

# 50th ANNIVERSARY COUPONS

by Jerome Fourre

The **CANADIAN TIRE CORPORATION** was founded in 1922. The Billes' brothers, John and Alfred, started with their savings and, through aggressive marketing and knowing what the customer wanted and when he wanted it, they built **CANADIAN TIRE** to what it is today. There are a total of 420 communities across Canada being served by their Associated Dealer Network.

The "**SECRET OF THEIR SUCCESS**" was their introduction of "**CASH BONUS**" coupons in the late 50's. This stroke of genius got the customers coming back to stores to cash in their coupons on current purchases, only to be given more coupons and another excuse to come back to the store to redeem them again and again.

The "**CASH BONUS**" coupons were designed and printed by **THE BRITISH AMERICAN BANKNOTE COMPANY** and **THE CANADIAN BANKNOTE COMPANY**, the two major paper money printers of the era.

In 1972, they issued two different series of **50TH ANNIVERSARY COMMEMORATIVE COUPONS**. The **FIRST SERIES** had the denomination numerals and the maple leaf background design in an outline, whereas the **SECOND SERIES** had the denomination numerals and the maple leaf background design in a solid colour. These coupons were printed by the **BRITISH AMERICAN BANKNOTE COMPANY**. The first series were numbered starting at 0000001. The second series numbering began where the first series left off. The two series together were only a limited edition and did not run a full 10 million coupons per denomination as was the case for most series. The ten cent coupons had the highest run of all, which was only 4.1 million coupons. The five other denominations together totaled only 7.1 million coupons.

Some of the fifty cent coupons were cast in "**LUCITE**" and given out at a special shareholders meeting in 1972. All of these lucite mementos were of the first series, and were made with actual coupons with low serial numbers, probably the first bundles of coupons having been printed. Exact quantities are unknown.

<u>SERIES</u>	<u>QUANTITY</u>	<u>SERIES</u>	<u>QUANTITY</u>
CTC S2-A	250,000	CTC S3-A	1,490,000
CTC S2-B	465,000	CTC S3-B	3,350,000
CTC S2-C	600,000	CTC S3-C	3,470,000
CTC S2-D	200,000	CTC S3-D	1,100,000
CTC S2-E	70,000	CTC S3-E	456,000
CTC S2-F	23,000	CTC S3-F	67,000

