

Spotted Fever Occurring More Says Mitchell

The rising number of cases of "Spotted Fever" has put North Carolina second only to Virginia in the incidence of this acute communicable disease, according to Dr. Z. P. Mitchell, Cleveland County's Health Director. There were two deaths last year out of 41 reported cases.

"Spotted fever," sometimes referred to as "Rocky Mountain Spotted Fever" because of its original diagnosis in the Rocky Mountain states, is often misjudged as measles or German measles. It is an acute communicable disease characterized by fever, headache, muscle pains, and a

rash. The rash generally begins on the hands and feet and rapidly progresses to cover the entire body. In severe untreated cases, delirium, convulsions, and death may occur.

The organism that causes this disease (Rickettsia) is very similar to a virus and is transmitted by the bite of the dog tick. The disease is most common on the eastern seaboard, especially in North Carolina, Virginia, Maryland, and Tennessee. The largest percentage of cases occurs in the months from July to September when the ticks are most prevalent and when people spend more

time out of doors. Almost three-fourths of the cases are in pre-school and school age children.

In calling attention to the seriousness of this disease, Dr. Mitchell gave the following practical preventive suggestions: (1) Parents should examine their children at least once a day for ticks. If the ticks are present, they should be removed gently with tweezers or forceps so that the head of the tick does not remain imbedded. (2) Dog owners should remove all ticks from their dogs each day. (3) The possibility of "Spotted Fever" should be kept in mind whenever a person complains of a rash and fever during the warm summer months. Antibiotic treatment is effective if instituted early.

Products Week Is Slated

Under designation of Gov. Dan K. Moore, "North Carolina Products Week" is being observed to mark the fact that the state's 5,000,000 residents are enjoying more nutritious meals at a lower cost relative to wages than ever before.

Approximately 700 Winn-Dixie supermarkets throughout the South-east are marking the sixth annual Dixie products event May 2-7, with full displays of home-grown products. Proclamations also have been issued by other Southern governors.

In his statement, Gov. Moore said: "We are pleased by the accelerated diversification of our industrial and agricultural production in North Carolina, as we have enlarged the range of products North Carolina is offering the national and world markets."

"Still, we can never relax our efforts in any direction as we seek the total development of the state's economy. Most important to our effort is aggressive, determined and imaginative marketing."

"With these two steps in the fields of production and marketing, North Carolina can do nothing but grow in economic prosperity. This growth and prosperity then will beget more progress, helping to raise the standard of living and per capita income of all our citizens."

"Therefore, I am pleased to designate the week of May 2-7, 1966, as 'North Carolina Products Week' to the end that we may give due recognition to our producers, manufacturers, processors and marketing specialists while, at the same time, urging them on to even greater efforts in the best interest of all our citizens."

The growing part Winn-Dixie plays in this effort was shown in figures released by President Bert L. Thomas:

The company last year spent: \$74,597,063 on salaries, \$15,243,767 on occupancy costs, \$3,296,100 on local taxes (excluding social security taxes), \$8,123,784 on advertising, and \$6,859,652 on utilities—all totaling \$108,120,366.

In a single year, Winn-Dixie stores sold 1,661,309,000 pounds of groceries and 1,307,400,000 pounds of perishables.

"We join Gov. Moore in commending all who have a hand in the growth of North Carolina and Southern farm production and marketing," Mr. Thomas said. "It is a simple, tried system that is helping make our nation the strongest in the world—all at a cost that is lessening as the months and years go by."

Travelers Spent \$500 Million In 1965, Record Year For Tourists

RALEIGH—Travelers in North Carolina spent \$560 million during 1965, according to the eighth annual survey of the state's travel industry.

The report, compiled by Dr. Lewis Copeland of the University of Tennessee, reveals that out-of-state visitors spent \$345 million while North Carolinians spent \$215 million.

The spending by persons from out of state represents an increase of ten per cent over last year, while Tar Heel spending was up nine per cent. The number of out-of-state visitors increased by one million, from 29 to 30 million.

The \$560 million total is up nine per cent from a year ago when all spending totaled \$512 million. Dr. Copeland's report shows that the travel industry's growth rate is far above the 5.9% national average, and the 5.7% rate for all North Carolina retail business.

Total receipts of firms engaged in serving and transporting travelers were \$1.2 billion, a rise of nine per cent from the \$1.1 billion of 1964.

In 1965 there were 93,230 persons employed in 20,180 travel-serving firms throughout the state, according to the survey.

While the report painted an optimistic picture in many respects, it pointed out a glaring weakness in the state's travel industry. Last year North Carolina received 2.8 per cent of the nation's tourist traffic but the total spending by visitors was only 1.9 per cent of the nation's interstate travel expenditure.

The gap means that tourist traffic in the state is abundant but that Tar Heel firms are not getting their share of the tourist dollar. This is pointed out further by the fact that firms selling gasoline and auto services reported sales of \$762 million, 2.4% of the national total, while lodging, eating, and recreation businesses reported \$413 million, which is only 1.3% of the national total.

Bill F. Hensley, director of the state Travel and Promotion Division, said, "This points out again that we are not reaching our full potential. We must do a better job of detaining the traveler and not become a state that visitors drive through en route to some place else."

The survey shows that the state collected \$180 million in taxes from firms engaged in serving and transporting travelers. This was 28% of the state's total tax collection.

Tax collections on tourist purchases amounted to approximately \$28 million. The survey estimates that about nine cents from each tourist dollar goes for taxes, with the state getting seven cents and local revenues getting two cents.

Other highlights from the report: The average tourist party is composed of two persons who

spend an average of \$23 during their two-day stay in North Carolina. There were nearly 26 billion miles of intercity travel by all modes during 1965, 5.6 billion of which was attributed to persons from out-of-state. Travel-related firms paid out \$378 million in personal income

to employees, \$115 million of which came from tourists. A copy of the survey, just released, may be obtained from the Travel and Promotion Division, Department of Conservation and Development, Raleigh. The report was prepared for the division in cooperation with the Travel Council of North Carolina.

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- And of course the great buys you can get right now from your Chevrolet dealer.

TO CONVENTION

Mr. and Mrs. Charles E. Dixon represented Victory Chevrolet Company at a three-day meeting of the North Carolina Automobile Dealers Association, which opened Sunday in Pinehurst.

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Freddie Foster In New Post

Freddie Foster, son of Mr. and Mrs. Raymond Foster of Kings Mountain, will join Burlington Mills' on-job training program at the Ranlo Plant, Gastonia, on Monday.

Mr. Foster, formerly with Akers Motor Lines in Charlotte, is a 1963 graduate of Kings Mountain high school and a 1964 graduate of Falls College of Drafting in Atlanta, Ga.

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