

DOUBLE YOUR MONEY 1¢ COUPONS

by Roger Fox #009

Back in the April 2005 issue of the COLLECTOR (VOL.15, No.2, page 34) Jerome wrote an article on this very same topic. At the same time, Jerome listed the known coupons in 3 series, the featured product of the week, the listed ongoing specials, the colour of the back text, and assigned a series range number. Bill Symes and Toby Grimminck aided his research.

Well, in the last 3 years since this published listing there of course have been changes, and more weekly specials have been discovered in all 3 series, by several collectors, thus expanding the listing.

When Jerome set up the 3 series he based the series criteria on the front of the coupon. For instance Series 100 was an unserial numbered 1¢ coupon with the full black border and a green printed maple leaf background with 'CTC' in the centre of each maple leaf and printed on white bond paper. Series 200 was exactly same as Series 100, but with an added double red serial number. Series 300 was altogether different showing a miniature 1¢ coupon together with a printed redemption chart to list all gas bar coupons, printed in black ink on green cheque paper.

While going through my DYM coupons and sorting for doubles and checking off what I had to Jerome's list-

ing I indeed found 7 coupons not on Jerome's list. These 7 notes were featured in the 'discoveries' section our last COLLECTOR.

However, perhaps even more interesting was that I noticed another difference on the FRONT of the 100 series coupons, and so far, only on the 100 series coupons. The fact that on some 100 series coupons the four 1¢ denomination squares in the corners are blank or white. All other coupons in the 100 & 200 series are 'filled' in with the green maple leaf background described earlier.

Since the discovery, I have shown this 'variety' to both Jerome and Bill plus I made it a topic of discussion and showed the members the difference at the June CTCCC/TOREX meeting.

I suppose we were all so interested in checking the back for the latest weekly special; this rather 'obvious' anomaly had escaped detection for over 45 years!

Now after discussions with Jerome, Bill and other collectors, we have decided to renumber this entire DYM group to reflect this 4th series. Also in the new series coupon numbering you will be able to tell how many listed ongoing specials there are on the back, by the coupon identification number.

So the following will be the 4 new series:

| | |
|------------------|--|
| DYM 1000: | 2 red serial numbers, black border, green background filling in the four 1¢ corner denominations, printed on regular bond paper. |
| DYM 2000: | No serial numbers, black border, green background filling in the four 1¢ corner denominations, printed on regular bond paper. |
| DYM 3000: | No serial numbers, black border, green background, but four 1¢ corner denominations are blank (white), printed on regular bond paper. |
| DYM 4000: | Green redemption voucher with miniature 1¢ coupon, printed on green cheque paper. |

This selected order we feel represents the correct chronological order of issuance, with the serial numbered notes first, then no serial numbers, then the blank denominations and finally the cheque paper redemption list.

Now the second number in this new identification (or the '100' number) represents the number of listed ongoing specials printed on the back in addition of course to whatever the weekly special was for that coupon.

The third and fourth number is the weekly special ID number. Since no series has over 100 different weekly specials, 2 digits will do to simplify cataloguing.

It is interesting to note that with new numbering system, the coupons do not all run sequentially but unlike the old system where gaps were left when listed ongoing specials changed, now they are grouped in 100's. This should give us more room for future discoveries and simplify sorting.

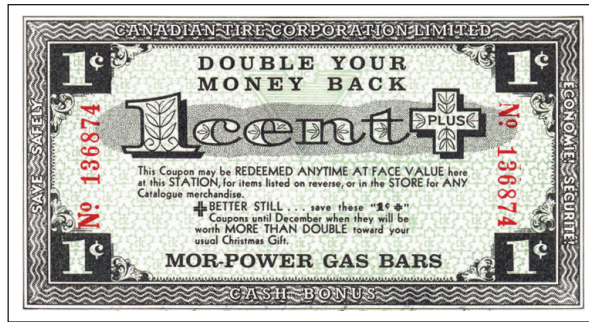
It was also noted by Jerome, Bill and myself that the newly discovered blank corner denominations are not as common when compared to the current listed 100 series from where they were originally discovered. We speculate that this variety likely came from a later printing. Either that, or maybe only 1 or 2 coupons on the plate were blanked out creating a smaller quantity. (One or 2 notes per sheet)

Since this "Double Your Money" program ran for a number of years and the coupons were undated, the same special could be repeated when time of year and supplies warranted it. That assumption could explain the fact that I have both a filled-in 4 corner denomination and a blank one, white 4 corner denomination with exactly the same back, however the 2 coupons could have been issued 1 or 2 years apart. They could have also come off the same sheet, if both varieties were printed together.

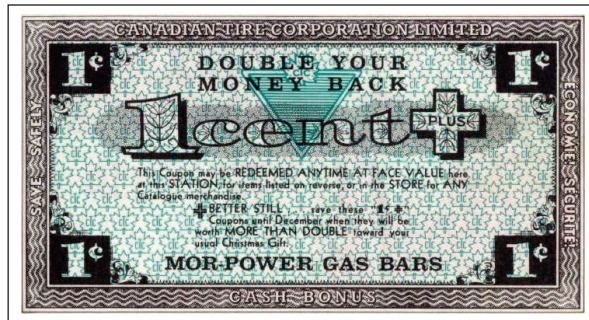
One other note. The framing and background of the series 1000, 2000 and 3000 are exactly the same as the in-house printed 1¢, 2¢, 3¢ & 4¢ coupons. The only exception is the background colour – green on the DYM coupons and orange on the 1¢ to 4¢ notes. I have not found any 1¢ to 4¢ coupons with blank denominations in the corners.

This leaves us to believe that these blank denomination notes are indeed specific to the DYM coupons only.

This whole series issued by CTC and printed in-house in the early 1960's is of course the early forerunner of the current weekly product coupons. Same parallels too, as we often see the same products available from year to year. The big difference is that they are now all dated and the printing is contracted out.

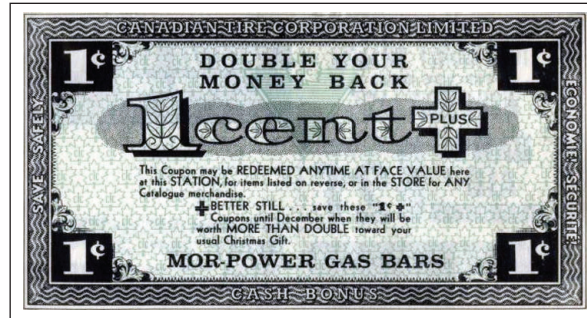


| # | Main Special | Price | Crest | Tide | Ivory | Comet | Kleenex | Delsey | Bulbs | Facelle | Detergent | Kleenex Man Size | P.S.T. | Back Colour |
|------|-----------------------|-------|-------|------|-------|-------|---------|--------|-------|---------|-----------|------------------|--------|-------------|
| 1401 | Comet Bathroom Bundle | 0.20 | 0.20 | 0.32 | 0.27 | 0.25 | | | | | | | | Black |
| 1402 | Cola Glasses | 0.39 | 0.20 | 0.32 | 0.27 | 0.25 | | | | | | | | Black |
| 1601 | Delsey Twin Pack | 0.17 | 0.20 | 0.32 | 0.27 | 0.25 | 0.22 | 0.17 | | | | | | Black |



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|------|--------------------------|-------|-------|------|-------|-------|---------|--------|-------|---------|-----------|------------------|--------|-------------|
| 2201 | Free Glass | | | | | | 0.22 | 0.17 | | | | | | Lt. Green |
| 2202 | Facelle Paper Towels | 0.29 | | | | | 0.22 | 0.17 | | | | | | Lt. Red |
| 2203 | Honey Gold Tumbler | 0.29 | | | | | 0.22 | 0.17 | | | | | | Lt.Red |
| 2204 | Laura Secord Candies | | | | | | 0.22 | 0.17 | | | | | | Lt.Red |
| 2205 | Mood Lamp | 0.59 | | | | | 0.22 | 0.17 | | | | | | Lt Red |
| 2206 | Pepsodent | 0.51 | | | | | 0.22 | 0.17 | | | | | | Lt. Red |
| 2207 | Facelle Tissues | 0.35 | | | | | 0.22 | 0.17 | | | | | | Red |
| 2208 | G.E. Light Bulbs | 0.21 | | | | | 0.22 | 0.17 | | | | | | Red |
| 2209 | Ball Point Pen Set | 0.21 | | | | | 0.22 | 0.17 | | | | | | Dk. Blue |
| 2210 | Coffee Mugs | 0.35 | | | | | 0.22 | 0.17 | | | | | | Dk. Blue |
| 2211 | Floor Wax | 0.37 | | | | | 0.22 | 0.17 | | | | | | Dk. Blue |
| 2212 | Orange Pekoe Tea Bags | 0.19 | | | | | 0.22 | 0.17 | | | | | | Dk. Blue |
| 2213 | Suave Hair Spray | 0.45 | | | | | 0.22 | 0.17 | | | | | | Dk. Blue |
| 2214 | Woodbury Facial Soap | 0.25 | | | | | 0.22 | 0.17 | | | | | | Dk. Blue |
| 2216 | Johnson's Shoe Polish | 0.25 | | | | | 0.22 | 0.17 | | | | | | Lt. Red |
| 2323 | Jets Soap Pads | 0.21 | | | | | 0.22 | 0.17 | 0.29 | | | | | |
| 2324 | Band - Aid | 0.21 | | | | | 0.22 | 0.17 | 0.29 | | | | | |
| 2325 | B.B.Q. Fire Starter | 0.40 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 2326 | Beach Balls | 0.25 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 2327 | Cereal Bowls | 0.29 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 2328 | Coffee Mugs | 0.29 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 2329 | Diplomat Chocolates | 0.45 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 2330 | Facelle Paper Towels | 0.29 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 2331 | Flintstone's Bubble Bath | 0.21 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 2332 | Stuart House Foil Wrap | 0.21 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 2333 | Free Glass | | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 2334 | G.E. Light Bulbs | 0.29 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 2335 | New Improved OMO | 0.35 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 2336 | Plastic Picnic Cups | 0.21 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 2337 | Stainless Razor Blades | 0.35 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 2338 | Super Suds | 0.49 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 2340 | Table Napkins | 0.38 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 2341 | Futurama Egg Cups | 0.25 | | | | | 0.22 | 0.17 | 0.29 | | | | | Lt. Red |
| 2342 | Mothers Juice Glass | 0.29 | | | | | 0.22 | 0.17 | | 0.34 | | | | Red |
| 2343 | Patterkrisp Candy | 0.27 | | | | | 0.22 | 0.17 | | 0.34 | | | | Red |
| 2344 | Curad Bandages | 0.21 | | | | | 0.22 | 0.17 | | 0.34 | | | | |

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|------|----------------------|-------|-------|------|-------|-------|---------|--------|-------|---------|-----------|---------------------|--------|----------------|
| 2451 | Cup & Saucer Set | 0.29 | | | | | 0.22 | 0.17 | | 0.34 | 0.39 | | | Black |
| 2452 | J-Cloth | 0.35 | | | | | 0.22 | 0.17 | | 0.34 | 0.39 | | | Black |
| 2453 | Jergens Soap | 0.15 | | | | | 0.22 | 0.17 | | 0.34 | 0.39 | | | Black |
| 2454 | Aqua Velva | 0.37 | | | | | 0.22 | 0.17 | | 0.34 | 0.39 | | | Dk. Blue |
| 2455 | Handi Wrap | 0.23 | | | | | 0.22 | 0.17 | | 0.34 | 0.39 | | | Dk. Blue |
| 2456 | Jets Soap Pads | 0.21 | | | | | 0.22 | 0.17 | | 0.34 | 0.39 | | | Dk. Blue |
| 2457 | Kleenex Man Size | 0.23 | | | | | 0.22 | 0.17 | | 0.34 | 0.39 | | | Dk. Blue |
| 2458 | Diplomat Chocolates | 0.45 | | | | | 0.22 | 0.17 | | 0.34 | 0.39 | | | Black |
| 2676 | Pen Set & Sunglasses | 0.45 | 0.20 | 0.32 | 0.27 | 0.25 | 0.22 | 0.17 | | | | | | Black |
| 2677 | Kleenex Tissues | 0.22 | 0.20 | 0.32 | 0.27 | 0.25 | 0.22 | 0.17 | | | | | | Dk. Green |
| 2678 | Palmolive Soap | 0.25 | 0.20 | 0.32 | 0.27 | 0.25 | 0.22 | 0.17 | | | | | | Black |



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|------|------------------------|-------|-------|------|-------|-------|---------|--------|-------|---------|-----------|---------------------|--------|----------------|
| 3128 | Coffee Mugs | 0.29 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 3132 | Stuart House Foil Wrap | 0.21 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 3136 | Plastic Picnic Cups | 0.21 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |
| 3139 | Band-Aid Bandages | 0.21 | | | | | 0.22 | 0.17 | 0.29 | | | | | Black |

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|------|------------------------|-------|-------|------|-------|-------|---------|--------|-------|---------|-----------|---------------------|--------|----------------|
| 4301 | Ajax Laundry Detergent | 0.37 | | | | | 0.22 | 0.17 | 0.34 | | | | | Red |
| 4302 | Beach Balls | 0.29 | | | | | 0.22 | 0.17 | 0.34 | | | | | Red |
| 4303 | Curad Plastic Bandages | 0.21 | | | | | 0.22 | 0.17 | 0.34 | | | | | Red |
| 4304 | Foil Wrap | 0.23 | | | | | 0.22 | 0.17 | 0.34 | | | | | Red |
| 4305 | Orange Pekoe Tea Bags | 0.21 | | | | | 0.22 | 0.17 | 0.34 | | | | | Red |
| 4306 | Stainless Razor Blades | 0.39 | | | | | 0.22 | 0.17 | 0.34 | | | | | Red |
| 4307 | Coffee Mugs | 0.29 | | | | | 0.25 | 0.21 | 0.34 | | | | | Red |
| 4308 | Cola Glasses | 0.19 | | | | | 0.25 | 0.21 | 0.34 | | | | | Red |
| 4309 | Dixie Cups & Plates | 0.39 | | | | | 0.25 | 0.21 | 0.34 | | | | | Red |
| 4310 | Italian Lido Tumblers | 0.35 | | | | | 0.25 | 0.21 | 0.34 | | | | | Red |
| 4311 | Johnsons Shoe Polish | 0.29 | | | | | 0.25 | 0.21 | 0.34 | | | | | Red |
| 4312 | Mr.Bubble | 0.37 | | | | | 0.25 | 0.21 | 0.34 | | | | | Red |

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|------|------------------------|-------|-------|------|-------|-------|---------|--------|-------|---------|-----------|------------------|--------|-------------|
| 4313 | Pen & 5 Pencils | 0.42 | | | | | 0.25 | 0.21 | 0.34 | | | | | Red |
| 4314 | P'apple G'fruit Drink | 0.19 | | | | | 0.25 | 0.21 | 0.34 | | | | | Red |
| 4315 | Suave Hair Spray | 0.45 | | | | | 0.25 | 0.21 | 0.34 | | | | | Red |
| 4316 | Swan Liquid Detergent | 0.42 | | | | | 0.25 | 0.21 | 0.34 | | | | | Red |
| 4426 | Aqua Velva | 0.44 | | | | | 0.25 | 0.21 | 0.34 | | | 0.25 | | Red |
| 4427 | Brisk Toothpaste | 0.38 | | | | | 0.25 | 0.21 | 0.34 | | | 0.25 | | Red |
| 4428 | CanadaDry Gingerale | 0.43 | | | | | 0.25 | 0.21 | 0.34 | | | 0.25 | | Red |
| 4429 | Candle Lite | 0.45 | | | | | 0.25 | 0.21 | 0.34 | | | 0.25 | | Red |
| 4430 | Carnation Milk | 0.29 | | | | | 0.25 | 0.21 | 0.34 | | | 0.25 | | Red |
| 4431 | Heinz Tomato Ketchup | 0.27 | | | | | 0.25 | 0.21 | 0.34 | | | 0.25 | | Red |
| 4432 | Italian Lido Glasses | 0.29 | | | | | 0.25 | 0.21 | 0.34 | | | 0.25 | | Red |
| 4433 | Italian Lido Tumblers | 0.35 | | | | | 0.25 | 0.21 | 0.34 | | | 0.25 | | Red |
| 4434 | Laura Secord Candies | | | | | | 0.25 | 0.21 | 0.34 | | | 0.25 | | Red |
| 4435 | Patterson Chocolates | 0.49 | | | | | 0.25 | 0.21 | 0.34 | | | 0.25 | | Red |
| 4436 | Christmas Trees | 1.19 | | | | | 0.25 | 0.21 | 0.34 | | | 0.25 | | Red |
| 4437 | Stokely Peas - 15oz. | 0.31 | | | | | 0.25 | 0.21 | 0.34 | | | 0.25 | | Red |
| 4438 | Woodbury Soap | 0.39 | | | | | 0.25 | 0.21 | 0.34 | | | 0.25 | | Black |
| 4551 | Facelle Royale Napkins | 0.26 | | | | | 0.27 | 0.23 | 0.37 | | | 0.25 | yes | Dk. Blue |
| 4552 | Honey Gold Ash Tray | 0.29 | | | | | 0.27 | 0.23 | 0.37 | | | 0.25 | yes | Dk. Blue |
| 4553 | Jets Soap Pads | 0.29 | | | | | 0.27 | 0.23 | 0.37 | | | 0.25 | yes | Dk. Blue |
| 4554 | Lyons Chicken Soup | 0.15 | | | | | 0.27 | 0.23 | 0.37 | | | 0.25 | yes | Red |
| 4555 | Neilson Chocolate Bars | 0.23 | | | | | 0.27 | 0.23 | 0.37 | | | 0.25 | yes | Red |
| 4556 | Porcelain Coffee Mugs | 0.30 | | | | | 0.27 | 0.23 | 0.37 | | | 0.25 | yes | Red |
| 4557 | The Tea | 0.36 | | | | | 0.27 | 0.23 | 0.37 | | | 0.25 | yes | Red |
| 4558 | Valentine Chocolates | 0.49 | | | | | 0.27 | 0.23 | 0.37 | | | 0.25 | yes | Red |
| 4559 | Suave Hair Spray | 0.54 | | | | | 0.27 | 0.23 | 0.37 | | | 0.25 | yes | Red |

So now, if you have any of these coupons in your collection, check them against the new enclosed lists. If you have one that is not listed or has a different combination of products

or colour, please let Bill Symes, or myself know, so updates can be issued in the future.

Good Luck and Enjoy!

MULTIPLIERS

by Bill Symes #422

Attached are scans of 2 different multipliers. The first one, a bilingual 6x multiplier, dated Sept 14, 2003 on the French side, while the English side is dated Sept 21, 2003. The 8x is also a bilingual multiplier scheduled for the CTC gas bar in Bathurst, N.B. and has Jan 11, 2004 on the French side

and Jan 25, 2004 on the English side. These are the only 2 that I know of that have different dates on the same coupon. If anyone else has any other date discrepancies, please let me know.

MERCI DE MAGASINER CHEZ CANADIAN TIRE

Achetez de l'essence et obtenez

EN PRIME 8X

L'« ARGENT » CANADIAN TIRE

Avec tout ACHAT D'ESSENCE AU COMPTANT et ce bon EN PRIME, vous obtenez 8X l'émission simple d'« argent » Canadian Tire. Sans ce bon, obtenez l'émission simple.

Bon échangeable au 510 St. Peter Ave., Bathurst. Achat d'essence de 20 L minimum requis. Un bon par achat. Ne peut être combiné à d'autres offres. Ce ne sont pas tous les magasins qui ont un poste d'essence. Le taux multiplicateur est affiché au poste d'essence. **Expire le 11 janvier 2004.**

THANK YOU FOR SHOPPING CANADIAN TIRE

Buy gas & get

BONUS 6X

Canadian Tire 'Money'

With CASH GAS PURCHASE and this BONUS coupon you get 6X the single issue of Canadian Tire 'Money'. Without coupon get single issue.

Coupon redeemable at all Canadian Tire Gas Bars. Minimum 20L purchase required. One coupon per purchase. Cannot be combined with other offers. Not all stores have Gas Bars. Multiplier rate posted at Gas Bar. **Expires September 21, 2003**

BONUS 8X

Canadian Tire 'Money'

With CASH GAS PURCHASE and this BONUS coupon you get 8X the single issue of Canadian Tire 'Money'. Without coupon get single issue.

Coupon redeemable at 510 St. Peter Ave., Bathurst. Minimum 20L purchase required. One coupon per purchase. Cannot be combined with other offers. Not all stores have Gas Bars. Multiplier rate posted at Gas Bar. **Expires January 25, 2004**

EN PRIME 6X

L'« ARGENT » CANADIAN TIRE

Avec tout ACHAT D'ESSENCE AU COMPTANT et ce bon EN PRIME, vous obtenez 6X l'émission simple d'« argent » Canadian Tire. Sans ce bon, obtenez l'émission simple.

Bon échangeable à tous les postes d'essence Canadian Tire. Achat d'essence de 20 L minimum requis. Un bon par achat. Ne peut être combiné à d'autres offres. Ce ne sont pas tous les magasins qui ont un poste d'essence. Le taux multiplicateur est affiché au poste d'essence. **Expire le 14 septembre 2003.**