

OUR BOYS

March 1925



WESTERN UNION

TELEGRAM

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

NEWCOMB CARLTON, PRESIDENT

CLASS OF SERVICE	SYMBOL
TELEGRAM	BLUE
DAY LETTER	NITE
NIGHT MESSAGE	N L
NIGHT LETTER	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

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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.

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LORING SCHULER INDEPENDENCE SQUARE CARE CURTIS PUBLISHING CO

TELL THE BOYS DEER STALKER STORY OUTCOME OF GRAND CANYON DEER DRIVE
TOOK MY OWN HORSES AND MEN TO EAST SIDE OF BUCKSKIN MOUNTAIN COLD AND
SNOWY WE FOUND THOUSANDS OF DEER DOWN ON CEDAR SLOPES HALF STARVED VERY
POOR BROWSING ON JUNIPER AND BUCK BRUSH FOUND MANY DEAD DEER WE DROVE
GREAT HERDS OF DEER FOR THREE DAYS VERY TAME BUT WHEN THEY FOUND WE WANTED
TO MOVE THEM CERTAIN WAY THEY STAMPEDED RAN EVERYWHERE WE HAD OVER 100
INDIANS ON FOOT WITH COWBELLS AND FIFTY HORSEMEN BLIZZARD SET IN AND
STOPPED US SUFFERED SEVERELY RANGERS AGREED WITH ME THAT DRIVE WAS
IMPRACTICABLE SITUATION DEPLORABLE FOR DEER KILLING OFF COUGARS
ALLOWED OVER-MULTIPLICATION OF HERD FIFTEEN YEARS AGO BUFFALO JONES
AND I ADVISED STRONGLY AGAINST KILLING COUGARS ON BUCKSKIN MY STORY WILL
BE BASED ON THIS THRILLING EXPERIENCE

ZANE GREY



Vol. 18

Read All About it on Page 2

No. 3-D



Zane Grey actually lives many of the experiences about which he writes. That's one reason why all his stories are so thrilling and popular. How would you like to have been with him when he hunted this bear?

THE other day Ye Editor stepped into Mr. Schuler's office on THE COUNTRY GENTLEMAN floor and came near being swept off his feet.

"Want some real blood-stirring news to tell your young salesmen?" Editor Schuler asked excitedly. "Well, here's a telegram for the boys from Zane Grey [you've already seen it—it's on the front page]. Sounds like a real thriller, doesn't it? It's going to be called *The Deer Stalker*, and it begins in the March 28 COUNTRY GENTLEMAN. I am sure every P-J-G boy will be tickled to death to hear about it because I know for a fact that customers and subscribers are landed in a jiffy when a salesman can offer a Zane Grey story in addition to articles and the other good fiction."

"But listen! There's even more to tell your partners. We've already started to spend thousands of dollars advertising THE COUNTRY GENTLEMAN in the newspapers. Tell the boys if they see a C. G.

Get Ready For the New
ZANE GREY SERIAL
Starting in the March 28
COUNTRY GENTLEMAN

Big News from the C.G.'s Editor!

Get Your Share of
Increased Profits by Lining
up New C.G. Customers
and Subscribers

ad they should cut it out of their newspaper and show it to all their prospects."

"Anything else?" we asked, looking up from the notes we had been taking.

"YES, SIR!" [Loudly and with emphasis.] "I've got more than you have room to print in OUR BOYS. But just to give you an idea: In the February 28 COUNTRY GENTLEMAN there'll be an article on *The Lone Scout*, by the renowned old scout, Dan Beard, himself. Every Boy Scout will want to read this. More Dan Beard stories will be coming, too. Some articles are being written right now by farm boys who have made good in big-league baseball. We'll also have some corking good baseball fiction.

"And every week I promise to have interesting articles that will help thousands of farm folks and suburbanites who like to grow things. Mrs. King, Editor of The Country Gentlewoman Department, promises to do the same thing for the C. G. women readers."

With such a line-up, it should not be hard to get the extra C. G. customers you want. There may be some C. G. prospects within a block or two of your house. You can find them. They are the people who own farms or who have gardens or raise chickens or merchants who do business with farmers.

But other good prospects may be found from your home—too far for you to deliver their copies every week. So for prospects you should sign up a list of subscribers, because, for every C. G. subscriber you get during the month of March you will get 15 Green Vouchers in addition to your regular 25-cent commission and one credit in The League. When you get a C. G. subscriber turn in your District Agent the name, address, and occupation of the subscriber. You'll get your D. A. 75 cents; keep 25 cents for yourself and ask him for your bonus of 15 Green Vouchers!

An Important Friends of

LEAGUE

Dear Friend: This little note is to tell you that we have given special consideration to the excellent service he has been giving you.

He is quite anxious to introduce you to THE COUNTRY GENTLEMAN, because he believes it will help him and help from reading it every day.

After you have paged through the magazine, we have made sure that it is worth the price; or, if you live near the city, we will send it promptly every Thursday. We hope to render you the very best of service.