

CTC S11-Ea Replacement Coupons

By Don Bradt

I've been corresponding with Don Robb and between the two of us we've isolated three varieties of CTC S11-Ea replacement coupons. There are two different "Q"s used for the prefix: a wide "Q", which is similar to the normal coupons, and a narrow "Q", which seems to be unique to the replacement coupons. The four possible varieties are:

Possible Catalogue #	Type	Left serial number	Right serial number
CTC S11-Ea1	1	Wide "Q"	Wide "Q"
CTC S11-Ea2	2	Narrow "Q"	Narrow "Q"
CTC S11-Ea3	3	Wide "Q"	Narrow "Q"
CTC S11-Ea4	4	Narrow "Q"	Wide "Q"

We both have Type 1,2 and 3 but we can only theorize about Type 4. Any information concerning these coupons would be appreciated. Please send information to Don Bradt, 2051 Beaverhill Drive, Gloucester, Ontario, Canada, K1J 6N9. Thank you in advance for your cooperation.



MARKETING GASOLINE

Ross W. Irwin

When the Canadian Tire Corporation opened their first gas bar and auto service centre at Yonge and Davenport Streets, Toronto, the Fall of 1958 they were breaking into a very exclusive territory jealously guarded by the integrated petroleum industry. New-comers were not welcome.

Canadian Tire gas bars, under petroleum pressure, sold gasoline at the listed price. Any discount off the listed price was made by the amount of coupons given for a particular sale. In those early days the discount averaged 7 percent, but ranged substantially above this number.

The second gas bar opened by the corporation was on O'Connor Drive. It was so successful that its gallonage surpassed any other gas outlet in Canada. By mid 1962 there were 20 gas bars open. The gasoline was supplied by Texaco.

It was not long before other non-brand dealers, new to the market, tapped a supply of low-priced gasoline, dropped his price by one cent a gallon, and the battle was on. The early 1960's was a period of over-capacity of gasoline.

Oil company policy was to maintain its chain of franchised dealers but the companies also erected a second chain of "private" brand names and began "discounting" through the use of customer coupons - a direct copy of the Canadian Tire operation.

Imperial Oil (Tiger in your tank) accounted for 30 percent of the gasoline market in 1962 and while they did not set up a second chain, in the spring of 1960 they began to discount by offering garden tools and later sports goods at discount prices.

Shell Oil pitched in with Handy Andy, an auto supply house operating in Central Canada and the Maritimes. Shell also made a similar agreement with a Goodyear Tire outlet in Calgary. Discount coupons were issued by these outlets.

British Petroleum Canada (BP), in 1962, moved into Tower Marts, the first of the discount chain stores. BP settled on the name Towne for their centres. They opened 5 auto centres in 1962 and planned a further seven. The standard price for gasoline was charged but the centre issued coupons to 12 percent of the purchase which were redeemable in the auto store.

Even department stores entered the business. T. Eaton combined with B-A Oil at its 12-bay, 10 pump, Toronto store. I will discuss these coupons in a future Newsletter.