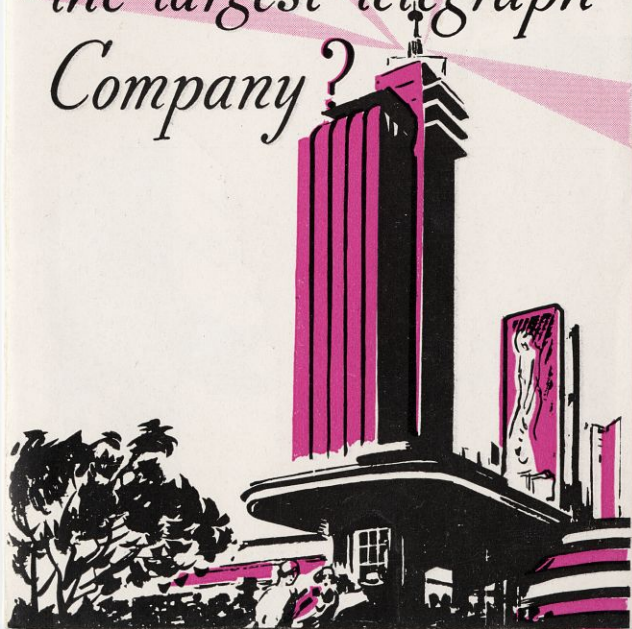


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Why is

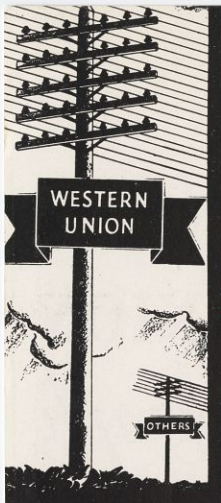
WESTERN UNION

*the largest telegraph*

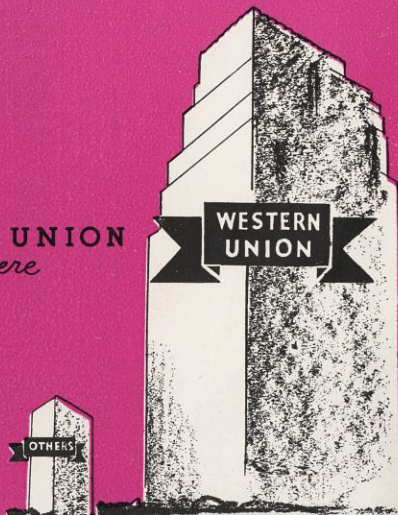
*Company?*



# Why is WESTERN UNION the largest Telegraph Company?



**WESTERN UNION**  
*Everywhere*



*from* its earliest days, Western Union adopted a policy of extending its lines everywhere, establishing offices in places large and small, and thus giving rapid communications to the whole nation. Consequently Western Union can deliver actual telegrams on telegraph blanks everywhere.

On December 31 the Western Union system included 1,861,485 miles of wire, 30,872 nautical miles of ocean cables, 21,615 *actual* telegraph offices.

Other companies combined have only 2,802 offices.

# Telegrams Sell!

● Nothing equals a telegram for speed for emergency or other use. Nothing equals a telegram's ability to get attention . . . to suggest action.

● These virtues combined make the telegram a powerful aid in selling . . . buying . . . pepping up salesmen . . . collecting money. Particularly today, the telegram is needed to urge slow buyers to action. *Try sales telegrams.*

● Our manager in your city can give you facts and figures to prove that telegrams crash through a buyer's indifference and make sales at low cost.

● The new competition in business must be met with ACTION. You can get action by telegraph.

WESTERN UNION  
*Everywhere*