

The

# Globe

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AUGUST 1962 - No. 628

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

## PARK-RIDE & SHOP

GLOBE TICKET CO.

Shoppers Validation Plan



IN SAVANNAH

GLOBE TICKET COMPANY

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

*A Nation-Wide Service*

## *The* **SAVANNAH, GA.** *Park-Ride and Shop Program*

On September 1, 1961 a validation plan went into effect in Savannah, Ga., organized by the Downtown Merchants' Council, the Savannah Transit Authority as well as parking interests and operated as a division of the Savannah Chamber of Commerce.

This issue gives information on the operation of the Plan, kindly furnished to us by Mr. Jerome J. Kilpatrick, Executive Secretary, Retail Division of the Chamber. We can best give you a glance at the basic features of the plan by quoting from Mr. Kilpatrick's letter to us of May 3, 1962.

"Our Park-Ride & Shop program is a division of this Chamber of Commerce and operates by the Rules and Regulations set forth in the enclosed brochure. We have eighty-six stores and twelve parking lots participating on our program. Our stamps are sold for 20¢ each and redeemed at various rates—the average being 19¢. We use the local banks as selling agents for the stamps, and they in turn deposit the monies in an account established with them. We have used radio, T.V., newspaper, billboards and signs on the inside and outside of our transit buses as a means of publicizing our program. The type businesses represented are clothing and variety stores, furniture stores, department stores, beauty shops and banks."

ANSWERS TO QUESTIONS ABOUT SAVANNAH'S  
DOWNTOWN RIDE-PARK & SHOP ASSOCIATION

1. WHAT IS PARK & SHOP?

Park & Shop is a plan developed to furnish customers with free parking through validation of off-street parking tickets.

Park & Shop members purchase validation stamps in volume at an agreed-upon rate. When a customer buys a predetermined minimum (\$2.00 or over) in merchandise or comparable transaction the participant glues ONE stamp on the customer's parking lot or garage ticket. This entitles the customer to one hour of free parking. As long as the shopper continues to make purchases from members he can continue to get stamps for free parking. (ONLY ONE STAMP CAN BE GIVEN PER MEMBER REGARDLESS OF TOTAL AMOUNT PURCHASED.)

When the customer has completed his shopping he returns to the parking lot or garage where he turns in his parking stub to the attendant who checks the number of stamps on it with the amount of time he has parked. If he does not have enough stamps to cover the total cost, he must pay the difference at the regular rate. If he has enough stamps he simply turns in the ticket for completely free parking. No allowance is made for unused stamps.

The parking operator turns in all validated parking tickets to the Chamber of-  
fice and is paid at a predetermined rate per stamp.

2. WHAT IS RIDE & SHOP?

Ride & Shop works in very much the same way as PARK & SHOP. The same stamps can validate both parking and bus transportation.

The Savannah Transit Authority bus driver will give the shopper a special perforated RIDE & SHOP ticket. On one side the Ride & Shop plan is explained. On the other side there is space to glue two stamps.

The customer receives one stamp after making a purchase of predetermined minimum (\$2.00 or more) from each of two Ride-Park & Shop members. Each stamp is good for a one-way bus fare.

When the customer boards the bus to return home he turns his Ride & Shop ticket over to the driver who accepts the ticket in place of a fare, if one stamp is attached to the ticket. If two stamps are attached he will tear the ticket in half and return one half to the customer who can use it to ride a bus back downtown. This half ticket with the stamp can be used at any time.

The Transit Authority turns in all validated bus tickets to the Chamber of Commerce and is paid according to the number of validation stamps at a predetermined rate.

3. IS RIDE-PARK & SHOP A NATIONALLY CONTROLLED PROGRAM?

No. The plan is organized and controlled locally, subject to no outside factors.

4. WHAT WILL IT COST ME TO PARTICIPATE IN RIDE-PARK & SHOP PLAN?

You will be required to pay a weekly sum of \$2.50 into the ADVERTISING and PROMOTION FUND for 52 weeks (payable quarterly in advance). Ride-Park & Shop validation stamps also must be purchased. Initial or charter entrance fee will be \$25.00. Anyone desiring to join after the plan is started will have to pay an initial fee of \$50.00 AND - YOU MUST BE A MEMBER OF THE CHAMBER OF COMMERCE TO PARTICIPATE.

5. DO PROFESSIONAL MEN, WOMEN AND OTHERS PARTICIPATE IN RIDE-PARK & SHOP?

Yes. In many of the cities where this type program is in operation, professional men, women, banks, restaurants, landlords and property owners participate.

6. FOR WHAT IS THE WEEKLY MEMBERSHIP FEE TO BE USED?

The membership fee will be used entirely to pay for insignia, signs, printing of stamps and a continuing advertising program to promote the plan.

Each year, at the annual meeting of the Ride-Park & Shop Association, this membership fee will be set by the members on the basis of anticipated costs of operating the program for the coming year.

7. WILL THE COST OF PARK & SHOP STAMPS REMAIN THE SAME? ALSO RIDE & SHOP?

The rate is negotiated each year with the parking operators, and the Transit Authority on a basis that will be fair to all concerned.

8. WHY AN OVERRIDE PER STAMP?

An override of 2¢ per transaction covers the cost of administering the program. It will be necessary for the Chamber to use its staff and perhaps hire another person to keep the books and carry on other essential duties confined exclusively to Downtown Ride-Park & Shop.

9. WHY IS THE MEMBERSHIP FEE THE SAME FOR LARGE AND SMALL FIRMS?

Because the membership fee is actually only one part of the overall cost of the RIDE-PARK & SHOP program. The larger retail establishments will be required to issue many thousands of stamps, while the smaller ones may issue only a few. Also the names of all member-firms will be carried in newspaper, television and other advertising in the same size type and with equal prominence.

All member firms must agree to display the Ride-Park & Shop emblem in their newspaper ads and include statements promoting the plan in their radio and television copy. The larger firms in this way will contribute the equivalent of hundreds of lines of copy.

Similar organizations in other cities have tried this system of membership dues and find it works best in the long run.

10. WHY IS A MINIMUM SET ON PURCHASES?

A minimum permits the member to have some control over what the validation program will cost him.

11. WILL THERE BE ENOUGH PARKING LOTS AND GARAGES TO HANDLE PARK & SHOP CUSTOMERS?

For the present - yes. Additional facilities will be provided as the need arises. The Park & Shop plan encourages private investors and operators to open new operations.

12. HOW WILL CUSTOMERS KNOW WHICH STORES ARE MEMBERS OF RIDE-PARK & SHOP?

All advertisements concerning RIDE-PARK & SHOP will contain a list of participating firms. Folders containing a map of the downtown area, with RIDE-PARK & SHOP lots and garages plainly indicated and participating firms listed, will be widely distributed. Each member-firm will be required to display membership emblems in locations easily seen by customers and in their paid media ads.

13. WHY IS RIDE-PARK & SHOP BEING HANDLED BY THE CHAMBER?

(1) Because many of its members, who are expected to participate in the plan asked for Chamber assistance; (2) Because no special office and staff will have to be set up; by using Chamber facilities and services the dues and funds collected (except for the override) will go into continuing promotion of the plan, which is most necessary to assure its success.

14. HOW DO I JOIN?

Application blanks will be available to all concerned at RIDE-PARK & SHOP meetings and at the Chamber of Commerce office.

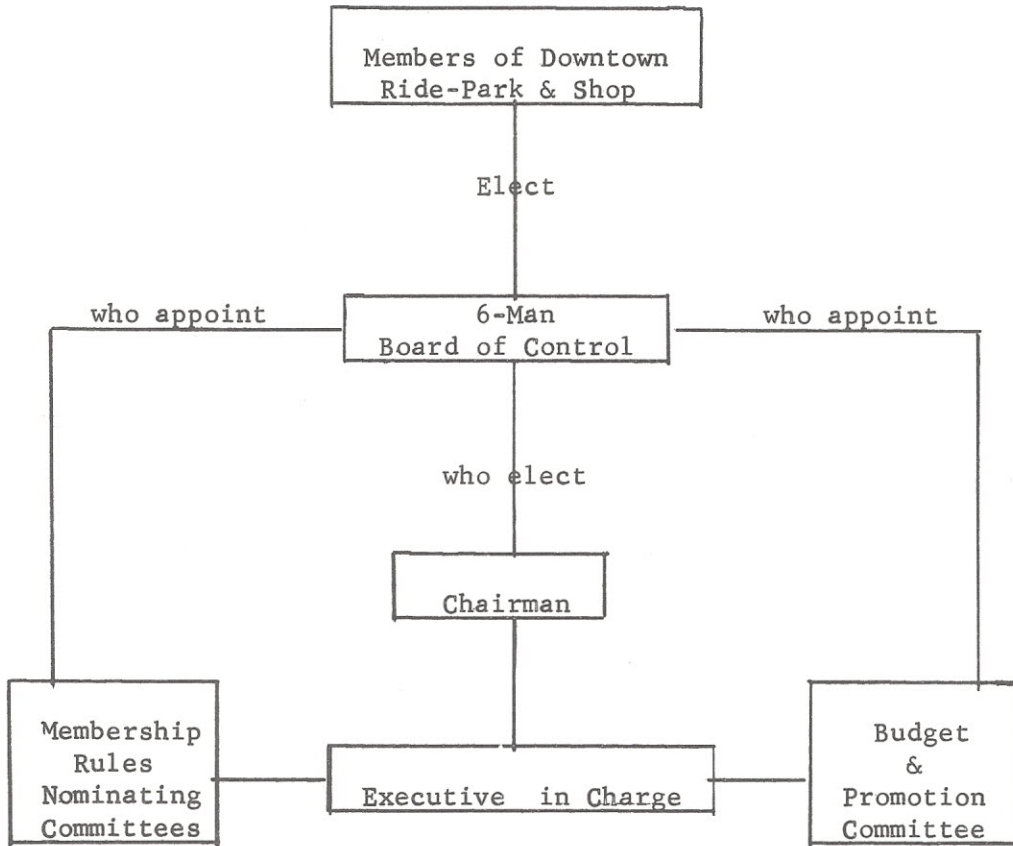
15. WHEN WILL RIDE-PARK & SHOP BE STARTED?

A target date of September 5, 1961 has been agreed on. This will occur only if the necessary number of participants has been obtained and all necessary fees paid in.

ORGANIZATIONAL CHART

DOWNTOWN RIDE-PARK & SHOP ASSOCIATION

SAVANNAH CHAMBER OF COMMERCE





MEMBER

**Park & Shop  
FREE  
Ride & Shop**

**IN DOWNTOWN  
SAVANNAH**

Savannah Chamber of  
Commerce - Savannah  
Transit Authority

|                        |                                |
|------------------------|--------------------------------|
| Place<br>Stamp<br>Here | Good For<br>1 Zone<br>Bus Ride |
| Place<br>Stamp<br>Here | Good For<br>1 Zone<br>Bus Ride |

**FREE BUS RIDE RULES**  
 Make a purchase of \$2.00 or  
 more from any Park & Shop,  
 Ride & Shop member firm.  
 Present this member firm  
 stamp and they will put a  
 stamp on it. With an addi-  
 tional purchase of \$2.00 or  
 more from any other member  
 firm you receive an addi-  
 tional stamp. Ride the bus  
 free back home, ride it down-  
 town at your convenience.

STATEMENT *STUFFER*

**Park  
or  
Ride The Bus  
In Downtown Savannah**

*free*

MEMBER

**Park & Shop  
FREE  
Ride & Shop**

- Free Parking in all of Downtown Sa-  
vannah
- Over 3,000 centrally located spaces  
(see inside for parking lot members)
- Free bus service from any zone  
Savannah, the Coastal Empire's largest  
shopping center
- More Variety
- Lowest Prices
- Friendliest shopping area
- More Stores

- For Your Bus Ride!
- For Your Parking!

It's displayed on all mem-  
ber firm windows

**Downtown Park-Ride & Shop**  
Division of Savannah Chamber of  
Commerce

**NOW AND FOREVER! So big only Downtown could do it!**

**FREE** when you shop in

**Downtown Savannah**

**FREE Parking! FREE Bus Rides! Look for this emblem!**

**MEMBER**



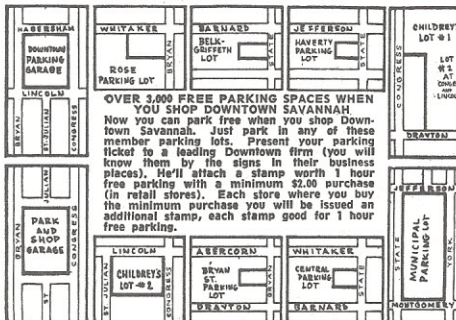
**IT'S SIMPLE! IT'S FREE! HERE'S ALL YOU DO!**

1. You get one free parking stamp from each member firm where you have a purchase involving \$2.00 or more.
2. Each stamp entitles you to one hour free parking at any one of the member parking lots.
3. You can get up to 8 hours free parking daily! Just make the minimum transaction of \$2.00 or more with different member firms and get one free parking stamp from each firm.
4. Present your parking lot claim check to any clerk at any of the member firms and your free parking stamps will be affixed to it.
5. You can get as many free hours parking as there are stamps affixed to your parking lot claim check.
6. Stamps are also good for free bus rides! The bus driver will give you a special Ride & Shop ticket to which is affixed one stamp for each minimum \$2.00 transaction at member firms. One stamp takes you back home . . . the second stamp brings you back Downtown next time. Ask your bus driver for your special ticket.

**MEMBER FIRMS**

- ASHER'S
- ALAN BARRY'S
- AL CHASKIN
- DAVID JEWELERS, INC.
- L. H. DELOACH JEWELERS
- DESBOUILLON'S JEWELERS
- FINES, INC.
- FRIEDMAN'S ART STORE
- FRIEDMAN JEWELERS
- GLENDALE MILLINERY SHOP
- GLOBE SHOE CO.
- HEYMAN & SON
- HARRIS THE HUB, INC.
- DANIEL HOGAN CO.
- JOSEPH'S, INC.
- KARPP'S
- LEVY JEWELERS, INC.
- MAXWELL BROS. FURNITURE
- MEN'S QUALITY SHOP, INC.
- NATIONAL TEXTILE STORE
- MERLE NORMAN COSMETIC STUDIO
- PARKS UNIVERSITY SHOP & BOYLAND
- J. C. PENNEY CO.
- PUNCH & JUDY, INC.
- RAY JEWELERS, INC.
- JOHN B. ROURKE, INC.
- THE SHOE BAR
- SOUTHERN JEWELERS
- STANLEY JEWELERS
- TEENS & JUNIORS
- THE BOTTOM DOLLAR

**HOTEL STORAGE PARKING, BRYAN AND BULL**



**MEMBER FIRMS**

- BEN'S MEN & BOYS SHOP
- LEVY'S OF SAVANNAH, INC.
- MICHELLE'S
- THE ELEANOR SHOP
- LINDSAY & MORGAN FURNITURE
- CHARLES J. CHARLES HAIRDRESSERS
- MORRIS LEVY'S
- KASSEL'S, INC.
- NORWOOD'S RECORD SHOP
- SAVANNAH NEWS-PRESS
- MUSICENTER
- THE BARGAIN SPOT
- F. W. WOOLWORTH
- HAVERTY'S FURNITURE CO.
- S. H. KRESS & CO.
- M. L. GREEN CO. (SILVER'S)
- H. L. GREEN CO. (SCHULTE-UNITED)
- MCCRORY'S
- BOND STORES INC.
- PEARLE OPTICAL CO.
- BELK-GRIFFETH DEPARTMENT STORE
- LEARNER SHOP
- JOE PRICE, INC.
- CHATHAM FURNITURE CO.
- SAVANNAH ELECTRIC & POWER CO.
- SAVANNAH GAS CO.
- MOYLE TRUNK & BAG CO.
- BUCK FURNITURE CO.

**AT ALL LEADING DOWNTOWN FIRMS! 3000 PARKING SPACES DAILY!**



PROPOSED BY-LAWS

THE DOWNTOWN RIDE-PARK & SHOP DIVISION  
SAVANNAH CHAMBER OF COMMERCE

Preamble

The purpose of the Ride-Park & Shop Division of the Savannah Chamber of Commerce shall be to further the solution of parking and traffic problems which have limited the growth and development of business and professional establishments and offices in the downtown area of the City of Savannah.

To best achieve this aim, the following by-laws have been adopted to govern the procedures and activities of the Ride-Park & Shop Division of the Savannah Chamber of Commerce.

Article I - Membership

Section 1. Eligibility. Any individual, firm, association, corporation, partnership or estate who is a member in good standing of the Savannah Chamber of Commerce and interested in the ultimate and continued success of the Ride-Park & Shop Plan may apply for membership, and upon accepting the responsibility of abiding by the rules and policies set out in these by-laws and the Board of Control may be accepted as a member.

Section 2. Types of Membership

a. Business & Professional Members. Any eligible individual, firm, association, corporation, partnership or estate upon agreeing to pay a \$25.00 initial or charter entrance fee and subscribe \$2.50 per week for a period of 52 weeks (payable quarterly in advance) and agreeing to adhere to the rules and policies set up by the Board of Control concerning the purchase and dispensing of Ride-Park & Shop stamps may become a business member and shall have the right to hold office and shall have full voting privileges.

b. Parking Operator. Any eligible individual, partnership, association, corporation, or estate owning and/or operating a parking facility which is adequately surfaced and organized to safely and conveniently park passenger cars, who will accept the negotiated formula rate agreed upon by the members of the Ride-Park & Shop Division, and display the Park & Shop sign to signify their participation, and will agree to the rules and policies set up by the Board of Control may become a parking operator member and shall have the right to hold any office and shall have full voting privileges.

Section 3. Election of Members. Members may be elected at any meeting of the Board of Control. A two-thirds vote of those present shall be necessary to elect.

Section 4. Termination of Membership

a. Resignation. Any member, upon written request to the Board of Control, and return of insignia, validation stamps and any other equipment or materials loaned to him by the organization, may terminate his membership by giving six (6) months' written notice in advance and provided his firm is in good standing.

b. Expulsion. Any member, regardless of classification, may be expelled from membership for non-payment of dues, willful or continued non-conformity with rules and policies of the Board of Control, or in any other way prevent the carrying out of the purposes of this association.

Section 5. Voting Privileges. Each member, individual, firm, association, corporation, partnership or estate shall have one vote.

Section 6. Payment of Dues. Each member shall pay an entrance fee of \$25.00 plus the full amount of his quarterly dues in advance to the Ride-Park & Shop Division of the Savannah Chamber of Commerce.

Firms applying for membership after the plan starts will be required to pay an entrance fee of \$50.00 plus the current quarter dues in advance before being accepted for membership.

#### Article II - Meetings of Members

Section 1. Annual Meetings. An annual meeting of the members of the Ride-Park & Shop Division shall be held in January each year on a date set by the Board of Control. Notification of the meeting shall be mailed to each member not less than 10 days prior to the date of the meeting.

a. Election. An election of members to serve on the Board of Control shall be held during the annual meeting in the manner prescribed in Article V. Existing Board members shall remain in office until their successors are elected.

b. Annual Report. A complete financial and operational report of the preceding year shall be distributed among the members attending the annual meeting.

Section 2. Special Meetings. Special meetings of the members of the Ride-Park & Shop Division may be called on a two-thirds vote of approval by the Board of Control.

Section 3. Those present at any meeting shall constitute a voting quorum provided written notice of the meeting has been mailed to each member at least 10 days in advance of the meeting.

#### Article III - Board of Control

Section 1. Duties and Powers. The Board of Control shall be the governing body of the Ride-Park & Shop Division of the Savannah Chamber of Commerce subject only to the limitations and exceptions provided for in these by-laws and in the by-laws and general policies of the Savannah Chamber of Commerce.

#### Article IV - Officers

Section 1. Officers. Officers shall consist of a Chairman, a Treasurer, and an Executive employed by the Chamber of Commerce.

Section 2. Selection and Term of Office. Officers shall be elected for one year terms at a meeting of the Board of Control immediately following the annual meeting of the Downtown Ride-Park & Shop Division. Existing officers shall remain in office until their successors are elected.

Section 3. Duties.

a. Chairman. It shall be the duty of the chairman to preside at all meetings. He shall be the chief executive officer of the Downtown Ride-Park & Shop Division and its official spokesman. He shall make an annual operational report to the members, in written form, at the annual meeting of the Division.

b. Treasurer. It shall be the duty of the treasurer to see that accurate and adequate records are maintained in the office of the Chamber of Commerce, available for inspection by any member in good standing of the Downtown Ride-Park & Shop Division. In addition, he shall prepare annually a written financial report to be presented to the members at the annual meeting.

c. Executive Secretary. A member of the staff of the Savannah Chamber of Commerce shall be assigned by the Executive Director of the Chamber to serve as executive secretary of the Downtown Ride-Park & Shop Division. He shall keep the minutes of the meetings of the Board of Control and shall administer the policies as set out by the Board.

Article V - Election Procedure

Section 1. Nominations. The chairman shall appoint a nominating committee composed of three members in good standing who shall nominate at the annual meeting at least two candidates for each vacancy on the Board of Control. An additional nomination for each vacancy on the Board of Control shall be called for from the members present at the annual meeting.

Section 2. Election. At an appropriate time during the annual meeting the chairman shall call on the nominating committee to make their report. He shall then call for nominations from the floor. Each member present shall be furnished with a ballot on which he shall be requested to write the names of the candidates for whom he wishes to vote to fill the vacancies on the Board of Control. The chairman shall then appoint a committee to audit the votes. The candidates receiving the most votes shall be the duly elected members of the Board of Control, except that only one parking operator shall be elected.

Article VI - Committees

Section 1. Number. As many standing or special committees as are deemed necessary by the Board of Control may be created by them.

Section 2. Authority. Each committee shall have the authority to take such action as is granted by the Board of Control as long as it does not conflict with these by-laws or the policies of the Board of Control or the Savannah Chamber of Commerce.

Article VII - Amendments

Section 1. These by-laws may be amended at any annual meeting or special meeting by a two-thirds majority vote of those present at the meeting, subject to ratification by the Board of the Chamber.

Section 2. Numbers. The Board of Control shall consist of six regular members in good standing. One of the members of the Board shall be a parking operator member of the division.

Section 3. Election and Term of Office. Election of members of the Board of Control shall be held during the annual meeting of the Downtown Ride-Park & Shop Division in a manner prescribed in Article V.

a. Organizational Meeting Election. During the organizational meeting of the Downtown Ride-Park & Shop Division three members shall be elected to the Board of Control according to the manner prescribed in Article V for terms of two years and three shall be elected for terms of one year. Their terms shall also include that portion of 1961 remaining at the time of their election.

b. Elections Subsequent to 1962. Beginning with the annual meeting held in January of 1962, three members in good standing shall be elected for terms of two years on the Board of Control at each subsequent annual meeting.

Section 4. Quorum. Four members of the Board of Control shall constitute a quorum at any regular or special meeting of the Board.

Section 5. Meetings. The Board of Control shall meet at least once during each quarter of the year on call of the chairman.

Section 6. Vacancies. When a vacancy occurs on the Board of Control, the chairman shall appoint a replacement acceptable to the board to fill out the remainder of the year. A replacement shall be elected at the annual meeting to fill out the balance of the term.

Application for Membership in the  
DOWNTOWN RIDE-PARK & SHOP DIVISION  
Savannah Chamber of Commerce

The undersigned hereby applies for membership in the Downtown Ride-Park & Shop Division of the Savannah Chamber of Commerce, and agrees to comply with the provisions of the By-Laws as adopted by the Division and as hereafter amended, as well as rules and policies adopted by the Board of Control of the Division.

We hereby agree to pay \$25.00 entrance fee and subscribe \$2.50 per week for a 52-week period (payable quarterly in advance) to the Downtown Ride-Park & Shop Division, for the offering of parking benefits and the general promotion of these benefits.

We understand that as a member of the Downtown Ride-Park & Shop Division, we will be loaned official insignia belonging to the Division and to be retained by us so long as we are in good standing and/or until its return is requested by the Board of Control. We will promptly return the same upon such request.

We shall be entitled to equal publicity and listing in all institutional advertisements formulated by the Board of Control. We agree to purchase parking stamps in quantities of 100 at the rate of 20¢ per stamp. We agree not to sell or give these stamps to any other merchant, whether or not a member of the Division.

We will not participate in any other parking validation plan while a member of the Downtown Ride-Park & Shop.

Signed by \_\_\_\_\_ Title \_\_\_\_\_

Firm Name \_\_\_\_\_ Telephone \_\_\_\_\_

Address \_\_\_\_\_ P. O. Box No. \_\_\_\_\_

Date \_\_\_\_\_

Note: This application will be considered void if a check for the entrance fee and first quarter subscription is not enclosed.

RULES AND REGULATIONS FOR THE DOWNTOWN RIDE-PARK & SHOP MEMBERS

1. The Downtown Ride-Park & Shop Plan is a cooperative effort between the lot and garage operators, downtown business and professional firms, the Chamber of Commerce and Transit Authority. The Downtown Ride-Park & Shop Division shall be the clearing house for any controversies between its participating members.
2. Ride-Park & Shop stamps may be purchased at any of the commercial banks in Savannah in sheets of 100. No stamps will be sold in less than lots of 100.
3. Only those parking lots and garages which are members of Downtown Ride-Park & Shop and displaying the Ride-Park & Shop sign will be authorized to accept validation stamps.
4. All Ride-Park & Shop stamps must be pasted on the parking ticket at the time of purchase. Each stamp is good for 1 hour of free parking.
5. Under any circumstances Ride-Park & Shop members are not allowed to paste more than one validation stamp on either a parking ticket or bus ticket.
6. Any customer purchasing the minimum amount set by Downtown Ride-Park & Shop is entitled to one validation stamp either for free parking or free bus transportation. Any member refusing to issue validation stamps to deserving customers will be subject to expulsion.
7. Minimum purchase amount necessary before validation stamp is given will not be less than \$2.00.
8. Ride & Shop tickets will be validated by using the same stamps issued for Park & Shop.
9. Validation stamps must be pasted on the Ride & Shop bus ticket which the customer will be given by the bus driver. One stamp will validate the ticket for a free ride one way. Two stamps validate the ticket for free rides both ways. The customer must shop in two stores in order to get two stamps.
10. Owners, managers, and employees of participating firms will not be allowed to use stamps from their own books for validating their own parking tickets.
11. All members are required to display the Downtown Ride-Park & Shop emblem in their newspaper advertising and to include in all radio and television copy a statement denoting participation in the program.
12. Members are obligated to report any infractions of either the by-laws or rules on the part of customers, employees and management of member-firms, or parking operators.
13. Members of the Downtown Ride-Park & Shop Division intentionally violating the rules and regulations of the division will be subject to expulsion from membership in the division.