

JOHN BULL



CAMERA DEPT., 85, LONG ACRE, LONDON, W.C.2.

N.B.—Please read this letter very carefully.

Dear Reader,

In accordance with our special offer we have much pleasure in sending you, herewith, your "J.B. Ensign" Camera complete with a spool of "Ensign" Film which will take six $3\frac{1}{4} \times 2\frac{1}{4}$ pictures.

We hope you will accept your Free Gift with our compliments and we trust it will give you heaps of pleasure and long and faithful service.

This is in no sense an ordinary free gift. It is made with the specific purpose of introducing "John Bull" to a large circle of new readers. If, as a result of this great scheme you have given "John Bull" a trial, we are sure that we may now count upon you to remain a regular reader.

"John Bull" offers you a wonderful Insurance Gift which costs you absolutely nothing.

The Insurance scheme has been specially designed so as to afford you the utmost possible protection.

"John Bull" covers you against Fire, Home Accidents, Children's Accidents, Storm and Flood, Sickness, Sports Accidents, etc.

Every week, under this Insurance scheme, hundreds of cheques are dispatched to Registered

Readers. You never know when you, too, may be glad of the help that is offered absolutely FREE. It is in the hour of adversity that you appreciate most how supremely practical are the benefits offered.

In this folder (on page 3), you will find the full list of Free Benefits offered by "John Bull." On the reverse side of the list of Benefits you will find the corresponding Registration Form. If you are NOT already registered fill in this Form to-day. You may send this Form together with the Acknowledgment Form (page 4), which we should be glad if you would post by return as it notifies us of the safe receipt of your Gift.

Yours faithfully,





Manager of Gift Dept.

SPECIAL
NOTE.

In selecting as our gift a "J.B. Ensign" Camera, made in England by the Houghton-Butcher Company, we are sure that we are presenting you with an article that you will be really proud to possess. We are naturally anxious for you to secure the finest possible photographs with your "J.B. Ensign" Camera and we would strongly recommend that you follow carefully the directions enclosed. **Although any make of spool will fit the "J.B. Ensign" Camera, we would suggest that you always insist upon "Ensign" films, which are guaranteed to give the best results.** A six exposure "Ensign" spool is enclosed with your Gift Camera so that you may commence to take photographs immediately. Further supplies may be obtained from your photographic dealer or chemist in the ordinary way.

PLEASE POST AT ONCE

Acknowledgment Form

 **K**INDLY post this form at once to
acknowledge safe receipt of your Gift. 

To "John Bull" Camera Dept., 85, Long Acre, London, W.C.2.

This is to acknowledge the safe receipt of my "J.B. Ensign" Camera Complete with a six exposure "Ensign" spool.

If you are a NEW reader of "John Bull" kindly reply to question below by striking out word which does not apply.

Do you intend to remain a regular reader of "John Bull"? **YES** | **NO** } *Please cross out word which does not apply.*

Name

Address

.....

Date..... PLEASE WRITE CLEARLY

N.B. If you are NOT already a Registered Reader of "John Bull" you may also enclose the Registration Form for this publication with this Acknowledgment Form. If you do not write a letter you may send this Form *and* your Registration Form in an *unsealed* envelope bearing a halfpenny stamp. If you write a letter, please write on blank paper provided overleaf and also kindly remember to put the correct letter-rate postage on your envelope which should be sealed.

If you are already a Registered Reader there is no need to re-register unless you have changed your Address or Newsagent.

Please Write Your Letter Here

WE should very much appreciate a short letter from you giving us your opinion of "John Bull" and also of your "J.B. Ensign" Camera. In order to make it as easy as possible for you to write to us straight away we have left this sheet of paper, which is on the other side of your Acknowledgment Form, blank. We do not ask for a long letter—just a few words. Thank you!

Dear Sirs,

IF you write a letter in the space above kindly post it in a **sealed** envelope bearing the correct **letter-rate postage**. If you are not already a registered reader of "John Bull" you may also enclose Registration Form (see page 6) with this letter. Kindly fill in the particulars required overleaf.

[P.T.O]

HAND THIS FORM TO YOUR NEWSAGENT

JOHN BULL

ORDER FORM

To (Name of Newsagent).....

Address

Please deliver or reserve "John Bull"
for me weekly until further notice.

Signature

Address

.....Date.....

PLEASE WRITE CLEARLY.

CUT HERE

POST THIS FORM TO "JOHN BULL"

JOHN BULL

REGISTRATION FORM

To "John Bull," Department G, 93, Long Acre, London, W.C.2.

I have sent an Order Form to my Newsagent for the regular weekly delivery of "John Bull." Please register me as a regular reader.

Reader's Name (in full).....

CAPITAL LETTERS. Age.....

Address

Reader's Signature

Name and Address of Newsagent.....

.....Date.....

IMPORTANT — A Certificate setting out the full benefits and conditions and certifying Registration will be sent on receipt of a stamped addressed envelope bearing a halfpenny stamp. This Form, together with the Acknowledgment Form for the safe receipt of your Gift may be sent in an unsealed envelope bearing a halfpenny stamp. If you write a letter as well please seal your envelope and put on it the correct letter-rate postage.

CUT HERE

CUT HERE

What **JOHN BULL** Gives

FIRE

- £400**—against loss by fire to the reader's household furniture or personal effects.
£1000—in case of death of husband and wife directly due to fire at registered reader's home.
£500—in case of death of one under similar circumstances.
£250—or **£125** in respect of each, for loss of one limb or eye under similar circumstances.
£2 PER WEEK maximum rent during reinstatement (not exceeding 26 weeks).

ACCIDENTS IN HOME AND GARDEN

- £200**—should the registered reader and his wife (permanently residing together) be killed by an accident at the reader's registered address and/or garden attached thereto; or
£100—in the case of the death of either under similar circumstances.
£4 PER WEEK FOR BOTH OR £2 PER WEEK FOR EITHER UP TO 4 WEEKS during total disablement involving a fracture of a limb or skull as the direct result of an injury under similar circumstances.

STORM OR FLOOD

- £300**—loss caused by storm, tempest or flood to the registered reader's household furniture or personal effects.

LIGHTNING

- £300**—loss caused by lightning, thunderbolt, or earthquake to the registered reader's household furniture or personal effects.

GAS EXPLOSION

- £100**—loss by explosion of gas or domestic boilers to the registered reader's household furniture or personal effects.

BURSTING HOT WATER PIPES

- £100**—loss by bursting of hot-water pipes or heating apparatus to the registered reader's household furniture or personal effects.

AIRCRAFT

- £300**—loss caused by aeroplanes, airships, or other aerial craft to the registered reader's household furniture or personal effects.

RIOTS

- £300**—loss by damage by riots or civil commotion to the registered reader's household furniture or personal effects.

WIRELESS BENEFIT

- £10**—for damage by lightning to registered reader's wireless apparatus, including

aerials and supports, licensed to and owned by him at his or her private address as registered.

SICKNESS BENEFIT

- £5 5s.**—for total disablement by illness consequent upon Diphtheria, Measles, Smallpox, Typhoid Fever, Typhus Fever, Cerebro-spinal Fever (or "Spotted Fever"), Anthrax, and Tetanus (or Lockjaw). These benefits are only applicable to readers between the ages of 16 and 65 who have been registered for twenty-one days prior to the illness manifesting itself.

CHILDREN'S ACCIDENTS

- £3** will be paid to the parent being a registered reader in the event of an accident to his or her child over six and under sixteen years of age, causing a broken arm above the wrist (humerus, radius or ulna), broken leg above the ankle (femur, tibia or fibula) or fractured skull (cranium) as under:
In accident to train, tram, "bus, taxi or other public vehicle, or whilst a pedestrian in the street struck by a moving vehicle, while taking part in any sport or game, whilst at home or at school.

SPORTS

- £250**—in case of death if the registered reader be killed accidentally while playing—[Football, Tennis, Cricket, Hockey, Golf, Lacrosse, as an amateur on a recognised playing ground].
£3 PER WEEK up to four weeks for total disablement, providing it involves fracture of a limb or skull.

BOATING AND BATHING

- £250**—if the reader be accidentally drowned while as a pastime boating on or bathing in the sea at any seaside resort, or in any river or public swimming bath, providing that the reader be not a professional swimmer or boatman, and that, in case of boating, the boat be not a passenger steamer.

VIOLENCE BY BURGLARS

- £1000**—in case of death of husband and wife (permanently residing together) by violence caused by burglars or housebreakers entering for the purpose of robbery.
£500—if one is killed under similar circumstances.
£500 or **£250** in respect of each, for loss of one limb or eye under similar circumstances.
£10—Medical Fees for injuries by violence caused by burglars, housebreakers, or fire.
£6 PER WEEK for both or **£3 per week** for either up to four weeks, for disablement caused by burglars, housebreakers, or fire.

ONE REGISTRATION COVERS HUSBAND, WIFE AND CHILDREN, subject to the conditions contained in the Registration Certificate presented to the reader at the time of registration.

FOR REGISTRATION FORM—SEE THE OTHER SIDE.