Gas Bar Coupons
[ 1958 – 1992 ]

Store Coupons
[ 1961 – Date ]
1958: Our 1st 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.
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

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
Gas Bar Series 5 - 9
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”
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.
1972: The 50th Anniversary

- The Corporation celebrated their 50th 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.
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.
Redeemable at Canadian Tire Store or Gas Bar

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

**Total Coupons Printed:** 528,888,000
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.
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.
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.

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.

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 (S16 in 1992, S19 in 1996, S21 in 1997 and the S22 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.
1996: The 75th Anniversary

- In 1972 the Corporation released its 50th Anniversary issue and in 1997 the 75th 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.
Replacements

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

• 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
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.
# The current coupons

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

For details and rewards click HERE
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.
Trucks

- 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.

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.
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
The Collector

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

Canadian Tire Coupon Collectors Club

Established 1990

New members welcome!

CTCCC

Canadian Tire Coupon Collectors Club

Doug Adams
Tel: 519.657.7300
Fax: 519.657.6975
Email: adamsdoug@rogers.com

CANADIAN TIRE COUPON COLLECTORS CLUB
66 Butternut Grove, London, ON N8K 4J4