

## CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

# WESTERN UNION

NEWCOMB CARLTON, PRESIDENT

J. C. WILLEVER, FIRST VICE-PRESIDENT

## SIGNS

DL = Day Letter

NM = Night Message

NL = Night Letter

LCO = Deferred Cable

NLT = Cable Night Letter

WLT = Week-End Letter

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at 722 Market St., San Francisco, Calif., **ALWAYS OPEN**

1932 FEB 24 PM 8 57

OB 103 58 NL=HEARST=SANSIMEON CALIF 24

MISS JULIA MORGAN=

MERCHANTS EXCHANGE BLDG SANFRANCISCO CALIF=

HAVE GRAND IDEA PROBABLY IMPRACTICAL NAMELY USE SET THREE  
 GOTHIC WINDOWS EAST END STUDY THESE EXACTLY FILL WHOLE WIDTH  
 STUDIO BUT HEIGHT RESPECTIVELY NINE FEET TWELVE FEET AND  
 NINE FEET IS IMPRESSIVE BUT EMBARRASSING STOP IT WOULD  
 NECESSITATE RAISING OUTSIDE CORNICE TO TOP OF NEW GABLE STOP  
 THIS DOUBTLESS UNSOLVABLE PROBLEM EXTERNALLY BUT WOULD  
 CERTAINLY BE EFFECTIVE INTERNALLY=

W R HEARST.

WESTERN UNION GIFT ORDERS SOLVE THE PERPLEXING QUESTION OF WHAT TO GIVE.