

THE WESTERN UNION FINANCIAL GUIDE

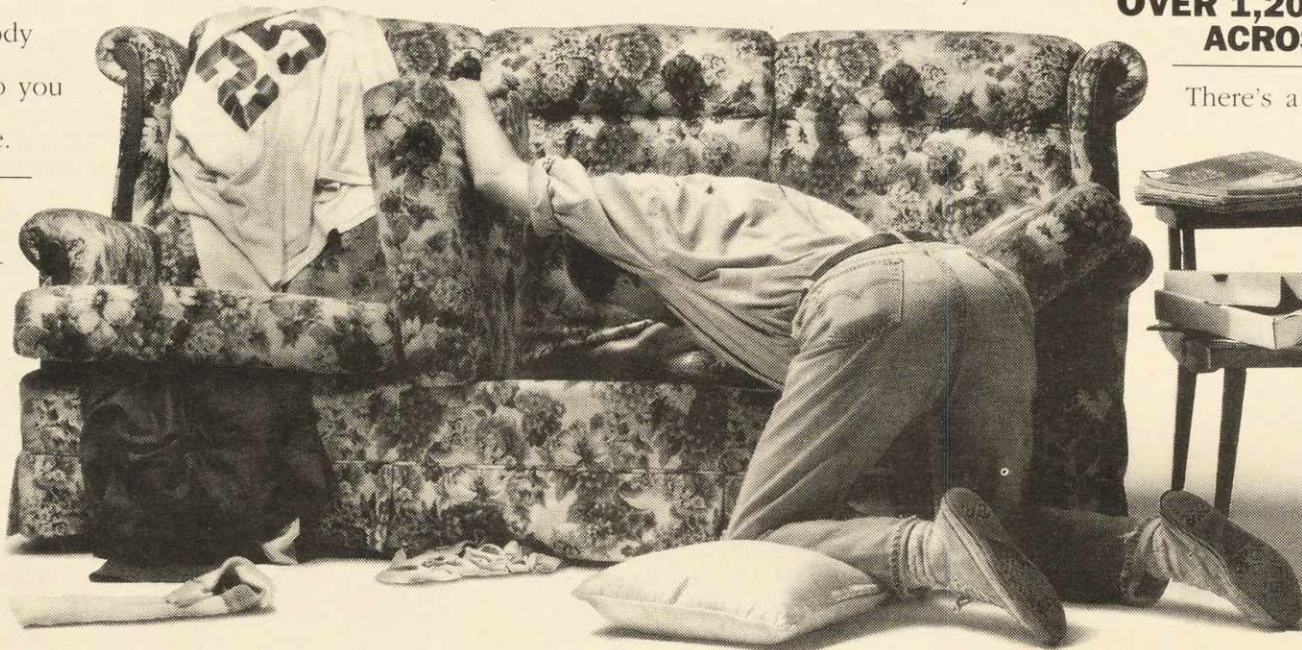
WHAT TO DO WHEN YOUR COUCH IS OUT OF MONEY.



A comb, two quarters, a penny, a dime, and a couple of beer caps. Getting money out of a couch is never easy. But having money sent to you, is. We're Western Union, and that's our business. We're the fastest way to have anybody send money to you from anywhere.

REMAIN CALM.

Money emergencies happen. And they especially seem to happen precisely when you're away from home, away from your most important financial asset: your parents.



Luckily, when you find yourself with an

emergency need for cash, we can send it to you fast.

YOUR MONEY ARRIVES IN MINUTES.

First, you guessed it, call your folks. (What reasons you give are a function of the severity of your fiscal trauma.)

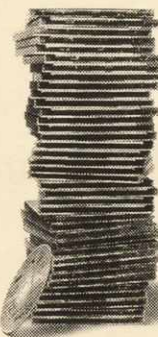
In our experience, it's usually something like car trouble or (and this is always

forever) or having them do a bank transfer (which can still take a couple of days) have them go to their nearest Western Union location. (Call 1-800-235-0000 to find out where it is.) Your folks hand the money to Western Union and, in minutes, Western Union hands the money to you. It's really that easy.

OVER 1,200 LOCATIONS ACROSS CANADA.

There's a Western Union location close to your campus. We have over 1,200 across Canada, and we also have over 22,000 locations around the world.

So no matter where you live, and no matter where your parents live (Canada, the U.S., Europe, Africa, or Asia) their money is only minutes away.



Sure, you could sell off your CD collection. But why?

for Saturday 7pm. Call Tony for info. 555-1782.
More with more Western Union. Call Tony 555-2741.
PSYCH 360 wants YOU for experiments in static electricity \$50/hour. Call Prof. Gardiner 555-9938.
Pizza delivery driver \$5/hour. Call Tim 555-FAST.
Must have valid driver's licence and car.
"Recd"

You'll risk no bodily or psychological harm.

a good one) unexpected textbook costs. Whatever you do, don't mention your complete inability to budget.

NO BANKS. NO CHEQUES. NO MAIL. NO PROBLEMS.

Then, instead of asking your parents to put your cheque in the mail (which could take

HOW TO USE WESTERN UNION IN 3 EASY STEPS.

- 1** Have one of your folks go to a Western Union location.
- 2** They give their Western Union representative your name and the money.
- 3** Minutes later, your Western Union representative hands you the money.

CLIP THIS OUT AND KEEP IT. YOU'LL NEED IT. TRUST US.

Call 1-800-235-0000 for a location near you



The fastest way to send money worldwide.™