

Trading Stamp, First Started In 1892, Becomes Big Business

By HENRY J. BECHTOLD
UPI Financial Editor

New York — UPI — A promotion stunt introduced in 1892 by a Milwaukee department

store, but which did not capture the consumers' imagination until the 1950s, now is nearly a \$700 million business with a rosy outlook.

The trading stamp, despite continued harassment from stamp oppo-

nents and vested interests, has proven itself to the American housewife and to some 250,000 retailers.

The boom in trading stamps began in the Midwest in the early 1950s and spread rapidly to all parts of the nation. Total stamp sales rose from \$2 million, or 0.3 per cent of total retail sales in 1954, to \$38 million, or one per cent of total retail sales in 1958, and then to \$550 million, or 14 per cent of total retail volume in 1959.

Trading stamps first were popular with the housewife as a means of getting houseware

items, but now there is a trend toward high-priced items such as luggage, silverware, TV sets and jewelry, and even fire trucks.

Usually Community Projects

Fire trucks, little league baseball uniforms, classroom equipment and school buses require an enormous amount of trading stamps and usually are collected through a community project.

For individual stamp savers there also is a two-week tour of Europe — 235 books — which begins with a jet flight to Paris, and then covers Belgium, Holland and England.

To save 235 books of stamps takes some doing, however. Most stamps operate on a 2.5 per cent basis, which means that a shopper accumulates 2½ cents worth of purchasing power represented by 10 stamps for every dollar she spends. A filled stamp book of from 1,200 to 1,500 stamps therefore is worth from \$3 to \$3.75 in exchange value toward a premium.

To handle this mushrooming business, the trading stamp industry maintains some 1,600 redemption centers, directly employs more than 14,000 people and prints more than 100 million catalogues a year.

Competition Keener

The 250,000 retail establishments now using trading stamps range from banks to gasoline stations to variety stores. Supermarkets and national food chains are the biggest users, accounting for more than 60 per cent of total stamp volume. The adoption of stamps by First National Stores this year completed the list of the nation's 10 top chains using this promotion.

Gasoline and service stations have found stamps an important factor in retailing gasoline, according to the American Petroleum Institute. Some 33 to 40 per cent of these stations now use stamps.

Now the industry said it also is looking forward to the increased use of stamps by the department and variety-store fields which are entering a new era of retail promotion.

Increased competition, an industry spokesman said, has forced these fields to find new methods of promotion.

At the same time, however, it was noted that the "explosion" of stamp companies in the years following the Korean War has leveled off. Competition will be keener than ever before, and future growth in the industry will be among those companies which continue to please American consumers, particularly women.



GETS NIXON BUTTON—Nixonette Barbara Lawrence of Los Angeles presents New York Gov. Nelson Rockefeller with a large Nixon button as he arrived in Los Angeles. He declared the major decision facing voters was to select the candidates who are better equipped to deal with the "decadent danger" posed by Communism. The governor challenged Californians to produce more votes for Vice President Nixon in November than New York gives him. (UPI Telephoto)

Nazarenes Start Program Tonight With Workshops

"Evangelism First" is the theme for the quadrennium in the Church of the Nazarenes. To launch this theme the church for the next four months will use a program of "Try Christ's Way."

The program will be launched in the local church tonight at 7:30 o'clock when district officers from all departments of the church will be present. The Rev. Ponder Gilliland, former general secretary of the Nazarene Young People's Society will speak. Workshops for all departments will be held.

The pastor of the local church, the Rev. Harold M. Sanner, who is also district church schools chairman, will conduct a workshop for the Sunday school.

Dr. W. D. McGraw, district superintendent of the Oregon Pacific district, will also be with the touring party. Mrs. Gordon Olsen, Eugene, district Foreign Missionary Society chairman, will conduct a workshop on the missionary theme. Others touring with the party will include the Rev. Don Fivecoat, district Young People's president and the Rev. Roscoe Pershall, district director of personal evangelism.

Pastors and representatives of all Nazarene churches in the Siskiyou zone will attend. The party has been touring the Oregon Pacific district during the past two weeks

and will conclude their tour with a meeting Monday in the Bend church.

Worship services of the Church of the Nazarenes are broadcast over station KDOV at 11 a.m. Sunday. The pastor will continue the series "Creeds Come to Life" during the 7 p.m. service.

Youth groups meet at 8 p.m. with programs for all age groups. A skit will be presented in the Hi-N-Y group Sunday titled, "A Date With the Larsons." The young adult group is at present studying a Christian Service Training course titled, "Be Glad You're a Protestant." Mrs. Lowell Shepard, local and district Christian Service Training director is teaching the course which will continue for four more sessions.

Lutheran Topic Told For Sunday Service

"Christ is the Soul's Bethesda" will be the sermon topic Sunday at Ascension Lutheran church, 2501 Barnett rd., by the Rev. Elvin S. Toller, pastor at 11 a.m.

Luther League will meet Sunday at 7 p.m. in the church auditorium for the program. The subject will be "What does my church mean to me?"

The Sunday school teachers will meet Monday, Sept. 26, at 7:30 p.m.

Church of Brethren Announces Events

In the service of worship in the Church of the Brethren Sunday the pastor, the Rev. Cecil Hiser, will speak on the subject, "The Proof of Sincerity."

Following the sermon the sacrament of baptism will be administered to four candidates being received into the membership of the church.

In the evening study meetings the Youth Fellowship will study the rules and by-laws of their organization in preparation for the annual election of cabinet officers for the new church year to begin Oct. 1.

The Church of the Brethren is located at the corner of Mary and Saling sts.

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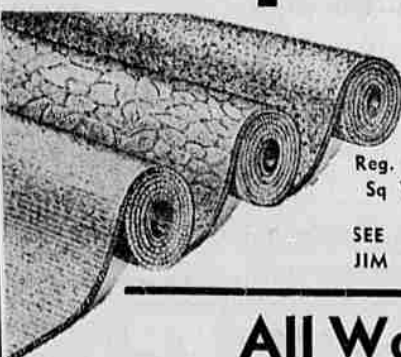
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