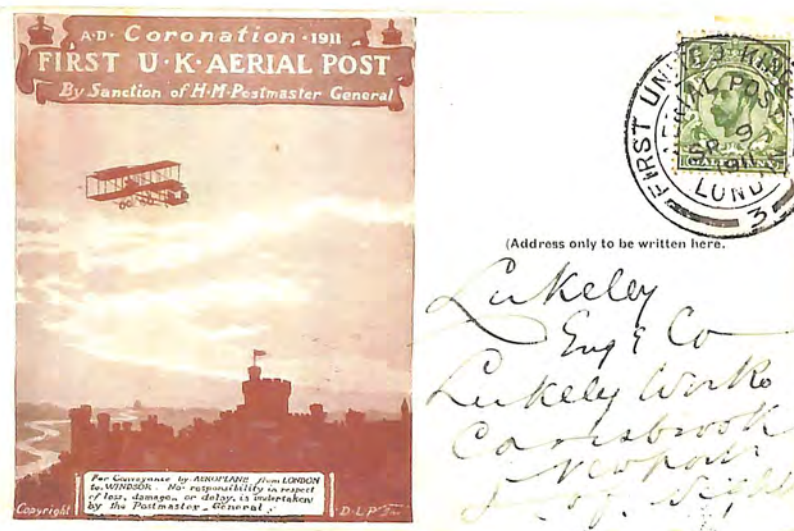


Advertising Cards

There was wide publicity concerning this aerial service, and some businesses used it to send cards to their clients.

Brown Brothers, Ltd.



Advertising Cards

Arding & Hobbs

OVER SIXTY DEPARTMENTS UNDER ONE ROOF,

INCLUDING:

Post Office, Stamps, Telephone, Postal
and Money Orders, Savings Bank and
Parcels Post, on the Ground Floor.

Telephone, BATTERSEA 4. Telegrams, "GREATNESS," London.

A SOUVENIR OF THE FIRST AERIAL POST

With Compliments from

ARDING & HOBBS,
CLAPHAM JUNCTION,
S.W.



The Largest Drapery and Furnishing House South of the Thames.

A.D. Coronation 1911
FIRST U.K. AERIAL POST
By Sanction of H.M. Postmaster General



(Address only to be written here.)

Mr. Woodmansey,
69, Windham Street,
Clapham Common

W. H.

J. & I. Colman. Ltd.

CONTRACTORS TO THE ADMIRALTY AND INDIA OFFICE.



BY APPOINTMENT.



Trade Mark.



BY APPOINTMENT.

J. & J. COLMAN, LIMITED

(With which is incorporated Keen, Robinson & Company, Limited),

Manufacturers of Mustard, Starch, Corn-Flour, Blue, & Self-Rising Flour,
LONDON and NORWICH.

September 9th, 1911.

The Directors of J. & J. COLMAN, Limited, present their Compliments
to you by the first AERIAL POST, feeling assured that you will like to
have a Souvenir of the first effort ever made to inaugurate this new
mode of transmitting His Majesty's mails.

A.D. Coronation 1911
FIRST U.K. AERIAL POST
By Sanction of H.M. Postmaster General



(Address only to be written here.)

Mr. W. A. Paper-
Half Moon Chbrs.
Biff Mkt-
Newcastle-on-Tyne

Die No. 5 shows that this card was mailed from the aerodrome.

Advertising Cards

Car & General Insurance Corp.

INSTRUCTIONS.
 Cost of Postcards, Stamped :
 Inland, 6d.
 Envelopes, Stamped (containing special note paper) :
 Inland, 1/1.
 Adhesive Stamps must be affixed to make up the fee required for postage abroad.
 Where to Purchase and Where to Post :
 Army & Navy Stores, Arding & Hobbs, John Barker, John Barnes, Benetlinks, D. H. Evans, Gamages, Harrods, London Aerodrome, Selfridges, Whiteley's, and General Buildings, Aldwych.
 CAUTION:—Unless posted in the SPECIAL BOXES at the above establishments missives will NOT be conveyed by Aerial Post.
 For Date of Termination of Aerial Post and further information see general notice on the Special Post Boxes at the 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

MEMENTO OF FIRST AERIAL POST

With the Compliments of the General Manager of the
CAR INSURANCE COMPANY WITH THE GREATEST CAR INSURANCE EXPERIENCE,
 ESTABLISHED 1903. and which gives **MUCH MORE** INCOME OVER £250,000.
THAN MONEY INDEMNITY.

Our 33 Branch Offices in charge of skilled Salaried Officials, our Engineering Staff wholly in the service of the Corporation, our expert Claims Staff everywhere, and the fact that we are the Pioneers and Originators of all the Insurance Facilities now enjoyed by Motorists, enable us to offer something more than money indemnity; we can, and do, protect a motorist in a thousand ways unobtainable elsewhere, by means of our experience and splendid organisation, and yet we only charge **COMPETITIVE RATES OF PREMIUMS**



CAR & GENERAL INSURANCE CORPORATION LTD.,
 1, Queen Victoria Street,
 LONDON, E.C.

A.D. Coronation 1911
FIRST U.K. AERIAL POST
 By Sanction of H.M. Postmaster General



(Address only to be written here.)

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 Inland, 6d.
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 1, Queen Victoria Street,
 LONDON, E.C.

A.D. Coronation 1911
FIRST U.K. AERIAL POST
 By Sanction of H.M. Postmaster General



(Address only to be written here.)

Mr W. Butcher
Brookend Street
Ross

There are two card types for this ad. The lower card has a broken "P" in "COMPETITIVE." This is one of the few advertising cards using the same type of card sold to the public with the "Instructions" panel and different color cachets.

Advertising Cards

Educational Book Co.

210, Temple Chambers, London, E.C.
Sept. 9th, 1911.

Dear Sir,

You should find this card of historic interest and value as it is being sent you by the Aeroplane making the first journey in this country with His Majesty's mails.

It is addressed to you because the final edition of the 'Punch Library of Humour' has just been produced, containing the cream of all the brilliant things that have appeared in "Punch" over a period of 60 years.

Half the edition is reserved for the Colonies and I have now only 1,200 sets to offer to those who have thought of purchasing but have not yet done so.

I cannot send you the charming library itself (25 handsome volumes) for your inspection per aeroplane, but I can forward it per rail and will pay carriage both ways if you will see it. You may retain it for a week free of charge and without any obligation to buy and dip leisurely into the 6,000 jokes by famous wits and 4,000 drawings by the most humorous artists of the age.

The Library can be retained on payment of so small a sum as 2/6 with monthly subscriptions of 5/- or £3. 14. 0 cash.

As conveying His Majesty's mails by aeroplane is novel and experimental, may I hope for an acknowledgment of this aerial-card, so that I may know it has reached its destination?

Your acknowledgment will be all the more appreciated if you say you will examine the 'Punch Library' on these non-committal terms.

Yours faithfully,
THE MANAGER.

Kindly address: Educational Book Co. Ltd.
Temple Chambers, London, E.C.



(Address only to be written here.)

*John Barker Esq.
Old Grammar School House*

Advertising Cards

The Financial Outlook

AD Coronation 1911
FIRST U.K. AERIAL POST
By Sanction of H.M. Postmaster General

ARE YOU A SUBSCRIBER TO THE LEADING FINANCIAL WEEKLY?

THE FINANCIAL OUTLOOK.

Progressive methods are an essential feature of this Paper.

- "The Financial Outlook" gives advance and exclusive information on all securities.
- "The Financial Outlook" gives expert and critical advice.
- "The Financial Outlook" advices are invariably correct.
- "The Financial Outlook" has Special Correspondents in all parts of the world.
- "The Financial Outlook" devotes one-third of its space to the Small Investor.
- "The Financial Outlook" foretold the Rubber Boom—it is first in the field always.

"THE FINANCIAL OUTLOOK" GRANTS A FREE DEAL TO ALL SUBSCRIBERS, WITH AN OPPORTUNITY OF GAINING A PROFIT OF £10. YOU CHOOSE YOUR OWN STOCK AND YOUR OWN TIME.

£5,000 has already been paid to lucky Subscribers who have participated in this unique offer.

Send Post Card for Specimen Copy to:

The Publisher, "FINANCIAL OUTLOOK,"
Balfour House, Finsbury Pavement, E.C.
On sale at all Bookstalls, price One Penny.



(Address only to be written here.)

*H. E. Linnier Esq.
The Wallands.
Leaves.*

The Gramophone Co.

AD Coronation 1911
FIRST U.K. AERIAL POST
By Sanction of H.M. Postmaster General



Ignace Jan Paderewski.

21 City Road, E.C.,
September 8th, 1911.

Dear Sir,

This postcard, which will be despatched by aeroplane - the latest triumph in rapid transit - is to announce the latest "His Master's Voice" triumph in obtaining Six Splendid Records by Ignace Jan Paderewski, the greatest living pianist. Date of issue, October 18th, 1911. Full details on application.

THE GRAMOPHONE CO., Ltd.

JAMES C. GOFF, Manager.

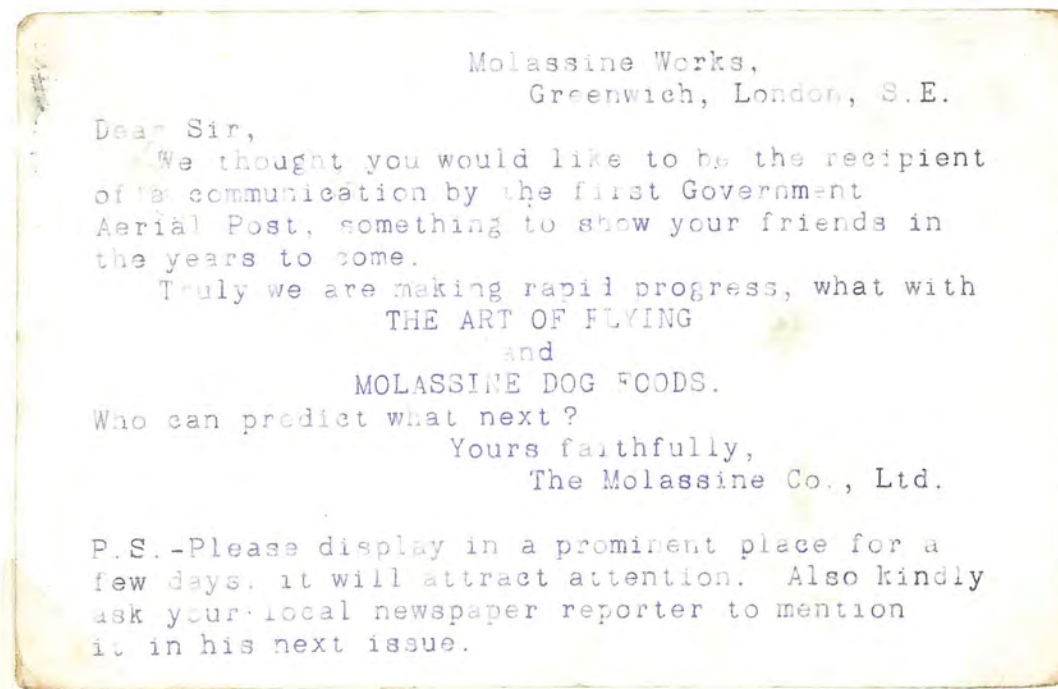
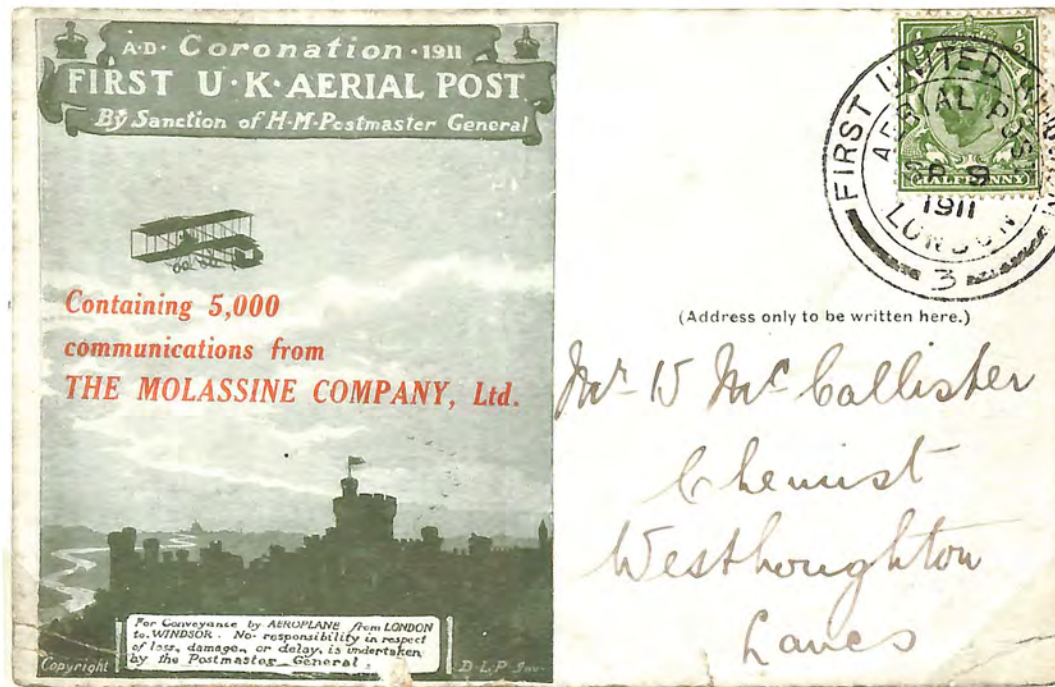


(Address only to be written here.)

The Editor.,
Talking Machine News,
Mitre Court, Fleet St., E.C.

Advertising Cards

The Molassine Company



Molassine was one of the few companies which used both sides of the card for advertising.

95



(Address only to be written here.)

Chicago, W. H. H. & Co.,
Inc.,
22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000, 1002, 1004, 1006, 1008, 1010, 1012, 1014, 1016, 1018, 1020, 1022, 1024, 1026, 1028, 1030, 1032, 1034, 1036, 1038, 1040, 1042, 1044, 1046, 1048, 1050, 1052, 1054, 1056, 1058, 1060, 1062, 1064, 1066, 1068, 1070, 1072, 1074, 1076, 1078, 1080, 1082, 1084, 1086, 1088, 1090, 1092, 1094, 1096, 1098, 1100, 1102, 1104, 1106, 1108, 1110, 1112, 1114, 1116, 1118, 1120, 1122, 1124, 1126, 1128, 1130, 1132, 1134, 1136, 1138, 1140, 1142, 1144, 1146, 1148, 1150, 1152, 1154, 1156, 1158, 1160, 1162, 1164, 1166, 1168, 1170, 1172, 1174, 1176, 1178, 1180, 1182, 1184, 1186, 1188, 1190, 1192, 1194, 1196, 1198, 1200, 1202, 1204, 1206, 1208, 1210, 1212, 1214, 1216, 1218, 1220, 1222, 1224, 1226, 1228, 1230, 1232, 1234, 1236, 1238, 1240, 1242, 1244, 1246, 1248, 1250, 1252, 1254, 1256, 1258, 1260, 1262, 1264, 1266, 1268, 1270, 1272, 1274, 1276, 1278, 1280, 1282, 1284, 1286, 1288, 1290, 1292, 1294, 1296, 1298, 1300, 1302, 1304, 1306, 1308, 1310, 1312, 1314, 1316, 1318, 1320, 1322, 1324, 1326, 1328, 1330, 1332, 1334, 1336, 1338, 1340, 1342, 1344, 1346, 1348, 1350, 1352, 1354, 1356, 1358, 1360, 1362, 1364, 1366, 1368, 1370, 1372, 1374, 1376, 1378, 1380, 1382, 1384, 1386, 1388, 1390, 1392, 1394, 1396, 1398, 1400, 1402, 1404, 1406, 1408, 1410, 1412, 1414, 1416, 1418, 1420, 1422, 1424, 1426, 1428, 1430, 1432, 1434, 1436, 1438, 1440, 1442, 1444, 1446, 1448, 1450, 1452, 1454, 1456, 1458, 1460, 1462, 1464, 1466, 1468, 1470, 1472, 1474, 1476, 1478, 1480, 1482, 1484, 1486, 1488, 1490, 1492, 1494, 1496, 1498, 1500, 1502, 1504, 1506, 1508, 1510, 1512, 1514, 1516, 1518, 1520, 1522, 1524, 1526, 1528, 1530, 1532, 1534, 1536, 1538, 1540, 1542, 1544, 1546, 1548, 1550, 1552, 1554,

With the Compliments
and Greetings of the

Manufacturers of

THE **FIRST** TYPEWRITER.
THE **FIRST** PERFECTED VISIBLE WRITING MACHINE.
THE **FIRST** COLUMN SELECTOR.
THE **FIRST** KEY-SET TABULATOR.
THE **FIRST** WRITING, ADDING, SUBSTRACTING TYPEWRITER.

Please keep this card, not merely as an historic document, but also as a timely reminder that REMINGTON MEANS THE **LATEST AND BEST** IN TYPEWRITER CONSTRUCTION.

REMINGTON TYPEWRITER COMPANY
— London and Everywhere —

London Office—
100, GRACECHURCH STREET, E.C.



(Address only to be written here.)

R. SAMSON R. N.
L AERO CLUB
FLYING GROUNDS
TCHURCH.
ISLE OF SHEPPEY

1901 : TEN YEARS : 1911
: PROGRESS :



With the Compliments of
F. HEDGES BUTLER
Founder of the
ROYAL AERO CLUB

LONDON: 155, REGENT STREET, W.

Advertising Cards

Wright's Coal Tar Soap

PRIZES FOR CHEMISTS.

We cannot afford to give a £10,000 prize, but we do offer valuable prizes to enlist your co-operation in our View competition

£44 IN PRIZES TO CHEMISTS.

Keep this souvenir of the first U.K. Aerial Post.

Write for particulars to

WRIGHT'S COAL TAR SOAP.

Proprietors: **WRIGHT, LAYMAN, & UMNEY LTD.,**
—44/50, Southwark Street, S.E.—

A.D. Coronation 1911
FIRST U.K. AERIAL POST
By Sanction of H.M. Postmaster General



(Address only to be written here.)

Mr A.J. Clarke,
Chemist
Morning Lane
STIRLING

Shell Petroleum Co.

INSTRUCTIONS.
Cost of Postcards, Stamped:
Inland, 6d.
Envelopes, Stamped (containing special note paper):
Inland, 11.
Adhesive Stamps must be affixed to make up the fee required for postage abroad.

Where to Purchase and Where to Post:
Army and Navy Stores, Arding & Hobbs, John Barker, John Barnes, Beattinks, D. H. Evans, Gamages, Harrods, London Aerodrome, Selfridges, Whiteley's, and General Buildings, Aldwych.

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P. C. Burton & Co., Ltd.,
GENERAL BUILDINGS,
ALDWYCH, W.C.

Net Profits of Aerial Post devoted to Public Charity

(This space for written or printed matter.)

9/9/11

Dear Mr. Weill:

Souvenir of first Aerial post - a Shell

Yours truly,
P.C.B.

A.D. Coronation 1911
FIRST U.K. AERIAL POST
By Sanction of H.M. Postmaster General



(Address only to be written here.)

W. Weill
British Petroleum Co. Ltd.
28 Fenchurch St.
E.C.3.

This card, addressed to the British Petroleum Co., mentions that the first Aerial Post used Shell aviation fuel. Shell did not print special advertising cards.