

# Big Budget, Gimmicks Help Snare Conventions

By REYNOLDS KNIGHT  
Competition is getting keener in conventions. There used to be about 35 major cities looking for conventions and the accompanying show-er of dollars. Today there are about 75 cities in the contest, and their budgets for attracting conventions range from Denver's quarter-million to Miami Beach's one million dollars.

Centrally located Chicago is regarded as the leading convention city, but jet travel has reduced the relative importance of location. Most large cities are readily accessible today, so that many other factors enter the picture, such as pleasant weather, tourist attractions and lively entertainment.

The Windy City is building still more convention facilities, and a new 750-room hotel is to be constructed next to the city's main exposition hall on Lake Michigan. The

stakes are big — conventions account for 1.2 million visitors a year to Chicago, and pour something like \$300 million a year into the city's economy. Other cities with new or larger convention facilities include Houston, Detroit, San Francisco, Cleveland, San Diego, and Miami Beach.

**'GLUED' PIPING** — What does plumbing have in common with a model airplane? Well, some of the newest pipe lines in industrial plants are like model planes, literally glued together. The new technique is shouldering aside threading, bolting and other common joining methods, particularly for applications in the chemical processing industry. Special socketed fittings—elbows and tees and other parts needed for connections and changes of direction—have been developed by Chemetron Corpora-

tion's Tube Turns division, Louisville, Ky.

Epoxy resins, the "miracle" adhesives of modern chemistry with tremendous adhesion to metal, are the key to the technique. These adhesives are so strong they're used to bond together whole sections of jet aircraft! They're painted on the end of a piece of pipe with an ordinary brush, and the pipe is then slid into the close-tolerance socket. After a 24-hour curing period the joint is ready for use. Several advantages are claimed—most important is that epoxy-bonding offers as much as a 75 per cent savings in cost over welding. An epoxy-bonded system can be put together by even an inexperienced crew of maintenance men. And no heat, dangerous in the explosive atmospheres of some chemical plants, is needed for the new joining method.

the fins that are supposed to enable people to swim 25 per cent faster. Fins are cushioned with foam rubber for a firm grip, and are attached to each arm with a plastic wrist band. Two-gallon insulated picnic jug, with special faucet for convenience, made of rigid plastic, and available in four color combinations. Fast-drying industrial paint dries tack-free in air in 10 to 15 minutes, and dries hard in an hour when temperatures are in the 60's.

**'SPECTACULAR' RUN** — Television's first network "spectacular," an hour-long opera, went on the air nearly a decade and a half ago, to be followed shortly thereafter by the first two-hour drama and the first sponsored show in color.

All these were productions of the Hallmark Hall of Fame which this fall will mark its 14th consecutive season on

the air, a record few television series and even fewer sponsors can boast.

Hallmark Cards has presented 75 outstanding dramatic productions, musicals and operas, including works of Shakespeare, Shaw, Ibsen, O'Neill, and a host of contemporary playwrights as well as most of the great "name" actors and actresses of our era.

In a period when the quality of television fare has frequently come under attack, it is "significant" that the Hall of Fame series has been both a cultural and a commercial success, said Hallmark's president, J. C. Hall. He said also that he believes "sponsors need to show a little more courage in supporting good television."

**BITS O' BUSINESS**—Eastern Air Lines is seeking to offer non-stop flights between New York City and Honolulu.

and between Hawaii and Mexico, New Zealand, Australia and Ico City. It would also like Hong Kong. Apple crop to expand in the Pacific area may reach record levels of from Mexico City to Tahiti, 175 million bushels by 1975.

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On Wednesday, September 1st, 120 ladies will fly to San Francisco as guests of Food Giant Markets and KBIG Radio. They'll lunch at a famous restaurant, see all the sights, be the guests at a lavish dinner party and enjoy a champagne party on the return trip! Their host will be Phil Norman!

Just think . . . you could be one of these lucky ladies . . . forget the cares of everyday life and enjoy an exciting free holiday in a fascinating city! There's nothing to buy, nothing to write but your name, address and telephone number. Just register at your favorite Food Giant Market and register as often as you wish! The drawing is August 22nd.

Employees of Food Giant Markets, KBIG Radio, Western Airlines, or persons under 18 years of age are not eligible to win. Prizes are not redeemable in cash.

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Smooth or Chunky 18-oz. jar

59¢

These prices effective Thurs.-Sun., August 18-22.

## FOOD GIANT

Leslie Water Softener Salt

50 lbs. 79¢

SAVE 20¢

Milani Dressing

29¢

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