



# Canadian Tire Coupon Collectors Club



**Canadian Tire  
Coupon Collectors Club**

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CANADIAN TIRE COUPON COLLECTORS CLUB  
66 Butternut Grove, London, ON N6K 4J4

## Canada's Other Official Currency

## 1958 To Date

# Gas Bar Coupons

[ 1958 – 1992 ]



# Store Coupons

[ 1961 – Date ]



CTCCC

# 1958: Our 1<sup>st</sup> Coupons



- AJ & Muriel Billes
- Handed out at CTC Gas Bar at Yonge & Davenport in Toronto
- Printed by British American Bank Note Company
- Denominations included 5¢, 10¢, 25, 50¢ & \$1
- 1,295,000 CTC1 coupons were printed
- Today's value \$25. - \$200.



Nicknamed the "Rural Scene Series" because of the distinctive reverse design.



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# CTC: In-House Printing



- CTC Series 2, 3 @ 4 Coupons were printed in-house by the Corporation
- Circa 1960 & Printed on 'ordinary' Bond paper
- Denominations included 1¢, 2¢, 3¢ & 4¢
- Over 4.8 million printed



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160,000 Series CTC2 - 3¢ coupons were printed with no serial number.

# Gas Bar Series 2: A No. Serial



- Very few survived
- Value can be up to \$1,000



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# Gas Bar Series 5 - 9



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# 1961: Store Coupons Added



- From 1961 to 1992, CTC issued both Gas Bar coupons and Store coupons (Series CTC 5 – CTC 9)
- The early Store Coupons were redeemable at both the Store and the Gas Bar.

Fred Sasaki's name remained miss-spelled on the Store Coupons – “He just wasn't available at the time to sign it, so we had the printer do it for him”



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# Fred Sasaki



- Fred retired in 1985 after 35 years of service as Treasurer of the Corporation
- His signature is on over 25% of all coupons ever printed.



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# 1972: The 50<sup>th</sup> Anniversary



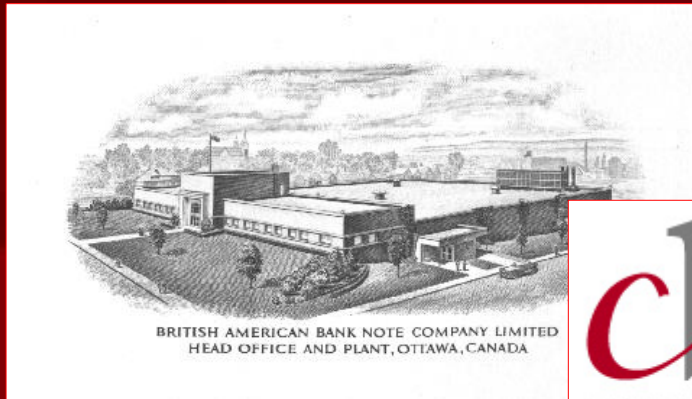
- The Corporation celebrated their 50<sup>th</sup> anniversary with the Series S2 & Series S3 coupons issued in 1972.
- Over 10 million coupons were printed and many remain in circulation today.

Series S3 replaced Series S2 with newer dark denominations in the corners. The Series S2 printing was deemed too difficult for the cashiers to read properly under certain lighting conditions.



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# Store Series 4



- Prior to the series S4 issue in 1973, coupons were printed by the British American Bank Note Company. (BABN)
- Series S4 was the first series to be printed by Canadian Banknote Co. (CBN) and the Corporation alternated printers until series S26.

Printers of the store series can be identified by the background colour of the bottom right designator. CBN uses a coloured square or black circle background, while BABN uses a white square or grey circle.

# 1976: The Olympics



- In 1976 the Olympics came to Montreal and the Corporation issued the S5 series to help raise funds for the Olympics.
- 11 million Store Series S5 coupons were issued and remain very popular Olympic souvenirs today.

This was the final issue that was redeemable in merchandise at both the Store and the Gas Bar.



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Redeemable at Canadian Tire Store or Gas Bar



Redeemable only at Canadian Tire Store



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# 1958-1992: The Early Years

Vintage	Series	Year	Denominations	Quantity Printed	Printer	Left Side	Title	Right Side	Title
Gas Bar	1	1958	5¢, 10¢, 25¢, 50¢, \$1	1,300,000	British American Bank Note	Fred Sasaki	Treasurer	A. Billis	President
Gas Bar	2	1962	1¢, 2¢, 3¢, 4¢	1,400,000	Canadian Tire Corp	Fred Sasaki	Treasurer	A. Billis	President
Gas Bar	3	1962	1¢, 2¢, 3¢,	1,436,000	Canadian Tire Corp	Fred Sasaki	Treasurer	A. Billis	President
Gas Bar	4	1962	1¢, 2¢, 3¢, 4¢	1,985,000	Canadian Tire Corp	Fred Sasaki	Treasurer	A. Billis	President
Gas Bar	5	1962	5¢, 10¢, 25¢, 50¢	2,438,000	British American Bank Note	Fred Sasaki	Treasurer	A. Billis	President
Gas Bar	6	1962	5¢, 10¢, 15¢, 20¢, 25¢, 30¢, 35¢, 40¢, 45¢, 50¢, 60¢	6,110,000	British American Bank Note	Fred Sasaki	Treasurer	A. Billis	President
Gas Bar	7	1962	5¢, 10¢, 15¢, 20¢, 25¢, 30¢, 35¢, 40¢, 45¢, 50¢, 60¢, \$1	19,801,000	British American Bank Note	Fred Sasaki	Treasurer	A. Billis	President
Gas Bar	8	1962	5¢, 10¢, 25¢, 50¢, \$1	16,500,000	British American Bank Note	Fred Sasaki	Treasurer	A. Billis	President
Gas Bar	9	1985	5¢, 10¢, 25¢, 50¢, \$1	12,785,000	British American Bank Note	Douglas Heuman	Treasurer	Dean Groussman	President
Store	1	1961	3¢, 5¢, 10¢, 25¢, 50¢, \$1	64,362,000	British American Bank Note	Fred Sasaki	Treasurer	Dean Muncaster	President
Store	2	1972	3¢, 5¢, 10¢, 25¢, 50¢, \$1 [50th Anniversary Series]	1,550,000	British American Bank Note	Fred Sasaki	Treasurer	Dean Muncaster	President
Store	3	1972	3¢, 5¢, 10¢, 25¢, 50¢, \$1 [50th Anniversary Series]	9,607,000	British American Bank Note	Fred Sasaki	Treasurer	Dean Muncaster	President
Store	4	1973	3¢, 5¢, 10¢, 25¢, 50¢, \$1	206,083,000	Canadian Banknote Co	Fred Sasaki	Treasurer	Dean Muncaster	President
Store	5	1976	3¢, 5¢, 10¢, 25¢, 50¢, \$1 [Olympic Series]	11,149,000	Canadian Banknote Co	Fred Sasaki	Treasurer	Dean Muncaster	President
Store	6	1985	5¢, 10¢, 25¢, 50¢, \$1	19,700,000	Canadian Banknote Co	Fred Sasaki	Treasurer	Blank	Blank
Store	7	1985	5¢, 10¢, 25¢, 50¢, \$1	22,420,000	Canadian Banknote Co	Fred Sasaki	Treasurer	Blank	Blank
Store	8	1987	5¢, 10¢, 25¢, 50¢, \$1	14,165,000	Canadian Banknote Co	Douglas Heuman	Treasurer	Dean Groussman	President
Store	9	1987	5¢, 10¢, 25¢, 50¢, \$1	44,492,000	Canadian Banknote Co	Douglas Heuman	Treasurer	Dean Groussman	President
Store	10	1989	5¢, 25¢, \$1	2,000,000	British American Bank Note	Douglas Heuman	Treasurer	Dean Groussman	President
Store	11	1989	5¢, 10¢, 25¢, 50¢, \$1, \$2	47,771,000	British American Bank Note	Douglas Heuman	Treasurer	Dean Groussman	President
Store	12	1991	3¢	360,000	Canadian Banknote Co	Fred Sasaki	Treasurer	Dean Muncaster	President
Store	13	1991	5¢, 10¢, 25¢, 50¢, \$1	19,573,000	Canadian Banknote Co	Douglas Heuman	Treasurer	Dean Groussman	President
Store	14	1991	10¢, 25¢	1,101,000	Canadian Banknote Co	Douglas Heuman	Treasurer	Dean Groussman	President
<b>Total Coupons Printed:</b>				<b>528,088,000</b>					



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# 1992: The Pasternak Era



- In 1992 Stan Pasternak became the Treasurer and his signature became a fixture until his retirement in 2011.
- Series S15, issued in 1992, combined the Gas Bar coupons and the Store coupons into a single issue.

This was the only issue that featured the signature of the Chairman of the Board (Hugh Macaulay). Future series returned to the Treasurer signing on the left and President & CEO signing on the right.





## ATM gives customers Canadian Tire money

A CIBC cash machine started dispensing Canadian Tire money at a mall outside of Moncton, N.B. Kayla Peters, 16, said she was shocked when she withdrew \$60 on Nov. 29. She received two \$20 bills and two \$2 bills in Canadian Tire money.

"I just stood there for a second wondering what I should do, but then I heard some other people talking about it and it turned out I wasn't the only one."

*The ATM spat out Canadian Tire bills ranging from 10 cents to \$2.*

Canadian Imperial Bank of Commerce officials say four people have been reimbursed for the mistake. "It clearly must have come in from maybe some of our business customers who package up their own cash," said Rob McLeod, spokesperson for the bank.

"We're still tracking down exactly what the source was." McLeod says CIBC has confiscated the fake money as part of its investigation.



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**RCMP · GRC**   
ROYAL CANADIAN MOUNTED POLICE • GENDARMERIE ROYALE DU CANADA

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 Royal Canadian Mounted Police    Gendarmerie royale du Canada



 Royal Canadian Mounted Police    Gendarmerie royale du Canada



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**John C Mecher**  
 Sergeant

"O" Division Counterfeit Coordinator  
 GTA Commercial Crime Section

Sergent  
 Division O Coordonnateur à la Contrefaçon  
 Section des Infractions Commerciales  
 Region du Grand Toronto





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# CTC & CTCCC – Close Connections



- The Corporation owns the name 'CTCCC', and the two organizations have always had a strong working relationship.
- Guests of the CTCCC have included Stan Pasternak, Wayne Sales & Caroline Casselman.



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Stanley Pasternak is pictured here addressing the CTCCC at a 2010 club meeting in Kingston. Pictured with Stan is CTCCC President Thayer Bouck and CTCCC Past-President Roger Fox.



# Best Foot Forward



- Because the name of the club belongs to The Corporation, it is imperative that all members respect the best interest of the Corporation.
- CTC Money is extremely popular with the media. Members are often sought out for quotes, opinions and other various public needs.
- The CTC logos are licenced to the club. Use them with great discretion.



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Requests from all national media outlets should be forwarded to the club president.

# The \$2's



- \$2.00 coupons have always been 'different' in their issues.
- On many issues (\$16 in 1992, \$19 in 1996, \$21 in 1997 and the \$22 in 1998) the \$2's were signed on the left side by the CFO (Gerry Kishner) and not the Treasurer (Stan Pasternak) even though Stan signed all the other denominations in the series.



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# 1996: The 75<sup>th</sup> Anniversary



- In 1972 the Corporation released its 50<sup>th</sup> Anniversary issue and in 1997 the 75<sup>th</sup> Anniversary issue (Series S18) was issued.
- All denominations were signed by Stan Pasternak except the \$2 (Series S19) which was signed by Gerry Kishner.

Over 90 Million Series S18 Anniversary coupons were printed and distributed.



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# Replacements

- Early CTC Money used SNRs (Same Number Replacements)
- Very difficult to spot ( different fonts, density of print )



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# Replacements



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- Replacement coupons are substituted for any coupon that does not pass quality control anywhere in the printing process.
- In the early series it was difficult, if not impossible, to pick them out.
- Later series used an \*, a 9, a 1 or a 999 to start the serial #.

Caution – Not all coupons starting with a 9 are replacements. Only in certain series.

# Replacements

- “Normal” notes
- Replacement notes
  - Sheet replacements
  - Single note replacements
- Same number replacements

CTC S27 SQUARE DENOMINATION					2002-2006	
STORE ISSUE						
Signatures: Stanley Pasternak - Wayne C. Sales						
Cat. No.	Prefix Préfixe	Denom. Dénom.	Description	Lowest Plus bas	Highest Plus haut	
<b>Replacements / Remplacements</b>						
CTC S27-Ba02	9	5¢	2002 Single / Simple	9000050000	9000099999	
CTC S27-Ba02	9	5¢	2002 Sheet / Feuille	9000100000	9000199999	
CTC S27-Ba04	9	5¢	2004 Sheet / Feuille	9000250000	9000299999	
CTC S27-Ba05	9	5¢	2005 Sheet / Feuille	9000300000	9000349999	
CTC S27-Ba05	9	5¢	2005 Sheet / Feuille	9000400000	9000449999	
CTC S27-Ca02	9	10¢	2002 Single / Simple	9000050000	9000099999	
CTC S27-Ca02	9	10¢	2002 Sheet / Feuille	9000100000	9000149999	
CTC S27-Ca02	9	10¢	2002 Single / Simple	9000150000	9000199999	
CTC S27-Ca03	9	10¢	2003 Sheet / Feuille	9000200000	9000249999	
CTC S27-Ca04	9	10¢	2004 Single / Simple	9000300000	9000349999	
CTC S27-Ca04	9	10¢	2004 Sheet / Feuille	9000350000	9000399999	
CTC S27-Ca06	9	10¢	2006 Sheet / Feuille	9000400000	9000449999	
CTC S27-Ca06	9	10¢	2006 Single / Simple	9000450000	9000499999	
CTC S27-Da04	999	25¢	2004 Sheet / Feuille	9990050000	9990099999	
CTC S27-Da04	999	25¢	2004 Single / Simple	9990100000	9990149999	
CTC S27-Ea03	9	50¢	2003 Single / Simple	9000000001	9000049999	
CTC S27-Ea03	9	50¢	2003 Sheet / Feuille	9000050000	9000099999	
CTC S27-Fa04	999	\$1.00	2004 Sheet / Feuille	9990100000	9990149999	
Note: 1998 Replacements (CTC S23-Fa2) above 9990002500 were used as Single						
Note: Des remplacements de 1998 (CTC S23-Fa2) avec numéro de série plus que						
<b>Same Number Replacements / Remplacements de même numéro</b>						
CTC S27-Bsnr2		5¢	2002	0221078499	0262114500	
CTC S27-Csnr2		10¢	2002	0233000000	0290532999	
CTC S27-Csnr4		10¢	2004	0269100000	0274995000	
CTC S27-Csnr6		10¢	2006	0291778000	0308254999	
CTC S27-Dsnr4		25¢	2004	9911422999	9918375999	
CTC S27-Esnr3		50¢	2003	3018600000	3025429000	
CTC S27-Fsnr4		\$1.00	2004		None known / aucune	



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# 2001: The 4mm Runs



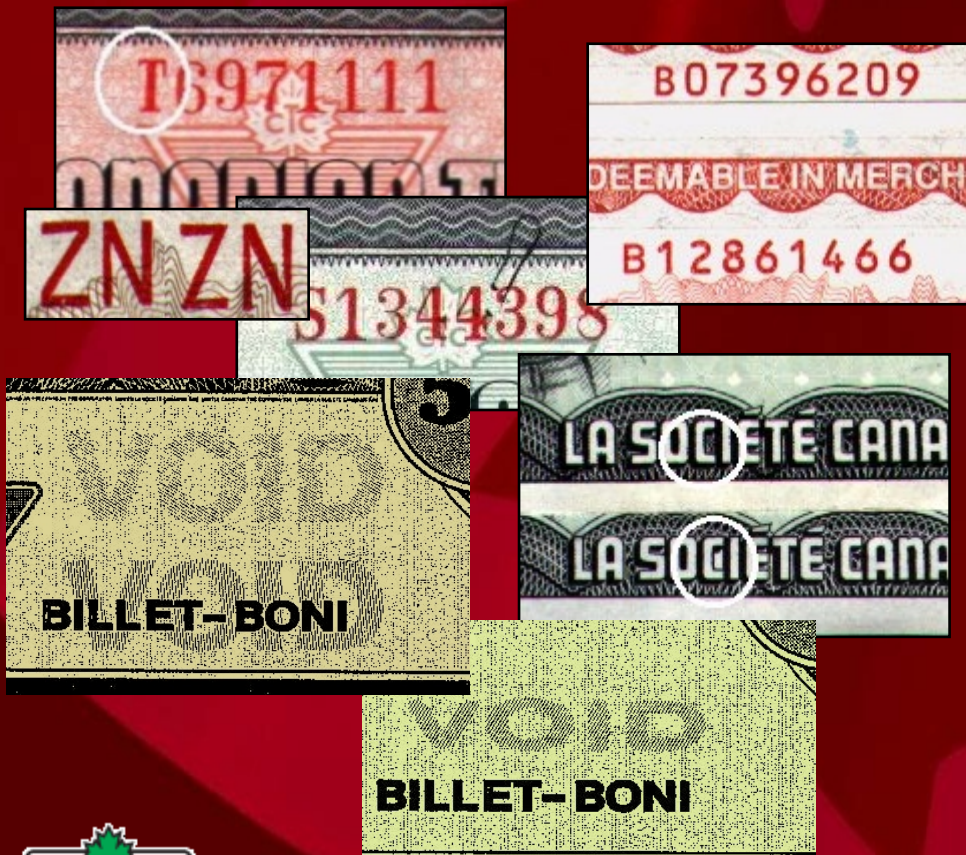
- For two series (S24 & S25) BABN experimented with larger (4mm vs 3mm) serial numbers.
- “Replacement” notes now use a specific range of serial numbers.

The S25 Replacement notes used a serial number starting with 2040xxxxxx, which began where the regular coupon numbering ended.





# Varieties



- For some collectors the search for subtle differences in coupons can be very challenging.
- A missing Serif, a pointed Z, a stretched serial number all hold a mystery. Most can be explained – some just take more time to figure out than others.



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# The current coupons

Vintage	Series	Year	Denominations	Quantity Printed	Printer	Left Side	Title	Right Side	Title
Store	15	1992	5¢, 10¢, 25¢, 50¢, \$1	34,850,000	Canadian Banknote Co	Stan Pasternak	Treasurer	Hugh Macaulay	Chairman of the Board
Store	16	1992	\$2	2,452,000	Canadian Banknote Co	Gerry Kishner	CFO	Hugh Macaulay	Chairman of the Board
Store	17	1993	5¢, 10¢, 25¢, 50¢, \$1	137,582,000	Canadian Banknote Co	Stan Pasternak	Treasurer	Stephen Bachand	President & CEO
Store	18	1996	5¢, 10¢, 25¢, 50¢, \$1 [75th Anniversary]	91,000,000	British American Bank Note	Stan Pasternak	VP & Treasurer	Stephen Bachand	President & CEO
Store	19	1996	\$2 [75th Anniversary Series]	1,050,000	British American Bank Note	Gerry Kishner	CFO	Stephen Bachand	President & CEO
Store	20	1998	5¢, 10¢, 25¢, 50¢, \$1	120,523,000	British American Bank Note	Stan Pasternak	VP & Treasurer	Stephen Bachand	President & CEO
Store	21	1998	\$2	1,050,000	British American Bank Note	Gerry Kishner	CFO	Stephen Bachand	President & CEO
Store	22	1998	\$2	4,701,500	Canadian Banknote Co	Gerry Kishner	CFO	Stephen Bachand	President & CEO
Store	23	1999	\$1	18,053,000	Canadian Banknote Co	Stan Pasternak	VP & Treasurer	Stephen Bachand	President & CEO
Store	24	2001	5¢, 25¢, 50¢	27,103,000	British American Bank Note	Stan Pasternak	VP & Treasurer	Stephen Bachand	President & CEO
Store	25	2001	10¢	14,029,000	British American Bank Note	Stan Pasternak	VP & Treasurer	Wayne Sales	President & CEO
Store	26	2001	5¢, 10¢	26,198,000	British American Bank Note	Stan Pasternak	VP & Treasurer	Wayne Sales	President & CEO
Store	27	2002	5¢, 10¢, 25¢, 50¢, \$1	182,250,000	Canadian Banknote Co	Stan Pasternak	VP & Treasurer	Wayne Sales	President & CEO
Store	28	2006	5¢, 10¢, 25¢, 50¢, \$1	57,900,000	Canadian Banknote Co	Stan Pasternak	VP & Treasurer	Tom Gauld	President & CEO
Store	29	2007	5¢, 10¢, \$2	33,185,000	Canadian Banknote Co	Huw Thomas	Exec VP & CFO	Tom Gauld	President & CEO
Store	30	2009	5¢	68,457,000	Canadian Banknote Co	Stan Pasternak	VP & Treasurer	Stephen Wetmore	President & CEO
Store	31	2011	10¢	TBA	Canadian Banknote Co	Marco Marrone	Exec VP & CFO	Stephen Wetmore	President & CEO



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# The Quantities



- Somewhere in the S31 series with the Marco Marrone signature is the 1.5 billionth coupon issued by CTC since 1958.
- CTCCC club members estimate there are now over 440 different coupons that are sought after today to complete a set. (Not counting varieties)

## 1.5 Billion Coupons



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The Canadian Tire Coupon Collectors Club  
presents:

## The Great Coupon Treasure Hunt

The **TREASURE** you are searching for is the **ONE BILLIONTH (1,000,000,000) Canadian Tire coupon issued.** From the **CTC S20-B 5¢** series this note has serial number  
**0015448024**

It was issued into circulation in 1999 and could be anywhere. Someone might even have it in their collection. This is truly a treasure hunt and everyone has the same chance of winning.

Closest so far...

S20-B # 0015447978  
Karl Siemens - Jan 8, 2012

Difference... 46

Submit your serial number finds: [couponhunt@nl.rogers.com](mailto:couponhunt@nl.rogers.com)

For details and rewards click [HERE](#)

**WANTED**

5¢ CANADIAN TIRE 5¢

5¢

5¢

CTC S20-B - 0015448024

0015448024

5¢

5¢

**REWARD**

**OFFERED BY THE CTCCC**  
CANADIAN TIRE COUPON COLLECTORS CLUB

**WWW.CTCCC.CA**

CONTACT JOHN MERRICK  
709-745-3314 / [COUPONHUNT@NL.ROGERS.COM](mailto:COUPONHUNT@NL.ROGERS.COM)



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# Specialized Coupons



- In addition to the mainstream types of CTC 'Money', there are several specialized series of coupons which also generate considerable interest amongst collectors.



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# Trucks

## Canadian Tire Die Cast Collector's Guide



## Guide De Co De Véhicules Mou



- Each year, and for special occasions such as new store openings, CTC and Dealers will produce a new Die Cast Truck.
- Several versions of trucks are collected including retail versions, employee versions, and even 'special' gold editions.



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Fortunately for CTCCC members, a catalogue now exists which details the history and inventory of all Die Cast truck issues.

# Catalogues



- The Corporation has been printing catalogues continuously since 1926.
- Even today, after the annual catalogue program was halted, several specialized editions are still available to collectors.



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# Web Site



- The Club web site keeps the public informed and keeps members up-to-date on events and discoveries between editions of the club newsletter. (The Collector)

[www.ctccc.ca](http://www.ctccc.ca)





# The Collector



**CANADIAN TIRE COUPON COLLECTORS CLUB**  
**THE COLLECTOR**

July 2011 Volume 21 #3

**A message from the editor**

Summer is upon us already and there have been a number of new items released by Canadian Tire for our collecting from gift cards to die cast to coupons and back again. This is certainly one hobby that doesn't stand still, it is ever changing and keeps us looking for that "treasure" unique for us all.

There have been some changes to The Collector in the last issue and there are more changes to come. Let me say that all comments and suggestions are welcomed so contact me anytime and let me know what you think. After all, The Collector is our newsletter and only gets better when we all get involved.

*John Merrick*

**Inside this newsletter**

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**Special Feature**

Continuing in this issue of The Collector is Part II of our series entitled "Collecting Canadian Tire". We will discuss and explore the fascinating aspects of Die Cast Collectibles, provide detailed information on the topic, tips and resource information. This is suited for the experienced collector as well as those of us looking to expand our collecting. See pages 17-20 for our "Collecting Canadian Tire - Die Cast" article.

*Doug Adams*

- Published in English and in French four times per year the "Collector" is the award-winning official publication of the CTCCC.
- All members are strongly encouraged to contribute articles and scans of any newsworthy findings.



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<i>Mar 31, 2012</i>	<i>MONTREAL, Centre Communautaire Roussin, Point aux Trembles, 12125 Notre Dame East, Montreal. Free Parking 9:00 AM - 12:00</i>
<i>APR 14, 2012</i>	<i>O.N.A. - KITCHENER Holiday Inn, Kitchener ON, 9:00 AM - 12:00 NOON</i>
<i>June 23, 2012</i>	<i>TOREX - TORONTO Hilton Airport Hotel, 5875 Airport Road, Toronto, 9:00 AM - 12:00 NOON</i>
<i>July 28, 2012</i>	<i>R.C.N.A. - CALGARY, Calgary Westin Hotel, Calgary Alta, Time: TBA</i>
<i>Oct 27, 2012</i>	<i>TOREX - TORONTO Hilton Airport Hotel, 5875 Airport Road, Toronto, 9:00 AM - 12:00 NOON</i>



**CTCCC**

# Questions ?

## Canadian Tire Coupon Collectors Club

Established 1990

New members welcome!



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