

The News - Journal

The Hoke County News - Established 1928

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When the family which occupies this house moves on, it most likely will be demolished or burned and the land added to the cottonfield in the foreground.

Exodus Explained

Hoke 'Farmers' Move On

BY JIM TAYLOR

Practically everybody old enough to have had an uncle serving in World War I remembers the postwar ditty, "How You Gonna Keep 'Em Down on the Farm" (After They've Seen Paree).

The suggestion, of course, was that servicemen returning to their homes after the defeat of Kaiser Bill would never be satisfied with serene rural life after having seen the bright lights of Paris.

The song—written by Irving Berlin and popularized by Eddie Cantor—became a great favorite as a gramophone record. As prophecy, however, it was inaccurate, because that particular generation of American farmers (including thousands of veterans who had seen Paree) probably had more to do than any other with developing the country into an agricultural giant.

Today, there is an acute problem created by an exodus of farmers, tenant farmers, and farm laborers who have gone or are going to the cities. They are not lured by the bright lights, but are being shoved off the land by increased mechanization of farm operations and shrinking allotments of certain farm crops.

To study the problem and, hopefully, to provide some measure of relief, the federal government has established two pilot projects of four counties each. It has appropriated several million dollars to initially finance the projects.

Hoke County—ostensibly with one of the highest emigration rates in the state—is among four counties in one of the pilot projects, along with Bladen, Columbus and Robeson counties. The second pilot project is in Kentucky.

How serious is the problem in Hoke

County? Is there a solution more practical than the "natural order of things?"—that is, the flow of population to meet the demand of labor, or to avoid the absence of such demand?

The problem, once serious here, seems to abated considerably during the last five years or so. By and large, the decrease in the number of farms, and in tenant farmers and the need for "day" labor, began in about 1950, reached a peak in about 1960, and since that time has shown signs of stabilizing.

The dilemma has been easy to understand. Low income rural families which depended on sharecropping or day labor for a livelihood were faced with increasingly declining income. As the situation worsened year after year, those families who could manage it moved

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Abandoned Farm Machinery Rusts In Weather

Young Swiss Exchange Farmer Finds Tarheel Heat 'Tiring'

BY LUCY GRAY PEEBLES

The young Swiss gentlemen who have been visiting Hoke County for the past four weeks has learned the hard way what real "hot" weather is like. But before he left last Monday, he learned that a day in the field was made easier by taking salt pills.

For a person who hails from a country with a high temperature of 85 degrees, Peter Roth, International Farm Exchange Youth, for the first time experienced temperatures which have risen above 95 degrees day after day and have hovered near the 100 mark on occasion.

The heat made him tire more quickly, he said, referring to the work he had done on the Hoke County farms of Dan McGougan and D.R. Huff. An IFYE boy visiting for six months in the United States spends his time as a member of the family who is at the time serving as his host. He helps with whatever chores are being done by the men and boys about the home and farm and is treated as one of the family.

While here, Roth was especially interested in poultry farming and youth organizations. Last week he visited a local hatchery, a turkey farm, and the Raeford turkey plant.

In comparing habits of the Swiss people and of those here, Roth said there is some difference in the mode of eating. Breakfast food is not the same and there is some variation between dinners here and there.

Rather than the foods we use, they like their breakfast made up somewhat of cheese, jellies and jams, and coffee (diluted half and half with milk). Much cheese is made high in the Alps when cattle are driven to the mountain ranges to graze types of grass. Since there are only the few who tend the herds, to salvage milk from the grazing cows most of it is used to make cheese, which can easily be kept and brought back to the lowlands.

It is customary for one or two men and a couple of boys to take 40 to 50 head of cattle to the lofty levels and remain with

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VISITORS—Two visitors from afar were guests at the Raeford Turkey Farms plant last Friday. Peter Roth, International Farm Youth Exchange student from Switzerland, left, and Ralph E. Jones of the Bar Nothing Ranch, Austin, Texas, a primary hatchery breeder, watch turkey carcasses as they swing past

Raeford Awarded \$338,250 Grant For Sewer Work

A federal grant of \$338,250 has been approved for Raeford to help pay for its forthcoming \$1 million-plus improvement to the sewage treatment plant and industrial sewer lines here.

The grant was anticipated earlier this year when a town citizens approved a \$700,000 local bond issue for the sewer project. The grant amounts to 30 per cent of the project's total cost.

The money will be used to increase capacity of the town's sewage treatment plant and to run a new outfall line from the treatment plant east of town to Burlington Industries plants on the western outskirts of the community.

The bonds will be paid for through increased rates to industrial customers. That primarily affects Burlington Industries and Raeford Turkey Farms, by far the two largest water-sewer customers here.

The bond issue was set up after more than a year of study, including pondering every possible means of raising the money needed for annual payment of principal and interest on the bonds. The town already was near its debt limit, under state statutes, and special permission had to be gained to exceed the limit before the bond referendum could be ordered.

Citizens of the town had only a few years ago approved a bond issue to build the new treatment plant, which was described as overtaxed soon after it was opened in 1963. The plant supposedly was designed to accommodate a city of 35,000 and was to have been adequate for Raeford's needs for 15 years.

Engineers explained that industrial use of water and sewer facilities skyrocketed between the time the plant was being planned and its completion date. That unexpected multiplication of sewage overloaded the system, they said, to beyond its designed capacity, which was 1.5 millions a day.

Actually, another factor—biological oxygen demand (B.O.D.)—was the primary cause of overload. For while the hydraulic capacity was not being exceeded, the B.O.D. capacity of 2,800 was more than doubled by the average daily load.

The new plant will provide a B.O.D. capacity of 7,500, which is at least 250 per cent greater than the present capacity. The hydraulic capacity will be increased less than 100 per cent.

New sewer rates will vary with the amount of water used per month. The customer who uses a million gallons a month, for example, pays less per gallon than the customer who uses half a million.

Residential rates will not be affected. Sewer rates, both commercial and residential, are a flat percentage of the customer's water bill.

Two other federal grants were approved for nearby communities at the

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Mrs. Connie Ellis, supervisor of The News-Journal typesetting and composition department, is shown at keyboard of new computerized typesetting machine.

The News-Journal Has A New Look

If you have noticed something new about The News-Journal today or merely suspected that something was different here's what and why.

Beginning with this issue, The News-Journal begins integrating into its news content a new format (design) which is the "coming thing" in newspaper layout.

A glance will tell you that today's front page is six columns wide, instead of the customary eight. There's a reason:

The longer line is more readable. That, basically, is the reason many outstanding newspapers are now in the six-column column, including The Wall Street Journal, The National Observer, The Christian Science Monitor (five columns), and here in North Carolina, The Chapel Hill Weekly, winner of numerous state and national awards for typography.

Of course, you've already noticed that the type is larger, more legible, much easier to read, than you've been accustomed to seeing in The News-Journal.

That's another phase of our continuing campaign to provide to our readers, and for our advertisers, the best product we are capable of producing.

The improved type is an innovation the offset newspaper industry has anxiously awaited for years.

Ours is produced by the IBM "Selectric" typesetting system, a computerized operation offering a wide variety of type faces at least a dozen sizes and styles, in our instance. This variety, we believe, will make the entire

appearance of The News-Journal more interesting, more readable, more productive from the standpoint of informing our readers of news events and advertising.

Seven years ago, The News-Journal shared with The Enterprise of Newton the distinction of becoming the first newspaper in North Carolina to be produced entirely by the photo offset method of printing.

Our confidence that photo offset was the "coming thing" paid dividends, because the improved appearance and readability of the newspaper was immediately accepted, and appreciated, by our readers and advertisers.

Since that time, probably close to half of the non-daily newspapers in North Carolina have changed from letterpress to photo offset reproduction, and the newspapers of the state are regarded as leaders in the printing revolution.

Until recently, the only disadvantage of consequence in the photo offset method of newspaper reproduction was the severe restriction on size and variety of "body" type the small type used in news columns and the like. Our previous system, for instance, was limited, by and large, to a single size and design, although our selection of larger type faces for headlines and advertising copy, was quite extensive.

Now, that gap has been bridged. The further improvement through use of the six-column format, we believe, offers readers of The News-Journal a hometown newspaper second to none.

—Paul Dickson, Publisher

Hoke Youth State Winner

Announcement from Raleigh came Wednesday morning that Danny McGougan, 15-year-old son of Mr. and Mrs. Dan McGougan of Lumber Bridge Rt. 1, had been named state winner with his demonstration on wildlife conservation.

Winners of yesterday's demonstration competition were announced Tuesday night at N. C. State University, where State 4-H Club Week is being held. The local boy was presented a \$50 savings bond.

Other Hoke County youths were scheduled to compete in other fields on Wednesday and Thursday.



DANNY MCGOUGAN