



**NEW TICKET COUNTER** and operations facilities are a pleasure to INT-F based agent Bud Sizemore and the entire Winston-Salem field staff. Although work is still going on in the remodeling of the terminal, Piedmont and the two other carriers moved into the new counter area about a month ago.

## Field Personnel To Air Ideas About Company

A meeting giving airline assistant managers, chief agents and lead agents opportunity to present opinions on company matters was held at Winston-Salem July 26 and 27.

Featured speaker for the first day was Colonel Charles P. Westpheling, transportation officer for Fort Bragg, N. C. Speaker for the second day was Colonel John W. Dregge, chief, routes division, Bureau of Air Operations, Civil Aeronautics Board.

## Piedmont Is ALTA'S 16th Joinee

Piedmont Airlines June 30 joined the Association of Local Transport Airlines, according to T. H. Davis, president.

Mr. Davis attended the July 18-19 quarterly regional meeting of the group at Beverly Hills, Calif., giving Piedmont the first official representation as a member of ALTA. Various matters currently pertaining to local service carriers were discussed.

ALTA is composed of nine local service airlines, five Alaskan airlines and two Hawaiian carriers. The organization is concerned with the activities and aspirations of local transport airlines.

Present members are, in addition to Piedmont, Alaska Airlines, Allegheny, Aloha Airlines (Hawaii), Bonanza Air Lines, Central Airlines, Cordova Airlines (Alaska), Frontier Airlines and Hawaiian Airlines.

Also Lake Central Airlines, Northern Consolidated Airlines (Alaska) Ozark Air Lines, Pacific Air Lines, Reeve Aleutian Airways (Alaska), West Coast Airlines and Wien Alaska Airlines.

Colonel Dregge, a native of Michigan, has been associated with the CAB since January, 1956. Before that he served as an alternate U. S. representative to the International Civil Aviation Organization.

Vice President C. G. Brown several days before the meetings began said he considered the similar meeting for managers and supervisors in April the "most productive ever held for the airlines group."

"We feel," he said, "that much good will come from another meeting at which this second group will be urged to present frankly and fully personal views on any and all subjects which will benefit the company."

Each member of the group attending was given up to 20 minutes in which to talk to the group. The meeting at the Hotel Robert E. Lee began at 9 a.m. Tuesday and continued through Wednesday afternoon.

## Industry Fare Hike Waived

Piedmont will not increase its local fares in the foreseeable future, according to C. G. Brown, vice president, but has agreed to the industry increase on joint fares amounting to one dollar per ticket, plus two and one-half per cent effective July 1.

Vice President Brown gave the reasons for Piedmont's decision not to increase local fares. He said Piedmont, with the industry, had in November, 1952, increased all fares by one dollar per ticket. Independently, Piedmont increased all non-competitive fares by 10 per cent in August, 1957.

Again, in April, 1958, Piedmont joined the industry in a four per cent plus one dollar per ticket increase. As a result of the three fare increases, Piedmont's return per revenue passenger is now one of the highest in the industry.

Brown said Piedmont felt that its fares, particularly on the



# THE PIEDMONITOR

VOLUME III, NO. 8

PACE WITH THE PACEMAKERS

AUGUST, 1960

## Route Proposals Receive Support

Support ranging from enthusiastic to lukewarm is being pledged Piedmont Airlines in its bid to take over service to cities in North Carolina and Virginia affected by trunkline suspension proposals.

Richmond, Va., has approved through action of its Chamber of Commerce, the total program set forth by Piedmont in supplanting American Airlines there. The Richmond Chamber also approved Piedmont's sub-

stitution for National Airlines on the Washington-Richmond-Fayetteville route.

### No Protest

Roanoke, Va., City Council has voted not to protest to the Civil Aeronautics Board the suspen-

sion of American at Woodrum Field. However, the Roanoke Chamber of Commerce has deliberated such action.

Fayetteville, N. C., is protesting the proposed suspension of National Airlines there but says it will support Piedmont's application if the protest is not acted upon. Other cities — Myrtle Beach, Wilmington and Goldsboro — involved in the same proposed suspension are actively supporting Piedmont's application.

### Non-Stop Route

Assuming the CAB suspends American at Roanoke and Richmond and National at Fayetteville and grants Piedmont the authority requested, Piedmont will be flying non-stop Roanoke to Washington and Richmond to Washington routes, one-stop Roanoke-Richmond-Washington route and year-round service to Myrtle Beach.

A successful outcome for Piedmont in the National suspension rests largely on support from the Department of Defense, which must see to the adequacy of service at military establishments, Myrtle Beach AFB, Seymour Johnson Field and Fort Bragg.

### Service Proposed

Piedmont proposes to serve Wilmington - Myrtle Beach, Fayetteville - Goldsboro - Richmond-Washington with two round trips daily. In the American suspension area, Piedmont proposes two daily non-stop round trips from Roanoke to Washington and two daily one-stop round trips from Roanoke to Richmond to Washington in addition to present schedules.

Both American and National requested suspension on the basis that traffic at the points would not support service by a trunk line but was better suited to feeder-type service.

### BULLETIN

Just before The Piedmonitor went to press, the sales meeting of assistant managers, chief agents and lead agents concluded in Winston-Salem amid favorable comments both from home office officials and those attending from the field. Many valuable suggestions, some of which will be listed in next month's Piedmonitor, were given by the field personnel here for the meeting. As for the future, the climate was bright and optimistic. President Davis, in his welcoming remarks, said that this period offers "the greatest opportunity this company has ever had."

### A Two-Year Plan

## Redecorating Begins

A project to remodel the interiors of all Piedmont Airlines aircraft to a single color scheme will begin within the next 30 days. The entire project is anticipated to take at least two years.

Focal point of the remodeling is a modernized Piedmont insignia. Based on the present insignia, the new one is a round golden ring overlaid with the red eagle. It will contain no writing.

The interior design was created by Dave Ellies, industrial designer of Columbus, Ohio, and will be executed in phases, according to Howard M. Cartwright, superintendent of maintenance.

The first phase will include arm rests and curtains. The second phase will concentrate on headliners and front and rear bulkheads. The third phase will complete the design with upholstery and floor covering.

The top-to-bottom color scheme features a light blue plastic headliner, gold-tone metal trim,

orange window frames and accents and black leather seat trim and dado. Curtains will be fashioned from a woven stripe material in ombre tones of marigold, orange and rust.

Seat upholstery will be in two color combinations of woven check material. DC-3 high density seats will be covered in one combination, low density seats in the other. F-27 seats will use one combination for the outside seats and the other combination for the aisle seats. The combinations are tones of blue and tones of blue-green-gold.

The floor covering is light green lizard-grained plastic. Rugs will be blue and green wool loop tweed. Rear and forward bulkheads will be constructed of walnut-grained laminated plastic and will feature the new insignia.

Mr. Cartwright said Piedmont is presently awaiting materials to begin the project. All work will be done by the Winston-Salem maintenance shops.

**Operation Cooperation Is Working!**