



Founded March 26, 1949

1211W. College Ave.  
Santa Rosa, Ca. 95401

# Redwood Empire Coin Club

Volume 64, Issue 12, Meeting #745. December 12, 2012

Next Meeting: January 9, 2013

## HO HO HO

We had a great turnout for the December meeting of the RECC. Usually it is in the main room of the Veteran's Building, but it was in our usual meeting place this year. We had a Flea Market as well, so it was a bit crowded- but lots of fun. Thanks to all who brought desserts, there was plenty for all.

Merle gave an update on the upcoming coin show. 65 of 67 tables have been sold, with commitments for the other 2 as well. Please remember to keep selling those Gold Coin Drawing tickets!

Congratulations to Devin G on getting married (on 12/12/12!). Proud papa Lee G was not at the meeting because of this.

Frank V is recovering from a medical condition. We wish him well and hope to see him at the next meeting.

Junior Member Trevor M gave a nice talk about his 20th century type coin collection. His favorite coin from it is the Morgan dollar, which was from his great grandfather. It took him 6 months to build the set.

We had nominations for officers for 2013. The entire board was nominated for re-election, with no other nominations. They were then elected unanimously.

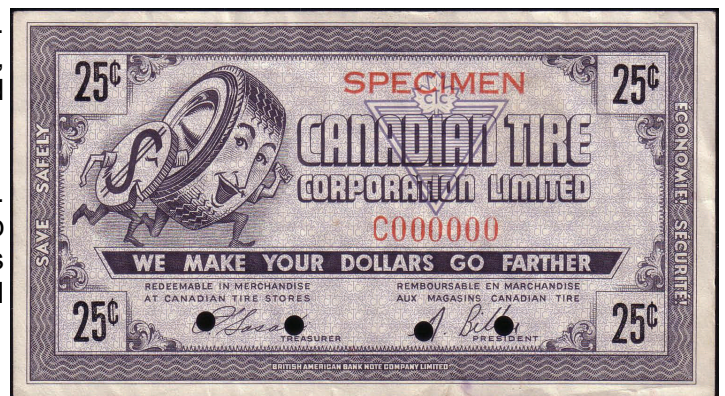
Oh yeah. Santa Merle came to town. There were presents for each and every club member. And a lot of you showed up! Best wishes for this holiday season and for a very happy and healthy 2013!



### CANADA'S "OTHER" OFFICIAL CURRENCY

Who is the jolly character on the currency shown above? Joe M gave a nice talk about what he called Canada's other official currency- from the Canadian Tire Corporation. Technically a form of scrip, it comes in denominations of 3, 5, 10, 25 and 50 cents, \$1, and \$2. There have been 21 different series of the 'money'. And the jolly man is named Sandy McTire.

In 1958 Canadian Tire "Money" was introduced, pioneering a loyalty program concept. It was conceived by the wife of the company founder. The coupons featured a happy tire and dollar sign running hand-in-hand, the Canadian Tire logo dating back to 1926, as seen on the 1962 note below.



Sandy McTire was introduced in 1961 and is still pictured today. The bills were (and presumably still are) printed on genuine bank note paper created by the British American Bank Note Company.

In 2000 the loyalty program was updated with a MasterCard that earned Canadian Tire "Money" anywhere MasterCard was accepted. In 2010 Canadian Tire "Money" launched a special series of coins (available with \$25 purchase, eh). They were produced by the Royal Canadian Mint and featured Canadian family winter moments on the reverse, and Sandy McTire on the obverse. The money is redeemable for merchandise at their stores.



Lest you assume this is all small potatoes stuff, here is a bit more interesting info from the corporation web-site and from Rich W.

- J.W. and A.J. Biles bought the Hamilton Tire and Garage Ltd in Toronto in 1922 for \$1,800.

- In 1937 one of their stores was the first retail store to equip their sales staff with roller skates, speeding up service
- In 1958, the first gas bar opens in Toronto. Gas customers received discount coupons, later known as Canadian Tire Money, redeemable in merchandise at Canadian Tire stores
- There were 40,000 cars on Canada's roads when the company was first purchased. There are now over 13.5 million cars.
- Canadian Tire expanded its territories in 1992 by opening three stores in Yukon and North West Territories. There are currently 750 stores.
- At the height of distribution, 9 million catalogs were distributed. Now 11.5 million flyers are viewed by 85% of Canadian households each week.
- 2 out of 3 Canadian men read their flyers each week, and more than 90% of the population lives within 15 miles of a Canadian Tire store.
- More than 80% of the population shops at a Canadian Tire store every year. Customers receive the currency as a fraction of their shopping bill at the check stand.
- Many small businesses across Canada accept the bills at face value. About one billion bills are in circulation across Canada, worth an estimated \$100million.
- Since its launch in 2005, Canadian Tire "Jumpstart" has helped give more than 400,000 Canadian kids a chance to play.

● The company is starting to phase out the bills in favor of a plastic card system.

● Collectors covet older bills, print newsletters, and have auctions. They also trade on Craig's List and other sites. Roger Fox is president of the Canadian Tire Coupon Collector's Club.

No wonder Joe M called the Canadian Tire money Canada's other currency.

### CLASSIFIED ADS

Classified ads may be placed by any club member, up to 2 per month. They run for two months. Buy—Sell—Trade—Want Lists OK. Notify Charlie at each meeting (or mail to club P.O. Box, or even call) to get your ad in

**CASH** paid for coin collections, will travel. I have been buying coins for 58+ years. Frank Villalon 707-467-0250

### JANUARY MEETING

The topic for the January 2013 meeting will be **SHOW AND TELL**. This is always one of the most fun meetings of the year, with a big variety of topics. Bring any numismatic-related item, give a 3 minute talk, and get 4 free raffle tickets!

### KIDS KORNER

Juniors need to be thinking of our coin show in February and making a priority list of things to look for within their budgets.

All of us need to thank Merle and the other generous people who gave us gifts for Christmas.

January is show and tell month. Any junior alone or with a parent is welcome to give a talk on his or her collection to date

### NEW LECTURE SERIES

Lee Gong will be giving an **ADVANCED COLLECTING** talk at the beginning of each meeting. He will begin at 6PM. This will be very interesting and informative, geared to all adult and advanced Junior members.

## DRAWING WINNERS:

**Membership:** David A, Paul R, Daren c, Dan C, Zane M, and Rick S

**50:50** pot of \$ \$144 was split with Rick S

**Raffle:** Trevor ( a talk ticket!), Mrs. McL, Kim S (three times), Glenn C, Kevin Q, Jack H (twice), Jerry St.G, and Harry D.

**December Members:** 60+

**New Members:** Rodney M (#853J), and Zane M (#854 J). And we welcomed back RJ (# 514), as well as Life Member #5 Guy S who recently moved back to Cloverdale. Finally, Welcome, belatedly, to Ellen R, wife of Phil R, who joined a couple months ago and was not mentioned (sorry about that!)

WELCOME ALL!

**Guests:** Yes, several

**Auction:** 24 exciting items

**Adjournment was at 9:00 p.m. sharp!**

Volunteers for **refreshments** for January are Phil A, Phil R, Cal G, and Bob & Jerry. THANKS!

The Redwood Empire Coin Club meets on the second Wednesday of every month. The Club's meeting location is the **Veterans Memorial Building, 1351 Maple Avenue, Santa Rosa** (opposite the County Fairgrounds across from highway 12), in the **"Dinner Room"** on the east side of the building, at 7:00 PM sharp.

R.E.C.C.  
1211 W. College Ave.  
Santa Rosa, Ca. 95401



## UPCOMING SHOWS & EVENTS

**January 25-27, 2013. San Jose Coin Club 45th  
Coin, Stamp, and Collectibles Show.**  
Doubletree Hotel Bayshore Ballroom, 2050  
Gateway Place, San Jose.

**November 3, 2013. Peninsula Coin Club 34th  
Annual Coins and Collectibles Show.**  
Napredak Hall, 770 Montague Expressway,  
San Jose

**February 15-16, 2013. Redwood  
Empire Coin Club's 45th Annual  
Coin Show.** Sonoma County Fair-  
grounds' Finley Hall, 1350 Bennett  
Valley Road, Santa Rosa

**February 17, 2013 Cupertino Coin Club 41st  
Annual Show.** Napredak Hall, 770 Monta-  
gue Expressway, San Jose

**May 5, 2013. 41st Annual Vallejo Coin and Col-  
lectibles Show.** Vallejo Veterans Memorial  
Building, 420 Admiral Callaghan Lane (off  
Redwood Parkway and turn south on Admi-  
ral Callaghan)

**July 27-28, 2013. Fremont Coin Club 34th  
Annual Show.** Elk's Hall, 38991 Farwell  
Drive, Fremont

**Check out the newsletter at:  
[Redwoodempirecoinclub.com](http://Redwoodempirecoinclub.com)**

Thanks for reading. Corrections? Additions?  
Questions? E-mail us at:  
**[info@Redwoodempirecoinclub.com](mailto:info@Redwoodempirecoinclub.com)**

Or call me— 707-573-1252  
See you January 9— Charlie

