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Doubling Cold Storage

Raeford Turkey Farms Has New Products

Raeford Turkey Farms today announced a major expansion of its operations here and a capacity-doubling addition to Raeford Cold Storage Warehouse, Inc. -- a subsidiary of the processing plant.

Leonard Frahm, general manager, said the fast-growing processing firm will go into further processing of turkeys -- a move that has been awaiting enlargement of storage facilities.

This week, it was announced in Washington by Senators Sam Ervin and B. Everett Jordan that Hoke Development Company has been approved for a Small Business Administration loan of \$216,000.

The local development company will use the money to build

an additional cold storage facility at the processing plant. It will be leased to the processors on a lease-purchase arrangement.

"The new cold storage facility is being added to coincide with programming of further processing, so as to provide the necessary cold storage for our new products," Frahm said.

Raeford Turkey Farms is now equipped to make cooked turkey rolls and cooked roasts, as well as small (two-pound) uncooked turkey roasts -- both packaged and frozen at the plant.

Also in the planning stage, Frahm said, are "Turkey Stroganoff" and turkey barbecue. All the prepackaged brands

will bear the firm's House of Raeford label.

Ultimately, addition of the further processing unit and the additional cold storage facility will mean the addition of 50 or 60 people to the payroll, Frahm said.

The firm now has 465 employees working on two shifts. Its payroll last fiscal year (June 1, 1966, to May 31, 1967) was \$1.7 million.

Frahm said his company estimates that the turkey industry throughout the country will go heavily into further processing -- that is, packaging cooked and uncooked turkey products smaller than an entire dressed turkey.

"The reason, of course, is

that the housewife is sometimes reluctant to buy turkey because the dollar outlay for a whole bird is too big for her weekly food budget. When a turkey roast is provided at less cost than a beef roast, she will often buy the turkey."

Frahm said Raeford Turkey Farms currently is processing an average of 1.5 million pounds of turkey per week. During the first three months of the new fiscal year -- June, July and August -- production was 15 per cent ahead of the same months last year.

"Actually, we could get more orders than we can fill. The industry as a whole, however, is experiencing a weak price market," he said.

The turkey for a long time has been more than a "holiday" bird. Before World War II, turkey was used almost exclusively at Thanksgiving and Christmas and was seldom seen on the housewife's shopping list at any other time of the year.

"We now do about 40 per cent of our business in the first seven calendar months of the year, and 60 per cent in the last five, which include the Thanksgiving and Christmas holidays. This year, there are 125 million turkeys being grown in the country -- and that's better than a half a turkey per capita. So you can see, that a lot of turkey is being consumed."

The number of turkeys grown,

processed and sold in this country has increased steadily for a number of years. Frahm's own firm sold 14 per cent more turkey from January to August than it did a year ago.

"We believe that within five years, 80 per cent of all turkey sold will be in further processed products," Frahm said.

The idea is to offer the housewife an economy meat for a single meal. It used to be that a housewife bought a whole bird, had roast turkey for a meal or two, then turkey sandwiches, then turkey hash about the middle of the next week. With the new House of Raeford's two-pound roasts, she merely places the package in the oven, cooks it the specified length

of time, and has turkey for only one meal.

Raeford Turkey Farms packaged turkey products are prepared in a gleaming stainless steel "kitchen," where whole birds are boned, chopped, and "extruded" by a machine into turkey rolls or roasts.

In both rolls and roasts, the company offers a choice of all white, all dark, or dark and white meat. The turkey roll, which comes in about 10- and 15-ounce quantities, is packaged in a synthetic "bologna" type container, then cooked. It is used exclusively by schools and other institutions.

Raeford Turkey Farms did most of its own "culinary research" on the products.



FURTHER PROCESSING -- Pauline Cummings, above, is showing removing a turkey breast in the boning phase of Raeford Turkey Farms' further processing operation. In photo at right, above, James Starling, manager of the further processing department, is shown with two House of Raeford cooked turkey rolls.



No Turn 'On Red' In Raeford

After forty years, "Red" is getting a break in Raeford.

He's been abused in the past -- and it all was perfectly legal.

The reference is to turning "right on red" at traffic signal lights in Raeford -- a common practice in the past.

Not long ago, the State Highway Department replaced most stoplights inside the town limits. When the old lights came down, so did the little signs that advised motorists to "turn right on red after stop."

"We have had a dozen or more inquiries from people who wanted to know if they could still turn right on red at the new stoplights," said Mayor H.R. McLean. "So far, the state people have said there will be no turning on red. State people make the determination."

Best rule to follow, mayor said, is not to turn unless there is a sign telling the motorist he may do so. No such signs remain in Raeford.

"By eliminating the right turns on red, the pedestrian is given a chance," Mayor McLean said. "Before, drivers made the turn without stopping, as they were required to do, and pedestrians had to jump out of the way."

The two intersections most affected by the elimination of "go on red" permission are the "hotel corner" on Main Street, where southbound traffic used to drive into the right lane and proceed when the light was red, and the "Auto Inn corner," where Harris Avenue ends at the intersection of Main Street.

Motorists are now required to wait for a green light before turning right on red.

Town Board Asks Estimate On Modest Sewage Plant

Raeford Town Board of Commissioners decided Monday night to go ahead with its plans to obtain from Richard Moore, consulting engineer, figures on expansion of the sewage treatment plant which would be less expensive than a suggested improvement which would cost approximately \$1,020,000.

A special meeting has been called for next Monday night to discuss that and other relative matters.

Johnny Plummer Gets Gold Bars

John A. Plummer, son of Mr. and Mrs. Ralph Plummer of Raeford Rt. 2, has been commissioned a second lieutenant in the North Carolina National Guard.

Plummer, a 1965 graduate of Hoke County High School, completed requirements for the

commission at North Carolina Military Academy, Fort Bragg, where graduation exercises were held September 2. Fifty-three young guardsmen were commissioned at that time. Lieutenant Plummer was seventh in class ranking.

He entered the National Guard in 1965, joining the Raeford unit. After six months of active Army duty at Ft. Jackson, S.C., and Ft. Knox, Ky., he returned to the local unit and began officer candidate training on weekends.

The course leading to a commission was completed in 13 months, with weekend sessions once a month. It also included two summer encampments.

Plummer has been reassigned to Company C, 2nd Battalion, 252nd Armor, in Southern Pines -- a part of the battalion whose headquarters is in Raeford. He is a platoon leader.

Plummer is married to former Brenda Strother of Aberdeen. They have two children, Kim, 2, and Tod, 10 months.



L.T. JOHN A. PLUMMER

that the plant is overloaded by several times its capacity. Moore already has suggested that water rates for out-of-town (non-town-taxpaying) customers be raised 50 to 100 per cent and that a sewer charge of 40 to 50 per cent of the water bill be made to all customers.

In other business, the board awarded the bid on 35,000 square yards of street resurfacing and 4,000 square yards of new pavement to Riley Paving Co., as lowest bidder among five. Three bidders were within \$150 of the low mark. Riley's bid was \$15,150, while the bid of Crowell Construction Co. in Fayetteville was \$15,236 and that of H. W. Johnson of Parkton was \$15,300. Other bids were Lee Paving Co., Sanford, \$16,075 and B. E. Benson Co., Lumberton, \$17,610.

The repair work will be scattered about town. Most of the new paving will be done on North Magnolia Street Extension.

The board authorized the purchase of 100 new metal street corner markers to begin a project of replacing signs all over town. The second lot will be

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PTA Meet Set Monday

Phil Diehl, president of Raeford-Hoke Parent-Teacher Association, has announced that the first meeting of the year will be held Monday at 7:45 p. m. at Raeford Elementary School.

New principals, Raz Autry, Hoke High; and James B. Bowles, J. W. McLaughlin, will be present and will be introduced to the patrons.

Road To Be Routed At McCain Sanatorium

New Route Is Behind Hospital

Highway 211 will be re-routed so as to pass to the rear of the N. C. Sanatorium at McCain.

A contract was let last week for grading and surfacing the new portion of the road, for which Hoke County leaders have been working for some time.

When the project is completed, it will finish a major improvement to N. C. 211 between Raeford and Aberdeen. Earlier this summer, the road was resurfaced and widened to 24 feet.

The new portion of the road will leave the old route at the vicinity of Leonard Training School and come back into the present road west of the hospital. It will eliminate several sharp, dangerous curves, as well as a speed zone in front of the hospital.

Low bidder on the project was Eagle Construction Company of Newberry, S. C., with \$194,291. There were seven bidders in all, with the next closest bidder Sikes Brothers Inc. of Wadesboro, \$203,905, and Lee Paving Company, Sanford, \$206,031.

The project is described as "McCain Bypass," indicating the present road, which provides access to the hospital, will continue to be maintained as a highway. However, the bypass is expected to divert the major portion of traffic on the heavily traveled highway.

The project was recommended last year -- or perhaps year before last -- by Raeford and Hoke business and industry.

Boy Gets New Bike, Thanks To Worker

Thanks to the generosity and concern of a Pacific Mills worker, a 15-year-old lad whose bicycle was stolen September 1 at the Raeford-Stedman football game now has a new bike.

Cesory Jacobs, whose father is in a veterans hospital and whose family lives seven miles out in the country and has no car, was grief-stricken when his bike was one of five stolen during the football game.

What made it really rough was that the boy had worked all summer to buy the bike. He made weekly payments, and when the final payment was made a few days before the theft, took possession of the wheels. He hadn't dulled the new



NEATNESS IS AIM -- Myra Inman, clerk in the office of the clerk of court, is doing her bit to help make a neater town. The town has recently spent \$400 for the blue-and-white cans, which are decorated with the town's gold seal. No amount of money expended by the town board will do the job, Mayor H. R. McLean said, unless the people cooperate by using the sidewalk trash cans.

Heavy Rain On Saturday Brings Rash Of Wrecks

Torrential rain on Saturday brought a rash of wrecks on Hoke roads, state highway patrolmen reported, but none resulted in death and few in serious injury.

State Trooper E. W. Coen reported that he investigated six or seven wrecks during the weekend, several of them attributed to rain-slickened roads.

At 8:15 Saturday morning, a car driven by John Alex Collins, 19, Raeford Rt. 3, went out of control in heavy rain, skidded off the road, and clipped a utility pole, Coen said.

Damage to the car was estimated at \$350, and to the pole, \$150. There were no injuries and no charges were filed.

Saturday at 1 p. m., a small foreign-made car operated by Bertha Parker Lupo, 19, of Raeford Rt. 2, spun out of control near Poole's Orchard on N. C. 211 west, went down an embankment and overturned.

Mrs. Lupo and her 18-month-old son, Gerald Lupo, were admitted for treatment at Moore Memorial Hospital.

At 1:40 p. m. Saturday, another car driven by Barbara Kay Swain, 19, of Pinebluff, skidded off the road near Wilson's Service Station at Ashley Heights, Coen said.

The car, a 1967 Chevrolet, tore down a utility pole. Damage to the vehicle was estimated at \$600, and to the pole \$150. There were no injuries and no charges were filed.

Saturday night at 9:45, cars operated by James Arthur Johnson, 55, of Fayetteville, and Carl Arthur Fosberg, 23, of Fort Bragg, crashed near Big Star Truck Stop on Highway 401 east of Raeford.

Coen said the Johnson vehicle was parked alongside the highway and attempted a U-turn as the Fosberg car approached. The vehicles crashed, inflicting serious injury to Thomas F. Pierce Jr., 19, and Mike Downing, 20, of Fort Bragg. They were admitted at Womack Army Hospital. A third injured passenger of the Fosberg car, Robert E. Elliott, 19, of Fort Bragg, was treated and released at the Army hospital.

Both cars were termed total losses. Johnson was charged with driving under the influence of intoxicants, Coen said.

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