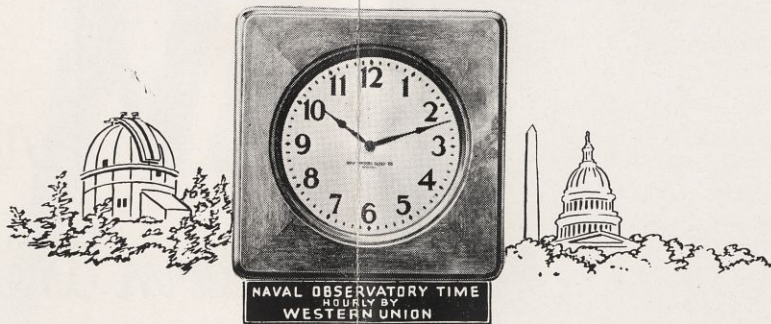


Why are
Western Union clocks
always correct?





● Every day a series of "Time Beats" from the U. S. Naval Observatory at Washington, D. C., flash over Western Union lines to 20,000 towns and cities. Master clocks in Western Union offices receive correct time to the fraction of a second. At noon and on the hour every hour these master clocks, in turn, automatically synchronize perfectly many thousand self-winding clocks.

● This is the only nationally regulated time service, and has

been the standard time of the nation for more than forty years. When you want correct time, you can always get it from a Western Union clock. This accurate time service costs only five cents a day.

● A Western Union clock can pay for itself in two ways—by attracting customers' attention to a window display—by suggesting punctuality to shop and office workers. Several styles; some with space for advertising cards.

WHY ARE TELEGRAMS ANSWERED?

From long use the yellow blank is recognized as a symbol of urgency—something that grabs attention like a fire alarm or a woman's scream.

As you hold a telegram in your hand, you say to yourself, "This must be important"—and like a flash you open it . . . read every word . . . decide to act. You give the sender credit for using the most impressive method of sending a message. You are impelled to answer immediately . . . to accept his offer . . . to answer his question, etc.

Business courtesy alone will suggest an immediate answer by the swift service of the telegraph.

Western Union is EVERYWHERE with actual telegraph offices. Patronize this universal service to make sure your correspondent gets a genuine telegram delivered immediately on a telegraph blank.

WESTERN UNION
Everywhere