

Station Spotlight

All Its Citizens Work Together In Goldsboro

To the casual visitor Goldsboro appears a small, quiet, Southern city, populated with friendly people who like their town and enjoy living there.

According to those who know, Goldsboro is all that but much more too. Underneath the calm facade there's a constant push forward to attract more industry, more people, and improve the area in every respect.

Piedmont started serving the city through Seymour Johnson Air Force Base last June. One of the eight new points authorized for service in the Piedmont Area Case, traffic from the station has averaged from 300 to 320 passengers a month. For August Goldsboro ranked 26 out of 47 stations in ticket sales.

Military Traffic

Although the area residents make use of their air service, Station Manager Parker Haley estimates 75 per cent of the GSB traffic is drawn from the ranks of military personnel at Seymour Johnson. International ticketing is particularly heavy due to Air Force dependents leaving to join husbands and fathers stationed

"Actually it's much simpler to route them from, for instance, here to Washington on Piedmont and have them make connections there, than it is to constantly arrange ground transportation to and from Raleigh-Durham."

Piedmont is using Seymour Johnson facilities under temporary arrangements. A converted house trailer now serves as a terminal, and though small, it's attractive and comfortable inside. Credit for the inside appearance is due in large part to the efforts of the Piedmont station crew, who with sweat and ingenuity equipped the bare interior.

Federal Funds

Steps cannot be taken by Goldsboro toward a permanent air field and terminal until federal funds — presently held up due to a Civil Aeronautics Board investigation into a proposed regional airport for the area (opposed by Goldsboro) — are released.

Piedmont nevertheless receives vigorous support from the city and its businessmen. In its "Program of Work," the GSB



Goldsboro's main thoroughfare can be seen above. The strip in the center of the street used to be the bed for railroad tracks, but in 1924 a group of determined merchants was responsible for their removal (see story). The city has been termed the shopping center for Eastern North Carolina, or as one wit put it, "the golden buckle on the tobacco belt."

largely through his efforts that the Department of Defense granted permission to use the Seymour Johnson base runway for commercial air service.

Air Future

He was asked what he thought of the present air service situation and what its future in Goldsboro might be.

"The future for air service in this area is good," he replied. "The Chamber is campaigning with local businesses to let their customers know that air mail, freight, express, and passenger service is here. We think the more people know about the service, the more it will be used."

"As for the present, there is excellent cooperation between military and civilian air interests here. I talked with the Base Commander just a short while ago and he had nothing but praise for Piedmont's operation."

Seymour Johnson

Mr. Lewis also supplied the answer to another question — who was Seymour Johnson?

It seems he was a local boy, the son of a Goldsboro doctor. He joined the service and was killed on a test flight in the 1930's. When the air base was built it was decided to honor his memory by naming it after him. There's an unusual twist to the



Ready for passengers, Hollis Cook (left) and Don Townsend wait behind the ticket counter, a portion of which Piedmont personnel helped to build. The passenger lobby can be seen in the background.

story, for according to Lewis, it's the only instance in which an Air Force base has been named after a Naval pilot.

Every community, city or town has its own "personality," reflecting the character and temperament of the people who inhabit it. Goldsboro is no exception, and according to Doug Guthrie, Executive Manager of the Chamber of Commerce, people in GSB are inclined to take direct action against a problem in preference to just talking about it.

New Street

Should you need any confirmation of this opinion, just ask the Atlantic Coast Railroad. In 1924 their tracks ran straight through the middle of Goldsboro's main street. Repeated pleas to move the tracks went unheeded. The railroad wouldn't budge, the townspeople wouldn't

shut up.

Finally, one night, the community businessmen decided it was time to take matters into their own hands.

The next morning, when the train started its run through the middle of town, behold — at one end of the town was a pile of dug-up track, at the other a pile of railroad ties, and in the middle, a freshly-graded wide main street.

The street is still there, sans tracks, and flowers or plants indigenous to the season are kept growing in planters hanging from the 72 light poles lining the thoroughfare.

Goldsboro citizens have worked hard to project an image of an outgoing, busy city. One bonus of which they're particularly proud is the fact that they're the largest, if not the only, city in the southeast United States without parking meters.

Rapid Growth

Growth has been rapid, going from a small town of 17,274 in 1940 to a city of over 30,000 in 1962. The population of surrounding Wayne County is 82,059. The city offers the finest shopping facilities east of Raleigh, with retail sales last year totaling over \$50 million, 12th highest in the state.

Statistics tell part of the story, but perhaps the best summation of the attitude of Goldsboro and its people can be made through its official slogan — "The Friendly City of Progress."



District Sales Representative Norman Coiner (left) and Station Manager Parker Haley by the car rental counters at the GSB station. Haley termed relations between the military, Piedmont, and the City of Goldsboro as "excellent."

in every portion of the globe.

The base commercial transportation office is a busy place, handling travel arrangements for everything from air express to moving whole families plus furniture across the country or around the world.

Traffic Manager Jim Behan (a civil servant, not a military man) is the transportation office's second-in-command. The office staff includes 37 to handle paper work, with motorpool and maintenance personnel bringing the total to 205 people in the department.

RDU Passengers

"Before Piedmont started service," said Behan, "we sent all our passengers to the Raleigh-Durham Airport. Now we send 100 per cent of our commercial air passengers to the Goldsboro station."

Chamber of Commerce Air Service Committee lists as its objectives to:

1. Provide and maintain terminal facilities for Piedmont Airlines.
2. Assist in inauguration of air service.
3. Promote use of commercial air service.
4. Work for completion of municipal airport.

When application for air service was made, the Committee in toto was appointed the City Airport Commission.

It was, and is, headed by John D. Lewis, described by Chamber Manager Doug Guthrie as "like a bulldog — once he gets his teeth into something, he never lets go."

Lewis has had a lifetime interest in aviation, and it was



Dan Berry, Bill Evans, and Tom Etheridge (left to right) relax in the small but complete Operations section of the GSB station. The large window in the background at left looks out on the runway Piedmont shares with military aircraft of all types.