

1948 - 1956  
EIGHT YEARS OF PIEDMONT PROGRESS,  
A Look Into The Future Of Greater  
Forward Strides

"Whatever impedes a man and doesn't stop him, aids his progress. I don't know which philosopher said that but it is certainly true and I believe it applies particularly well to our Company. If there has ever been a Company that had as many obstacles to overcome as did Piedmont in starting its airline, I don't know who it would be. And, the important thing, of course, is the fact that our progress has been greater than any other local service airline."

This statement was issued by President T. H. Davis on the fifth anniversary of Piedmont Airlines and has continued to hold true through the past years of our growth. From the first flight of NC8820 up to the transition flights of our newest Pacemaker addition, progress has become routine in our organization.

During the year 1955 many milestones were passed enroute to our ultimate goal: Piedmont Airlines was awarded route extensions between Lynchburg-Charlottesville-Washington and between Charleston-Parkersburg/Marietta-Columbus; additional routes were applied for to include Fort Wayne, Souther Bend and Chicago from Columbus, Dayton and Chicago from Cincinnati, Indianapolis and Chicago from Louisville; service between Knoxville and Nashville was also applied for. Pacemakers carried 360,982 passengers for a system load factor of 51.72% (during the sales meeting in ROA in January 1955 it was estimated that 350,000 passengers would be carried for a load factor of 50.00%).

President T. H. Davis was elected "Young Man Of The Year" for the City of Winston-Salem, and again for the State of North Carolina; 967 became a member of the Pacemaker Fleet; new General Office building became a reality and a Permanent Certificate was awarded by the Civil Aeronautics Board to Piedmont Airlines!

Obviously, we can't become complacent and rest on our laurels, so let's take a look at what's ahead in 1956: The new General Office is now located in its new home; another new Pacemaker has joined our fleet; CAB hearings for our new route applications are expected, including the application for Knoxville-Louisville service; the new hangar will be completed, affording modern facilities for our Maintenance Department, Radio Shop, Print Shop and Stockroom; decision to be made on the best type equipment to replace the DC-3.

The opportunities which lie ahead are numerous. We can accomplish about anything we want to do. Half the battle in any undertaking is wanting to do it. The January passenger quota is 28,303 passengers, or 913 passengers per day for a load factor of 45.15%. Our advertising costs are based on an allocation of 03¢ per plane mile, but this year the CAB is allowing us \$50,000 "trade advertising" wherein we exchange transportation for advertising in newspapers, radio and television. This allowance doubles the amount allotted in 1955.

It takes a good bit of energy and brainwork to get ahead, and the personnel of Piedmont Airlines have what it takes to continue our steady progress. Our very first motto: "Service is the only thing we sell" still holds true in 1956. Just remember that the seat you didn't sell today cannot be sold tomorrow!

PIEDMONT SETS THE PACE

BRANIFF AIRWAYS EXTENDS PASS  
WELCOME TO PAI PERSONNEL

The following letter was received by R. D. Hager, Vice President-Traffic, from Reginald Brack, Vice President-Traffic & Sales, Braniff International Airways:

"Braniff is pleased to extend a warm welcome to Piedmont Airlines in joining the family of prominent airlines with whom we enjoy reciprocal pass agreements. We are most anxious to offer pass privileges to all of your employees and family members for company business, vacation and emergency travel over our domestic route.

"Braniff's routes currently under operation as well as our newly granted route between the Southwest and New York should offer your people a wealth of interesting places to see and things to do. Foremost, we are anxious to impress the folks at Piedmont Airlines with the hospitality that made Braniff famous the world over.

"May I have your acceptance of our offer?"

Most sincerely,  
/s/ Rex

Needless to say, Mr. Hager accepted Mr. Brack's generous offer. Pass privileges via Braniff Airways will open a new world to PAI employees, offering service to places where many of us have dreamed of going.

Radio Maintenance News.....

New faces in the Radio Shop at INT are those of A.L. "Al" Cody, W.E. "Gene" Smith and R.G. "Bud" Ingram.

The new wire marking machine has greatly improved our radio installation work and the time saved over the old method of labeling and "ringing out" the wires has permitted us to turn out a neater installation in less time.

We are all waiting for the big move day to the new Radio Shop. It will certainly feel good to have a little "elbow room" after many years in our cramped quarters. The new screen rooms, air conditioning and adequate electrical facilities should make our electronics maintenance facility one of the finest in the country.