

Station Spotlight

Rocky Mount - Awake And Growing

In Heart of "Tobacco Land"

A "tobacco city," a "tourist center," a "growing agricultural and industrial city" — these are some of the descriptions given to Rocky Mount, November's featured station.

That Rocky Mount is expanding in industrial activity can be seen from the display in its Chamber of Commerce office of a shovel bearing the legend: "This shovel has been used to break ground for these industries during the last 18 months. May we use it for you?"

New Companies

The names on the shovel's handle show that within the 18-month period the Futorian-Stratford Furniture Company, the Rocky Mount Undergarment Company, the Superior Cable Corporation, the Dorothy Curtain Company, and the Dunlee Corp.



Station Manager Frank Slone is Piedmont's local liaison between the airline operations and the City of Rocky Mount. Slone transferred to his present post from Lynchburg.

oration have all started new facilities in or near the city.

Soon to be added to that list is Piedmont Airlines which recently moved into new quarters built by the city at Municipal Airport. The station handles four flights a day and is headed by Frank Slone. Slone termed

Rocky Mount "an extremely cooperative and friendly city," and praised airport and city officials for their help and support in setting up the station.

Added In March

Rocky Mount was added as a point on Piedmont's system in March, 1961. The service was the result of a CAB decision which awarded the Norfolk-Knoxville route to Piedmont with Rocky Mount as one of the cities to be served along the route.

Rocky Mount is in an area rich with history. The city was founded in the early 19th century and was originally a settlement which grew up around one of the first North Carolina cotton mills, built in 1818.

Railroad Built

In 1845 the Wilmington-Weldon Railroad was built about two miles east of the mill settlement. At that time the railroad was the main connection for Rocky Mount to the outside world. Today the main business section is still divided by the railroad, now the main line of the Atlantic Coast Line Railroad.

The small settlement was incorporated as a town in 1867; by 1907, with a population of 7500, it was incorporated as a city. Today Rocky Mount lists a population of 32,147.

The area which surrounds the city is basically farm land, and the economy of Rocky Mount has been built around farming and small industries. The city's tobacco market is a good example of this blending of agriculture and business.

Sales High

One of the largest in the South, the market opens on August 22 of each year and lasts through the first week in November. In 1960 sales totaled nearly \$41 million. This year, mid-October figures had reached over the \$37 million mark with predictions that final totals would surpass 1960.

Rocky Mount residents are keenly aware of the importance of education and religion in the lives of themselves and their children. The new North Carolina Wesleyan College is evidence of their determination to provide fine educational facilities.



The Airport Commission meets to discuss aviation and its future in Rocky Mount. Commission members are (left to right) J. C. Gardner, City Manager Bill Batchelor, Commission Chairman Ray Bandy, City Attorney Jim Trotter, J. D. Winstead, Josh Horne, and W. B. Harrison, Jr. One member, Revis Nelson, was not present when the photograph was taken.

College Supported

Several years ago the citizens raised \$2 million to pay for initial construction at the college plus \$50,000 a year for maintenance. The school, in operation for the last two years, is co-educational with a four-year degree program.

Establishing the college was a tremendous undertaking. More than 1,500 workers representing every phase of community life engaged in the campaign for pledges of money to help get the new school on its feet. The residents and businesses of Rocky Mount responded generously.

Two Degrees Granted

The college will grant the degrees of Bachelor of Arts and Bachelor of Science. One class per year will be added until Carolina Wesleyan becomes a four year college in 1963. Within the next ten years it is expected that in addition to 200 day students enrolled there will be 600 dormitory students.

Dormitories are now under construction. All the college buildings are built of a special type of brick made in wooden molds. The architecture is East Carolina Colonial, without ornate trimmings or columns. According to architects, the buildings resemble those built in colonial times by settlers in the Roanoke and Albemarle sections of North Carolina and around Jamestown and Williamsburg in Virginia.

Able Leaders

The college has a number of prominent men at its head. W.

Jasper Smith was chosen to guide the development of the new school in 1956, and is now serving as Business Manager.

The Reverend Thomas A. Collins of Raleigh was named President of Carolina Wesleyan in March, 1959. A ministerial member of the North Carolina Annual Methodist Conference, he had served the six preceding years as Executive Director of the Conference Board of Missions.

In February, 1960, Dr. Jack Moore was named Dean of the college. Before joining the school he had served for seven years as Dean of Kendall College, Evanston, Ill.

ing countryside with an 18-hole Donald Ross Golf Course with grass greens.

Contributing to the development of Rocky Mount is its Chamber of Commerce and its Junior Chamber of Commerce. The Jaycees have won several national awards as top club of the nation plus many awards for individual community improvement projects.

Aids Aviation

The Airport Commission, composed of a number of the area's business and civic leaders, is working for improvements at the airport and increased interest in



Students stroll on campus of North Carolina Wesleyan College near Rocky Mount. The four-year coed school is a "dream that has materialized" for citizens of the area.

Religious Facilities

The city has extensive religious facilities. With 87 churches in the area, including a Jewish Temple and two Roman Catholic Churches, Rocky Mount truly has a house of worship for nearly every faith.

Civic clubs and other organizations also make their contributions to Rocky Mount. There are approximately 26 clubs in the area, including many with a national affiliation plus those of a purely local nature.

The Carolina Cotillion Club of Rocky Mount is one of the oldest social clubs in North Carolina, having been organized in 1880. The annual "June German," a formal dance lasting all night, has become nationally known.

Still on a social note, the Benvenue Country Club, located three miles from the heart of the city, occupies 500 acres of roll-

aviation.

Piedmont Station Manager Frank Slone, in describing the people of Rocky Mount, gave what is perhaps a good summary of the attitude of the city as a whole: "It's a good place for a family," he said. "The people are helpful and friendly, and they certainly make you feel at home!"

Get-A-Horse Dept.

Recent stopwatch tests in the Manhattan district of New York showed it took only 4½ minutes longer for a horse and buggy to get across town than it did for a chauffeur-driven limousine.

A motor scooter beat a hack by 10 seconds to come in first. The cab was second, 3:08 minutes ahead of the chauffeur-driven car.



Agent E. B. Fields (left) and Lead Agent Henry Minnick prepare to work an incoming flight. In the background is the new building into which Piedmont recently moved.