

# Postal Stationery Notes

Volume 30 No. 3

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A Previously Unreported CPR Pictorial Post Card by Pierre Gauthier



(22-4-32-36186) FORMULE 13B

AVIS DE RECEPTION DE FRET. LA COMPAGNIE DE CHEMINS DE FER DU PACIFIQUE CANADIEN.

Gare... 1932 Pro. No...

Les effets ci-après décrits qui vous sont expédiés sont arrivés à cette gare dans le  
Char No... Initial... Vous voudrez bien prendre livraison de ces effets  
De... sans délai car ils seront gardés ici à vos risques (pour  
quelque cause que ce soit) et à vos frais.

DESCRIPTION DES EFFETS	PESANTEUR	TAUX	AUTRES CHARGES
Vous pouvez retourner ou vous pensez que c'est nécessaire de vous en aller pas de là, j'en aurais un pour quinze 30 minutes. Votre devise			

Si les effets ne sont pas enlevés durant le temps prescrit par les règlements du Service des Chars ou les règlements  
concernant les charges d'entrepôt, des charges seront prélevées aux taux pourvus par le tarif en force, et ces charges de  
même que les charges de fret, constitueront un privilège sur les dits effets. Le connaissement ou reçu d'expédition  
émis au point de départ devra être remis à la Compagnie. Quand le connaissement est fait à ordre, il doit être endossé  
Si les effets doivent être délivrés à d'autres qu'au consignataire, veuillez signer l'ordre qui suit:

Délivrer à... Agent  
Consignataire

The wait is over. The last of the unreported red 2¢ Arch Issue CPR Pictorial Post Cards (CPR82I, CPR Windsor Station) has been found with a date of October 10, 1932 on the French-only form 13B (22-4-32-36186).

\*\*\*\*\*~ ☒☒☒ ~\*\*\*\*\*

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## Printings of the railway advice flimsy forms *by Robert Lemire*

### Part 10: Complexities of the 4¢ CP Express Cameo Issue printings

(Part 9 [1] appeared in PSN Volume 30, No. 2, pp. 13-16 (2020))

The printings of the 1st Karsh forms for Canadian Pacific Express are documented in a file held by Library and Archives Canada [2]. Beginning with records from early 1964, the material in the same file relates only to material prepared for Canadian Pacific Merchandise Services [1]. A second Archives file [3] also contains material about Canadian Pacific Express printings from 1966-03-25 through early 1971 (Table 1). No information has been found for orders between 1964-01-17 and early 1966 (though in the second file [3] there is a passing reference to an order from 1965-12-02). Therefore, one problem with respect to description of the Canadian Pacific Express Cameo Issue printings is that there is an approximately two-year gap in documentation found so far at Library and Archives Canada. All orders in the Cameo and Centennial Issue period were filled by Moore Business Forms (Toronto), and for convenience have been sequentially designated CP-M-Xi ( $i = 1-19$ ) in Table 1.

**Flimsy Forms prepared for CP Express — Cameo and Centennial Period**

printing	Webb's # [4]	Form ordered	printed	quantity	payment received <sup>1</sup>
CP-M-X1	RKP 244b 4¢ Cameo no initials	there is a reference to an order “of Dec. 2, 1965” but with no details <sup>2</sup>	?	?	?
CP-M-X2		161	1966-03	53,340	1966-03-23
CP-M-X3		161	1966-02-17 ?	72,700	1966-03-29
CP-M-X4		X161 F&E	1966-04-22	31,000	1966-05-27
CP-M-X5		X-186 F&E REV. (40,000)			1966-07
CP-M-X6		X-186 REV. (TORONTO) (10,000)		49,903	1966-07-(21-31)
CP-M-X7	RKP244c	X-186 F&E REV. and X-186 REV. (60,000)	1966-10-31	60,000	1966-11
CP-M-X8		186 F&E (33,000)		34,400	1967-03-06
CP-M-X9		X-161 F&E		5,800	1967-05-29
CP-M-X10		X-161 REV		101,750	1967-05-29
CP-M-X11	??4¢ Cameo or Centennial	(no details)	1967-08-03	36,375	1967-09-25
CP-M-X12	RKP 250c 4¢ Centennial	(no details)	1967-12-12	45,325	1968-01-22
CP-M-X13		(no details)	1967 <sup>3</sup> -01-05	31,100	1968-02-09
CP-M-X14		(no details)	1968-05	40,000	1968-06-19
CP-M-X15		(no details)	1968-09-13	15,700	1968-10-16
CP-M-X16		(no details)	1968-10-23	46,375	1968-12-11
CP-M-X17	RKP254b 6¢ Centennial	(no details)	1969-04-03	355,875 (6¢)	1969-05-13
CP-M-X18		(no details)	1969-12-09	25,750 (6¢)	1970-01-02
CP-M-X19		(no details)	1970-02-10	126,000 (6¢)	1970-03-25

Generally printings of cards for Canadian Pacific Express were smaller than those for Canadian National Express. There were many printings, and used copies are hard to come by (or are from a limited number of sources).

Cards with 4¢ Cameo Issue printings with initials CP, CPX and CPR printed below the stamp impressions are known and, as discussed in previous articles [1, 5], those cards must date from printings in June 1966 or later. Also, cards on forms dated 3/67 logically would be from printings in March 1967, or later.

Based on copies in four of the larger collections of these cards, all cards with the initials CPX are on a bilingual Form X186 to the shipper, and all with the initials CP are on an English language form X161 to the consignee.

In 1986 Dick Staecker reported [6, 7] that he had seen the following Canadian Pacific Express Cameo Issue cards:

<sup>1</sup> Normally cards were not released to Canadian Pacific until payment was received

<sup>2</sup> This indicates that the Archives file is incomplete and there may have been other Cameo Issue orders after 1964-01-17 (see Part 3, (May 2018)) and before 1965-12.

<sup>3</sup> Undoubtedly this is a typographical error for 1968-01-05.

**1964 CAMEO DESIGN 4 cent red**  
**Webb's RKP244 b/c [4]**

<u>Forms to the consignee</u>		
1) bilingual	no initials	tab: FORM X161 F&E REV.12-65
4) bilingual	no initials	tab: FORM X161 F&E REV.3/67
2) English	"CP" under the stamp	tab: FORM X161/REV 3/67
3) bilingual	"CPR" under the stamp	tab: FORM X161 F&E REV.3/67
<u>Forms to the shipper</u>		
5) bilingual no initials		tab: FORM X186 REV.10-63
6) bilingual "	"TORONTO"	missing tab: (to shipper) FORM X186(?)
7) bilingual	"CPX" under the stamp	tab: FORM X186 F&E REV.10-63
8) bilingual	"CPR" "TORONTO, ONT."	tab: FORM X186 F&E REV.10-63

To this, based on a scan provided by Earle Covert, I can add:

**1A) English no initials "TORONTO ONT." missing tab: (to consignee) FORM X161(?)**

There are three cards on Dick's list for which I have neither a copy nor a scan,

- (4) FORM X161 F&E REV.3/67 card without any printed initials.**
- (6) FORM X186 F&E REV.10-63 no initials (or "CPX" or "CPR"?) with printed "TORONTO"**
- (8) FORM X186 F&E REV.10-63 "CPR" with printed "TORONTO ONT."**

and I do not have a copy of (2), to the consignee, with a tab.

A recheck of handwritten notes sent to me in the 1980s by John Aitken, Dick Staecker and Art Klass suggests that (6) actually *might* or might not have had initials "CPX" or even "CPR" (same as (8)). The item listed as (4) poses a problem, in that it was reported to bear a 3/67 form date and yet apparently all other indicia used by Moore Business Forms after mid 1966 had printed initials (HEPC, C.N.E., CPM, CPT, CP, CPX and CPR)—why would this be an exception? In Figure 1 I show the cards with no initials.

**bilingual FORM X161 F & E REV. 12-65**

**English FORM 161 (F & E ? missing tab) TORONTO ONT.**

**bilingual FORM 186 (REV. 10-63 M.B.F.)**

**Figure 1: Cameo Issue Canadian Pacific Express cards with no initials next to the stamp impression**



The cards with initials CPR are probably from the last Moore Cameo Issue printing(s), as the initials CPR also appear on the later Centennial Issue cards. I do have a used copy of a 4¢ Centennial Issue card corresponding to item (8) (but with no comma after “TORONTO”).

The image displays three Canadian Pacific Express forms, each featuring a 4-cent stamp impression of Queen Elizabeth II. The forms are as follows:

- Initials CP English FORM 161 missing tab**: This form includes fields for Office, Province, On Hand No., Date, Shipping Point, Waybill Number, Article, Weight, Shipper, and a table for charges (Express, Advance, Storage, Paid Beyond, Amount, Return, Charges, Total to Collect). It also has a section for 'WHEN TRAVELLING - CARRY' and a 'SEE OTHER SIDE' tab.
- Initials CPR bilingual FORM 161 F & E REV 3/67**: This bilingual form includes fields for Office, Bureau, Province, On Hand No., Date, Shipping Point, Point de Départ, Waybill No., Article, Weight, Shipper's Name, and a table for charges. It also has a section for 'WHEN TRAVELLING CARRY' and a 'SEE OTHER SIDE' tab.
- Initials CPX bilingual FORM 186 (REV. 10-63 M.B.F.)**: This bilingual form includes fields for Office, Bureau, Province, On Hand No., Date, Name, Address, Date, Article, Waybill No., C.O.D. Amount, and a table for charges. It also has a section for 'WHEN REMITTING USE' and a 'SEE OTHER SIDE' tab.

**Figure 2: Cameo Issue Canadian Pacific Express cards with initials next to the stamp impression**

The printing on all of the cards to the shipper (Form 186 or X186, revision date on the tab of 10-63) with a 4¢ Cameo Issue impression is bilingual. That policy began with cards with late 4¢ First Karsh Issue impressions [8]. Both bilingual and English-language forms (X161) were available to be mailed to a consignee. Based on reported copies, the English-language Form X161 and the bilingual Form X186 were also prepared with a printed office name for “TORONTO ONT.” All bilingual X161 forms seem to have been printed with “F&E” on the tabs. This is also true for the X186 forms (but not for the earlier 186 forms).

Though the 10-63 revision date seems to be common to all the 186 and X186 forms, the X161 forms to the consignee have been reported with form dates of 12-65 and 3/67. I have been unable to discern any differences between the details or spacings on these forms or between details or spacings on these forms and on the corresponding First Karsh Issue forms 161-REV. 10-63 (English) and 161 F&E 63 (bilingual).

Help is needed from study group members, as much work remains to be done on preparing an accurate list of these cards. Based on the orders, I would have expected the following cards with printed initials:

- X-186 F&E REV. (CP-M-X7), probably the cards with initials CPX
- X-186 REV. (CP-M-X7); (possibly the TORONTO cards with initials CPX or CPR)
- X-186 F&E ?? (CP-M-X8) (possibly printed for TORONTO)
- X-161 F&E (CP-M-X9) possibly the cards with initials CP
- X-161 REV (CP-M-X10 and/or CP-M-X11) probably with initials CP or CPR

Also, there remains a question as to whether the card from the mid-1967 printing CP-M-X11 was done using a Cameo Issue die or a Centennial Issue die (with initials CPR). The ERP reported on RKP250c is Nov. 13, 1970 [9], and I have a used copy (with initials CPR, no postmark) from July 1969, but it could be helpful to search out earlier usages (especially before 1968-01-22).

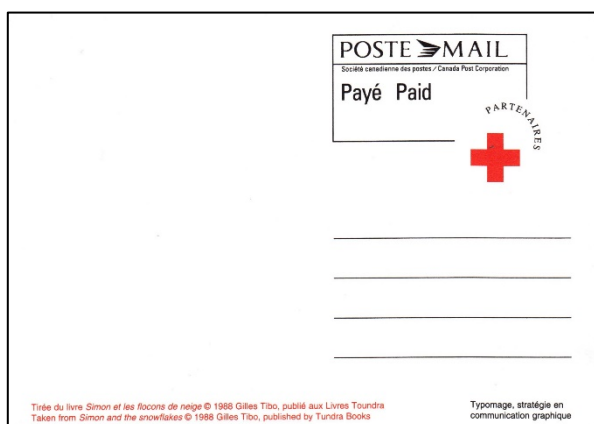
## References

- [1] Lemire, R., Printings of the railway advice flimsy forms. Part 9: Printings for Canadian Pacific Merchandise Services (CPM), Volume 30, No. 2 pp. 13-16 (2020).
- [2] Canadian Archives file RG3, Accession 86-87/396, Vol. 3850, file 13-19-22.
- [3] Canadian Archives file RG3, Accession 86-87/396, Vol. 3829, file 13-4-C1 Pt. 1.
- [4] Walton, W. C., Covert E. L., Webb's Postal Stationery Catalogue of Canada and Newfoundland 2019, 8th Edition, The Unitrade Press, Toronto, ON, 2019, 482 pp.
- [5] Canadian Archives file RG3-acc. 86-87/396 file 13-19-20, "Printing Postage Stamp Impressions of Ontario Hydro Postcards", letter from L. V. McGurran, Director of Accounting (Post Office Department, Postage Stamp Division) to the District Director of Postal Services, Toronto, dated 1966, June 3.
- [6] Staecker, D., Canadian Pacific – A Revised List of Advice Cards, PSN, Volume 5, No. 1, pp. 3-7, (1986).
- [7] Staecker, D., Canadian Pacific – A Revised List of Advice Cards, PSN, Volume 5, No. 6, pg. 42, (1986).
- [8] Lemire, R., Printings of the railway advice flimsy forms. Part 5: The 4¢ CP 1st Karsh Issue printings, PSN, Volume 29, No. 2 pp. 17-20 (2018).
- [9] Walton, W. C. (editor.), Earliest Reported Postmark (ERP) Listing for the Postal Stationery of Canada and Newfoundland, Postal Stationery Notes, Special Issue No. 4, Postal Stationery Study Group of the British North America Philatelic Society (1994). (available on the BNAPS website)

## The 1994 Red Cross Special Issue Post Cards

As discussed in Webb's 8th edition, as part of a fund-raising campaign the five cards in this series (P295-P299) were originally issued in November 1994 through the Quebec Red Cross (at \$9.95 per set). Later the cards later were sold (at \$8.75 per set) through post offices throughout the province of Quebec. The cards do not seem to have been generally available through the Philatelic Branch of Canada Post.

Earle Covert has submitted a scan, shown at the right, that is the receipt for an order of the cards purchased from the Quebec Red Cross in December 1994.



NO FACTURE : 118		Le Société canadienne de la Croix-Rouge 8, Place du Commerce Bois-des-Sapins, Versant (Québec) H3E 1P6 Tél: (514) 362-2929 Téléc: (514) 362-9991 Division Du Québec							
DATE : 28-Déc-94									
A : Hay River Medical Clinic Box 1126 Hay River, N.W.T. X0E 0R0									
Description :									
5 Sets of the Canadian Red Cross post cards at 9.95\$ each set				49.75 \$					
SUB-TOTAL				49.75 \$					
T.P.S. 7%				3.48 \$					
T.V.Q. 6.5%				3.46 \$					
TOTAL				56.69 \$					
<p>Termes de paiement : sur réception de la facture, Merci</p> <p>Notre no. de TPS: R118219614 Notre no. de TVQ: 10-0009-2612-0002</p> <p><b>BUREAUX RÉGIONAUX</b></p> <table border="0"> <tr> <td>• Chicoutimi 78, rue Jacques-Cartier O. Chicoutimi (Québec) G7J 1G1 Tél: (418) 690-3900 Téléc: (418) 690-3908</td> <td>• Hull 765, boul. St-Joseph Hull (Québec) J8Y 4Z7 Tél: (819) 595-8838 Téléc: (819) 595-1705</td> <td>• Montréal 6, Place du Commerce Bois-des-Sapins, Versant (Québec) H3E 1P6 Tél: (514) 362-2940 Téléc: (514) 362-9991</td> <td>• Québec 325, rue de la Croix-Rouge Québec (Québec) G1K 2L4 Tél: (418) 687-5062 Téléc: (418) 687-2202</td> <td>• Sherbrooke 2100, rue King O., box 210 Sherbrooke (Québec) J1J 2J8 Tél: (819) 362-7713 Téléc: (819) 362-7272</td> </tr> </table>					• Chicoutimi 78, rue Jacques-Cartier O. Chicoutimi (Québec) G7J 1G1 Tél: (418) 690-3900 Téléc: (418) 690-3908	• Hull 765, boul. St-Joseph Hull (Québec) J8Y 4Z7 Tél: (819) 595-8838 Téléc: (819) 595-1705	• Montréal 6, Place du Commerce Bois-des-Sapins, Versant (Québec) H3E 1P6 Tél: (514) 362-2940 Téléc: (514) 362-9991	• Québec 325, rue de la Croix-Rouge Québec (Québec) G1K 2L4 Tél: (418) 687-5062 Téléc: (418) 687-2202	• Sherbrooke 2100, rue King O., box 210 Sherbrooke (Québec) J1J 2J8 Tél: (819) 362-7713 Téléc: (819) 362-7272
• Chicoutimi 78, rue Jacques-Cartier O. Chicoutimi (Québec) G7J 1G1 Tél: (418) 690-3900 Téléc: (418) 690-3908	• Hull 765, boul. St-Joseph Hull (Québec) J8Y 4Z7 Tél: (819) 595-8838 Téléc: (819) 595-1705	• Montréal 6, Place du Commerce Bois-des-Sapins, Versant (Québec) H3E 1P6 Tél: (514) 362-2940 Téléc: (514) 362-9991	• Québec 325, rue de la Croix-Rouge Québec (Québec) G1K 2L4 Tél: (418) 687-5062 Téléc: (418) 687-2202	• Sherbrooke 2100, rue King O., box 210 Sherbrooke (Québec) J1J 2J8 Tél: (819) 362-7713 Téléc: (819) 362-7272					

## An Apology

Your editor messed up again. The attribution of the colourful postcard on the front page of the last issue of PSN should have been to **Michel Gingras**. My apologies.

## Illustrated Cards #19: “National Drug and Chemical Co., Montreal, Quebec” Part 2 *by Chris Ellis*

(Part 1 [8] appeared in PSN Volume 30, No. 2, pp. 16-20 (2020))

The amalgamating companies saw several benefits of being a united national organization, and these were largely realized. One benefit is that by avoiding manufacturing duplication and minimizing overlap of distribution centres, they could reduce production costs by an estimated 50%. For example, facilities from three Halifax companies in the merger could be and were combined into one distribution centre. Of course, even though they were largely regional companies, amalgamations of several companies as in the Maritimes or centres like Hamilton or Montreal would and did reduce competition in those local markets. Because of their larger size and reduced manufacturing and distribution costs they also could afford to out advertise their remaining competitors and, in turn, dominate even more of the market. One can find ads in almost every newspaper of the time extolling the virtue of their products. It is estimated that together the amalgamating firms controlled 80% of the wholesale drug market, a near monopoly. Another related advantage was that Nadruco could actually select and market the best-selling of all the competing products from its various, previously separate, firms. One example was BDC Gin Pills, a *Bole Drug Co.* product recommended for “lame back, kidney irritation, bed wetting & mucus deposits in urine.” A major seller for Bole, it continued to be offered after amalgamation licenced under that trade name, and by 1915 was apparently the largest selling patent medicine in Canada. Other examples include Dominion Drug’s best seller “Dominion Laxative Cascara Bromide Quinine Tablets” for “Coughs, Colds, Catarrh and LaGrippe” (see Figures 10 and 11 in [4, p. 39]) for earlier dated stationery card ads with this product) and “Nervozone, A Tonic Nerve Food” for “General Debility, Nervousness Prostration, Sleeplessness, Impotency, Brain Worry, Female Complaints, *etc.*” (Figure 6 [x]), which continued to be offered by the new firm, the latter under the new *Na-Dru-Co* line brand name. Still another important consideration at the time was that the centralized manufacturing would ensure products of comparable quality/strength, which made it much easier for dispensing pharmacists to judge doses—previously there had been no consistent standard as indicated by government run tests on products as diverse (and often very dangerous) as morphine, spirits of nitre and tincture of ginger.

Needless to say, the company was very successful due to these advantages but also, they prospered due to other developments. The introduction after amalgamation of several new best-selling over the counter products was one of these factors. An example was toothpaste (in “a collapsible tube with a ribbon mouth”) introduced in 1908. Another example was their Royal Rose Brand of talcum powder, which along with toothpaste (and gin pills), were featured on their stationery cards (see below). In addition, from the 1910s to 1930s, lime juice imported from the Caribbean and bottled in Montreal (*Montserrat* and other brands) was marketed as both a refreshing drink and a means of controlling the spread of typhoid when added to drinking water.

### National Drug and Chemical Co. Cards Part 2 (1912-1921) ‡

NDC#7 (on Webb’s P24):	Na-Dru-Co Logo card. Text at left reads: “Royal Rose/Talcum and/White Mint/Tooth Paste/are the two/[ <i>one line of indented and centred text</i> ]real/Toilet Gems/of the Season”. Used early 1912.
NDC#8 (on Webb’s P24):	Na-Dru-Co Logo card. Text at left reads: “Na-Dru-Co/Talcum/Powder/[ <i>one line of indented text in smaller font</i> ]and/Window Display/ <i>short line printer’s mark</i> /Aromatic Cascara/[ <i>slightly indented, centred and in smaller font</i> ]Winchesters and Gallon/Jugs/Special Price”. Used early 1912.
NDC#9 (on Webb’s P24):	Na-Dru-Co Logo card (Figures 14 and 15). Text at left reads: “Na-Dru-Co./White/Mint/Tooth Paste/[ <i>two lines of indented text</i> ]Poster Display/Special Advertising/ <i>short line printer’s mark</i> /Aromatic Cascara/[ <i>slightly indented and in smaller font</i> ]Winchesters and Gallon/Jugs. Special Price.” Used early to middle of 1912.
NDC#10 (on Webb’s P24):	Na-Dru-Co Logo card. Text at left reads: “Ruby Rose/Cream and/Witch Hazel/Cream/are the two/Toilet Gems/for this season/[ <i>smaller font for next two lines</i> ]Window Display/for the asking./ <i>short line printer’s mark</i> /[ <i>return to larger font</i> ]Aromatic Cascara/[ <i>centred text</i> ]SPECIAL/[ <i>smaller font</i> ]Winchesters and Gallon/Jugs.” Used late 1912.
NDC#11 (on Webb’s P24):	Na-Dru-Co Logo card (Figures 16 and 17). Text at left reads: “SPECIAL OFFER/ <i>short line printer’s mark</i> /Na-Dru-Co/Syrup/Linseed/Licorice and/Chlorodyne/[ <i>centred smaller font text for next two lines</i> ]The best Cough Cure/in Canada./ <i>short line printer’s mark</i> /[ <i>back to larger font</i> ]Dominion Cascara/Bromide Quinine/[ <i>centred text for one line</i> ]Tablets/[ <i>return to smaller font</i> ]Cure a Cold in a day.” Used <i>ca.</i> 1912 but later usages known.
NDC#12 (on Webb’s P43):	Na-Dru-Co Logo card (Figures 18 and 19). Text at left same as on NDC#10 except “Winchesters and Gallon” line is slightly indented. Used <i>ca.</i> 1912-1913.
NDC#13 (on Webb’s P41):	Na-Dru-Co Logo card. Text at left reads: “Royal Rose/Talcum and/White Mint/Tooth Paste/are the two/[ <i>one line of indented and centred text</i> ]real/Toilet Gems/of the Season”.

NDC#14 (on Webb's P24):	Na-Dru-Co Logo card. Text at left reads: "SPECIAL OFFER/ <i>short line printer's mark</i> /Na Dru-Co/Talcum Powders/Royal Rose and /Violet/Positively/ <i>[smaller font]</i> The best of their kind/ <i>short line printer's mark</i> / <i>[return to larger font]</i> Montserrat/ <i>[indented line]</i> Lime Juice/ <i>[smaller font]</i> is the standard of all/ <i>[same font but centred text]</i> Lime Juices./Buy the Best". On Edward card but only examples I have seen date to late 1913.
NDC#15 (on Webb's P24):	Na-Dru-Co Logo card. Text at left reads: "SPECIAL OFFER/ <i>short line printer's mark</i> /Na-Dru-Co/Royal Rose/Talcum/Positively/The Last Word/In Talcum Powders/ <i>short line printer's mark</i> /Cascara Bromide/Quinine in the/"Red Box."/The Best Cold Cure." On an Edward card and with an ad similar to cards used in 1910 card, but the only examples I have seen date to late 1913.
NDC#16 (on Webb's P43)	Na-Dru-Co Logo card. Text at left reads: " <i>[centred text]</i> NA-DRU-CO/ <i>[text flush left]</i> Royal Rose/Talcum and/ White Mint/TOOTH PASTE/ <i>short line printer's mark</i> / <i>[smaller font]</i> The Two Best Sellers/ <i>[centred text]</i> in Canada". Used early 1914.
NDC#17 (on Webb's P41):	Shows Na-Dru-Co illustrated Tooth Paste advert (Figure 20). Used early 1915.
NDC#18 (on Webb's P41):	Shows can of Na-Dru-Co Royal Rose Talcum Powder in upper left part of card (Figure 21). Used mid-1915.
NDC#19 (on Webb's P69):	Shows can of Na-Dru-Co Royal Rose Talcum Powder in lower left part of card. Used later in 1916.
NDC#20 (on Webb's P43):	Na-Dru-Co Logo card. Text at left reads: " <i>[centred text]</i> NA-DRU-CO/ <i>[text flush left]</i> Royal Rose/Talcum Powder/ <i>[centred text]</i> and/De Leon Florida Water/are the two/Toilet Gems/for this season/ <i>[smaller font for two lines]</i> Window Display/for the asking/ <i>short line printer's mark</i> /Aromatic Cascara/ <i>[centred text]</i> SPECIAL./ <i>[smaller font]</i> Winchesters and Gallon/Jugs." Used early 1918.
NDC#21 (on Webb's P33)	Shows illustration of BDC Gin Pills at lower left below company name printed in two lines (Figure 22). Used 1920.
NDC#22 (on Webb's P50)	Simple front text ad at lower left (e.g., no shield logo shown on earlier cards) which reads: DOMINION/ <i>[three lines of increasingly indented-cascading text]</i> Cascara/Bromide/Quinine/ <i>[text flush left]</i> NA-DRU-CO/ <i>[two lines increasingly indented-cascading text]</i> Syrup Tar and/Cod Liver Oil/ <i>[flush left and smaller font]</i> The TWO GREATEST/Cough and Cold Cures.
NDC#23 (on Webb's P33)	Simple front text ad with no shield logo. At top centre the text reads: NATIONAL DRUG & CHEMICAL CO./ <i>[centred under above line in smaller font]</i> OF CANADA, LIMITED. Additional text at left of address space stating: DOMINION/ <i>[three lines increasingly indented-cascading text]</i> Cascara/ Bromide/ Quinine/ <i>[text flush left]</i> NA-DRU-CO/ <i>[two lines increasingly indented-cascading text]</i> Syrup Tar and/Cod Liver Oil/ <i>[flush left and smaller font]</i> The TWO GREATEST/Cough and Cold Cures. Used 1921.

‡ Webb's post card catalogue numbers are those in the 8th edition [5].

A final reason for success was an attempt to deal with a long-standing problem of "price cutting" or selling over the counter lines at a very low profit margin. This undercutting was largely carried out by larger firms such as mail order houses or department stores, which by virtue of their size could get products at special lower wholesale prices from suppliers. Soon even local pharmacies themselves were undercutting extensively to compete with the larger sellers and among themselves, massively undercutting their profit margins and making it hard to survive [1, pp. 59-62]. National Drug and Chemical introduced a somewhat controversial program in 1909 that lasted for twenty years. They reached signed agreements with retailers in which the *Na-Dru-Co* line of products were supplied only if the retailers sold them at a certain price that could not be discounted, a price that guaranteed the seller at least a 50% profit margin per article sold. Many retailers signed up, estimated in 1910 to have been 94%, and with such a large part of the overall market, this program fuelled the company's rapid growth.

Once the merger occurred, it quickly moved to develop new facilities, including supply chains, as well as distribute new products. In 1906 and 1907 a chemical works and a pharmaceutical laboratory respectively were established in Montreal in existing buildings of the amalgamating companies. By 1907 they had begun manufacturing over the counter *Na-Dru-Co* line products and proprietary medicines like BDC Gin Pills in existing Toronto facilities, and in 1908 an agreement was reached with the major firm *Eli Lilly Co.* of Indianapolis to make and sell its products in Canada. By 1907 they had begun amalgamating and upgrading warehouses in cities where several separate companies had existed. In 1909-1910 the Kingston Branch was closed and moved to a new branch established in an existing building in Ottawa. At the same time, new warehousing facilities were built in Calgary and Regina and facilities were leased in 1913 in Edmonton for the same purpose. The existing Vancouver facilities proved inadequate given the new company's sales success so a new warehouse was built there in 1913. For the same reason the existing manufacturing facilities in Toronto were proving inadequate to meet demand so in that same year a new factory was built in that location. A new distribution centre was built in Saskatoon in 1918 such



that 14 such centres then existed across Canada in new or existing facilities. In 1921 the company built a new consolidated upgraded facility in Montreal that housed their chemical works, laboratory, drug mill and packaging works. By the early 1920s they also acquired other firms or established facilities to deal with new activities including providing supplies for the tobacco and confectionary market and doing photo finishing, which were all becoming services/staples of the drug stores of the time.

In the 1920s the company began purchasing and incorporating other wholesalers such as *J. A. Tepoorten Ltd.* of Vancouver and *Lyman Bros. Ltd.* of Toronto. At the same time however, they began to focus more on wholesaling and less on manufacturing and in 1929 sold their chemical manufacturing facilities to *Merkel and Co.* of New York. In the 1930s they did acquire other firms but cut back on their manufacturing business even more in favour of wholesale operations. Another change was to join up with other existing wholesale firms to form different companies in which National Drug and Chemical held controlling interest or a significant number of shares. An example was the merging of the *National Drug and Chemical Co.* outlets in Manitoba and Saskatchewan with *Drugs Ltd.* of Winnipeg to form *National Drug Co.* operating in those provinces. Similar arrangements occurred in New Brunswick and Alberta. However, the depression was taking its toll and the company lost money in the mid-1930s forcing it to undergo financial restructuring with company control passing to British investors. By this time as well, company sales of its own products were declining and *Na-Dru-Co* line products were being steadily removed from the market.

The demand for new product lines through drug store outlets, such as cameras and appliances, led to a return to profitability in the 1940s and in 1946 *Wood Gundy and Co.* of Toronto purchased a majority stake, restructured the company and offered shares for public sale. After that time control of the firm shifted through several majority shareholders from J. William Horsey of *Salada-Shiriff Horsey Ltd.* in 1961, to *M. Loeb Limited* of Ottawa in 1964 and, via its acquisition in turn of Loeb, to *Provigo* of Montreal in 1977. In 1980, the name of the company was changed to *National Drug Limited/Compagnie Nationale Drug Limitée* and continued to make acquisitions including *Top Drug Mart Distribution* of Toronto and *Southwestern Drug Limited* of British Columbia. They also had become the major wholesale drug supplier for the *Boots* and *Shopper's Drug Mart* chains by that time. In 1987 the name of the company was changed to *Medis Health and Pharmaceutical Services Inc.* and headquartered in Kirkland, Quebec. In 1991 San Francisco, California based *McKesson Corporation* acquired a 100 percent interest in Medis. McKesson had long been a business associate/supplier of the company, and even its original amalgamating companies such as *Dominion Drug*, as *McKesson & Robbins Co.* of New York (see Figure 10 in [4, p.39]). Medis, in 1997, subsequently acquired the *Drug Trading Co.* of Toronto that had long been a major competitor of the firm back to the early 1900s. In 2002, the name of the firm was changed from *Medis Health and Pharmaceutical Services Inc.* to *McKesson Canada*, the name under which it currently operates and is the largest wholesale drug company in Canada [9].

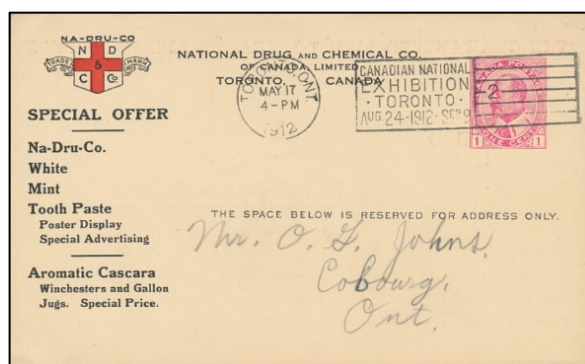


Figure 14: Card NDC#9 Used May 17, 1912 at Toronto.

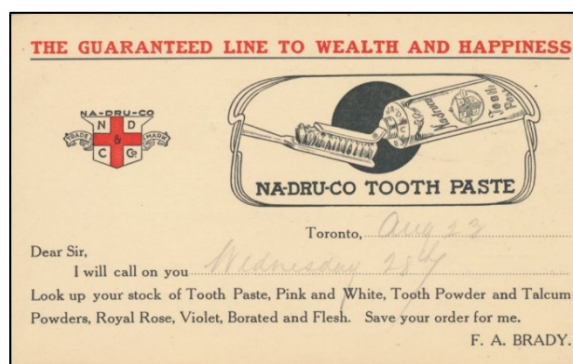


Figure 15: Card NDC#9: Reverse view.



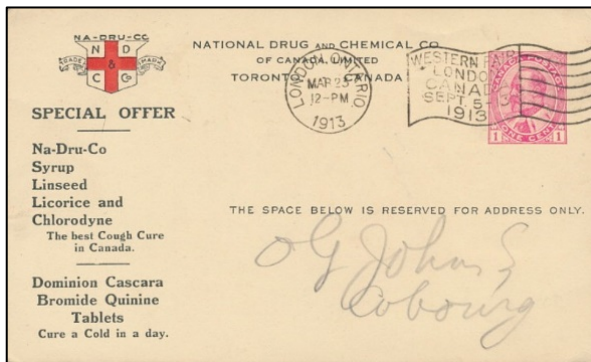


Figure 16: Card NDC#11: Late usage at London, Ontario, March 23, 1913.

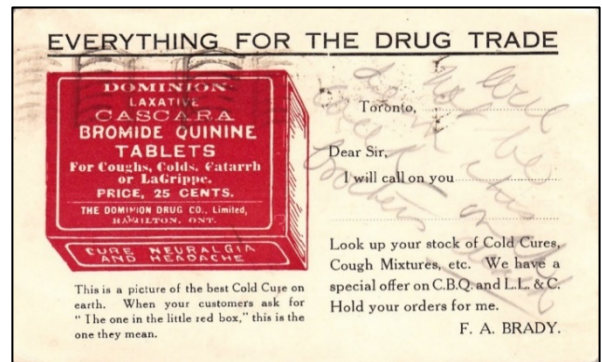


Figure 17: Card NDC#11: Reverse view of card in Figure 16 with Dominion Drug Cascara advertisement.

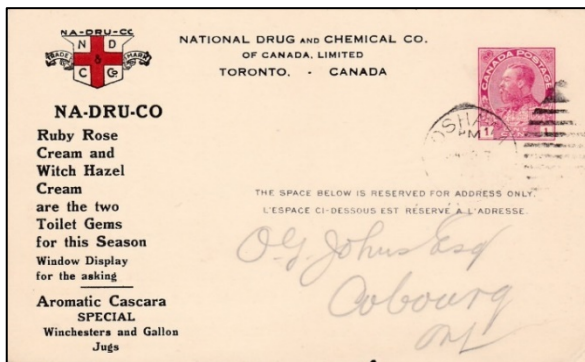


Figure 18: Card NDC#12: Used at Oshawa, ca. 1912-1913.

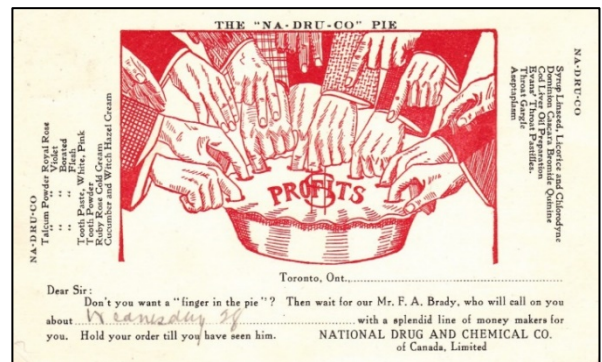


Figure 19: Card NDC#12: Reverse view of card in figure 18



Figure 20: Card NDC#17: Used at London, Ontario, May 25, 1915.

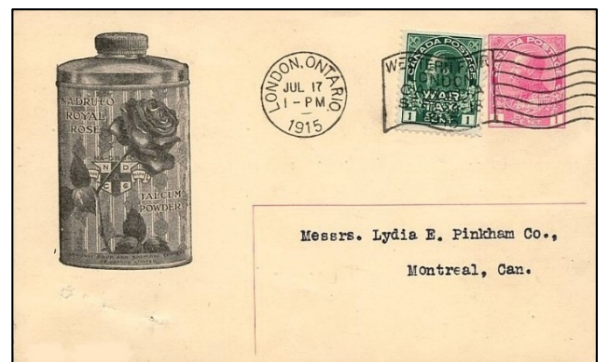


Figure 21: Card NDC#18: Used at London, Ontario, July 17, 1915.

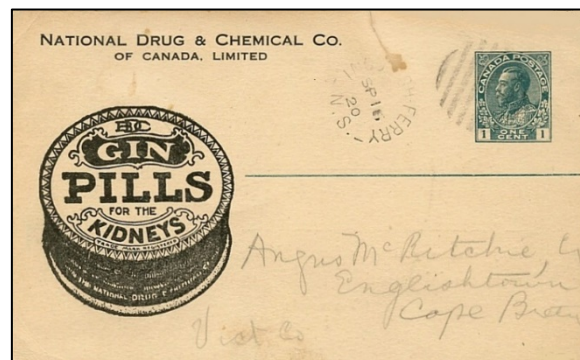


Figure 22: Card NDC#21: Used at Halifax, N.S., Sept. 14, 1920.

## References for Part 2

- [1] Waite, Kenneth C., *Medis: The Story of Canada's Leading Drug Wholesaler*. Medis Health and Pharmaceutical Services, Kirkland, Quebec, (1994).
- [4] Ellis, Chris, *Illustrated Cards: #17, "Dominion Drug Co., Hamilton, Ontario."* Postal Stationery Notes (Newsletter of the British North America Philatelic Society - Postal Stationery Study Group) Vol. 28, No. 4, pp. 36-39, (2017).
- [5] Walton, William C., Covert, Earle L., *Webb's Postal Stationery Catalogue of Canada and Newfoundland 2019*, 8th Edition, Unitrade Publications, Toronto, ON, (2019).
- [8] Ellis, Chris, *Illustrated Cards: #19, "National Drug and Chemical Co., Montreal, Quebec Part 1,"* Postal Stationery Notes (Newsletter of the British North America Philatelic Society - Postal Stationery Study Group) Vol. 30, No. 2, pp. 16-20, (2020).
- [9] Anonymous (2019): *McKesson Canada - Our History* Web Page. <https://www.mckesson.ca/our-history>

### **PCF Corner** by Robert Lemire: [rlemire000@sympatico.ca](mailto:rlemire000@sympatico.ca) – June 28, 2020

Michel Gingras reports that in the new Webb's Catalogue, on page 249 the up arrow is missing on MTL 547V Die IIIc. He also notes that the header above "COPYRIGHT AND ADDRESSES" type G on page 216 is incorrect and should appear as: THE POSTCARD FACTORY<sup>Y</sup>®.

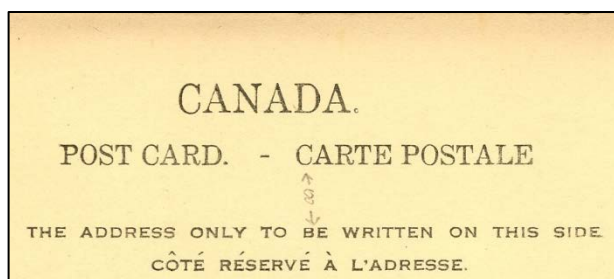
Two Die IIIc cards, (i) borderless C085, and (ii) RCMPC 074 b, ↑UR1sI, open 4 in the bar code, are in listed in the new Webb's. These need to be verified or else deleted.

Erhard Nachtigall reports minor variations exist in style box I and the central address lines on Die IIIc and IIId TOR 1809. Also, TOR 2340 has several minor differences in the text layout, especially the French text. On the Die IIId card with style box V, this is most easily spotted in the hyphenation "prin-temps" (instead of "print-emps" as on several earlier versions of these cards).

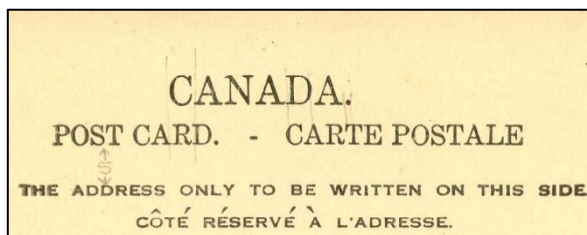
Following the province of Ontario's direction for mandatory closures of non-essential businesses, Tuesday March 24th, The Postcard Factory / PCF Souvenirs had all necessary Ontario home office staff working remotely. Offices and the Markham Distribution Centre were closed for a minimum of a mandated 14-day period. Initially it was expected that an extension to that mandate that would last throughout the month of April, but even as of early-July it is not clear whether the closure had been lifted. I expect we will not see many reports of new PCF cards in the next couple of months.

### **Identification of Heading Types 8A 8B 8C 8D** by Bill Walton

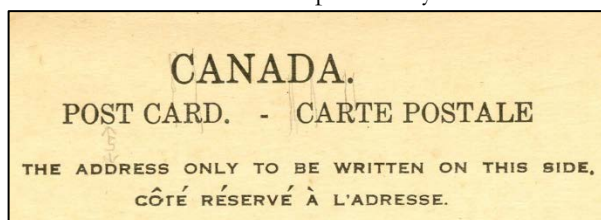
Webb's 8th edition distinguishes cards with headings Types 8A, 8B, 8C and 8D, but does not report or show the characteristic details. The differences are shown below.



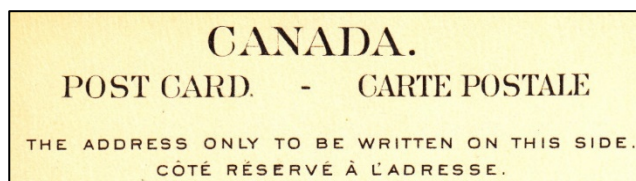
**Type 8A:** 2nd line 63 mm long, 8mm  
2nd and 3rd lines separated by 8 mm



**Type 8B:** 2nd line 63 mm long, 5mm, C over R  
2nd and 3rd lines separated by 5 mm



**Type 8C:** 2nd line 63 mm long, 5mm, C over AR  
2nd and 3rd lines separated by 5 mm



**Type 8D:** 2nd line 69 mm long,  
2nd and 3rd lines separated by 5 mm