

A Non-Pentothal Selsun Abbott Card

October 10, 2025

Rover Cichorz has done it again by finding a unique Abbott mail piece—a Florence, Italy postcard (Pentothal design type #77)—but mailed from Hertford, Great Britain, bearing a 2d paid meter advertising Abbott's Selsun, a dandruff shampoo and sent domestically to Carlisle, Cumberland. While the postcard's message doesn't mention "doctor," the recipient's various titles of Esq. M.B. Ch.B. translate to Bachelor of Medicine and Bachelor of Surgery confirms his medical credentials.

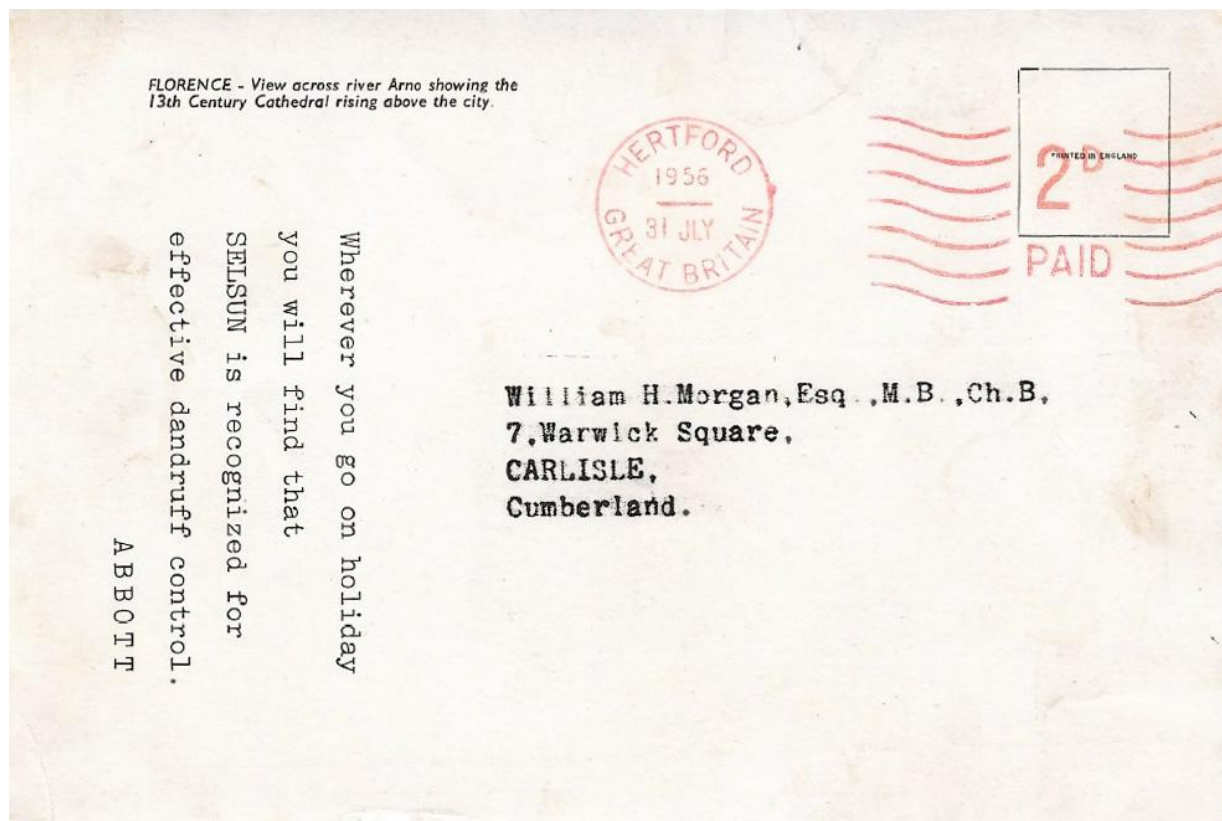
Postcards available to the general public were used throughout Pentothal mailings, with additional text added. Interesting to note is that this Selsun postcard was mailed July 31, 1956, the day before any known Pentothal cards were posted from Florence in their mass-mailing. There must be more to the connection in this story!



common image view



Pentothal reverse, mailed from Florence



newly discovered Selsun postcard advertisement