



Hel-lo Dol-lies!

They may be ordered in offices in every state but Iowa, where only Des Moines can send or deliver dolls because of chain store tax problems. To make the service all but universal, plans are afoot to expand coverage to all post office delivery points. The dollies will be mailed from the nearest office.

The four dolls presently in the market may not all survive. "We'll know which are the more pop-

THE NEWEST ADDITIONS to the WU family have finally arrived, and it's quadruplets. They made their debut only a few weeks ago, but they've already become a sort of institution—pixie faces, unruly hair, embroidered sentiments and all.

"They" of course are DollyGrams, the whimsical side to the new Western Union (after all, man lives not by computers alone). They're "the telegram you can snuggle up to" (ever try that with a yellow blank?), and really, they *are* hard to resist.

Each of the four brings a different wish. The red-haired, gold outfitted doll says "Happy Birthday" and bears a one-candle cake. The proud-as-punch "Congratulations" doll is dressed in blue, and carries a posy. "Have a Happy Day" advises the red-clad towhead. Perhaps most appealing though is the black-haired waif who asks you to "Please cheer up." He offers a nosegay and a brave little smile.

DollyGrams are six inches high, made of velour, and packaged in matching gift boxes encased in a protective sleeve. An address card gives the name of the sender. The price (two dollars, plus the cost of the telegram) should make givers as happy as recipients.

Technically, DollyGram service is on a test basis, albeit on a large scale. At present, delivery is offered in 1,000 offices in forty-seven states (all states in the continental U.S. except Louisiana).



ular in a few months," says assistant vice president, marketing research H. C. Alton, who's been godfather to DollyGrams since they were just a gleam in someone's eye. "And eventually we may offer a wider range of greetings, like special Valentine's Day or Mother's Day dolls."

All kinds of suggestions have come in, ranging from "I love you" to "Drop dead" dolls. ("I love you" might make it, but "Drop dead" doesn't quite qualify as a greeting.)

DollyGram survived a field of hurdles—including a public reaction survey in which hundreds of

It's so nice to have you...



WU counter customers were interviewed—before going on the market. Weeks before D-(what else?) Day, cartons of dollies were shipped to managers all over the country. Security was so tight that instructions were not included with the packages, and soon Headquarters was fielding a spate of puzzled inquiries. (So hush-hush was the atmosphere that when instructions were finally sent out, one manager insisted he expected to open them and read “You will proceed under radio silence to Lat. 50 south, Long. 82 west . . .)

Of course, when the service was ready for announcement, a certain amount of ruffles and flourishes was in order to herald DollyGram’s introduction. Three thousand dollies were distributed among key television, radio and newspaper personalities. Jayne Mansfield got one, and obligingly posed with him for the cameras (an even wider-than-usual smile was observed on this dolly’s face). Originally, advertising plans had called for a “grandmotherly type” to be photographed, but

it didn’t take a consumer research specialist to figure out that a Mansfield photo would get more—aah—the word is “exposure,” in the press.

Even without Jayne, newspaper writers seized upon DollyGram as an opportunity to go into flights of whimsy. One stated that the service was a logical extension of WU’s longstanding aid to the inarticulate, an answer to the prayers of those individuals beyond the help of “canned messages.”

Another suggested that if your Aunt Tillie in Winnetka were having a birthday, and she was on a diet (no CandyGram), and had given up smoking (no CigarGram), DollyGram meant you could still send her something to remember you by when she was writing her will.

With DollyGrams off to a good sales start, and WU getting no end of publicity, only one small cloud marred the clear blue sky. Inevitably, those poor innocent little dollies were fated to join the legion of candy and cigar boxes, dollars, flowers, and yellow blanks which, in the public mind, whiz from city to city, firmly clipped to telegraph lines by clothespins. ●





have **EVERYTHING**



(charm!)



(personality!)



(heart!)

EVERYTHING, BUT A Slogan

It's not just that they NEED a , DESERVE a , WANT a

We DEMAND A Slogan!

To drum up grass roots support for this vital project, we will offer

\$100 *Savings Bond for the winning slogan*

\$75 *Bond for the second best*

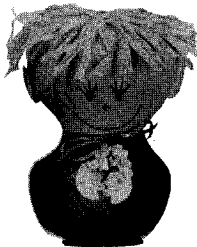
\$50 *Bond for the third best*



Each prize will be delivered with a jubilant "Congratulations" doll.

All WU employees, active and retired, are eligible. You may send in as many slogans as you wish. A board of impartial judges will determine the winners.

It's not hard. The slogan can rhyme, or not. It can be twenty-five words. Or less. Or more. Just get those slogans in!



Send them to
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The Western Union Telegraph Co.
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New York, N. Y. 10013

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