



MORE MODERN LOOK

by Mike Hollingshead

One the more modern side is an entirely redesigned 10¢ coupon that would appear to be the herald of an entire new issue of coupons.

Sandy McTire has been moved over to the right hand side of this coupon and the red triangle moved from the middle to the left. Much more bilingual than the previous coupons, this coupon bears a strong resemblance to our current Bank of Canada banknotes. In keeping with tradition, they have continued with the red colour for the 10¢ denomination.

These coupons are first to feature two new names on the signature panel: Treasurer Stanley Pasternak and Chairman of the Board Hugh Macaulay. We are awaiting clarification as to whether these are actually the real signatures of these gentleman or more forgeries. A close look at the coupons will reveal lots of micro-printing and other anti-counterfeiting feature such as.....**A Watermark!!!**

The reverse features more detail as well. The serial numbers are above the denomination diamonds and consist of a ten digit number. Apparently, replacement notes start with a 9 as the first digit. The familiar triangle has more colour and the warning has been strengthened to read: "Cash bonus coupons are redeemable in merchandise only at Canadian Tire associate stores and only in association with consumer purchases of merchandise or service in the ordinary course of retail business". Whew!!!! They stopped short of outlawing "the collecting and studying".

I have no doubt that a great deal of credit for the new look goes to Vice-President and Treasurer Stanley Pasternak. Stan is a philatelist, so I am sure his appreciation for engraved art has spread to the coupons that bear his signature. Pasternak is to be commended for this improvement on the coupon look. Great work, Stan.

