

THE 5% GASOLINE DISCOUNT COUPONS

by Ross Irwin

In the 1960's and early 1970's there were continuing activities to obtain a greater share of the gasoline market. CTC was the bad boy within their competitors. However, they were to stick to small discounts and not upset the apple cart. Many times the CTC Petroleum Manager was invited to the Imperial boardroom and informed "this is how it's going to be". Our discount coupons were the result of CTC trying to achieve greater market share without upsetting the major sellers.

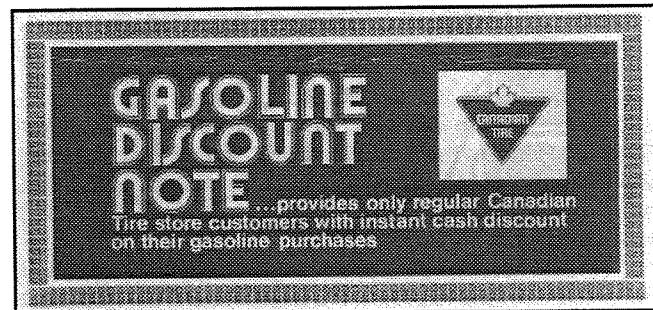
CTC celebrated their 50th Anniversary in 1972 and created a short series of store coupons to promote the event. These coupons were supplied by their security printer, the B. A. Banknote Inc. There are two types, the original CTC S2 having lined numerals which proved hard to read by cashiers, and the second CTC S3 with more readable lettering.

To further celebrate their 50th Anniversary an impressive discount coupon was introduced to be used along side the "in-house" paper coupons. These were printed by the Canadian Banknote Co. and were signed by Sasaki and Muncaster. This is the origin of the 5% Gasoline Discount Coupon. The coupon states that the expiry date was January 1, 1973 - the end of the Anniversary year. However, they continued to be issued well into 1973.



The face of the bilingual coupon shows "5% Cash Discount" on the purchase of gasoline. It states that it is an Anniversary Coupon, and that it is limited "Only one coupon may be used for any one purchase of gasoline". The back confuses the issue a bit by stating "Add this bonus coupon to your regular gas bar discount coupons and get even bigger savings". The type of regular discount coupon used at the time is shown here.

The red serial number uses the large standard CBN company serified font. Below, is an illustration of my 8-digit high and low numbers. This raises the question whether the series actually began at 00000000? I think it may have been at 00100000 rising to about 05000000. Any member have a coupon outside this range? With about 5 million coupons printed they should be more common than is the case.



NUPHILEX/CTCCC MEETING – MONTREAL, – NOVEMBER 3, 2001

by Roger A. Fox

Only one week apart between the Torex and Nuphilex Shows, so on November 3, we set up for our fall Nuphilex meeting at the Palais des Congres in downtown Montreal. We even got our own room and could use it all day if we wanted! As a new room location, we put our flag on a table in the hall so everyone could find us. As usual, lots of interest, trading and interaction!

Jerome was conspicuous by his absence! Jerome was manning a table on the bourse floor exclusively dealing with Canadian Tire coupons, and related items for the whole weekend. A first for the Nuphilex show. We set out the auction material, some Bank of Canada display items and started the meeting at 10:10 am. Lucien Levesque was my official translator and with no formalities went straight into explaining the recent series and replacements like I did a week ago at Torex with actual examples.

Pierre Minguy spoke on the Grand Opening reception of our display in Ottawa and showed photos and a two page article he wrote in the Society Numismatique de Quebec newsletter. An excellent job!

After a short break, Ovide Bilodeau called the Mail/Floor auction in both French and English, and most items sold! Ovide as a bi-lingual auctioneer did a great job! After the auction lots more trading and selling, including a complete set of Rural Scene coupons in very nice condition. A highlight of the day, and both seller and buyer both very pleased! We vacated the room at 12:45 p.m., and in to see how Jerome was doing on his table. The CTC table was consistently one of the busiest on the bourse floor as lots of interest. Many club members came by and some stayed to help. The Nuphilex Show itself is also a real highlight with lots to see and do. What a great way to have fun!