

## Great Britain Booklet Advertisements

Ad #	Description
1	Imperial and Foreign Postage Rates
2	Inland Postage Rates
3	Bovril "Bovril puts the Beef into you"
4	Bovril "Bovril the Power of Beef"
5	Turban Stoned Dates
6	Turban Australian Currants and Sultanas
7	Turban Mixed Fruit
8	Shredded Wheat
9	Provincial Airways Limited
10	Bournemouth (Town Corporation)
11	King's Hotel, Brighton
12	Brighton (Town Corporation)
13	Brighton and Hove (Town Corporation)
14	Derbyshire Spa, Buxton (Town Corporation)
15	Colwyn Bay (Town Corporation)
16	Berners Hotel & Hotel York, London
17	Cunard White Star Cruises
18	Hastings and St. Leonards (Town Corporation)
19	Morecambe and Heysham (Town Corporation)
20	E.C. & J. Keay Steelwork Construction
21	Captain H.W. Jessop, Stamp Dealer
22	Singer Sewing Machine
23	Drages Limited, Furniture
24	One ~ Da Cleansing Wafers
25	Dubarry Old English Lavendar
26	Dubarry Crème Shalimar
27	Dubarry Talcum Powder
28	Dubarry Rapture
29	Shavallo Shaving Soap
30	'Swan' Pen
31	'Swan' Pen, The Leverless Pen
32	'Swan' Ink
33	Bar-let Portable Typewriter
34	Remington Home Portable Typewriter
35	Smith Home Portable Typewriter
36	Corona Portable Typewriter
37	New Zealand Lamb
38	New Zealand Lamb "A joy to carve! A delight to eat"
39	Universal Fixed Trust Certificate
40	Prudential Assurance "Who am I?"
41	Prudential Assurance "I am a Prudential Heritage Policy"
42	Sun Life Assurance Co. of Canada
43	Confederation Life Association
44	Prudential Assurance "Endowment Assurance Policy"
45	Prudential Assurance company
46	Midland Bank Executor and Trust Company "National Fixed Trust Certificates"
47	Saltdean Estate Company
48	Mutual Life Assurance Company
49	Church of England Building Society
50	Johnson & Johnson "Tek"

Ad #	Description
51	Beasley Surgical Appliance Company
52	Arthur Richards (Duoform Ltd), Manufacturing Chemists
53	Stephen Matthews & Company Ltd, Chemists
54	General Acoustics Ltd "Bone Conductor"
55	Ossicaide Ltd "Bona-Caide Bone Conductor"
56	Dent "Bonadente Bone Conduction"
57	The Muller Laboratories, Manufacturing Chemist
58	Edward J. Woods Ltd, Tobacco withdrawal
59	Ford Motor company
60	Ford's Blotting paper
Air	Airmail Sticker

### Presence of Advertisements in Booklets

Booklet #	294	295	296	297	298	299	300	301	302	303	304
Advertisement #											
1	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
2	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
3						○					
4		○									
5	○			○							
6											○
7										○	
8	○							○			
9											◆
10		◆			◆			◆			
11			◆								
12			◆								◆
13	◆						◆				
14		◆									
15	◆					◆					
16		◆									
17	◆					◆					
18		◆				◆					
19	◆										
20			◆								
21				◆							
22						◆					
23	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
24					◆						◆
25				◆							◆
26				◆				◆			
27		◆	→	◆			◆				
28				◆					◆	→	
29									○		
30				◀						◀	

Inside front cover = ◀  
 Inside back cover = →  
 Outside back cover = ○

Advertisement present = ◆

Presence of Advertisements in Booklets (cont)

Booklet # / Advertisement #	294	295	296	297	298	299	300	301	302	303	304
31	◀	◀	◀		◀	◀	◀	◀	◀		
32											◀
33	◆										
34						◆					
35			◆								
36									◆		
37							→				
38								◆			
39				◆	→		◆		◆	◆	
40					◆		◆		◆		
41					◆		◆		◆		
42				◆				◆		◆	◆
43	◆										
44			◆								
45			◆								
46	◆	◆	◆					◆			→
47					◆						
48		◆									
49										◆	
50				◆							
51		◆									
52									◆		
53								◆			
54	◆		◆			◆	◆		◆	◆	◆
55		◆		◆	◆	→		◆		◆	◆
56	→	→	○	→	○	→	○	→	→		
57	◆		◆		◆		◆				
58										◆	
59										◆	
60							◆				

Inside front cover = ◀  
 Inside back cover = →  
 Outside back cover = ○  
 Advertisement present = ◆

### Order of Advertisements in Booklets – Front to Back

Booklet #	3/-				2/-						
	294	295	296	297	298	299	300	301	302	303	304
Inside Front Cover	31	31	31	30	31	31	31	31	31	30	32
Order of stamps, stickers and advertisements from front to back	SC	SC	SC	SC	AM	AM	60	AM	AM	AM	AM
	AM	AM	AM	AM	47	54	AM	53	54	54	54
	54	16	54	50	57	15	54	55	36	49	9
	57	48	57	21	SC	SC	57	SC	SC	SC	SC
	SC	SC	SC	SC	40	22	SC	10	28	42	24
	19	10	23	39	41	17	13	26	23	59	12
	33	55	11	28	SC	SC	27	SC	SC	SC	SC
	SC	SC	SC	SC	55	34	SC	42	40	23	25
	17	27	35	55	10	18	40	38	41	39	23
	43	14	20	25	SC	SC	41	SC	SC	SC	SC
	SC	SC	SC	SC	24	2	SC	2	39	58	55
	15	23	44	42	23	39	2	23	52	55	42
	23	18	45	26	SB	SB	23	SB	SB	SB	SB
	SC	SC	SC	SC	2	1	SB	1	2	2	2
	2	2	12	23	1	23	1	46	1	1	1
	46	51	46	27	SA	SA	39	SA	SA	SA	SA
	SB	SB	SB	SB			SA				
1	1	2	2								
13	46	1	1								
SA	SA	SA	SA								
Inside Back Cover	56	56	27(56)	56	39	55	37	56	56	28	46
Outside Back Cover	8(5)	4	56(4)	5	56	3	56	8	29	7	6

<b>AM</b>	=	Airmail stickers
<b>FR</b>	=	Foreign Postal Rates
<b>IR</b>	=	Inland Postal Rates
<b>SA</b>	=	½d block of 4
<b>SB</b>	=	1d block of 4
<b>SC</b>	=	1 ½d block of 4

**Note:**

1. Booklet #294. Advertisement 5 will on occasion appear on the outside back cover.
2. Booklet #296. Back cover will alternate with Adverts 27 & 56 or 56 & 4 on inside back and outside back covers respectively.
3. Booklet #303. In some cases the order of advertisements 49 and 42 are reversed. It appears to occur in about 20% of cases.