

Chicago Restores Old Town Prompting New Tourist Boom

CHICAGO—So all of a sudden Chicago has become a big tourist territory. For many years this has been the world's greatest convention and sales meeting city, but on weekends the gay with the "Call Me Charlie" badge and all his pals go home, leaving a lot of empty hotel rooms.

Also empty were a lot of weekend airplane seats. Now, a lot more should be filled, as airlines step up their Chicago service from all parts of the country.

With its mid-continent loca-

tion, Chicago is commuting distance from practically everywhere, within optimum range of the 727 and DC-9 medium range jets; and flight frequencies are constantly being increased as the airlines put more of these newer planes into service.

American Airlines, for instance, has just started half-hourly service between New York and Chicago, scattering its runs among the three New York metropolitan airports. TWA has hourly service out of La Guardia only.

SO THE AIRLINES are busily at work with Chicago hotels and tourist development people in promoting weekend tourism—thus tying in, too, with the Visit U.S.A. set-up for foreigners and the Discover America program for Americans.

And Americans discovering Chicago will find that they have a lot to discover. The Tourism Council of Greater Chicago has been pushing the city as a Funville, and most of all is probably Old Town, a restored section of the near north side centered along Wells St., a few minutes from the Loop.

This once was a run-down area popular with beatniks because of low rents and lower prices. But the Gay 90s restaurants and smart boutiques moved in. Prices went up, and strolling hippies became tourist attractions.

Heart of Old Town is Piper's Alley, marked by an enormous Tiffany-style lamp at the entrance on the 1600 block of North Wells St. Here in a collection of old buildings that once housed a bakery and an abandoned garage, a couple of real-estate operators with taste and imagination have

created a completely delightful collection of shops, restaurants, art galleries, and theaters connected by a narrow cobblestoned passageway.

That Steak Joint, right at the entrance of Piper's Alley, is one of the best restaurants in town; and the Second City, just next door, is a little theater whose graduates include Mike Nichols and Elaine May.

PIPER'S ALLEY features off-beat eating. There's a place that bakes enormous pretzels while you wait, another that

serves oatmeal cookies the size of soup plates for 20 cents, and one where the specialty is kosher deli pickles with peppermint stick centers.

Other features include the Braiskellar, a candlelit pub popular with college types; the Flipped Disc record shop; Poor Richard's Boutique, the Arts International Gallery, the Volume I Bookshop, Charlie's General Store, the Jack B. Simble Candle Shop, and the Aardvark Cinematheque, an experimental film theater where underground, foreign,

and classic films are shown.

Very probably the most elegant accommodations in town are to be found at the Palmer House Towers—the top two floors of the 2230-room Loop hotel—which has been operating as a hotel within a hotel for the last three years.

RECENTLY they started pushing "Week-end at the Towers," along the lines of the "Week-end at the Waldorf" promotion that was so successful in New York some years back.

Its 270 rooms and suites make up a world of their own. Guests don't even check in at the hotel desk in the lobby. Instead they board a special plush-lined and crystal-chaudered high-speed elevator that takes them nonstop to the 23d floor.

Here they sit down at a writing table to fill out their registration form while a concierge gets their luggage from the doorman downstairs, takes it to their room and opens up their bags.

The concierge carries on all the functions of his counterpart in European hotels such as getting theater tickets, arranging for car hire and barber shop or beauty parlor appointments, and taking care of your mail.

In addition he does a number of things peculiar to the Palmer House Towers. He'll see that dictating equipment, an adding machine, or a typewriter are brought to your room if you order them. Or he'll send in exercise machines: bicycles, weights, or treadmills.

Transfer Policies Before Moving



If you are moving this spring or summer transfer your fire and chattel insurance to cover your possessions in the new residence.

Insurance must be transferred before the move, otherwise there will be a period when you are not covered.

If you are moving to a distant city, transfer your bank account in advance.

Have your present bank arrange a credit reference with which to establish new accounts.

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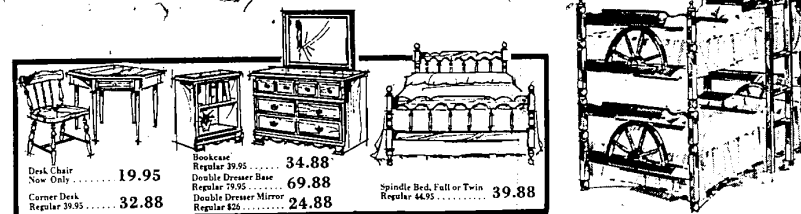
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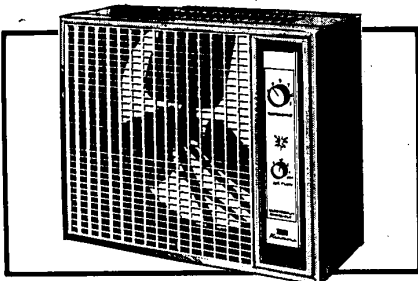
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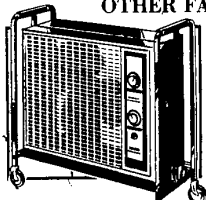
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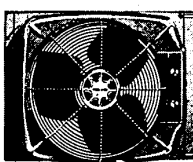
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