

# Market Watch

<b>S&amp;P/TSX</b> 25,971.93 +74.45	<b>S&amp;P 500</b> 5,958.38 +41.45	<b>DOW</b> 42,654.74 +331.99	<b>NASDAQ</b> 19,211.10 +98.78	<b>DOLLAR</b> 71.54¢US +0.03¢	<b>OIL per barrel</b> US\$61.97 +\$0.82	<b>Nat. Gas/mmBTU</b> US\$3.33 -\$0.03	<b>GOLD</b> US\$3,187.20 -\$39.40
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## Canadian Tire a good fit for Hudson’s Bay but will need to exercise caution, experts warn

TARA DESCHAMPS  
The Canadian Press

With Canadian Tire poised to become the new home for Hudson's Bay and its brands, retail experts say the company will have to balance the integrity and heritage of the 355-year-old department store with the wealth of possibilities its forthcoming acquisitions will bring.

Whatever Canadian Tire winds up doing, caution is key to keep people enamoured with Hudson's Bay, said Elisha Ballantyne, a Toronto-based retail consultant who has worked for Target, Walmart and Zellers.

“You have to use the stripes appropriately,” she said, naming apparel, home decor and seasonal merchandise as ideal fits for the green, red, yellow and indigo motif dating back to 1779.

She reasoned those items would pair well with the stripes because Hudson's Bay has long sold such products, but she also thinks there is room for Canadian Tire to take Hudson's Bay beyond its usual repertoire. Because Canadian Tire owns camping brand Woods, the stripes would be a natural addition to outdoor staples, she said.

Among the other possibilities the company could consider is opening stores under the Bay or Stripes name, licensing the brands to other companies to make merchandise or developing its own products under the labels to sell at Canadian Tire or its SportChek, Party City, Mark's and Pro Hockey Life banners.

Ballantyne doesn't see the stripes as a match for its automotive products or tools.

Grant Packard, associate professor of marketing at York University, agreed the Bay brands have limits.

Canadian Tire will need to stay within them or learn what calculated risks it can take to avoid diluting its allure, he said.

“If (the stripes) are on tennis balls, I think there is that danger,” he said.

“But I’m cautiously optimistic that they have so many opportunities that are a clear fit, that we at least have a few years before they’re going to push themselves into oversaturation.”

Canadian Tire has not outlined its vision for the Bay assets it hopes to acquire in a \$30-million deal that still needs court approval to proceed.

When it announced Thursday that Hudson's Bay had chosen it as the successful bidder for its intellec-



CP PHOTO CHRIS YOUNG  
Bay branded products are seen on display in the Hudson's Bay store in Toronto on March 10.

tual property, it said the deal included the overall Bay name, the stripes and “various company names, logos, designs, coat of arms and brand trademarks.”

Hudson's Bay's brands also include houseware lines Gluckstein and Distinctly Home, as well as clothing label Hudson North and discount chain Zellers. Canadian Tire has not said if these labels are part of the package.

“The Stripes will add beautifully to our portfolio of owned brands alongside other Canadian favourites that we have fostered and grown, and The Bay and its brands have long been known for their strength in categories that our customers will seek in our stores and online,” Canadian Tire CEO Greg Hicks said in a statement Thursday.

Packard thinks a brand like Gluckstein would introduce “a slightly more upscale” vibe to Canadian Tire's current mix of household goods.

Yet the line named after interior designer Brian Gluckstein still fits so well with the retailer's current merchandise, like cookware brand Paderno, that integrating it would be “plug and play,” Packard said.

By comparison, Canadian Tire would likely have to do more to relaunch Distinctly Home because Ballantyne figures it doesn't have the same level of

consumer awareness.

“It'll be interesting to see which of these brands they use because obviously, they're not obligated to use them all,” she said.

Such decisions will likely come later this year, if the deal closes as planned this summer.

In reaching an agreement, Canadian Tire beat out 16 other contenders. They made offers for Hudson's Bay or its assets after Canada's oldest company started looking for buyers in March, when it filed for creditor protection because it was having trouble paying its bills.

One of Canadian Tire's rivals was Toronto investment manager Urbana Corp., which had a plan to take Hudson's Bay's brands international.

Even though his company lost, CEO Thomas Caldwell wasn't upset by the Bay's decision because he was pleased the intellectual property is staying in Canadian hands and with an experienced firm.

“I've never anguished over a deal I've missed, but I sometimes anguish over deals I have done,” he said.

Caldwell still intends to bid on the royal charter that established the company in 1670, if it makes it to an upcoming auction of 4,400 Bay artifacts and art pieces. If Caldwell is the winner, he will donate the charter to an archival institute or museum.

Parallel to the auction is a process to select who will take over Hudson's Bay and Saks leases.

Twelve bids have been received for 39 leases. Canadian Tire has said they have made offers for a “handful” of the properties but has not listed which it wants.

## PUBLIC NOTICES



Medicine Hat

### 8AM - 4PM SPECIAL SERVICES

Electric Outages .....403.529.8260  
Gas Emergency ..... 403.529.8191

Water & Sewer Emergency .....403.502.8042  
After Hours Special Services .....403.526.2828

#### DEVELOPMENT PERMITS APPROVED MAY 8 TO MAY 14, 2025

##### RESIDENTIAL

148 6 STREET SE - Detached Garage (Shed)  
71 HUNT CRESCENT NE - Backyard Suite  
11 ROSSDALE ROAD - Garage (Revised)  
75 HENDERSON COURT NE - Fence Height Variance

##### COMMERCIAL/INDUSTRIAL/ INSTITUTIONAL

503A ALLOWANCE AVENUE SE - Community Food Service  
2 1940 STRACHAN ROAD SE- One Fascia Sign  
3010 DUNMORE ROAD SE - Specialized Sign

##### HOME BUSINESS

12 HAMPTONS CRESCENT SE - Home Business Minor - Manicure/Pedicure/Aesthetics  
3 RAE CRESCENT SE - Home Business Minor - Equipment Rental  
6 359 4 STREET SE - Home Business Minor - Mobile Mechanic  
147 SHANNON DRIVE SE - Home Business Minor - Concrete Installer  
47 HERITAGE COURT NE - Home Business Minor - Consultant  
79 3 STREET SE - Home Business Minor - Painting



Scan code to view development notices online (updated weekly)

A person claiming to be affected by a decision of the Development Authority may appeal to the Medicine Hat Subdivision and Development Appeal Board by completing and submitting to the City Clerk Department, the required Notice of Appeal form within twenty one (21) days of this publication. Forms available from: City Clerk Dept., 3rd Floor, City Hall or City website: [www.medicinehat.ca](http://www.medicinehat.ca).

All Development Permits listed are subject to conditions. For more information, contact Planning and Development Services, 2nd Floor, City Hall. Ph. (403) 529-8374.

#### NOW RECRUITING CITY ADVISORY BODIES

Are you a passionate community member who wants to make a difference? If so, consider applying for a position on the Community Vibrancy Advisory Board.

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For more information, please contact [clerk@medicinehat.ca](mailto:clerk@medicinehat.ca).

Open until June 1, 2025.



SCAN ME

#### RESIDENTIAL WASTE COLLECTION CHANGES

There will be no residential waste collection on **Monday, May 19, 2025**, due to the **Victoria Day** statutory holiday. Waste collection zones will advance as follows:

DATE	CITY ZONE
Monday, May 19	NO COLLECTION
Tuesday, May 20	Zone 3
Wednesday, May 21	Zone 4
Thursday, May 22	Zone 5
Friday, May 23	Zone 1
Monday, May 26	Zone 2

Download the Recycle Coach App, refer to [medicinehat.ca/collectionschedule](http://medicinehat.ca/collectionschedule) or contact Environmental Utilities at 403-529-8176 for more information.

#### RESIDENTIAL WASTE CART TIPS

**Load it:** Dispose of acceptable items only. Contaminated carts or items left outside of the carts will not be collected. Please no batteries, pressurized tanks or other harmful or hazardous materials.

**Time it:** Set each cart out before 7:00 a.m. on collection day and bring back onto private property within 24 hours of collection.

**Park it:** Set cart(s) at the curb/lane with the arrows pointing to the driving lane.

**Space it:** If you can comfortably walk around each cart, then you have left enough room for the trucks to collect.

#### WASTE MANAGEMENT FACILITY HOURS OF OPERATION

The City of Medicine Hat Waste Management Facility will be closed on **Monday, May 19, 2025**, due to the **Victoria Day** statutory holiday. The facility will re-open the following business day.

Hours of operation are as follows:

- Monday through Saturday  
8:00 a.m. – 5:00 p.m.
- Closed on Sunday

Refer to [medicinehat.ca/landfill](http://medicinehat.ca/landfill), download the Recycle Coach App, or contact Environmental Utilities at 403-529-8176 for more information.

[www.medicinehat.ca](http://www.medicinehat.ca)



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