

Eaton's Winnipeg International Advertising Slogan

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One might find it easy to believe that there are very few Canadian Internationals left to be discovered. Imagine our surprise then when the cover pictured below came into our hands. The cover was mailed in Winnipeg and the stamp cancelled by an International machine, dated September 17, 1913 at 8:30PM. The service letters 2T in the wavy line obliterator identifies this postal marking as having originated in the second of the two Winnipeg International machines in use at that time.

The corner card indicates that the cover came from the Winnipeg branch of the T. Eaton Company. The surprise appears on the back of the cover where an International machine marking appears in the lower left corner. The marking is comprised of a dater and an 'advertising slogan' (or, 'advertiser') reading "EATON'S". The two elements of the marking, dater and advertiser, have been both inverted in the machine so that the pair appears upright when the cover is viewed from the back. The dater is what we would normally call a Type A, lacking province or country designation, quite distinct from any Winnipeg dater in postal use at that or any other time. (We note also that the 'Payne tick' appears at the top of the dater. The only other occurrences of this of which we are aware are in examples where the entire day/time assembly is inverted.)

The International machine use of an advertiser in Canada is previously unknown. From the time, 5:30PM, we discern that this mark was applied, presumably at Eaton's, three hours before it was postmarked. Thus, this is not a receiving mark, but a sending mark. Although we really have no further information at this time, we can speculate that an International machine was tested for possible use at Eaton's, perhaps as part of their delivery or mail-order services. It is possible that similar usages occurred at other non-postal establishments in Canada or the US, but to our knowledge none have been reported.

