

Printing the Stationery

1st Printing - Public Mail
Scarlet Envelope



Envelopes were printed in 3 colors: scarlet, purple-brown and bright green.
They were sold with 1d postage affixed for 1/1.

Printing the Stationery

1st Printing - Public Mail

INSTRUCTIONS.

Envelopes, stamped, containing special note paper, inland, 11.

Cost of Postcards, stamped, inland, 6^{ad}.

Adhesive stamps must be affixed to make up the required fee for postage abroad.

Where to Purchase and Where to Post.

Army & Navy Stores, Arding & Hobbs, John Barker's, John Barnes, Benettink's, D. H. Evans, Gamage's, Harrod's, London Aerodrome, Selfridge's, Whiteley's and General Buildings, Aldwych.

CAUTION.—**Letters** by Aerial Post must not contain coins or other valuables, they cannot be registered, should not exceed **quarter oz.** in weight, and unless posted in the SPECIAL BOXES at the above establishments they will not be conveyed by Aerial Post.

For **date of termination** of Aerial Post and further information, see General Notice on special Post Boxes at above establishments, also Daily Press.

Sole Wholesale Agents:—
P. C. Burton & Co., Ltd.,
GENERAL BUILDINGS, ALDWYCH, W.C.

Net Profits of Aerial Post devoted to Public Charity.

(FOR CORRESPONDENCE)

FIRST UNITED KINGDOM AERIAL POST. In commemoration of the Coronation of their Majesties the King and Queen.

September, 1911.



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Examples of purple-brown and bright green envelopes with note paper sold with them. Registered mail was not available because of the uncertainty of air transportation.

Printing the Stationery

Emergency Printing - Flap Embossed Envelopes



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Due to great interest in the Aerial Post most of the envelopes sold out on the first day. An emergency order was placed for additional quantities. To save time prefolded envelopes were used. As a result the back flap appears embossed on the design. These are known as "flap embossed" envelopes.

Printing the Stationery

Emergency Printing - Flap Embossed Envelopes



Flap embossed envelopes were printed in three colors: deep green, deep brown and red-brown, and sold to the public already franked. Unused envelopes without the 1d postage stamp are elusive.

Printing the Stationery

2nd Emergency Printing



Several days after the "flap embossed" envelopes were placed on sale, they also sold out and a further emergency printing was ordered. A dull green color was used, not previously seen on the stationery. These envelopes were printed from the same block as the original envelopes and folded after printing so they are not "flap embossed."

Printing the Stationery

1st Printing



(Address only to be written here.)



(Address only to be written here.)

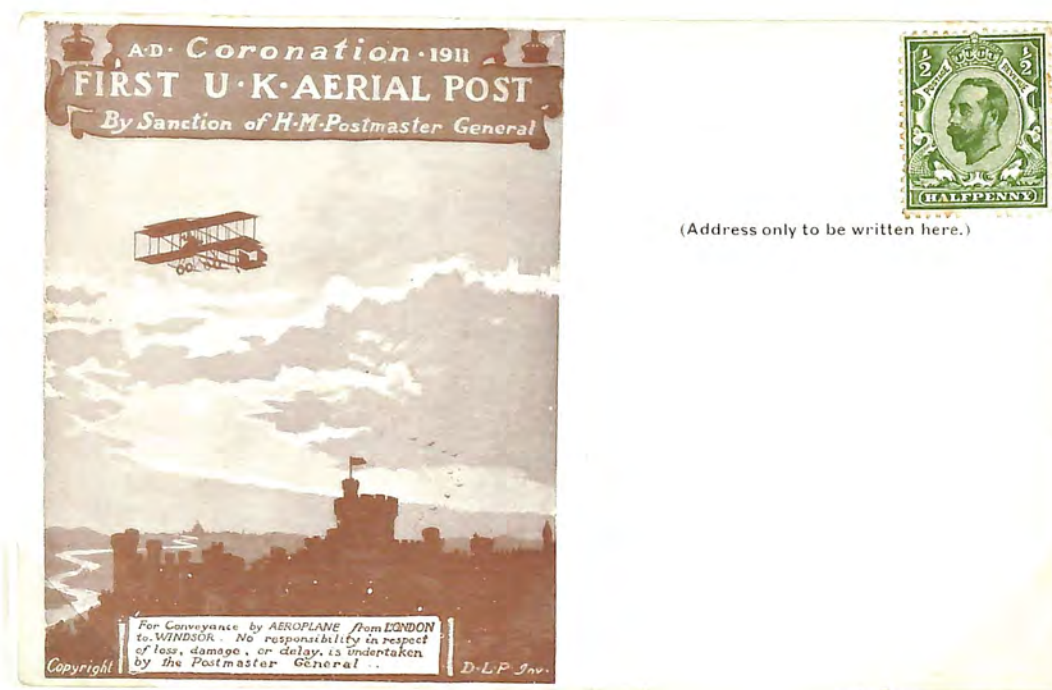


(Address only to be written here.)

Cards were printed in three colors: olive-green, red-brown and brown. They were sold with the postage stamp affixed for 6½d.

Printing the Stationery

2nd Printing



(Address only to be written here.)



(Address only to be written here.)

1st Printing: 36 - 43mm



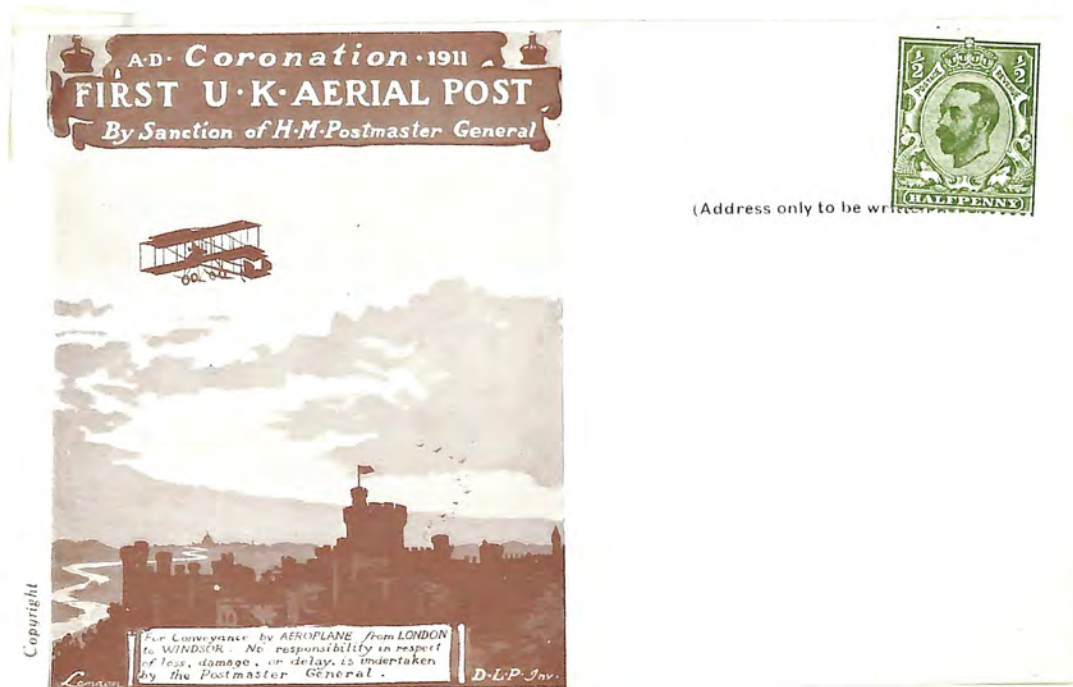
(Address only to be written here.)

2nd Printing: 25 - 31mm

The first printing of cards was insufficient to meet demand, so there was a second printing. The inscription "(Address only . . .)" is typeset and is higher on the reprinted cards. The distance is measured from the top left corner of the cachet to the top of the inscription as shown above.

Printing the Stationery

3rd Printing - Envelope Block



An additional supply of cards was ordered to meet demand. These were printed from the envelope block instead of the postcard block. As a result the word "Copyright" is in the left margin instead of the bottom of the left corner of the cachet. All cards in this printing were brown.