

SALESMAN "I WILL CALL" ON POSTAL STATIONERY CARDS

Historical Background:

Back in the days when "Privacy" wasn't the tremendous issue it is today, lots of business was conducted in-the-open on the backs of post cards. The Salesman were mainly on Postal Stationery as I have only seen one card of this nature with an adhesive stamp on it.

I have been interested in Postal Stationery since I was a scrutineer on the December 22, 1970, Northwest Territorial Election in Hay River. I picked up 2 copies of a revalued, from 5 cents to 6 cents, Form 95 Election Envelope that were unused and "should have been" torn in 2 and discarded. Since then I have collected everything in Canadian Postal Stationery I could find.

I have fun looking at different aspects of Postal Stationery and Postal History and much can be learned by studying it.

I was trying to find various other usages for Postal Stationery that has not been studied extensively. The C. P. R. Proxy envelopes have been documented (by John Aitken) as have the many Illustrated Postal Cards (by Horace Harrison and Chris Ellis.)

This new exhibit of Salesman "I Will Call" Cards were collected for the purpose of this display over the last 40 plus years.

Scope:

The period covered is from the early 1890's to about 1960 with the majority being before 1935.

Material Availability:

There were millions of Canadian Postal Stationery Cards used. Most large accumulations will have at least one of these cards. They are not really common but I can't consider them rare. I went through Jim Webb's stock several times at his place. Later, Hank Narbonne started sending me material on approval. When I told him I liked Salesman I Will Call cards, he sent me a number over the years. I managed to accumulate at least 400 hundred of these cards.

Philatelic Elements:

We are showing mainly the backs of the Postal Stationery Cards without reference to the actual card. However, we attempt to accurately list the date of use.

Philatelic References:

I am not aware of any philatelic references. There is nothing on Google Search. I would appreciate being made aware of references.

Organization:

The cards are organized by what the salesman was trying to sell. In many cases, multiple, seemingly unrelated, items were advertised. I have attempted to list them alphabetically in the way the Yellow Pages are shown in the phone book. I have not cross-referenced any of the cards. They are only listed and shown in one place.