

NEXT MEETINGS

Torex Show on Saturday, February 22nd, 97 between 10 a.m. and 2 p.m.
at the Primrose Hotel on Carleton Ave. in Toronto, Ontario
NEW - We now meet in the Rainbow room on the 23rd floor - NEW

Nuphilex Show on Saturday, March 8th, 97 between 9 a.m. and 12:30 p.m.
in the Palais des Congrès on Viger Street in Montreal, Quebec

O.N.A. Show on April 19th, 97 between 9 a.m. and 12:30 p.m. on the Saturday morning
at the Ramada Inn at 480 Riverside Drive in Windsor, Ontario

Torex Show on Saturday, June 28th, 97 between 10 a.m. and 2 p.m.
at the Primrose Hotel on Carleton Ave. in Toronto, Ontario
NEW - We now meet in the Rainbow room on the 23rd floor - NEW

THE 75th ANNIVERSARY COUPONS ARE OUT!

by Jerome Fourre

Well just as the CTC S17 coupons were beginning to become monotonous we are happy to find that the Corporation has made good on the rumor of a new series for the 75th Anniversary. As we can see, a lot of planning went into the design, fabrication and release of this series. **BRAVO** home office for a sensational job!



OBVERSE OBSERVATIONS

The triangle logo on the left side of the coupon was replaced with the new 75th anniversary logo which has a colored rainbow behind it. This logo was the fruit of an internal contest which was won by Rita Centorame, leader of the in store promotional conceptions team.

The background design is of a darker shade than the previous series. The small maple leaf of the background is almost twice the size and the triangle of the S17 series was replaced by a series of lines giving an elusion of a triangle when in fact they do not form complete triangles. A secondary effect of the darker background is to make the white background triangle stand out a lot more than it did on the previous series.

As far as security procedures, the red florescent threads, the micro-printing which is slightly larger in size, the latent image of the maple leaf to the right of Sandy McTire were kept plus another uncopiable maple leaf, similar to the seal that we can find on the Canadian banknotes of today was put on in the background triangle where it runs into the signature panel.

The signatures were spread apart slightly and the titles were put on two lines instead of one. Stanley Pasternak had the title of Vice-President added to Treasurer. Stephen Bachand signs all of this series, whereas Stanley Pasternak signs all except the two dollar coupon. Gerry Kishner signs these coupons as in the past. The two dollar coupon with the Pasternak & Bachand signatures which was used in the 1996 catalogue to promote coupon usage was a prop made up for this occasion only and will not be put into circulation.

The bottom right hand counter has a much larger number than the other corners and is set against a white background instead of a shaded background. I am positive that the people with vision impairments will greatly appreciate this new feature.