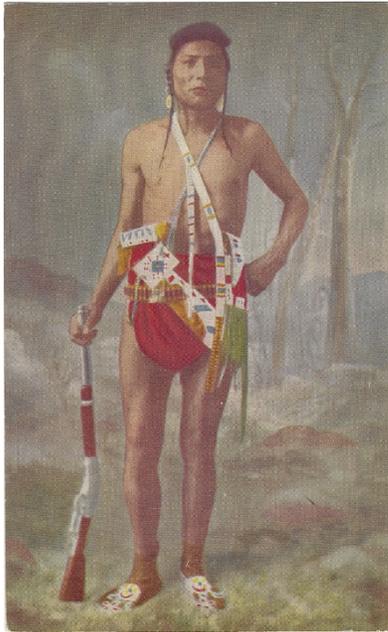


Postal Stationery Notes

Volume 30 No. 2

April 2020

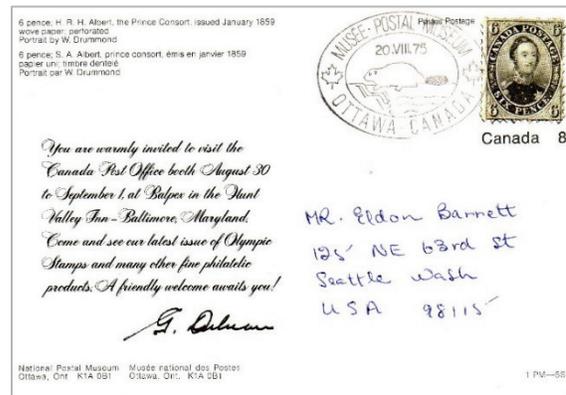
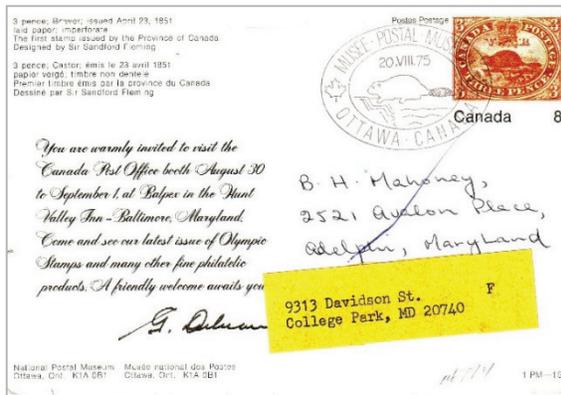
An Illustrated Post Card—Indigenous warrior with a rifle and a belt of bullets from Michel Ledoux



The card shown (at 60%) above and at the left, on Webb's P168, has no message or advertising. Is it from a series? Bill Walton, who has an extensive collection of illustrated postal stationery, never has seen a similar card.

Two unlisted Post Office Advertising cards for Vol 30 No 2 by Pierre Gauthier

I have copies of two postal museum cards (VC106 and VC110) used for BALPEX Maryland 08-30/09-01 1975 (scans appended), and no doubt the other three cards exist. These cards are similar to (but precede) the cards listed in Webb's 8th on pages 313 and 314.



*****~ ☒☒☒ ~*****

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A registered post band to Chili—a reprise by George Dresser:

Further to my article published in PSN Vol. 30, No. 1, p. 3, Mike Sagar sent the following comment:

I believe that the wrapper was sent from BC, and didn't receive the cancel as a transit.

1. The location of the cancel is where dispatching strikes usually are found. (It is odd that it is light on Canadian registration and handover markings)
2. Why would the cover go from Montreal to NYC and then back through BC. If it went back through the Pacific (which I don't believe was the usual route for South American mail; then San Francisco would have been a more likely stop than crossing the border twice).

Mike Sagar is correct, the cover was sent from BC. I was able to look under the Valparaiso registration label and see that the cover was cancelled in Victoria, BC on September 17, 1904. So:

Posted: Victoria September 17, 1904;

Transit: Montreal September 23, 1904;

Transit: New York September 24, 1904, rec'd cancellation;

Transit: New York September 24, 1904, New York. U.S.A. Foreign cancellation and New York registration label;

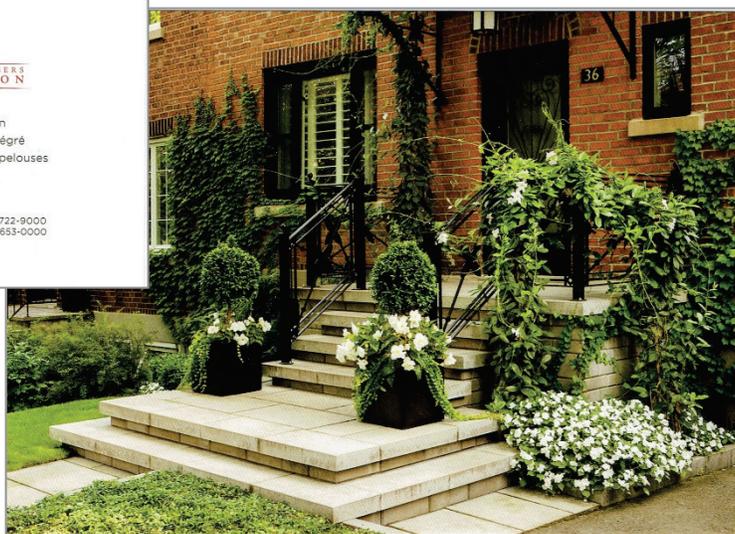
Received: Valparaiso, no receiver, Valparaiso registration label.

My thanks to Mike for catching the mistake. George

A Fantasy Post Card by Michel Ledoux

This really looks like a postal stationery card. It has a stamp printed with CANADA and a maple leaf with a P in it for Permanent validity. The cancellation reads Art postal. More, the card was delivered, last fall, by Canada Post in my mail box.

I think it is just an advertisement card delivered by Canada Post as many others; but this one is well disguised to be seen as a postal stationery card. Scans of both sides are shown below.



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

Part 9: Printings for Canadian Pacific Merchandise Services (CPM) and why Webb's RKP231b was printed

(Part 8 [1] appeared in PSN Volume 29, No. 5, pp. 45-46 (2019))

After its acquisition of several trucking firms [2], Canadian Pacific Merchandise Services was devolved from the Canadian Pacific Express Company in the early 1960s. It was based in Winnipeg, and primarily served western Canada. In the 1980s [3] Dick Staecker published a summary of the known types of CPM forms; the late Art Klass did considerable unpublished research on these forms, and other details have appeared in the Webb's Catalogue, 8th edition [4]. The Merchandise Services form "MSO 590" to the consignee served the same purpose as "FORM 161" in the Canadian Pacific Express series, and form "MSO 570" to the shipper served the same purpose as the CP "FORM 186" [5]. No bilingual or French-language CPM forms are known.

For the period 1964 through 1968 a file [6] in the Canadian Archives provides a good summary of the printing orders.

Table 1: Advice form filmsies prepared for Canadian Pacific Merchandise Services 1964 through 1968). All printings were done by Moore Business Forms and are designated as CP-MS-x; most were printed at their Toronto plant, but cards printed at the Winnipeg plant are marked with an asterisk.

printing (code)	approximate printing date (printing or payment)	stamp	form number	quantity
CP-MS-1	1964-10-27	4¢ red 2nd Karsh	MSO 570	~100,000
			MSO 590	~20,000 126,636 total
CP-MS-2	1965-04-26	4¢ red Cameo	MSO 570	21,090
CP-MS-3	1965-09-15	4¢ red Cameo	MSO 590	52,800
CP-MS-4	1966-01-26	4¢ red Cameo	MSO 570	~100,000
			MSO 590	~20,000 127,150 total
CP-MS-5	1966-06-21	4¢ red Cameo	MSO 570	~50,000
			MSO 590	~100,000 151,400 total
CP-MS-6	1967-05-11	4¢ Cameo or Centennial	MSO 570	~50,000
			MSO 590	~100,000 155,100 total
CP-MS-7*	1967-11-21	4¢ Centennial	MSO 590	100,000
CP-MS-8*	1968-09-05	4¢ Centennial	MSO 590	100,000

The 2nd Karsh 4¢ red printing

The questions here appear to be

- Why the 2nd Karsh die was used, and
- Why in red (Figure 1)?



Figure 1: The 2nd Karsh 4¢ in red as used on CPM forms 570 and 590. (RKP231b)

The request for the forms (CP-MS-1) was made in June 1964. Moore Business Forms (Toronto) had previously prepared forms for Canadian Pacific Express using a 1st Karsh die, but this appears to be the first time a Cameo issue die was supplied to Moore. We know that an appropriate 4¢ Cameo die was available because one had been supplied earlier (February 1964) to Drummond Business Forms for the printing of forms for CN Express [7].

Yet, a filed letter [6] dated August 12 1964 from J.G. Fultz, District Director in Toronto to the PO Director of Accounting in Ottawa reads in part:

You enclosed a 4¢ stamp negative to be used in making the printing plates, however, when this negative was taken to the Moore Business Forms plant, it was found to be oversize.

...

Moore's say the enclosed negative is too large to fit in the space allocated on the Canadian Pacific Express card, therefore, they can not use it.

There then is a handwritten note on the same letter:

"Phoned Mr Gravel Montreal, who will despatch old type, upright, 1960 4¢ negative 17-8".

The regular 2nd Karsh envelopes were printed in Montreal by Enveloppe Internationale [4], it seems that the 2nd Karsh die (a die dated 1961) was retrieved from that source. Therefore, it appears that the use of the 2nd Karsh impression was deliberate (not an error), and the appropriate colour for a 4¢ impression in mid-1964 was red. Later forms for Canadian Pacific Merchandise Services did use the Cameo die, so what exactly was the problem?

The relationship between the 2nd Karsh 4¢ red printing and the Cameo 4¢ printings

The black printing on a later MSO 570 form with the Cameo impression appears to be the same as on the form with the 2nd Karsh impression. However, on the later MSO 590 form the black printing "Canadian Pacific" to the right of the information boxes was shifted very slightly to the left (Figure 2) to accommodate the horizontal Cameo stamp impression.



Figure 2: Comparison of Canadian Pacific Merchandise Services forms prepared with the 2nd Karsh and Cameo 4¢ dies.

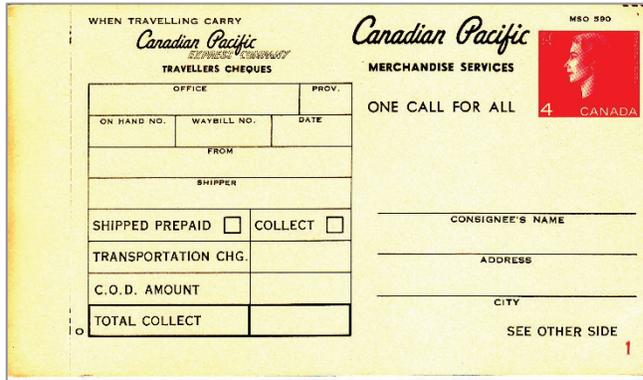
Also, a small circle, in black, was added at the bottom left of the revised MSO 590 form (Figure 3a), presumably as a distinguishing feature. The boxes at the right of the MSO forms in Figures 2 and 3 all have in "PROV." over "DATE", and this is the case for both MSO 570 and MSO 590 forms.

Later MSO 4¢ Cameo Forms

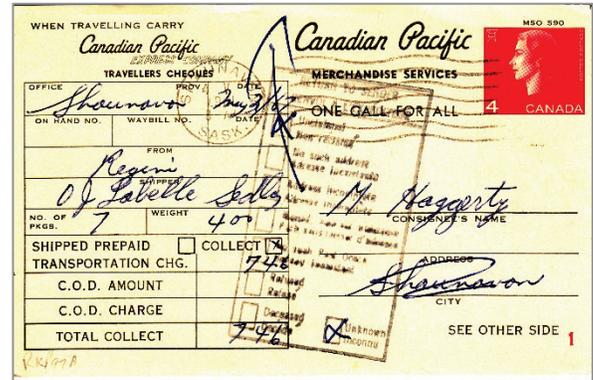
Later MSO 570 and MSO 590 forms (both those with and without printed initials next to the stamp impression) have boxes with "DATE" over "DATE" (Figure 3b).

The 4¢ red cameo forms with initials CPM (Webb's RKP244c) printed in red and the instruction "SEE OTHER SIDE" in red rather than black, Figure 4, are from either the June 1966 Moore printing CP-MS-5¹, or from the last Toronto Moore printing, CP-MS-6 (May 1967). Therefore, it is most likely that forms with a Cameo impression and boxes at the right of the MSO forms with "PROV" over "DATE" were from printings CP-MS-2 (MSO 570) and CP-MS-3 (MSO 590) and Cameo forms with boxes at the right of the MSO forms with "DATE" over "DATE" and the instruction "SEE OTHER SIDE" in black, were from printing CP-MS-4. Future reports of postmarked copies of these forms could help confirm this speculation.

¹ The letter first authorizing use of printed initials by Moore (with respect to a printing for the Hydro Electric Power Commission of Ontario) was only sent on June 3, 1966 [8].



(a)



(b)

Figure 3: (a) The first type of Canadian Pacific Merchandise Services form 590, boxed "PROV." over "DATE" prepared with the 4¢ red Cameo die; (b) the second type of Canadian Pacific Merchandise Services form 590, boxed "DATE" over "DATE", prepared with the 4¢ red Cameo die (no printed initials next to the stamp impression, used 1967 May 4).

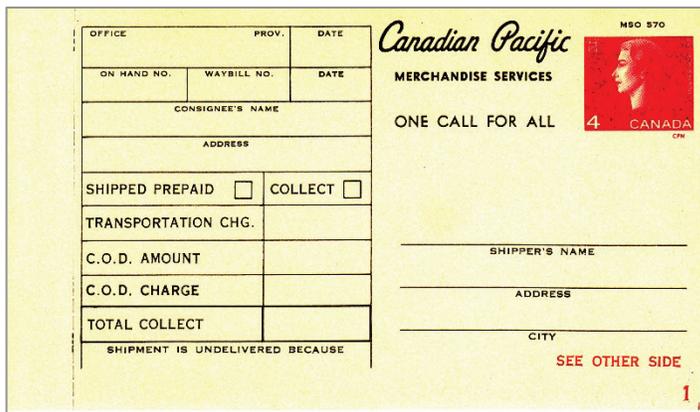


Figure 4: The second type of Canadian Pacific Merchandise Services form 570, boxed "DATE" over "DATE", prepared with the 4¢ red Cameo die with printed initials next to the stamp impression.

The 4¢ Centennial Issue MSO printings

As indicated above, it is not clear whether the last Toronto Moore printing, CP-MS-6 (May 1967) was done using the Cameo Issue die or the Centennial Issue die. So far, no copies of form MSO 570 with a Centennial Issue die have been reported, and no MSO 590 forms used before the first Winnipeg printing (November 1967) have been reported. This suggests that printing CP-MS-6 may have been done using the Cameo Issue die.

It is clear from proof impressions in the Archive file [6] that the larger envelope die was used for the first Winnipeg printing (CP-MS-7), thus Webb's RKP250b, and that the smaller post card die was used the later Winnipeg printing (CP-MS-8, thus Webb's RKP250c).

Figure 5: 4¢ Impressions on MSO 590 forms



on RKP250b



on RKP250c

All reported 4¢ Centennial MSO 590 forms have a small black circle at the bottom-right of the form. Otherwise the forms appeared to be identical to the “DATE” over “DATE” Cameo Issue forms, and no reason for the circle could be found. These were the last forms prepared for Canadian Pacific Merchandise Services. In the late 1960s another corporate restructuring resulted in formation of Canadian Pacific Transport, and Canadian Pacific Merchandise Services was folded into the new entity. Six cent (and later eight cent) forms then were printed for Canadian Pacific Transport.

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- [3] Staecker, D., Canadian Pacific – A Revised List of Advice Cards, PSN, Volume 5, No. 1, pp. 3-7, (1986).
- [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] 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).
- [6] Canadian Archives file RG3, Accession 86-87/396, Vol. 3850, file 13-19-22.
- [7] Lemire, R., Printings of the railway advice flimsy forms. Part 7: A preliminary discussion of the Canadian National (CN) Cameo Issue printings 1964-1966, PSN, Volume 29, No. 4, pp. 38-40 (2019).
- [8] Canadian Archives file RG3, Accession. 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.

Illustrated Cards #19: “National Drug and Chemical Co., Montreal, Quebec” Part 1 by Chris Ellis

In this installment I document the business history and stationery cards of *The National Drug and Chemical Company* (Na-Dru-Co; hereafter Nadruco). While having headquarters in Montreal, this firm was, as the name implies, a national entity with branches, distribution facilities, *etc.* in many different locations. For the background on the company I rely heavily on an official history of the firm produced in 1994 [1], but I also relied on several other sources for information and as cross-checks of accuracy; these will be cited where needed. This company was formed in 1905-1906 through the amalgamation of 16 wholesale drug companies from across Canada according to one source [1], but another source lists 17 companies [2]. I expect the latter source is including an Ottawa facility that was purchased soon after amalgamation. Some of the firms had multiple branches including *Kerry Watson and Co.* of Montreal, Quebec (founded 1815) and London, Ontario (founded 1849), *Bole Drug Co.* of Winnipeg (founded 1899) and Calgary (founded 1901), *Canada Drug and Book Co.* (founded 1896) of Regina, Saskatchewan and Nelson, BC and *Henderson Bros. Ltd.* of Victoria and Vancouver, BC (founded 1857). Hence, one often reads that 19 or more firms amalgamated. Several of these companies had previously used postal stationery front-advertising cards of their own, such as *J. Winer and Co.* [3] and *Dominion Drug* [4], both of Hamilton, Ontario, and *Henry Skinner & Co.* of Kingston, Ontario (Figures 1 and 2).



Figure 1: Example of Pre-Amalgamation Card for Henry Skinner and Co. Used at Kingston, Ontario, May 27, 1902.



Figure 2: Example of Post-Amalgamation Card for Henry Skinner and Co. noting Nadruco association. Used at Kingston, December 26, 1908.

Even after amalgamation some firms continued to use their own cards, due largely to a need to sort out legal/business arrangements, but the cards note the National Drug affiliation (*e.g.*, Figure 2; also see Figure 8 in [3, p. 16]).

The main principals behind the organization of the new company were David Wesley Bole of *Bole Drug Co.*, Winnipeg, Charles W. Tinling of *Dominion Drug Co.*, and Theophilus Hatton Wardleworth who represented *Evans and Sons Ltd.* of Montreal. I have discussed Tinling in more detail elsewhere [4] and he was apparently the individual who initiated discussions of amalgamation. David Bole (born Watford, Ontario, 1856; Figure 3) graduated from the *Ontario College of Pharmacy* in 1880 and shortly thereafter established a retail drug store in Regina – he was the first registered druggist in Saskatchewan and Alberta [2]. Soon, with partners, he was operating several stores throughout the prairie provinces. Bole then left that firm, and with a partner, J. R. Wynne, started a wholesale business in 1892 in Winnipeg, Manitoba. In 1895 they purchased the existing wholesale drug firm, *Martin and Co.* of Winnipeg to form Martin, Bole and Wynne, another company known to have used stationery advertising cards (Figure 4). In 1898 he broke with that firm to form his own wholesale business as simply the *Bole Drug Co.*, and in 1901 opened the branch office in Calgary noted above. Bole served in several political capacities and was even the Liberal member of the Federal Parliament for the Winnipeg riding from 1904-1908 [5]. He retired from Nadruco in 1922 and died on June 24, 1933 in Winnipeg.



Mr. D. W. BOLE, M.P.,
President, N. D. & C. Co.

Figure 3: David W. Bole from [2].

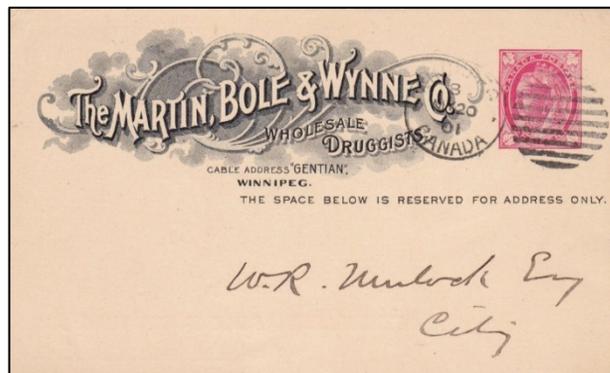


Figure 4: Example of Martin, Bole and Wynne card. Bole's name was retained even after he left the firm.



MR. T. H. WARDLEWORTH,
General Purchasing Agent, N. D. & C. Co.

Figure 5: Theophilus Hatton Wardleworth from [2].

Wardleworth's (Figure 5) early history is not as well-known, and he was not an owner but an executive of the firm with which he was affiliated. That firm was owned by *Evans, Sons, Lescher & Webb Ltd.* of London and Liverpool, England, which by the early 1900s was the largest wholesale drug company in Europe. It is known that Wardleworth was born at Lovescraft, England in 1860, and that his interests outside business were varied, being a Fellow of the *Linnean Society* and with the *Dickens Fellowship* [6]. He worked in England for *Evans, Sons, Lescher & Webb Ltd.* from 1877 to 1903 before coming to Canada [2, 6]. Apparently he was a man of uncommon organizational abilities with a thorough knowledge of the industry world-wide—just what was needed to form this new, large, cross-Canada firm. He retired from Nadruco in 1934 and died in 1942.

Upon amalgamation, Bole became Nadruco's President, Tinling with his financial background became Treasurer, and Wardleworth a member of the Board of Directors and its General Purchasing Agent [1, 2]. The principals/leading executives of other companies became either other members of the new company's Board of Directors (*e.g.*, W. C. Niblett, formerly the Vice-President of *J. Winer & Co.*) and/or major shareholders (*e.g.*, George Rutherford, President of *J. Winer* who retired on amalgamation with National [3, p. 15]). Also, while not on the Board *per se*, others became managers of different branches or operations. For example, Bole's brother and one of his sons ran the Winnipeg and London Nadruco branches, respectively, and Major William Skinner of *Henry Skinner and Co.*, a firm founded by his father, became manager of the Perfume Department [2]. The company officially became incorporated on November 9, 1905 with \$6,000,000 in capital, and set up a headquarters in Montreal at 36 St. Gabriel St. [2]. They moved quickly to

be a major producer and distributor of patent and prescription products as well as to meet a growing public demand in drug stores for lines of toiletries and cosmetics.

I am aware of 23 different Nadruco front ad cards, used from around 1910 until 1921. In Table 1(Parts 1 and 2) I list all cards in approximate order of issue (Table 1, Part 1 only lists cards through 1911). After 1921 the company did continue to use some stationery cards, largely as salesman’s calling cards but the only ones I have seen have reverse advertisements. I show a selection of front ad cards that were available to me to scan, including all that have larger illustrations. However, most of the front ad cards, apparently all originating from the Toronto Branch, show a Na-Dru-Co. shield logo in black and red at the upper left and the company name and location to the top centre in a position closer to, and left of, the stamp impression. The company name reads (slashes indicate line breaks): “NATIONAL DRUG AND CHEMICAL CO./OF CANADA, LIMITED/TORONTO, – CANADA” and there can be changes in font and spacing of the name from card to card. However, the main contrast between these “logo” cards is a list of products at left so I focus on that text. For such cards all text under the logo is flushed left unless otherwise noted and italicized sections indicate printer’s marks, font changes and text line indentation and spacing changes. Several of these cards do have elaborate reverse ads and I include a sample of such views. Webb’s post card catalogue numbers are noted [5].

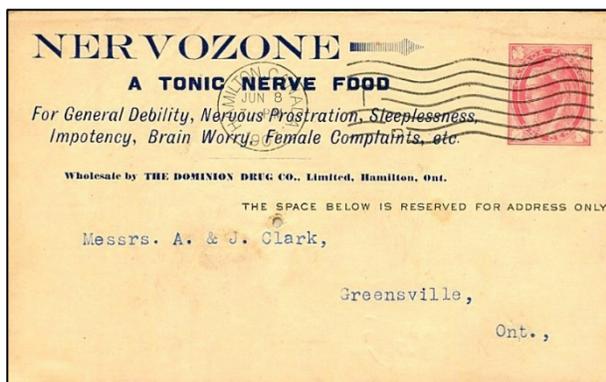


Figure 6: Dominion Drug Company stationery card ad for “Nervozone” used at Hamilton, June 8, 1903 (obtained by the author after publication of reference [4]).

Table of National Drug and Chemical Co. cards: Part 1 (through 1911)

NDC#1 (on Webb’s P24):	Illustration in red ink of Na-Dru-Co toothpaste box and tube, and toothbrush (Figure 7).
NDC#2 (on Webb’s P24):	Na-Dru-Co Logo card (Figures 8 and 9). Text at left reads (slashes indicate line breaks): “SPECIAL OFFER/short line printer’s mark/Na-Dru-Co/Tooth/Paste/Window Display/and/Poster Advertising”.
NDC#3 (on Webb’s P24):	Na-Dru-Co Logo card (Figure 10). “SPECIAL OFFER/short line printer’s mark/Na-Dru-Co/Royal Rose/Talcum/Positively/The Last Word/In Talcum Powders/short line printer’s mark/Montserrat Lime Juice/Kills Typhoid Germs”. Employed later in 1910.
NDC#4 (on Webb’s P24):	Illustration in red of Na-Dru-Co Violet Talcum Powder tin at left separated at right by double vertical line from text left of stamp impression (Figure 11). Text reads: Na-Dru-Co Remedies/are the Best/on This/Earth. Two slightly different typesetting varieties exist of this card. The earlier, used in 1910, differs from the later one (shown) used in 1911, mainly in that “the” in the text message is placed slightly further right on the earlier variety.
NDC#5 (on Webb’s P24):	Na-Dru-Co Logo card. Text at left reads: “SPECIAL OFFER/short line printer’s mark/Na-Dru-Co/Tooth/Paste/Window Display/and [slightly indented and in smaller font]/Poster Advertising/short line printer’s mark/Aromatic Cascara/[slightly indented and in smaller font]Winchesters and Gallon/Jugs/Special Price”. Two typesetting varieties exist of this card. The difference is best seen in the company name text at top centre where the three lines of text are evenly separated by a blank line whereas in the later variety there is no blank space between the first and second lines encompassing the company name. Used in 1911.
NDC#6 (on Webb’s P24):	Na-Dru-Co Logo card (Figures 12 and 13). Text at left reads: “SPECIAL OFFER/short line printer’s mark/Na-Dru-Co/Syrup/Linseed/Licorice and/Chlorodyne/[slightly indented and in smaller font]/Window Display/Special Advertising/short line printer’s mark/Aromatic Cascara/[slightly indented and in smaller font]Winchesters and Gallon/Jugs. Special Price.” Used late 1911.

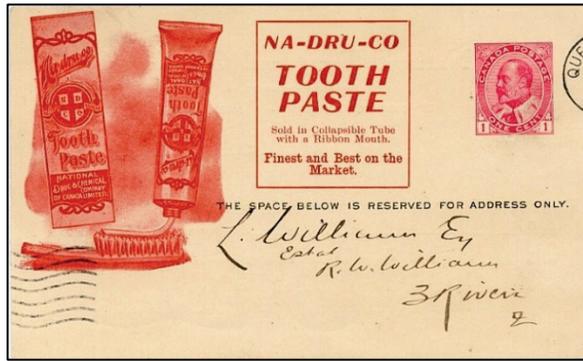


Figure 7: Card #NDC1 used January 25, 1910 at Quebec City.

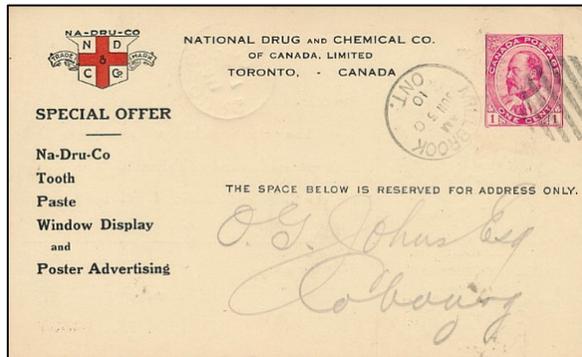


Figure 8: Card NDC#2 used June 30, 1910 at Millbrook, Ontario.

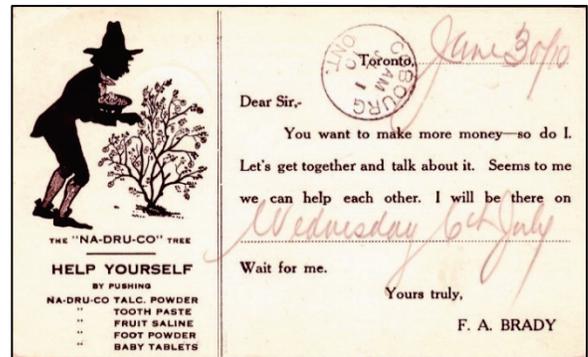


Figure 9: Card NDC#2. Reverse view (of card in Figure 8).

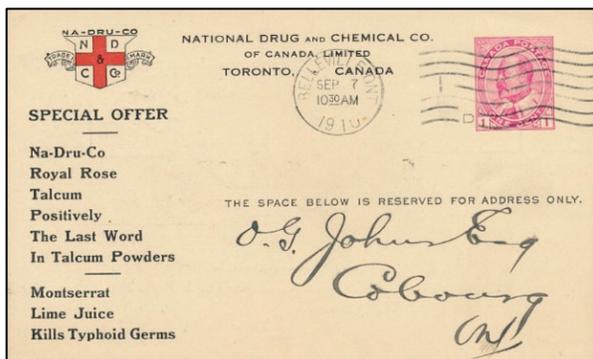


Figure 10: Card #NDC3 used September 7, 1910 at Belleville, Ontario.

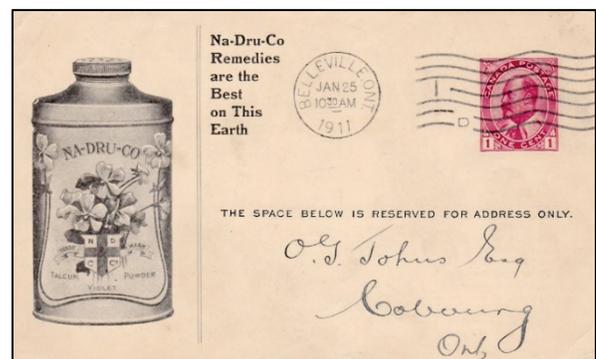


Figure 11: Card #NDC4 used January 25, 1911 at Belleville, Ontario.

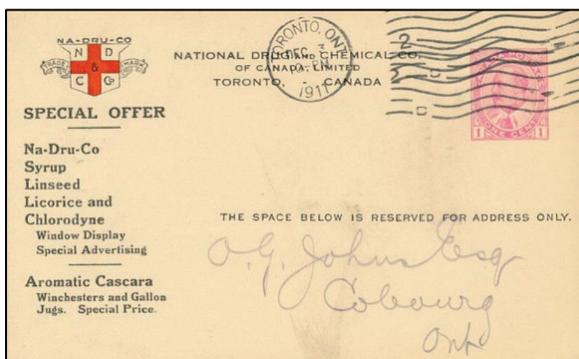


Figure 12: Card NDC#6 used December 3, 1911 at Toronto.

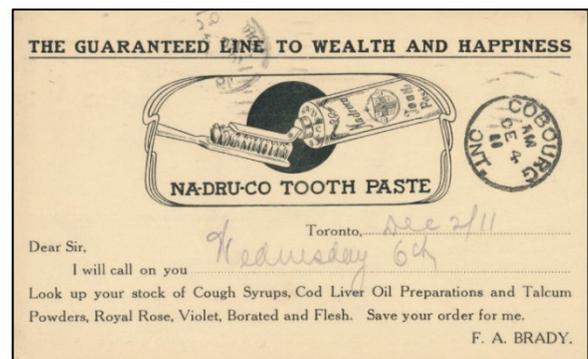


Figure 13: Card NDC#6. Reverse view (of card in Figure 12).

References for Part 1

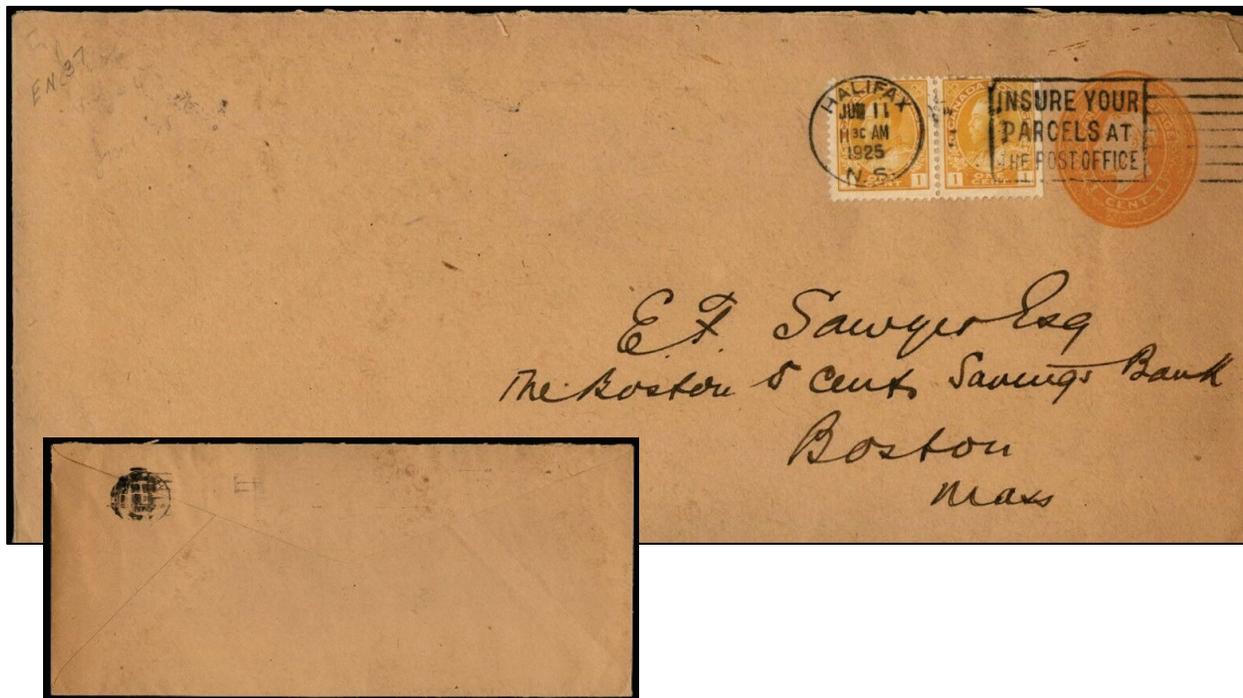
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- [6] Waite, Kenneth C., Bole, David Wesley, *in* *Dictionary of Canadian Biography*, vol. 16, University of Toronto/Université Laval. http://www.biographi.ca/en/bio/bole_david_wesley_16E.html, (2003).
- [7] Anonymous, *T. H. Wardleworth Dies in 83rd Year – Montreal Man was Former Director in National Drug and Chemical Company*, *The Gazette Newspaper*, Montreal, Issue of Sept. 5, 1942, p. 14.

Part 2 will appear in the next issue of PSN

Webb's EN63 (ex-Webb's 7th ed. EN37), an ERP answer 30 years later *by Pierre Gauthier*

Back in 1982, EN63 ERP was listed in 1931, then pushed back to 1930 in 1986 and finally to November 21, 1927 which has been the ERP until now. In articles written in our Newsletter (Vol. 10, No. 1, p. 8, April 1991 and No. 3, p. 22, July 1991), Robert Lemire doubted that this date was realistic given that the manila envelopes were available in Post Office order forms dated 30-11-25.

An new ERP of June 11, 1925 has been found (front and back shown below), pushing the ERP back more than two years, in line with the ERP for special order envelopes ENX18 (ex-EN512) which is May 20, 1925.



PCF Corner

The column will return in the next issue of *Postal Stationery Notes*.