

The Original 50th Anniversary coupon announcement to CTC dealer
by Jerome Fourre



ACTION FACTS

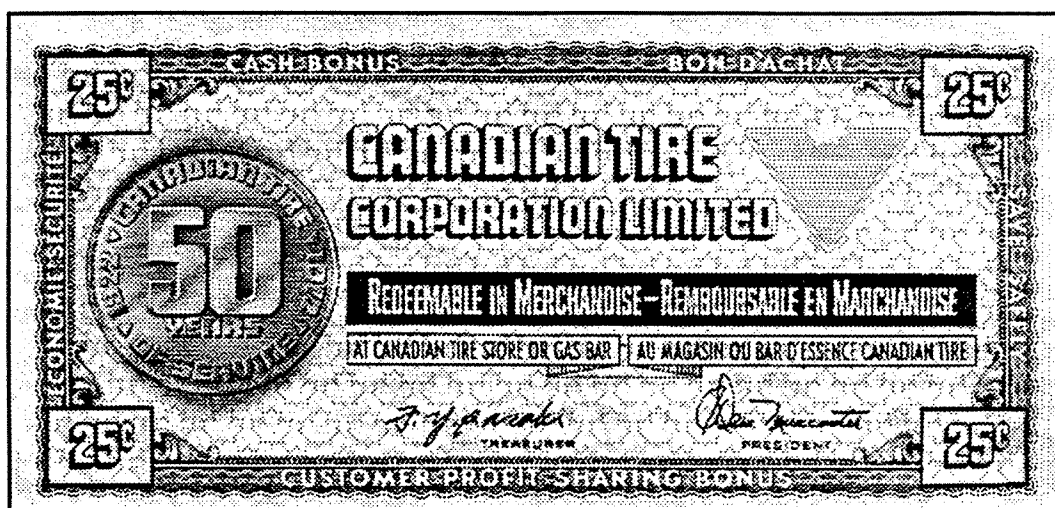
DATE & NAME

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April 14, 1972,
ISSUE 472-111,
GENERAL-68

TO CANADIAN TIRE ASSOCIATES

W. R. Dawson



To commemorate the 50th Anniversary of Canadian Tire, there is a special issue of Cash Bonus Coupons bearing our "50 YEARS OF SERVICE" symbol. An initial supply of these in denominations of 3¢, 5¢, 10¢, 25¢, 50¢ and \$1.00 is being shipped to you by British American Bank Note Company, immediately.

These new Cash Bonus Coupons must NOT be put into circulation in your Store before May 1st — to be ready to cash in on the BIG MAY SALE (starting May 8th). Commencing May 1st, please put the new coupons in full circulation as quickly as possible — and before you re-circulate any old Cash Bonus Coupons.

Dealer orders received by the Bank Note Company after May 1st will be filled with the new 50th Anniversary Coupons as long as the supply lasts. Because of their print schedules, orders received between April 14th and April 30th, may be filled with some denominations of the present Coupons.

Since there will be only one "issue" of 50th Anniversary Cash Bonus Coupons, we anticipate they could become a popular collectors' item.

Your local support, plus the Anniversary promotions, will make our 50th year a great milestone in Canadian Tire history.

P.S. **DO NOT RETURN OLD COUPONS** - When you receive your initial shipment of 50th Anniversary Coupons, do not return old coupons in exchange for any part of the shipment. Coupons for Home Office redemption will continue to be handled as in the past.