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 issuedIND-2 front coverlate 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:

advertisements on transluct

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

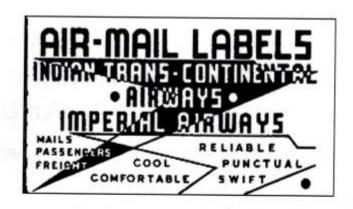
Probably issued early 1936

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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