

## **Welcome to the C.N.A. E-Bulletin Vol. 3, No. 33 – May 25, 2007**

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### **INTRODUCTION**

Surprisingly, I have managed to keep up with issuing two bulletins a week for the past while, while also keeping on top of activities leading up to the 2007 C.N.A. Convention being held in Niagara Falls on July 11 to 15.

### **WE HAVE MAIL**

From Colin Bruce: "They keep rolling in...stories get better and better. Nice newsy letter as usual. Thanx. My blogs at [www.numismaticnews.net](http://www.numismaticnews.net) are starting to attract some hits. Once had a girlfriend from up in Canada and asked her to say: "Turn about, about a boat." Chuckle!" – Thanks for telling us about the blog, but what happened to the girlfriend?

From Richard Dunn: "I heard that the local police found a man's body in a park. They describe him as having a Beer Belly, Saggy Chin, Wrinkly Behind and Shrinkage. Let me know you're OK. Your Concerned Friend." - Well, thank you, I am still around and getting rounder.

Actually, I like to give credit where credit is due. The above e-mail was sent to Richard by a mutual friend, the former Deputy Police Chief of the Metro Toronto Police. When I sent the unedited version (boys will be boys) to a number of people, Tony Hine, a regular contributor to this E-Bulletin, came back with the response that I claim as my own above. A number of other people also responded:

From Stephen Woodland: "I'm just fine, thanks for thinking of me. I knew it wasn't you because it didn't say "nearly bald with bad eyes and an empty Tim Hortons coffee cup."

From Bret Evans: "Jeez, you had me scared for a minute, but I checked in the mirror and I'm still OK."

From: Barry McIntyre: "Sorry, 3 out of 4 correct and it's not me! Also, I think the person has also lost most of his hair!"

From Mark Argentino: "Wasn't me, I do not have any shrinkage."

From Colin Bruce: "My behind isn't wrinkly, don't suck up very many beers lately, just cheap Burgundy wine."

From Bill Kamb: "They were able to revive me. I'm hoping to fully recover and hope to see you at the CNA in July. Thanks for asking."

All the responses we could publish, as well as the unpublished ones, state that it's not them. The only exception is Bill Kamb, so it must have been him!

### **RCM COOPERATION**

We reported in last Friday's E-Bulletin that the Royal Canadian Mint, in their ongoing cooperation with the hobby, consented to have members the City of Ottawa Coin Club (COCC) visit the Mint. Following is a report from Francois Rufiange, Club President, on that visit:

On Friday, May 11th, the City of Ottawa Coin Club had the great pleasure to visit the Royal Canadian Mint in Ottawa for a special "behind the scenes" tour. There were 15 participants, including one of our junior members, Christine Guyatt-Woodland.

Our tour guide, Mr. Michel Lesage, was simply exceptional. Despite having to deal with a group of very knowledgeable collectors, Mr. Lesage promptly and completely answered all our questions (well, at least all the ones he was permitted to answer!). From my own personal experience as a mechanical engineer, I can now state that the Mint is much more than just a group of "metal bashers." We witnessed the making of gold and silver bars. Each of us also struck a coin, but could not keep it. However, the Mint was quick to forward to us pictures of this special event! Of interest, we actually saw how the dies are installed and adjusted to ensure a perfect strike. It is not as straight forward as I thought because most of the machinery is over 40 years old!

We would like to again thank the Mint for opening their doors to our club, and to Mr. Lesage for making our visit both special and rewarding!

### **SUNKEN TREASURE UNCOVERED**

Go to any newspaper or TV Website and will see articles on a U.S. marine-exploration company scooping up hundreds of millions of dollars worth of silver, gold and other valuables from an unidentified shipwreck at an undisclosed location in the Atlantic Ocean. Google in any of a number of key words on your computer and you will be directed to the articles, for example, Numismatic News at:

[www.numismaticnews.net/Default.aspx?tabid=936&articleid=6271&articlemid=2395#2395Articles](http://www.numismaticnews.net/Default.aspx?tabid=936&articleid=6271&articlemid=2395#2395Articles).

So we won't bother rehashing it here.

What you might not have read so far are the potential repercussions...and long term legal fighting...that might tie the treasure up for decades. Tony Hine sent us a release from the Canadian Broadcasting Corporation, which covers some of the many questions that have yet to be answered.

**Whose gold?** - Odyssey won't reveal the name or location of its find. The firm cites security concerns, but the Spanish government wonders if it's because the booty was plucked from its waters, meaning Spain is due a big part of the proceeds. The Spanish government has cause to be suspicious. Odyssey recently concluded negotiations with them to explore HMS Sussex, a British treasure ship that sank near Gibraltar, in Spanish waters, in 1694. with nearly nine tonnes of gold coins. Odyssey, however, does not have permission to remove any treasure from the shipwreck.

**Determining ownership** - There are laws that govern deep-sea treasure hunting and exploration, but it's difficult to tell which ones apply in this case, since Odyssey won't reveal any information about the ship. An important question is who owns the wreck, since that can determine whether cases like this count as treasure hunting or salvage. Salvage means the "salvor" (Odyssey, in this case) returns the found goods to the original owner in return for some reward, if the owner is known and the treasure can be returned to him. In treasure hunting cases, that's not so, just because the stuff's been lost for so long that no owner could come forward.

**Location, location, location** - Another vital consideration is whether the find lies within a country's territorial waters, typically 12 nautical miles (approximately 22 kilometres) from their coastlines. If Odyssey made its find in Spanish waters and didn't tell the Spanish, the company may be deprived of the whole or part of the payment due, if they are guilty of fraud

or other dishonest conduct. But if this find lies in international waters and there's no one to claim ownership, Odyssey is probably in the clear — for now.

**Treasure's origin dubious** - Spanish authorities have not blatantly accused Odyssey of any skulduggery, but have voiced suspicion. The Spanish have also expressed a determined stance to fight for what's theirs, provided that it is theirs. But until Odyssey reveals more about its mystery ship, the ultimate fate of the recovered fortune remains uncertain.

For the full story, go to [www.cbc.ca/news/background/pirates](http://www.cbc.ca/news/background/pirates).

Numismatic News is conducting a survey about your reaction to the find. Do you want more information? Would you be a buyer of sunken treasure? Have you ever bought treasure coins before? Please contact Numismatic News Editor Dave Harper at [david.harper@fwpubs.com](mailto:david.harper@fwpubs.com) with your answers.

### **SINGLE NORTH AMERICAN CURRENCY**

Tony Hine sent us a column by Barrie McKenna appearing in the Globe and Mail's Report on Business section:

Bank of Canada Governor David Dodge says North America could one day embrace a euro-style single currency. But to get there, Canada, the United States and Mexico must first tear down barriers to the free flow of labour.

The idea of a common currency has long been a subject of curiosity, particularly among Canadian academics, who see it as a way to escape sharp gyrations in the exchange rate.

Some proponents have dubbed the single North American currency the "amero." It is more likely, however, that a common currency would mean that Canada and Mexico would adopt the U.S. dollar, giving up significant economic control to a central bank dominated by the United States.

(Editor's comment: I can just imagine what the design on any new currency would look like: a beaver sunning himself on the Mayan Riviera being scooped up by an Eagle. Or maybe a Cheney look-alike firing a shotgun at a beaver? If you have any humorous thoughts about what symbols should be on the common currency, send it to [cnanews@look.ca](mailto:cnanews@look.ca).

### **ANA ANNOUNCES COIN WEEK WINNER**

Andy Dickes of the ANA sent us a news release announcing that Sam Itzin from Tucson, Arizona, is the grand prize winner in the ANA's 2007 National Coin Week club event. Itzin won a First Spouse \$10 gold coin, valued at more than \$400 and generously provided by Numismatic Guaranty Corporation.

On April 15, 60 ANA clubs across the country spent quarters marked with special National Coin Week stickers. The stickers directed people to the ANA's website, where contact information about participating clubs could be found. People who recovered marked quarters responded, resulting in over 30 local prize winners and many more entrants in the grand prize drawing held on May 13. "I'm thrilled to win this prize, and I think it's a great promotional idea," said Itzin. "I manage a coffee shop, and found the marked coin in my tip jar. I've always been a casual coin collector, but I never knew about the Tucson Coin Club until now!"

## **PROMOTION USES CANADIAN NICKELS**

Hot on the heels of the ANA promotion comes another promotion using money and stickers:

I drove to my local Tim Hortons coffee shop on Saturday evening, May 19, parked the car and got out. I noticed a shiny coin lying on the ground, picked it up and looked at it. It was a 2006 nickel with a red round sticker on the obverse with the wording in yellow: "[www.5centwings.com](http://www.5centwings.com)" on 3 lines. What's the next thing you do when you find a coin on the ground? You look for more, admit it! I found another 6 pieces.

I went on the Internet to see what it was all about. It took me to the Website of St. Louis Bar and Grill (whose corporate colors are yellow and red, just like the sticker on the nickel). It asks you to click on the coupon to download a printable copy. The coupon states: "Get an order of six wing pieces for only 5 cents each with the purchase of a beverage at any St. Louis Bar and Grill location. Print coupon; attach sticker from found nickel; and present at the St. Louis Bar and Grill near you! Valid between May 21 and July 21, 2007. Coupon holds no cash value. One coupon per person."

The coupon might hold no cash value, but the nickel the sticker was attached to has a value of 5 cents. Actually, 35 cents for me because I walked around the parking lot to pick up all 7. Anyway, I needed the exercise.

In view of the Dr Pepper promotion for a \$1 million token, the current Volvo promotion for a sunken treasure chest with \$50,000 in gold, and the ANA promotion where they placed stickers onto quarters, I thought I would check it out further. I contacted Barbara Wrona, Executive Assistant for St. Louis Franchise Limited, who forwarded my questions to Jordanna Shtal at their advertising agency, theadlibgroup Inc. According to their website, [www.theadlibgroup.com](http://www.theadlibgroup.com), they also do work for Purina, Delta and Holiday Inn, among others. Here are the answers to my questions about the St. Louis Bar and Grill nickel campaign.

### **Q. How many nickels are you scattering around?**

A. On May 21st, the St. Louis Bar and Grill launched its 8-week long nickel campaign. 100,000 nickels branded with the website [www.5centwings.com](http://www.5centwings.com) were scattered randomly near each of the 21 restaurant locations across Southern Ontario.

### **Q. Are they always 2006 5-cent pieces, or are there other years involved, or other denominations?**

A. No there isn't always 2006 5-cent pieces. There are no other denominations.

### **Q. Whose idea was it?**

A. Theadlibgroup wanted to redefine the standard coupon in the wing business. The goal was to come up with an idea that was buzz worthy, something a little different that will get people talking and get people coming into the restaurants to try out their famous wings.

### **Q. How are you doing the distribution? Are employees simply taking a bunch and throwing them down wherever they go shopping?**

A. Each location receives 5,000 nickels branded with the sticker. Employees are asked to randomly drop nickels in the restaurant's community. Employees can also hand them out personally to people at busy places in the community (i.e. GO Station, Sports Park, etc.).

### **Q. How many nickels do you expect to use this way?**

A. 100,000 nickels in total.

**Q. When did the throwing away of the nickels start? (I found mine on the evening of Saturday, May 19, before the redemption started.)**

A. Locations began distributing the nickels on May 19th.

**Q. Did you place a special order directly on the Royal Canadian Mint, or did you work through your local bank?**

A. The bank branch obtained them for us.

**Q. If my coin collecting friends want one of the coins with stickers, is there a place I can pick up a few, or maybe just the sticker and I would put them on my own nickels?**

A. Yes, it would be my pleasure. Please let me know how many nickels you would like.

I called Jordanna and she agreed to let me have 300 pieces. She added: "If you need any more information for the C.N.A. E-Bulletin or would like me to arrange a meeting with either one of the principals of theadlibgroup or Brent Poulton, President of St. Louis Bar and Grill, please let me know."

Well, thank you, you have already added a new numismatic item to our collections. And the two complimentary dinners at St. Louis Bar and Grill from their President also means that I won't have to peel off stickers from 300 nickels to pay for the meal. So, instead, we will include them in the 2007 C.N.A. Convention's Main and Coin Kids registration kits, mounted on an explanatory card.

"It is not everyday that you see a web site address on a nickel. People are going to be curious who'se behind this and will visit that site to solve the mystery," Brent Poulton, President of St. Louis Bar and Grill, says. Yes, it worked for me. "Keep your eyes peeled for nickels with red stickers at your local parks, bus stops, community centres, and high traffic locations," he adds.

### **WE STAND ON GUARD FOR THEE**

We have been poking fun at the differences between Americans and Canadians in previous E-Bulletins. To keep the peace, I usually make sure that we Canadians are the butt of the jokes. However, Dan Gosling sent us the following which we just can't resist publishing:

This is a transcript of an ACTUAL radio conversation of a US Naval ship with Canadian authorities off the coast of Newfoundland in October 1995. This radio conversation released by the Chief of Naval Operations.

Americans: Please divert your course 15 degrees to the North to avoid a collision.

Canadians: Recommend you divert YOUR course 15 degrees to the south to avoid collision.

Americans: This is the Captain of a US Navy Ship, I say again, divert YOUR course.

Canadians: No. I say again, you divert YOUR course.

Americans: This is the aircraft carrier USS Lincoln, the second largest ship in the United States Atlantic fleet. We are accompanied by three destroyers, three cruisers and numerous support vessels. I demand that you change your course 15 degrees north. That's one five degrees north, or counter measures will be undertaken to ensure the safety of this ship.

Canadians: This is a lighthouse. Your call.

## **PAPER MONEY ARTIST**

Tony Hine made us aware of the fact that Leslie Sawyer, 86, the commercial artist that created the scenes for a series of iconic multicolored banknotes for Canada, passed away recently. The following is from The Globe and Mail:

Leslie Sawyer was a British commercial artist who set eyes on Canada only during brief visits until after he retired in his 60s. But he painted some famous Canadian scenes that appeared on the back of the country's banknotes, from the RCMP Musical Ride on the \$50 bill to Moraine Lake in Alberta on the \$20.

The Canadian notes were made for Thomas de la Rue - which is still a huge maker of banknotes and stamps today - as part of a contract with the Bank of Canada. Mr. Sawyer spent almost his entire working career at Thomas de la Rue, where the first Canadian note he worked on was a new \$5 bill in the 1950s.

There have been six issues of Canadian currency since the Bank of Canada took charge of all banknote production in 1934. Until then, the government and the chartered banks both issued notes. Mr. Sawyer had a part in the design of the fourth series, which was issued from 1969 to 1979 and nicknamed the multicoloured series by collectors. "He was a fine artist, working on scenes on the back of the banknotes," said Mark Crickett of Thomas de la Rue, which describes itself as the world's largest commercial banknote printer. "The actual design and production of banknotes is very much a team effort. He was involved in that series of notes that was designed back in the 1960s."

The previous series of notes was issued in 1954, and it was the first to show Elizabeth as Queen. (As Princess Elizabeth, her face was on the 1935 \$20 bill, as it is today.) The reason for the switch in 1969 was an increase in counterfeiting. The bills were different colours for each denomination, but the new design put bold colours into all the bills except the \$1 bill, which remained green with black ink. The coat of arms was multicoloured, making it hard to copy.

The Queen's hair was designed to be wavy, also making counterfeiting harder. Although the Queen's portrait was to be on all denominations from the \$1 through to the \$100, the finance minister of the day, Edgar Benson, demanded the portraits of Canadian prime ministers also be used "to reinforce Canada's burgeoning identity," according to a Bank of Canada history of banknotes.

The Queen was on the \$1, \$2, and \$20 bills with four prime ministers - Laurier, Macdonald, Mackenzie King and Borden - on the others. Although the design for that series was done in Britain, the printing was done in Ottawa. The project took many years. When Thomas de la Rue moved its headquarters to Reading, on the other side of London, Mr. Sawyer worked from home. "I remember when we visited him in the early 1970s, he was working on the \$50 bill," said his daughter, Valerie Benham, who lives in Montreal.

Leslie Sawyer was born in Epsom, a suburb of London. Like most British children of the time who were not headed for university, he finished school at 14 and was apprenticed to a commercial artist. The war interrupted his apprenticeship and he joined the Royal Air Force, working as ground crew. He was stationed in North Africa for a while and the RAF enlisted his artistic talents to paint fierce-looking shark teeth on the noses of Kittyhawk fighter aircraft.

Along with banknotes, he designed stamps for the United Nations and many different countries, including New Zealand, Jamaica and Gibraltar. His title was security artist, a job held by very few people - perhaps only 40 around the world at the time. Because of the danger of counterfeiting, the work of a printer such as Thomas de la Rue has to be secret. His name never appeared on any of his work.

When he wasn't designing currency, Mr. Sawyer was busy painting, especially in miniature, since he'd learned to do exacting detail work in currencies and stamps. "He never stopped drawing. Someone gave him a miniature portrait done on a piece of ivory, and asked him to restore it. He did it and that started him painting in miniature on ivory," his daughter said. Because trading in ivory is illegal, Mrs. Sawyer would go to antique stores looking for old pieces of ivory on hair brushes and other items. Then Mr. Sawyer hit upon old ivory piano keys, which were plentiful and relatively cheap. He did a miniature portrait of Prince Charles on one key, which is in the Queen's collection. In 1981, he became a member of the Royal Society of Miniature Painters, Sculptors and Gravers.

Mr. Sawyer retired in 1983 when he was 62 after trouble with his eyesight making it difficult for him to work. He and his wife moved to Canada to be with Valerie, who had lived in Montreal with her husband and two children since the early 1970s. They settled in Beaconsfield, Que. He returned to England in 1990 to deal with some health problems, which his wife thought might be due to the cold winters. He came back to Canada for good in 2002. He died in Montreal on April 15, 2007, of congestive heart failure.

#### **FIVE RECEIVE CTCCC AWARD**

The Sandy McTire Order of Distinction is the highest award that the Canadian Tire Coupon Collectors Club "CTCCC" will bestow upon a member. The purpose is to recognize the member for their contribution to the development, involvement and promotion of the Club.

Don Robb, Ovide Bilodeau, Roger Fox, Ghislaine Memme and Jerome Fourre, all charter members, were presented with this prestigious award at a Club meeting in Kingston, Ontario on March 31, 2007, according to Jerome Fourre.

The Sandy McTire Order of Distinction consists of a medal, a pin-back engraved nameplate and a certificate suitable for framing. The 35mm medal, made in .999 silver, was designed by Roger Fox. The certificate is a customized facsimile of a \$2.00 Canadian Tire Corporation coupon with the member's name, the date presented and the Awards Committee's signatures.

#### **CONCLUSION**

It is with much sadness that we announce the passing this morning of Paul Fiocca, editor and advertising manager of the Journal of the Canadian Numismatic Association.

A former publisher of Trajan Publications, publishers of Canadian Coin News and Canadian Stamp News as well as other hobby publications, he took a less active roll in running their operation recently.

On a personal note, I leaned on his wisdom and experience on numerous occasions. For example, during my tenure as Executive Secretary of the C.N.A., he provided me and the Association with much appreciated advice and guidance concerning financial matters. He volunteered as both editor and advertising chairman of the souvenir program booklet for last year's C.N.A. Convention, roles he also agreed to for the 2007 Convention.

He shall be missed by everyone!

John Regitko  
Your C.N.A. E-Bulletin Editor  
Canadian Numismatic Association

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