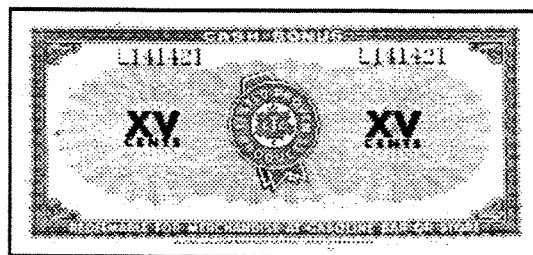


# THE 'XV' - 15¢ DISCOUNT COUPON OF 1964

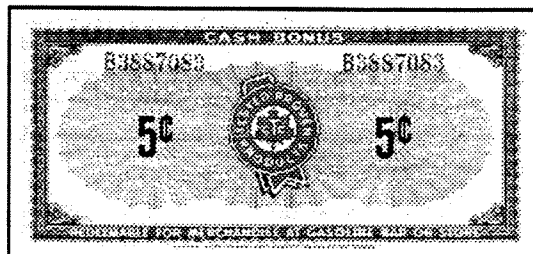
by RogerFox



Roman Numeral  
XV coupon



CTC S1-A  
5¢ coupon



In the fall of 1964 Canadian Tire was well into their cash bonus coupon program both at the gas bars, and in the stores, and the cross merchandising of getting customers of gas bars into stores and vice versa was working well.

In order to stimulate more interaction and gain more potential customers and market share especially before Christmas, selected associate dealers were offered to participate in a new coupon program to offer 15¢ off every dollar in the store, or 5¢ off every dollar in the gas bars or lubritoriums. These new XV, (roman numeral) 15¢ coupons were given out at gas bars (near the participating store) - one for every \$1.00 worth of gasoline purchased, to be redeemed as per the instructions printed on the face of the coupon.

I believe two stores / gas bars participated in the launch. The CTC flagship store and gas bar at Yonge Street and Davenport, (the gas bar was actually at Avenue Road and Pears Ave - at Davenport in Toronto in 1964), and the Barrie associate store and gas bar, in Barrie, Ontario. There has been a rumor that perhaps the Quebec City associate store and gas bar may have been in on this program, but I cannot find any source to substantiate this rumor, or for any other associate store on this program.

This program was the brainchild of Mr. A. J. Billes. He approached the printer of the current store, and gas bar coupons, the British American Bank Note Company to print a quantity of special coupons on bank note paper using the familiar layout of the store coupons, but altering the counters from numbers to Roman Numerals or the letters "XV cents". Other changes to the face of the coupon included the name of the redeeming (participating) associate store and the "rules" of redemption, or how the coupon was to be used. These coupons were printed in green and black, featured Sandy McTire on the left side of the note, the large letters "DISCOUNT 15¢ COUPON" across the face in place of "Canadian Tire Corp'n Ltd.". These notes have no signatures. As a result these coupons bear a very close resemblance to the current CTC S1-A 5¢ coupon. The reverse shows the same "tested proven product" seal, coupon frame, graphics, and text, but with two large "XV cents" on either side of center instead of the numeral denomination. The serial numbers were similar in their font and red colour but used the prefix letter "L", and was only 6 digits.

The quantity of the initial printing, (and only printing that

we know of) is unknown, however based on existing coupons, the lowest serial number I have seen is L111466, and the highest being L158738. Another interesting thing is that all notes I have seen are those of the Yonge & Davenport store, 839 Yonge Street, Toronto, and are all in the above range. This could indicate that the other participating dealers in this program had other ranges perhaps lower or higher than those found so far. It seems strange that although the Barrie store was included in this program - this based on correspondence dated October 1964 from the Corp'n. to the Barrie Store - no Barrie notes have surfaced so far! This is also true of the Quebec City store, or any other stores that may have been part of this program. To try and confirm the Barrie coupons, I spoke with Mr. Arch Brown, the associate dealer of the Barrie store in 1964, who is mentioned in the corporate correspondence, and although he remembered the program, he could not confirm the coupons were actually issued by the Barrie gas bar.

It is also unknown how successful or how long this program went on for, but based on surviving coupons, it appears that it did not last too long - maybe only the fall of 1964 or maybe into 1965?!

My guess is that this coupon caused unwanted problems due to:

1. - Only being redeemable at the store mentioned on the face of the coupon.
2. - Handling costs involved by stores.
3. - The extra 15% cost to the participating dealer.
4. - The increased sales it was supposed to generate was less than acceptable.
5. - No room in cash/coupon drawers for this extra coupon.
6. - Fairly complicated redemption rules.
7. - No expiry date for this coupon, so no control.

Although not a lot of information on this very attractive coupon, I invite the membership to add to my research by writing to me with photostats, or by telephone on any notes you may have in your collection with serial numbers different to the range mentioned above or notes from other CTC stores other than the Yonge & Davenport location.

Please write to: Roger Fox, 382 Selby Crescent, Newmarket, Ontario. L3Y-6E1 - Phone: (905) 898-7677. Maybe together we can complete the mystery of the XV coupon!