

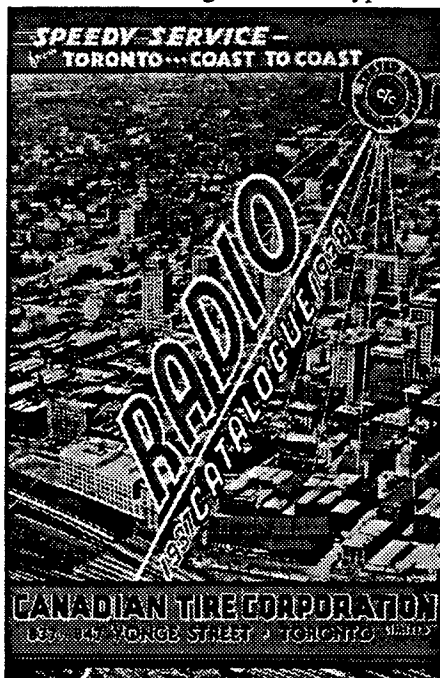
CTC CATALOGUES – THE NEXT STEP

by Jerome Fourre

How many of you knew that Canadian Tire was a player in the RADIO market in the first half of its existence. Until one month ago, it was news to me. Member **A.R. Nolf of Burlington, Ontario** brought these catalogues to my attention at the end of February 95. Mr. Nolf is, apart from an avid CTC collector, *very heavily into radios* to use his words. He told me that thanks to his radio collecting he found these catalogues, which prove that CTC was a major player in the RADIO market in the late thirties and early forties. I am now the proud owner of the following catalogues:

| | |
|----------------------------|----------------------------|
| 1937/38 Radio Catalogue | 1939 Radio Catalogue |
| 1941 Radio Parts Catalogue | 1942 Radio Parts Catalogue |

I showed these radio catalogs to one of my dealers and although he collected Canadian Tire catalogues he was unaware that catalogues of this type existed. Needless to say, I would have no trouble finding a market for these rare



Actual size: 7 x 10 inches

Actual size: 8.25 x 11 inches

items, as interest grows in the catalogue market due to collectors completing their collections of Gas Bar and Store coupons and turning to Sandy McTire, Montcalm, Odd-ball coupons and catalogues. Canadian Tire has also issued automotive and snowmobile specialty catalogues as the two lower catalogues attest.

One of the hardest things to do in the early stages of catalogue collecting, the same as with coupons is determining a value. **Archie Brown**, ex-owner of the store in Barrie - Ontario, and an avid collector of catalogues, suggested to base the value on \$1.00 per year for uncirculated catalogues. That would mean about 50¢ per year for an E.F.

| | |
|-------------------|-------------|
| year | 1995 |
| year | <u>1932</u> |
| UNC | \$63 |
| or \$31.50 for EF | |

| | |
|-----------------|-------------|
| year | 1995 |
| year | <u>1965</u> |
| | \$30 |
| or \$15. for EF | |

If you can add to the ever-growing list of catalogues, please contact me and I would be pleased to *catalogue* them. Please excuse the pun. Send info to:

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Actual size: 8.25 x 10.75 inches

