

# COLLECTING CANADIAN TIRE - PART 1 COUPONS

by John Merrick #905

You have decided to collect Canadian Tire coupons. Your next decisions are what exactly do you want to collect and how do you get started. This article will discuss the different types of collections as well as provide resource information. Canadian Tire coupons, “money” or notes as it is referred to was introduced in 1958. There are four basic groupings:



**Gas Bar Series** - 9 series issued from 1958-1985



**Store Series** - 30 series issued from 1961-2009



**Lubritorium** - 7 series issued from 1962-1969  
also known as “Sandys”



**Simard/Montcalm** - 9 series issued from 1964-1987

There is no right or wrong way to collecting.  
Your collection is only limited by your resources, your collecting interests and the challenge of availability.

## COLLECTIONS

### Denominational Collecting

Coupons can be collected by a specific denomination only, or a specific range of denominations i.e.: 25¢ only or 1¢-4¢ range. This type of collection is more challenging, yet with some of the more common denominations such as 5¢, they cover a wide range of designs totalling 52 coupons. These are also some of the most interesting with denominations including: 1, 2, 3, 4, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 60 cent notes, \$1 and \$2 notes.



## Type Collecting or Sample Collecting

This can be one of the simplest collections. A single note from each series regardless of the denomination would constitute a type or sample collection. This can be a very interesting type of collection because you will have a sample of every type and design without the higher cost of possibly needing a rare note in a particular series if trying to collect them all. It is also a very easy type of collection to begin and to type collect CTC regular issues would require only 39 notes and 54 notes total if you included Lubritorium and Simard in your type collection. A type collection can also be formed by collecting a specific series.



## Error and Variety Collecting

These are coupons which have imperfections whether caused during the printing of the note or production and released into circulation. This type of collection varies widely and is a continual collecting challenge. Such errors include serial numbers errors, printing or omission errors, colour variations and cutting errors. Examples of such errors include but are not limited to:

- Print offsets
- Ink smears
- Missing print pass
- Blocked printing
- Reverse image
- Creased printing
- Double print pass



Offset Printing.



Missing print Pass.

## Serial number errors include:

- Missing entirely
- Missing some digits
- Partial digits
- Inverted
- Duplicate
- Mismatched numbers
- Mismatched prefix
- Shifted
- Unaligned
- Reverse
- Slanted



Mismatched Serial Numbers.



Partial serial Numbers.



Inverted Serial Numbers.

## Errors vs. Varieties

The difference between an error and a variety can be confusing at times and you may even believe that they are the same. An error is a very visible mistake and usually a “one time” event that occurs during printing that requires a correction in the printing process. An example of this would be the case of a missing print pass that did not print serial numbers on a note. This would be corrected and the printing of normal notes would continue.

## Varieties

A variety can be something more minor in the printing process that although the note may not be “perfect” it may very well fall into the accepted parameters of quality control. An example of this would be if something had blocked the full printing of a digit of the serial number i.e.: a “broken 8” variety.

Varieties are also planned design changes where there may be a difference between notes in a series that are usually minor in nature yet it is not due to a printing error. An example of this is when a font type has been changed i.e.: “Plain T” and “Serif T” varieties.



Broken 8 Variety.



Plain “T” Variety.



Inverted “S” Variety.



Serif “T” Variety.

## Grade Collecting

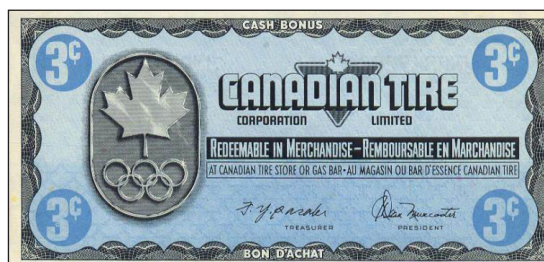
The collection would consist of notes only in a specified grade such as Uncirculated. This is a very challenging type of collecting to find exactly the notes you want in a specific grade.

## Topic Collecting

This type of collection is very specific to a subject matter which for example could include only anniversary notes, Store series 2, 3, and 18 or could include specific subject matter such as Olympic theme notes, Store series 5.



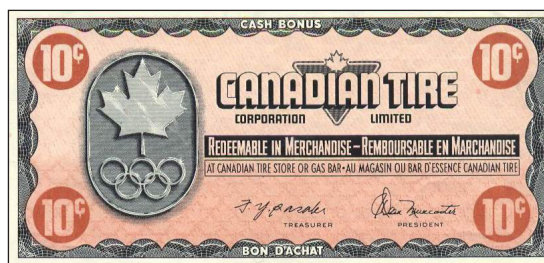
CTC S2-C 50th Anniversary Note.



CTC S5-A 1976 Olympic Issue.



CTC S19-G 75th Anniversary Note.



CTC S5-C 1976 Olympic Issue.

## Time Period or Era Collecting

This type of collection would consist of notes from a specific time period. An example would be notes from 1985 only which would include: Gas Bar series 9, Store series 6, 7 and 8.

## COLLECTING CANADIAN TIRE - COUPONS - continued

### Specimen Collecting

Specimen notes were never issued into circulation making this type of collection a challenge. They were used to inform CTC stores of new note designs. There are 4 types of specimen notes.

- No Serial Number
- All Zeros Serial Number
- Serial Number
- Perforated



SPG1-005 Specimen.

### Replacement Note Collecting

This collection is more challenging as these notes are generally used to replace errors discovered during the printing process. Replacement notes started with Store series 4 in 1974 at which time were designated by an asterisk preceding the serial number. Replacement notes have been designated in other ways since that time with a designated serial number prefix, usually a 9 or a combination of 9's, or a 1 for the Store series 18-21. The most challenging of all is identifying "same number" replacements which are notes issued with the same serial number to replace a note that was destroyed.



CTC S9-Ba Replacement.



CTC S27-Da04 Replacement.

### Special Serial Number Collecting

This is a popular type of collecting. The different types of special serial numbers include:

#### Radar Serial Numbers

This is also known as a palindrome and the term radar means that the serial number is read the same backwards as it is forwards (like the word radar) excluding any alphabetical prefix. There are many combinations of radar notes varying from a one digit or solid radar in which all the digits are the same to 2, 3, 4 and 5 digit radars. The scarcity of this type of note collecting is dependent upon the total number of digits in a particular series. For example seven digit radar notes are 1 in 1,000 compared to a ten digit radar note which are 1 in 110,000.



Solid Number or 1 Digit Radar.



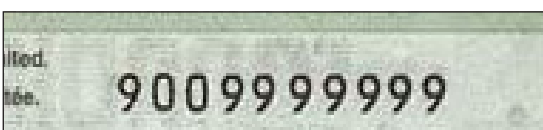
4 Digit Radar.

#### High or Low Serial Numbers

This type of collection has been growing in popularity for years. Premiums are associated with very low serial numbers usually in the 1 to 25 range. i.e.: 0000000001 – 0000000025. Also serial numbers that are lower or higher than the listed range in collecting guides.

#### Repeater Serial Numbers

Although this type of serial number is not a radar it is interesting and very collectible.



High Serial Number.



Repeater Serial Number.

## COLLECTING CANADIAN TIRE - COUPONS - continued

### Ascending - Descending Serial Numbers (Ladders)

These are consecutive serial numbers arranged in a sequence. They can be ascending, descending and lastly they can be a mixed ladder which is both ascending and descending or descending and ascending. This type of collecting is one of the more difficult due to the rarity of 26 ladder notes per 7 digit serial numbers which includes 5 ascending, 5 descending and 16 mixed.

Ascending	Descending	Mixed (ascending/descending)	Mixed (descending/ascending)
0123456	0987654	0123210	0987890
1234567	9876543	1234321	9876789
2345678	8765432	2345432	8765678
3456789	7654321	3456543	7654567
4567890	6543210	4567654	6543456
		5678765	5432345
		6789876	4321234
		7890987	3210123



Ascending.



Descending.



Ascending / Descending.

### Matched Serial Numbers

This is the most challenging collection of all. This type of collection consists of a coupon of each denomination in a series in which all have the identical serial number.

---

### Resource Information

The Bilodeau Guide, volume 1 is an invaluable tool when collecting Canadian Tire Coupons. Volume 2 is specialized for varieties and errors. Ordering information for this guide can be found on the Club website [www.ctccc.ca](http://www.ctccc.ca) or in the ad section of this newsletter.

There are Club member websites with notes for sale, links can be found on the Club website [www.ctccc.ca](http://www.ctccc.ca). You can also find notes you are looking for through our Club auctions. There are presently two auctions in this newsletter with many notes to help fill any collection. There are also notes sold online in sites such as eBay, etc.

---

### Storage

There are many ways to store your collection. There are various brands of holders and sheet holders, but ensure that they are archival quality and acid-free which have been approved for note storage. Avoid any holders that contain PVC as it deteriorates over time releasing gases and will damage the notes. Similarly, items such as plastic bags, plastic wrap or envelopes with a plastic "window" are also not recommended for storing your collection. Single note holders are available as are sheet holders that can be used with regular binders.

Also ensure that notes are not displayed in direct sunlight to avoid fading and avoid making any repairs to a note with plastic tape as it will leave a permanent stain. Any note that has been "ironed" will most likely be diminished in value as well.