

# "LES HUILES MONTCALM INC" BONUS-COUPONS

by Rénald Lefebvre CM0000037

Until 1987, Canadian Tire gas bars in the Quebec area were issuing "Les Huiles Montcalm Inc." bonus-coupons which were redeemable in merchandise only in all Quebec region's stores or gas bars.

Quebec's gas bars did not use the Toronto head office bonus coupons for this kind of transaction. Moreover, when said coupons were exchanged by out of town customers, they were automatically withdrawn from circulation and sent back to Toronto for credit.

However, store bonus coupons issued by Toronto were only used by Quebec's Canadian Tire Stores when the "Sandy McTire's" issue first appeared and the gas bars bonus coupons from 1987 on.

"Les Huiles Montcalm Inc." bonus coupons were accepted in Quebec's Canadian Tire gas bars and stores until December 1991. After this date, they were returned for credit.

Since its creation in 1971, "Les Huiles Montcalm Inc." have issued 4 series of bonus coupons.

The first 3 series had the same basic obverse; an illustration of 2 oil well derricks and a gas pump nozzle. However, signatures and denominations used were different. On the reverse, the serial number varied between 5 to 6 numbers. The obverse from the 4th series differs from the 3 first one as follows: the inscription "Affiliée à P.Simard Inc.", and the Canadian Tire triangle are missing. Furthermore the following "Remboursable en marchandise" "Gas Bar IGS" "OLCO" or Montcalm Inc are also different. The reverse is the same except for the name "Les Huiles Montcalm Inc." which was replaced by "Le Groupe Petroliers Olco" and the prefixes are different. These coupons were made by "J.B.Beauchamps Inc. Quebec" specializing in the printing of security paper. These coupons were not dated. Size - 5.5" x 2.625" (14cm. x 6.7cm.)

The first series was introduced in 1972 for Quebec and Levis Canadian Tire gas bar customers for cash purchases only. Below the "m" of Montcalm and the "Inc", we can find the "affilié à P.Simard Inc." and the symbolic Canadian Tire triangle. This series has 6 denominations printed in different colors on white bond paper with round security planchets, the obverse is printed in black. The reverse is printed in the background color of the obverse. The serial number is printed in red near the top of the security frame to the right hand side of the illustration of the stylized flame. On the bottom, the inscription "Les Huiles Montcalm Inc." is also printed to the right of the flame and "affilié à P.Simard Inc." just below, together with the CTC triangle. In the security frame surrounding the coupons, the inscriptions are identical, i.e. on the bottom "SERVICE PROPRETE" and on the 3 others "BON D'ACHAT". This series has a five digit serial number preceded by a one letter prefix.



The denominations are as follows:

3¢	Green	-	Prefix	A
5¢	Purple	-	Prefix	B
10¢	Magenta	-	Prefix	C
25¢	Orange	-	Prefix	D
\$1.00	Brown	-	Prefix	L
\$2.00	Pink	-	Prefix	M

The signatures are of: Jean Simard, treasurer  
Albert Simard, president



Coupons from this series have become scarce and hard to find in good condition, especially the \$1.00 coupons. The \$2.00 coupons were almost totally destroyed.

The second issue has a 6 digits serial number and a single letter prefix



The denominations are as follows:

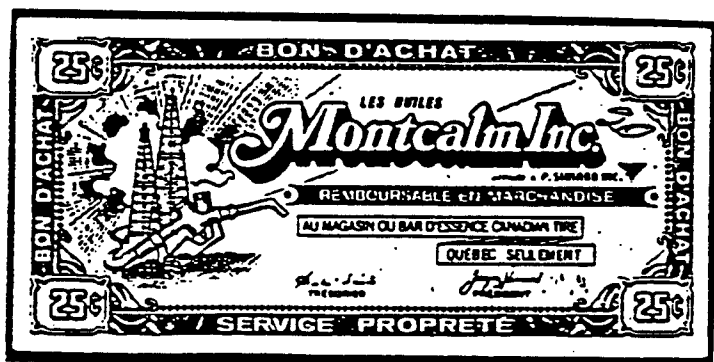
3¢	Green	-	Prefix	A #
5¢	Purple	-	Prefix	B
10¢	Magenta	-	Prefix	C
25¢	Orange	-	Prefix	D
1.00\$	Brown	-	Prefix	L *

\* The existence of these 6 digit coupons is not as yet confirmed. Those found have 5 digits with a space between the prefix and the first number in anticipation of the 6th digit.

\* In this denomination, there are 5 digit coupons with space for the sixth digit as in the 1.00\$ coupons, and coupons with 6 digits after the prefix.

The signatures are identical to the ones on the coupons from the first series and the coupons are also identical to the ones from the first series.

The third series would have been issued in 1978 after the acquisition of the enterprise "Les Huiles Montcalm Inc.," by brothers Jacques and André Simard, who remained affiliated to P. Simard Inc. The bonus coupons are identical to the two first series and are redeemable in merchandise at Canadian Tire stores or gas bars of Quebec only. Serial numbers have 6 digits after the prefix letter. This series has only 5 denominations. The \$2.00 coupon exists only in the first series.



The denominations are as follows:

3¢	Green	-	Prefix	A
5¢	Purple	-	Prefix	B
10¢	Magenta	-	Prefix	C
25¢	Orange	-	Prefix	D
1.00\$	Brown	-	Prefix	L

The signatures are of: Andre Simard, treasurer  
Jacques Simard, president



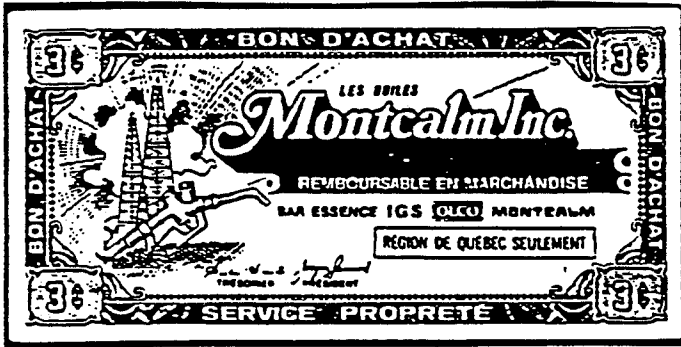
It is still possible to find some of these coupons in excellent condition.

The fourth series would have been issued in 1987 after the creation of "Groupe Pétrolier Olco". The coupons of this series were printed by using the banknote plate from the obverse of the third series of "Les Huiles Montcalm Inc". Initially, the coupon showed "Les Huiles Montcalm Inc." affiliated to P.Simard Inc. and the small Canadian Tire triangle. The inscription "Au magasin ou bar d'essence Canadian Tire Quebec Seulement" was removed. An overprint concealed the inscription "affiliée à P.Simard Inc." and the CTC triangle located below the last "m" of Montcalm. The two signatures were moved to the left in comparison with their position on third series. These coupons are redeemable in merchandise at IGS, OLCO, and Montcalm gas bars of the Quebec region only.

The signatures are of: André Simard, treasurer  
Jacques Simard, president



On the reverse, the same flame design has been kept, but the inscription "Les Huiles Montcalm Inc. affiliée à P.Simard Inc" and the small CTC triangle was replaced by the inscription "Le Groupe Pétrolier" which is underlined and, underneath, in large framed letters, the word "OLCO". The serial number is located at the same place as on the coupons from the previous series. It is made up of a prefix followed by a 6 digit number.



The denominations are as follows:

3¢	Green	-	Prefix	A
5¢	Purple	-	Prefix	B
10¢	Magenta	-	Prefix	C
25¢	Orange	-	Prefix	D
1.00\$	Brown	-	Prefix	E *

\* Change in prefix in comparison with the three other series.

Those coupons are distributed at all Quebec region gas bars displaying the "OLCO" Petroleum Group sign for cash purchases and are redeemable in merchandise only at above-noted locations.

Are there any volunteers to do an article about this coupon ???

