

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

Joliet Downtown PARK AND SHOP and RIDE AND SHOP is a non-profit organization with membership from all types of business firms, professional people and property owners in the downtown area.

Its policies are planned by a Board of Directors representing the various categories of business in the membership.

What is its purpose?

The purpose of the Downtown PARK AND SHOP and RIDE AND SHOP program is to promote and develop the shopping potential of downtown Joliet and to foster greater retail sales by affording more conveniences to the shopper through a united downtown parking validation and bus validation program.

Joliet ranks tenth in population in the State of Illinois and fifth in retail sales. This position of retail prominence must be maintained.

1. Speed transit vehicles through the downtown area.
2. Eliminate the cruising vehicles that drive around looking for on-street space.
3. Eventually eliminate on-street parking which will give the customer a more secure feeling and selected carefree buying.
4. Encourage the parking industries to maintain up-to-date facilities and to expand off-street parking facilities.

What results will be derived from this program?

5. Encourage the use of the mass transportation system by the citizens of our community.
6. Increase downtown sales and professional services.
7. Give a more positive approach to downtown promotions.
8. Retain or increase the value of downtown real estate.

(REPRINTED WITH PERMISSION OF JOLIET ASSOCIATION OF COMMERCE, JOLIET, ILL.)

GLOBE TICKET COMPANY

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

A Nation-Wide Service

When was Joliet Downtown PARK AND SHOP and RIDE AND SHOP organized?

The PARK AND SHOP program began on April 28, 1958; and, by the anniversary day of April 28, 1960, the members had issued 380,095 stamps to customers of the downtown area at a cost of \$76,019.

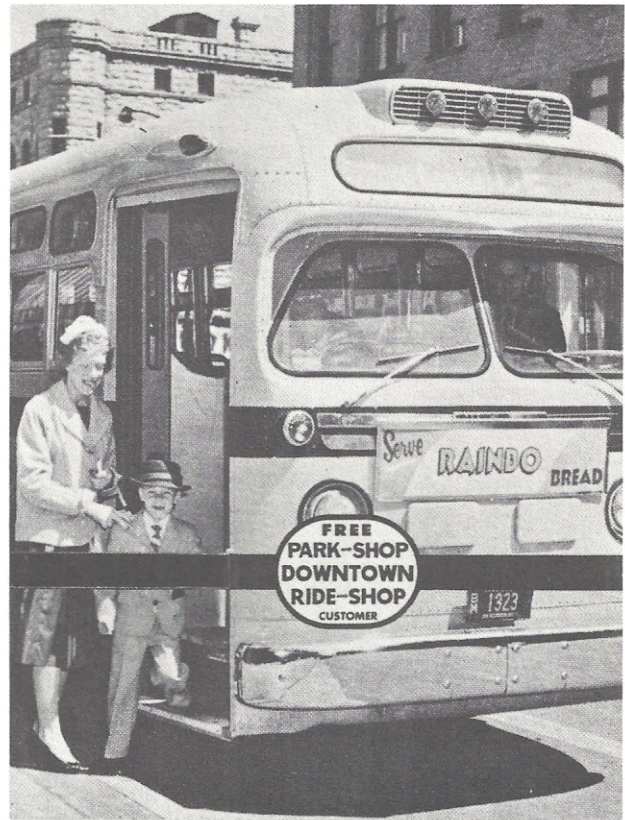
On September 8, 1959, the RIDE AND SHOP plan was incorporated into the PARK AND SHOP program; and, on April 28, 1960, a total of 52,000 stamps had been issued in the bus validation program, at a cost of \$10,400.

The membership of PARK AND SHOP and RIDE AND SHOP represents approximately 70 per cent of the downtown retailers and 10 per cent of the professional men. All major stores and financial institutions are members of the PARK AND SHOP and RIDE AND SHOP program. The membership has grown considerably since the inauguration, and, to date, the committee has not received a single cancellation.

Promotions of the program have been under the direction of an advertising committee. The advertising committee has a continuous advertising campaign of weekly ads in the Joliet Herald-News and Spectator and daily radio spots on station WJOL, plus billboards on all eight leading highways.

A sum of \$28,000 was expended the first two years for advertising, and an additional \$10,000 has been budgeted for 1960.

Members of PARK AND SHOP and RIDE AND SHOP use a logotype in their advertising. The committee also printed and distributed 100,000 PARK AND SHOP brochures and 100,000 RIDE AND SHOP brochures. The theatres cooperated by running film trailers of



the PARK AND SHOP and RIDE AND SHOP program. The newspapers and radio have been most cooperative in news releases of the program's operation.

The Joliet Meter Maids have distributed thousands of the PARK AND SHOP brochures by placing them on windshields along with tickets for overtime parking. This has brought about a better understanding of the parking program and its advantages.

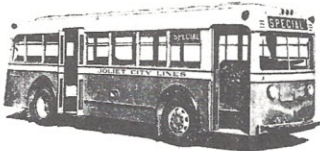
There are 500 directional signs to parking lots erected on downtown streets.

Ride and Shop Rules and Regulations

1. As you ride a JOLIET CITY LINES bus to our DOWNTOWN AREA, secure RIDE AND SHOP double coupon from the bus driver.
2. Shop at any store displaying the DOWNTOWN PARK AND SHOP and RIDE AND SHOP emblem and ask the clerk to paste a stamp on one of your coupons. Retail stores have a minimum purchase requirement of \$2.00. This will give you a free ride home in the bus.
3. If you make a purchase at another member store, a stamp will be placed on your other coupon which will be used by you for a free ride back downtown again.
4. For each person desiring a FREE RIDE AND SHOP stamp, a separate purchase of \$2.00 or more must be made.
5. Only one stamp can be placed on each coupon. No loose stamps will be given out.
6. Coupons will be given out on all buses going downtown each weekday starting at 8:30 a. m. They will not be given on Sundays or holidays.



	PLACE SECOND STAMP HERE	000154 "DOWNTOWN RIDE & SHOP"
EACH AFFIXED STAMP GOOD FOR ONE BUS RIDE		JOLIET CITY LINES, INC.
Subject to discontinuance without notice		



Not Today - Not Tomorrow - but FOREVER
YOU CAN
RIDE THE BUS
FREE

Through the cooperation of Downtown Joliet Merchants, Financial Institutions, Professional and Service Organizations!

When You Shop In DOWNTOWN JOLIET!

Shop where you see this emblem

HERE'S HOW TO DO IT



FREE!

BUS RIDES

EVERY DAY OF THE WEEK
WHEN YOU SHOP

DOWNTOWN JOLIET

Look for this emblem in your favorite store

The Sign of Savings, Values, Dependability

HERE'S HOW TO DO IT!

1. Ride the Joliet City Line bus to downtown Joliet and ask for and get a double ticket from the bus driver.
2. Shop at any member firm displaying this "Park and Shop" - "Ride and Shop" emblem.
3. When you make a purchase, ask for your Free Ride and Shop stamp, which will be affixed to one of your ride tickets. Retail stores have a minimum purchase requirement of \$2.00. For each person desiring a free Ride and Shop stamp a separate purchase of \$2.00 or more must be made. This gives you a free ride home.
4. Follow the same procedure at another member store and get a free stamp on your other ticket. This gives you a free ride back downtown.
5. Only one stamp is needed on your ticket for a free ride home. A stamp on your second ticket will give you a free ride back downtown.

P. S. Be Sure to ask Bus Driver for FREE RIDE blanks

And as always—if You Drive You Can

FREE PARK-SHOP DOWNTOWN RIDE-SHOP CUSTOMER

in any parking lot in the loop area displaying this Free Park emblem

ask for a stamp to any PARK AND SHOP member for stamp PARKING. (Some stores have a \$2.00 minimum purchase.)

EVERYTHING, FOR EVERYBODY...

The membership is composed of downtown retailers, professional men, financial institutions, property owners, and parking lot operators. All of the major de-

partment stores are members of Downtown PARK AND SHOP of which membership has 70% of the downtown retail locations, and 10% of the professional people. Some of the major stores participating in the program are Sears, Roebuck; The Eagle Store; W. T. Grant; Block & Kuhl; Al Baskin Co.; F. W. Woolworth; Kresge's; Kline's Department Store, and Boston Store.

The Joliet Downtown PARK AND SHOP and RIDE AND SHOP plan does not charge a membership fee. We have found that this is one of our best selling points. The over-ride of 4 cents from each stamp has been enough to advertise the program effectively. However, the Association of Commerce does all of the bookkeeping and administration without charge. At the beginning of the PARK AND SHOP and RIDE AND SHOP program, the Greater Joliet Committee allocated \$22,000 for the advertising program.

Members of PARK AND SHOP and RIDE AND SHOP are identified by displaying the Joliet Downtown PARK AND SHOP and RIDE AND SHOP decal on their front doors and windows, easels on counters, and slugs in their newspaper ads.



It's so easy and so satisfying to shop with the entire family in **DOWNTOWN JOLIET**

Christmas shoppers applaud the magnificent selection of fine gifts for everyone available in the many wonderful stores in **DOWNTOWN JOLIET**



FREE PARKING

Use parking stamp affixed along with Park and Ride Stamp (Some stores require a purchase).

WIN EVERY DAY 10 a.m.

or how little you use!



Gift-shop wider selections in less time, with less effort...

DOWNTOWN

and You Get

FREE PARKING
FREE BUS RIDES

FREE PARKING - when making purchases at your favorite Downtown Store.
FREE BUS RIDES - Ask bus driver for free bus coupon blank. When you make a purchase of \$2.00 or more a **FREE BUS RIDE STAMP** will be affixed to it. This entitles you to free bus ride home. Free Bus Ride blank will give you a free ride downtown again.
BE SURE To ask your bus driver for Free Bus Ride Coupon Blank.

DON'T FORGET
To Ask **BUS DRIVER** for Free bus ride coupon blanks!

AND GET FREE BUS RIDE STAMPS from Downtown Merchants

HERE'S HOW TO GET YOUR FREE STAMPS

- Ride the Joliet City Line bus to downtown Joliet and ask for and get a double ticket from the bus driver.
- Shop at any member store displaying the "Park and Shop" - "Ride and Shop" emblem.
- When you make a purchase, ask for your Free Ride and Shop stamp, which will be affixed to one of your ride tickets. Retail stores have a minimum purchase requirement of \$2.00. For each person desiring a free ride and shop stamp a separate purchase of \$2.00 or more must be made. This gives you a free ride home.
- Follow the same procedure at another member store and get a free stamp on your other ticket. This gives you a free ride back downtown.
- Only one stamp is needed on your ticket for a free ride home. A stamp on your second ticket will give you a free ride back downtown.

AND AS ALWAYS—IF YOU DRIVE YOU CAN PARK FREE
in any parking lot in the loop area displaying this Free Park emblem.

Present your parking stub to any **FREE SHOP** member for stamp good for one hour **FREE PARKING**. (Some stores require a \$2.00 minimum purchase.)

DOWNTOWN JOLIET HAS EVERYTHING — FOR EVERYBODY — EVERY DAY!

The **PARK AND SHOP** and **RIDE AND SHOP** program is administered by an executive committee of twelve men, representing the various business categories participating in the **PARK AND SHOP** program. The **PARK AND SHOP** and **RIDE AND SHOP** program is a division of the Joliet Association of Commerce.

The stamp that is used for the parking program is used for the bus validation program. The rider is issued a two-part ticket upon entering the bus. When presenting this ticket to a member, a stamp good for one ride is affixed. The second stamp may be secured by visiting other members. On the return trip home, if the customer has two stamps on his ticket, it is torn in half, and the unused portion returned to the customer to be used at his convenience.

Bus validation tickets are handed out during the hours of 8:30 a.m. until store closing hours. However, they may use the stamp to ride the bus at any time.

The **PARK AND SHOP** program realizes a profit of 4 cents per stamp under the present program. This 4 cents is used to promote the program by use of newspaper ads in the two local papers, daily radio spots, eight highway billboards, mailing brochures, and special awards.

From April 28, 1959, to January 1, 1960, members of **PARK AND SHOP** and **RIDE AND SHOP** issued 316,000 stamps to their customers. In 1959, the program had a 42% increase over a like period during 1958. The 1960 estimate will reach in excess of 300,000 stamps. The bus validation program is averaging 2,000 stamps per week.

Parking lot operators close their books on Wednesday of each week, tabulate their results on Thursday, and all stamps are cashed in at the office of the Association of Commerce on Friday. The bus company validates their stamps 2,000 at a time.

A & B Housewares	Henley's Bookstore	Mary Lester Shop
Allan's Shoes	Hickok's	The Maternity Shop
Anderson's Ready-to-Wear	Dr. L. H. Holman	Medical Arts Pharmacy
Aron's Furniture Store	Dr. Harold M. Hoover	E. F. Meyer Fur & Storage Co.
David Balch Store	Bill Jacobs Chevrolet Co., Inc.	Montgomery Ward
Barretts, Inc.	Jeron Shoes	Dr. J. E. Mooney
Al Baskin Co.	Jewel Paint Store	Bob Musser Sport Shop
Dr. Robert J. Becker	Floyd Johnson's TV & Sporting Goods	Thom McAn
Belay Office Supply	Joliet Beauty & Barber Supply	McCarthy's Men's Shop
Dr. Richard C. Benson	Joliet Bootery	National Bank of Joliet
Bernard's Fashion Accessories, Inc.	Joliet Commerce Loan Co.	National Clothing & Jewelry Co.
Binzer Optometrists	Joliet Cotton Shop	Neisher Bros., Inc.
Dr. Robert P. Blatchley	Joliet Draperies, Inc.	New Star Jewelers
Dr. Charles W. Blim	Joliet Federal Savings & Loan Association	Oliver Realty Co.
Block & Kuhl Co.	Joliet Floor Covering	Osborn Supply Co.
Bollig's Candy & Gift Shop	Joliet Travel & Tours, Inc.	Osco Drug
The Book Shop	Kay Campbell's	Peoples Outfitting Store, Inc.
The Boston Store	Att'y Francis P. Kelly	Pittsburgh Plate Glass Co.
The Bride's House	Dr. Raymond J. Kennedy	The Prescription Shop
J. D. Brown & Co.	Kiddytown	Rx Terminal Pharmacy
Calvert Bros. Maytag Co.	Kiep Jewelers	R & S Shoe Store
Chicago Title & Trust Co.	Kinney Shoes	Reisberg Jewelers
Coppotelli's	Dr. Samuel Klein	The Religious Shop
Dr. Raymond J. Dempsey	Kline's Dept. Store	Renee Shop
Dinet & Co.	Kresge Co. 5 & 10	Rice & Larsen
The Downtowner	Kresge Co. Dollar	Dr. Carlos Rubiano
Dr. E. J. Drenning	Att'y A. H. Krusemark	Ryan's Ladies' Apparel
The Eagle	Labo Florists	Schiff's, c/o Neisher Bros.
Edward's Jewelers	Lady Kay Shoppe	Schneider's Restaurant
The Fashion Shop	Dr. Paul E. Landmann	Sears, Roebuck & Co.
Federal Camera	Dr. Charles L. Lang	Dr. Loyd Stevens
Fit-Well Clothiers	Dr. Clarence J. Larkin	Tiny Tot Shop
Fitzgerald Furniture Co.	The Leader Cleaners	Union National Bank
Fowler Piano & Organ Co.	Leath Furniture	The Vogue
Freiberg's Broadway	Lewis Brothers	Walgreen Co.
W. T. Grant Co.	Liebermann's	Walsh Paint Co.
Harvey Brothers, Inc.	Lucenta Tire Supply	Wil-Do-Mar Fashions
Hausmann Paint Co.	F. E. Marsh Shoe Co.	Dr. Donald J. Wilhelmi
Hearing Aid Center	Mary Jane Shoes	Woodruff Pharmacy
		F. W. Woolworth Store

In 1959, the PARK AND SHOP and RIDE AND SHOP committee erected a billboard on each of the eight highways leading into Joliet. These billboards range in size from 8 ft. x 20 ft. to 10 ft. x 40 ft. Some are illuminated boards and others are scotch-lite. The billboards call the motorists' attention to the parking program and the bus program plus the advantages of shopping downtown.