

COLLECTING CANADIAN TIRE - CATALOGUES

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INTRODUCTION / HISTORY

Collecting Canadian Tire catalogues is a fascinating “snap shot” into the past allowing us all to see how products and prices have evolved over time. They are also an invaluable resource for dating products and the back cover of older catalogues list the associate stores giving us a time line of their growth and expansion.

In 1926, Canadian Tire introduced their first catalogue / road map which featured a road map of Ontario and area on one side and advertised items for sale on the reverse.

CONDITION

Collecting catalogues is akin to collecting many other items, the Uncirculated or Mint condition catalogues will always retain a premium value as compared to used ones, however, that being said, used catalogues are certainly collectible and valuable.

The catalogue business continued to grow and the 1930's saw Canadian Tire introduce it's first “Spring and Summer”, “Fall and Winter” and “Radio” catalogues. Many other specialty versions of catalogues were issued over the years and by 1968 over 2.5 million copies were mailed to customers increasing to over 6 million copies by 2007.

In 2008, Canadian Tire announced the end of an era, discontinuing their catalogue mailings after more than 80 years, however, 2011 did see the return of an automotive catalogue.

An uncirculated or mint catalogue is as perfect as when it was new. Colours have the original brightness, all pages are intact and the spine is perfect.

ROAD MAP CATALOGUES

The first CTC catalogues were road maps which included advertising of limited items. The earliest known example is from

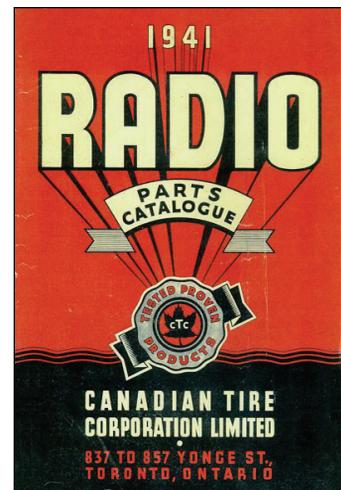
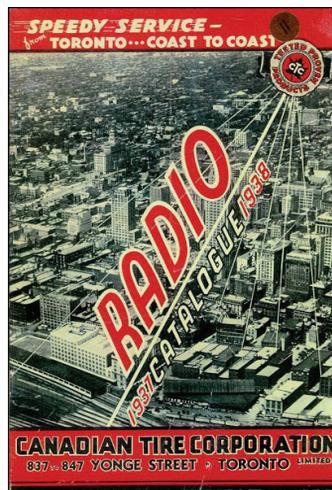
1926 although most sources claim 1928 to be the first year of issue.



RADIO CATALOGUES

With the start of the Canadian Radio Broadcasting Commission in 1933 and then the CBC in 1936, people were tuning

in from coast to coast. In 1937, “Supertone” electric radios were as much as \$69.75 while gasoline was 10 cents per gallon.

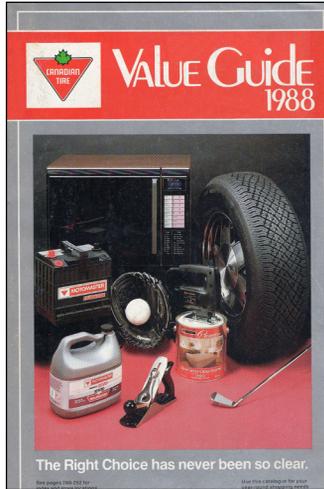
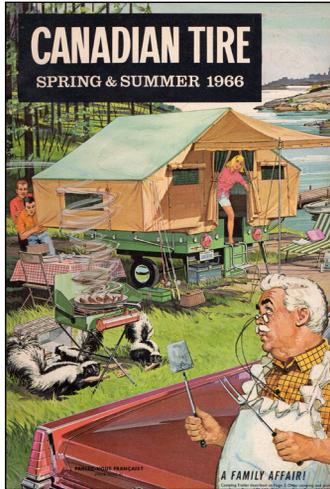
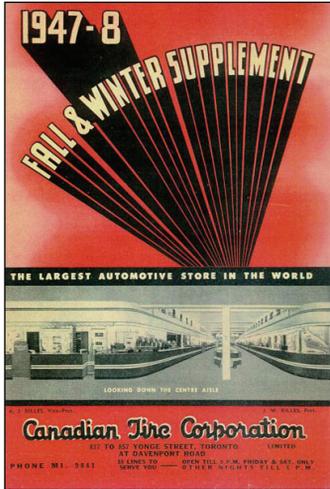


COLLECTING CANADIAN TIRE - CATALOGUES - continued

SEASONAL AND ANNUAL CATALOGUES

Canadian Tire issued both "Spring and Summer" and "Fall and Winter" catalogues for the most part from the 1930's to the early 1980's. Canadian Tire then introduced some "Annual" cata-

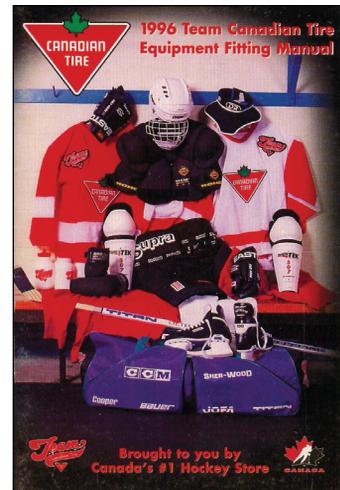
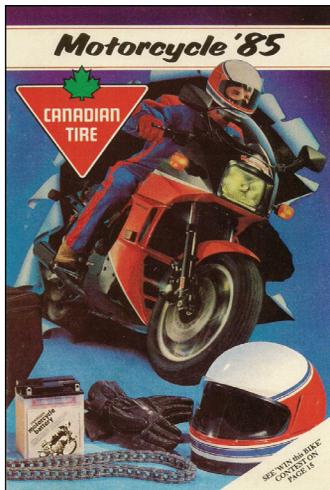
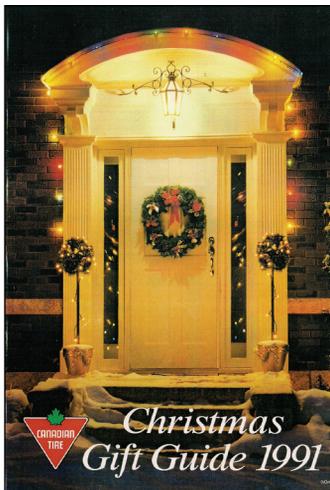
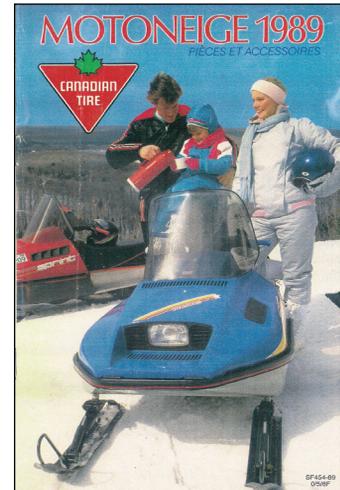
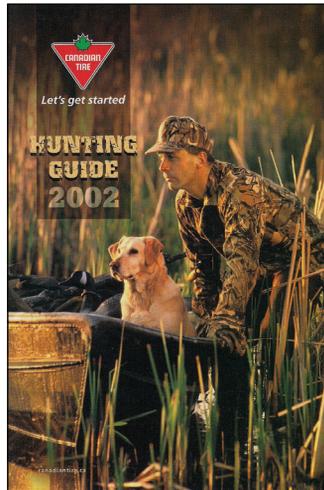
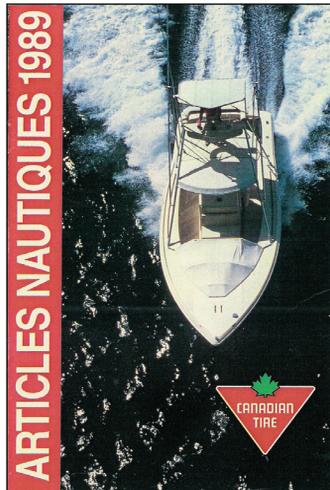
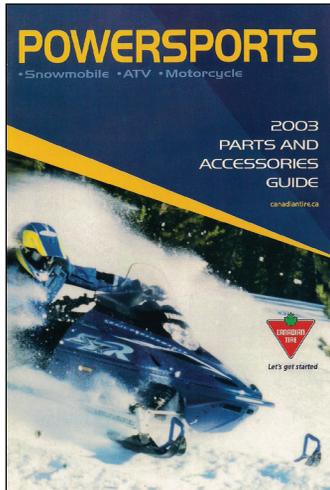
logues and then uniquely in 1991 issued a catalogue for each of the four seasons for that year.



SPECIALTY CATALOGUES

The period beginning in the 1980's saw the introduction of many specialty catalogues such as hunting, gardening, marine,

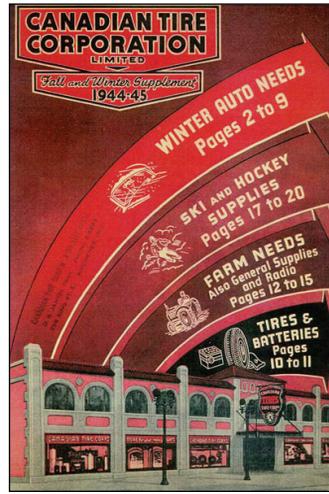
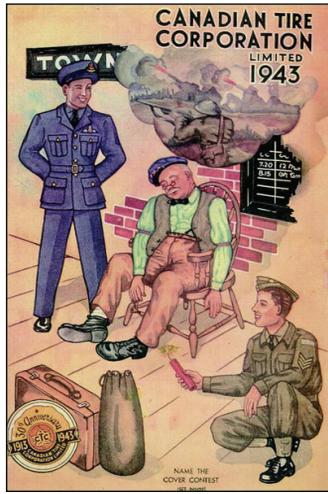
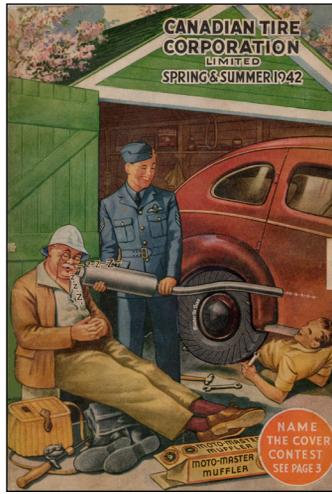
motorcycle, snowmobile, storage and hockey to name a few.



WAR TIME CATALOGUES

WWII saw some changes to the catalogues including the cover theme and there was no "Spring and Summer" catalogue issued in 1944. Canadian Tire came back with a 100 page cata-

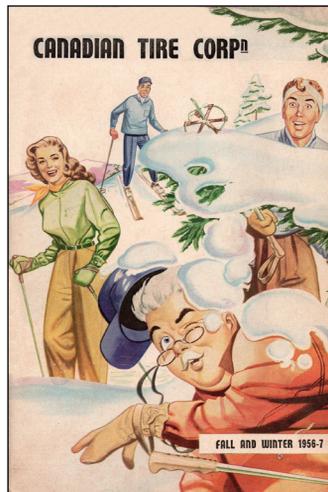
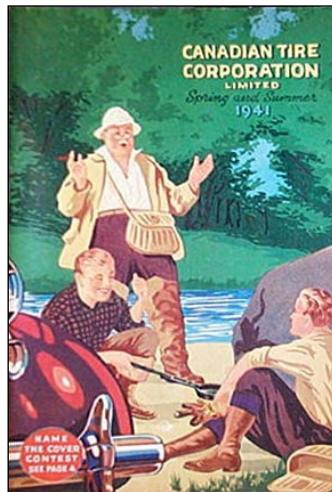
logue in 1948-49 with a page 3 advertisement stating "Your first full-size C.T.C. catalog in more than five years"



CANADIAN TIRE'S CATALOGUE MASCOT

A white haired old gentleman with a moustache made his debut on the cover of the 1941 "Spring and Summer" catalogue. Although he was never given a name, he was later featured with a young woman and his two sons for almost 30 years until the

"Spring and Summer" catalogue of 1969 where they all had their last appearance as head shots only. Subsequent years featured products on the covers.



RESOURCES

The *Canadian Tire Catalogue Collectors Guide* is a comprehensive guide including 375 full colour pictures and is a great way to help organize your collection.

Ordering information for this guide can be found on the Club website www.ctccc.ca or in the ad section of this newsletter.

STORAGE

Catalogues should be stored in some form of device to protect them from scratching, staining or discolouring. Archival quality plastic sleeves (the Silver Age of comics size) and heavy stock backer cards are available for comic books and easily fit

the normal sized older catalogues. Be sure to avoid displaying catalogues in direct sunlight to prevent fading of colours and ensure they are stored away from moisture.