

PIEDMONT FILES APPLICATION TO WASHINGTON

PROPOSES CHARLOTTESVILLE- WASHINGTON EXTENSION

In a surprise move this week, Piedmont Airlines filed an application with the Civil Aeronautics Board to extend Pace-maker service from presently authorized stops at Lynchburg and Charlottesville, Virginia, to Washington, D. C.

Although Piedmont has long been authorized to serve Charlottesville, there has not been a suitable airport available, and service has never been inaugurated. However, construction of an airport has been in progress for some time, and it appears that it will be ready for use in the near future.

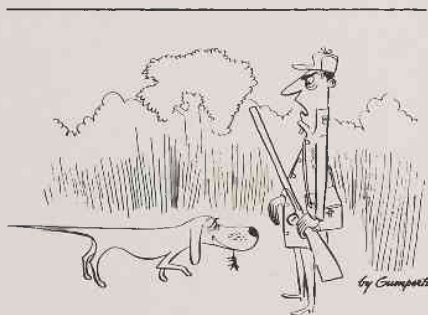
Charlottesville's geographic location proposes a knotty operational problem. Situated some 70 miles northeast of Lynchburg and 90 miles northwest of Richmond, service to Charlottesville would create a long dog leg on that portion of the route. Present route authorization would require the Company to operate Lynchburg-Charlottesville-Richmond, greatly increasing the flying time and making our Roanoke-Richmond service far less desirable. As a matter of fact, under these circumstances, flying time Roanoke-Richmond would not be a great deal less than driving time. Operation over the route as presently authorized could only mean an increased need for subsidy combined with a loss in revenue.

Add to this the fact that Charlottesville's primary community of interest lies not with presently authorized stops but with Washington, and it is immediately apparent that inauguration of service to Charlottesville as presently authorized could not be other than a burden, and would not provide Charlottesville with greatly needed service.

Since American Airlines ended service to Tri Cities and Lynchburg, both of those communities have indicated their urgent need for direct, one-plane service to Washington. Both of these communities have strong ties with Washington, and require quick air service. Both communities have indicated that with approval of

Piedmont's Washington application, their needs for air service will have been met.

In an effort to forestall a prolonged proceeding, the Company, in its application has urged the Board to take immediate action on the proposal. Since the Company believes that this extension would divert little or no traffic from other carriers, it is felt that such early action is completely justified, particularly in view of the economic hardship which would fall upon the Company should we be required to serve Charlottesville under existing authorization.



"Well, Bully for you!"
(Courtesy "Alumination" Magazine)

RAILROADS VS. AIRLINES: BE INFORMED

The November 8 issue of "American Aviation" carries an outstanding editorial on page 17, by Wayne W. Parrish, Editor and Publisher of this Magazine. Because of its timeliness, portions of Mr. Parrish's article are reproduced herewith.

"The railroads have massed their potent propaganda guns with the objective of blasting the carriage of first class letter mail by the airlines. . . The railroads would have the public believe they can carry letter mail cheaper but . . . the rails are getting 33.26¢ per ton mile while the airlines are getting 18 to 20¢. . . The airlines can expect to be faced with considerable misinformation in print. Donald I. Rogers, business and financial editor of the N. Y. Herald Tribune wrote a . . . piece based wholly on railroad--furnished misinformation, ended with "it seems unwise to uproot the system". Is the public to be deprived of the most expeditious handling of mails just because the rails have had a monopoly for a century?

"No one doubts the railroads are faced with some overwhelmingly tough economic problems. No one doubts the nation needs the railroads. But it is unfortunate that the railroads in their slap-happy effort to find alibis for their mistakes. . . have determined to aim their guns at the airlines. . . They would do much better to get their own houses adjusted to today's and tomorrow's world."

We feel that Mr. Parrish's editorial and a covering article on Page 32 of "American Aviation" for November 8, are so realistic that we urge every Piedmont employee to read the issue and heed it well. If, in some fields, the railroads have become obsolete, we should not mourn their passing any more than we did that of the Pony Express. The railroads serve a vital function - let them continue to serve it without prejudice to the airlines.

SOMETIME

Sometime, when you're feeling important,
Sometime, when your ego's in bloom,
Sometime, when you take it for granted
You're the most qualified in the room --

Sometime, when you feel that your going
Would leave an unfillable hole --
Just follow this simple instruction,
And see how it humbles your soul.

Take a bucket and fill it with water,
Put your hand in it up to the wrist,
Pull it out and the hole that is remaining
Is a measure of how you will be missed.

You may splash all you please when you
enter,
You can stir up the water galore;
But stop, and you'll find in a minute
That it looks quite the same as before.

The moral in this great example
Is do just the best that you can;
Be proud of yourself, but remember,
There's no indispensable man.

Author Unknown