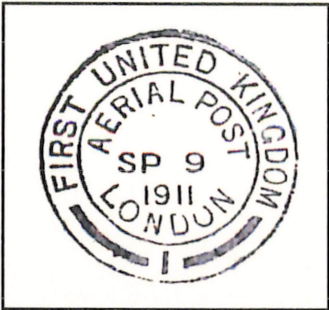




The 1911 First Official UK Aerial Post : Introduction

First UK Aerial Post This all started when Captain Walter Windham was invited to India to organise flying demonstrations. He ended up organising the World's first airmail flight of 13 minutes duration across the Jumna river. On his return to the UK, he developed the idea of an official UK Aerial Post to celebrate the coronation of King George V. The UK event, between Hendon and Windsor, was officially sanctioned by the Postmaster General and was carried out over 18 days, with 20 mail carrying flights - Hendon to Windsor (16) and 4 in reverse. In order to raise money for charity, the intention was to charge a premium for the Aerial post stationery (but contrary to PO regulations at the time. They came up with the idea of selling the stationery with postage already applied through the principal London department stores. Mail was collected daily in three circuits and taken to Hendon. Cards were printed in 3 colours to maximise sales. Such was the popularity that various reprints of stationery were required. This exhibit shows examples of most of the cards and envelopes used in the project. Was it successful? Read on!

STRUCTURE OF EXHIBIT	
Page	Description
1	Introduction and Background
2-4	Domestic destinations
5-6	Advertising Cards
7-8	International destinations and Modern Commemoratives



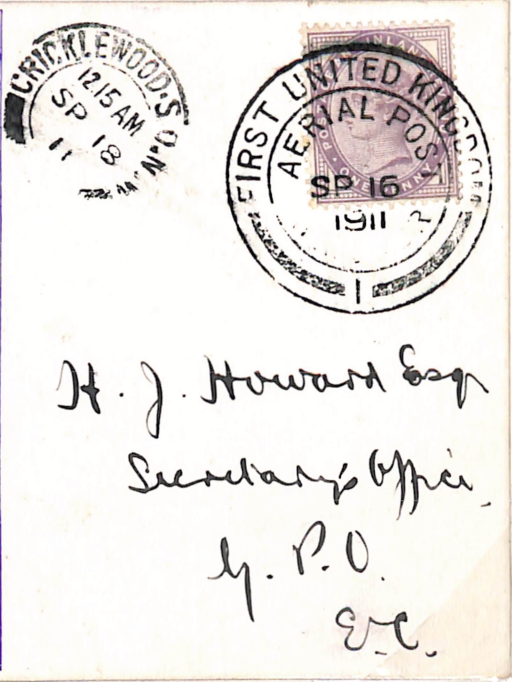
The postmark used with 'die' from '1' to '6'

INSTRUCTIONS.
Cost of Postcards, Stamped :
Inland, 6d.
Envelopes, Stamped (containing special note paper):
Inland, 1s.
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. Furton & Co., Ltd., GENERAL BUILDINGS, ALDWYCH, W.C.
Net Profits of Aerial Post devoted to Public Charity

Information on reverse of ordinary postcards



Privilege postcard in Violet
Sent from Windsor to GPO London
Franked with QV 1d Lilac (SG172)
Adressed to
H Howard Esq, Secretary's Office, GPO, EC"
Aerial Post Cancellation
Dated "SP.16.1911" Die 1
Arrival cancel "CRICKLEWOOD SP.18.11"



These 'privilege' items were sent by the organisers to civic signatories and various 'worthies' - not available to the public. All such examples from Windsor are cancelled 16 and flown 17 or 18 September. This example was flown in Bag No.1 by Gresswell; the bag contained 445 items

THE CORONATION AERIAL POST

9th to 26th SEPTEMBER 1911.

THE ROUTE OF THE "PLANNED AIRWAY," BETWEEN HENDON AERODROME AND THE HOME PARK OF WINDSOR CASTLE, VIA WEMBLEY, HARROW, WEST DRAYTON, SLOUGH AND WINDSOR.

AFTER OBTAINING THE SANCTION OF THE POST MASTER GENERAL TO OPERATE THE AERIAL POST SERVICE, THE ORGANISING COMMITTEE CONTRACTED THE GRAHAME WHITE AVIATION COMPANY FOR THE AERIAL TRANSIT OF THE MAIL. THE COMPANY SUPPLIED FOUR AIRCRAFT, TWO FARMAN BIPLANES, AND TWO BLERIOT MONOPLANES. THE FOUR PILOTS ENGAGED FOR THE FLIGHTS WERE Mr CLEMENT GRESSWELL, Mr GUSTAV HAMEL, Mr E. DRIVER AND Mr C. HUBERT. THE MAILS, CONSISTING OF SPECIALLY DESIGNED SOUVENIR ENVELOPES AND POST CARDS, WERE FLOWN FROM SATURDAY THE 9th SEPTEMBER, TO TUESDAY 26th SEPTEMBER, FROM THE HENDON AERODROME TO WINDSOR. DURING THIS PERIOD, A TOTAL OF 16 FLIGHTS WERE MADE, ON WHICH A TOTAL OF 37 BAGS OF MAIL WERE CARRIED. ON THE ARRIVAL OF THE AIRCRAFT AT WINDSOR, THE MAIL BAGS WERE HANDED OVER TO THE POST OFFICE OFFICIALS FOR DELIVERY BY THE NORMAL G.P.O. SERVICES. MAIL WAS NOT CARRIED ON THE AIRCRAFT ON THE FLIGHTS BACK TO THE HENDON AERODROME.

THE FIRST FLIGHT OF THE MAIL FROM WINDSOR TO HENDON WAS ARRANGED FOR SATURDAY 16th SEPTEMBER BUT DUE TO WEATHER CONDITIONS WAS POSTPONED TO SUNDAY, 17th. TWO AIRCRAFT, EACH CARRYING A BAG OF MAIL, FLEW FROM WINDSOR TO HENDON ON SUNDAY 17th SEPTEMBER. TWO FLIGHTS WERE MADE ON MONDAY 18th, CARRYING THE REMAINDER OF THE MAIL FROM WINDSOR. A TOTAL OF 4 FLIGHTS ON WHICH A TOTAL OF 4 BAGS OF MAIL WERE CARRIED.

MON 11th SEP. E. DRIVER, AFTER FLYING A FARMAN TO WINDSOR IN EARLY MORNING, TOOK OFF FOR RETURN FLIGHT TO HENDON BUT DUE TO BAD VISIBILITY, GOT LOST AND LANDED AT NASSING COMMON, SOME 16 MILES BEYOND HENDON.

MON 11th SEP. C. HUBERT, FLYING A FARMAN, LOADED WITH 8 BAGS OF MAIL, CRASHED, AFTER TAKING OFF FROM HENDON. THE PILOT SUFFERED INJURIES AND WITH BOTH LEGS BROKEN WAS TAKEN INTO THE HOSPITAL AT HENDON. THE DAMAGE TO THE AIRCRAFT PREVENTED IT BEING USED AGAIN FOR THE AERIAL POST SERVICE.

WINDSOR POSTMARK

THE LONDON POSTMARK

This attractive presentation has been carefully prepared in pen and ink.

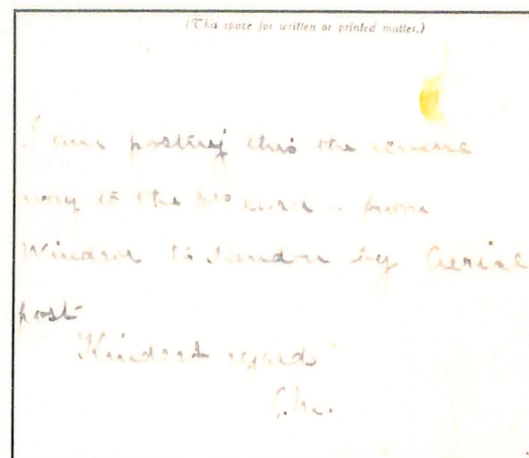


The 1911 First Official UK Aerial Post 1911: Postcards Used within UK

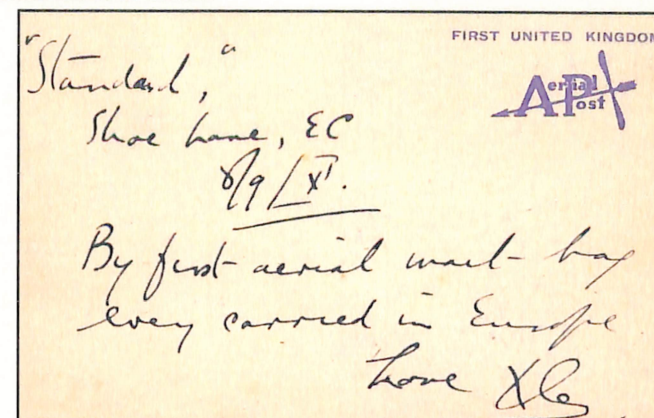


Olive Green Postcard
Addressed within London

Franked with 1/2d Very Dark Green Downey Spec N2(7)
Cancelled with Aerial Post Cancellation dated "SP.16.1911" Die 2



Message on reverse
of card c. 70%

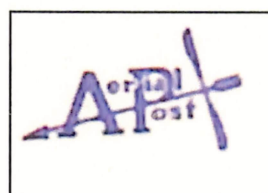


Message on reverse
of card c. 60%



Violet Privilege Postcard

Addressed to Mrs Crossley Davies within London
Franked with 1/2d Green with Perfin "STD" [Standard Newspaper]
Cancelled with Aerial Post Cancellation dated "SP.9.1911" Die 1



Logo used on back
flap of envelope



Logo used on Privilege
postcards

This event was so popular that the official stationery sold out immediately and the organisers permitted the use of proofs or colour trials. As a consequence, thesis items are particularly scarce commercially used.



Colour Trial or Proof in Pale Yellow-Green Envelope
Addressed to 'Harry Clarke, Edg, Luyddington, Nr. Uppingham (Rutland)'
Franked with 1d Red Downey
Cancelled with Aerial Post Cancellation dated "SP.16.1911" Die 2
"? SEP.19.11" arrival cancel on back



Proof in Light Brown Envelope
Addressed to "Messrs Parsons and Son, Jewellers, Old Market Street, Bristol"
Franked with 1d Red Downey
Cancelled with Aerial Post Cancellation dated "SP.9.1911" Die 1



The 1911 First Official UK Aerial Post : Set of Dated Cancellations



A set of all six dates used for the event on London Postcards, cancelled with the Scarcer **Die 5** used at Hendon Airport
"FIRST UNITED KINGDOM AERIAL POST LONDON"
All cards franked with KGV 1/2d Downey, Cancelled 9, 11, 12, 13, 14 and 15 September 1911



Address only to be written here.)

876 avdneell
St. Pauls R^a
P. O.
Camden Sq
Ldn N.W.

Card in olive-green sent on first day of event "SP.9.1911"



Address only to be written here.)

876 avdneell.
St. Pauls R^a
P. O.
London
N.W.

Card in olive-green sent on second day of event "SP.11.1911"



Address only to be written here.)

876 avdneell.
St. Pauls R^a
P. O.
Camden Sq
Ldn N.W.

Card in red brown sent on third day of event "SP.12.1911"



Address only to be written here.)

876 avdneell.
St. Pauls R^a
P. O.
Camden Sq.
Ldn N.W.

Card in red b brown sent on fourth day of event "SP.13.1911"



(Address only to be written here.)

876 avdneell.
St. Pauls R^a
P. O.
Camden Sq.
Ldn N.W.

Card in red brown sent on fifth day of event "SP.14.1911"



Address only to be written here.)

876 avdneell.
St. Pauls R^a
P. O.
Camden Sq.
Ldn N.W.

Card in red brown sent on final day of event "SP.15.1911"

S J Cardell was a Postal Clerk at Hendon Airport responsible for franking mail for this event. Cancellations with the scarcer Die 5 and 6 were only used at Hendon Airport. This constitutes a unique set of six items..



The 1911 First Official UK Aerial Post 1911: Other Examples

Example of Privilege Envelope



Violet Privilege Envelope sent from Windsor to London

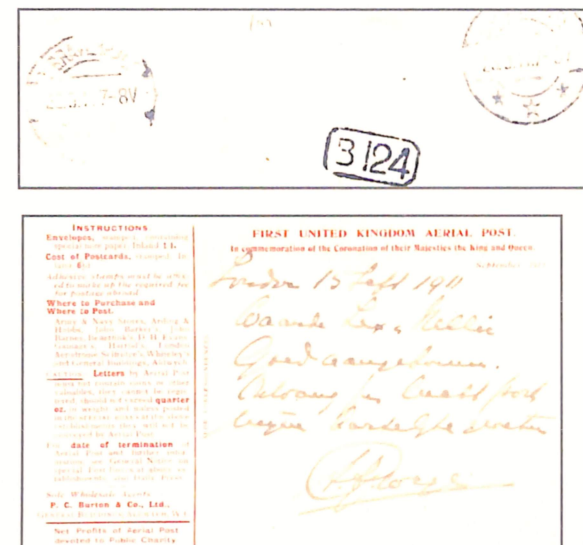
Addressed within London

Franked with 1d Red Downey SG329

Cancelled with Aerial Post Cancellation dated "SP.16.1911" Die 2

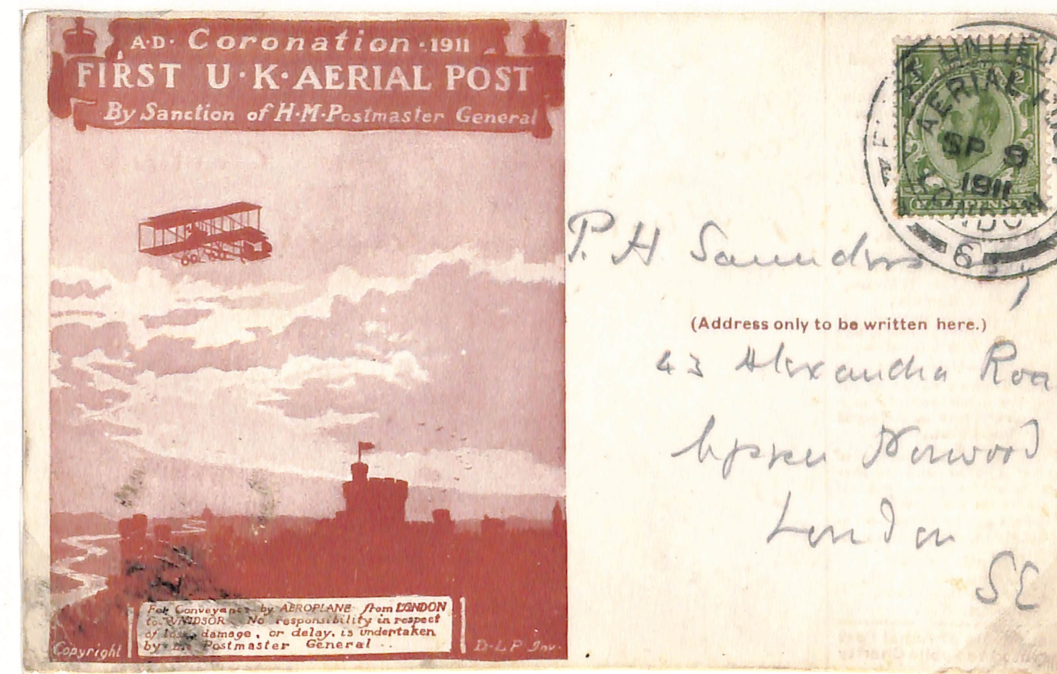
Transit/Arrival on back c.50%

Envelopes and Post Cards, both London and Windsor versions, were printed on thicker paper in violet ink for the Privilege Mail. The envelopes were larger in size while the Post Card size was unchanged. The Aerial Post monogram was printed in violet on the Envelope flap. Both pieces of stationery were designed to be used to send greetings to important persons at home and abroad. They were not available to the general public. The addressee, Mrs Crossley Davies, was married to a journalist who got to know about the flights and sent her the official cover



Contents c.50%

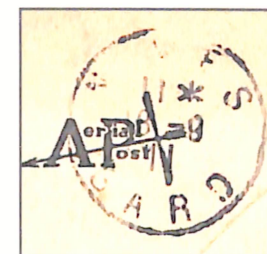
GLH / 2601



Red Brown Card
Sent within London

Franked with 1/2d Green Downey
Cancelled with Aerial Post
Cancellation dated "SP.9.1911"
With the much scarcer Die 6

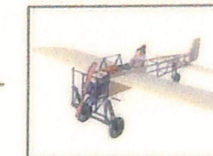
Olive Green Envelope
Sent to Nimes in France
Franked with 3x1/2d Green and 1x1d
Red Downeys paying 2 1/2d rate
Cancelled with Aerial Post
Cancellation dated "SP.11.1911"
Die 3
"NIMES" arrival cancel "18.9.11"



Red Envelope (including contents) Sent
to the Hague in Holland
Franked with 1d Red Downey
and 1 1/2d EVII
Cancelled with Aerial Post
Cancellation dated "SP.15.1911" Die 2
[Last day of posting in London]
Rotterdam transit and Hague arrival
for 26 September

Flown on 25 September, first flight after
airman's strike, by Gustaav Hamel.
Forced landing at Langley owing to
engine trouble. Mail bags were collected
by car and taken to Windsor post office
arriving 11.25am.



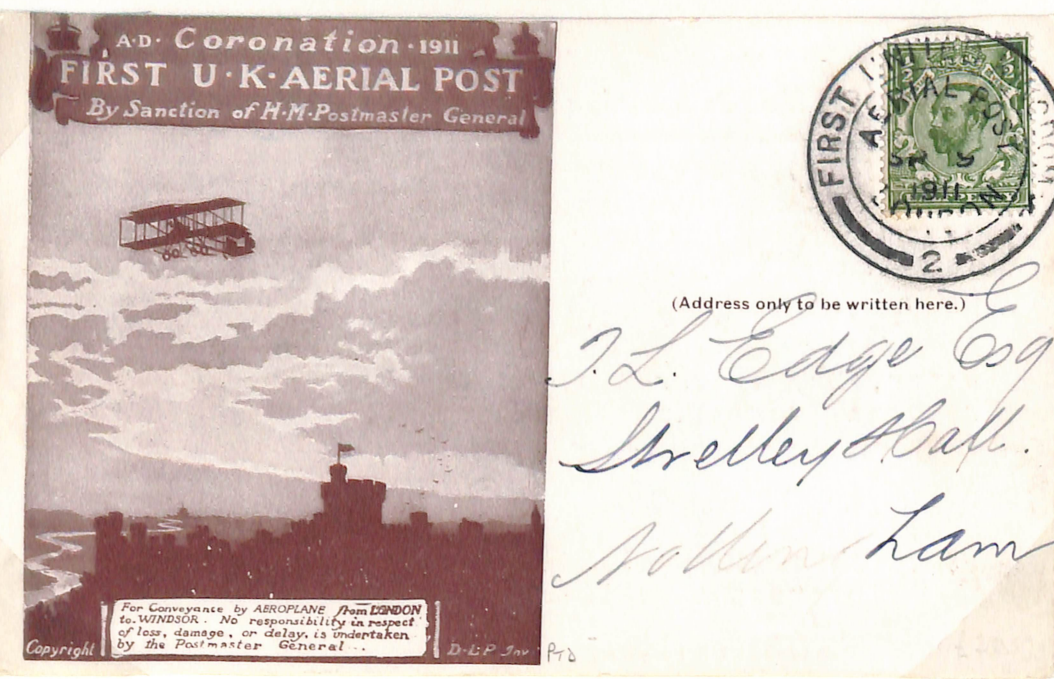


Examples of Advertising Cards

Schweppes

ZOG Limited

Nobel's Explosives



Red Brown Postcard
Addressed to Nottingham
Franked with 1/2d Downey

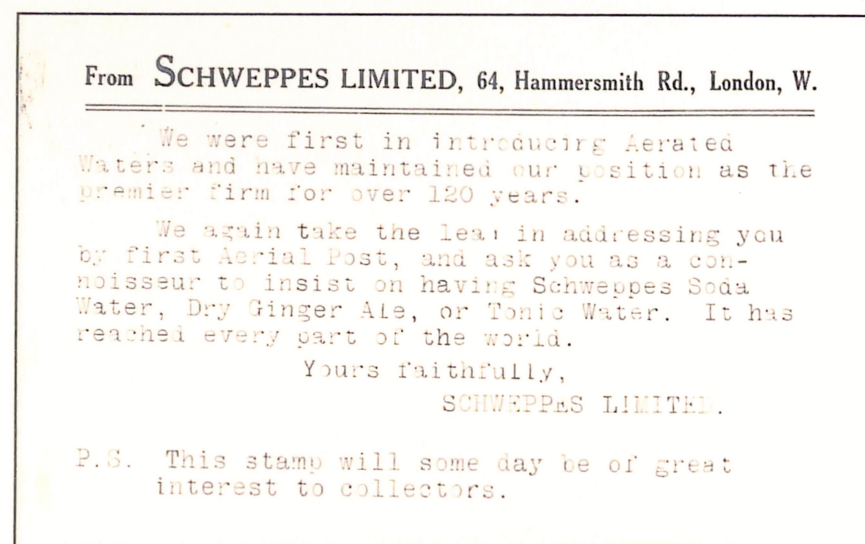
Cancelled with Aerial Post Cancellation dated "SP.9.1911" Die 2

Red Brown Postcard
Addressed to Angel Court in London
Franked with KEVII 1/2d

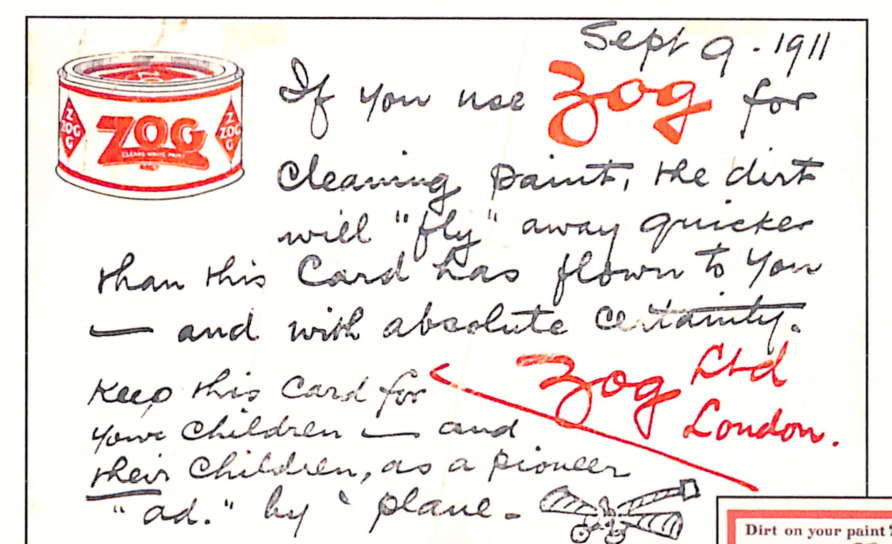
Cancelled with Aerial Post Cancellation dated "SP.9.1911" Die 1

Red Brown Postcard
Addressed to Clitheroe
Franked with 1/2d Downey

Cancelled with Aerial Post Cancellation dated "SP.11.1911" Die 3

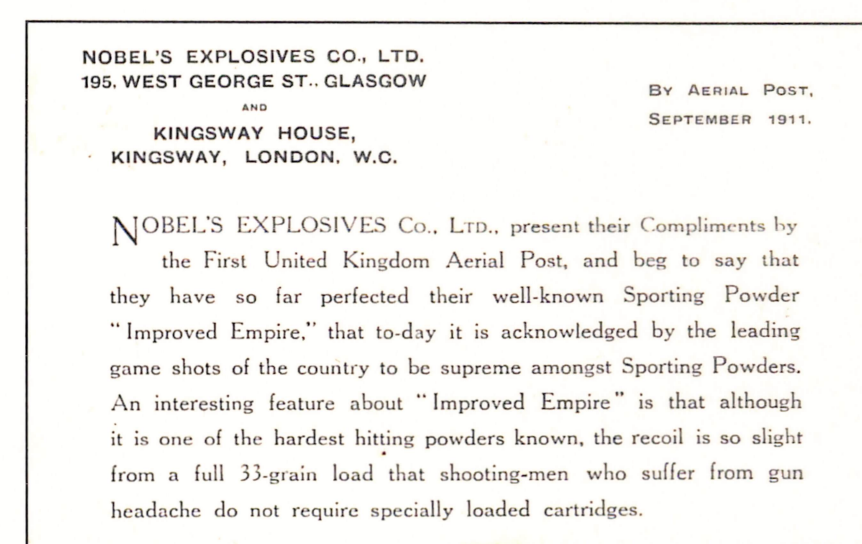


Reverse of Card c. 80%



Reverse of Card c. 80%

Zog paint cleaner - 'Zog it off' - was still available until the 1950s as advertising cards, such as the one opposite, show



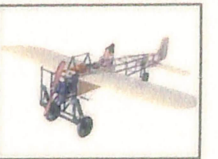
Reverse of Card c. 80%

Nobel's Explosives Company, founded by Alfred Nobel in 1871, revolutionised industrial blasting with inventions like dynamite, blasting gelatine, and gelignite. The firm's main factory at Ardeer in Scotland became the world's largest explosives factory by 1907.

Booth classifies the 40 companies using the cards for advertising into 3 groups - "More Often Seen", "scarcest" and "really rare". The ZOG card falls into first category, the other two in the second.



The 1911 First Official UK Aerial Post Advertising Cards

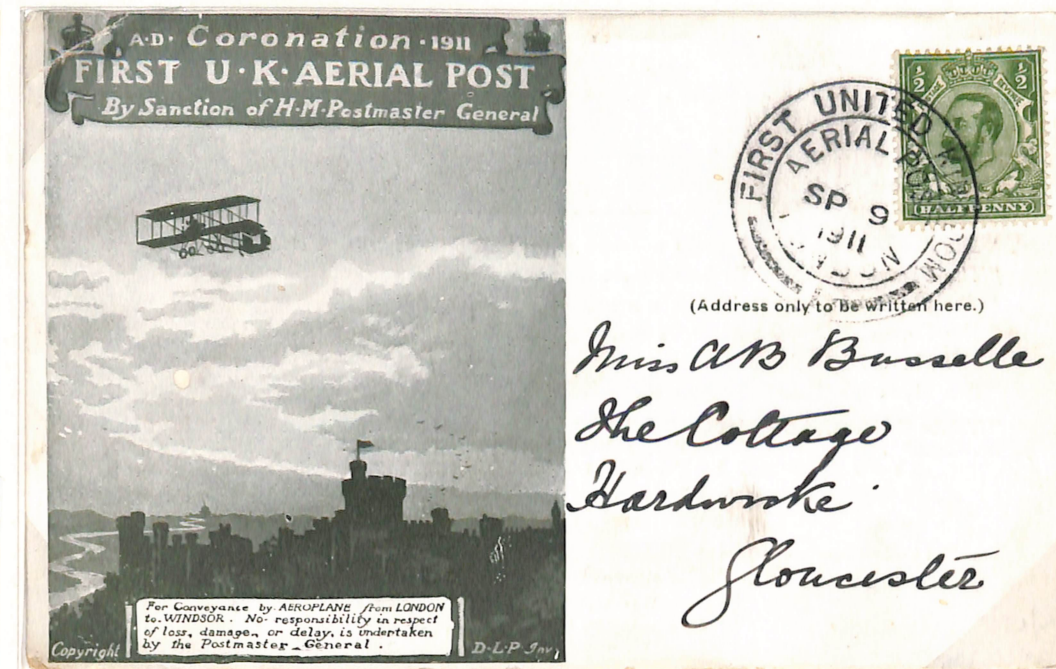
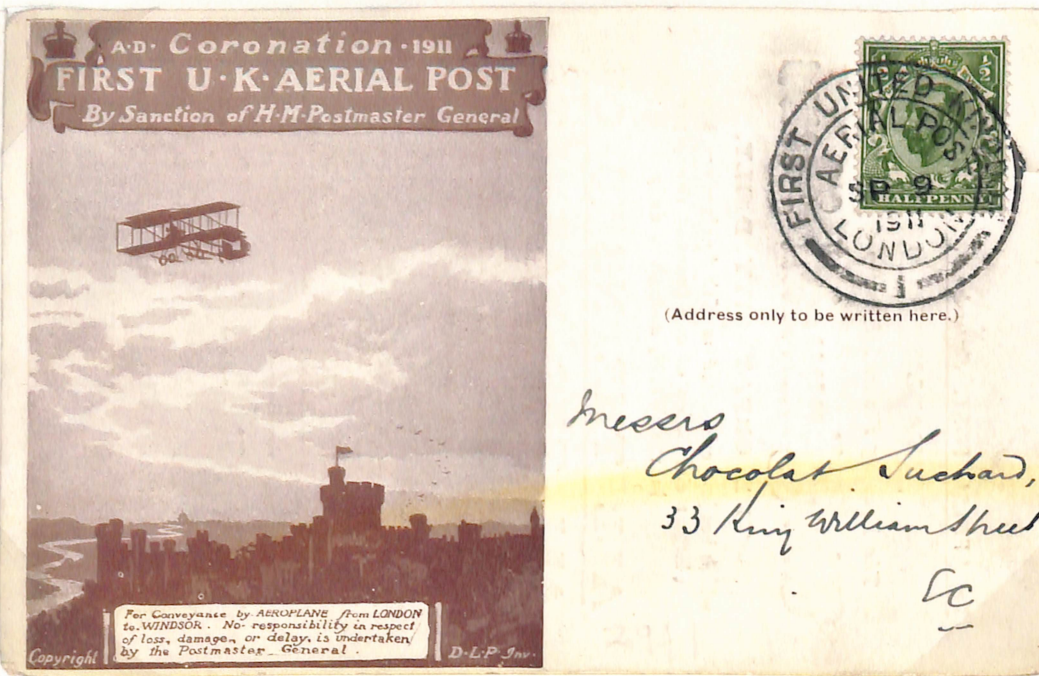


Examples of Advertising Cards

The Financial News

The Financial Outlook

Arding & Hobbs



Red Brown Postcard

Addressed to 'Suchard' in King William Street

Franked with 1/2d Downey

Cancelled with Aerial Post Cancellation dated "SP.9.1911" Die 1

Olive-Green Postcard

Addressed to Hardwicke in Gloucester

Franked with 1/2d Downey

Cancelled with Aerial Post Cancellation dated "SP.9.1911" Die 1

Red Brown Postcard

Addressed to Balham in London

Franked with 1/2d Downey

Cancelled with Aerial Post Cancellation dated "SP.11.1911" Die 2

Reverse of
Card c. 80%

By AERIAL POST. September 9, 1911.

ESTABLISHED 1884.

The Leading Financial Daily of the World.

The Financial News

THE GREAT CITY DAILY,

which has just celebrated its 27th Anniversary, has the largest circulation of any financial newspaper in the World, and gives daily

ALL THE NEWS OF ALL THE MARKETS

ON SALE EVERYWHERE.

Advertisement and Editorial Offices:

111, QUEEN VICTORIA ST., LONDON, E.C.

Phones: 3871 CENTRAL. 880 and 881 CITY. Telegraphic Address: "FINews, LONDON."

The Financial News

IS PUBLISHED DAILY IN FRENCH IN PARIS.

Bureaux: 36bis, BOULEVARD HAUSSMANN.

Reverse of
Card c. 80%

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.

Reverse of
Card c. 80%

OVER SIXTY DEPARTMENTS UNDER ONE ROOF,

including:
Post Office, Stamps, Telephone, Postal and Money Order, 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.

The Financial News was a daily British newspaper published in London. Founded in 1884 by Harry Marks, he set up the paper to expose fraudulent investments. Marks himself was key to the paper's early growth. It eventually merged with The Financial Times in 1945.

Arding & Hobbs is a former department store and Grade II listed building at the junction of Lavender Hill and St John's Road, Batterseas. Arding & Hobbs was established in 1876. A second store was established on the corner of Falcon Road, Battersea, known as the Falcon Road Drapery Store, but this was sold to former employees Mr. Hunt & Mr. Cole in 1894.

Booth classifies the 40 companies using the cards for advertising into 3 groups - "More Often Seen", "scarcest" and "really rare". Financial Outlook falls into first category, the others into the middle



Examples of International Destinations

Austria

Malta

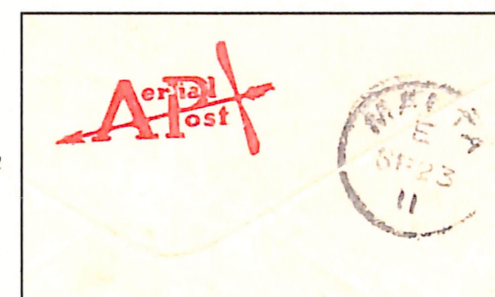
South Africa



*Red Brown Postcard
Addressed to Vienna in Austria
Franked with 2x½d Downys
Cancelled with Aerial Post Cancellation dated "SP.11.1911" Die 3*



*Scarlet Envelope
Addressed to Fort Ricasoli in Malta
Franked with 1d Scarlet
Cancelled with Aerial Post Cancellation dated "SP.15.1911" Die 3
Arrival cancel "MALTA SP.23.11" on reverse - see opposite*



Fort Ricasoli is a large bastioned fort in Kalkara, Malta, constructed by the Order of Saint John between 1670 and 1698. It is situated on the promontory known as Gallows' Point, commanding the entrance to the Grand Harbour alongside Fort St. Elmo.



*Red Brown Postcard
Addressed to Oudtshoorn in South Africa
Franked with GV ½d Bright Green Die 1B and KEVII ½d Blue-Green
Cancelled with Aerial Post Cancellation dated "SP.9.1911" Die 3
Arrival cancel on front "OUDTSHOORN OC.5.11"*

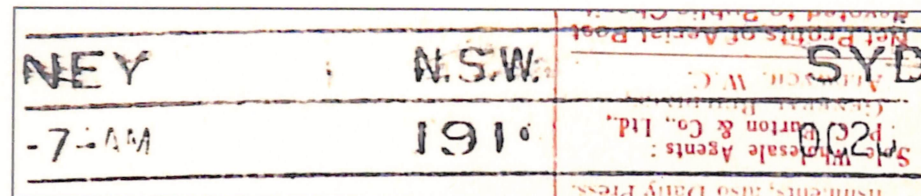
There is a manuscript marking to suggest that this card was purchased at the ARMY & NAVY STORES, one of 12 official places where the cards could be purchased.



... another exceptional destination



Red Brown Postcard
Addressed to Gilbert and Ellis Islands
Franked with 2x½d Downeys
Cancelled with Aerial Post Cancellation dated "SP.11.1911" Die 2
Sydney machine transit on reverse



... perhaps even unique!

Result of Experimental Flights
It is reckoned that an estimated 130,000 items of mail were carried and around £500 was raised for charity (equivalent to c.£75000 in today's money)



Complete Prestige Booklet (issued 2011) tells the story of the First UK Aerial Post



Commemorative cover sent from Windsor to Torquay in Devon
Celebrating the 50th Anniversary of the First Aerial Post
Cancelled "WINDSOR BERKS 9.SEP.1961" and
"50TH ANNIVERSARY OF FIRST AERIAL POST 1911-1961"
Franked with 3d QEII Definitive and with BEA 'label' "BEA Airway Letter Service 11d"
Cover cachet shows the stylised dove made up of the 19 states who issued Europa stamps that year which appeared on many of the 1961 'Europa' issue



This pane from the booklet with the label showing King George V in profile reminds us that the whole objective of these flights was to raise money for the celebrations surrounding his coronation

Individual Stamps from the Booklet



SG3216 showing pilot Gustav Hamel receiving the first base of mail for the inaugural flight



SG3217 showing pilot Gustav Hamel ready to leave Hendon



SG3218 showing Pilot Clement Greswell's Blériot Monoplane



SG3219 showing delivery of first airmail to Postmaster General in Windsor