

Viewpoints

Economic developer will help leadership

Although they got off to a slow start, members of the industrial development board seem to be moving with haste to get Hoke County on the way to competing for new businesses.

The road to landing new employers for Hoke County will be long, and it is heartening that after years of wasted time, action is finally being taken by the recently formed development board.

In the next 30 days the board could interview, select and hire an economic developer, whose job it will be to lead this county in its search for new employers.

It will not only be the responsibility of the developer to land new industries, but it will also be that person's duty to work toward an improved economic climate in the county.

The job will involve developing ways to improve income for existing merchants, as well as finding new businesses, in order to make this county more attractive to firms seeking locations for plants.

However, just because we will have a new recruiter at work in the next few weeks, Hoke County taxpayers should not anticipate an economic bonanza over night.

Once an active industrial development unit is in place and after an

intense and expensive marketing effort is launched, Hoke County will be doing well to gain a new firm within four years.

Even though the costs of the recruiting effort will probably run more than \$50,000 each year, annual taxes from one medium industry or one strip shopping center would pay for several years of the development campaign.

If as a result of his efforts this county is able to attract new residents because we are finally tackling issues like better highways, improved telephone communication, countywide zoning and upgraded schools, then the recruiter will be earning his salary, no matter how long it takes to land an industry.

In short it will be the task of the recruiter to be a professional leader and to inspire other leaders in the community to get this county moving uphill again.

We join other Hoke County taxpayers in looking forward to the economic developer getting started on the job.

Turkey festival will help build Hoke County

The first annual North Carolina Turkey Festival, scheduled for Raeford next September, could do a great deal to enhance this

county's image and standing among others in the state, but to be successful, the event needs widespread support from the local community.

Organizers hope to draw not only statewide, but national attention to Hoke County with the festival.

Plans are to seek assistance from the state Department of Agriculture and the national Poultry Federation, and bring to Hoke County a day of good food, fun and music, and to promote an industry that is vital to this community and to North Carolina.

The festival is being sponsored by the North Carolina Turkey Festival Inc., formerly the Hoke Heritage Hobnob Inc., in conjunction with the Raeford-Hoke Chamber of Commerce.

Hoke County is lucky to have an opportunity to hold a festival with statewide significance and with a little help from a lot of residents, it can be a success.

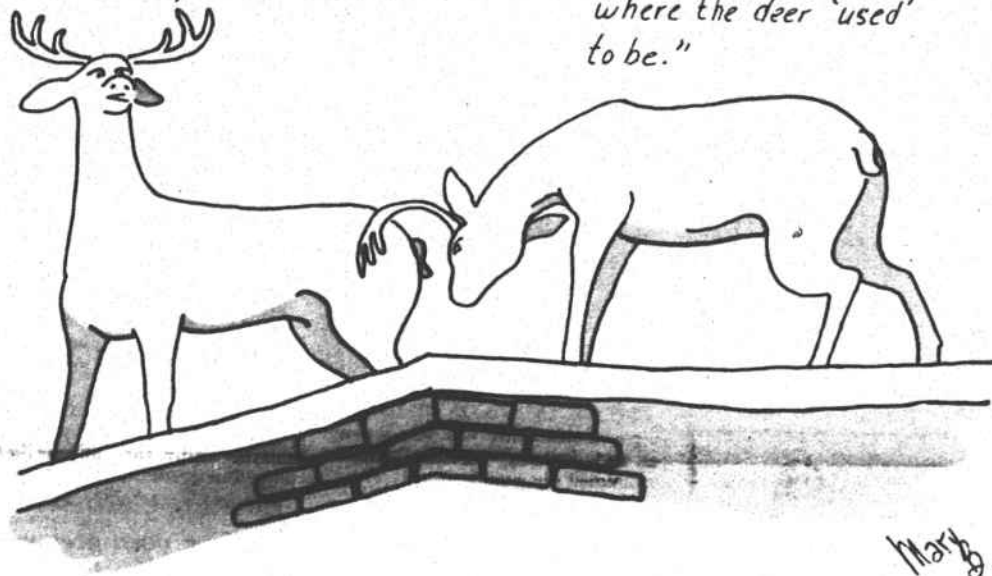
With help, this festival can uplift the spirits of Hoke County and can aid in improving the quality of life for everyone who lives here.

We support the first annual North Carolina Turkey Festival, and encourage those who want to become involved to call Elizabeth Burgess at the Hoke County Library.

Hoke County needs the Turkey Festival, and the festival needs all the help it can get.

"Did ya hear the news Joe? After fifty years they're gonna take us down. Fifty years of snow, sleet, rain, pigeons. Do ya think they'll miss us Joe?"

"Now, they'll just start telling people to turn where the deer 'used' to be."



Hoke County's worth a listen



Kay Thomas

Looking On

Walking to church on Sunday morning is good for the soul - in more than one way. It's good that one is going to church, the exercise is nice, but there is much more to enjoy.

My walk to church is short, but I pass another church on my way. In Raeford, this is very easy to do since several of our churches are in a small area. I may be early or late, but there are always folks to greet, friendly smiles and waves.

Sunday morning is a quiet time in our town. There is no rushing traffic, no mechanical noise. A little music may drift from the churches, but the birds provide most of the sound. I don't recognize the songs of specific birds, but that doesn't hinder my appreciation. The town truly is a bird sanctuary.

I had these paragraphs down. I was really ready to listen this Sunday. This week not a single self-respecting bird made a single sound.

The temperature had dropped into the 30s. An icy little rain had begun to fall. The wind bit at my ear lobes. I wasted no moments chit chatting. I got one booming "Good mornin'!" and two quick waves.

The observations I make in the columns I write are usually based in my love for this town and the quality of our lives here. In times when Americans are thought to have "lost control" of their lives, we in Hoke County have many advantages.

Chief among them is the sense of family that people seem to feel. I know that may sound as if I've gone way out on a limb. Let me explain.

Have you read in *The News-Journal* how much Hoke Countians helped each other during Christmas? SHARE YOUR CHRISTMAS was almost overwhelmed by the generosity of its donors. Jaycees and their sister organization concentrated on delights for children. Kiwanians gave generous checks to SHARE YOUR CHRISTMAS and helped

shaker" personally. A couple of telephone calls to friends saying "Let me help" can enable anyone to contribute.

Some citizens will be appointed to a planning board. Others will help the Girl Scouts sell cookies. Neither job is more noble. Every contribution to the life of our community ensures that we are "in control" here and we're heading toward some fine goals.

This all does relate to those birds I began by telling you about. If we take advantage of our smaller size, if we are in touch with people who share our life here, if we take some time for listening, we will sense the true assets of Hoke County. Any project which is then planned will come from a strong position. Our life here will demand that we protect and enhance it.

Letters Policy

Letters to the editor are encouraged and welcomed. Writers should keep letters as short as possible. Names, addresses and telephone numbers should be included and all letters must be signed. Names will be printed; however, other information will be kept confidential. We reserve the right to edit letters for good taste and brevity. Letters should be received by *The News-Journal* by noon on the Monday of the publication week.

Martin should make good governor

We listened closely to the Inaugural address of Governor James G. Martin, January 5.

We thought he made a pretty solid address, and will likely make a good governor.

Everything will not go his way, but he will get along. He has been in government long enough to know not to get upset if everything doesn't go his way.

We listened closely to his talk, and think he will keep things on the road.

His father was a Presbyterian minister. Governor Martin has served as a county commissioner in Mecklenburg County, also in Congress for ten years or more. He will not get the "big head" as too often some politicians do. He was born in Savannah, Georgia, Dec. 11, 1935, making him 49 years of age. If he conducts himself well as we predict, he will, in four or eight

Cliff Blue



People and Issues

years, have a good chance for the U.S. Senate.

Right now, we have gone pretty high with the Presbyterian layman, but he has a good background and might well paddle upstream better than the average.

LONGER...People are living longer today than ever before. As a matter of fact, life expectancy has increased from 48 years in 1900 to 73 years in 1984. Today 25 million Americans--11 percent of the population--are living to be 65 or older. It is estimated that by the

year 2000 this group will reach 52 million, or 18 percent of the population. One half, we read will be 75 years or older.

LEGISLATIVE OUTLOOK ... President Reagan isn't running for re-election and his upcoming budget, to reach Congress late in the month, will call for cuts in farm subsidies, medicare payments, defense cuts and a freeze on federal spending in many areas.

The skyrocketing cost of subsidizing U.S. farmers producing more food than the nation can consume or sell abroad must be brought under control. It is many times what it was ten years ago and billions can be saved here. A president not up for election can more easily state the case; farmers in many areas are already hard-pressed.

Cold weather up for debate among locals

The debate is finally over. Now we can end the speculation. It was the coldest we have ever been, the weatherman said on the 6 p.m. news Monday night.

Once the temperatures started dropping the night before, I set up a constant vigil at our thermometer.

"I don't want to miss this," I told my wife, noting that I had always wanted to be part of a record.

A lot of record-breaking things have taken place during my life, but I had little, if any, part in them. "This cold wave will give us a real sense of participation," I said.

There were things like the first moon landing, construction of the smallest computer and the measuring of the world's largest nose, which all have taken place in the last few years.

I saw the moon walk on television, although some believe it was staged in Hollywood, and I read about the computer in the newspaper. I was even invited to a reception to meet the nose, but I could not go because I had a cold.

Now we would finally be part of a record, and we would be able to clearly define when it was the coldest we have ever been.

"I believe we have made it," I said to my wife as I checked our thermometer outside the back door. It was about 11 p.m. Sunday.

I couldn't be sure, though. My wife had bought the thermometer from one of those tourist places along Interstate 95, and the instrument was intended to go to Florida. It did not have numbers below 10°.



Warren Johnston

The Puppy Papers

"It's inside the red ball at the bottom. It's the coldest we have ever been," I said, trying to be more accurate about the reading.

The weather service confirmed that records had been broken all over, including the Sandhills of North Carolina. There was no chance of temperatures "moderating" until the next day, they said.

"Well, we've seen the record, and we've broken it," I said bravely as I stood outside shivering.

It was good to know that we could finally tell future generations, "I was there when it was the coldest it ever was."

However, somehow I did not seem to be the coldest I had ever been, even after I walked to work the next morning in minus 7° weather.

"A year ago Christmas was colder," I said, as a few of us sat around debating the temperature over coffee.

"That's when I was the coldest I have ever been."

Of course, everyone else also seemed to think they too had been colder at other times, and some at the table wanted to call the weatherman and tell him so.

But what could we say? A record cold had been declared. The debate was over.

"They can't trick me. I've been colder in June," one fellow said. "Heck, I was so cold one time that my earlobes fell off," another at the table said.

When we pointed out his earlobes seemed to be intact, he assured us that it took long hours of plastic surgery to rebuild them out of small pieces taken from his hip.

Last year when the cold hit during Christmas, the little bowl man, who keeps things clean, was stuck for three days in the back of one of our frozen toilets, and all of our house plants froze.

We left the plants, who never spoke to us again, hanging around for several months afterwards, just as a reminder that life promised to be more pleasant if we installed heat.

This year we had a furnace, but that was no excuse.

All of us at the table were convinced it was a Republican ploy to create an excuse to call off the inaugural parade in Washington D.C.

"You'll never convince me that this was the coldest I ever was," one fellow said.

We voted to write our weatherman and to complain, and everybody had another cup of coffee. After all, it was really too cold to go to work.

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