

THE SOUTH AFRICAN 3 SHILLING BOOKLET

In 1948, South Africa issued a booklet which consisted of 6 panes: two panes Scott No. 46c penny Springbok, two panes pf No. 49d the 1 penny Jan van Riebeeck's Ship, two panes of No. 52d the 1½ penny stamp picturing a gold mine. A total of 36 pence in stamps (3 shillings)

This booklet features various advertising on interleaves: Seeds, Sports wear, Lighter, Writing Pad, Tea, Tires, Cigarettes, Fences etc. The one of interest to us is, however, an advertising feature of a Golfer in a swing position. In addition to these private ads, there are a few Post Office ads. There is also a pane of blue airmail labels in the middle of the booklet.

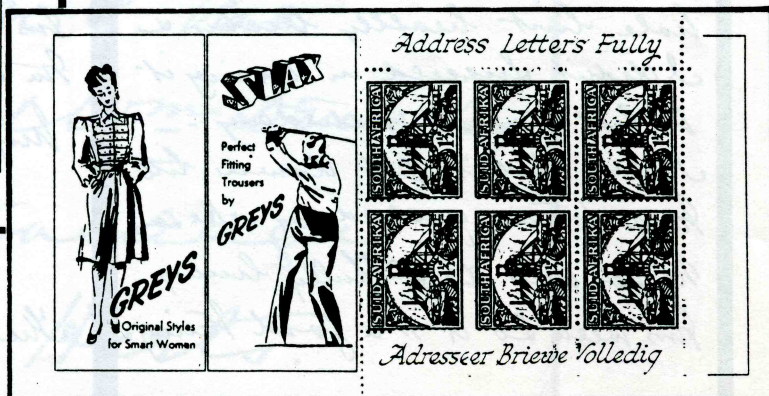
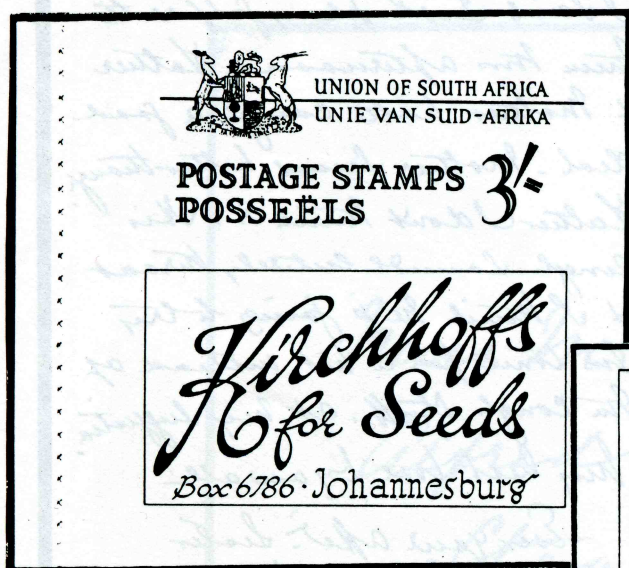
I recently had the opportunity to acquire a small accumulation of these booklets. Upon examining them, I noticed that all were different. The difference did not come from the advertising on the covers or interleaves All were the same. They all feature the "Kirchhoffs for Seed" ad on the front cover (Illustration No. 1) and the same advertisings on the interleaves.

The difference comes from the postal advertising that are to be found on the margins of the booklet panes. All six are different: four of them are bilingual while one is solely in Afrikaans and another is solely in English. They are as follows:

- ADDRESS LETTERS FULLY/ADRESSER BRIEWE VOLLEDIG (Illustration No. 2)
- PACK PARCELS PROPERLY/VERPAK PAKKIES BEHOORLIK (Illustration No. 3)
- REGISTER VALUABLE LETTERS/REGISTEER WAARDEVOLLEBRIEWE (Illustration No. 4)
- POST EARLY FOR QUICK DELIVERY/VROEG GEPOS BETEKEN VROEG AFGELEWER (Illustration No. 5)
- LUGPOS DIE SNELSTE POS (In Afrikaans) (Illustration No. 6)
- AIR MAIL IS THE QUICKEST (Illustration No. 7)

All the booklets are fairly difficult to find, however, I do not know if any version is scarcer than the other. Also I do not know of other versions of this booklet exist.

Additional information would be welcome by the author: Pierre Wertheimer, France International, P.O. Box 2335, Chapel Hill, N.C. 27515.



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