

Air Mail Labels

The Imperial Airways Booklets 1932 – 1936

An Update

Jeff Brown

In the 1930s, Post Offices in Great Britain, Egypt, India, Malaya and South Africa issued booklets containing airmail labels. As these contained advertising material for Imperial Airways, they have come to be referred to as Imperial Airways booklets.

Since I wrote an article on this subject in 1999 (Issue No 141), more information has come to light, so an update seems timely. It has become clear that there are more variations of IND-2 and IND-3 than I had identified. The following therefore is an up-to-date list of the Indian booklets of which I am aware.



the perforated blue label, as found in booklets

Booklet IND-1

Possibly issued 1932



IND-1 Front cover.

Fly home by Imperial Airways
 4 Panes of 4 labels interleaved with plain translucent paper
 Imperial Airways leaves Karachi Wednesdays, arrives London Tuesdays
 If you miss the ordinary mail

Booklet IND-2



Probably issued *IND-2 front cover* late 1934

There are variations in the contents of this type:

IND-2-1:

Fly home by Imperial Airways
 Air Mail rates
 Air mail rates (continued)
 4 Panes of 4 labels each interleaved by advertisements on translucent paper:
 Particular person call
 When minutes count, use a telephone
 Why not send a postcard by Air Mail
 Business supports a country
 Save money by saving time
 You can now telephone direct to England

IND 2-2:

Do you realise Telephone

Air Mail rates
 Air mail rates (continued)
 4 Panes of 4 labels each interleaved by
 advertisements on translucent paper:
 Particular person call
 When minutes count, use a telephone
 Why not send a postcard by Air Mail
 Business supports a country
 Save money by saving time
 You can now telephone direct to England

IND-2-3

Do you realise Telephone

Air Mail rates
 Air Mail rates (continued)
 4 Panes of 4 labels each interleaved by advertisements
 on translucent paper:
 Particular person call
 Speed is the lifeblood
 Why not send a postcard by Air Mail
 Save money by saving time
 You can now telephone direct to England
 For quick returns

IND 2-4

This booklet, which belongs to Ajeet Singhee (whose kind help I acknowledge) is missing its front cover and the page of Airmail rates, so I am guessing that it is a type 2. The remaining pages are:

4 Panes of 4 labels each interleaved by advertisements
 on translucent paper:
 Particular person call
 Speed is the life blood
 Why not send a postcard by Air Mail
 Phonograms
 Blank
 It pays to advertise

Booklet IND 3

Probably issued early 1936

Contents of IND-3-1:

Do you realise Telephone
 Air Mail rates
 Air mail rates (continued)



IND-3 front cover

4 Panes of 4 labels each interleaved by
 advertisements on translucent paper:
 Particular person call
 Speed is the life blood of industry
 Why not send a postcard by Air Mail
 Save money by saving time
 You can now telephone direct to England
 For quick returns and All-India publicity

Variation in IND 3-2:

Do you realise Telephone
 Air Mail rates
 Air mail rates (continued)
 4 Panes of 4 labels each interleaved by
 advertisements on translucent paper:
 Particular person call
 Speed is the life blood of industry
 Why not send a postcard by Air Mail
 Save money by saving time
 You can now telephone direct to England
 Indian National Airways Ltd

IND 3-3

Do you realise Telephone
 Air Mail rates
 Air Mail rates (continued)
 4 Panes of 4 labels each interleaved by advertisements
 on translucent paper:
 Particular person call
 When minutes count
 Why not send a postcard by Air Mail
 Business supports
 Save money by saving time
 You can now telephone direct to England

Any more new information would be greatly
 welcomed.

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