

FORMS SUGGESTED FOR TELEGRAPH MESSAGES

Appropriate to

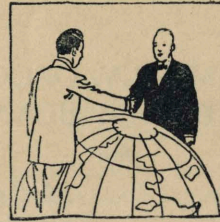
NEW YEAR'S DAY, EASTER
THANKSGIVING DAY
CHRISTMAS, VALENTINE'S
DAY, MOTHER'S DAY, BIRTH-
DAYS, WEDDINGS, AND
BIRTHS OF CHILDREN.

Also

MESSAGES OF CONDOLENCE
AND CONGRATULATORY
MESSAGES TO SCHOOL OR
COLLEGE GRADUATES
AND PUBLIC MEN

Issued for the convenience of patrons of
THE WESTERN UNION TELEGRAPH COMPANY





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ATTRACTIVELY DECORATED TELEGRAM BLANKS

for

Christmas

Mother's Day

Easter

Valentine's Day

Thanksgiving Day

YEARS ago the telegram was used in emergencies only. Then business adopted the yellow blank as a money maker and found a new use for it every day. Now the telegram is being used enthusiastically for purely social messages because of its warmly personal touch and, on the special occasions listed above, the distinctive blanks in appropriate designs and color schemes instantly suggest themselves as an entirely new and different way to carry the greetings of the day. These blanks may be seen at any Western Union office or will be mailed upon request.

Introduction

THE composition of a well-worded, concise and pertinent telegram may easily be a matter of some small difficulty.

It is therefore hoped that the conventional telegrams on the following pages may be found useful to our patrons in suggesting to them forms appropriate to the various occasions for which they are designed.

They are naturally suggestions only, to be changed and modified according to the personal taste of the individual. The longer forms can be sent most cheaply as Night Letters or Day Letters.

A NIGHT LETTER of fifty words, for instance, can be sent for the cost of a ten-word full rate message; i.e., from 20 cents to \$1.20, according to the distance. There is no limit to the length of a Night Letter; just remember that you can always send five times as many words as in a full-rate telegram, and at the same cost.

A DAY LETTER of fifty words, for instance, can be sent for one and one-half times the cost of a ten-word full rate message; i.e., from 30 cents to \$1.80, according to the distance. There is no limit to the length of a Day Letter.

The rates for Cable Letters and Cable Week-End Letters can be obtained by inquiry at any of our offices. Rates are surprisingly reasonable; for instance, a 25-word Week-End Letter can be sent from New York City to London for 75 cents; only 3 cents a word.

THE WESTERN UNION TELEGRAPH COMPANY

New Year Greetings



BEST wishes for the New Year. May it bring to you and your family health, happiness, peace and prosperity. May it see your hopes fulfilled and may it be rich in the successful accomplishment of your highest aims.

Best wishes for a Happy New Year.

With every passing year my affection (friendship) for you grows deeper and stronger and with all my heart I wish that the New Year may be one of happiness and good fortune to you.

My (Our) very best wishes for a Happy New Year.

The New Year only strengthens my (our) affection for you (and yours). May it be a Happy Year full of health and all good things for my (our) dear friend (friends).

My (Our) cordial wishes for a Happy New Year.

May peace and happiness be yours in the New Year. May fortune smile upon you and favor you with many blessings.

My (Our) best wishes for a New Year rich in blessings.

May the New Year be a good year to you and yours is the wish of your friend.

May the days of the New Year unfold for you and yours the best the days can give.

What the coming year may hold we can none of us foresee. It is my (our) earnest wish that for you it may bring forth a generous harvest of happiness and good fortune.

May the coming year and all that succeed it deal lightly and kindly with you.

May the coming year bring you happiness in fullest measure.

May the New Year bring you health, happiness and all other good things.

If the New Year brings the fulfillment of my dearest wish it will contain for you only health and happiness.

Health, happiness and contentment, may these be yours in the New Year.

May health, happiness and prosperity be yours in bountiful measure in the year to come.

May the New Year be a good year to you and yours—full of health and happiness.

May each of the three hundred and sixty-five days of the New Year be a happy one for you.

The happiest of New Years to you and yours.

May the New Year bring you the fullest measure of health, happiness and prosperity.

Another New Year dawns. May it be for you the bearer of happiness and all good fortune.

May the New Year find you in the enjoyment of health and happiness.

THE TELEGRAPHED GREETING
IS DISTINCTIVE
AND SO WARMLY PERSONAL

Valentine Messages



THE latest news by wire is that I am just as anxious as ever to be your Valentine.

True love is swift and flies on swallow's wings. Swift be the messenger who my love's message brings.

It's not the frills and laces that make a Valentine. It's the message of affection, straight to your heart from mine.

To tell you what I think of you, the mail is far too slow. My message must fly swift and true, as the arrow from the bow.

It is not that I think of you more on Valentine's Day than on any other day, but this is the day of all days when I want to tell you how much I think of you every day.

Though separated from you by many miles, I take comfort in the thought that this message of affection sent you on Valentine's Day brings me closer to you.

Not from the whole wide world I chose thee; the wide, wide world could not enclose thee; for thou art the whole wide world to me.

Will you be my Valentine? Answer by Western Union.

WHEN HEARTS ARE
TRUMPS
A TELEGRAM'S AN ACE

Easter Greetings



OUR thoughts turn to you with affection and best wishes at this Easter season, with the hope that peace, prosperity and plenty may attend your life today and through all your days to come.

May this Springtime blossom for you with flowers of peace and contentment.

Easter Greetings from a friend who thinks of you with constant affection.

May the hope of good things to come which is kindled at this time of nature's awakening find its fullest realization and the Easter spirit remain with us throughout the year.

This Easter Greeting carries to you the affection of an old friend.

May this Easter Day find you in the enjoyment of health and happiness.

This message I am sending you to let you know that I am thinking of you and that I wish you joy and good fortune this Easter Day.

On this Easter Day the opening flowers and the awakening of Spring speak to me of you. May happiness attend you always.

Just a message to a friend, to convey to you my wish that this Easter may bring you happiness and good fortune.

May Easter gladness fill your heart today and may all good attend you.

We all join in best wishes for a happy Easter Day to you and your family.

As the warm sunshine of Spring has newly decked the earth with flowers, with tender buds and fresh young green, so may your heart be filled with sunshine, bringing forth blossoms of happiness and contentment.

I (We) wish you joy and happiness at this Eastertide.

May happiness and health be yours on this Easter Day and in the days to come.

Best wishes for a bright and happy Easter.

Our thoughts turn to you with affection and regard; we wish you every happiness today.

Easter Greetings to you and yours.

Upon this fairest day of Spring, the joyous Easter festival, my thoughts fly toward you and I send you my greetings and best wishes.

May your Easter be a bright and happy one.

We all wish you and yours a happy Easter.

If this Easter Day finds you well and happy my (our) dearest wish will be fulfilled.

Love and best wishes for a happy Easter.

May Eastertide bring happiness to you and yours.

May the happiness you desire be yours this day.

W [THE WARMTH OF A] W
[PERSONAL GREETING GOES]
[DIRECT BY TELEGRAPH] W

Mother's Day Greetings



TODAY I join with those who greet their mothers and send you a word of love. Away from you and the old home, my heart goes back to you today. As the years pass, my love for you grows deeper and my debt to you more plain.

Every day is Mother's Day for me. Much love.

Just a word to send you my love this Mother's Day.

Arrived here today; am well and thinking of you in affection.

I am sending this greeting on Mother's Day with all my love.

Though I am far from you my heart is with you today as always.

I am thinking of you today and hope that you are well and happy.

On this Mother's Day and every other day my thoughts turn to you in affection.

It is hard to be away from you, but my thoughts are with you today.

My thoughts are with you today in love and gratitude for all you have done for me.

On Mother's Day I send this message to the best mother in the world to let her know that my thoughts are with her in love and gratitude.

There are three hundred and sixty-five Mother's Days for me every year and every leap year an extra one for good measure, and every day my love for you is greater than the day before.

On this Mother's Day I am wearing a carnation in honor of the best mother that ever lived.

This is Mother's Day and I am sending this word of love and greeting to the best mother of them all.

All that I am, all that I hope to be, I owe to you, dear mother. With the passing years the realization of my debt of gratitude grows more profound and my love ever deeper and stronger.

Most of the good things in this life come to us in twos and threes, dozens and hundreds—plenty of roses, stars, sunsets, rainbows, brothers and sisters, aunts and cousins, comrades and friends, but only one mother in this wide, wide world.

A greeting from far away, dear mother. May the day be a bright and smiling one for you.

Mother of Mine, I have many blessings for which to be thankful, but the greatest of these is you, and my thoughts are with you this Mother's Day.

Today is Mother's Day, but it needs no special day for you to know that I am always thinking of you in love and affection, Mother of Mine.

A word of greeting on this Mother's Day. For all the years of love, of tenderness, of care that you have given me, my life-long devotion can compensate only in poor measure.

IF YOU CANNOT
GO HOME
SEND A TELEGRAM

Thanksgiving Day Greetings



I (WE) hope that on this Thanksgiving Day you have much for which to give thanks and that each passing year will give you still greater cause for thankfulness.

I never cease to give thanks that I have your affection and friendship.

May your Thanksgiving Day be full of happiness and all good cheer.

That I am (we are) not at home today to join in the festivities is a great sorrow to me (us). Love to all the dear family.

I think of my dear family today and long to be with them.

My (Our) one wish this Thanksgiving Day is that I (we) might be with you. Affectionate wishes for your happiness.

A message of good cheer at this Thanksgiving time; may it find you in health and happiness.

Think of me (us) as being with you in spirit on Thanksgiving Day.

NOT GOING HOME? THE FAMILY
SURELY WILL MISS YOU. LET A
TELEGRAM SPEAK FOR YOU

Christmas Greetings



EVERY good wish for a Merry Christmas and a happy and prosperous New Year. I need not tell you with what affection we are thinking of you and yours at this Christmas season. God bless you all.

Every good wish for a Merry Christmas and a happy and prosperous New Year.

My (Our) very best wishes for a Merry Christmas.

We are all thinking of you at this Christmas season and send you every good wish for health and happiness.

Merry Christmas to you and yours.

May the Christmas bells ring in for you an era of unalloyed happiness and constantly increasing prosperity.

A very Merry Christmas to you and yours.

A message of good cheer to greet you, my (our) dear friend, on Christmas Day and to wish you the fullest measure of happiness.

May your Christmas be a very happy one.

That this holiday season may bring you all good cheer is the wish of your friend.

Merry Christmas to you and all the family.

Once again it is Christmas time and my (our) wish is that it may bring you joy and happiness.

All affection and good wishes for a Merry Christmas to you and yours.

We all join in wishing you a Merry Christmas.

That your Christmas be a very happy one is the wish of your sincere friend.

May you have a bright and happy Christmas.

As the Christmas chimes are ringing I think with a full heart of our old friendship. May it be granted us to enjoy it for many years and may each of them be a happy one for you.

May Christmas bring you joy and happiness.

You are constantly in my (our) thoughts, which carry to you today all affectionate wishes for a happy Christmas.

A Merry Christmas and a Happy New Year.

Would that I (we) could be with you to share with you your Christmas joy. May the day be a happy one for you and yours.

Best wishes for a Merry Christmas and Happy New Year.

Once more the Merry Christmas time has come with its good cheer. May your share of it be ample.

Love and a Merry Christmas to you all.

A Merry Christmas from a friend to a friend.

May your Christmas be a merry one and the New Year full of happiness.

Affectionate greetings for a Merry Christmas and a Happy New Year.

May this Christmas find you well and happy. Love and best wishes to you and yours.

May Christmas bring you naught but joy and banish all care and sorrow.

Allow us to extend to you our Holiday Greetings and to wish you a most Happy and Successful New Year.

To you, as one of our old and valued customers, we send a Merry Christmas and a Happy New Year. May our friendly relations continue for many years to come.

While we highly value your business, we value still more the cordial relations that have existed between us for so many years. A Merry Christmas and a Happy New Year to you.

You have contributed your full share toward what we have been able to accomplish this year. We appreciate your efforts and wish you a Merry Christmas and a Happy New Year.

The success of our business is largely due to the fidelity and zeal of our representatives. To you, as one of them, we desire to express our sense of indebtedness and to wish you a Merry Christmas and a Happy and Successful New Year.

To you and all your office force we send hearty greetings for a Merry Christmas and a Happy New Year. Thank them in our name for the good work they have done during the past year.

IN THE HUSTLE AND BUSTLE OF CHRISTMAS
A TELEGRAPHED GREETING
STANDS OUT WITH TREMENDOUS EMPHASIS

Birthday Messages



MANY happy returns of the day. My (Our) affectionate thoughts and every good wish go to you on this your birthday. May each succeeding year bring to you the best satisfactions which life holds.

Best wishes for your birthday. May you live long and prosper.

May your birthday and each new day thereafter dawn with joy and bring forth rich gifts of happiness.

Best wishes for a happy birthday.

My (Our) thoughts are with you on your birthday. May all your days be happy days.

My (Our) best wishes are with you on your birthday.

May all your birthdays and all the days that lie between them be happy ones.

Best wishes for a happy birthday and many prosperous years.

Birthday greetings. I (We) wish you a long life and everything that makes a long life worth living.

Across the miles a greeting of good cheer to wish you a happy birthday and much good fortune.

Congratulations for your birthday. May it be only one of many more to mark your splendid work.

I join with the country (city) in congratulating you on your birthday, made doubly significant because of your remarkable success.

TO "SWEET SIXTEEN" OR "SERENE SIXTY,"
THE GREETING TELEGRAM CLOTHES THE
OLD WISH IN A NEW AND PLEASING DRESS

Wedding and Anniversary Messages



SINCEREST congratulations to the bride and groom from an old friend who wishes you both years of health, happiness and prosperity. May the future hold only the best for you that this world can give.

Heartiest congratulations. I (We) wish you many years of happiness.

The best wish I (we) can send you on your wedding day is that you will find in your new life every dearest wish of your heart.

Congratulations and best wishes for your future happiness.

My (Our) sincerest and best wishes for your happiness.

We unite our congratulations with those of your many dear friends and wish it were possible to be with you today.

Our love and congratulations go to you this day. May the future bring you only the greatest happiness.

We all join in hearty congratulations and best wishes.

Heartiest congratulations. May your path be strewn with roses.

Congratulations on your Wedding Anniversary. Regret I (we) cannot be with you.

May you have many more happy Wedding Anniversaries.

The many years of wedded bliss now emphasized by your (golden, silver, etc.) Wedding Anniversary are an inspiration to all who travel life's road hand in hand. Congratulations.

OF ONE THING YOU CAN BE SURE:
THEY WILL TREASURE YOUR
TELEGRAM OF CONGRATULATIONS

Messages on the Birth of a Child



LOVE and all good wishes to the dear mother and her little son (daughter). We rejoice in your happiness. May this new life bring only comfort and joy to you through the years to come.

Love to the dear mother and her little son (daughter).

Hearty congratulations. May the new son (daughter) grow up to be his (her) parents' pride and joy.

A warm welcome to the new arrival and best wishes for his (her) health and happiness.

Greetings to (the name of child) on his (her) safe arrival and congratulations to his (her) parents.

We rejoice with you in the little life which has come into the world to gladden your days.

We rejoice with you in the happiness that has come into your lives. Love to mother and son (daughter).

My best wishes to the newly arrived son (daughter) and to his (her) mother.

Happy to announce birth today of boy (girl) weighing (number) pounds.

Stork left with us today a (number) pound girl (boy). Mother and baby well.

THE THIRD PAGE OF THEIR BABY
BOOK IS WAITING FOR YOUR
TELEGRAM OF CONGRATULATIONS

Messages of Condolence



You have my heartfelt sympathy in this hour of your bereavement. I wish I might find words with which to express my sorrow at your loss, which is also mine. May you have the strength to bear this great affliction.

You have my (our) heartfelt sympathy.

Words are inadequate to express my (our) sorrow at the news of your great affliction. My (our) love and sympathy to you all.

My (our) heartfelt sympathy in your great sorrow.

My (our) sincere and heartfelt sympathy.

I (We) realize that nothing I (we) can say can lighten the burden of your grief, but I (we) want you to know that my (our) deepest sympathy is with you in the hour of your affliction.

I (We) have just heard of your great affliction. Let me (us) send to you my (our) heartfelt sympathy.

I (We) share your sorrow. May the memory of the happy years spent with him (her) help you to bear your great loss.

My (Our) sincere sympathy.

Your loss is also mine (ours) for I (we) have lost a friend. You have my (our) deep sympathy.

My (Our) deep sympathy goes to you in your affliction. May the memory of the honorable life just ended sustain and comfort you.

I (We) send you my (our) heartfelt sympathy. To have enjoyed the friendship of your father (husband—brother) I (we) hold one of the greatest privileges of my life (our lives).

My (Our) heartfelt sympathy in this dark hour of your sorrow.

In the death of your dear father (mother—wife—sister—brother) I (we) have lost one whom it was my (our) privilege to call my (our) friend. My (Our) heartfelt sympathy goes out to you in your sorrow.

——— joins me in the expression of our deepest sympathy.

I am (We are) thinking tenderly of you today. May you have the strength to bear your great affliction.

My (Our) love and sympathy go out to you in your great sorrow.

I (We) share your sorrow for I (we) have lost a dear friend. All love and sympathy to you and yours.

In your great sorrow you have my (our) deepest sympathy.

In your affliction may the knowledge that your friends share your sorrow be a solace to you.

My (Our) love and sympathy in your sudden affliction.

I am (We are) greatly shocked at the sad news. You have my (our) deepest sympathy.

My (Our) deepest sympathy in your great loss. If there is anything I (we) can do, do not hesitate to let me (us) know.

IT IS SO DIFFICULT TO WRITE
A LETTER OF CONDOLENCE

Messages for Reserving Hotel Accommodations



For One Room

RESERVE outside (inside) single (double) room with bath (without bath) for (day) (date).

For Two Rooms

Reserve inside (outside) adjoining rooms with baths (without baths) (day) (date).

Reserve two outside (inside) double rooms with bath (without bath) (day) (date).

For Rooms and Special Services

Reserve outside (inside) single (double) room with bath (without bath) (day) (date). Engage doctor (nurse, stenographer, etc.) for (time).

Reserve outside (inside) single (double) room with bath (without bath) (day) (date). Serve breakfast (lunch, dinner) in room (time).

For Groups

Reserve (number) double (number) single rooms adjoining (on same floor) (on same corridor) (day) (date) (time).

For Special Accommodations

Reserve suite (apartment) for (number) people, with (number) maid(s) valet(s). Engage maid (valet) for (day) (date) (time).

Reserve ballroom (private dining-room) accommodating (number of people) for (date) (time) beginning (time).

Reserve table(s) for (number) people for dinner (breakfast, lunch, etc.) for (date) (time).

W || "WHERE SHALL WE SLEEP TONIGHT?" IS A VITAL
QUESTION WHEN TRAVELING. A
TELEGRAM WILL GET A SATISFACTORY ANSWER || W

Congratulatory Messages to a School or College Graduate



HEARTIEST congratulations upon your graduation. You are now embarking on your real work in life and I send you my best wishes for your future happiness and success in the career opening out before you.

May your future be as successful as have been your school (college) days. Heartiest congratulations upon your graduation.

I am (We are) proud of your success. May the future grant you opportunity and the fulfillment of your hopes.

I am (We are) thinking of you today. Every success in life be yours and hearty congratulations upon your graduation.

I (We) hear that you have taken class honors. Sincerest congratulations and best wishes.

May your Class Day be favored with sunny skies and your life be full of happiness and success.

Sincerest congratulations upon your graduation.

Heartiest congratulations upon your graduation and best wishes for your future success.

I (We) regret that I (we) cannot be with you today to see you take your new honors. Sincerest congratulations.

W || LET HER KEEP YOUR TELEGRAM
WITH THE FADED FLOWER PETALS
AND THE PICTURE OF HER CLASS || W

Congratulatory Messages to a Public Man



WE have just heard of your success, so richly deserved and so splendidly won. You have our warmest congratulations and all good wishes for the future. May it bring to you the rewards which are your due.

We have just heard of your success. Sincere congratulations and best wishes for the future.

That the people of the State (City) have nominated a man like you is greatly to their credit. Every success to you in the coming campaign.

Heartiest congratulations on your nomination (election).

That we have the opportunity to vote for a man like you in the coming election is our great good fortune. I congratulate you upon your nomination and predict your election by a large majority.

Your nomination (election) testifies to the esteem in which you are held by your fellow citizens. Heartiest congratulations.

Congratulations on your victory, a hard fight, well won by the best man.

Your splendid majority must be a great satisfaction to you. Sincerest congratulations on your election.

Congratulations upon your nomination. You will have the support of the best element in the community and your election should be a foregone conclusion. I wish you every success.

You fought a good fight in a good cause. Heartiest congratulations on your splendid success.

I congratulate you upon your new honors won by distinguished services to your fellow citizens.

Your nomination (election) to your high (important) office is not alone a satisfaction to your friends but to the people of the whole Nation (State).

The news of your nomination (election) to your important office is received with great enthusiasm by your host of friends and by none more than myself. I send you my hearty congratulations.

Your nomination (election) is received with the greatest enthusiasm by your friends here and by none more than myself. Heartiest congratulations.

Your campaign was vigorous and fine. Your victory testifies to the people's confidence in you and your cause. Warmest congratulations.

Enthusiastic over your address, which was scholarly, eloquent and convincing. Heartiest congratulations.

Your address again proves the skill with which you treat great public questions. Heartiest congratulations.

Your audience was carried away last night by your convincing presentation of your subject. I congratulate you.

I cannot refrain from expressing my personal appreciation of your eloquent address. Warmest congratulations.

Your address last night was splendid. What a gift you have! Sincerest congratulations.

Your address last night I have read with pride. You voice what we all would say had we your gift of expression. I congratulate you on your courage and eloquence.

Sincerest congratulations on your eloquent and convincing address. Its influence will be immediate and lasting.

IN PRAISE OR CONDEMNATION OF PUBLIC SERVANTS
OR PUBLIC POLICIES, THE TELEGRAM IS MOST
DISTINCTIVE, MOST POWERFUL, MOST EFFECTIVE

Lest You Forget Them

make a note on this page of important dates, such as birthdays, anniversaries, etc.

<i>Name and Address</i>	<i>Date</i>

No gift is easier to send or more warmly welcomed by the recipient than a Western Union Gift Order. Ask for folder listing messages which are sent with Gift Orders at no extra cost.



Telegrams can be tele-
phoned direct to the
Western Union office

To THE time-saving speed of
the telegram has been added
this wonderful convenience.
In a few seconds after our oper-
ator records your telegram* it
will be on its way, carrying
your greeting, your offer to buy
or sell, and all other communi-
cations too important for their
herent slow travel of the mails.

**Practically everywhere arrangements have
been made to charge such telegrams on
your telephone bill.*

Don't write — TELEGRAPH!