

# Women Collect Trading Stamps For Civic Projects

In Georgia a young bride yearned for a trip to Hawaii, to visit her husband on leave from duty in Vietnam, but didn't have the funds. . . .

In Michigan, the organization representing the state's registered nurses wanted a plot of land for a new state headquar-

ters. . . .

A church women's group in North Carolina sought several buses for use as "chapels on wheels" to provide religious services for migrant farm workers. . . .

Jaycees' Women's Auxiliaries in several states ponder-

ed how to finance the purchase of a "land rover" vehicle to help a doctor establish a medical mission in Vietnam. . . .

The 99's, an international group of women's pilots, considered how to acquire a training plane for South Korea's only woman pilot, so

she could teach other Korean women to fly. . . .

In Connecticut a group needed equipment for an animal shelter. . . .

In Pennsylvania and other states women's organizations sought oxygen tents, incubators and other equipment for local hospitals. . . .

hubs of America, Inc., the most popular goals generally are such things as:

School and church buses, ambulances, hospital equipment, instruments for school bands, toys for needy children at Christmas time, church organs, school athletic equipment, completely furnished kitchens for churches and schools, pianos, school band uniforms, and movie projectors and other audiovisual aids.

Virtually all the 200 trading stamp companies in the United States make provision for participating with groups which desire to organize stamp-pooling campaigns for a worthy cause. All an organization need do is get stamp-company approval. If the item sought is not one ordinarily provided in the company catalogue of redemption merchandise, the company will designate the number of books required for it.

Wherever possible, the company will purchase whatever is wanted in the saving group's own community. Sometimes, however, that's not quite feasible.

In Erie, Pa., the goal happened to be a couple of young gorillas for the city zoo. A New York importer carried out the mission through activities in far-away Africa. Anyway, 4,500 stamp books did the trick.

ODDLY ENOUGH, news accounts of Erie's project set off similar drives in Baltimore and Pittsburgh—with the result that gorillas soon were

ALL THESE projects, and thousands of others in recent years, have been successfully carried out through community programs in which there was no investment whatsoever beyond a bit of time and effort.

Their success was achieved solely through group collection of trading stamps.

In fact, tens of millions of dollars worth of merchandise or services have been acquired by civic, social, fraternal or professional organizations working with trading stamp companies in behalf of non-profit, charitable undertakings.

One major trading stamp company alone estimates that, during the past five years, it has cooperated with approximately 4,000 groups across the country in projects assisting them to obtain needed items for their own organizations, worthy causes.

In the great majority of instances, the stamp collecting projects were spearheaded by women's clubs or groups.

THE LIST of items sought is almost endless but, according to the Trading Stamp Insti-

covering in their zoos also.

In still other cases, trading stamp pooling projects have produced a variety of animals, even including baby elephants for zoos.

Perhaps one of the most unusual items which required out-of-town acquisition was a human skeleton for use by a school science club at a small town in Maine. (In case anyone else is interested in such an item: 165 books.)

IN ANY CASE, the number of community group saving pro-

grams has been increasing constantly. For one thing, it's a fairly easy way of doing "something big" as well as highly worthwhile without the tremendous effort required by other means. It also usually gets the wholehearted cooperation and publicity of local newspapers, radio and TV.

From the standpoint of the individual citizen it has another attractive aspect. Mrs. Arlene La Tourette, group savings director of one of the major stamp companies, puts it this way:

"Families are faced with so many appeals these days that, because trading stamps are seen as being quite valuable, people feel that stamp books make an appropriate contribution to a worthy charitable cause."

"Over the course of the last five to six years, trading stamps have become a real form of fund raising."

Mrs. La Tourette said that more than 8 to 10 households in the country now save trading stamps.

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