohio, shoe company filed 67 night letters costing \$30 and immediately received business totaling \$7,875. 145 night letters sent by Philadelphia paint dealer brought business worth \$5,500. Ask Western Union manager for proof that telegrams can sell your surplus line of goods.

QUANTITY DISCOUNTS
 RANGING FROM 10% TO 50%
 ON LOCAL NIGHT LETTERS OF SAME TEXT

Rates for Night Letters of 50 words	No. of Messages	Rate Per Message	Maximum Total Charge
	25-50	18¢	\$ 8.67
	51-100	17	16.16
	101-250	16	37.65
	251-500	15	67.64
	501-1000	13½	120.12
	1001-2000	12	200.10
	Over 2000	10	

QUANTITY DISCOUNTS
 RANGING FROM 10% TO 50%
 ON LOCAL OVERNIGHT TELEGRAMS OF SAME TEXT

Rates for Overnight Telegrams of 50 words	No. of Messages	Rate Per Message	Maximum Total Charge
	25-50	18¢	\$ 8.67
	51-100	17	16.16
	101-250	16	37.65
	251-500	15	67.64
	501-1000	13½	120.12
	1001-2000	12	200.10
	Over 2000	10	

Why Write?
A NIGHT LETTER WILL BE DELIVERED ANYWHERE IN THE MORNING

Remember
NOW YOU GET
in "MORE FOR YOUR MONEY"
50 WORDS TO START WITH
NIGHT LETTERS



She would like to know how you are
Send a
NIGHT LETTER

An end of the month **TELEGRAM to Salesmen** is like a pat on the back...**10 words from coast to coast... only 60¢ by night message... less to nearby points**



ACTION OVERNIGHT
DICTATE THAT
NIGHT LETTER
Now

The buyer's ear is tuned to reject the commonplace
TELEGRAMS ADD A NEW NOTE

Quite a letter can be written in 50 words. Night letters delivered in the morning save days in the mails.

Wires Get Business!
93 messages costing \$22.32 produced \$16,000 sales for New Orleans wholesale clothing concern. Ionia, Mich., factory sold \$63,000 worth of furniture by using night letters costing \$24.60. Ask Western Union manager for proof that telegrams can sell your own line of goods.

THAT very telegram that literally sailed through the reception room after your salesman had been waiting twenty minutes may have given your competitor the advantage.
WIRE PROSPECTS YOUR SALESMEN WILL CALL

She would like to know how you are
Send a
NIGHT LETTER

A Telegram will **BREAK the ICE** for your salesman
SALES MEAN JOBS

PEP-ACTION GO-GETTER!
ALL APPLY TO THE TELEGRAM
What have you to sell?

EVERY BUYER NEEDS A WIRE

This wire flashed over **WESTERN UNION'S** **ULTRAMODERN AUTOMATIC TELEGRAPH SYSTEM**
ONLY **MINUTES IN TRANSIT**

WRITE HOME
by Western Union
NIGHT LETTER

THE TIME OF THIS MESSAGE FROM POINT OF ORIGIN TO DESTINATION WAS ONLY

MINUTES

2378

TELEGRAMS ARE STRONG CLOSERS



Follow up your sales letters with an action-getting Telegram.

FORM 5591

THIS MESSAGE WAS ONLY MINUTES IN TRANSMISSION FROM POINT OF ORIGIN TO DESTINATION

New Markets can be found by **TELEGRAPH**

THE TIME OF THIS MESSAGE FROM POINT OF ORIGIN TO DESTINATION WAS ONLY



WESTERN UNION TELEGRAM

57

MINUTES

1378

FASTER and FASTER!

The transit time on this telegram shows the service you are getting from

WESTERN UNION

THIS ONLY MINUTES IN TR

THIS WIRE ONLY MINUTES IN TRANSIT

6297(55)

THIS WIRE ONLY MINUTES IN TRANSIT

6297(56)

FOR FAST ROUND TRIP SERVICE

ANSWER PROMPTLY

THIS TELEGRAM FLASHED BY **New PUSH BUTTON TELEGRAPH**

only MINUTES IN TRANSIT

ANOTHER GREAT ADVANCE IN TELEGRAPH SERVICE

To help EXPEDITE SHIPMENT TELEGRAPH YOUR ORDER

YOUR Orders WILL RECEIVE QUICKER ATTENTION If you telegraph us by WESTERN UNION

This wire flashed over **WESTERN UNION'S HIGH-SPEED ELECTRONIC TELEGRAPH SYSTEM**

ONLY MINUTES IN TRANSIT

6298(55)

THIS TELEGRAM... YOUR WRITTEN RECORD IN MINUTES



FROM SENDER TO YOU!

6297 (57)

Send a **TELEGRAPHIC REPLY** via Western Union

Western Union Telegrams are economical, can be carefully worded and leave no room for misunderstanding.

YOUR Orders WILL RECEIVE QUICKER ATTENTION If you telegraph us by WESTERN UNION

EVERYBODY EATS FISH IN LENT

To meet Lenten demand with fresh sweet stock Order by **WESTERN UNION**

CONFIRMING AN ORDER BY **TELEGRAPH** WILL BUILD GOODWILL AND HOLD BUSINESS

ON GUARD for health and defense FRESH FRUITS AND VEGETABLES "Vitamins - the natural way"



TELEGRAMS insure fresh deliveries

REPLENISHING STOCKS

Ordering goods by wire reduces investment in stock, gives quicker turnover, keeps customers satisfied with fresh modern items.

CONFIRMING THIS ORDER by **TELEGRAPH** WILL BUILD GOODWILL and HOLD BUSINESS

YOUR Orders WILL RECEIVE QUICKER ATTENTION If you telegraph us by WESTERN UNION

You never saw a TELEGRAM pigeon holed but a letter may be left for to-morrow

When you TELEGRAPH Use WESTERN UNION

PRIORITY Telegrams always

PRIORITY Telegrams always get it

a WESTERN UNION Service

Western Union gives longer hours of service at a larger number of places

DON'T WAIT TELEGRAPH!

TELEGRAMS GET ACTION

Get attention by TELEGRAPH

Get action by TELEGRAPH

WESTERN UNION Wire More WORRY LESS

CONDITIONS CHANGE SEND EASTER GREETINGS Via POSTAL TELEGRAPH

Only WESTERN UNION can give universal telegraph service from actual Telegraph Offices... 21,615 OF THEM

WHY WORRY? WIRE WESTERN UNION

Jeannette MacDonald Broadway Serenade with Lew Ayres Ian Hunter Frank Morgan LOEW'S STARTS FRIDAY APRIL 7

Ask WESTERN UNION -they know!

Every Minute of a Business Day 780 Telegrams are sent by Western Union! The senders of one hundred million telegrams annually can't be wrong!

SEEN-READ-ACTED ON FIRST ALWAYS ON TOP

SEEN-READ-ACTED ON FIRST ALWAYS ON TOP

**"A BUYER
will read a telegram"**

says N.Y. City ladies' hat manufacturer
"Sent 108 telegrams to our customers. Sold entire stock inside of 48 hours . . . The buyer will read a telegram when he would merely bestow a passing glance on a presentation in some other form."

**"REVIVED INACTIVE
ACCOUNTS by using telegram"**

says New York pipe manufacturer
"Have also been able to increase our sales consistently by use of the yellow blank in obtaining credit information and acknowledging first orders."

Pays to Telegraph!

200 city telegrams disposed of \$6,000 worth of a Tallahassee, Fla., concern's furniture within one week's time. Ask for more facts like this. City telegrams cost as low as 20c for the first ten words—or for the first fifty words of a night letter.

**Salesmen Use
Wires!**

Manchester, Conn., salesmen disposed of \$5,700 worth of dresses with telegrams costing \$34.50. Philadelphia realty firm rented \$15,000 worth of space with 150 city telegrams. Whatever your business, telegrams can help you sell.

Selling a New Item

St. Paul chemical maker offered a new item to 8 companies by letter, but none answered. Then sent 8 Night Letters costing \$3.65 and received orders from 6 totaling \$237.60. If you want action, telegraph!

Quick Sales!

New York City shoe manufacturer sent 28 telegrams. Received 15 replies and orders amounting to \$16,000. Silk concern in same city sent 80 telegrams, got \$20,000 in orders. Ask Western Union Manager for proof that telegrams can sell your own line of goods.

Sell By Telegram!

Des Moines seed company sent wires costing \$8.20 and secured \$1,652 in orders. \$2,000 in orders resulted from 40 telegrams sent by an El Paso, Tex., trunk manufacturer. Ask Western Union manager for proof telegrams can sell your own line of goods.

Sold—By Wire!

Radio wholesaler in Des Moines, Ia., invested \$19.96 in 62 telegrams; sold \$1,500 in goods. Memphis business college sent 42 Night Letters costing \$16.28; received \$900 returns. Ask Western Union manager for proof that telegrams can sell your own line of goods.

Sell By Wire!

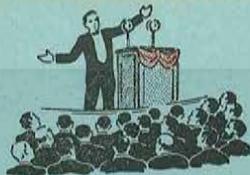
Phoenix, Ariz., music shop sent wires to prospective customers and sold 25 pianos. 240 Night Letters sold policies totalling \$120,000 for an Omaha insurance company. Ask Western Union manager for proof telegrams can sell your own line of goods.

**CHEER by
TELEGRAPH**

**—and help the boys
win that game**

ASK FOR LIST OF SUITABLE MESSAGES

**only 25¢ anywhere 20¢
LOCALLY**



**A good campaign
speech deserves
an
APPLAUSE
TELEGRAM**

The VOGUE of the
SOCIAL TELEGRAM



The Smart Hostess uses it on all occasions requiring Invitations or Greetings

FOR *Distinctive*
**SOCIALLY CORRECT
MODERN CORRESPONDENCE**

invitations · announcements · regrets
greetings · congratulations

Use TELEGRAMS

FOR *Distinctive*
**SOCIALLY CORRECT
MODERN CORRESPONDENCE**

invitations · announcements · regrets
greetings · congratulations

Use TELEGRAMS

FOR *Distinctive*
**SOCIALLY CORRECT
MODERN CORRESPONDENCE**

invitations · announcements · regrets
greetings · congratulations

Use TELEGRAMS

Say "Thank You"
BY
**WESTERN
UNION**



ASK FOR LIST OF 38
SUITABLE TELEGRAMS FOR
SOCIAL AND BUSINESS
OCCASIONS

**25¢ anywhere
20¢ LOCALLY**

GOOD BUSINESS—GOOD WILL

SAY
"Thank You"

FOR THIS ORDER

by **TELEGRAPH**

A
**"THANK YOU"
REPLY**

to this greeting can be
sent by Western Union

for only **25¢ 20¢
LOCALLY**

say **HELLO!**
 Before they reach
 land... A Western
 Union Shore-to-Ship
 Telegram will greet
 them hours before



From ship you can send
 a message via Western Union

Here's News!
WESTERN UNION
BON VOYAGE
TELEGRAMS
 now as
 low as **25¢**

LOCAL RATE 20¢



**WHAT SHIP
 are they on?**

Welcome them home with a
 cheery message.
 Western Union will deliver your
 message to any ship, anywhere.



Your friends at sea
 will be delighted to
 hear from you. Always
 in touch throughout
 the voyage

Rates reduced and cost small
WESTERN UNION

NEW
WESTERN UNION
SHOPPING SERVICE

GIFT AND OTHER PURCHASES
 MADE FOR YOU BY WESTERN UNION
 AND DELIVERED ANYWHERE IN U.S.

Convenient - Dependable - Fast

**WESTERN UNION WILL
 PURCHASE ANYTHING
 ANYWHERE FOR YOU
 AND DELIVER IT...**

FOR GIFTS
at distant points



Describe article, leave deposit. Western
 Union does the rest. Your card or free
 telegram with each gift. Save trouble and
 transportation charges; be assured of stipulated
 delivery. Invest your giving with this
 novelty.
WESTERN UNION SHOPPING SERVICE



WESTERN UNION
 will buy gifts
 for you
ANYWHERE
SHOPPING
SERVICE
for last minute gifts



I'LL DO YOUR
 CHRISTMAS SHOPPING
 FOR YOU... AND DELIVER
 YOUR GIFT..ON TIME ANYWHERE

WESTERN UNION
SHOPPING SERVICE



I'LL DO YOUR
 CHRISTMAS SHOPPING
 FOR YOU... AND DELIVER
 YOUR GIFT..ON TIME

WESTERN UNION
SHOPPING SERVICE



I'LL DO YOUR
 CHRISTMAS SHOPPING
 FOR YOU... AND DELIVER
 YOUR GIFT..ON TIME ANYWHERE

WESTERN UNION
SHOPPING SERVICE

• SUMMER HINTS FOR BETTER BUSINESS

**HELP ON
 VACATION?
 WORK
 PILING UP?**

Telegrams
 CLEAN UP
 CORRESPONDENCE
 EASY...FAST

• SUMMER HINTS FOR BETTER BUSINESS

**COLLECTIONS
 OFF?
 DEBTORS
 DOZING?**

Telegrams
 WAKE UP
 SLEEPING
 REMITTANCES

**PLEASE
 ROUTE
 OUR
 TELEGRAMS
 by
 WESTERN
 UNION**

• SUMMER HINTS FOR BETTER BUSINESS

**ANSWERS
 TO LETTERS
 GOT HOT
 WEATHER
 INERTIA?**

Telegraph
 FOR ACTION—
 SPEEDY REPLIES

• SUMMER HINTS FOR BETTER BUSINESS

**SUMMER
 SALES
 ATTENDANCE
 LAGGING?**

Telegrams
 BRING IN
 EAGER
 BUYERS

Serial Service

CREATED JULY, 1931, BY WESTERN UNION

Affords opportunity for greater use of telegraph at slight additional cost

AVAILABLE BETWEEN ALL POINTS

WESTERN UNION SERIAL SERVICE

(Marked SER)

permits sending 50 or more words in 2 or more sections per day to the same person at a substantial saving

Form 1029



BOOK MESSAGES

You can send a ten word reply to this message for only

The reply can be handed to messenger or telephoned to WESTERN UNION OFFICE

THIS MESSAGE WAS TRANSMITTED BY THE

Facsimile

SYSTEM DEVELOPED BY WESTERN UNION

THE FIRST TELEGRAPH SERVICE OF ITS KIND IN AMERICA

Caution!

BOOK Messages

3968

If it's

SPEED

you want

Don't Write-

TELEGRAPH COLLECT

SPEED!

We have a private wire direct to the Western Union office

SERVICE!

If it's

SPEED

you want

Don't Write-

TELEGRAPH!

WESTERN UNION TELEGRAPH STAMPS

An ideal gift for Soldiers, Sailors, Students and those away from home

Good for all Times



WE HAVE AN AUTOMATIC SIMPLEX TELEGRAPH PRINTER CONNECTED DIRECT TO THE WESTERN UNION OFFICE

Service



WE HAVE AN AUTOMATIC TELEPRINTER CONNECTED DIRECT TO THE WESTERN UNION OFFICE

Service



PLEASE ROUTE OUR TELEGRAMS BY WESTERN UNION IF THEY HAVE AN OFFICE IN OUR BUILDING

Service



WE HAVE AN AUTOMATIC SIMPLEX TELEGRAPH PRINTER CONNECTED DIRECT TO THE WESTERN UNION OFFICE

Service



WE HAVE AN AUTOMATIC TELEPRINTER CONNECTED DIRECT TO THE WESTERN UNION OFFICE

Service

IF IT'S

SPEED

YOU WANT

Don't Write- TELEGRAPH!

BUSINESS WILL NOT WAIT

SPEED-UP

by TELEGRAPH

SPEED

PLUS POWER

THAT'S A TELEGRAM. USE IT AS A QUICK SHORT-ARM JOB TO SMASH THROUGH BUYERS' RESISTANCE

Please WIRE US COLLECT by WESTERN UNION



WHEN MINUTES COUNT

Telegraph!

IN THE RACE FOR NEW MARKETS-



A TELEGRAM WILL GET THERE FIRST!

We try to see to it that every message has its reply in the shortest possible time.

YOUR COOPERATION by sending your answer promptly will be very helpful.

4303

EASY WAY to TELEGRAPH

...lift telephone receiver..call **WESTERN UNION**..from home, office or coin box

WHEN YOU SEND A TELEGRAM, THE CHARGES WILL APPEAR ON YOUR NEXT TELEPHONE BILL

Your telephone is your TELEGRAPH office

Just call the WESTERN UNION

EASY WAY to TELEGRAPH

...lift telephone receiver..call **WESTERN UNION**..from home, office or any coin box telephone

TELEGRAMS ARE INEXPENSIVE

You can send a ten word reply to this message for only

The reply can be handed to messenger or telephoned to **WESTERN UNION OFFICE**

3654

cents

EASY WAY to TELEGRAPH

...lift telephone receiver, call **WESTERN UNION** from home, office or any coin box telephone, including telephones in innumerable highway agencies.

TELEGRAMS ARE INEXPENSIVE

EVERY TELEPHONE IS A WESTERN UNION STATION



Telegrams are the most courteous personal greetings for any occasion



We try to see to it that every message has its reply in the shortest possible time.

YOUR COOPERATION by sending your answer promptly will be very helpful.

4303

TO SEND A TELEGRAM...

PLEASE ASK OPERATOR FOR WESTERN UNION

Charges will appear on your hotel bill

0165



TELEGRAMS COST VERY LITTLE

Every telephone is a **WESTERN UNION STATION**

OFFICE-HOME-COIN BOX 3925

Charges will appear on your next telephone bill

Every telephone is a **WESTERN UNION STATION**

OFFICE-HOME-COIN BOX 3925

When you telegraph the charges will appear on your next telephone bill

TELEPHONE YOUR ORDER

It will be delivered by

WESTERN UNION MESSENGER

at no extra cost



TO SEND A TELEGRAM

USE THE SPECIAL WESTERN UNION COIN BOOTH IN LOBBY

Immediate direct connection with WESTERN UNION. No extra cost. Simply dictate message and deposit telegraph tolls.

... OR TELEGRAMS WILL BE ACCEPTED BY THE HOTEL CLERK

NOV 17 1942

THE SENDER HAS

PREPAID the REPLY

TO THIS TELEGRAM

YOUR Commands WILL RECEIVE QUICKER ATTENTION If you telegraph us collect by **WESTERN UNION**

Please
WIRE US
COLLECT
by
WESTERN
UNION

YOUR
Commands
WILL RECEIVE
QUICKER ATTENTION
If you telegraph
us collect by
WESTERN
UNION

WESTERN
UNION
NO MISUNDERSTANDINGS
..... WHEN YOU HAVE A
RECORD OF IT
Telegraph It AND BE SURE

WESTERN
UNION
NO MISUNDERSTANDINGS
..... WHEN YOU HAVE A
RECORD OF IT
Telegraph It AND BE SURE 6041

WESTERN
UNION
THE WRITTEN RECORD
NEVER FORGETS
TELEGRAPH and be sure

WESTERN
UNION
THE WRITTEN RECORD
NEVER FORGETS
TELEGRAPH and be sure 603

WESTERN
UNION
SEEING
IS BELIEVING
TELEGRAPH IT and be sure

TRUST
those vital facts
figures, fractions
to the YELLOW
BLANK
TELEGRAPH and be sure

WESTERN
UNION
REMOVE ALL DOUBT
ABOUT WHAT YOU
MEAN...
TELEGRAPH IT and be Sure

Business is on
the move
ACT SWIFTLY
TELEGRAPH
AND BE SURE

YOU CAN DEPEND ON THEM
--TELEGRAMS
--GET
--THROUGH
FAST-SURE-ALWAYS ON TIME

You Take
no Chances
WHEN YOU
TELEGRAPH
FAST, DEPENDABLE DELIVERY 437990

WESTERN
UNION
Put it on a yellow blank
and you remove all doubt
about what you mean.

WESTERN
UNION
Telegraph
and tell
them
NOW

PUT IT
HERE
WESTERN
UNION
● FOR ACTION
● FOR SAVINGS
● FOR PERMANENT RECORD

PUT IT
HERE
WESTERN
UNION
● FOR ACTION
● FOR SAVINGS
● FOR PERMANENT RECORD 6036

You wouldn't put
2 men on a 1-man job
Western Union can handle
your Telegrams *all the way*
DIRECT SERVICE

Please
ROUTE OUR
TELEGRAMS
by
WESTERN
UNION

Please
ROUTE OUR
TELEGRAMS
by
WESTERN
UNION

PLEASE
REPLY
by
TELEGRAPH
SAVE TIME

ON THIS HAPPY DAY · MAKE THEM
HAPPY BY
SENDING

THANKSGIVING TELEGRAMS

SPECIAL BLANK & ENVELOPE

TELEGRAPH!

Send
THANKSGIVING
Greetings by
WESTERN UNION

25¢

and

35¢

TO ANY
WESTERN UNION
POINT IN U. S.

20¢
locally

TELEGRAPH!

Send
THANKSGIVING
Greetings by
WESTERN UNION

25¢

and

35¢

TO ANY
WESTERN UNION
POINT IN U. S.

20¢
locally

SUSPENSE!

**YOU CAN END
IT FOR THE
SENDER OF THIS
MESSAGE BY
REPLYING
PROMPTLY**

TELEGRAPH!

Send
THANKSGIVING
Greetings by
WESTERN UNION

25¢

and

35¢

TO ANY
WESTERN UNION
POINT IN U. S.

20¢
locally

TELEGRAPH!

Send
THANKSGIVING
Greetings by
WESTERN UNION

25¢

and

35¢

TO ANY
WESTERN UNION
POINT IN U. S.

20¢
locally

TELEGRAPH!

Send
THANKSGIVING
Greetings by
WESTERN UNION

25¢

and

35¢

anywhere

20¢
locally



The Growing American Custom

*Telegraph your
Thanksgiving Greetings*

6001

BEAUTIFUL BLANK • SPECIAL ENVELOPE

**We try to see to it
that every message
has its reply in the
shortest possible time.
Your cooperation by
filing your answer
promptly will be
very helpful**

THANKSGIVING TELEGRAMS



Cost no more than
any other high-
grade greeting

SPECIAL BLANK • SPECIAL ENVELOPE

Remember them at Home
with a cheery

THANKSGIVING TELEGRAM



SPECIAL BLANK • SPECIAL ENVELOPE

Remember **FAMILY and FRIENDS**



Telegraph
**THANKSGIVING
GREETINGS**

LOCAL RATE
Only 24¢ PLUS TAX

BEAUTIFUL BLANK • SPECIAL ENVELOPE

ASK FOR LIST OF GREETING SUGGESTIONS

Remember **FAMILY and FRIENDS**



Telegraph
**THANKSGIVING
GREETINGS**

BEAUTIFUL BLANK • SPECIAL ENVELOPE

ASK FOR LIST OF GREETING SUGGESTIONS

**We try to see to it
that every message
has its reply in the
shortest possible time.
Your cooperation by
sending your answer
promptly will be very
helpful**

Remember them at Home
with a cheery
**THANKSGIVING
TELEGRAM**

The American way for this American Day

Be Modern-TELEGRAPH
use WESTERN UNION'S new
NORMAN ROCKWELL blank for
Thanksgiving Greetings

**There is
No Dependable
Substitute
for
WESTERN UNION
TIME**
Ask our Manager why

be there by TELEGRAPH on
THANKSGIVING DAY
November 26th
SPECIAL BLANK AND ENVELOPE

IF YOU CAN'T BE THERE IN PERSON
Telegraph YOUR
**THANKSGIVING
GREETINGS**

ANOTHER GROWING AMERICAN CUSTOM
BEAUTIFUL BLANK
SPECIAL ENVELOPE

*Remember Family
and Friends with*
**THANKSGIVING
TELEGRAMS**

Special Blank
Special Envelope

REMEMBER THEM AT HOME
WITH A CHEERY
**THANKSGIVING
Telegram**

THE AMERICAN
WAY FOR THIS
AMERICAN DAY

You can send a
ten word reply
to this message
for only

cents

The reply can be handed to
messenger or telephoned
to Western Union office

for only **25¢**

You may telegraph
THANKSGIVING GREETINGS
anywhere

20¢ LOCALLY 35¢ ELSEWHERE
FOR IT WORKS YOUR
OWN COMPOSITION

YOU CAN STILL DO BUSINESS
with your Pacific Coast correspondent

IT IS O'CLOCK THERE AND O'CLOCK HERE

A FAST TELEGRAM WILL REACH
HIM BEFORE HE LEAVES FOR THE DAY

**YOUR EASTERN CORRESPONDENTS
WILL CLOSE FOR THE DAY WITHIN
AN HOUR OR TWO**

*You can still reach them
TODAY by WESTERN UNION*

COSTS AS LOW AS 4 CENTS A DAY

SAVE TIME by having the CORRECT TIME

**YOUR
COMMANDS**
WILL RECEIVE
QUICKER ATTENTION

*if you
telegraph me
collect
by*
WESTERN UNION

More time for Vacation.
*When you Telegraph instead
of write*

USE TELEGRAMS
- to remember home folks
- to get money
- to keep in touch with office
- to make reservations

TOURATE TELEGRAMS . . . 35¢
BOI VOYAGE TELEGRAMS . . . 25¢
RESERVATION TELEGRAMS . . . 35¢
TRAVELERS CHEQUES . . .

LOW RATE VACATION SERVICES

**WHEN
WIRING US
USE**

**WESTERN
UNION**
NO OTHER TELEGRAPH
OFFICE HERE

TOURATE TELEGRAMS . . . 35¢
 BON VOYAGE TELEGRAMS . . 25¢
 RESERVATION TELEGRAMS . 35¢
 TRAVELERS CHEQUES

LOW RATE VACATION SERVICES

Telegrams help Travelers

- ... TO KEEP IN TOUCH WITH HOME AND OFFICE
- ... TO GET AND SEND MONEY IN A HURRY
- ... TO RESERVE HOTEL AND TRAVEL ACCOMMODATIONS

WESTERN UNION
 MESSENGERS AVAILABLE FOR ERRAND SERVICE

"He who writes must wait"

TELEGRAPH
 your reservations

SMART TRAVELERS ALWAYS
Telegraph

- FOR RESERVATIONS
- TO KEEP IN TOUCH WITH HOME AND OFFICE
- FOR FUNDS IN A HURRY

CONVENIENT • FAST • SURE

RESERVE THEATRE SEATS AT BOX OFFICE PRICES

through Western Union Money Order Service

Reserve as far in advance as possible
 Special arrangements

BEST AVAILABLE SEATS

• HINTS FOR SMOOTHER TRAVELING

VACATION BOUND?
 BUSINESS TRIP?

Telegrams ARE A CINCH FOR MAKING RESERVATIONS

"YES SIR I GOT YOUR TELEGRAM"

Play safe! **TELEGRAPH**
 FOR RESERVATIONS HOTEL, PULLMAN, THEATRE!

"YES SIR I GOT YOUR TELEGRAM"

Play safe!
TELEGRAPH
 FOR RESERVATIONS HOTEL, PULLMAN THEATRE

GOING to NEW YORK?
 reserve your theatre tickets NOW through WESTERN UNION

HOTEL ROOMS TRAVEL ACCOMMODATIONS

RESERVE THEM BY WESTERN UNION

15 WORDS YOUR OWN COMPOSITION *only 35¢*

Make your
TRAIN, BUS and AIRPLANE
 reservations through WESTERN UNION

TOURATE TELEGRAMS . . . 35¢
 BON VOYAGE TELEGRAMS . . 25¢
 RESERVATION TELEGRAMS . 35¢
 TRAVELERS CHEQUES

LOW RATE VACATION SERVICES

FOR BIGGER PROFITS

Keep small stocks. Re-order by

TELEGRAPH

Today is **FRIDAY**
 letters forwarded today are not likely to be acted on before Monday

A WESTERN UNION NIGHT LETTER WILL GET IMMEDIATE ATTENTION

Today is **FRIDAY**
 letters forwarded today are not likely to be acted on before Monday

WESTERN UNION OVERNIGHT TELEGRAMS GET IMMEDIATE ATTENTION

This is **FRIDAY**
TELEGRAPH

YOU CAN STILL GET IT DONE THIS WEEK IF YOU...



SAVE TIME
-telephone
all your
telegrams
to
WESTERN UNION



SAVE TIME
-telephone
all your
telegrams
to
WESTERN UNION

Save Time
by having the
CORRECT TIME



COSTS BUT 5¢ A DAY

YOU CAN STILL DO BUSINESS
with your Pacific coast correspondent

IT IS O'CLOCK THERE
AND O'CLOCK HERE

A FAST TELEGRAM
WILL REACH HIM BEFORE HE LEAVES FOR THE DAY

TOURISTS! TRAVELERS!
C'mon - Send me Home!
THEY'RE ANXIOUS TO HEAR FROM YOU



TOURATE TELEGRAM
ONLY 35¢ FOR 15 WORDS

TRAVEL AMERICA

When traveling on business or for pleasure send

WESTERN UNION
TOURATE TELEGRAMS

only **35¢** for 15 words

When wiring us use

WESTERN UNION

no other telegraph office here

When traveling on business or for pleasure send

WESTERN UNION
TOURATE TELEGRAMS

only **35¢** for 15 words

When traveling on business or for pleasure send

WESTERN UNION
TOURATE TELEGRAMS

only **35¢** for 15 words
ANYWHERE

TOURISTS! TRAVELERS!
C'mon - Send me Home!
THEY'RE ANXIOUS TO HEAR FROM YOU



TOURATE TELEGRAM
ONLY 35¢ FOR 15 WORDS

TOURISTS! TRAVELERS!
C'mon - Send me Home!
THEY'RE ANXIOUS TO HEAR FROM YOU



TOURATE TELEGRAM
ONLY 35¢ FOR 15 WORDS

SURPLUS STOCKS
can be
SOLD
by
TELEGRAPH

IN INDIANA

540 of the 572 telegraph points served by Western Union are exclusively Western Union, no other company being represented. Similar situation in other states.

For complete service send your messages by **WESTERN UNION**

XC No other Telegraph office where this message originated

ONLY WESTERN UNION can carry your message there by **TELEGRAPH**. Quickly, accurately

XC No other Telegraph office where this message originated

ONLY WESTERN UNION can carry your answer back by **TELEGRAPH**. Quickly, accurately

XC **EXCLUSIVE!** The point of origin of this message is one of the thousands of places served exclusively by...

WESTERN UNION

TODAY IS FRIDAY
 Letters forwarded today are not likely to be acted on before
MONDAY
 A WESTERN UNION NIGHT LETTER WILL GET ATTENTION EARLY
SATURDAY
 3937

TODAY IS MONDAY
 re-stock after Saturday's sale
 BY
TELEGRAPH
 CLOSE PENDING BUSINESS TODAY

TODAY IS FRIDAY
 Letters forwarded today are not likely to be acted on before Monday
 A WESTERN UNION NIGHT LETTER WILL GET ATTENTION EARLY
SATURDAY

TODAY IS FRIDAY
 Letters forwarded today are not likely to be acted on before Monday
 A WESTERN UNION NIGHT LETTER WILL GET ATTENTION EARLY
SATURDAY
 3637

This is FRIDAY
TELEGRAPH
 5044

XC EXCLUSIVE!
 The point of origin of this message is one of the thousands of places served exclusively by...
WESTERN UNION
 4162

TODAY IS FRIDAY
 Letters forwarded today are not likely to be acted on before Monday
 A WESTERN UNION NIGHT LETTER WILL GET ATTENTION EARLY
SATURDAY

XC EXCLUSIVE!
 The point of origin of this message is one of the thousands of places served exclusively by...
WESTERN UNION
 4162

XC EXCLUSIVE!
 The point of origin of this message is one of the thousands of places served exclusively by...
WESTERN UNION
 4162

GUARANTEED to be READ~
The Business-getting Telegram
WESTERN UNION

This is MONDAY
 WESTERN UNION
 FOR A FLYING START AND TO CLEAR UP WEEK-END CORRESPONDENCE - **FAST...**
TELEGRAPH

Today is THURSDAY
 WESTERN UNION
 Tomorrow is end of week for many businesses...
FOR ACTION THIS WEEK
TELEGRAPH TODAY
 4720 (20)

Today is MONDAY
 WESTERN UNION
 FOR A FLYING START AND TO CLEAN UP THE WEEK-END ACCUMULATION...
TELEGRAPH

Today is TUESDAY
 WESTERN UNION
 DON'T WASTE IT BY SENDING A SLOW ANSWER. GET ACTION TODAY...
TELEGRAPH

Today is WEDNESDAY
 WESTERN UNION
 YOU CAN ADD AN EXTRA DAY TO THIS WEEK BY STARTING AND COMPLETING A TRANSACTION IN ONE DAY BY...
TELEGRAPH

Today is THURSDAY
 WESTERN UNION
 THE WEEK IS ALREADY HALF OVER. MAKE EVERY REMAINING DAY COUNT...
TELEGRAPH

Today is FRIDAY
 WESTERN UNION
 YOU CAN STILL GET IT DONE THIS WEEK IF YOU...
TELEGRAPH

Today is SATURDAY
 WESTERN UNION
 DON'T WAIT UNTIL MONDAY, YOU CAN DO IT TODAY IF YOU...
TELEGRAPH

Today is SUNDAY
 WESTERN UNION
 DON'T WAIT UNTIL MONDAY, YOU CAN DO IT TODAY IF YOU...
TELEGRAPH

USE TELEGRAMS TO ACKNOWLEDGE COMPLAINTS

LOOK, MACK, THEY TELEGRAPHED THAT THEY'RE ADJUSTING OUR COMPLAINT

WHAT DO YOU KNOW ABOUT THAT? IT MEANS GOOD SERVICE BY THEM

USE TELEGRAMS...

USE TELEGRAMS TO ANNOUNCE STYLE CHANGES

LOOK! THE FIRM'S GOING TO RELEASE THE NEW MODELS!

GREAT NEWS! I'M GLAD THEY TELEGRAPHED! NOW WE'VE TIME TO CLOSE OUT THE OLD MODELS!

AGER

USE TELEGRAMS TO ANNOUNCE PRICE CHANGES

WE'LL BE STUCK WITH A LOSS UNLESS OUR ENTIRE TERRITORY KNOWS OF THIS PRICE CHANGE AT ONCE. WHAT SHALL WE DO?

TELEGRAPH! SEND A BOOK OF MY LETTERS! THE MEN WILL ALL GET THE NEW PRICE AT THE SAME TIME. SO WILL OUR CUSTOMERS.

* A message sent to more than one person. One firm once sent a book of 30,000 messages

USE TELEGRAMS TO COLLECT DELINQUENT ACCOUNTS

PAID PAID PAID UNPAID

B.T. (Before Telegrams) A.T. (After Telegrams)

USE TELEGRAMS FOR CREDIT INFORMATION

WILL YOU SHIP THE GOODS?

OF COURSE, MR. BROWN

BROWN'S NOT ON OUR BOOKS WIDE FOR HIS CREDIT DATING!

USE TELEGRAMS FOR DAILY SALES REPORTS

NOW THAT WE'RE GETTING DAILY SALES REPORTS BY TELEGRAM WE CAN COORDINATE OUR ENTIRE OPERATIONS FROM PURCHASE OF RAW MATERIALS TO DELIVERY OF FINISHED PRODUCT

USE TELEGRAMS TO ENCOURAGE PURCHASE OF ADDITIONAL ITEMS

M-M-M... DO YOU KNOW, FRANK? I THINK WE SHOULD ALSO ORDER THIS NUMBER TWO SPECIAL. SMITH MENTIONS IN HIS TELEGRAM

USE TELEGRAMS AS INVITATIONS TO BUYERS

BROWN TELEGRAPHED ABOUT HIS LINE. WE'D BETTER SEE IF THE OTHERS ONLY WOOTE!

DO YOU KNOW—AFTER WE BUY BROWN'S LINE WE'D BETTER BE SMART AND TELEGRAPH OUR CUSTOMERS, TOO!

USE TELEGRAMS TO PAVE THE WAY FOR SALESMEN

OH, YES, MR. JONES, GLAD TO SEE YOU. YOUR FIRM WIRED YOU WERE COMING!

STAMP

USE TELEGRAMS TO REPLENISH STOCKS

IS THIS THE STYLE YOU PREFER?

YES!

FINE! I'LL ORDER IT BY WIRE. YOU'LL HAVE IT TOMORROW!

USE TELEGRAMS TO REQUEST REPLIES TO UNANSWERED LETTERS

BROWN HAD TO SEND ME A WIRE TO REMIND ME TO ANSWER HIS LETTER!

WHY DON'T WE DEAD WIRE TO GET ACTION ON OUR UNANSWERED LETTERS?

USE TELEGRAMS TO REVIVE INACTIVE ACCOUNTS

LOOK! A WIRE FROM SMITH! I GUESS WE HAVE BEEN NEGLECTING HIM. WIRE HIM AN ORDER, MISS DOE!

XC EXCLUSIVE!
The point of origin of this message is one of the many places served exclusively through...
CANADIAN NATIONAL

EASY WAY TO TELEGRAPH
...lift telephone receiver... call **WESTERN UNION**... from home, office or any coin box telephone....

4105 **TELEGRAMS ARE INEXPENSIVE**

TELEGRAPH!
WESTERN UNION AT EVERY
VACATION CROSSROAD

1800 VOLTAGE TELEGRAMS
23¢ and 35¢ per word

RESERVATION AND ANSWER TELEGRAMS 35¢

TRAVELERS CHEQUES

TOURATE TELEGRAMS 35¢

These **LOW RATE Vacation Services** will make vacation a lot more fun... Ask us to explain

TELEGRAPH... and relax

0178

VALENTINE TELEGRAMS
*the new way to tell
 the old old story*

FEB. 14th

VALENTINE TELEGRAMS
 SWIFT AND TRUE
 AS CUPID'S DART

SPECIAL BLANK
 SPECIAL ENVELOPE

VALENTINE TELEGRAMS
 SWIFT AND TRUE
 AS CUPID'S DART

SPECIAL BLANK
 SPECIAL ENVELOPE

TELEGRAPH YOUR VALENTINE Greetings
 by WESTERN UNION

25¢ ANY WESTERN UNION POINT IN U.S.
 20¢ LOCALLY

TELEGRAPH YOUR VALENTINE Greetings
 by WESTERN UNION

25¢ and 35¢ ANYWHERE IN U.S.
 20¢ LOCALLY

Telegrams will move old stock, introduce new items pep up salesmen.

TELEGRAPH YOUR VALENTINE Greetings
 by WESTERN UNION

25¢ ANYWHERE IN U.S.
 20¢ LOCALLY

SEND MOTHER'S DAY GREETINGS
 Via POSTAL TELEGRAPH!

★ TAKE MOTHER TO SEE ★

LOEW'S

"THE HARDYS RIDE HIGH"
 M-G-M's laugh hit with
 Lewis STONE • Mickey ROONEY
 Cecilia PARKER • Fay HOLDEN

STARTS THURSDAY, MAY 11

WOO by "W.U."

WESTERN UNION

Valentine Telegrams

20¢ LOCALLY
 25¢ ANYWHERE IN U.S.

THE TELEGRAM IS THE
 Modern
VALENTINE

FEB. 14

CALL WESTERN UNION
 FROM OFFICE, HOME,
 OR COIN-BOX PHONE

Heart on fire? Don't write-WIRE!

FEB. 14th

20 SWEETHEARTS
 FAMILY • FRIENDS

TELEGRAPH your VALENTINE GREETINGS

BEAUTIFUL NEW BLANK • SPECIAL ENVELOPE

VALENTINE TELEGRAM

FEB. 14

A SURE WAY TO GET HER ATTENTION
 COLORFUL BLANK AND ENVELOPE COST
 AS LOW AS 20 CENTS WITHIN THE CITY

TELEGRAPH YOUR Valentine Greetings

FEB. 14th

BEAUTIFUL BLANK • SPECIAL ENVELOPE
 MANY GREETING SUGGESTIONS

VALENTINE TELEGRAMS

Feb. 14

*The new way to tell
 the old, old story*

SPECIAL BLANK and ENVELOPE

TELEGRAPH YOUR VALENTINE Greetings

FEB. 14th

Beautiful BLANK • SPECIAL ENVELOPE

TELEGRAPH YOUR VALENTINE Greetings

FEB. 14th

Beautiful BLANK • SPECIAL ENVELOPE

only 25¢ for
VALENTINE TELEGRAMS

• FOR ANY ONE OF THE 16
 MESSAGES IN THIS FOLDER
 15 WORDS YOUR OWN COMPOSITION **35¢**

FOR RESERVED TICKETS
TO ALL
CHICAGO CUBS
BASEBALL GAMES

Confirming
this order by
TELEGRAPH

will
build
GOOD-WILL
and hold

If you want
prompt replies
to your
Telegrams
-add the words
Answer by

First Impressions Count
Go after
that new
customer
by
TELEGRAPH

Send
CHRISTMAS
and
NEW YEARS
GREETINGS
by
Postal Telegraph

SEND DAD
A Greeting
VIA
Postal Telegraph
FATHER'S DAY

Send one
of our
BON VOYAGE
TELEGRAMS

WHEN FRIENDS
LEAVE ON A
TRIP

send Her a Telegram
on **MOTHERS DAY**
by **MAY 11th**

send
HOLIDAY
GREETINGS
by
TELEGRAPH

Less than a gift...

SEND YOUR
CHRISTMAS
GREETINGS
THIS YEAR
BY

SEND YOUR
CHRISTMAS
GREETINGS
THIS YEAR
BY

We didn't
see you last
month....
Can we get
some of your
business this
month?

SEND YOUR
Congratulations
VIA
Postal Telegraph

SPECIAL BLANK

A Telegram will
BREAK THE ICE
for
your salesman

OOPS!

We missed your
business last month
...can we get back in
the swing?
WESTERN UNION

We missed you last month
...can we get aboard with some
business this month?
WESTERN UNION

OUT IN THE COLD!

**BLANK BILLS
MAKE US FEEL THAT WAY**

**WE HAVE A SERVICE FOR YOUR
EVERY COMMUNICATIONS NEED**

Western Union Telegraph Co.

OOPS!
WE MISSED YOUR BUSINESS
LAST MONTH!

**CAN WE GET BACK IN THE
GAME WITH YOU THIS MONTH?**

WESTERN UNION TELEGRAPH CO.

HOW! ONE MOON - NO WAMPUM!
MAKE POW-WOW! SMOKUM PEACE PIPE!
SEND HEAP WIRE - GETTEM MORE SALE!
-- AND **HOW!**

Western Union Telegraph Co.

**WE'RE LOOKING
HIGH—**

**AND
LOW
FOR SOME
BUSINESS FROM
YOU SOON!**

**LAST MONTH YOU GAVE US
THE BIRD!**

**WE'D BE GLAD TO
CROW OVER SOME BUSINESS
FROM YOU THIS MONTH!**

Western Union Telegraph Company

Sent by
TELEGRAPH
to secure a quick
reply

SEND IT NOW

by
CANADIAN NATIONAL
TELEGRAPHS

A TEN WORD
REPLY TO THIS
TELEGRAM
...will cost
only

CANADIAN NATIONAL

TO SEND A
TELEGRAM

call

CANADIAN
NATIONAL

Sent by
TELEGRAPH
to secure a quick
reply

SEND IT NOW

by
CANADIAN NATIONAL
TELEGRAPHS

A TEN WORD
REPLY TO THIS
TELEGRAM
...will cost
only

CANADIAN NATIONAL
TELEGRAPHS

TO SEND A
TELEGRAM

call

CANADIAN
NATIONAL
TELEGRAPHS

**TELEGRAPH
YOUR**

**SEASON'S
GREETINGS**



Unisphere presented by **USG** United States Steel

This is a
**GREETING
TELEGRAM**
from New York
the **WORLD'S
FAIR CITY**

© 1961, 1962, 1963 New York World's Fair 1964-1965 Corporation

**PLEASE ANSWER
BY BEARER.
THE SENDER
HAS PREPAID AN
IMMEDIATE
REPLY.**

Canadian Pacific

DIRECT RADIO-TELEGRAPH SERVICE TO

AFRICA

VIA

RCH

CAIRO
MONROVIA
BRAZZAVILLE
LEOPOLVILLE

R.C.A. COMMUNICATIONS, INC.
A RADIO CORPORATION OF AMERICA SERVICE

**Radio -
Telegramme**

nimmt jedes Telegrafenamnt an
Vermittlung: Deutsche Betriebsgesellschaft
für drahtlose Telegrafie (Dobeg) Berlin SW 61

**TELETYPE US
FOR
FAST SERVICE**

We have Bell System
Teletypewriter Exchange Service