

SIMARD AND MONTCALM

by Ghislaine Memme

Everything started on May 14, 1955 when Philippe P. Simard with three of his sons: Albert, Jean-Paul and Raymond opened the first Canadian Tire store, located at 200 Dorchester street, Quebec (Quebec). Later on, the three sons opened their own Canadian Tire Stores throughout Quebec city.

With the foundations of "Groupe Simard Inc." in 1971, two other sons Jacques and André joined the group and acquired "Les Huiles Montcalm Inc". As a result of this acquisition, bonus coupons redeemable in merchandise at Canadian Tire stores or gas bars (Québec Only) were offered.

The first series of coupons, having the signatures of Jean-Paul Simard and Albert Simard were issued towards the end of 1972. According to my research, "Les Huiles Montcalm Inc" coupons in existence are:

\$0.03	Green	with prefix	A
\$0.05	Purple	with prefix	B
\$0.10	Blue	with prefix	C
\$0.25	Orange	with prefix	D
\$1.00	Brown	with prefix	L
\$2.00	Red	with prefix	M

All series of coupons mentioned above start with number 10001 ex: A10001, B10001 etc. The second series of coupons having the signatures of André Simard and Jacques Simard have the same denominations and prefixes as the first series.

If those coupons are of interest to you and if you collect them, please send me the information you possess on signatures and serial numbers, so that I could analyze and compile them.



Side Orders

In November, as part of the Exhibition of the Association of Laurentian Coin Collectors, an informal gathering of some of the club members was held, along with a small exhibition of coupons. Ovide Bilodeau was present to sign the last few copies of the second edition of his Guide. Ghislaine Memme was also there hustling information and club membership forms. Jerome Fourre had a table and was selling coupons. He ended up giving out more information than selling coupons. They had a Canadian Tire flag as their banner and two presentation cases full of CTC memorabilia. A member of the public brought them an asterisk note for their appraisal. After a short negotiation, the gentleman was relieved of said note. A good time was had by all.