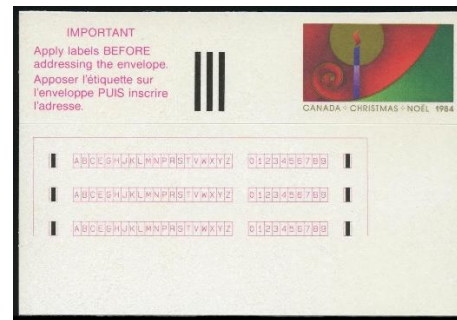
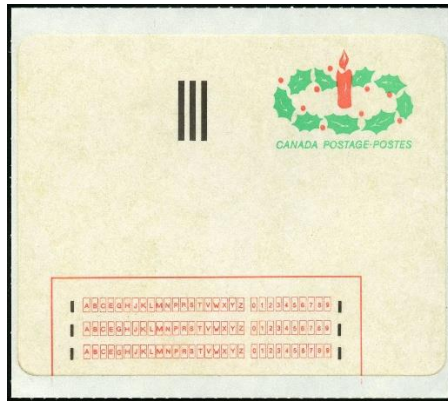


The 1983 and 1984 “Stick ‘N Tick” Labels of Canada Synopsis



Canada Post has often been a leader in the development of new products, especially in the area of mechanization to improve the speed of mail processing. In late 1993, it introduced a new label, designed to be applied to an envelope covering a holiday greeting card and mailed only in Winnipeg, Manitoba. It would (if used properly) allow postal codes to be read by new OCR (Optical Character Reader) equipment that would hasten the journey of those cards, in comparison to the processing time of standard hand written codes. Using lessons learned from that first experiment, the program continued in 1984 with a different label and it expanded to eight cities. In both years, label users benefitted from a healthy discount from regular rates in the period for this type of mail.

Purpose

This exhibit tells the story of these labels, from their initial production, to their release and relatively short periods of use. On display are items from the pre-production stage of the labels' development and the marketing of them; the actual labels along with errors, freaks and oddities that found their way into public hands; and both commercial and philatelic uses of them. While fairly well-known to collectors of Canada, the general public did not get to experience them much. Even the philatelic community regards them as a bit of an afterthought - they do not have regular catalogue listings, and are relegated instead to the “back of the book.”

Importance

The importance of these labels is not found in their design so much as their place as tools in the experimental efforts of Canada Post. As “stamps” these labels functioned primarily to test equipment and processes, including the public’s willingness to adopt new methods, albeit with a discount involved. They represent the beginning of both a discount program for holiday mailing periods and the later introduction of self-adhesive stamp products.

In this single-frame, traditional-style exhibit the viewer will wind their way through these two issues with examples of the following elements:

- Pre-production test material
- Marketing materials, different packaging and ephemera
- The released labels
- Errors, freaks and oddities
- Commercial and philatelic uses of the labels

Items of particular note have red-coloured indications:

- Test proofs labels of each of the issues (single from 1983, single and pairs from 1984 including die miscuts)
- A likely unique cover considered to be a test piece used in machinery in Winnipeg, MB
- A rare brochure for the 1983 labels (one of two known to the exhibitor)

The story presented here ends with a hint of things then-to-come by showing examples of then-future “Greet More” stamps.