

1926



1940's



1950-60's



1969-2000's



CANADIAN TIRE

present

Canadian Tire Heritage Collection

By: Brenda Foglton, Jonathan Collins, Leanna Tran

Cords for Larger Cars and Trucks

SIZE	"Road"	"Truck"	"Tire"	"Tire"	Estimated	Tire
32x32					18.75	22.45
34x34					19.25	23.05
34x4	11.95	13.95	17.25	18.95	24.45	
34x8	14.95	17.95	18.95	20.95	24.95	
34x4	15.95	18.95	19.95	21.95	25.45	
34x6	18.95	20.95	21.95	23.95	26.95	
34x8	21.95	23.95	24.95	26.95	28.95	
34x10	24.95	26.95	27.95	29.95	31.95	
34x12	27.95	29.95	30.95	32.95	34.95	
34x14	30.95	32.95	33.95	35.95	37.95	
34x16	33.95	35.95	36.95	38.95	40.95	
34x18	36.95	38.95	39.95	41.95	43.95	
34x20	39.95	41.95	42.95	44.95	46.95	
34x22	42.95	44.95	45.95	47.95	49.95	
34x24	45.95	47.95	48.95	50.95	52.95	

Interchangeable Ballons

"TO FIT YOUR PRESENT ROBE" 10,000 MILES

	34x38	34x42	34x46	34x50
24x40	\$11.95	\$13.95	\$16.95	\$19.95
24x42	11.95	13.95	16.95	19.95
24x44	11.95	13.95	16.95	19.95
24x46	11.95	13.95	16.95	19.95
24x48	11.95	13.95	16.95	19.95
24x50	11.95	13.95	16.95	19.95
24x52	11.95	13.95	16.95	19.95
24x54	11.95	13.95	16.95	19.95
24x56	11.95	13.95	16.95	19.95
24x58	11.95	13.95	16.95	19.95
24x60	11.95	13.95	16.95	19.95

New Small Wheel Ballons

	28x36	28x38	28x40	28x42	28x44
27x40	\$11.95	\$13.95	\$16.95	\$19.95	\$22.95
28x40	11.95	13.95	16.95	19.95	22.95
28x42	11.95	13.95	16.95	19.95	22.95
28x44	11.95	13.95	16.95	19.95	22.95
28x46	11.95	13.95	16.95	19.95	22.95
28x48	11.95	13.95	16.95	19.95	22.95
28x50	11.95	13.95	16.95	19.95	22.95
28x52	11.95	13.95	16.95	19.95	22.95
28x54	11.95	13.95	16.95	19.95	22.95
28x56	11.95	13.95	16.95	19.95	22.95
28x58	11.95	13.95	16.95	19.95	22.95
28x60	11.95	13.95	16.95	19.95	22.95

Canadian Tire Corporation
DIRECT FACTORY DISTRIBUTORS
639 Yonge Street - TORONTO, Ont.
Phone Kingsdale 2145, 2146 - Open 10 to 6 p.m.

TIRES

"NEW LOW PRICES"
Effective July 17, 1928

Dunlop's Fabrics Guaranteed Firm, we find stock of prices guaranteed elsewhere. We do however, do our best to give our customers the best of both worlds.

CASH ONLY - No discounts on cash payments - see list for rest only and save time otherwise in price.

30% x 3 1/2%

Ballons for Small Cars

28x40—The new model Ford, Chevrolet, Buick, etc.
Great quality, regular maintenance, 4,000 miles \$11.95
Regular \$15.00, guaranteed same as
Extra quality—very heavy construction, 6,000 miles \$13.95
Regular \$17.00, guaranteed same as
Extra quality, heavy construction \$2.00

31x40—The regular style 32x3 1/2. Cheaper than
Extra quality, very heavy construction, will stand
up under the heaviest service, 12,000 miles
Regular Same Table \$16.45 Extra Heavy \$23.95

How to Order:
Please, write, or call your order. Please specify approximate
C.I.D., wheel, or hubsize, or use our standard sizes, which will
give the most complete information.

When we cannot fill your order, we will advise you by mail or return
note as soon as possible.

NO CARRIAGE CHARGES PREPAID 'EM

When you call for pickup on our delivery card for use on return bills
and this complete.

The Longest Run for Your Money

WE MAKE YOUR DOLLARS GO FARTHER

CANADIAN TIRE CORPORATION
The "Factory Tire Distributors"
639 YONGE STREET • TORONTO, CANADA
Phone Kingsdale 2145-2146 Open Evenings

"SEE CANADA FIRST"

FALL AND 1936-7 WINTER

CANADIAN TIRE CORPORATION

CANADIAN TIRE CORPORATION LIMITED
Spring and Summer 1941

EVER BEST

CANADIAN TIRE CORPORATION
639 & 639 YONGE ST. TORONTO

NEW FIRST GRADE TIRES
PUNDED ROAD - TYPING ENLARGED

ROAD EMERGENCY SERVICE! In the event of a breakdown, call for assistance and we will provide it. We have 24 HOURS SERVICE. (See us for details.)

Satisfaction Guaranteed or Money Refunded
A Guarantee Back to Back - True Measure of a Tire's Worth

1938 ROAD MAP
CANADIAN TIRE CORPORATION LIMITED

Canadian Tire Corporation, Limited
FACTORY TIRE DISTRIBUTORS
639 Yonge Street, Toronto, Can.

OUR PROJECT

We have been tasked with creating an interactive online media component for the Canadian Tire Heritage Collection belonging to the Western University Archives. We strive to create a broad encapsulation for the history of the company to entice further research on the subject. The extensive collection was examined and key components throughout (ie. special findings, specific dates, interesting material) were individually selected. In collaborating with Anne Daniels, an archivist at Western, we have created an informative, and interactive website that compels further research. As such, anyone is welcome to explore the website to gain background knowledge into the history of Canadian Tire. The project's ultimate goal is to raise awareness for the Canadian Tire Corporation's massive archival donation to ARCC (Archives and Research Collection Center), and to educate individuals on the important history of Canadian Tire to Canada.

1920s

In 1922 Canadian Tire was founded by Canadians, Bill and Alf Billes. Originally set up as a tire shop, the Toronto-born brothers faced many hardships as a new business. They encountered difficult neighbours and had conflicts that often resulted in fights. Additionally, the bridge that led to the garage was closed for several months due to construction, therefore restricting cars from entering the business. Then, the brothers were hit with good luck. After two Canadian winters that produced almost no snow, the brother's were able to purchase hundreds of tires for cheap from several warehouses. That following Winter, it snowed like crazy. The brothers made a fortune based off of those sales, were able to expand the garage, and changed locations to Yonge/Gerrard Street. Canadian Tire was the first company to sell tires on credit, as a business pitch to expand their growing customer base. In 1927, Canadian Tire officially became a corporation. The shareholders included the two brothers, Morley Hicks (manager), Gordon Blakely (shipper), and Elise Billes (stenographer). By 1929, Canadian Tire had expanded their product line to include radio batteries, and radio parts.

Cords for Larger Cars and Trucks

Size	"Standard" Tires in Stock		"Special" Tires (10,000 miles tread)		Conventional Tires (8,000 miles tread)	
	Price	Value	Price	Value	Price	Value
32x4 1/2	\$11.85	\$13.85	\$12.95	\$13.95	\$12.95	\$22.45
32x4	13.95	16.75	17.95	2.95	2.95	3.45
32x4	14.95	18.75	14.95	2.95	2.95	3.45
34x4	18.95	18.75	18.95	2.95	2.95	3.45
32x4 1/2	18.95	22.95	24.95	3.45	3.45	3.95
32x4 1/4	20.95	24.95	24.95	3.45	3.45	3.95
35x4 1/2	21.95	33.95	33.95	3.95	3.95	3.95
32x4 3/4	29.95	33.95	33.95	3.95	3.95	4.45
34x4	29.95	34.95	34.95	3.95	3.95	4.45
34x4	31.95	35.95	35.95	4.45	4.45	4.45
37x4	42.95	39.95	44.95	4.45	4.45	4.45

Interchangeable Balloons

"TO FIT YOUR PRESENT RIMS" 10,000 MILES

32x4.40 (30 3/8" rim)	Extra Heavy \$18.95	Extra Heavy \$18.95
32x4.75 (31 1/4" rim)	Extra Heavy \$18.95	Extra Heavy \$29.95
32x4.75 (31 1/4" rim)	Extra Heavy \$18.95	Extra Heavy \$29.95
32x4.75 (31 1/4" rim)	Extra Heavy \$18.95	Extra Heavy \$29.95
34x5.75 (34 1/2" rim)	Extra Heavy \$29.95	Extra Heavy \$29.95
34x5.75 (34 1/2" rim)	Extra Heavy \$29.95	Extra Heavy \$29.95

New Small Wheel Balloons


27x4.40	Extra Heavy \$11.95	Extra Heavy \$13.95	Extra Heavy \$26.25	Extra Heavy \$19.20	Extra Heavy \$21.95
27x4.40	11.95	13.95	32.75	25.00	29.95
27x4.75	14.95	18.95	30.75	23.00	27.95
27x4.75	15.95	19.95	32.75	25.00	29.95
27x4.95	16.45	19.95	33.00	26.75	29.95
27x4.95	18.45	20.95	33.50	27.00	29.95
31x4.95	18.75	21.95	33.50	27.00	29.95

Canadian Tire Corporation

DIRECT FACTORY DISTRIBUTORS
 639 Yonge Street TORONTO, Ont.
 Look for Our "Red Foot" Sign - Corner Isabella
 Phone Kingsdale 2145, 2146 - Open Till 10 p.m.

(O.I.R.V.N.O.)

ROAD MAP PROVINCIAL



The Longest Run for Your Money

WE MAKE YOUR DOLLARS GO FARTHER

CANADIAN TIRE CORPORATION
 "Factory Tire Distributors."
 639 YONGE STREET - TORONTO, CANADA
 Phone Kingsdale 2145 - 2146 Open Evenings

TIRES

"NEW LOW PRICES" Effective July 17, 1926

Standard Factory Guaranteed Tires made under our own supervision. Also the thousands of inferior tires that you should not buy. Always make sure you follow our "Red Foot" sign.

CASH ONLY - Big Discounts as well with our trucking - all for cash only and save these discounts along the way.

30	3 1/2	x
30	3 1/2	x

Fabric tires, exceptional values, firsts, at the low **\$7.45** price - Good quality, standard construction, 8,000 miles, regular \$12.50. **8.45**

Cords, semi-ovexite or standard. Good, well made tires that are thoroughly dependable. 6,000 miles. Regular \$16.00. **9.95**

Cords, semi-ovexite or standard. Extra heavy construction, 8,000 miles. Regular \$16.00. **9.95**

Cords, full ovexite, heavy construction, just the thing for heavy service, 10,000 miles. Regular \$13.00. **9.95**

Cords, Giant ovexite, extra heavy. A tire that will give the utmost in mileage and riding comfort, 10,000 miles. Regular \$19.00. **11.95**

GUARANTEED TIRES: \$1.65 Extra Heavy \$1.95; Full Ovexite \$2.25.

Balloons for Small Cars

27x4.40 - Fits most models Ford, Chevrolet, Buick, etc. Good quality, standard construction, 8,000 miles. Regular \$12.50. **\$11.95**

27x4.75 - Extra quality, very heavy construction, the best money can buy, 10,000 miles. Regular \$22.00. **13.95**

Extra quality heavy tread construction. **\$2.85**

Good quality Inner Tubes, **\$2.85**

27x4.40 - Fits regular size 30x 3/8" Clincher rims. Extra quality, very heavy construction, will stand under the heaviest service, 10,000 miles. Regular Inner Tubes **\$2.45** Extra Heavy **\$2.95**

Phone, wire, or send your order. Prompt express shipments made C.O.D. subject to inspection, or you may send with order, which will save the most annoying delays.

99¢ CASH CHANGES PREPARED

Express will be prepaid on all orders - unless for case or more tires and tubes complete.

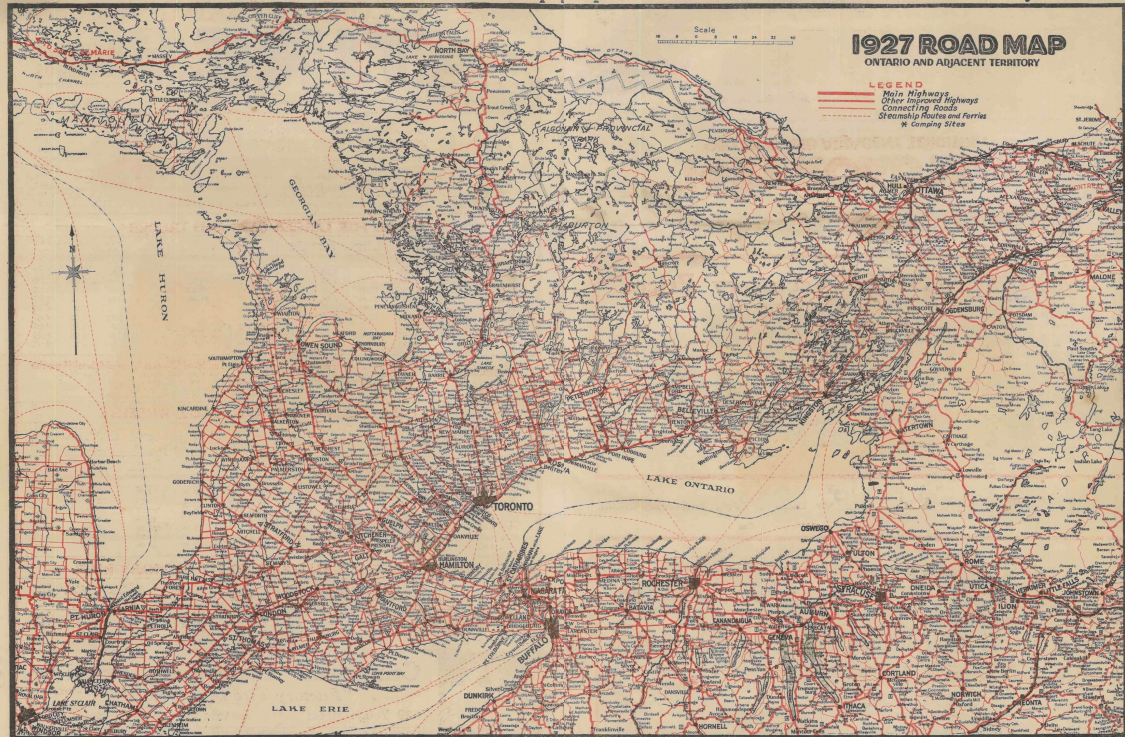


Remember -
 You are buying at "express prepaid" prices (see how to order).
 We offer no inferior goods - Our 14 successful years are proof of this.
 Our Prices are unequalled anywhere.
That thousands of tires, in every size, are always in stock.
 No shipping delays.



Canadian Tire Corporation Phone Kingsdale 2145 - 2146 **639 Yonge Street - Toronto, Can.**
 Look for our "Red Foot" Sign - Corner Isabella

1926 Price List
 First road map on the back of a price list. This road map was seen as a gift to their customers as road maps at the time were expensive and rare. (AFC 3-132/DVD 5)



1927 ROAD MAP
ONTARIO AND ADJACENT TERRITORY

LEGEND
 Main Highway
 Other through Highways
 Connecting Roads
 Steamship Routes and Ferries
 Camping Sites

CANADIAN TIRE CORPORATION Phos
Kingsdale 245 - 2146 639 Yonge Street, Toronto, Canada
LOOK FOR OUR "RED FRONT" STORE CORNER LABELS

Our Guarantee is definite—Money refunded if our service means everything the word implies. We sell true QUALITY, to bring you back again. —We really do "Make your Dollars go farther."

Because
 —Our Guarantee is definite—Money refunded if our service means everything the word implies.
 —We sell true QUALITY, to bring you back again.
 —We really do "Make your Dollars go farther."

Canadian Tire Corporation
 "Canada's Largest"
 Factory Tire Distributors



Guarantee
 on all tire orders when one or more EXPRESS PREPAID \$5

Out-of-Town Customers
 Phone, wire or mail your orders. Immediate express shipment C.O.D. subject to inspection. Satisfaction guaranteed or money refunded.

"MONEY SAVING" Accessory Prices

32 cubic power extra strong	34	TUBE REPAIR KITS. Everything to make a satisfactory
32 cubic power	35	TIRE FLAPS. All sizes. Each with caps, large
Medium size, per roll	15	valve caps and nut bushings. Each
Well made and reversible	05	SCHRAEDER VALVE FITTINGS. Small valve caps, large
Good strong type	29	SCHRAEDER VALVE INSPECTION. 5 in metal box.
Strong screw type	149	For hi-pressure test
Quart cans	165	SCHRAEDER AIR GAUGES. For balloons, tire centers
Per can	35	piece with Yale lock
For repairing cuts in tread of casings	115	SPARE TIRE CHAINS. To lock on your spare tire, com-
8 sockets complete	95	plete with Yale lock
3 sockets complete	195	All larger sizes
hit over repairs	895	are 30 x 3 1/2
Extra heavy	195	TIRE REINERS. Complete reiners to reinforce weakened
Very handy for the man doing	75	parts with 3 1/2" half price
Standard weight	35	TIRE CHAINS. Extra heavy, hardened links, all sizes ex-
Blow out shoes	49	cepting 30 x 3 1/2, half price
Socket wrench sets	25	

CANADIAN TIRE CORPORATION

1927 ROAD MAP
 ONTARIO AND ADJACENT TERRITORY

for

Mr. D. D. Brooks,
 Main St.
 Mt. Albert, Ont.

Canadian Tire Corporation
 "Factory Tire Distributors"

639 Yonge Street
 Toronto 5



1927 Road Map

First catalogue made after Canadian Tire officially became a Corporation.

(AFC 3-132/DVD 5)



NEW FIRST GRADE TIRES
STANDARD MAKES — FACTORY GUARANTEED

AUTO AND RADIO
STORAGE BATTERIES
Heavy Duty, 1 Year Guarantee



With the installation of a GOOD BATTERY better performance of car or truck, and a better of economy and satisfaction. The heavy plate size, specially built and tested cars on dynamometers equipped with a special test set to prevent leakage and corrosion about terminals. These Heavy Duty type batteries have been designed by experiment the most cars will require several, cheaply constructed ones. They are built for the most part of the maker of the more RELIABLE BATTERY we can supply to you. They are more than competitors of the SPECIAL LEAD BATTERY maintenance.

6 volt, 11 plate, Special.....	\$7.95
6 volt, 11 plate, Heavy duty.....	8.95
6 volt, 13 plate, Heavy duty.....	10.45
6 volt, 17 plate, Heavy duty.....	12.75
12 volt (6 cell type).....	15.75
80 ampere hour, Radio type.....	8.95
100 ampere hour, Radio type.....	10.45

BATTERY ACCESSORIES

Hydro-bromates.....	\$.20
Positive Cables, reg. \$1.50.....	.25
Negative Cables.....	.15
Terminals.....	.35
Bells and Nuts (and covers).....	.10

LUBRICATING OILS!
With a view to increasing of further service we have decided to supply our customers with Pure Pennsylvanian Oil at Wholesale Cost.

The higher you go the better!
The famous Standard was chosen, only after exhaustive tests because of its economy and high quality—long life—economical in terms of the service of ordinary standard blends of oil. You cannot afford to use oils of questionable quality and various grades by buying a quart here and there. Order direct at these low prices and instruct your motor properly from NCW on.

1 Gallon Cans, \$1.25 per Gallon
5 Gallon Cans, \$1.00 per gallon
A grade for every car. State kind of car and weight of oil wanted.

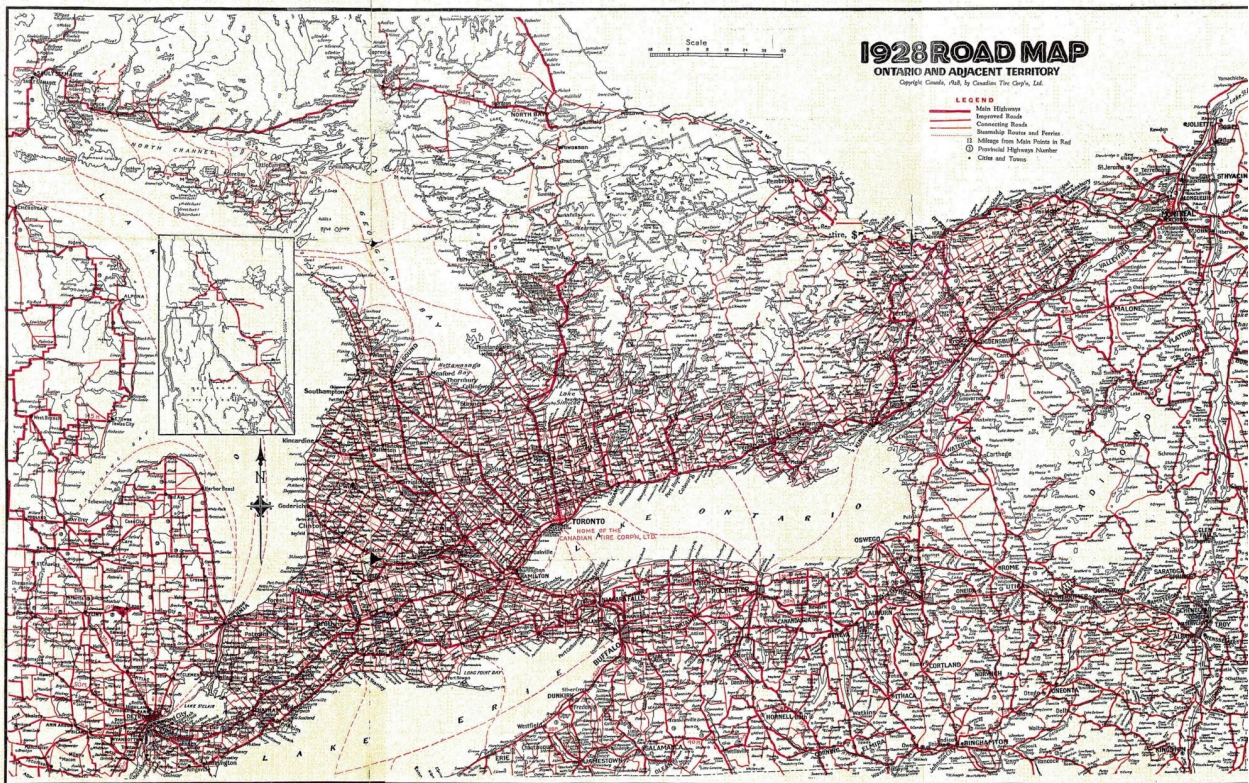


COMPLETE TIRE RELINERS
For re-inflating weak casings. Will add many miles of service in most cases. May either be cemented in or laid in loose.

30 x 3 1/2 Special.....	\$1.25
30 x 3 1/2 x 27 x 4 4/4 Heavy.....	1.25
4" 4 1/2 and Balloons.....	2.95
5" and Large Balloons.....	3.45
5 1/2 Flat Tire Cement.....	.20

ROAD EMERGENCY SERVICE! No need to pay top-notch tire and tube prices when in trouble on the road. Phone or wire our head office. We will rush shipment on fast train out, C.O.D., subject to inspection. WE PAY EXPRESS ON ALL ORDERS WHERE ONE OR MORE TUBES ARE INCLUDED.

Satisfaction Guaranteed —
A Guarantee that is Definite — Your Assurance of a Squ



1928 ROAD MAP
ONTARIO AND ADJACENT TERRITORY
Copyright, Canada, 1928, by Canadian Tire Corp., Ltd.

- LEGEND**
- Main Highways
 - Improved Roads
 - Connecting Roads
 - Township Routes and Ferries
 - Mileage from Main Route to Road
 - Provincial Highway Number
 - Cities and Towns

Canadian Tire Corporation, Limited **639 Yonge Street, Toronto, Can.**
"FACTORY TIRE DISTRIBUTORS" **Phones — Kingsdale 2145-2146** **BRANCH STORES — 1242 Bloor West • Ken. 5 458 Danforth • Gerr. 6**

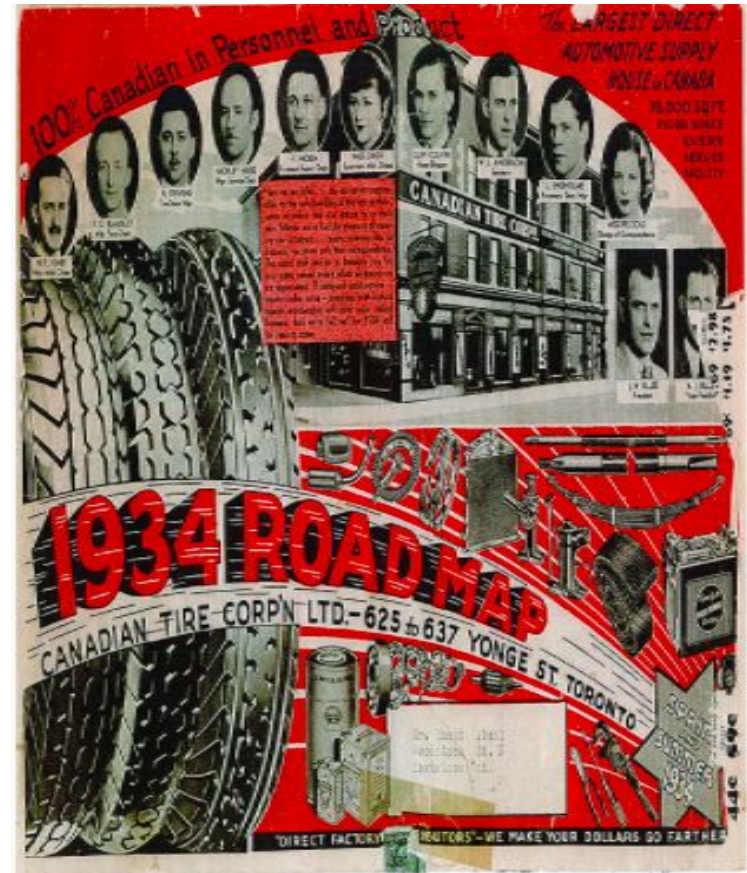
1928 Road Map

Radio batteries were first advertised and sold as an expansion of their product line. This was the first product advertised in their price lists that stepped away from necessary automobile parts.

(AFC 3-132/DVD 5)

1930s

Canadian Tire wanted to be the store that supplied anything customers needed. This meant that they needed to grow their product lines. In 1935, Canadian Tire expanded their product line to include camping, hunting, fishing, and other sporting goods. That same year, they launched their first original line. In the present day, the Motomaster Original Line is still one of the most affordable, and reliable brands for automotive parts and batteries. Canadian Tire gave the customers a sense of self reliance by providing customers with the tools to do the jobs themselves. They wanted to be Canada's number one store. By 1937, Canadian Tire stores were having problems keeping up with the demands of their sales. To increase the speed of the clerks travelling to the storeroom, and ensure they delivered the customer their product in time, Muriel Billes (Alf's wife) developed the idea of clerk's on rollerblades. Soon after, the clerks on rollerblades became an entertainment to all of the customers that came to Canadian Tire. Many visited the store specifically to see them in action. They zipped through the store, and carried boxes up and down the stairs in their rollerblades. Innovation was key at Canadian Tire.



1934 Road Map

Largest price list to date and was the last price list with a road map on the back.
(AFC 3-132/DVD 5)



1935 Road Map/Price List (left)

Canadian Tire was now the largest automobile and radio retailer in Canada. During 1935 they also launched their first original line, Motomaster Original Line, becoming the most affordable and reliable automotive brand.

(AFC 3-132/DVD 5)



1937 Catalogue (below)

(AFC 3-132/DVD 5)



Fall/Winter 1935-37 (left)

First catalogue with Canadian Tire's new logo on the cover. This would become the second logo of five.

(AFC 3 - 116/4)





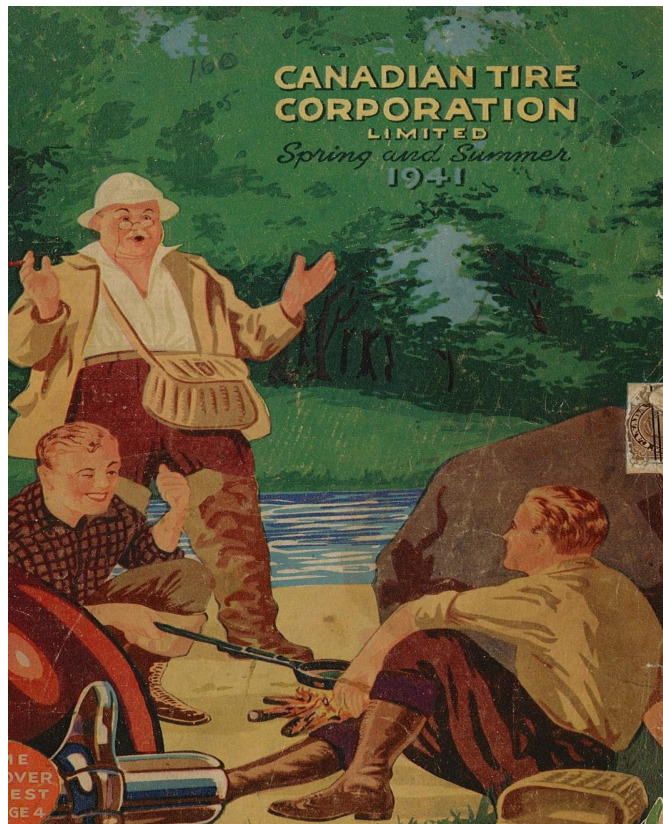
Spring/Summer 1936 Catalogue

First catalogue with an outdoor scene introducing multiple items and activities, all of which can be purchased at Canadian Tire. This showed the expansion of the product line to leisure items.

(AFC 3 - 116/3)

1940s

For the first half of the 40s, expansion of Canadian Tire was halted due to the war. However, after the war, it was a different story. Business exploded, as Canadians started to migrate into the suburbs. A one car nuclear family in the suburbs made the Canadian ideal. Canadian Tire was the go-to store for anything related to automobiles, and outdoor activities.



Spring/Summer 1941 Catalogue (above)
First permanent character (old man) on the cover who will remain on the cover until the 1970's.
Inside the catalogue (left): First fishing spread appeared in the 1941 catalogue (AFC 3 -116/9)

Line Fishing
PHONE, MI. 5841★ - 10 LINES TO SERVE YOU
POPULAR REELS BY Famous Reels

- No. 5105 "Shakespeare's Thumbler" Wm. Shakespeare's "Thumbler" was the first fishing experiment to cost the average fisherman less than \$10.00. Built with down design, with average reel bearing, collapse head and hook case. Coasting brass frame. Cork collar. Lever. \$7.95
- No. 5110 "Shakespeare's Crutcher De Luxe." Crutcher built for speed, light, and light. Made of heavy metal brass frame from Shakespeare's steel and bronze. Collapsible frame. Thumb operated click on. \$7.35
- No. 5114 "Shakespeare New Classics." A new series "Shakespeare" reels made by the Havelock Patenting Co. Hand made. Price from \$8.50
- No. 5111 "Shakespeare's Intercom." Intercom. "Shakespeare" reels with the finest quality metal. \$6.75
- No. 5116 "Shakespeare's Medial." Medial. "Shakespeare" reels with the finest quality metal. \$5.95
- No. 5124 "Markeman." Precision manufacture, light construction and dependable operation of gear and adjustable bronze bearings make this reel a popular choice for pleasure and sport. \$4.45
- No. 5130 "Shakespeare New Importer." Shakespeare's New Importer. \$3.95
- No. 5102 "Shakespeare's Spinning." Spinning. \$4.95
- No. 5100 "Shakespeare's Spinning." Spinning. \$4.95
- No. 5108 "Shakespeare's Spinning." Spinning. \$4.95
- No. 5106 "Shakespeare's Spinning." Spinning. \$4.95
- No. 5104 "Shakespeare's Spinning." Spinning. \$4.95
- No. 5102 "Shakespeare's Spinning." Spinning. \$4.95
- No. 5100 "Shakespeare's Spinning." Spinning. \$4.95
- No. 5108 "Shakespeare's Spinning." Spinning. \$4.95
- No. 5106 "Shakespeare's Spinning." Spinning. \$4.95
- No. 5104 "Shakespeare's Spinning." Spinning. \$4.95
- No. 5102 "Shakespeare's Spinning." Spinning. \$4.95
- No. 5100 "Shakespeare's Spinning." Spinning. \$4.95

Tackle
"IT PAYS TO PLAY"

- No. 5233 "Fish-Life" Pike. Pike. \$1.95
- No. 5236 "Fish-Life" Pike. Pike. \$1.95
- No. 5237 "Fish-Life" Pike. Pike. \$1.95
- No. 5238 "Fish-Life" Pike. Pike. \$1.95
- No. 5239 "Fish-Life" Pike. Pike. \$1.95
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- No. 5256 "Fish-Life" Pike. Pike. \$1.95
- No. 5257 "Fish-Life" Pike. Pike. \$1.95
- No. 5258 "Fish-Life" Pike. Pike. \$1.95
- No. 5259 "Fish-Life" Pike. Pike. \$1.95
- No. 5260 "Fish-Life" Pike. Pike. \$1.95
- No. 5261 "Fish-Life" Pike. Pike. \$1.95
- No. 5262 "Fish-Life" Pike. Pike. \$1.95
- No. 5263 "Fish-Life" Pike. Pike. \$1.95
- No. 5264 "Fish-Life" Pike. Pike. \$1.95
- No. 5265 "Fish-Life" Pike. Pike. \$1.95
- No. 5266 "Fish-Life" Pike. Pike. \$1.95
- No. 5267 "Fish-Life" Pike. Pike. \$1.95
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- No. 5269 "Fish-Life" Pike. Pike. \$1.95
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- No. 5272 "Fish-Life" Pike. Pike. \$1.95
- No. 5273 "Fish-Life" Pike. Pike. \$1.95
- No. 5274 "Fish-Life" Pike. Pike. \$1.95
- No. 5275 "Fish-Life" Pike. Pike. \$1.95
- No. 5276 "Fish-Life" Pike. Pike. \$1.95
- No. 5277 "Fish-Life" Pike. Pike. \$1.95
- No. 5278 "Fish-Life" Pike. Pike. \$1.95
- No. 5279 "Fish-Life" Pike. Pike. \$1.95
- No. 5280 "Fish-Life" Pike. Pike. \$1.95

CANADIAN TIRE CORPORATION LIMITED 1943



1943 Catalogue: War Edition (left)

Shows war and adds humor for the customer during a tense time.

(AFC 3 - 116/12)

1948-9 Catalogue (right)
First catalogue with the Canadian Tire's third logo in the top right corner.

(AFC 3 - 132 DVD 5)



1948-9

Catalogue



You're safe WITH SUPERLASTICS!

Watch SHARP WHEELS! AVOID ACCIDENTS

NAME THE COVER CONTEST SEE PAGE 3

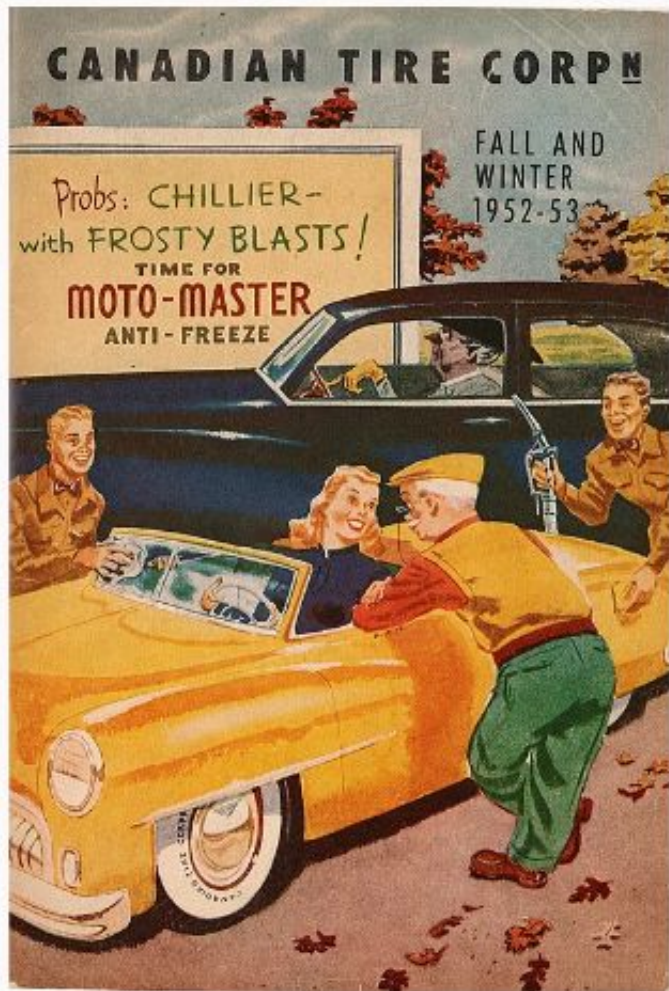
1950s

By the 1950s, Canadian Tire had over 150 associate stores all across Canada. Bill Billes passed away in 1956, having made his impact in the world. After this death, Alf decided that if they were to be Canada's leading store for everything automobile related, then they should sell gas too. They wanted to provide the best prices, however, they couldn't compete with the bigger oil companies who could afford to sell their gas for cheap. To solve this problem, Canadian Tire had an innovative solution. Canadian Tire Money was created as an incentive to promote gas sales, and foot traffic in the store. Canadian Tire Money was given away at the gas bars, giving customers 5% of their gas purchase back in coupons they could use in-store. By 1958, the first gas bar printed Canadian Tire money in denominations of 1, 2, 3, 4, 5, 10, 25, 30, 40, 50 and 60 cents, and \$1.



Spring/ Summer 1950 (above)

First appearance of another main character - the blonde woman accompanies the old man in subsequent catalogues. (AFC 3 - 116/18)



Fall and Winter 1952-53 (left): Highlights the 2 main characters, Motomaster product line.
(AFC 3 - 116/22)

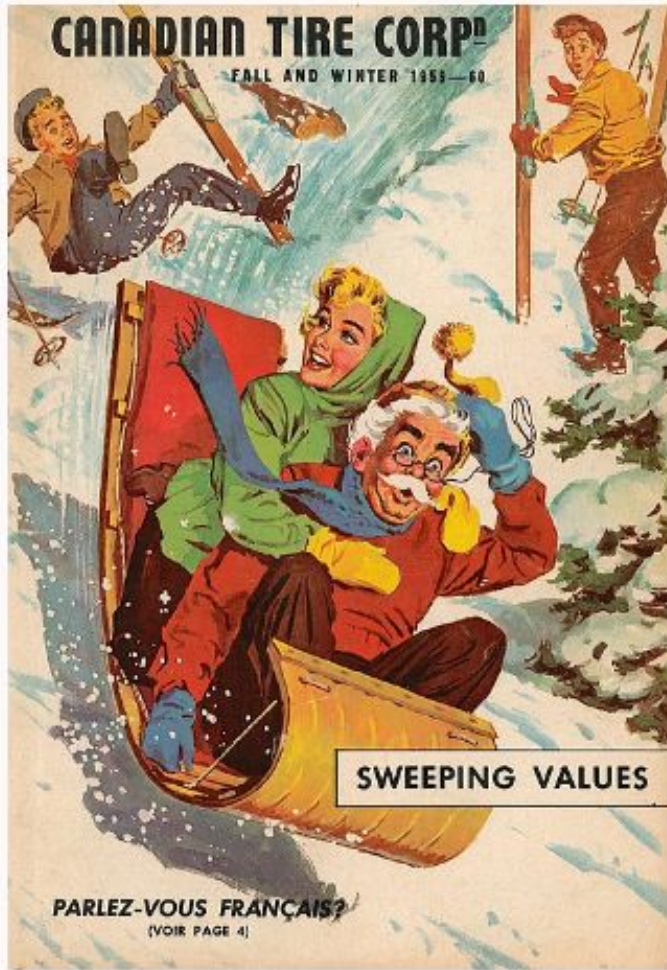


Fall and Winter 1957-58: First French (above) and English (left) catalogues are released following the death of one of the brothers. The catalogues come in two versions from then on. (AFC 3- 116/27) and (AFC 3 - 116/28)



1958

The first gas bar Canadian Tire Money printed in denominations of 1, 2, 3, 4,5,10, 25, 30, 30, 40, 50, and 60 cents and \$1. Canadian Tire Money features a dollar coin and a tire with legs running beside each other and the quote “We make your dollar go further” across the top. The back of the Canadian Tire Money featured artwork of a rural-industrial scene including trains, ships, airplanes and cars as a representation of the Canadian economy with a Canadian Tire Store in the middle.



1960s

By the 1960s, Canadian Tire had expanded away from the city centers and into the suburbs, providing everything customer's needed to do it themselves. They constantly followed the different trends in Canadian society, changing their items to best suit their needs. In 1967, Canadian Tire celebrated Canada's 100th anniversary. The Centennial Car Rally was organized by Canadian Tire. The parade of vintage automobiles travelled through Canadian towns and cities, ending in Montreal's Expo '67, the biggest Canadian 100 celebration.

Fall and Winter 1959-60: First catalogue of the 1960's.

(AFC 3 - 117/3)

MORE MONEY-SAVING NEW ITEMS!

Get Up to 35% in CASH BONUS DISCOUNT NOTES at C.T.C.

Get up to 35% off on your car's door in 10 minutes. No tools, no fuss. **10** **INSULATED** **48 IN.** **25**

12 **MINI-SIZE AIR MATTRESS for "Snoozing Out"**
 COMBINATION SPREAD AND PICK
 COMPACT SPOONERS
 TRAILER STAND
 SAVE SAFELY!
 CENTENNIAL TABLES
 NEW FERN POST BASKET
 FURNITURE-STYLED, PORTABLE AUTOMATIC ELECTRIC HEATER
 New "Furniture Campaign" in 40 big cities. "Decorate" and "Buy" for thousands of homes. Special on heater. **85-93**

11 **Lowest Price for Floor** — Set of 10 in. x 10 in. x 1/4 in. tiles. **12**

13 **Double Day Air Mattress** — Full size, 70 in. x 100 in. x 2 in. deep. **17-95**

14 **"Cleaning" Plastic Tent Pack** — Includes tent, rainfly, stakes, rope. **17-95**

15 **Decorative Combs for Shampoo** — 12 in. x 6 in. x 1/2 in. thick. **1-25**

16 **Galvanized Pencil Sharpener** — 2 in. x 1 1/2 in. x 1 1/2 in. **1-25**

17 **Decorative Combs for Shampoo** — 12 in. x 6 in. x 1/2 in. thick. **1-25**

18 **Decorative Combs for Shampoo** — 12 in. x 6 in. x 1/2 in. thick. **1-25**

19 **Decorative Combs for Shampoo** — 12 in. x 6 in. x 1/2 in. thick. **1-25**

20 **Decorative Combs for Shampoo** — 12 in. x 6 in. x 1/2 in. thick. **1-25**

CENTENNIAL SAVINGS!

LESS THAN 1/2 CATALOGUE PRICE!

8 PAGES of SUPER SAVINGS!
 Special Buys! Price Cuts!
 Makers' Clearances!
 Reductions from Stock!

1.48

6 oz. SIZE AEROSOL PAINT

.48

Compare at \$1.49

22.22

99-731

22.22

Compare at \$37.95 Value

22.22

99-731

22.22

99-731

Special Purchase! 40 Ft. GARDEN HOSE

Compare at \$1.69 .99

Special Purchase! 40 Ft. GARDEN HOSE

Compare at \$1.69 .99

Spring/Summer 1967

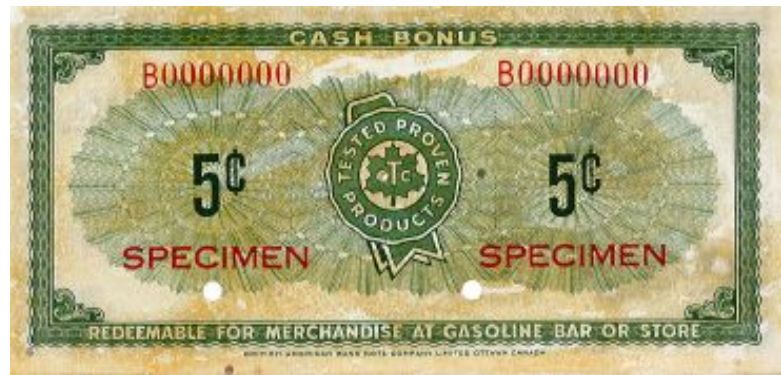
(right): Canada 100 catalogue that highlights the parade.

(AFC 3 - 118/12)



Inside the Centennial Catalogue (above): Items advertised with Canada's anniversary in mind.

(AFC 3 - 118/12)



1961

Canadian Tire Money was printed on genuine banknote paper by the British American Bank Group. Now Sandy McTire, drawn by artist Bernie Freedman, was featured on the front of the coupon. Sandy had a thick-upward mustache, wearing a tam'o-shanter and always with a cheerful smile. Sandy was the pennywise Scotsman which fit perfectly for Canadian Tires that promises lowest prices. Now money was also being issued in stores for cash purchases.

AFC 3-132/CD 6





1962

A small serif and plain "T" was now on the money and the six digit code changed to seven digits.

AFC 3-132/CD 6

1970s

Canadian Tire celebrated its 50th anniversary in 1972. During this decade the continued to expand the company while staying close to their roots. They expanded to 54 gas bars and to cut down on labour costs they introduced the idea of customer pumping their own gas becoming one of Canada's first self-serving gas bar. Going back to their rule of the customer always benefitting they would leave the sign and the pump the same price but would charge the customer less. Canadian Tire started expanding into home decor being sold in their stores. In 1977 Canadian Tire launched its first national campaign with the slogan "you can do it" aiming at back at customers doing projects themselves and Canadian Tire providing them the tools to do so. By 1978 Canadian Tire continued to expand needing move their corporate office from the small Yonge Street location to an office tower further down the street.

Spring and Summer 1970 (right)

This was the last catalogue that portrayed all of the character the customers came to know.

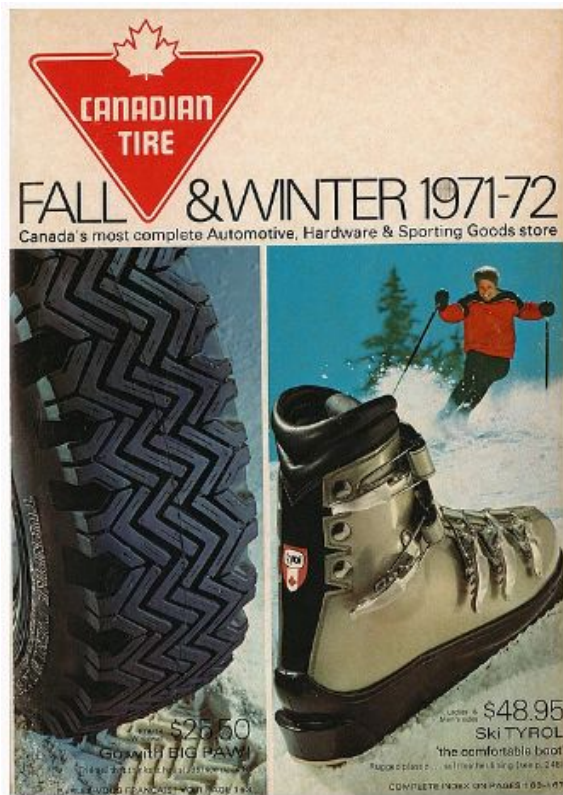
(AFC 3 - 119/7)





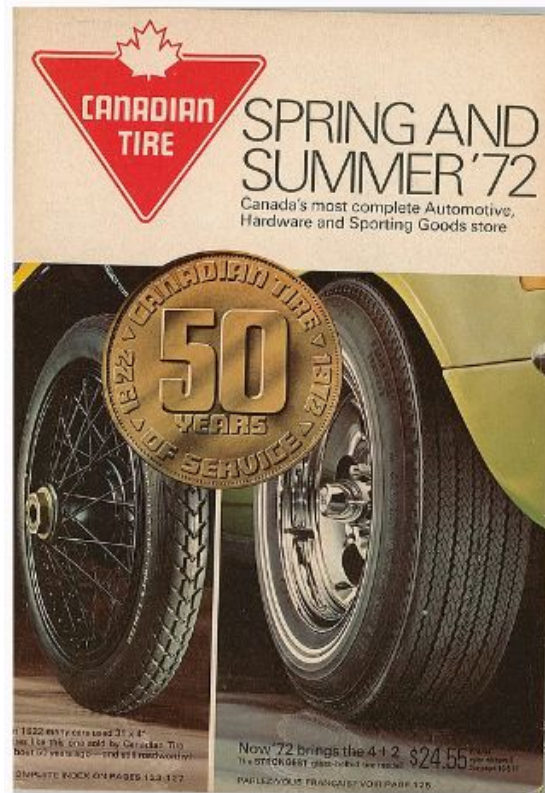
Spring and Summer 1971 (above)
This was the last one with the permanent character on the cover. The focus is taken off of the permanent character and put on the retail items being sold, something that would be seen more of in the future.

(AFC 3 119/11)



Fall and Winter 1971-72 Catalogue (above)
This was the first one displaying retail items instead of the past characters. In the 1970s catalogues, the fourth Canadian Tire logo appear on the front.

(AFC 3 119/13)



Spring and Summer 1972 (right):
Catalogue celebrated Canadian Tire's 50th anniversary of service.

(AFC 3 119/15)





Series 2: 5 cents (below)

Series 3: 5 cents (below)



1972

Canadian Tire celebrated its 50th anniversary with a series 2 and 3 coupon issued in 1972. Series 3 replaced series 2 with a darker denomination in the corner as series 2 was too hard for cashiers to read.



AFC 3-132/CD 6



1974

Series 4 was issued and coupons were printed by the Canadian Banknote Co. and Canadian Tire alternated printers between Canadian Banknote Co. (CBN) and British American Bank Group (BABN) until series 26. These different printers can be identified in the bottom right corner as CBN uses coloured square or black circle background, and BABN uses a white background. The 1974, money with Fred Sasaki personnel signature, in comparison to the 1985 with the forged signature.

AFC 3-132/CD 6



1976 (above)

Money could now be used in both store and at the gas bar and was printed on the money. Commemorative money was produced in support of the 1976 Montreal Summer Olympics

AFC 3-132/CD 6

1980s

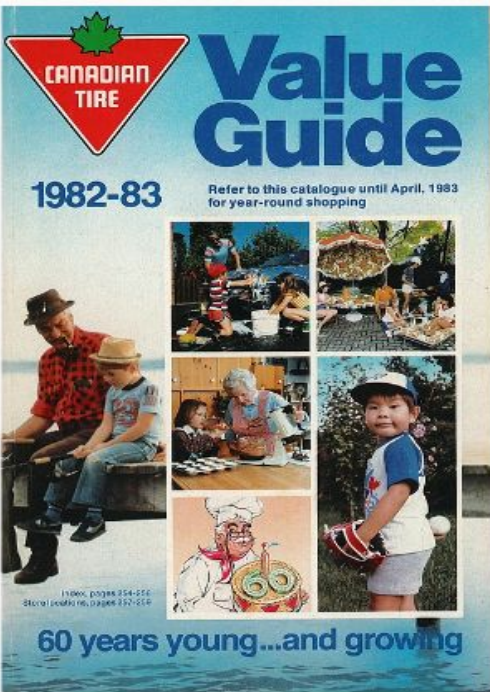
For Canadian Tire the 80's were a time for reconnecting with their customers. This was done largely through advertising. Throughout the 1980's the 'Albert' and the 'Bike Story' commercials really hit home for most Canadians. The 'Albert' commercial spoke to the dreams of every kid growing up. This commercial was so popular with hockey fans crowds would chant Albert when their teams were behind, creating a special connection between Canadian Tire and it's customers. The 'Bike Story' followed the close relationship of a father and son ending in a touching moment formed through a bike cut out of a Canadian Tire catalogue. These commercials helped Canadian Tire stores make a spot for itself in the Canadian identity of retail. It had become one of the first places customers would go to and often revisit.

Summer 1981 (left)

After almost a decade of only retail items being shown the catalogues start heading back to their roots incorporating families in the outdoors and enjoying activities together.

(AFC 3 - 122/8)





1982 Value Guide (right)
 First Value Guide and Canadian Tire celebrates 60 years of service. This Value Guide brings back the previous permanent character who was introduced in the 1940's.
 (AFC 3 - 122/12)



1986 Value Guide Catalogue (left)
 This was the EXPO '86 official retailer.
 (AFC 3 - 123/10)

1986 Inside Cover (above)
 The inside cover depicts the Canadian Tire Express monorail which traveled coast to coast bringing people to EXPO '86.
 (AFC 3 - 123/10)

1987 Catalogue



COLOR CODE

-  Automotive Parts & Accessories, pages 4-87
-  Sports & Recreational, p 277-304, include www.cdn.tire.com
-  Appliances and Home Services, pages 3, 30-108
-  Guide-Map, pages 273-302

Index and 95000
teletext
page 274-276

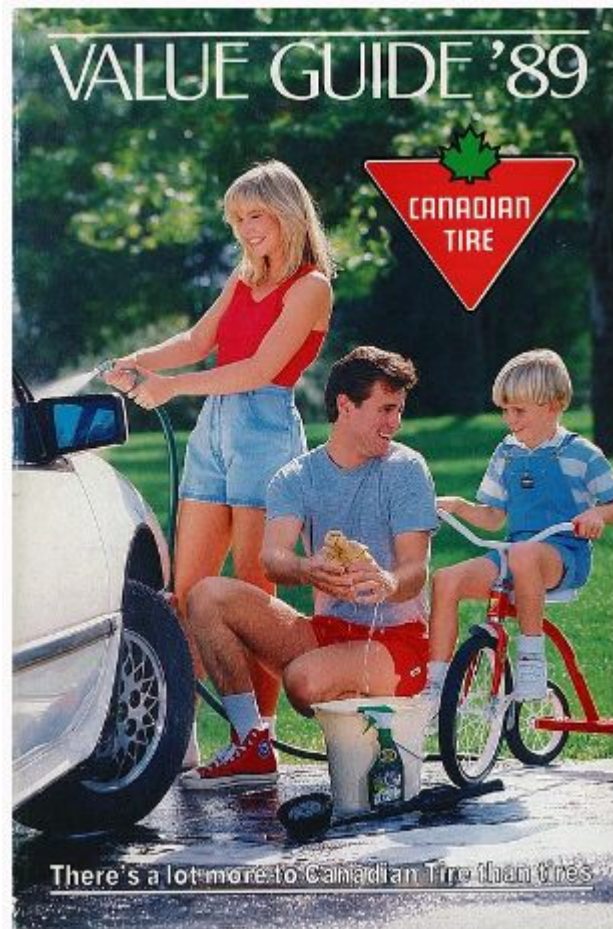
1987 Catalogue (left)

This is the first catalogue that depicted the colour code system adopted by stores to aid customers in finding what they were looking for. Canadian Tire also advertises its partnership with the 1988 Calgary Olympics.

(AFC 3 - 123/15)

1989 Value Guide (right):

Continuously changing their branding to appeal to the family.
(AFC 3 - 124/4)



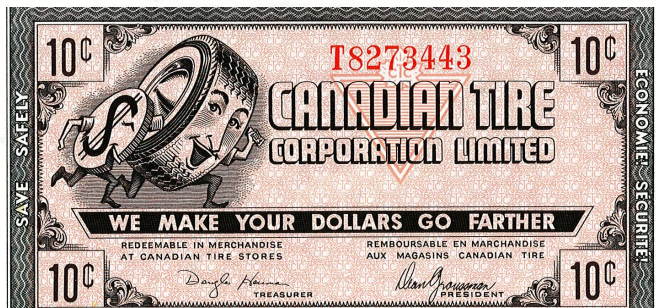


1985

Fred Sasaki, Canadian Tire Treasurer, signature was forged by the printer on the Canadian Tire Money as the printer lost the signature stamp and was unable to obtain Sasaki signature in time to print. Sasaki was the forged spelling.

AFC 3-132/CD 5 (Gas Coupon; left and top right)

AFC 3 -132/CD 6 (In Store Coupon; bottom right two)





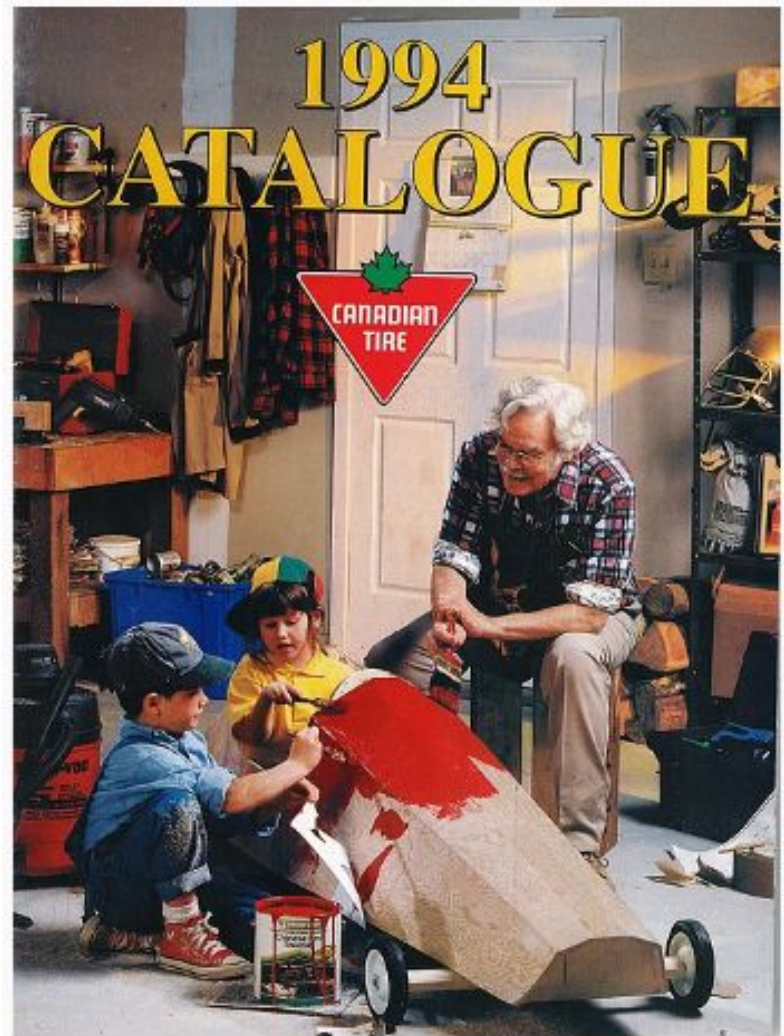
1987: this coupon is a replacement. Replacements are coupons substituted for any coupon that does not pass quality control anywhere in the printing process. Although it use to be difficult to point them out, now they are indicated with a *, a 9(only certain), a 1 or a 999 to start the serial number.



1990s

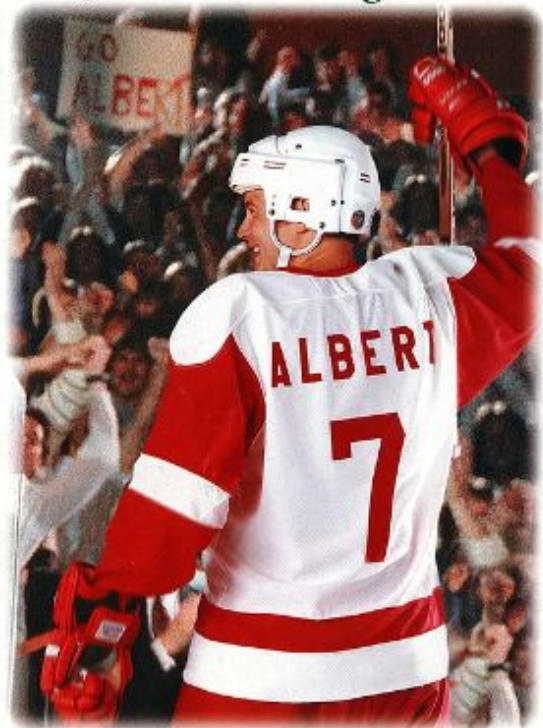
In 1991 a wave of American retailers started entering into the Canadian market causing a large competition for Canadian Tire. To adapt to the market Canadian Tire moved back to their roots focusing on what their customers wanted in stores rather than matching competition. Store improvements were made like colour coding each department to better direct customers and providing service button for help located all throughout their stores. In 1993 the Canadian Tire Child Protection Foundation is launched. This is a not-for-profit organization dedicated to the health, safety and welfare of children, today known Jumpstart. Then in 1997 Canadian Tire celebrated its 75th anniversary.

1994 Catalogue (right)
The cover depicts multiple generations and a familiar face with a old permanent character resemblance.
(AFC 3 - 125/10)





75TH ANNIVERSARY
1997 *Fall & Winter*
Catalogue



1997 Catalogue: 1997 marks the 75th anniversary for Canadian Tire. The two famous television commercial advertisements of The Bike Story(right) and Albert (left) are depicted on the years covers above.
(AFC 3 - 126/2)



75TH ANNIVERSARY
1997 *Catalogue*

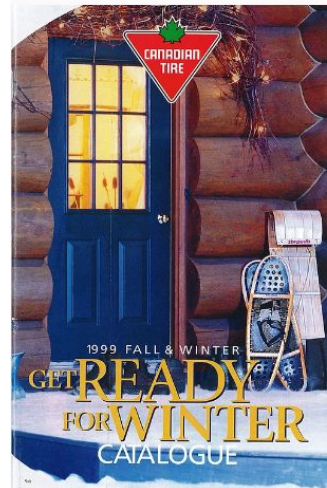


Fall and Winter 1999
(right)
First catalogue advertised the Canadian Tire Foundation for Families on the back cover. This is accompanied by its own Canadian Tire logo (below)

(AFC 3 - 126/8).



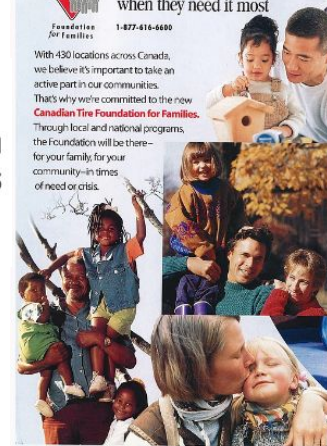
**Foundation
for Families**



Helping families
when they need it most

Foundation
for Families
1-877-616-6600

With 450 locations across Canada, we believe it's important to take an active part in our communities. That's why we're committed to the new Canadian Tire Foundation for Families. Through local and national programs, the Foundation will be there—for your family, for your community—in times of need or crisis.





1992

Series 15 was issued in 1992, which combined the gas bar coupons with the store coupons.

AFC 3 -132/CD 6





1996

Canadian Tire celebrated its 75th anniversary with a series 18 and 19 coupon issued in 1996.

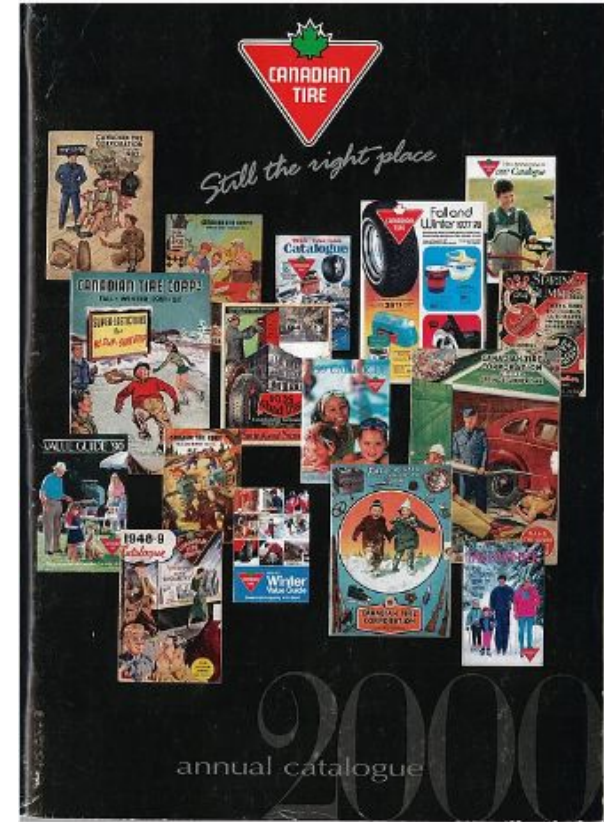
AFC 3 -132/CD 6



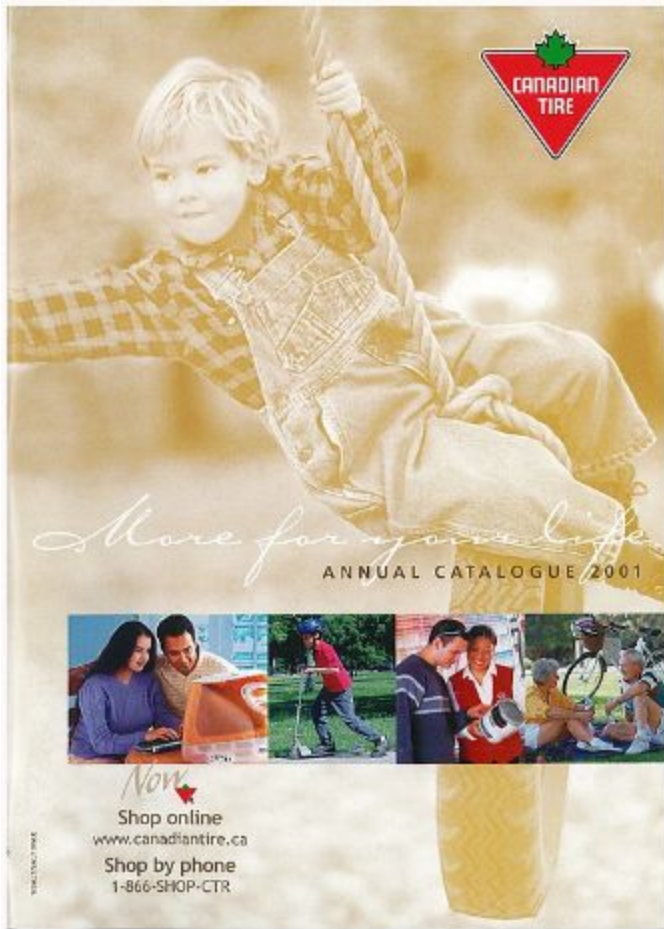
2000s

Big oil companies started to raise the price of gas at the pumps to put pressure on individual companies in order to monopolize the market. Canadian Tire was finding it difficult to compete with these oil companies and realized something needed to change. In 1958, A.J. decided customers who paid for gas with cash would receive 5 % back in the form of Canadian Tire Money which could only be used at a Canadian Tire store. A concept Canada had never seen before and was a reward for customers paying with cash. This is because the Bills had a concept that money was good and debit was bad. For Canadian Tire this was the best way to compete with the big companies as well as generate additional revenue for the store. This was a hit. People were lining up at the pumps and there was an increase of in store customers.

The first Canadian Tire Money was handed out at Toronto's Yonge and Davenport gas bar. It features a dollar coin and a tire with legs running beside each other and the quote "We make your dollar go further" across the top. The back of the Canadian Tire Money featured artwork of a rural-industrial scene including trains, ships, airplanes and cars as a representation of the Canadian economy with a Canadian Tire Store in the middle. Denominations included 1, 2, 3, 4, 5, 10, 25 and 50 cents and \$1. However, there needed to be something done about the poor quality of paper as it often ripped upon being folded.



2000 Catalogue (above): Cover collage of pictures reiterates that Canadian Tire is still the same place with the same roots that it had back when they opened. (AFC 3 - 126/12)



2001 Catalogue: First cover to advertise additional methods of retail purchasing including shopping online and over the phone. One of the last catalogues as they end in 2008.

(AFC 3 - 126/11)