

## Operating Convention Facilities Can Be Losing Work, Report Says

By REYNOLDS KNIGHT  
The national election is over, the political conventions are now being written into the history books, but the bid for votes is still important to many towns and cities throughout the nation. These votes have to do with the selection of convention sites by large and small business and civic organizations looking for a place to meet.

From coast to coast, in the larger cities and the small towns as well, competition for the lucrative convention business is mounting. Huge outlays are being put up for both lavish and modest convention facilities designed to attract the free-spending conventions. Some cities even have full-time salesmen making the circuit in an effort to get their share of this business which generally is agreed to especially benefit such types of businesses as hotels, restaurants, night clubs, gift shops and the like.

**MOST CONVENTION** facilities today prove costly to build and to operate. One recent check of convention managers shows that only approximately half of them now operate without a loss, and many sponsors have little hope that the investment will ever pay for itself.

The trend, according to one leading publication in the field, is toward a shift in future convention and exhibit facilities from downtown city areas to such places as college campuses and state fair grounds, which can handle smaller conventions not requiring large hotel accommodations.

**ELIZABETHAN** updated—struggle for a larger share of the substantial pipe tobacco market is being waged these days with greatly increased vigor by tobacco companies. Target: the estimated \$100 million spent annually by pipe fanciers.

Particular vitality in the industry is being shown by Sir

Walter Raleigh, a blend of aged Burley tobaccos named for the famous adventurer who introduced pipe smoking to the court of Queen Elizabeth I. Unit sales of this product are up an impressive 12 per cent so far this year, while industry-wide sales are roughly equal to 1959.

**BEHIND THIS** sales improvement is a four-point modernization program developed by Brown & Williamson Tobacco Corp. Most dramatic move perhaps, was changing the popular pocket-size container from the traditional tin to a pouch pack of laminated aluminum foil which, tests show, keeps the tobacco much fresher. A more modern appearance was also designed for the "knob-top" vacuum canisters containing the product, and for the pipe cleaner envelopes. In an additional move, the company is distributing a booklet entitled

"How To Take Care Of Your Pipe."  
**ECONOMY DRIVE**—As competition tightens and profit margins narrow, the dive to cut costs seems to be picking up a healthy head of steam.

Latest figures released by the ceramic tile industry, for instance, indicate that use of a new "dry-set" mortar, which can reduce the cost of ceramic tile installations by as much as 20 per cent, will nearly double this year.

Over 90 million square feet of ceramic tile will be installed this year with "dry-set," according to the Tile Council of America, trade association for

29 domestic manufacturers.  
The new "dry-set" mortar, and a companion "dry-set" grouting material, were developed by Tile Council research scientists as a key move in an all-out drive by the ceramic tile industry to lower installation costs to meet mounting competition from other materials. Chief advantage of the new mortar is that it cuts costs by making tile installations simpler and faster.

**THINGS TO COME**—A portable navigation aid for amateur mariners is being introduced in this country. The compact, transistorized instrument works on a flashlight bat-

tery; once tuned in to a nearby radio beacon, its signals may be read either visually or by ear. Shoes for junior will prove more resistant to scuffing and wear-and-tear with a new leather, specially treated with a process employing urethane polymers. In fact, it is five times more resistant to wear than untreated leather. A new driver's seat for light delivery trucks is so arranged that it can be pushed away easily for loading and unloading at the vehicle's front end.

**FOR THE BIRDS**—High living salesmen are getting the "bird" from carrier pigeons who have been brought into service by a major steel manu-

factory to deliver orders from customers' purchasing departments to its Chicago warehouse. The idea is designed to emphasize to salesmen the fact that a bird can deliver the order more cheaply. But not all business is quite so cost-conscious: Dallas' Neiman-Marcus, for instance, offers "His and Hers" airplanes in choice of colors, styles and cabin arrangements at only \$176,000 per pair.

**BITS O' BUSINESS**—Housewives, bakers, and candy makers may soon be purchasing their honey in a coarse powder that can be easily reconstituted with water.

## Valley Fever, Once Thought to Be Confined to Small Area, Spreads

By ROY O. GILBERT, M.D., County Health Officer  
Coccidioidomycosis, often known as valley fever and San Joaquin fever, is a parasitic fungus infection of the lungs that may attack man or animal. The disease is now considerably better known than it was about 25 years ago when it was familiar to only a few doctors who practiced in sparsely populated endemic areas.

The disease is caused by a fungus (Coccidioides immitis) that sometimes grows in the soil of arid or semiarid areas and which, in its vegetative stage, is blown around in the dust. The infection is more prevalent in rural and desert areas than in cities where the dust, unless during wind storms, is usually less. Although some 31 cases of valley fever have been reported in Los Angeles County thus far in 1960, investigation reveals that only a few of these were acquired in this area.

**INDIVIDUALS** of all ages and all races may be infected, but the dark-skinned peoples seem to be particularly susceptible to the severe form of the disease, with the Filipino race being the most susceptible of all. Men are more frequently infected than women, but this may be due to the fact that they are so often employed in occupations such as agriculture or road work.

Anyone traveling through an endemic area (one in which the fungus is present in the soil) may inhale the spore-laden dust, and one lungful of such air may be all that is necessary to infect an individual who has not already had the disease. The disease cannot be spread from person to person or from animal to man, and once a person has had valley fever there is no danger of ever getting it again.

**IN YEARS PAST**, the infective fungus in this country was thought to be limited to the area that comprised the lower San Joaquin Valley. This idea was quickly scotched in World War II, due to the fact that troops stationed in many sec-

tions of the southwestern part of the United States were stricken with this parasitic illness.

In fact, most of the people that live in the endemic areas get the disease, but 75 to 85 per cent of them are unaware that they have ever been infected. Usually, there are no symptoms of illness whatsoever.

**OTHER PERSONS** may have an illness that seems like a very bad cold or influenza. Symptoms of illness may include chills, fever, cough, chest pains, severe headache, night sweats, swollen and painful joints—the disease was also called miner's rheumatism in bygone days, and excessive fatigue. In some cases, an area of inflammation may be noted in the lungs and this may lead to a tentative diagnosis of pneumonia or tuberculosis. At times, this phase of the illness may also be accompanied by a painful skin condition.

This form of the illness generally runs its course in from one to three months, and during this period bed rest and medical supervision are tremendously important.

**IN ABOUT** one out of every 500 or more cases of valley fever that show symptoms of illness, the infection in the lungs spreads through the body and may eventually involve every organ and tissue. These progressive and disseminated forms of the illness have an overall mortality rate of about 50 per cent, but such cases are fortunately few.

There is no specific treatment for the disease nor is there any vaccine that offers protection against it. Control of the dust whenever it is practicable is about the only measure presently known that may prevent the spread of the infection.

**OWING TO** the rapid growth in population, the reclamation of vast areas of desert land, and the enormous amount of travel by nonimmune persons through endemic areas, valley

fever has spread to many areas of the southwestern United States. The disease is now considerably better known than it was about 25 years ago when it was familiar to only a few doctors who practiced in sparsely populated endemic areas.

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