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Globe

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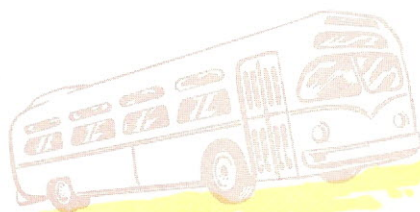
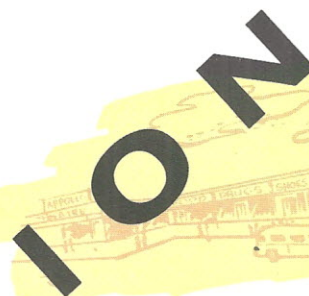
June 1962 - No. 626

ISSUED BY THE GLOBE TICKET COMPANY IN THE INTEREST
OF THE TRANSIT INDUSTRY

SHOPPERS'

Shoppers Validation Plan

GLOBE TICKET CO.



VALIDATION

GLOBE TICKET COMPANY

112 N. 12th STREET, PHILADELPHIA 7, PA.

A Nation-Wide Service

**BUS-RIDE
VALIDATION CHECK**

Good for a single zone bus
ride on lines of

- SAN BERNARDINO VALLEY
TRANSIT COMPANY
- HIGHLAND-PATTON
BUS LINES
- RIALTO-BLOOMINGTON
BUS LINES

WHEN VALIDATED BY
OFFICIAL PARK-RIDE STAMP

ASK FOR A
VALIDATION
WHERE YOU
DO BUSINESS

GOOD FOR
1 HOUR | 1 ZONE
1 AUTO or 1 BUS
PARK | RIDE
Downtown
San Bernardino
C64402
PARK OR RIDE, INC.

**VALID ONLY
ON DAY ISSUED**

GLADE TICKET CO., L.A. 475

SAVE THIS CARD

Dear PATRON,

On the other side of this card is a list
of those merchants, professional and
business establishments now participat-
ing in our free bus ride validation plan.

WE HOPE you will make it a point to
patronize those who are participating—
and urge those not now members to join
the "Park or Ride" Stamp Plan.

HERE's how it works!

ASK the driver for a validation check.
GET a FREE RIDE stamp where you do
business.

RIDE—FREE for a single zone on any
of the bus lines listed on the check.

YOU GET MORE

GOOD FOR
1 HOUR | 1 ZONE
1 AUTO or 1 BUS
PARK | RIDE
Downtown
San Bernardino
B000001
PARK OR RIDE, INC.

AT A PARK or RIDE STAMP STORE

SAVE THIS CARD

VALIDATION

Our May issue was to reach you early, so that you would receive informative material on this subject without delay. This present June issue also will reach you a bit earlier, in fact during May, for the same reason.

These early issues on the subject of fare refunds or allowances, commonly referred to as VALIDATION, are to provide background on the subject. We think that you will be interested at this point in a copy of a survey summary on Park and Shop as well as Ride and Shop plans which were used in 1960. This report first appeared in the Fall of 1960 number of PARKING, the trade organ of the National Parking Association. We are reprinting it with the permission of that organization.

This is the latest summary available on Park and Shop and Ride and Shop arrangements but, although more than 1½ year has passed since collection of this material, it nevertheless offers most interesting reading. For one thing the report shows the strong emphasis on Park and Shop plans, as compared with Ride and Shop arrangements, the latter appearing in only a small percentage of the total number of cities in which refund or allowance plans are in effect. Why should there be so few?

Again it is interesting to note (in column 4) the variation in participation by merchants and others. Why should this vary from 80% to 85% of the retail stores in a community, down to only 10%?

If you already have one of our VALIDATION file folders, this issue should be kept in it for future reference. If you haven't, let us know, so that we can send you one.

Additional numbers in this series on VALIDATION will follow.

City and Date Program Started	Administrative Body	Source of Promotional Funds	Number of Retail Stores; Percentage of Total	Non-retailing Members	Membership Dues	Number of Parking Facilities; Percentage of Total Number of Spaces	Dues for Parking Operators
Albany, N.Y. (1953) 128,011 Pop. (all population figures are preliminary 1960 Census returns)	Elected officers; Board of Directors; paid manager	Six cent override on stamps provides management and promotional funds	All downtown retail stores	Banks Newspapers Restaurants No associate members	Stock corporation. In order to belong, member must purchase at least one share of stock	Corporation owns its own parking lots and has working agreements with others. Total spaces available is 950, about 33 1/3 % of total	None
Allentown, Penna (1945) 108,551 Pop.	Officers of the Corporation	Corporation owns 16 lots; leases them for operation. Uses centralized advertising provided for in corporate budget	120 stores 80%	Professional Men, Banks Restaurants Property owners No associate members	Membership is through stockholding	16 lots owned by the Corporation, 2,000 spaces 80% of total	None; operators are lessees of corporation lots
Asbury Park, N.J. (1958) 17,307 Pop.	Chamber of Commerce	Initiation fees and 1-cent override on stamps	76 20%	Banks Newspaper No associate members	None	2 municipal lots with total of 220 spaces; Municipal garage with 325 spaces. Private lot with 75 spaces all represent about 20% of downtown spaces	None
Baltimore, Md. (1956) 922,244 Pop.	Committee for Downtown Inc.	6-cent override on stamps	150	Banks No associate members	None	103 lots and garages	None
Bristol, Va.-Tenn. (1949) 34,579 Pop.	Merchant's group	Park and Shop funds used on small scale	20 stores 16 2/3 %	Not at present; new plan in effect Fall 1960 will admit banks, professional people, etc.	Members must be stockholders	6 lots 480 spaces 80% (Parking is owned by Park & Shop)	None
Cambridge, Ohio (1958) 14,458 Pop.	Par-King, Inc.	Initial participation fee of \$30; 17% of cost of stamps reserved for promotion	38 stores 60%	Banks Insurance companies Building & Loan Insurance Accountants Hotel	\$30 payable on joining	3 lots 125 spaces	None
Canton, Ohio (1956) 112,750 Pop.	Park & Shop	Membership dues and 10% override on stamps	75 60%	Banks Restaurants No associate members	\$10 per member payable annually on October 1	21 lots 90% 3,000 spaces	\$10
Cedar Rapids, Ia. (1959) 90,623 Pop.	Retail Merchants Bureau of Chamber of Commerce	\$5 entry fee	63	Banks Savings & Loan Real Estate	None	12 lots 1,601 spaces 31%	None
Decatur, Georgia (1958) 21,953 Pop.	Decatur Business and Professional Association	2-cent override on stamps	42 80%	Banks Realty Company	\$104 per year payable quarterly	4 lots 350 spaces 20%	None

<i>Cost of Validation in Percentage of Gross Sales</i>	<i>Value of Stamp to Customer</i>	<i>Minimum Purchase</i>	<i>Limit to Number of Stamps Acquired by Shopper</i>	<i>Average Number of Validations per Month</i>	<i>Number of Shopping Nights</i>	<i>Directional Signs</i>	<i>Ride and Shop Program</i>
Department store cost runs approximately 3/10 of 1%	On hour	Generally there is none	One stamp per customer	10,000	One night a week; to increase to two in Fall 1960	Yes; erected and paid for by Albany Park & Shop Corporation	No
Estimated 2/10 of 1% to 3/10 of 1%	One hour	\$2	One stamp per store	70,000	One night per week Thursday. A few stores also open on Monday night	City installed signs presented to it by Park & Shop, Inc.	No
Larger stores not over 1/10 of 1%; smaller stores not over 1%	5 cents on parking charge	\$2 for first purchase and one stamp; additional stamps issued for each additional dollar up to \$9	Eight stamps	Over 21 month period members have purchased an average of 191 books per month 100 stamps per book	Wednesday and Friday nights. Friday has recently been added with no noticeable effect on business to date	Parking Authority erected and paid for directional signs	Yes
	One hour	Varies	Each member may make his own restrictions on number of stamps issued	12,425	Monday and Thursday nights	None	No
Less than 1/2 of 1%	25 cents or 1 hour	\$2	One stamp	6,963	Friday night	New Park & Shop program will pay for and erect this Fall	Yes In effect Sept. 15 1960
	One hour	None	None		Friday night	Installed by Par-King, Inc.	None
From .03 to .0003	5 cents	Most stores have discarded this requirement	3 hours	15,000	Two	None	None
	One hour	Option of stores; \$2 generally	3 from one store or 3 from more than one store	13,647	One	Identifying municipal lots only	None
Less than 1%	20 cents	None	None	300 to 600	Friday	None	None

<i>City and Date Program Started</i>	<i>Administrative Body</i>	<i>Source of Promotional Funds</i>	<i>Number of Retail Stores; Percentage of Total</i>	<i>Non-retailing Members</i>	<i>Membership Dues</i>	<i>Number of Park- ing Facilities; Percentage of Total Number of Spaces</i>	<i>Dues for Parking Operators</i>
El Paso, Texas (1958) 273,212 Pop.	Downtown Development Association of El Paso	Override on stamps	59 65%	Banks Doctors Lawyers Wholesalers Restaurants Property owners	25 to \$4,000 per year in accordance with amount of business	18 lots and garages 2,370 spaces 100%	\$25 to \$300 according to parking capacity
Elizabeth, N.J. (1959) 107,377 Pop.	Special Parking Committee	Override on stamps	69 46%	Banks	None	12 lots	None
Elmira, New York (1959) 46,355 Pop.	Association of Commerce	3-cent override on stamps	70 75%	Banks Professional people Restaurants No associate members	\$60 payable quarterly in advance	5 lots 80%	None
Evansville, Ind. (1958) 140,493 Pop.	Downtown Retail Merchants Association	Override on stamps	83	Banks Professional people No associates	None	22 lots and garages 3,400 spaces	None
Fargo, North Dak. (1958) 46,491 Pop.	Chamber of Commerce	Membership dues	75 65%	Banks Professional people No associate members	\$100 per year payable quarterly	8 lots 53%	\$100 per year
Flint, Michigan (1959) 194,958 Pop.	Trade Promotions Department, Chamber of Commerce	10% of stamp purchases paid by both merchant and operator. Initial fee ranging from \$25 to \$200 paid by all	90 50%	Banks Restaurants Services No associates	None	25 lots 3,240 spaces 50%	None
Fort Wayne, Ind. (1957) 161,144 Pop.	Downtown Fort Wayne Assn., Inc.	Override on stamps	52 40%	Banks Doctors In some cases, property owners pay some of store's cost	Initial fee ranging from \$25 to 500	32 lots 5,326 spaces 100%	Dues to Downtown Fort Wayne Assn. at \$.35 per car space per year
Fort Worth, Texas (1958) 347,368 Pop.	Downtown Fort Worth Association	Membership dues	35 20%	None	\$10 per month	15,800 spaces 100%	\$10
Gary, Indiana (1958) 177,414 Pop.	Downtown Gary Council; banks sell stamps		136 52%	Professional men	None	19—2 of which are municipal 100%	None
Hazleton, Pa. (1959) 31,850 Pop.	Greater Hazleton Chamber of Commerce	Override of 2 cts. on stamps. Dues	40 60%	Banks Doctors No associates	\$30 per year payable semi-annually	4 lots 500 spaces 100%	Required to be members of the Chamber of Commerce
High Point, N. C. (1959) 61,652 Pop.	High Point Parking Corp.	\$1 weekly dues	18 10%	Banks No associates	\$52 annually, payable quarterly	6 503 95%	None
Joliet, Ill. (1958) 66,359 Pop.	Executive Committee staffed by Association of Commerce	Override of .4½ cents per stamp	107 70%	Banks Professional people Restaurants No associate members	None	10 lots; 1 garage 2,360 spaces 100%	None
Kansas City, Mo. (1958) 473,435 Pop.	Park & Shop Downtown, Inc.	Membership dues	45 40%	Banks Restaurants Buildings belong for tenant use	\$260 per year payable quarterly	68 lots 30,194 spaces 90%	None

<i>Cost of Validation in Percentage of Gross Sales</i>	<i>Value of Stamp to Customer</i>	<i>Minimum Purchase</i>	<i>Limit to Number of Stamps Acquired by Shopper</i>	<i>Average Number of Validations per Month</i>	<i>Number of Shopping Nights</i>	<i>Directional Signs</i>	<i>Ride and Shop Program</i>
	One hour	\$2	2 from one store 4 to a customer	32,450	None	Yes; purchased by the Downtown Development Association's Park & Shop; erected by the City	Yes
	One hour	\$2	3 to a customer	3,000	Monday Thursday	Park & Shop	None
	One hour	\$2	1 stamp per store no limit on total from various stores	13,400	Two	Paid for by Park & Shop Division, Association of Commerce erected by the City	None
¼ of 1% Est.	One hour	\$2	Customer is given time-credit for maximum on one day's parking	\$8,112 (1959)	Friday; a few on Monday	Paid for by Parking operators	Ride and Shop
.10% to .15%	One hour	Generally none; \$3 in a few	1 stamp per store	7,689 (parking and bus validations)	Monday	Paid for & erected by the City	Yes
Men's wear 2/10 of 1% Hardware 2/10 of 1% Ladies' wear 2/10 of 1% Department 4/10 to ½ % of 1%	5¢ toward parking charge	\$2 for first stamp; one 5¢ stamp for each \$1 thereafter up to 8 stamps	8 stamps	\$4,251.67 (stamps redeemed at 5¢ each; Jan to Aug. 1960)	Monday		None
Department stores .1%-.3% Variety stores .1% Specialty shops .25%-.2%	Rubber stamp worth one hour	\$5	One stamp per store 3 stamps total	14,923 (parking only)	Wednesday Friday (some also open on Monday)	None	Yes 72,012 validations June 15, 1959 —June 15, 1960 at cost of \$14,402.40
	5¢ on parking charge	Practice varies	None	6,000 stamps	Fri. by all; Mon. and Saturday by some	None	Yes
	One-half hour	\$2	4 stamps		Monday Thursday Some on Friday	Downtown Gary council will pay; negotiating for installation	Yes
½ of 1% (Estimated)	One hour	\$2	1 per store; total of 5	3,510 (Dec. 1959-July 1960)	Wednesday	Erected by the City	Yes
	One hour One-half hour for banks	\$2 but not generally required	None	2,000	One	None	None
2/10 of 1% and less	One hour	Variety and drug stores \$2	One stamp per store; no limit on total from various stores	15,700 (parking only)	Monday and Friday for 95%	Paid for by Park & Shop; erected by City Street Department	Yes 10,000 to 16,000 validations per month
.002	One hour	\$5	Limit per store but not on total from various stores	17,500		None	None

<i>City and Date Program Started</i>	<i>Administrative Body</i>	<i>Source of Promotional Funds</i>	<i>Number of Retail Stores; Percentage of Total</i>	<i>Non-retailing Members</i>	<i>Membership Dues</i>	<i>Number of Park- ing Facilities; Percentage of Total Number of Spaces</i>	<i>Dues for Parking Operators</i>
Lake Charles, La. (1959) 62,395 Pop.	Park & Shop Division, Association of Commerce	Membership dues	36 40%	Banks Property owners are associate members	\$2.50 per week, payable in advance quarterly	6 lots; 2 garages 850 spaces 67%	None
Lansing, Mich. (1958) 108,128 Pop.	Park & Shop Board with Downtown Business Association	Initial dues of \$15 to \$100, depending on size	30 to 40 50%+	Real Estate Professional people Property owners Restaurants	None	10 lots; 2 garages 1,000 spaces 100%	None
Lawrence, Mass. (1956) 70,545 Pop.	Lawrence Parking Corp.	Lawrence Parking Corp. and Eidams'	66 70%	Banks Beauty Shops Real Estate Insurance No associate members	None	4 lots 417 spaces 51%	10% of the value of stamps redeemed
Long Beach, Calif. (1951) 329,443 Pop.	Downtown Long Beach Associates	1-cent override on stamps	220	Professional men Restaurants Banks Property owners	\$52 for retail members; \$36 for professional people \$52 for property owners	69 lots 6,566 spaces	\$52
Louisville, Ky. (1957) 383,329 Pop.	Park & Shop Board of Directors	2-cent override on stamps	100 30%	Banks		39 lots 75%	None
Macon, Ga. (1955) 68,825 Pop.	Retail Merchants Bureau of the Chamber of Commerce	Override on stamps; initial fee of \$15 paid by members and operators	45 40%-50%	None	\$15, payable joining	12 1,913 75%	\$15 on joining
Medford, Oregon (1959) 24,246 Pop.	Board of Control, Chamber of Commerce	Membership dues	60 90%	Banks Finance Companies Professional men Real Estate Beauty Parlors Service Repair Shops Associate members	Stores under \$50,000 gross and all offices \$15 quarter Stores over \$50,000 gross, \$30,000 per quarter	7 185 58%	None
Monroe, La. (1957) 51,931 Pop.	Monroe Chamber of Commerce		39 35%	Banks No associates	\$2 per week pay- able quarterly	14	None
New London, Conn. (1958) 31,599 Pop.	Greater New London Chamber of Commerce	None	30 37%	Banks Professional men	None; all must be members of Chamber of Commerce	3 lots 250 spaces 26%	None
Oakland, Calif. (1929) 361,057 Pop.	Non-profit, cooperative association	6½ ct. charge per ticket	120 80 to 85%	Banks Professional men Insurance companies Restaurants	\$3 per month	7, including one garage, all belonging to the Downtown Merchants Parking Association	None
Okla. City, Okla. (1958) 321,599 Pop.	Oklahoma City Downtown Association	Override on stamps	53 Less than 50%	Restaurants Doctors	\$25 to non- members of Downtown Association	55 5,300 spaces 30%	All are members of the Downtown Association and pay 50 cts. per stall per year
Pawtucket, R. I. (1958) 80,942 Pop.	Chamber of Commerce	Monthly assessment on members	48 70%	Banks Restaurants; associate members	\$7.50 per month	14 804 80%	None

<i>Cost of Validation in Percentage of Gross Sales</i>	<i>Value of Stamp to Customer</i>	<i>Minimum Purchase</i>	<i>Limit to Number of Stamps Acquired by Shopper</i>	<i>Average Number of Validations per Month</i>	<i>Number of Shopping Nights</i>	<i>Directional Signs</i>	<i>Ride and Shop Program</i>
	One hour	Some stores require \$1 minimum	None	10,000 (not including tickets validated by stores using their own lots, estimated at another 10,000 per month)	Thursday	Purchased and erected by Park & Shop	None
Less than 1/4 of 1%	5 and 10 cents toward parking charge	\$2 for 5 ct. stamp; 5 ct. stamp for each dollar thereafter	20 cents limit per store; 40 cent limit total	\$25,000 in stamps purchased during first year	Monday & Friday	Erected by City Traffic Engineer's Office, paid for by City	None
	One hour	\$2-\$2.50	One per store	10,820	Two	Mainly indicating municipal lots; installed by City	None
1/4 to 1/2 of 1%	One hour	\$1 required by most	Distributed in accordance with rate at lot parked in—All stores have list of charges	1952—263,596 1959—733,282 61,106 per mo.	Monday and Friday	Erected by the City; paid for by Downtown Long Beach Associates	None
1/10 to 1/4 of 1%	One hour	\$2 required by most	None	10,000	Monday		Yes
	5 cents	\$2	10 stamps from one store; no limit to total number	7,733 (1959)	Friday		None
1/2 of 1%	One hour	\$2		4,630 (\$926 in stamps purchased at 20 cents each) Aug. 1959-July 1960	Monday by all; Friday also by major stores	Yes	None
1/4 of 1%	One hour	\$2		3,715 (June, July, August 1960)	None	No	None
	One hour One-half hour for banks	None	None	3,700	One	No	No
Less than 1/10 of 1% for department stores; substantially less for other retail operations	One hour each store uses its own rubber stamp	None	One; no accumulation permitted	75,000	Monday and Friday; 5 big stores recently added Thursday	No	None
.001 to .002	5 cents on parking charge	\$2 for first 5 cent stamp; additional stamps with each additional \$1	One store 25 cents to 75 cents; total for all stores, 75 cents	5,235 (first 7 months 1960)	Monday; 4 large stores on Thursday also	Installed by the City	None
	One hour One-half hour for banks	Some stores require minimum from \$1.98 to \$3.00	One stamp per store; no limit on total		Two	None	None

<i>City and Date Program Started</i>	<i>Administrative Body</i>	<i>Source of Promotional Funds</i>	<i>Number of Retail Stores; Percentage of Total</i>	<i>Non-retailing Members</i>	<i>Membership Dues</i>	<i>Number of Park- ing Facilities; Percentage of Total Number of Spaces</i>	<i>Dues for Parking Operators</i>
Phoenix, Ariz. (1957) 434,277 Pop.	Downtown Merchants Association	Membership dues	90 20%	Banks Finance companies	\$100 per mo. minimum (gross under \$200,000) to high of \$5,600 (for gross be- tween \$8 and \$10 million)	38 5,500 spaces 95%	None
Pittston, Pa. (1959) 12,355 Pop.	Parking Association of Pittston, Inc.	Membership dues	52	Banks Professional people	\$120 per year, payable quarterly	Facilities owned by Parking Association	None
Portland, Maine (1957) 71,787 Pop.	Downtown Park & Shop, Inc.	Membership dues	51 50%	Banks Professional men	50¢ to \$5 per week, payable quarterly, depending on store size	12 lots & garages 1,600 spaces 90%	None
Providence, R. I. (1956) 206,352 Pop.	Greater Providence Chamber of Commerce	Allocated \$12,000 per year from Downtown Promotion Program	75 40% (doing 80% of business)	Banks Property owners Professional people	None (Dis- continued on Dec. 1, 1958)	48 lots 5,000 spaces 99%	None
Richmond, Calif. (1960) 71,375 Pop.	Park & Shop Committee of Richmond Development Foundation	Override on stamps	62 68%	Banks Restaurants No associate members	\$10 on joining	3 (two municipal one private) 343 spaces 50%	None
Richmond, Ind. 43,657 Pop.	Richmond Retail Merchants	Dues. Override on stamps	71 50% +	Physicians No associate members	\$15 a year	6 lots 95%	None
Rome, N. Y. (1958) 51,131 Pop.	Chamber of Commerce	Membership dues	50 50%	Banks Professional people Restaurants Also associate members	\$78 per year for regular members; \$52 a year for associates	7 lots 427 spaces 100%	\$52 a year
Roseburg, Oregon (1959) 11,283 Pop.	Board of 6 Members of Roseburg Parking Assoc.		34 40%	None	Initial \$25 fee	2 lots 240 spaces 50%	None
Sacramento, Calif. (1955) 190,273 Pop.	Retail Merchants Association	Forward Sacramento Committee	76 60%	Banks, etc.	None; partici- pation free to members of Retail Merchants Association	25 lots 8,000 spaces 80%	None
St. Paul, Minn. (1957) 313,209 Pop.	Downtown Saint Paul, Inc. (Sale and redemption of stamps handled by four down- town banks.)	Override on sale of stamps	128	Banks Financial Institutions Physicians	None	30 lots & garages 5,754 spaces 95%	None
San Antonio, Tex. (1957) 583,690 Pop.	Downtown Merchants and Property Owners Association	Now promoted only by individual participants	48 10%	Banks Office Buildings Wholesalers Finance Company Property owners	\$5 to \$20 per mo. payable quarterly in advance	73 lots 9,550 spaces 49%	None
San Bernardino, Calif. (1948) 92,381 Pop.	Park or Ride, Inc.	Override on stamps	64 75%	Banks Loan Companies Restaurants Theater Professional men	None	8 lots 1,260 spaces 50%	None
San Diego, Calif. (1955) 544,496 Pop.	San Diego Downtown Association	1½ cent over- ride on stamps	100 14.5%	Banks Professional people	Members of Downtown Association are eligible to participate	49 lots 4,740 spaces 82%	None

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.007 to .001 of gross sales	One hour	\$2	None	46,809 (Sept. 1959 thru July 1960)	Monday Thursday		None
	One hour	\$2	None	5,000	Monday Friday	Parking Association erected and paid for signs	None
3/10 of 1% Max.	One-half hour three hours with three stamps	Not generally required	No official limit	8,500 (1960)	Monday Thursday	Erected and paid for by the City	None
Maximum of 2/10 of 1%	One hour	\$3	One	36,000	Two	None	None
1/10 to 1/2 of 1% with larger stores paying higher rate	One hour	\$2 (not universal)	One per store Four total	13,854 (July, August, 1960)	Friday for all; Monday and Thursday for some	Erected and paid for by the City	None
Much less than 1/10 of 1%	One hour	\$2	One per store; no limit on total	2,084 (May, June, 1960)	Monday	None	None
	One hour One-half hour for banks	\$2	One stamp per store—not rigidly adhered to	4,000	Monday Friday	Park & Shop paid for and erected signs	None
	One hour	\$2	One per store; no total limit	673 (June, 1960)	Friday	None	None
	One hour	\$1	Two per store; total of two	28,648 (\$5,300 per mo. at 18 1/2 cts. per ticket)	Two	Erected by City	None
\$50 per month for smaller stores to \$20,000 per year for larger department stores	One hour	\$2	One per store; total of two	10,759 (6 month of 1960)	Monday Thursday	None	None
1/100 of 1% to 3/10 of 1%	One hour One-half hour	\$2 to \$5 minimum not generally observed	None	6,000	One, with some stores open two	None	Yes
	One hour	No general rule	None	11,285		Erected and paid for by the city	Yes Of an 8 month total of 97,481 stamps, 7,202 were transit
	One hour	\$3	None	40,000	Monday Friday	None	None

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Santa Fe, Calif. (1957) 34,351 Pop.	Santa Fe Downtown Park & Shop	Membership dues	25 60%	None	\$5 per month payable quarterly in advance	6 municipal lots 500 spaces 100%	None
Seattle, Wash. (Universtiy District) 551,539 Pop. (Entire City)			163 75%	Banks Professional people Associate members	Commercial Club pays 55% of dues		None
Shreveport, La. (1960) 163,663 Pop.	Downtown Shreveport Unlimited	Override on stamps	33	None	None	45 lots 5,701 spaces	None
Tallahassee, Fla. (1958)	Merchants Committee, Chamber of Commerce		43 60%	Banks Associate members	Varies according to number of employees	1 garage 232 spaces 100%	None
Terre Haute, Ind. 71,786 Pop.	Downtown Business Association	Override on tickets	70 stores 75%	Banks No associates	None	41 lots 350 spaces 40%	None
Toledo, Ohio (1957) 315,957 Pop.	Downtown Toledo Associates	One-time member assessment	88 33 1/3 %	Professional people Beauty Shops Dry cleaners Restaurants Associate members	Membership in Downtown Toledo Associates is required; \$20 one time assessment	30 lots & garages 95%	Must be member of Downtown Toledo Associates
Topeka, Kansas (1955) 118,561 Pop.			74 stores	Banks Savings and Loan Insurance-Real Estate	None	6 lots	None
Trenton, N. J. (1956) 114,015 Pop.	Greater Trenton Chamber of Commerce	10% override on sale of stamps; 3% charge to parking lots and transit company on stamps	81 35%	Restaurants	None	10 lots 2,700 spaces 60%	None
Tucson, Ariz. (1954) 209,305 Pop.	Tucson Retail Trade Bureau	Membership dues	170 90%	Banks Professional People Restaurants Services Stockbrokers Title Firms Associate membership	Members of Retail Trade Bureau eligible Minimum \$30 dues for those joining Park & Shop only	43 lots & garages 95%	None
Tulsa, Okla. (1958) 257,752 Pop.	Downtown Tulsa Unlimited	Override on tickets	125 75%	Banks Professional people No associates	None	44 lots & garages 6,000 spaces 100%	None
Washington, D. C. (1955) 745,603 Pop.	Board members of Downtown Park and Shop, Inc.	Dues	235 32%	Banks Beauty Shops Restaurants Savings & Loan Professional people Associate members	\$65 quarterly payable in advance	142 lots & garages 39,900 spaces 99%	None
Waukegan, Ill. (1959) 55,465 Pop.	Chamber of Commerce	Override on stamps	60 60%	Banks Restaurants Professional men No associates	Must belong to Chamber of Commerce and Downtown Council	6 lots 513 spaces	\$25 per month
Worcester, Mass. (1957) 185,977 Pop.	Downtown Park and Shop, Inc.	Membership dues	52 stores	Banks, Hotels, professional men, etc. are associated members	Based on stamps used, ranging from \$1.50 to \$8.50 per week	13 lots & garages 2,693 spaces	Based on stamp redemption; ranges from \$12.50 per quarter to \$150 per quarter

<i>Cost of Validation in Percentage of Gross Sales</i>	<i>Value of Stamp to Customer</i>	<i>Minimum Purchase</i>	<i>Limit to Number of Stamps Acquired by Shopper</i>	<i>Average Number of Validations per Month</i>	<i>Number of Shopping Nights</i>	<i>Directional Signs</i>	<i>Ride and Shop Program</i>
	One hour	Left for individual discretion	None		None	None	None
J. C. Penny Co. Inc. 5/10 of 1%	One hour	Dime store requires \$2; grocery stores, \$1	One; no total limit	18,000	Two	Paid for by University Commercial Club	None
	5-cents	\$2 for first 5-cent stamp; \$1 for each up to \$11	50-cents in stamp value	\$5,242 in stamps valued at 5-cents each	None	None	None
0.1% (est.)	One hour	None	One stamp per store	4,500	One	None	None
	One hour	\$ 3—1 stamp \$15—2 stamps \$30—3 stamps	3	3,500	Monday	None	None
	One hour	No universal minimum required	None	4,000	Monday Thursday	None	Yes
	One hour (Two validations good for two hours)	Yes	4 hours total	4,451 (1960)	Monday Thursday	Some erected by City at time municipal facilities were built	None
	10-cents on parking charge	\$2.50	Three	6,886 (Jan.-July 1960)	Two	City installed	Yes First 7 months of 1960 17,191 transit validations
Estimated between fraction of 1% but not as high as 2%	One hour (Two stamps required for garages' first hour)	\$2	One per store; no total limit	118,828 Jan.-July 1960) (10% Ride & Shop	Monday Friday	Manufactured and installed by the City	Yes 10% of validations are transit
1/10 of 1% to 2/10 of 1%	One hour	\$3	One per store; no total limit	42,500	Thursday	None	None
1/20 of 1%	One hour	Not generally required	None	55,000	Thursday Monday for some	Installed by Motor Vehicle Parking Agency	None
	One hour	\$2		\$7,833 (at 12-cts. per stamp, 1960)	Two	Erected by City; paid for by parking operator	None
1/2 of 1/10 of 1% to 2%	One hour	Varies from \$1 to \$5, set by store	One per store; no limit on total		Wednesday	City traffic Engineering Bureau and Downtown Park & Shop	None

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DOWNTOWN

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And You'll Find
The Widest Selection
Of Gifts For Mother
DOWNTOWN



NEWSPAPER MATS TO USE
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GOOD FOR
1 HOUR 1 ZONE
1 AUTO or 1 BUS
PARK | RIDE
Downtown
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PARK OR RIDE, INC.
STAMP VALIDATING PLAN

PARK OR RIDE, Inc.
STAMP VALIDATING PLAN



Next to
Coutter's
on
4th!





PARK OR RIDE THE BUS
FREE
when you save at
SANTA FE FEDERAL

MEMBER

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1 HOUR 1 ZONE
1 AUTO or 1 BUS
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PARK OR RIDE, INC.
STAMP VALIDATING PLAN



Make one stop solve the parking problem for you when you're downtown shopping.
We validate parking tickets from Central or City Auto Parks (see map). Or—ride the bus
FREE when you're doing business at Santa Fe Federal; our downtown office is accessible to all
bus lines. Save by the 10th of ANY month—earn 4 1/2% dividends
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