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DE LUXE

TELEGRAPH SERVICE



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With the Compliments
of
THE DIRECTOR-GENERAL
OF
POSTS AND TELEGRAPHS

Greetings and Congratulatory Messages conveyed by TELEGRAM possess an intimacy not associated with other formal and less personal means. When these messages are delivered on coloured stationery, specially prepared for the purpose, they have a still greater appeal.

On the following pages you will find samples of the several forms of ornamental telegram . . . brightly coloured, and attractively designed. You have many uses for this stationery. Occasions which afford the opportunity to send greetings or congratulations to friends or acquaintances are made the brighter when YOUR MESSAGE GOES BY TELEGRAM.

To the businessman, the greeting telegram is specially attractive, offering as it does the unique opportunity of establishing and maintaining through its personal approach, the goodwill of customers.

A greeting or congratulatory telegram may be lodged at any Telegraph Office. Simply write your message on the ordinary telegram form, placing the word "Greeting" immediately before the address. If you are a telephone subscriber, merely call "Telegrams" and dictate your message, indicating to the attendant that you wish it delivered on the special form, appropriate to the occasion.

Every "greeting" or "congratulatory" telegram is delivered in a decorated envelope matching the telegram form.

The "de luxe" telegram costs no more; the following low rates apply:—

No. of Words (including address and signature).	Intra-state.		Interstate.
	Within 15 miles of office of lodgment.	Elsewhere within the State.	
Not exceeding 16	3d.	1/-	1/4
Each additional word	1d.	1d.	1d.



COMMONWEALTH OF AUSTRALIA

POSTMASTER-GENERAL'S DEPARTMENT

Office of Origin

Words

Time Lodged

No

TG 42K

"Modern Days—Modern Ways"

Capture the spirit and romance of a by-gone day with the Social Telegram. To convey an invitation—to say "Goodbye" or "Welcome Home"—this special stationery provides that "something different," adding charm and personality to your message.



Congratulatory Telegram



Office of Origin

Words

Time Lodged

No

T.6.426

"Congratulations are Always Welcome"

Life holds many forms of success and the pleasure of achievement is greatly enhanced by prompt and hearty congratulations. This bright and colourful telegram form is ideal for congratulations—it is so personal—it means so much—and yet it costs so little.



Office of Origin

Words

Time Lodged

No.

T6 42H

"Every Day is Someone's Birthday"

Everyday—today—tomorrow, or the next day, is someone's birthday—perhaps your best friend or, maybe, someone nearer and dearer.

The Birthday Greeting Telegram costs so little—and it means so much.

There is no extra charge. Envelopes to match, of course.



"A Traditional Greeting"

The Christmas Greeting telegram appeals to young and old—to those in every walk of life—it is the age-old wish in a new form.

"A Merry Christmas and a Bright New Year"—by Telegram. It means so much and it costs so little.



MOTHERS' DAY GREETING

Station From Words Time Lodged No. 16.42F

"It's Mothers' Day"

You may be hundreds or even thousands of miles from Mother next Mothers' Day. Don't let Mother feel forgotten, for she will be thinking of you—send her a greeting telegram—bright and cheerful in its appeal



COMMONWEALTH OF AUSTRALIA			POSTMASTER-GENERAL'S DEPARTMENT
Office of Origin	Words	Time Lodged	No. " TG421.

"A Season of Hope"

Easter is the season of hope and quiet rejoicing when our thoughts turn with affection to our friends and loved ones with the wish that peace and prosperity may attend them through the days to come.

The Easter Greeting Telegram form, with its intimate and personal appeal makes it an attractive medium for conveying your greetings at Eastertide.

The Australian telegraph system is replete with the most recent developments in communication practice. It provides speedy and reliable contact between the people of the entire continent, under the most attractive tariff conditions. It is a public utility that progress has made a vital necessity—an indispensable adjunct to modern business and social life.

The telegraph service is your service. It exists only to serve you. The special decorative forms, illustrated in the foregoing pages, provide the most modern development in telegraph communication—to meet your needs and to promote your own interests.

The Deputy Director, Posts and Telegraphs, General Post Office, will gladly place at your disposal, without any obligation on your part, the services of a traffic expert to advise upon your particular communication requirements.