



# THE PIEDMONITOR

VOLUME III, NO. 12

PACE WITH THE PACEMAKERS

DECEMBER, 1960

## Service Hailed With Hearty Welcome

### Governor Greets Officials' Special Flight; Pledges Cooperation to New Air Industry



# Christmas Greetings



### They Know Real Meaning Of Christmas Giving

Two groups of men at Piedmont are helping to make Christmas brighter this year for many people by devoting their time, talents and money, and by donating that precious commodity, whole blood.

Six men responded to an emergency call for type O Positive blood from Winston-Salem's Baptist Hospital for use in open-heart surgery on a 16-year-old girl.

Whole blood was needed to operate the mechanical heart and lung machine which took over for the girl's heart while surgeons performed the delicate operation.

Personnel who helped to make the operation possible were: Bob Alley, Accessories Shop, Airline Maintenance; Bobby Hoots and

C. H. Bodenheimer, both of Airline Maintenance; George Stack, Passenger Service; and Ralph C. Williams and Alexander Bianucci of INT Radio.

In a hangar-wide undertaking involving most particularly the Paint and Fabric Shops toys are being made for the Christmas Cheer Toys Committee in Winston-Salem.

Money is being contributed by departments in the hangar to buy materials to make cowboy vests and gun holsters for children who otherwise could not expect a visit from Santa Claus this year.

Those supplying the time and labor for making the toys are: Joe Fix, G. C. Myers, R. E. Griffin, M. A. Knouse, L. G. Brown, T. F. Webb, F. W. Hastings, J. W. Gillespie, S. E. Smith, T. E. Robinson, C. E. Joyner, and H. P. Chatham.

### Final Mail Rate Set

Piedmont's final mail rate for the year beginning July 1, 1960, has been set by the CAB at \$4,327,398.

A part of the above figure — \$162,000 — is estimated as service mail pay. The Board has set Piedmont's earnings element at 9.51 per cent based on a 75-25 debt-equity ratio which would produce earnings of \$628,149.

For the past period mail pay was made up of \$167,923 in service mail pay and \$5,963,299 in subsidy which was based on break-even need of \$5,091,175 and return on investment of \$704,201.

A previous CAB announcement last June had indicated that a higher earnings element percentage could be expected than was actually awarded.

The rate of return now being given to local service carriers is less than that given to trunk lines. The industry is petitioning for a reconsideration of the present figure.

### Brown 2nd V. P. Of Conference

Vice President C. Gordon Brown was elected Second Vice President of the Air Traffic Conference at its recent meeting in Washington, D. C.

The Conference is a division of the Air Transport Association. It has as its aim "to increase the use and usefulness of air transportation and to further the interest of its members through cooperative efforts to deal with their mutual traffic, sales and advertising problems."

Mr. Brown, who was nominated from the floor, has as his fellow officers: President, William J. Mitchell, Vice President of Traffic and Sales, Bonanza Airlines; and First Vice President, William J. Morrisette, Vice President of Sales and Advertising, Eastern Airlines.

The weather was cold but the reception was warm as Piedmont officials landed at Capitol City Airport to inaugurate service into Frankfort December 1.

The Franklin County High School was on hand and struck up a lively march as the special DC-3 charter rolled to a stop at the ramp and company officers and home office representatives deplaned.

Opening ceremonies at the airport included an official welcome to the city by Frankfort Mayor Paul Judd; a response from President Davis, who was introduced by Kentucky Aeronautics Commissioner Philip Swift; and a brief address by Kentucky Governor Bert Combs.

Also on hand to greet Mr. Davis and the other Piedmont officials were "Miss Piedmont"—Dotty Clark—and her two attendants, Marcia Schroff and Jill Clark, who gave the President a red carnation boutonniere and a kiss symbolic of Frankfort hospitality. The girls were elected by the Pep Clubs in their respective high schools to participate in the ceremonies.

At the conclusion of the welcoming observance at the airport Piedmont and Frankfort representatives attended a reception given by Gov. Combs at the Executive Mansion.

### Reception and Banquet

Following the Governor's reception, a second reception and a banquet were held at the Frankfort Country Club, this time hosted by the Frankfort Chamber of Commerce.

V. O. Barnard, Chamber President, acted as toastmaster for the banquet and started the proceedings by welcoming Piedmont on behalf of the Chamber of Commerce. He remarked that he was impressed by Piedmont's "professional attitude," and added, "Frankfort is one of the last capitols to have airline service. The schedules and service Piedmont are offering are good."

### Official Welcome

The program's second speaker was Mayor Paul Judd. Mayor Judd traced the work and cooperation which went into the installation of airline transportation for the city and added, "I am proud of the reception Frankfort officials have given to Frankfort's new industry, Piedmont Airlines."

He recognized and praised for their efforts Charles Gartrell; Bob Pierce, Attorney for the State Dept. of Aeronautics; and Philip Swift, Commissioner of Aeronautics for the State of Kentucky.

Swift was presented a "Certificate of Appreciation" from the Chamber of Commerce for his work in obtaining airline service. Some of the efforts cited at the banquet, incidentally, included bulldozing trees near the airport on the morning of December 1 to clear the approach and obtain FAA approval.

Barnard introduced Vice Presidents Saunders and Northington and Secretary Fare, and presented President Davis with a Chamber "Certificate of Appreciation" for "establishment of

airline service into Frankfort."

### Davis Thanks FFT

In thanking Frankfort people for their warm reception, Mr. Davis termed the inauguration of service there as somewhat unique in that neither Piedmont nor the City had applied for service by Piedmont, but added that "We couldn't be more delighted with the efforts on Piedmont's behalf."

He pledged the company's best efforts toward providing modern, dependable air service and continued, to warm applause, that the next schedule revision will include an additional change to take passengers into the Louisville area in the afternoon.

### Governor Speaks

The evening's final speaker was Kentucky's "Number One Citizen," Governor Combs, who urged contribution toward the advancement of Kentucky by airport construction and progress in education and welfare. He stated that just as he was often termed the state's "Number One Citizen," so Frankfort as the capitol should be the "Number One City" and as such should take a progressive lead.

President T. H. Davis garnered several honors during the eve-

ning plus a gift representing one of Kentucky's major industries.

In addition to the Certificate of Appreciation from the Chamber of Commerce, he was also presented a personalized keg of George T. Stagg Bourbon, symbolic of Kentucky's distilleries, and commemorating the first Frankfort-Richmond flight.

### Made A Colonel

As the conclusion and high-point of the banquet, Mr. Davis (Continued on Page Three)

### Family Fare in Effect

The Family Fare plan will go into effect seven days a week after January 1 if permission is granted by the CAB.

In a recent application to the Board, approval was sought to place the plan into operation all week instead of the present Tuesday, Wednesday and Thursday.

In the same application permission was also sought to discontinue discounts on round trips and circle trips.

Piedmont officials anticipate no difficulty in obtaining approval for the requests, which should be granted sometime in December.



**TO PIEDMONT WITH LOVE** — At the Frankfort Country Club dinner saluting the inauguration of Piedmont Airlines' service for Frankfort, Mayor Paul Judd (left) presents a keg of one of Frankfort's proudest products to Piedmont President T. H. Davis. Beaming over his company's Geo. T. Stagg is Schenley Industries' Vice President James B. O'Rear.

### Crawford Agent of Month

"She always has a pleasant outlook toward her work and fellow employees. It is a pleasure to work with her."

These are some of the words used to describe Julia Crawford, current "Agent of the Month" for the Northeast Division.

In a nominating letter from her co-workers in Lynchburg, Julia was described as having "the combination of all the characteristics which go to make her the Agent of the Month. Her attitude toward her work is one that would profit many others to have. She is loyal to Piedmont and does everything she can to transpose this loyalty to others."

Julia joined Piedmont in December, 1959, and, as evidenced by her fellow workers, has been doing a good job ever since.

Other nominees for "Agent of the Month" were: Clayton Brooks, Roanoke; Austin F. Morrison, Washington; Willie E. Walker, Charlottesville; and J. L. Thompson, Richmond.



Julia Crawford