



# The News-Journal

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The Hoke County Journal—Established 1905



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## Addenda:

By Sam Morris

The Main Street of Raeford and the reason for it being so wide and the turning around of the wagon in it has brought forth two comments to add further to the subject.

Miss Ila Graham, assistant clerk of the superior court, came by and told me how the street was laid off. According to her, J. W. McLauchlin asked her father, J. D. Graham, to take a wagon and team of mules to the north of town and drive back in a straight line and that would be the Main Street of the town. Mr. McLauchlin, as Miss Graham recalls from what her father says, wanted to be certain that it was a straight line and Mr. Graham did the driving because he said he could drive the wagon according to Mr. McLauchlin's instructions. She said she talked this week with Will Lamont and he confirms what is written above. He could even recall the names of the mules which were "Alice" and "Henry."

Mrs. Luke Bethune recalls that at a Kiwanis meeting a number of years ago Edwin McKeithan, now business manager at Moore Memorial hospital, said that the reason Raeford's Main Street was so wide was because Mr. McLauchlin wanted it so you could turn a two-horse wagon around in it. He stated, according to Mrs. Bethune, that he heard Mr. McLauchlin make this statement.

Don't forget that the registration books will be open this Saturday at your voting place. If you are not registered be sure to do so.

A letter was received from Lamont Brown of Southern Pines, formerly of Raeford and now Chairman of the Moore Democratic Executive Committee, inviting Hoke County people to attend a Democratic rally in Moore County on Saturday, Oct. 22, at 12:00 noon. It will be held at the Southern Pines High School gym, and Adlai Stevenson will be the principle speaker. Also on the program will be Terry Sanford, Governor Luther Hodges and Congressman A. Paul Kitchin. Food will be served at 11:15 a. m. So if you want to hob nob with the high class politicians be sure to go up Saturday week.

The football game at Laurinburg last Friday night was played in the rain but still the Raeford fans turned out for it. I hope the shoes I had on will dry out before another week rolls around. One local fellow who forgot his raincoat said he had equipment for rainy weather he used hunting and fishing but as luck would have it he also left it at home. Yes, it was a wet night last Friday—if you don't believe me ask Neil Senter.

The advertisement on Page 7 gives the program of work for the Chamber of Commerce for 1961 and also some things it has accomplished over the past few years. Also are listed the members for this year and from the looks of it most businesses in the county are again putting their money to work for them through this worthwhile organization. Take a few minutes and read this ad and trade with the merchants that are trying to make Raeford and Hoke County a better place to live.

Be prepared to make your donation or pledge to the United Fund when the volunteer worker comes by. Remember he is taking his time to do this work and the pay is only a good feeling when he or she gets 100% cooperation from the rest of us. So make your contribution today!

## Kiwanis To Sponsor Carnegie Program

A representative from Dale Carnegie, the man who taught people how to win friends and influence people, will give a demonstration in the J. W. McLauchlin cafeteria on Tuesday, October 20th, about "Effective Speaking and Leadership Skills," sponsored by the Kiwanis club.

The first meeting is free to the public to demonstrate how the Carnegie course work to teach people to achieve poise and confidence when having to speak before a large audience.

A graphic example will show how to remember names of people that you meet.

The meeting will begin at 7:30 p. m. and last about two hours.

## Raeford 2-80 To Get Bigger Promotion In Nation This Spring

A lightweight, tropical men's wear fabric with several successful seasons already to its credit, will be the subject of a promotional campaign this Spring which, it is said, will be one of the most extensive on a single fabric.

Introduced in 1957 by Raeford Worsted Co. as "Raeford 2/80's," a luxury blend of Dacron Polyester and an extremely fine, rarer than Cashmere wool, the initial promotion was to trade and Raeford's customers—the elite manufacturer of men's suits and slacks.

The following Spring, and through Spring, 1960, the promotional program progressively expanded to include the retailer and the consumer utilizing local newspapers and national magazines, retail advertising mats and display material.

Now, for the coming Spring, 1961, with the list of suit and slacks manufacturers using the fabrics representing a "who's who" of the apparel industry, Raeford has formulated a most ambitious and the consumer ambitious promotional program aimed primarily at the retailer and the consumer throughout the nation.

Hitting hard at a central theme and motif—"Screen out the Heat and Look Smart as the Devil with Raeford 2/80's," and starting in March, the consumer will be told about the luxury and comfort qualities of suits, slacks, and sportcoats of this fabric through:

Two-color newspaper advertisements running through March, April, and May in 40 key cities with a total marketing area of close to 23 million. This a double the number of newspaper ads which appeared last year.

Starting Friday, May 5, and for five consecutive weekends, ten radio commercials in each of 192 cities on NBC's "Monitor" using the voices of Jim (Mr. Magoo) Backus and TV dramatic star Everett Sloane.

In April and May, national magazine advertising in Sports Illustrated, the New Yorker and the New York Times magazine. Supplementing this program—in no small way—will be individual promotions on the part of the retailer. During Spring, 1960, for example, retailers throughout the nation ran 1,441 ads for a total of 621,396 lines, more than three times as much lineage as in 1959 and each extolling the virtues of "Raeford 2/80's."

Raeford, a Division of Burlington Industries, will, of course, have suggested two-color and black and white mats for retailer use as well as elaborate display materials for tie-in store promotions, of which there were a substantial number last spring.

Currently, a colorful and descriptive mailing piece covering all phases of the promotion is being distributed to the nation's retailers.

## Birthdates Calendars Being Sold By PTA

The Raeford-Hoke PTA is selling calendars this year with the birthdates of persons throughout the county listed.

Mrs. F. O. Clark, chairman of the Calendar committee, states that the calendars are a convenience for persons who like to remember the dates of birthdays and anniversaries of their friends. "Anyone who buys one of the calendars gets the pertinent information about his birthday and anniversary listed on the calendar.



BOYS' CHORUS—The Boys' chorus assembled on the front steps of the Raeford Elementary school with their leader, Mrs. Neill A. McNeill, to have their formal portrait made. The boys perform at many functions during the school year.



CHAMBER DISCUSSION GROUP—Members of the Chamber of Commerce's Economic Discussion group held their first meeting on Monday night with R. B. Lewis conducting the session. Pictured are: Bernard Bray, Marvin Pinson, Archie Howard, Jim Smith, W. J. Everette, Tom Wilson, Billy Simpson and J. D. McMillian. Others present not shown were Phil Rieg, Lewis, D. W. Whitehead and Harry Birch.

## Judge Greene Hears Larceny Charge; Hayes Bound Over

Recorder's Court found probable cause against Conley S. Hayes, white, for two charges on feloniously breaking and entering and larceny during Tuesday's session and Judge Harry Greene ordered him bound over to the November term of Superior Court for trial. Bond was set at \$500 charge.

Hayes is already under 12 month sentences from Cumberland Superior Court and Lee county Recorder's court on like charges.

Paul Parker, white, pleaded guilty to three charges: driving under the influence, second offense; operating a vehicle after his license had been revoked; and reckless driving. He was sentenced to three years on the roads suspended on the payment of \$500 fine and the costs. Judge Green also recommended that Parker's license be permanently revoked.

Walter J. Moore, white, was arraigned on two counts of giving worthless checks. In the first case he pleaded guilty to giving Lewis Lipscomb three worthless checks totalling \$9.15. He was sentenced to 30 days suspended on the payment of the checks to the court and the costs. In the second case he pleaded guilty to giving Wilson's Pure Oil station a bogus check for 20.47. He received a like sentence as in the first count, the prison sentence to run consecutively. Judge Greene stipulated that Moore leave the county and stay out for a period of two years. Moore served notice of appeal and bond was set at \$150.

Dorothy Lee Crockett, colored, pleaded guilty to having whisky and beer for sale. She was sentenced to six months in prison suspended on the payment of \$200 fine and the costs. The evidence was ordered disposed of.

Milton D. Early, white, pleaded guilty to driving 82 mph in a 60-mile zone. He was sentenced to 90 days suspended on the payment of \$50 fine and the costs.

Charles R. Jones, white, was found guilty of speeding and fined \$50 and costs. Carl A. Sullivan, white, pleaded guilty to driving under the influence and was sentenced to six months on the roads suspended on the payment of \$100 and costs.

John McBryde, colored, was sentenced to six months suspended on the payment of \$75 and costs after pleading guilty to speeding 75 miles per hour in a 60-mile zone and no operator's license.

## Health Department Busy Past Months

Dr. Clifton Davenport, Hoke County Health Director, presented his quarterly report to the Hoke County Board of Health on Friday, stating that it is the feeling of the Health department that TB in the county can be conquered through a cooperative effort with the state Health department.

"In connection with this program, the Jaycees are going to sponsor a free x-ray mobile unit in Raeford on October 28th, 29th, and 30th," he told the board.

"Our department is going to cooperate to the fullest extent with the Junior Chamber of Commerce on this endeavor, and I believe that a great deal of good will come from it. It is just such projects that will some day stamp out the disease and the Jaycees are to be congratulated for adopting the idea this year."

Davenport also stated that the Hoke Health department is going to bring a mobile unit to Raeford after the first of the year to give free chest x-ray examinations to all workers in industry in the county.

The board discussed making chest x-rays a requirement for getting a health card and decided to recommend that persons interested get an x-ray. To get such an x-ray at this time a trip to the sanitorium at McCain where there is a fee of \$2 charged for the service.

During the quarter from July through September the Health Department administered 524 complete doses of vaccine for immunization against diphtheria, whooping cough, smallpox, typhoid fever, tetanus and other diseases. Also administered were 317 does of polio vaccine.

One new case of TB was reported during the period, 194 patients, contacts or suspected cases were contacted, 30 tests were made and 97 x-rays given. The department gave medical supervision to 51 expectant mothers, checked 92 expectant mothers who visited clinics, took care of one premature baby as well as giving assorted checkups (Continued on Page 6)

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The Hoke High Bucks, riding high on a 4-1 record for the season, take on Massey Hill tomorrow night at 8:00 p. m. in Armory park.

The Bucks, like the weather, stormed over Laurinburg Friday night 26-0 while Massey Hill was winning its first game 21-0 over 71st High school in Cumberland county.

Massey Hill's season record stands at 1-4-1 and she ranks at the bottom of the District II standings.

The Pirates (not to be confused with the high-flying club from Pittsburgh) are coached by Paul Rogers and Tommy Lewis.

Outstanding players, according to the coaches, are: Larry Reeves, tackle; Phillip Parker, center; Ted Cooper, fullback; and Johnny Marr, quarterback.

Big gun in the win over 71st on Friday night was James Beasley, Pirate quarterback. He made the first touchdown and also kicked two extra points during the romp in which Massey Hill gained 259 yards rushing.

The Bucks are favored to make quick work of the Cumberland club.

Friday night's rain slowed the Bucks very little during their game at Laurinburg Friday night and the Scots had little but the shirts on their backs after the final whistle blew. The Bucks ran up a 26-0 lead and had it not been for the rain that cramped the Hoke High passing attack, the score might have been high.

The efficiency and effectiveness of performance in each county office was considered in relation to the programs in effect in the county and available resources of the office, and the staff for accomplishing the job. This assured that each county office would receive equal consideration regardless of the size or number of programs involved.

In recognition of having been picked as the outstanding ASC county office in the district, a certificate of merit was awarded for display in the county office, and in addition, each member of the ASC County Committee for the year involved and each full-time employee of the county office was presented with a personal certificate and a cash award. Members of the ASC County Committee receiving awards were: J. H. Blythe, Chairman; Ken W. McNeill, Vice-Chairman; and John Parker, Regular Member.

Office personnel receiving awards included: Louise V. Blue, Office Manager; Sarah C. McLean, Sadie S. Carter, Ruth L. Phillips, and Jeanette M. Williams.

## Merchants Warned As Shoplifting Season Approaches

The Retail Trade committee of the Raeford-Hoke Chamber of Commerce has outlined some suggestions for merchants plagued by shoplifters during the coming holiday season.

A. L. West, chairman of the committee, in a letter to the merchants outline the state law dealing with such pilfering and suggested that the committee handle cases in separate ways.

The committee suggests that the juvenile violator (under 16 years of age) be given a talking to by the merchant, pointing out the seriousness of the crime. If the same child is caught again taking merchandise, the merchant is advised to turn the culprit over to Juvenile Court. At this time the parents will be brought in and talked to by M. D. Yates, who acts as judge of the court.

The committee recommends that adult offenders be turned over to police authorities for punishment.

The state law states that concealment of merchandise that has not been paid for is prima facie (sufficient) evidence of shoplifting.

Shoplifting is considered a misdemeanor and if the person is convicted, he can be sentenced to six months in jail or up to \$100 fine, or both.

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## Top Honors Awarded To Hoke ASG Office For Third Year

All personnel of Agricultural Stabilization and Conservation office and the Hoke County ASC committee received recognition on October 3, from the State ASC Committee and the United States Department of Agriculture. The ASC office in Raeford, in competition with Anson, Lee, Montgomery, Moore, Richmond, Scotland, Stanly and Union counties in the district, has been picked as the outstanding county office in District 6 for 1960. This is the third consecutive year that Hoke county has received this award.

H. D. Godfrey, State Administrative Officer for the Agricultural Stabilization and Conservation State Committee, in a statement made in Salisbury, explained that competition for this honor was based on over-all service to farmers by each of the offices in the District from August 1 through July 31.

In evaluating the counties in the district, following elements were considered: Service to farmers, greeting the work done, planning and organizing the work, office morale, physical layout of the office, and relationships with other agencies, organizations and associations. Of the six elements involved in grading the work of the ASC county office, the first two listed carried more weight than the remaining four, Godfrey explained.

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Office personnel receiving awards included: Louise V. Blue, Office Manager; Sarah C. McLean, Sadie S. Carter, Ruth L. Phillips, and Jeanette M. Williams.

The Rev. and Mrs. Kermit Wheeler and Mrs. J. W. Russell attended the Homecoming Service at St. Andrews Church in Roseboro on Sunday.

## Ervin Speaks Here Monday



Senator Ervin

### INGATHERING

An ingathering will be held at the Pittman Grove Baptist church on Friday, October 28th between 11:00 a. m. and 8:00 p. m. Barbecue and chicken salad will be served.

Miss Margaret McLeod of Greensboro College spent the week end with her parents, Mr. and Mrs. W. D. McLeod.

Sam J. Ervin, Jr., United States Senator from North Carolina, will speak to a Democratic Party rally on Monday night in the Hoke High school cafeteria at 8:00 o'clock.

He will address the group after a dinner in his honor sponsored by the Hoke county Democratic Party which will begin at 7:00 p. m.

"We want everyone to attend who can," J. B. Thomas, chairman of the Dinner committee states, "and those who can't make it to the meal are welcome to come hear his talk at 8:00 o'clock."

"The rally is being held to bring out as many voters as possible in our traditionally Democratic county during the coming election. We're undertaking it to ensure that the party's candidates carry the state in both the state and national races.

"With the Republicans making a more concerted drive to capture the governor's mansion and with some splinter factions coming out in favor of other candidates, the party must work harder than ever to be sure that our candidates are elected." Sam C. Morris, chairman of the Hoke Democratic Party states.

Ervin will arrive in Raeford Monday afternoon and will be greeted and given a tour of the town and a guided tour through the Raeford Plant of Burlington Industries. He will be greeted and escorted by a committee of which Harry Green is chairman. After his talk, Ervin will be the guest of Tommy Upchurch, spending the night in the Upchurch home before returning to his home in Morganton.

## Local Communities Purchase Fire Fighting Apparatus

Rockfish and Wayside community development associations have purchased a fire truck from the rural fire department.

The fire truck will be stationed at the Big Star Truck Stop and persons in the area served by the truck are asked to make note of the phone number 875-2295.

Jim Felton, owner of the truck stop will supply someone to man the truck at all times.

Since the fire truck is for the protection of homes in the Rockfish and Wayside communities, it will not be sent to combat brush fires unless a dwelling is being endangered.

Persons calling the truck stop to report a fire are asked to be certain to give detailed directions on how to reach the location of the blaze.

The truck was delivered on Friday afternoon and Ed McNeill demonstrated how the pump and hoses were operated to a group of interested citizens from both communities.

The Rev. and Mrs. Kermit Wheeler and Mrs. J. W. Russell attended the Homecoming Service at St. Andrews Church in Roseboro on Sunday.

Larry Phillips scored twice and Jimmy Gulin and Jimmy Byrd added tallies each to give the Bucks their 4-touchdown win. Phillips crossed the goal line four times only to have two of the scores nullified by penalties.

Statistics	Bucks	L'burg
First downs	6	3
Rushing yardage	145	85
Passing yardage	25	0
Passes	2	0
Interceptions	0	0
Punting average	3:30	4:32
Fumbles lost	1	1
Yards penalized	45	50

The scores that counted for Phillips were a plunge from the two-yard line and a nine-yard carry.

Nullified Tallies Impressive The two times that Phillips scored and the touchdowns were called back demonstrated the boy's prowess as a broken-field runner. His first such jaunt was a punt return for 80-yards and the other a 25-yard needle-threading exhibition through the entire Laurinburg squad.

The Bucks tallied the first time they got possession of the ball with Phillips going nine yards to climax a 65-yard drive. Shortly afterwards, the Bucks captured a Scot fumble deep in Laurinburg territory and Byrd rammed across three plays later. The score stood at 13-0 at the (Continued on Page 6)



DISPLAYS AWARDS—Members of the Phillips, Sarah McLean, Sadie Carter and ASC office proudly pose with the awards Jeanette Williamson. Second row: John they have won for the last three years by Parker. Ken McNeill, H. O. Carter and being the most efficient office in the district. Pictured are: Louise V. Blue, Ruth