



North York Coin Club

Founded 1960 — 50th Anniversary Year

**MONTHLY MEETINGS 4TH Tuesday 7:30 P.M. AT
Edithvale Community Centre, 7 Edithvale Drive, North York M2N 2R4**

**MAIL ADDRESS: NORTH YORK COIN CLUB,
5261 Naskapi Court, Mississauga, ON L5R 2P4**

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E-mail: info@northyorkcoinclub.ca
Phone: 416-897-6684

Member :

Ontario Numismatic Association
Royal Canadian Numismatic Association

Executive Committee

President	Bill O'Brien	Director	David Quinlan	Receptionist	Franco Farronato
1st Vice President		Director	Roger Fox	Draw Prizes.....	Bill O'Brien
2nd Vice President.....	Shawn Hamilton	Director	Vince Chiappino	Social Convenor	Bill O'Brien
Secretary	Henry Nienhuis	Junior Director		Librarian	Robert Wilson
Treasurer	Ben Boelens	Auctioneer	Bob Porter	50 th Anniversary Planning	Paul Petch
Past President	Nick Cowan	Auction Manager	Mark Argentino		416-303-4417
		Editor	Paul Petch		p.petch@rogers.com

THE BULLETIN FOR JANUARY 2010

NEXT MEETING TUESDAY, JANUARY 26

We start gathering at 7:00 p.m. with meeting start scheduled for 7:30 p.m.

Our guest speaker at the January meeting will be Metropolitan Police Crime Prevention Officer Constable Wayne Peirce. He will be speaking on personal safety and security and will be showing the video, *Never Be A Victim*. This presentation will begin promptly at 7:30.

This being our annual meeting, there will also be a 2009 financial report and a vote on proposed changes to the Club's Constitution.

Regular club members are reminded that it is time to pay their 2010 dues... still only \$10. Cheques may be mailed to the club or you may pay by cheque or cash at the next meeting. Thanks for taking care of this promptly!

We appreciate all donations to our supply of draw prize material.

Remember to bring some items for the auction!

Members are invited to pre-list their auction items in the bulletin. Send a description of your planned auction item to the editor at p.petch@rogers.com at least two weeks before the meeting.

It was with great sadness that we learned of the passing of Catherine Dunn on December 24. Some members were able to visit the funeral home on December 28 and attend the service on December 29.

The executive and membership of the North York Coin Club extend our sympathies to Dick Dunn and his family.

COMING EVENTS FOR WINTER / SPRING 2010

JAN. 29 - 31, 2010, Hamilton, CAND Annual Show, Sheraton Hamilton Hotel, 116 King St. West. Auctions conducted by Jeffrey Hoare Auctions Inc., numismatic auction on Saturday, military auction on Sunday. Public admission Sat. and Sun. at 10 a.m. Adults \$4, seniors \$2, young collectors free. Show passes \$30. For more information, contact the show chairman Tom Kennedy, 519-271-8825, email: cand@cogeco.ca.

FEB. 7, 2010, Paris, SWON, Special Events Building, 139 Silver St. (Fairgrounds). Hours: 9 a.m. to 4:30 p.m., admission \$2 (includes ticket on gold coin draw), more than 55 tables of coins, paper money, jewellery, nostalgia and more, food and drinks available. Buy, sell, trade and appraise. For more information, contact Ted Bailey, telephone: 1-866-747-2646; email: tedscollectables@bellnet.ca.

FEB. 20, 2010, Oshawa, Oshawa and District Coin Club Durham Coin-A-Rama, Five Points Mall, 285 Taunton Rd. E. *Free dealer, public, and membership draws, free*

admission. Featuring paper, coins, tokens, medals and many other items. For more information, contact Sharon, telephone: (905) 728-1352, email: papman@bell.net.

FEB. 27 - 28, 2010, Toronto, Torex - Canada's National Coin Show, Hilton Toronto Airport Hotel, 5875 Airport Rd. Hours: Sat. 10 a.m. to 5 p.m.; Sun. 10 a.m. to 3 p.m. Admission \$6. Under 16 Free. *Official Auctioneer: The Canadian Numismatic Company, Marc Verret and Eric Pacquet. The Hilton hotel is located directly across from Toronto's Pearson International Airport.* For more information, call (416) 705-5348. Website: <http://www.torex.net>.

FEB. 27, Toronto, Canadian Tire Coupon Collectors Club Toronto Meeting, The Hilton Toronto Airport Hotel during Torex. Everyone is welcome. The meeting is from 10:00 a.m. to noon. For more information contact Roger Fox, 905-898-7677, email: phoxyy@look.ca. Website: <http://www.ctccc.ca>.

ONTARIO NUMISMATIC ASSOCIATION 48TH ANNUAL CONVENTION

APRIL 16 - 18, 2010, Kingston, Four Points by Sheraton, Downtown, 285 King St. East, K7L 3B1. Fifty-six bourse tables, daily admission \$3. Hours: Friday, 3 p.m. set-up, bourse open to public 10 a.m. to 5 p.m. on Saturday and 10 a.m. to 4 p.m. on Sunday. Jeffrey Hoare Auctions is operating a numismatic auction Fri. April 16 at 6 p.m. Convention Hotel offers a convention rate, telephone: (613) 544-4434 or 1-888-478-4333 or use the reservation link under Upcoming Convention on the ONA web site. For more information, contact Tom Rogers, telephone: (519) 451-2316, email: trogers@sympatico.ca for bourse tables, or Sandy Lipin, telephone: (613) 542-6923, email: sandlipin@aol.com Convention Chairman. Website: <http://www.ontario-numismatic.org>.

APRIL 17, Canadian Tire Coupon Collectors Club 20th Anniversary Meeting, from 9:00am to 5:00pm, followed by a sit down dinner in conjunction with the ONA banquet Saturday evening. Everyone is welcome. You won't want to miss this one! For more information contact Sandy Lipin, telephone 613-542-6923, email: sandlipin@aol.com. Website: <http://www.ctccc.ca>.

MEETING NEWS OF THE NOVEMBER 2009 MEETING

The 550th meeting of the North York Coin Club was held on Tuesday, November 24, 2009 in room 123 of the Edithvale Community Centre, 7 Edithvale Drive, North York, Ontario.

The meeting was hammered to order at 7:40 p.m. with our President, Bill O'Brien, in the chair. There were 26 members and 2 guests in attendance.

The member's name drawn for the on-time attendance draw was Ben Boelens. Ben, being present, collected his prize of \$2. Congratulations Ben! The pot will restart at \$2 for the January meeting.

The Secretary, asked the members present if there were any errors or omissions in the minutes of the October 27th, 2009 meeting published in the November newsletter; no changes were identified by the members. Member Terry O'Brien made a motion to accept the minutes as published and was seconded by member Marvin Kay. Carried.

Proceeding to current club business, our new President Bill O'Brien assumed the chair of the meeting. This was slightly earlier than originally planned due to the immediate resignation of Nick Cowan from the office. As Bill's first official act he read Nick's resignation into the Minutes. The text of Nick's letter is included below:

November 12, 2009

Gentlemen and fellow Board Members;

As you all know, I had previously resigned the Presidency, as of December 31, 2009. I am bringing this date forward to today. In addition, I have decided to resign as a member of the North York Coin Club as well. This also will be effective immediately.

There were several prevailing factors which brought about this action, I will not go into any detail for a number of reasons. One of the contributing factors is because I have a number of other avenues which I wish to continue pursuing. While some are and will be Numismatically related, others are strictly ongoing financial ventures, however these all take up time.

Becoming more involved with these will not allow me the time to be of any meaningful use to the Club, I would only hinder it and you from going forward. I know that I will remain friends with some of you and I hope that you would welcome me at the occasional meeting, as time may allow.

I thank those of you who supported me, to those who did not, I know you had your reasons. I do wish you good luck with your future and your new home. If there is anyone who wishes to contact me, you may do so by email at thecoincollector@rogers.com, as I will no longer monitor the NYCC e-mail address, Bill O'Brien is now looking after that task.

Thank you.

Sincerely
Nick Cowan

Some members remarked that they had received an email from Nick directly. All members present wished Nick all the best in his future endeavours, numismatically and otherwise. His contributions will be remembered.

On a somewhat happier note, Bill reminded everyone that the next meeting will be our annual December banquet meeting. As is our custom, this year's December meeting will be held on the **second Tuesday**, December 8th at our usual start time of 7:30 pm. Ben Boelens, our treasurer was collecting payment (\$10.00 per person) for the "Festive Meal" dinners. So far there are 31 people who have indicated they will attend the banquet.

Ben Boelens presented a Treasurer's report as of November 24th.

Henry Nienhuis showed a blow-up of the artwork he designed for the club's business card being produced. Bill O'Brien will have them available in bulk for the next meeting. The card will be a handy way for members to invite guests to join our meetings. It contains information about the club meetings as well as an invitation to attend.

Member Paul Petch, chair of the Anniversary Committee, mentioned that subscriptions for the Anniversary medal are

still available for purchase. There is still a little over two thirds of the medal subscriptions that have not been reserved as of this meeting.

Bill O'Brien then introduced our guest speaker, Peter Machulec.

Peter's topic this evening was Polish Numismatics. Peter's presentation consisted of a very informative talk on a wide range of areas dealing with his subject. The details Peter highlighted were a strong indication of the expert level of knowledge he possesses on his chosen topic. To support this in depth discussion Peter also brought along a wall full of presentation boards. Included in the presentation were:

➤ Images of the Auschwitz concentration camp complex built and operated by Nazi Germany during the Second World War. The complex consisted of approximately 48 camps built around the Polish town of Oswiecim which the Germans renamed to Auschwitz after their invasion in September of 1939. It is Auschwitz II-Birkenau (the *Vernichtungslager* or extermination camp) where the Nazis conducted the atrocities ordered by Reichsfuehrer SS Heinrich Himmler starting in 1942. Peter talked about his visit to the area when he was younger. He strongly remembers the odor which permeated the countryside.

➤ An almost complete collection of very rare Polish ghetto script issued by the Ghetto *Judenrat* (Jewish Council), as well as very good counterfeit British pound notes. Chaim Mordechaj Rumkowski the president of the *Judenrat* in the Lodz (*Litzmanstadt*) Ghetto in Central Poland issued postage stamps with his portrait in the upper right corner, printed paper money and even minted two coins in 1943: the aluminum 10 Mark and the magnesium 5 Mark from hand engraved dies. The coins struck in magnesium are the most rare and are often found seriously corroded. The story has it that the metal was salvaged from an aircraft that crashed in the ghetto area.

➤ A book entitled "LITZMANNSTADT . . . a Chapter of German Monetary History" by Guy Franquinet. The hard

cover book is dated 1994 and has 87 pages.

➤ Modern coins, including the rare gold \$75 Dollar produced by the RCM in 2005, celebrating the Pope John Paul II. The coin was designed by Susan Taylor, medalist and RCM engraver.

A number of members added to the items being displayed with those from their own collections. Dr. Marvin Kay brought along a 1989 Polish 20,000 Zlotych note commemorating Madame Marie (Maria) Sklodowska-Curie [Pick 152a]. Marvin also brought along a 1979 Polish 100 Zlotych



One of the Bronislaw Chromy medals on display was this commemoration of the cultural centre in the city of Wawel (pronounced "Vavel"). It is 11cm.

coin honouring Dr. Ludovic Lazarus Zamenhof, (*Eliezer Levi Samenhof*), the founder of Esperanto, a constructed language designed for international communication. Paul Petch brought a group of four art medals designed by Bronislaw Chromy, a famous Polish medalist, and a professor at the Academy of Fine Arts in Cracow. The theme of one medal was the commemoration of the Polish Folk Festival. Earlier Peter had helped Paul in his research of the medal by deciphering the legend on the medal.

Bill O'Brien congratulated Peter on his excellent presentation. He then presented Peter with a certificate of appreciation from the Club.

At 8:15 the refreshment break was called; Bill O'Brien prepared the refreshments.

After the break, we continued with the remaining scheduled events. Bob Porter, our Master Auctioneer, assisted by Mark Argentino as Auction Manager and Vince Chiappino as runner conducted the regular club auction beginning at approximately 9:00. Intermixed with the auction lots was the evening's Lucky Draw. The Club earned \$28.00 through the sale of draw tickets and \$10.65 from the auction. Lucky Draw winners were- Norman G. Gordon (4), Bill O'Brien, Richard Duquette (2), David Bawcutt (2), Arie Yark (2), Terry O'Brien

(3), Paul Petch, and Raj Makhijani.

The Club thanks those who donated draw prize material. Please mention your donations to the club secretary so that your support can be recognized in the minutes and newsletter.

There being no further business, the meeting adjourned at 9:33 p.m.

As a reminder, our next meeting is December 8th 2009. This meeting will be the Christmas party held on second Tuesday in December.



A Pope John Paul II medal commissioned by the Canadian Conference of Catholic Bishops on the occasion of his 1984 Canadian visit. It is 35mm and is gold plated.

MEETING NEWS OF THE DECEMBER 2009 MEETING

The 551st meeting of the North York Coin Club was held on Tuesday, December 8, 2009 in room 123 of the Edithvale Community Centre, 7 Edithvale Drive, North York, Ontario.

The meeting came to order at approximately 7:30 p.m. with our President, Bill O'Brien, present. There were 24 members and 11 guests in attendance.

This being the club's Christmas banquet and social event, many of our regular business items were dispensed with in favour of the festivities. As no on-time attendance draw was made, the pot for January will be \$4.00. As people arrived, their donation of non-perishable food items was collected at the door. We delivered quite a generous collection to the local charity on our members' behalf.

The dinner began at 7:50 p.m. with the

distribution of the "Festive Meals" delivered from our local Swiss Chalet. The meals were only \$10 per person, the remainder being subsidized by the club.

A gift exchange, for those choosing to participate (with items valued at approximately \$10.00), was called throughout the dinner.

To supplement the meals many members brought in home-made handy-works consisting of salads and deserts. A great vote of thanks is deserved by all who added to our pot-luck table! Thank-you!

After dinner our thoughts turned to our customary lucky draw and Bingo games. Bob Porter was not able to make the meeting due to a prior commitment, he did send along the Bingo apparatus and cards. Thank-you Bob and Bob! Bingo was called by Albert Kasman. Albert's comments through-

out the games added to the atmosphere of Fun and Fellowship! This year's prizes were something special . . . thanks to the organizing committee. The top prize was a one ounce silver Maple-leaf while others included silver dollars and half dollars! It was a silver lining added to the festivities and made for a pleasant evening spent by all.

The Club thanks those who donated draw prize material. Please mention your donations to the club secretary so that your support can be recognized in the minutes and newsletter.

There being no further food or prizes, the meeting adjourned at 9:33 p.m.

As a reminder, our next meeting is January 26th 2010. This meeting will be the Annual General Meeting.

A HISTORY OF THE NORTH YORK COIN CLUB

BY PAUL R. PETCH AND HENRY NIENHUIS

Introduction

2010 is a special year for the North York Coin Club, it being its fiftieth anniversary year. As part of the celebrations, some interested members have undertaken to write a history of the North York Coin club.

No particular effort had been made to record the history of the Club before this anniversary. The Club is fortunate that one of our members, Mr. Norman G. Gordon, was able to obtain the collection of monthly Club newsletters assembled by our first president, John K. Curtis. Mr. Gordon has devotedly preserved the newsletters as well as medals, woods and other ephemera in sheet protectors assembled into sturdy binders. He has faithfully added each newsletter issue as it has been produced, resulting in six volumes representing as complete a record of Club activities as could be hoped for. We are indebted to Mr. Gordon for loaning this material so it may serve as the basis of this Club history.

What becomes very obvious as these historic newsletters are reviewed is that the Club history recorded on these pages is actually built on the initiative of many members who have worked so unselfishly for the North York Coin Club. Therefore, this record is not only about the Club as a whole, but also the people whose initiative brought the Club into being and have kept it going through the many years.

In addition to the newsletters, there is also a small Club archive that had been cared for over the years by Mr. Harvey Farrow, a long-serving Treasurer of the Club. His untimely death and the clearing of his house by the executor created a time of great uncertainty when the existence of the archive was placed in jeopardy. Fortunately, timely communication with the executor allowed for some number of boxes to be saved; which included early financial and other records. Unfortunately very few pictures of North York Coin Club members or visiting speakers present at these early meetings have survived.

Therefore, any pictures or other records, or your recollections that have not been written down, are of special interest to this project. We invite you, no—we urge you—to share with us what you have and what you remember so this history can be made as complete as possible.

Formation

The history of organized numismatics in Toronto had its beginnings in 1936 with the formation of the Toronto Coin Club. That club had matured and grew in strength in the late 1940s and early 1950s with the end of the Second World War. By 1954, with the formation of the Canadian Numismatic Association in 1950, it was vibrant enough to successfully host the first C.N.A. convention. Being the only coin club in Toronto, it drew its membership from the entire city, including from the Township of North York where many future members of the yet to be, North York Coin Club, were resident. These people had been exposed to coin club meetings, organization and operation. Their experience was waiting to be put to good use.

The North York Public Library, with its main branch located at the intersection Yonge Street and Park Home Avenue in the community of Willowdale, was the site of an event that would become a fortuitous catalyst in the formation of the Club. Through their efforts in December of 1959, Mr. Kenneth Bunnett was invited to exhibit his collection of pre-Confederation tokens in one of the building's display cases in the foyer. Mr. Bunnett was a great enthusiast of the series and used an original Breton catalogue as one of his collecting guides.

Many visitors to the Library saw the exhibit, among them Mr. John K. Curtis, a local resident and keen numismatist. Even though they lived only 2.5 km. apart, they had not been aware of their common collecting interest. Mr. Curtis had experience with the Toronto Coin Club and suggested that a local coin club be formed in North York to serve the northern portion of Metropolitan Toronto and its nearby communities.

Mr. Bunnett was quite enthusiastic and together they enlisted the help of Mrs. Louise Graham, then General Secretary to the Canadian Numismatic Association. Mrs. Graham had served the C.N.A. since 1954, and was on the organizing committee of the first C.N.A. convention, serving as Treasurer. She brought her great energy, organizational skills and knowledge of C.N.A. members in the North York area to the formation task.

On Thursday, February 19, 1960, the first formative meeting of the North York Coin

Club was called. Fifteen dedicated people braved the start of a blizzard to meet in a small room at the North York Memorial Community Hall, 5090 Yonge Street in Willowdale. The blizzard, one of the worst snow storms of the winter, tested the determination of those who attended. The location was only a few short steps south of the Library building where Mr. Bunnett's display had appeared and got things started just a few weeks before.

This formative meeting was a great success and the North York Coin Club was born that evening. The original Constitution and By-Laws were drawn up and the Club's first executive committee was formed. The elected officers were:

John K. Curtis	President
Cecil M. Langille	Vice President
Kenneth Bunnett	Secretary-Treasurer
Mrs. Louise Graham	Director
Herbert Samways	Director
Kenneth Beavis	Director
Harvey Farrow	Librarian

Along with these first officers of the club the eight others in attendance that evening became chartered members. These charter members, along with their original membership numbers, were:

- [1] John K. Curtis,
- [2] Cecille M. Langille,
- [3] Kenneth Bunnett,
- [4] Louise Graham,
- [5] Herbert Samways,
- [6] Kenneth Beavis,
- [7] Harvey Farrow,
- [8] Mrs. Hazel Farrow,
- [9] Mrs. Retta Frampton
- [10] John Sterling (junior member),
- [11] R. Blake Graham,
- [12] Mrs. Ruth Graham,
- [13] Kaj Rasmussen,
- [14] Douglas Graham, and
- [15] Elizabeth Wyn Wood (widow of sculptor and coin designer Emanuel Otto Hahn).

It was also decided that regular meetings would be held on the fourth Tuesday of each month and that meeting space was to be arranged with the North York Public Library.

The way was set for regular meetings to begin Tuesday, March 22.

THE CANADIAN TIRE TOKEN

A PERSONAL PERSPECTIVE BY PAUL R. PETCH

The phone rang about 11 a.m. on Thursday November 26, call display telling me that it was my son who was supposed to be hard at work at his job at Canadian Tire . . . not normally thinking about me or anything going on at home. As I said, “Hello” my stomach tightened, wondering if it might be about some problem that had come up.

“Do you know about a Canadian Tire dollar coin coming out next weekend?” he asked.

Well, good. No problem, but perhaps an opportunity. I told him that I didn’t know anything about Canadian Tire coins and that his call was the first news to come my way.

“I’ve got a flyer here that I’ll bring home. It says you will be able to get them next weekend if you spend \$25.”

I made a mental note that I would have to try to visit our local Canadian Tire store on December 5 or 6 when the offer was to be available.

Flash forward to Wednesday, December 2 at about 8:20 a.m. I am sitting in the barber’s chair with half my attention on the television tuned to CP24 and the other half involved in a friendly conversation with the barber. I can’t recall what the topic might have been, but out of the corner of my eye I saw that the CP24 hosts were holding up daily newspapers and commenting on the stories.

“Hey,” I said, “that’s a picture of my good friend Roger Fox in that newspaper. It’s the Toronto Star.”

“I’ve got my copy right here,” he replied, and a fast shuffle through the sections located Roger’s picture and a story on the coming Canadian Tire coin on the front page of the Business section.

Later that afternoon I gave Roger a call to tell him about seeing the paper on television and to ask him when the interview and picture for the paper were done. He related how the author, Iain Marlow, had been instructed to get right on the story, because the Toronto Star



editors wanted to be ahead of the pack in reporting the innovative twist coming to Canadian Tire “Money.” The reporter had been in contact with a few executive members of the Canadian Tire Coupon Collectors Club for background on the story. He got his background, but also wanted a picture and these people were spread far and wide; none of them close enough to Toronto. Fortunately, they pointed him to Roger with his location up in Newmarket. Marlow included Roger in the interview and dispatched a photographer to his home right away. That was Tuesday, the day before the story ran.

Saturday December 5 rolled around and I learned from Carolyn-Marie, my wife, that we were in need of an extra extension cord for the Christmas lights and a new frying pan, which just happened to have gone on sale at Canadian Tire. That purchase came to more than \$25 and we headed home; her with the shopping, me with my Canadian Tire coin in its own coin plastic envelope, with a single staple across the top to guard against it slipping out.

My son and I talked about my success and his experiences at the Canadian Tire store where he works. “Lots of people want them,” he told me. “Some didn’t quite make it to the \$25 and they were offering a dollar to actually buy one, but our cashiers weren’t selling.” At the end of the day on Sunday December 6 he added that 5,000 coins had come to the store, all in rolls of 25. He wondered at the large number since his store, although the largest gross sales store in Canada, moved only about 2,000 “baskets” on a typical weekend.

It occurred to me that there would be lots of coins left, so I asked about the possibility of his being able to buy a roll on my behalf. He said he would talk to his boss, the Sales Manager about it, but that would have to wait until Tuesday because Monday is the manager’s day off.



2 DAYS ONLY!

Saturday & Sunday, Dec 5 & 6, 2009

Receive the **first ever**
Limited Edition
Canadian Tire ‘Money’[†]

Coin[†]

with a purchase of
\$25* or more

For days like today™

* With a purchase of \$25 or more before taxes.
[†] Limit of one Cash Bonus Canadian Tire ‘Money’ \$1 Coin per customer per day. While quantities last. Sorry, no rainchecks. This one-time offer is valid at any Canadian Tire retail location on Saturday, December 5, and Sunday, December 6, 2009 only. Canadian Tire ‘Money’ \$1 Coin may only be used towards purchases of in-store merchandise or automotive service at any participating Canadian Tire Retail Store. Canadian Tire ‘Money’ \$1 Coin is not shown actual size.
 In markets where stores are closed on Sunday, the event and sale prices are in effect Friday & Saturday, December 4 & 5, 2009. 0E09-0082

Tuesday was December 8 and the day of the North York Coin Club annual Christmas dinner meeting. As soon as I got settled in, I found Norman G. Gordon was distributing colour copies of the Toronto Star article. Later, sitting with Roger Fox and John Regitko during dinner we started comparing notes, especially on the idea of obtaining rolls. Roger mentioned that he had a talk with the local Canadian Tire store manager and got turned down flat on his request to buy a roll. He said fellow Canadian Tire Club member Jerome Fourre at his local Quebec store was able to buy a roll, but had to pay with Canadian Tire scrip.

Well, this perked up my curiosity and I immediately got cell phone in hand and put in a call to my son, who was still at work. “Have you talked to the Sales Manager?” “Is he willing to sell you rolls?” The answer came back, “Yes!” and “Yes, but how many rolls do you want?” Figuring I had nothing to lose, I instructed him to try for six. He said, “Fine, but you’ll have to wait until tomorrow because he’s already left for the day.”

Later, getting home and checking on eBay, I saw that some lucky person had already been able to move a roll for about \$150. That made little difference to me, since it was my plan to keep two rolls for myself and I already had requests for the remainder, so I was actually buying on behalf of others.

Wednesday after work my son came home with a mother load of rolls. He had been able to get all six. The Sales Manager was more than happy to get rid of them. I guess that store didn’t get to be top sales by an accident . . . they jumped at the chance to convert tokens to real coin.

As time went by I found there was no shortage of coverage on the story. My copy of *The Collector* arrived from the Canadian

Tire Coupon Collectors Club with front page commentary by President Thayer Bouck and some excerpts in an article inside from The Toronto Star, the Canadian Press and Canadian Coin News collected by editor Jerome Fourre. This is the first place I read the news that the token was created by the Royal Canadian Mint and that two million were struck on nickel-plated, multi-ply steel



blanks with a diameter of 30mm with an additional 9,000 brass-plated being produced for CTC staff. Of these brass specimens, 1,000 were encased in Lucite and presented to store owners.

The quality of the “circulating” pieces is really nice to see and they were obviously produced under the same stringent standards as regular Canadian coinage. An inquiry I made close to home at the Mississauga Mint revealed that the work was not tendered and went straight to the RCM.

It being the Christmas season, I decided to break open one of my rolls and make gift tokens available at collector gatherings, to those people who had not been in a position to do a \$25 purchase during the “magic weekend.”

Just a day or so before Christmas my son came home with another surprise: in addition to a seasonal-treats food hamper, five tokens had been presented to each store employee . . . and with far more than one

hundred employees, that’s a lot of tokens (and a lot of food). However, my questions about any brass-coloured tokens floating about at his store have gone nowhere. He has seen none.

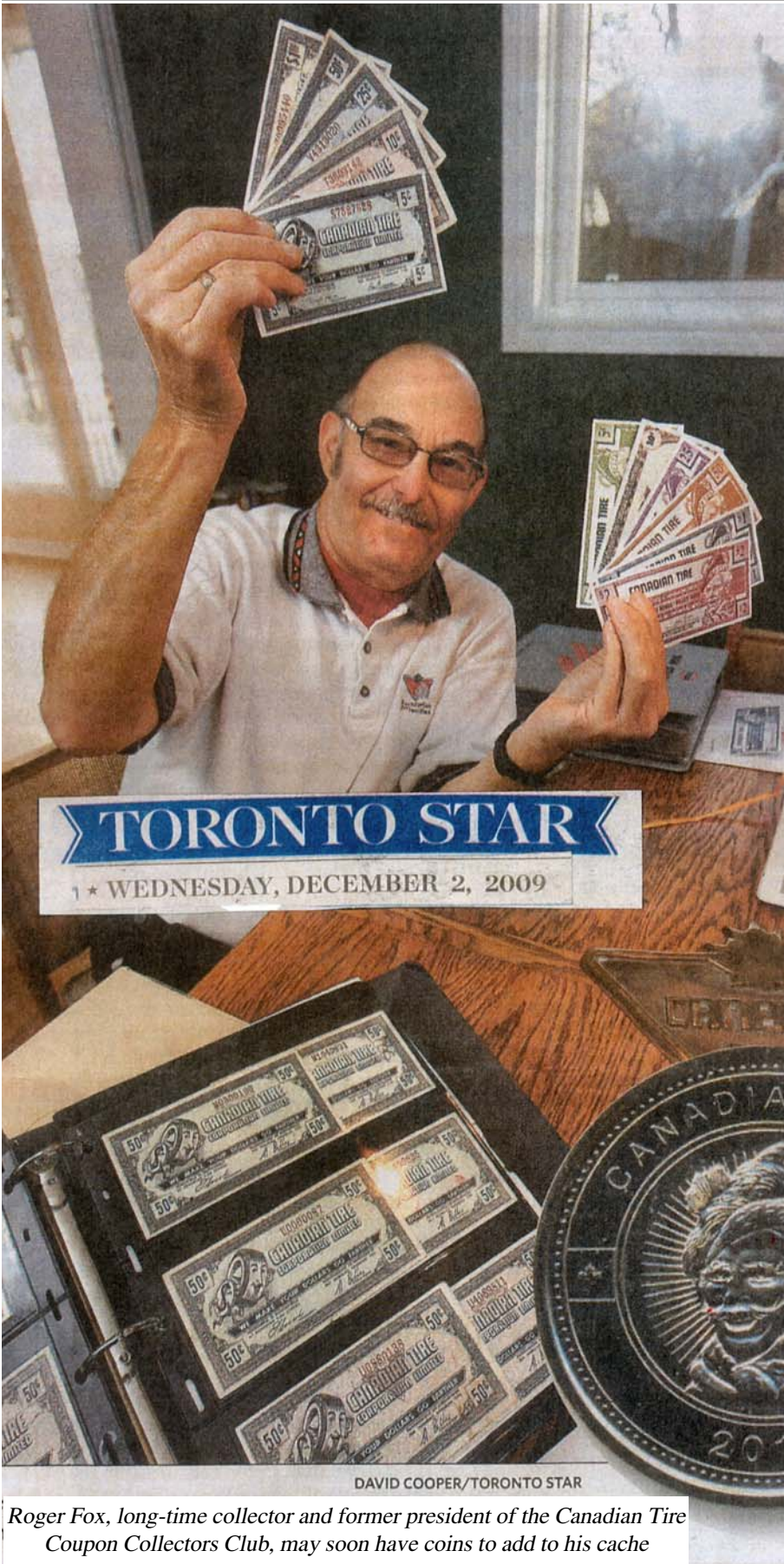
The most recent bit of news on the program came my way in the February 2, 2010 issue of Canadian Coin News through Lewis Tauber’s *Numismatic Collateral* column. It

was there I learned that corporate instructions had been given that each token had to be accounted for and that surplus stock was to be returned to head office. Those rules certainly did not seem to be followed to letter at the store where my son works, but perhaps that make-your-own-rules, entrepreneurial spirit is why they have become the top grossing Canadian Tire store in the country.

So, this still leaves me wondering, what was the point of this promotion? The

tokens were produced in large quantity, handed out to only those shoppers making a large enough purchase (with only one token per customer), and on a single weekend late in 2009 while the tokens actually carry a 2010 date. I suppose it was done partly for publicity – that sure worked – and also to test the viability of going from a note to a coin format. It certainly will be a waste if the unused tokens never see the light of day again, or worse yet, are melted down.

In the meantime, the collector market keeps chugging along. I see current eBay trends have rolls selling between approximately \$70 and \$100. It would seem that management or friendly cashiers at a good number of stores have decided to sell rolls directly to the public, or at least store employees as in my case. However, the fact that such premium eBay prices are being maintained suggests that the rolls are not by any means common.



DAVID COOPER/TORONTO STAR

Canadian Tire Coin Set to Roll?

by Iain Marlow

In 1958, Canada got its second currency, albeit unofficially. It's the one people stuffed into glove boxes and cookie tins and jars in the garage, instead of wallets or purses.

Canadian Tire money.

Come 2009, Canadian Tire Corp., one of the nation's most iconic retailers, is introducing a dollar coin to complement its multi-hued, low-denomination stable of widely hoarded bills.

Canadian Tire spokeswoman Lisa Gibson declined to confirm the coin's launch.

She would say only that the company plans an announcement Wednesday on the direction of the rewards program and "the role that Canadian Tire paper money will actually play" in that program.

However, a copy of a flyer destined for Canadian Tire stores in Quebec, obtained by the Star, shows an ad for a limited edition one-dollar coin, available to customers who spend at least \$25 this weekend. Images of the coin itself have also been posted on collectors' websites, revealing it to look a bit like a quarter, with the Canadian Tire logo on one side and the beaming fictional Scotsman Sandy McTire on the other.

The coin is likely to be the centrepiece of an overhaul of Canada's best-known retail rewards program.

There has been speculation that the company might eliminate paper money altogether.

Continued next page...

Roger Fox, long-time collector and former president of the Canadian Tire Coupon Collectors Club, may soon have coins to add to his cache

CANADIAN TIRE COIN SET TO ROLL? (CONTINUED)

In a digital economy, Canadian Tire money is a throwback to an era of physical cash and human interaction that scarcely exists in this online age of speedy and efficient consumption.

But such a decision would surely shock the nation — not least, the money’s ardent collectors — even if the retailer has already moved to a parallel electronic rewards program using a credit card and electronic Canadian Tire money.

“Whenever my dad went and got stuff for the house, he’d give me the money,” said Roger Fox, 64, who has been collecting Canadian Tire bills since 1963, is a past-president of the Canadian Tire Coupon Collectors Club and wrote a chapter on the subject for a book published by the Royal Canadian Numismatic Association. The coin is a dramatic introduction for collectors such as Fox: Is it a heartbreakingly thrifty move away from paper money or a reassertion of the importance of the rewards program?

“They may be cutting back their printing costs while at the same time not eliminating Canadian Tire money altogether, but replacing say, the 50 cent, dollar, and two dollar (bills) with a coin,” Fox said, adding, “I’m just thinking out loud, that’s all. I have no proof.”

Canadian Tire has been making a gradual shift away from emphasizing its paper money.

The company’s exclusive credit card, Options Mastercard, introduced in 2000, lets shoppers accumulate Canadian Tire money wherever they shop, at a better rate than using cash.

In its promotions, the company refers to it as “Canadian Tire money rewards” — with quotation marks around money.

Customers now receive paper money only if they use cash or debit.

Jerome Fourre, a collector since 1985 from the Montreal area, said that after a golden age of 5 per cent Canadian Tire money returns — \$5 for every \$100 spent —

the current return is more like 0.4 per cent, or 40 cents for every \$100 spent.

The company does not release details on the loyalty program.

“Canadian Tire money was originally to get people to pay cash,” said Fourre.

“In 2009, cash is not what they want.”

For its part, the company said it has no immediate plans to cancel the beloved bills.

And, obviously, collectors such as Fourre and Fox — part of a national subculture of clubs, meetings and exhibits devoted to Canadian Tire money — want to see the paper bills survive, though eliminating them would probably up the value of their stashes.

“When it’s on plastic it’s not something you have tangible in your hand,” Fox said.

“It’s as if you’re getting something for free.

“Who doesn’t want something for nothing?”

CANADIAN ‘DOT CENT’ FETCHES PRINCELY SUM DURING U.S. AUCTION

The B.C. Province, January 3, 2010



This handout photo features the Canadian 1936 dot cent coin, which sold at a New York auction Sunday for \$402,500 US.

Photograph by: Handout Photo: Heritage Auction Galleries

NEW YORK — A rare Canadian coin brought in a pretty penny on Sunday, selling for \$402,500 US during a New York auction.

A 1936 Canadian “dot cent” had garnered considerable online traffic after bidding began earlier this week on the Dallas-based Heritage Auctions website.

Only three of such pennies are known to exist; the makeshift coin was struck — but never circulated — after the death of King George V.

Canadian authorities had prepared to produce coins with the effigy of King Edward VIII, who succeeded George V, but Edward VIII then stepped down from the throne to marry an American divorcee and the dies for the coins carrying Edward’s image could not be used.

In response, the 1936 coin was put back into production with only a tiny dot below the date to differentiate it.

“This is the rarest, the most valuable, the most charismatic and legendary Canadian coin that exists,” said Cristiano Bierrenbach, director of international sales with Heritage Auction, last week. “In Canada, there is nothing that is worth more individually than the 1936 Dot Cent.”

Pre-sale estimates of the coin valued it at around \$300,000 US.

The penny was part of one of the most valuable Canadian coin collections ever

offered at auction — antique pocket change worth a purse of an estimated \$6 million.

Heritage Auctions said the “Canadiana Collection” was assembled over decades by an unidentified coin buff, and featured dozens of other coveted specimens described as “the best of the best” in Canadian coinage.

Also up on the block was a set of 16 late-19th-century “Vickies” — a series of extremely scarce Canadian 50-cent pieces bearing the likeness of Queen Victoria — as well as other coins from the King George V “dot” series, including a “dot” dime and a recently discovered “dot” quarter.

While the 1936 penny is certainly among the priciest Canadian coins ever sold, it didn’t even come close to setting a new record for the country. A 1911 Canadian silver dollar — one of only two known to exist — was sold in 2003 to a Canadian collector for \$1.1 million.

And a U.S. piece still holds the record for most expensive coin ever sold — a 1933 Double Eagle gold coin sold for over \$7 million US in 2002.

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