

OFFICIAL END OF AN ERA

C.T.C. Announces Final Purge of All Gasbar & Early Store Coupons

by Roger Fox

It is official, Home Office of Canadian Tire Corporation have announced in the form of a directive dated May 8, 1995, to all Greater Toronto area stores the news we collectors have suspected, and dreaded for some time: i.e.: the final purging of **ALL GASBAR** and **ALL OLDER STORE COUPONS** (series C.T.C. S1 to C.T.C. S5), effective May 29, 1995.

This is really the final phase of removing all gas bar, and older store coupons (**only coupons which state they may be used at gas bars**) from circulation which began in 1993 in all areas of Canada with the exception of the Greater Toronto area. Actually, C.T.C. had this in mind over ten years ago, when they introduced the C.T.C. S6 series printed by the Canadian Bank Note Co. which stated that the coupons were "redeemable for merchandise at Canadian Tire stores" -- **ONLY**. (see copyright date 1985 printed on the bottom reverse margin of every note), and then in 1986 halted printing by the British American Bank Note Co. of the Tire & Dollar gas bar coupons. In the ensuing ten years, with various changes in executive, and coupon designs, and all new old-stock finally issued, the numbers and quantities of coupons are now sufficient to allow the withdrawal of the millions of coupons targeted for destruction.

This final purge in the Toronto area coincides with the change in coupon issuance rate of 3%, and according to C.T.C.: reduce customer confusion, administrative simplicity, easier cashier handling, and increase traffic at Associate stores since all coupons issued can now only be redeemed at Associate stores.

As of May 1, 1995, all Toronto area gas bars ceased issuing Tire & Dollar gas bar coupons and during the month of May, all stores are required to purge all the gas bar and old store coupons, so that by May 29th, **ALL** gas bars and stores in Canada will only be issuing **STORE** coupons which cannot be used at the gasbar, and will all be bi-lingual. The directive also states the procedure for stores to follow when returning coupons, and included these 2 exhibits showing the coupons to be purged vs the coupons to keep.

This does indeed mark the end of an era, and completes another chapter in the ever changing and on-going thinking, strategy, and marketing of the Canadian Tire Corporation.

