May 12, 1983

## THE NEWS-JOURNAL Raeford, N.C.

## STARTS WEDNESDAY MAY 11th

THROUGH SATURDAY, MAY 14th DAILY FROM DAWN TIL DUSK 240 S. MAIN ST. IN RAEFORD.



Each of these advertised items is required to be readily available for sale at below the advertised price in each A&P Store, except as specifically noted in this ad.

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Ready to retire Samuel J. Monroe, a correctional officer and food service supervisor for McCain Prison is retiring at age 50. Monroe, who has been employed at the prison for over 11 years and previously worked at the McCain hospital, doesn't intend to stop work completely. Monroe said he wanted to operate a "small business of his own."

## **Production Credit**, **Federal Land Bank** Join Forces Here

The Hoke County Branch of the Southeast Production Credit Association and the Federal Land Bank will be joining forces and expanding in the Hoke area.

The two sister organizations are jointly constructing a building that will house both branches and enable "full credit services to be offered in one building."

Production Credit, which is managed by Julian Butler here in Raeford, offers short term loans to farmers while the land bank offers long term real estate loans.

"We are doing this in an effort to better serve the farmers in this area," land bank president Harvey Beckham said.

At present, the federal land bank is serving Hoke County residents through its Fayetteville branch.

Jointly, the branches will house six employees and serve over 2,000 farmers who are already actively involved in one of the two programs, Beckham said.

"We are hoping that the building will be completed before October 1," Production Credit president, Eugene Smith, Jr. said.

"This is something that needs to be done," Smith said. "The farmer is our utmost con-cern and our only real interest," Beckham said.

"Without the farmer, we would not be able to build this building," Smith said.

## **Raeford Radio** Has New Owners

In an effort to bring about a "new beginning" in radio service to the Raeford area, WSHB changed hands and call letters as of May

The station has become WSMR. WSMR is owned and operated Service Media Incorporated, by which formed in February 1982. Changing the call letters of the station was done to "totally disassociate" the old station from the new one, part-owner Donald Eaton said. "We are starting new," Eaton

added. Eaton, who was news director

for the old station, and two other men, jointly hold stock in Service

Media and the new station.

"We view Raeford as a good market with a lot of potential for growth," Eaton said emphasizing that future growth could be substantial.

With new owners, the station will undergo some changes.

According to Eaton, the music format will be geared for the 25 to 49 year olds.

The station will also be getting into local news action as well as "instituting speciality programs aimed at public affairs issues."

WSMR is an A.M. station that broadcasts from 6 a.m. until 10 p.m. seven days a week.

According to Eaton, the station is licensed to operate 24 hours a day, but no plans have been made to extend the 16 hours that are already put in.

Unlike many stations, WSMR will broadcast live.

According to Eaton, they also plan to have a great deal of local flavor intermingled with "good music."

"Stability" is the key to making this radio station a success, Eaton said.

"It would be a great loss to Hoke County if for some reason this station ceased to exist," Eaton added.

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