

NOTICE.

AERIAL POST.

By Sanction of His Majesty's Postmaster-General.

IN COMMEMORATION OF THE CORONATION OF THEIR MAJESTIES THE KING AND QUEEN

THE NET PROFITS DERIVED WILL BE DEVOTED TO A PUBLIC
CHARITY TO BE APPROVED BY THE POSTMASTER-GENERAL.

An Aerial Post between London and Windsor will be in operation daily, for a limited period only commencing Saturday, the 9th September 1911, and will be available for use by the public under the regulations of the General Post Office in connection with the ordinary Inland and Foreign Mail Services.

Only the special pictorial Post Cards and Envelopes issued by the Honorary Organising Committee, with the sanction of the Postmaster-General, will be conveyed by the Aerial Service, and they must be posted only in the *special boxes* placed in the following establishments in London, where the Post Cards and Envelopes are on sale, on and from Friday, September 8th, 1911 –

ARDING & HOBBS, Ltd., Clapham Junction, S.W.

JOHN BARKER & CO., Ltd., Kensington High Street, W.

JOHN BARNES & CO., Ltd., 191-217, Finchley Road, N.W.

BENETFINK & CO., Ltd., 107, Cheapside, E.C.

D. H. EVANS & CO., Ltd., Oxford Street, W.

A. W. GAMAGE & CO., Ltd., Holborn, E.C.

HARRODS, Ltd., Brompton Road, S.W.

SELFUDGE & CO., Ltd., Oxford Street, W.

WILLIAM WHITELY, Ltd., Westbourne Grove, W.

LONDON AERODROME, Hendon, N.W.

OFFICES OF THE AERIAL POST, General Buildings, Aldwych, W.C.

The Post Cards and Envelopes, which bear a copyright design of Windsor Castle, printed in brown, green, or red, are issued stamped.

Post Cards, stamped for inland postage, price 6½d each.

Envelopes, do. do. price 1s 1d each.

A Sheet of Notepaper with Special Heading is supplied with each envelope

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

Post Cards and Letters conveyed by Aerial Post will bear over the ordinary postage stamp a special postmark, "**FIRST UNITED KINGDOM AERIAL POST,**" and the date. They will be collected from the special boxes referred to above, and conveyed to a central Post Office, and then be taken to the London Aerodrome for conveyance by aeroplane from London to Windsor, and thence will be dispatched in the ordinary course to the destination in any part of the world to which they are addressed.

NO RESPONSIBILITY in respect of loss, damage, or delay will be undertaken by the Postmaster-General, or by the Honorary Organising Committee.

CAUTION.

Letters by Aerial Post cannot be registered. They must not contain coin or other valuables.

If the special Post Cards or Envelopes be posted in any other than the *Special Boxes* referred to in this notice, they will not be carried by the Aerial Service.

DONATIONS TO THE CHARITY.

Lloyds Bank, Limited, St. James' Street, London, S.W., has consented to receive, on behalf of the Honorary Organising Committee, donations in sums of One Shilling and upwards which will be acknowledged by the Committee by Aerial Post Cards.

Persons resident in the country and abroad will thereby be able to secure an Aerial postal souvenir of unique interest and, at the same time, benefit the Charity to which the net profits will be devoted.

Remittances must be made by cheque or postal order made payable to the "Coronation Aerial Post," crossed "Lloyds Bank, Ltd." *Stamps cannot be accepted.*

Subscribers when sending their remittances should give the names and addresses to which the Aerial Post Cards receipts are to be sent.

ORDERS BY POST.

Orders for small quantities of the Post Cards and Envelopes may be sent to the Secretary, Aerial Post, General Buildings, Aldwych, London, W.C. The cost of postage, at the rate of 1d. for each dozen or less ordered, must be included in remittance.

WHOLESALE ORDERS.

Messrs. P. C. BURTON & CO., LTD., General Buildings, Aldwych, London, W.C., have been appointed Sole Agents for the sale of the Post Cards and Envelopes.

August, 1911

Issued by authority of the Honorary Organising Committee, Contractors to H.M.'s Postmaster-General for the Coronation Aerial Post, General Buildings, Aldwych, London, W.C.