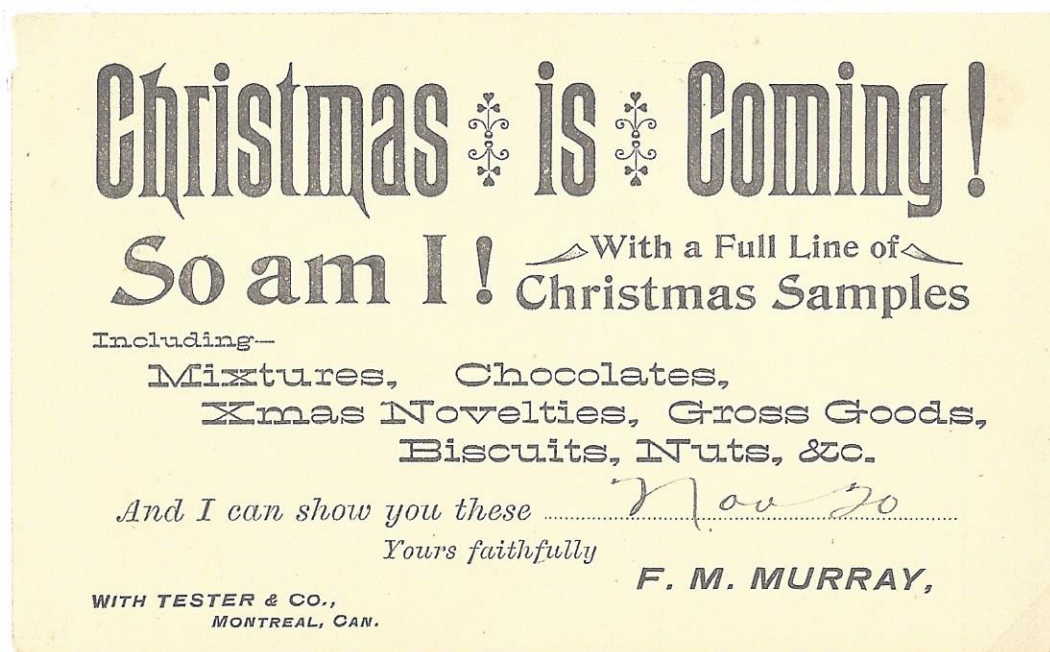


SALESMAN "I WILL CALL" ON POSTAL STATIONERY CARDS

Starting in the 1870's salesmen from manufactures, importers and wholesalers would notify their retail outlet customer several days before they arrived that they were coming. These are all on Postal Stationery Cards. They range from being very elaborate to very plain.

We have tried to arrange them similar to the way Yellow Pages would be arranged in the phone book. Shown with each card is the company name, the salesman (the traveler) and the date of mailing of the card or the date on the card when it was prepared.



A Typical card from
TESTER & CO. showing **F. M. MURRAY** was coming on
Nov. 20 — from the 1890's and what he was featuring.

ALPHABETICAL LISTING OF THE SALESMAN "I WILL CALL" CARDS

- Automotive
- Dry Goods
- Building Supplies & Materials
 - Electrical Suppliers
 - Paint
 - Paint Brushes
 - Plumbing Supplies
 - Varnish
- Clothing, Ladies
 - Corsets
 - General
- Clothing, Men's
- Dishes and Kitchen Utensils
- Druggists
 - General Wholesale
 - Proprietary Medicines
 - Supplies
 - Footwear
- Garden Supplies
 - Seeds
- Groceries
 - Biscuits
 - Candy
 - Coffee
 - General Wholesale
 - Soaps
 - Spices
 - Teas
 - Vinegar
- Guns and Ammunition
- Hardware
 - Hand Tools
 - Household Furnishings
 - General Furniture
 - Mattresses
 - Jewellery
 - Leather
 - Meat
 - Medical and Dental Supplies
 - Metals
 - Office Supplies and Equipment
 - Envelopes
 - General
 - Paper
 - Paper, Legal
 - Rubber Stamps
 - Typewriters
 - Typewriter Ribbons
 - Paper Products
 - Plumbing and Heating
 - Commercial
 - Silver Electroplating
 - Silverware
 - Sporting Goods
 - Bicycles
 - Fishing Tackle
 - Stoves
 - Tobacco
 - Watches

