

# Greetings Telegram, 1938



Telegrams had been controlled by The Post Office since 1870 although it had been possible to send private telegraphs since the 1850s. The laying of the Pacific (1902) and Atlantic (1917) cables meant that it was now possible to send telegrams directly from Britain to Australia. Telegrams were handed in at a telegraph office, sent via cable and printed or written on to a telegraph form. They were delivered by special post messenger. However, telegrams were already being challenged by the telephone. In 1935 The Post Office introduced the Greetings Telegram service, which ran until 1982 by which time the telephone had made it completely uneconomical. At the peak of the service in 1955, 4.7 million greetings telegrams were sent. In this design from 1938, the artist I. M. Hyde has used the work of Aubrey Beardsley and Arthur Rackham for inspiration.



GPO

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