

Introducing . . .

Marketing Plaza has over- the-counter items in 1 area

THIS YEAR marks the premiere of the Marketing Plaza at the Builders Show. Here, a showgoer can find all the items that can be sold over the counter in one place. In the past, these exhibitors have been scattered throughout the show.

Some of the interesting items that are in the Marketing Plaza include brass items for the home, silk flowers, pots and pans, clothing, computer software, woks, blenders, knife sets, car polish, eye glass cleaner, not to mention the handwriting analysis machine. And fur coats — a new addition by Champagne Furs.

If you are looking for a better mousetrap, Whole Systems Design has come up with just that: the X-Terminator Mousetrap. This mousetrap is a new solution to an old problem.

THE INVENTOR, Huang Y. Ha, became increasingly concerned by the

large number of yearly deaths of dogs, cats and even small children due to the poisoned bait used in most mousetraps. So he spent 20 years the X-Terminator.

The X-Terminator uses a spring-loaded door with a treadle release. A small amount of bait is placed at the rear of the trap.

The mouse enters the trap to reach the bait, stepping on the treadle and closing the door. The mouse is contained in the trap, making it possible to dispose of the entire unit without ever touching the mouse.

The traps may be emptied and reused, and the mouse may be released unharmed.

ANOTHER CLEVER and innovative item in the Marketing plaza is the Heat Solution. The Heat Solution is a hand warmer that is a clear nylon pouch round disc.

When the disc is bent back and

fourth, it triggers a response that causes the liquid to change to a solid — a solid at 130 degrees. It heats to this temperature in a matter of seconds and stays hot from 30 minutes to 1 hour.

The hand warmer ranges in size from 3-by-4 inch to 8-by-18 inch. It is a solution for winter protection for the outdoor sportsman, and it is completely non-toxic and safe for all living creatures.

The "Handwarmer" made its debut on national television during the Chicago Bears vs. Washington football game at Soldier Field. This game was played in extremely cold weather, but the Chicago Bears used the Heat Solution Handwarmers.

THE TV play-by-play announcers even held up a handwarmer and activated it to show the viewing audience how it worked.

It's a good idea to keep a few in the glove compartment in case of emergen-

cy. This type of hand warmer can be reused by dropping it into boiling water and leaving it there until the water has cooled.

Big Boy Restaurants will again be displaying its successful line of trendy Big Boy sportswear. Their sportswear line has expanded to include a whole new line of children's clothing, ranging from bibs and rompers to short set and sweatsuits.

ALSO NEW to the line are all-leather Big Boy sneakers for men and women, which complement the complete line of men's and women's Big Boy Sportswear.

The line will still include Big Boy sportswear favorites such as Big Boy bun warmers, Big Boy varsity jackets and the Champion reverse-weave sweat sets.

Items in the line range from \$4.50 to \$79 in price and are made of a variety of high quality, colorful and durable materials.

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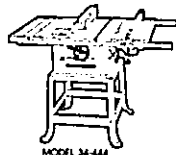
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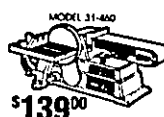
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