



GW002	W	\$0.02	150,000	W 108526	EF
GW005	X	\$0.05	100,000	-	-
GW010	Y	\$0.10	100,000	-	-
GW025	Z	\$0.25	50,000	-	-

CANADIAN TIRE CHOOSES TO SHARE PROFITS WITH CUSTOMERS

Within the framework of our free-enterprise system and the freedom of the democratic process, Canadian Tire chooses to share its profits with you — the customer. When, rather than "charging it," you pay cash for gasoline, a considerable saving results. Cash Bonus Coupons are Canadian Tire's way of sharing this and other savings.

THE PETROLEUM GIANTS SAY: "STOP DIVIDING THE PROFITS OR ELSE"

The price war presently being waged against Canadian Tire, by the "Big Six of the Biggest" in the petroleum industry, is so we see C. T. the "Giant" thunderous command: "Stop dividing the profits — conform to our way or we will smash you by pricing gasoline below cost."

WITH YOUR HELP, TOGETHER WE WILL DEFT THE GIANTS AND WIN THE GAS WAR

Standing alone, pitted against Giants, C.T.C. hasn't a chance, but — shoulder to shoulder with you, the customer — we will win this war. Our mutual cause is morally and economically right.

ACCUMULATING COUPONS GIVES US MORAL SUPPORT

Accumulating these War Savings Coupons, and encouraging your friends to join you, will provide more than financial aid — it is tangible evidence of support ... it is your order to Canadian Tire to hold the line against those few "Big Six" who buy and sell and raise prices, an unconscionable Canadian Tire to stop dividing profits with customers.

WHEN THE GAS WAR IS OVER, THIS COUPON WILL BE WORTH 2¢

When the gas war is over, and prices return to "pre-war" normal (41.5¢ per gallon) and there is profit to divide, this coupon will become negotiable — this 2¢ War Savings Coupon and one 2¢ Gas Coupon combined will have a 4¢ purchasing value.

MOR-POWER GASOLINE ASSOCIATES