

The S.A. Smith Agarol Postal Stationery Cards



Italian postal stationery card advertising Agarol laxative, and forming part of a much larger, and previously unrecorded series of advertising cards for the medicine.

The S.A. Smith Agarol Postal Stationery Cards

A series of postal stationery cards printed for S.A. Smith & Co. Ltd., Auckland.

S.A. Smith acted as the New Zealand sales agents for William R. Warner, USA.

The cards have been printed as advertisement / free trial order cards for the company's product – Agarol, a laxative.

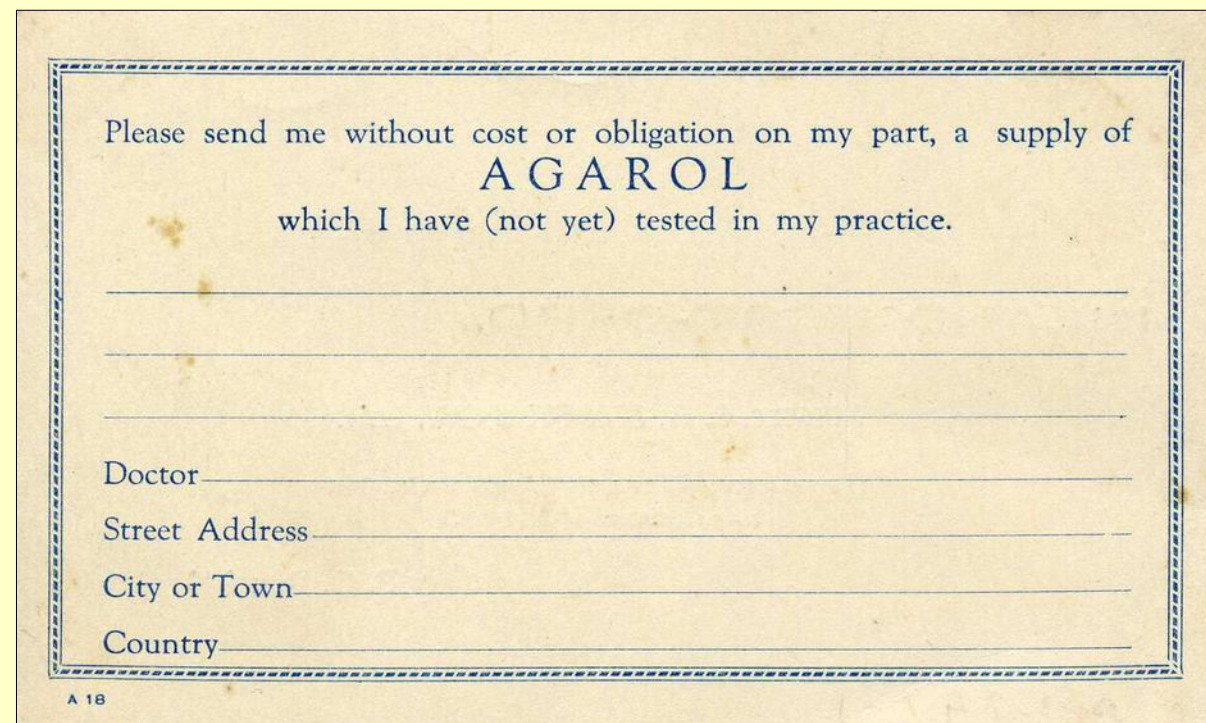
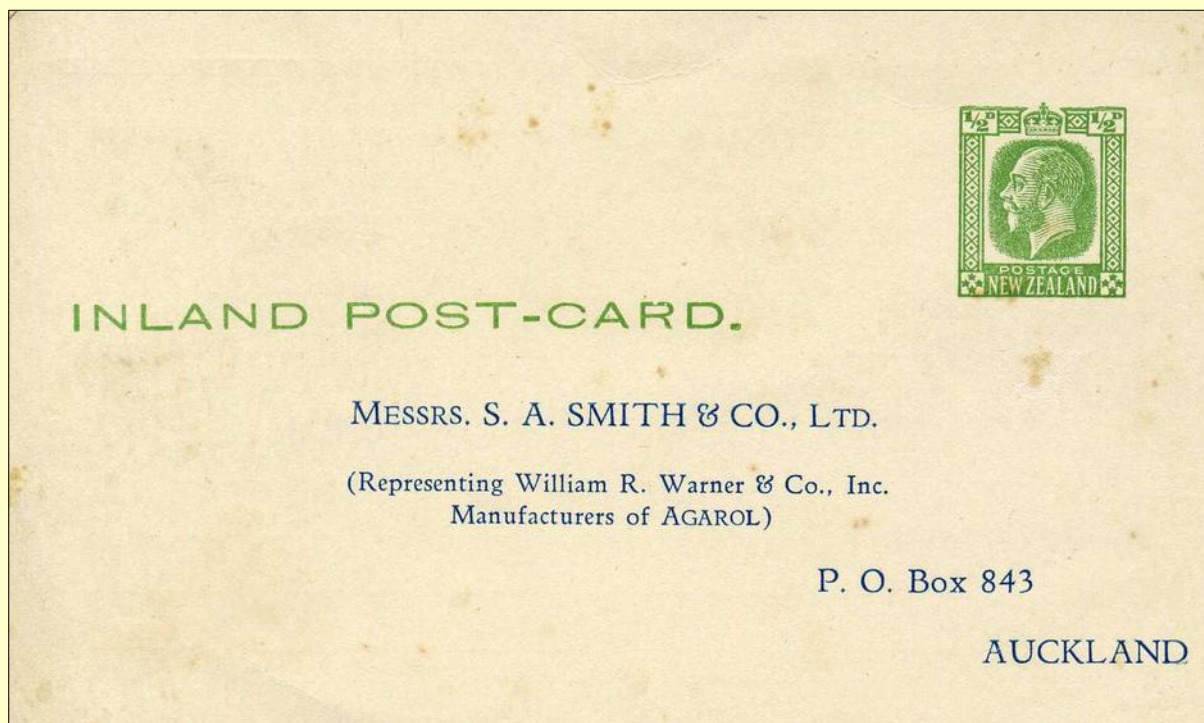
All cards are mint / unused, no used cards have been recorded – have all been destroyed?

The card numbers suggest c.40 cards – printed 1920's – 1930's.

While looking for New Zealand cards it became evident that cards were printed for other countries, using their local stationery, and addressed to the local agents.

Card – A18 – Text in Blue

½d Green (Samuel AC.13a) – Used 1924-1931 & 1932

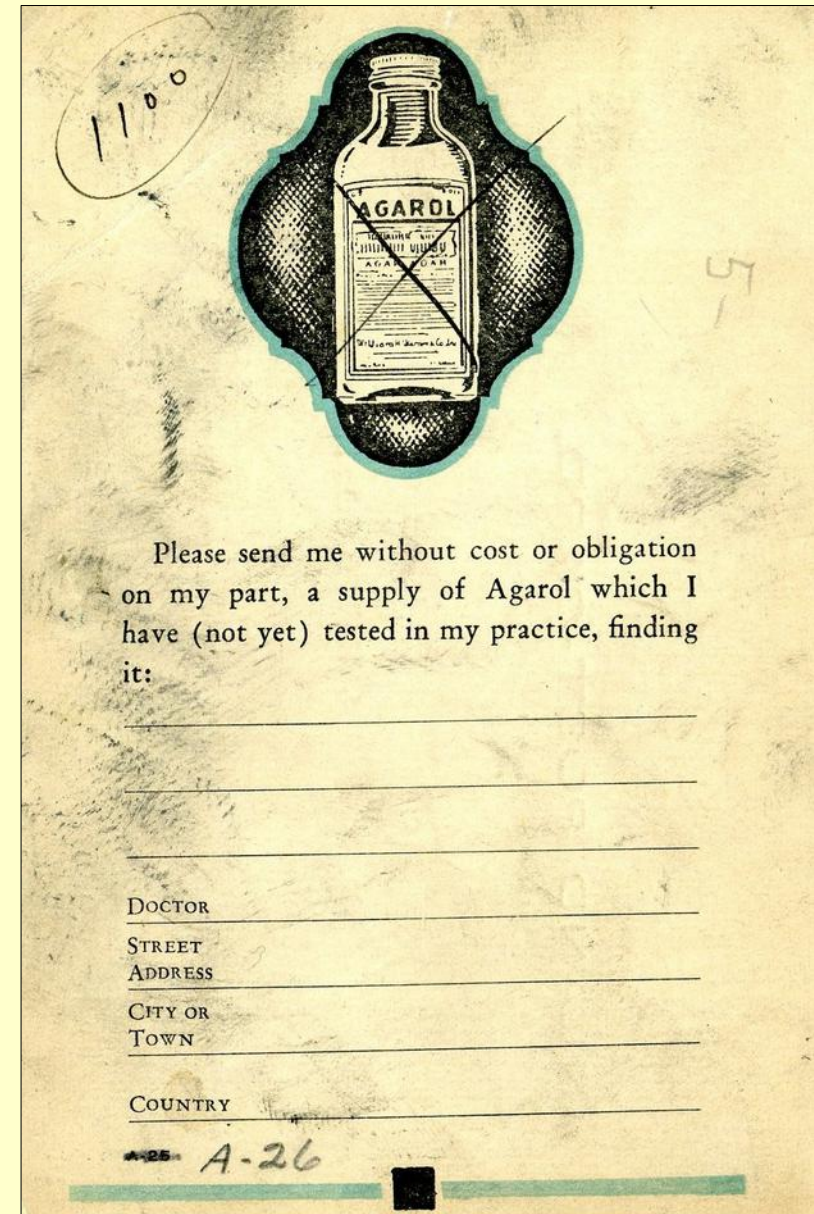


Card – A25 – Text in Black

½d Green (Samuel AC.13a) – Used 1924-1931 & 1932

Printers Proof ? – Ink stains, advert crossed through, card number altered and notation '1100', print quantity?

Same design as Italian card A10 – L2



Card – A27 – Text in Black

½d Green (Samuel AC.13a) – Used 1924-1931 & 1932

INLAND POST-CARD.

MESSRS. S. A. SMITH & CO., LTD.
(Representing William R. Warner & Co., Inc.
of New York, Manufacturers of AGAROL)

P. O. Box 843
AUCKLAND



Please send me without cost or obligation
on my part, a supply of Agarol which I
have (not yet) tested in my practice, finding
it:

DOCTOR

STREET
ADDRESS

CITY OR
TOWN

COUNTRY

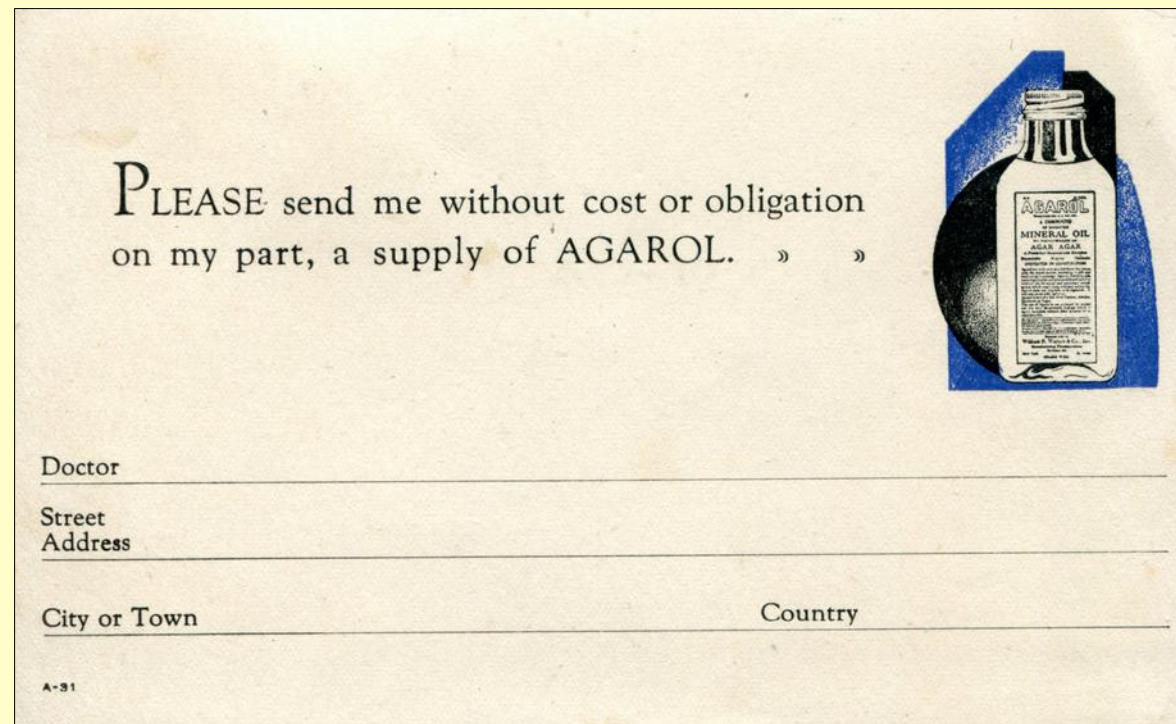
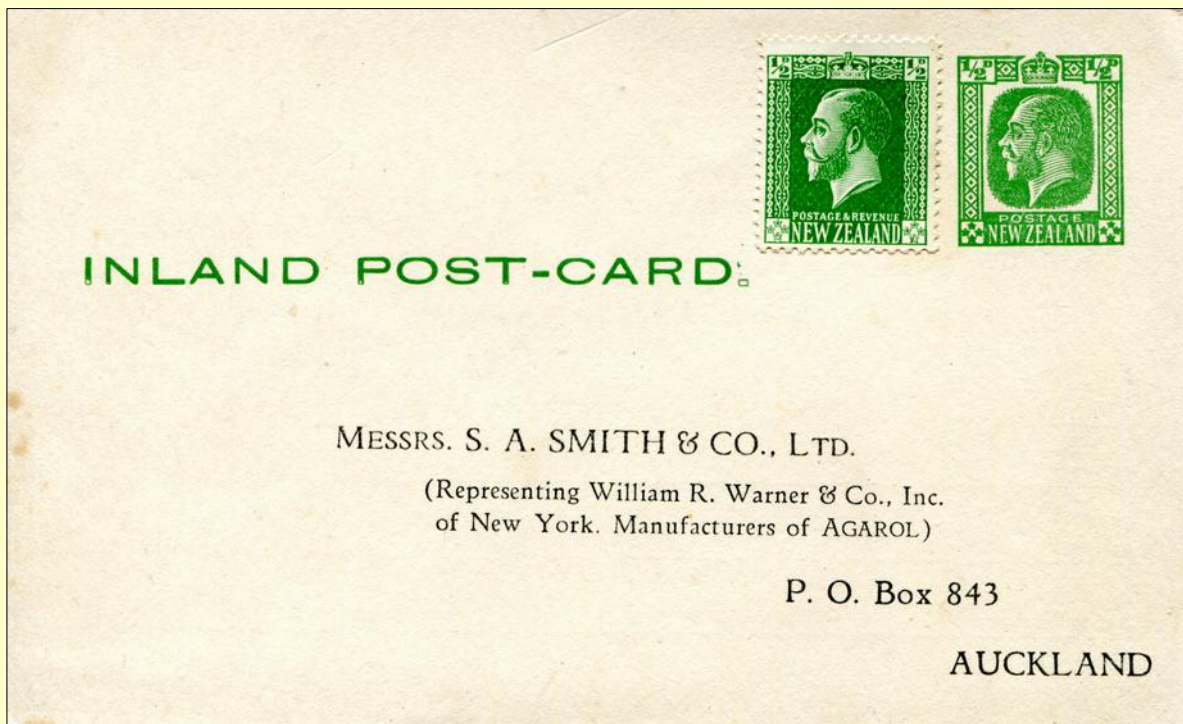
A-27

Card – A31 – Text in Black

½d Green (Samuel AC.13a) + additional ½d Green Surface Printed stamp

Used 1 March 1931 – 1 June 1932 when postcard rates were raised to 1d.

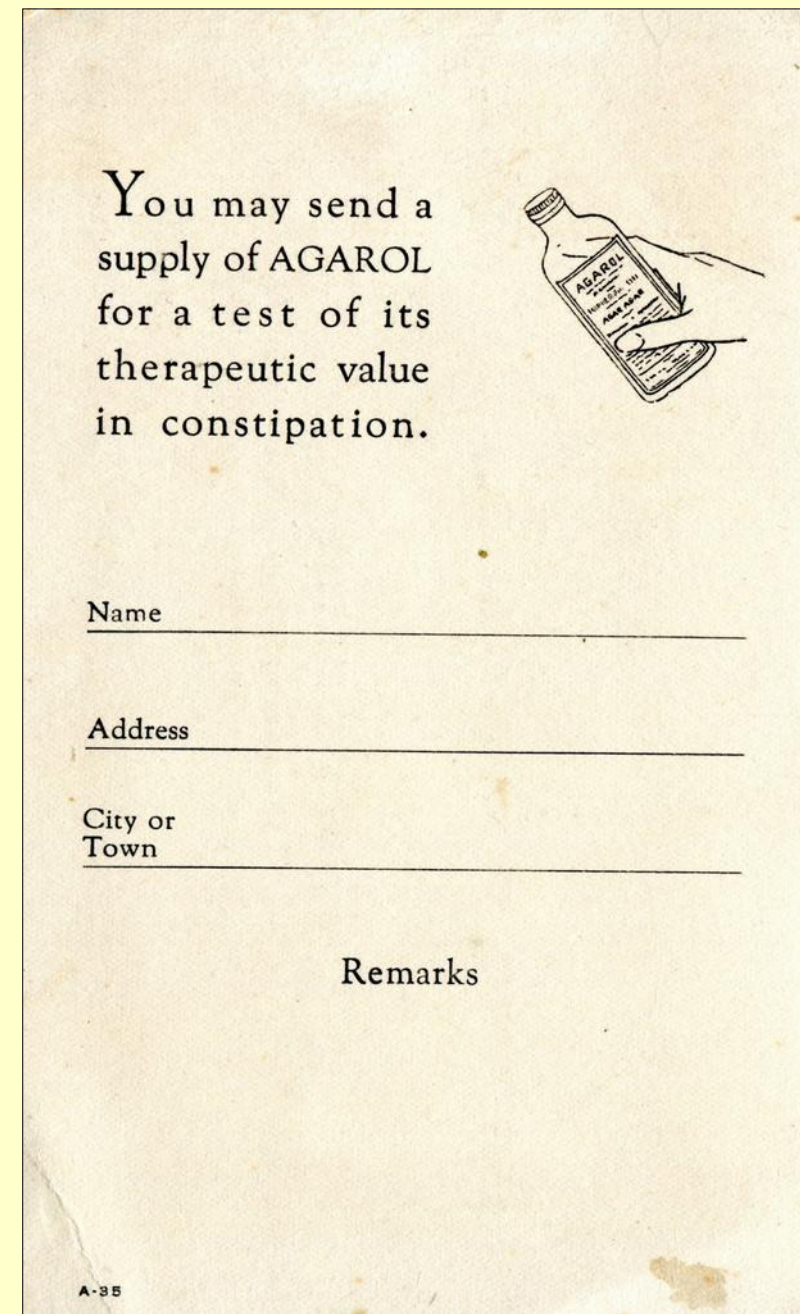
Same design as Italy A18 L2 and A31 L1



Card – A35 – Text in Black

1d Carmine (Samuel AC.16a)

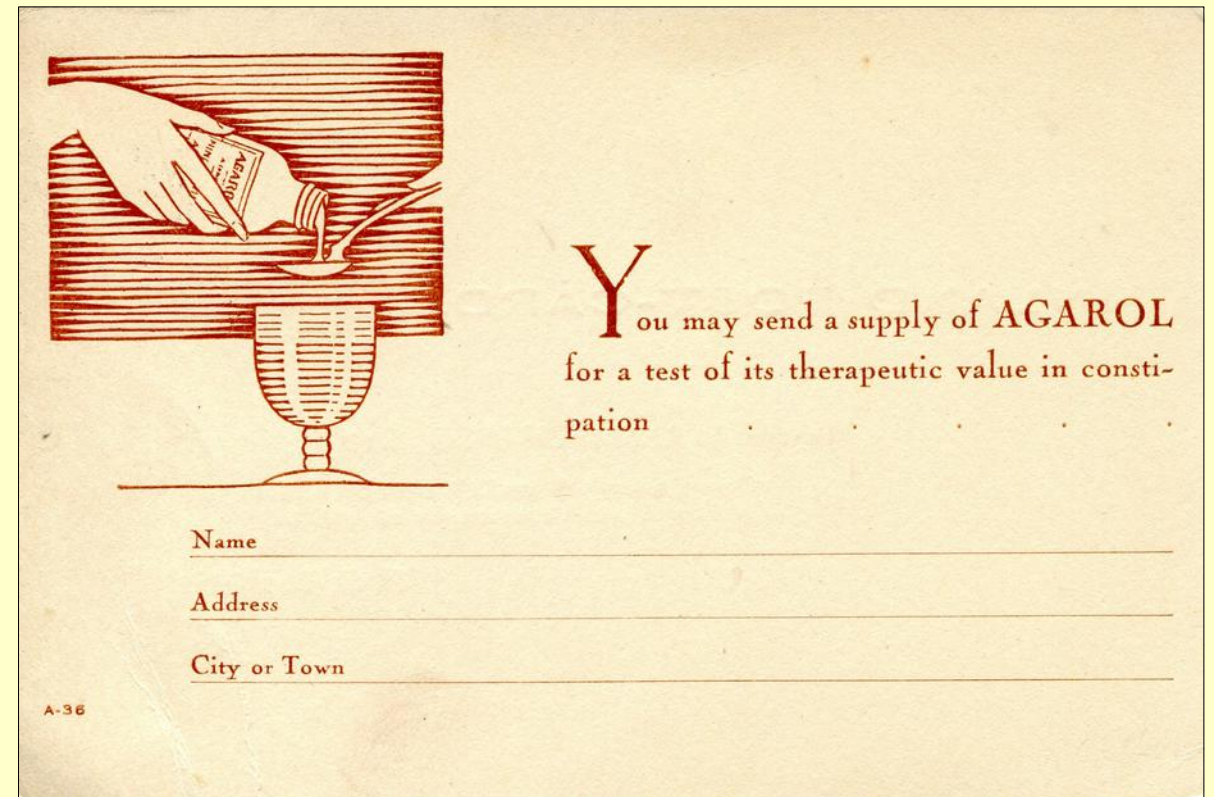
Used 1 March 1931 – 1 June 1932 when postcard rates
were raised to 1d.



Card – A36 – Text in Brown

1d Carmine (Samuel AC.16a)

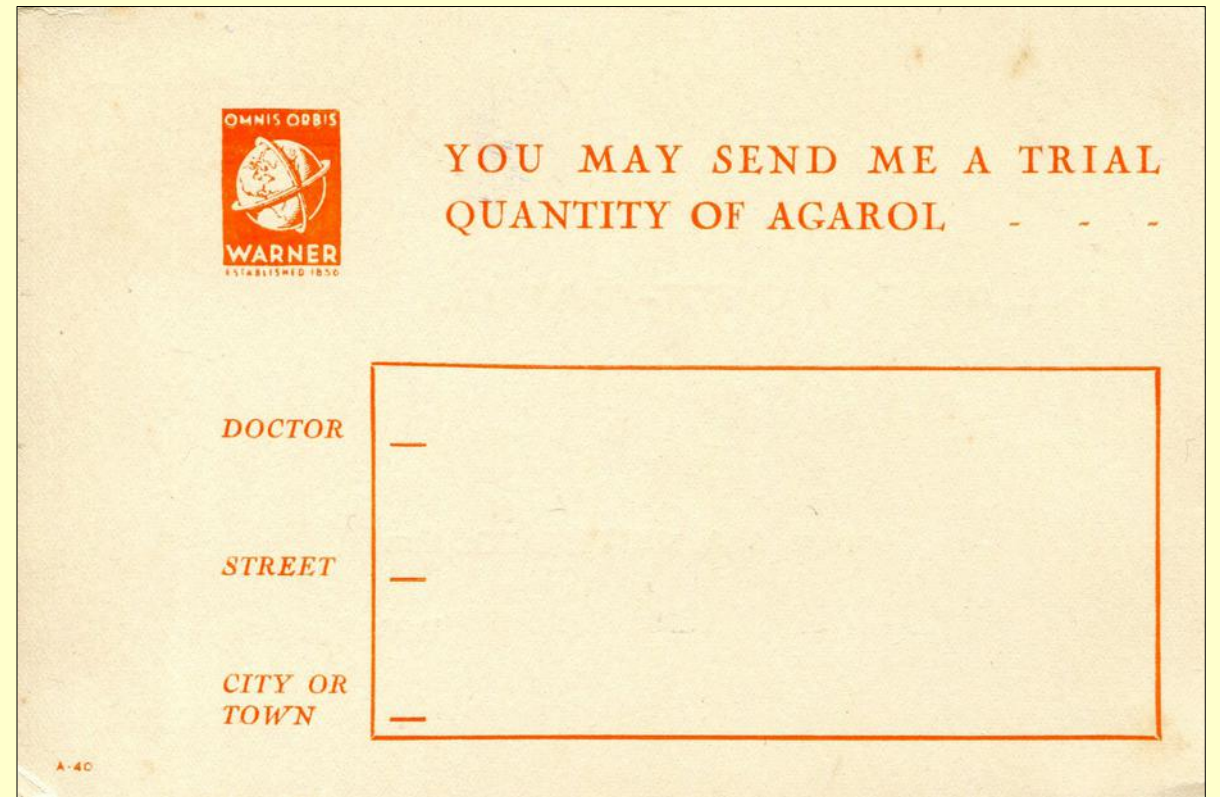
Used 1 March 1931 – 1 June 1932 when postcard rates were raised to 1d.



Card – A40 – Text in Orange

1d Carmine (Samuel AC.16a)

Used 1 March 1931 – 1 June 1932 when postcard rates were raised to 1d.



Italy – Card A31 L1 – Same as New Zealand – Card A31

CARTOLINA POSTALE





A Società Italo-Britannica

L. Manetti-H. Roberts & Co.

Via Carlo Pisacane

FIRENZE (110)

POTETE spedirmi, gratis, campioni di
AGAROL. L'accettazione da parte mia non
conferisce a me alcun obbligo verso di voi.



Nome _____
(Si prega di scrivere chiaramente)

Via _____

Citta _____

Provincia _____

A 31 L 1

PLEASE send me without cost or obligation
on my part, a supply of AGAROL. » »



Doctor _____

Street
Address _____

City or Town _____ Country _____

A-31

Italy – Card A10 L2 – Same as New Zealand – Card A25 / A26

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CARTOLINA POSTALE



AGAROL

L'ORIGINALE Emulsione di Olio Minerale, Agar-Agar e Fenolfaleina ha i seguenti speciali vantaggi:

E' perfettamente stabile e reso omogeneo; è gradevole, senza contenere aromi artificiali; non contiene zucchero, alcali, nè alcool: non ha controindicazioni; non dà perdite di olio per via anale, nè dolori colici o di altra natura, non nausea o disturbi gastrici, nè dà assuefazione.

Ac Società Italo-Britannica
L. Manetti-H. Roberts & Co.

Via Carlo Pisacane

FIRENZE (110)



Potete spedirmi, gratis, campioni di Agarol
L'accettazione da parte mia non conferisce
a me alcun obbligo verso di voi.

NOME _____
(Si prega di scrivere chiaramente)

VIA _____

CITTA _____

PROVINCIA _____

A-10 L-2

1100



5

Please send me without cost or obligation
on my part, a supply of Agarol which I
have (not yet) tested in my practice, finding
it:

DOCTOR _____

STREET _____

ADDRESS _____

CITY OR _____

TOWN _____

COUNTRY _____

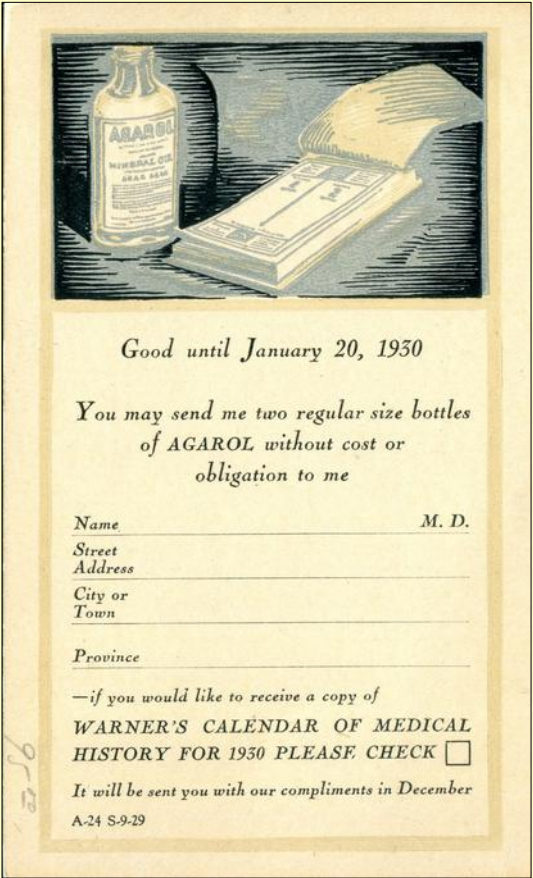
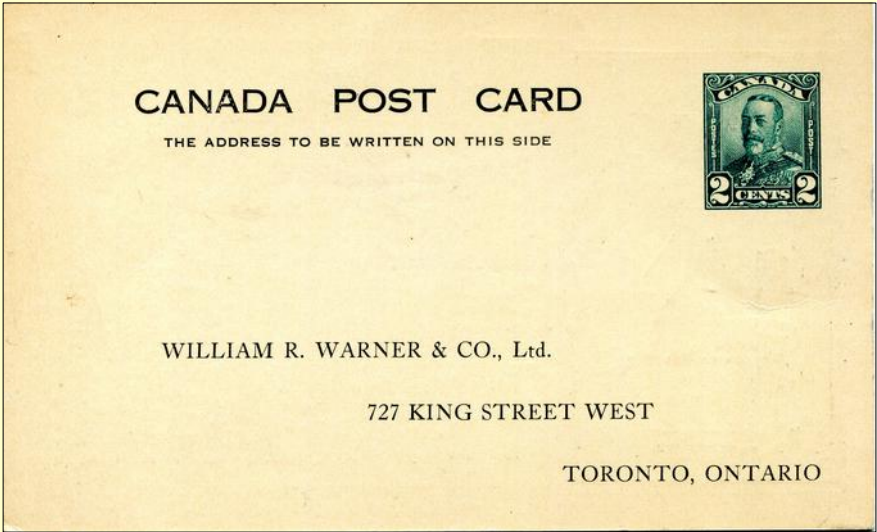
A-25 A-26

Belgium – Card A11 L1



Canada – Card A24 S9-9-29

Three Canadian cards have so far been recorded. The A prefix still seems to refer to the order in the sequence while the S prefix appears to be the printing date.



All cards possibly printed at the same location.

Cards recorded from

- New Zealand
- Italy
- Belgium
- USA
- Argentina
- Canada
- Portugal

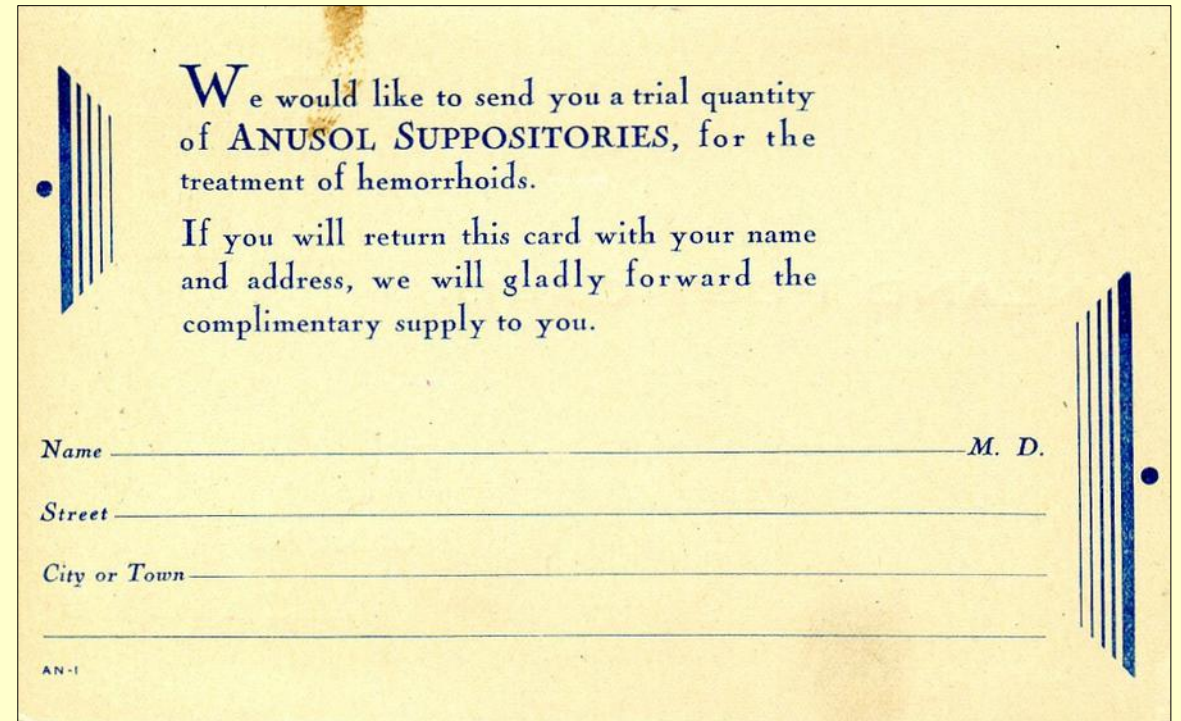
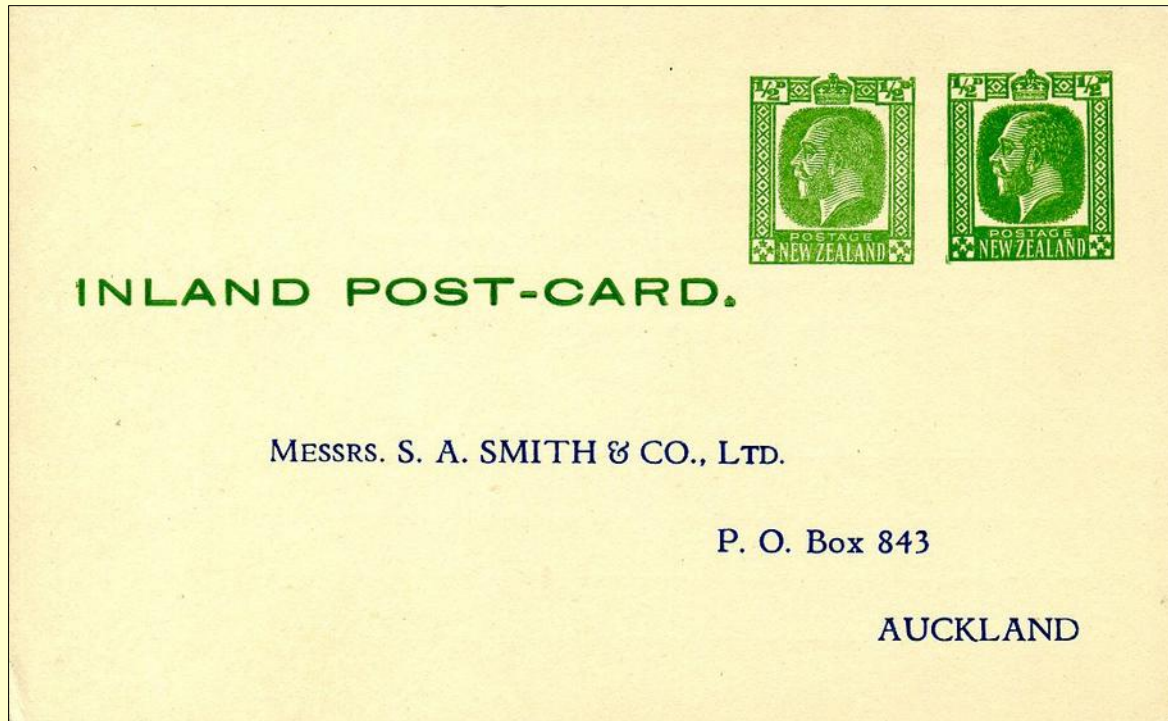
No country card series with numbers currently higher than A40.

But that's not all...

Anusol Suppositories

Card – AN1 – Text in Blue

½d Green + ½d Green (Samuel AC.15a) – Used 1931-1932

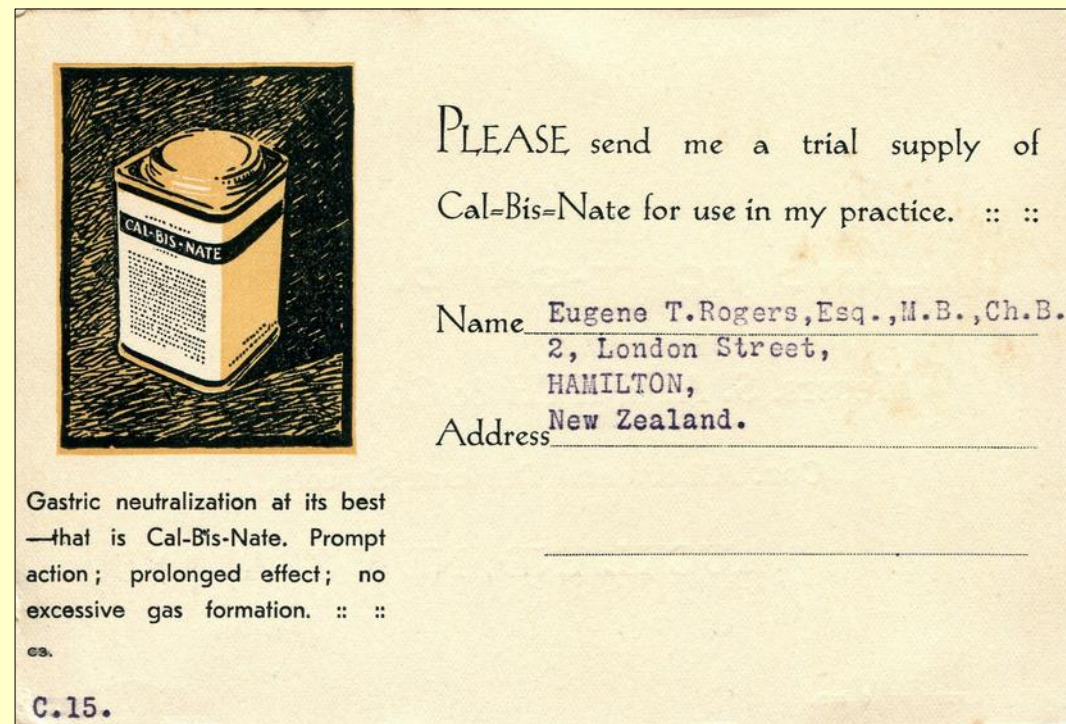


Cal-Bis-Nate

Card – C15 – Text in Black (card altered from C3)

½d Green + ½d Green (Samuel AC.15a) – Used 1931-1932

Printed in England



What else exists?