



# THE PIEDMONITOR

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PACE WITH THE PACEMAKER

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## Robert Kadlec Appointed To Fill New Position

In a move designed to improve and expand the company's program of research in the fields of planning and marketing, the new post of Director of Research has been created at Piedmont Airlines.



Robert W. Kadlec, formerly of American Airlines, has been appointed to fill the position, according to an announcement by V-P C. Gordon Brown.

Kadlec, a native of Chicago, has been associated with airline research for a number of years. Before joining Piedmont, he has been for seven years Senior Analyst-Economic Regulation for American Airlines, based in New York. With a major in transportation, he received his Bachelor of Science degree from Northwestern University, Evanston, Illinois, in 1951.

After college graduation, Kadlec served with the U. S. Air Force from 1951 to 1955. His assignments entailed acting as Dropmaster-Loadmaster on flying status, and Passenger Traffic Specialist in the Commercial Transportation Office.

Mr. Kadlec will be responsible for the preparation of studies, exhibits, and other related material involved in proceedings before the Civil Aeronautics Board (CAB) and he will direct research in areas useful to the company in planning, marketing, and scheduling.

He and his wife, the former Elaine Roth of New York City, will make their home in Winston-Salem.

## Piedmont Featured In Avionics News

Piedmont was the featured airline in the August issue of Bendix Avionics News, publication of the Bendix Radio Division, Avionics Products, Baltimore.

L. A. Watson, Director of Communications, was also given a special salute. He has worked with Bendix radio products for a number of years.

"Bendix has been associated with Piedmont almost since the inception of its airline activity," said the article.

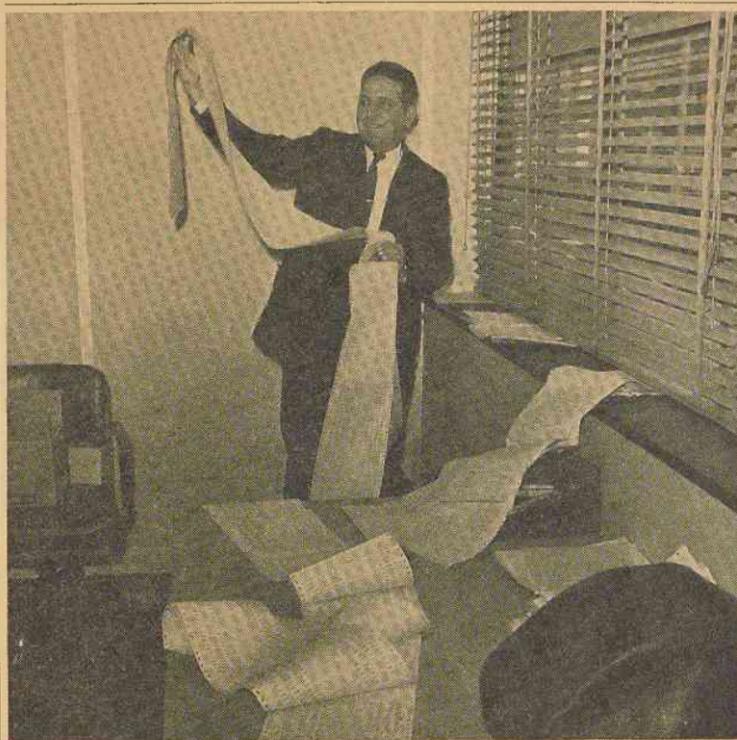
"Over the years Piedmont has chosen Bendix radar, comm and nav systems, ADF's and other airborne electronic equipment as well as ground station receivers. It's an association that we're proud of."

## Davis and Britt In UF Posts

Two INT officials will represent Piedmont this year in the annual United Fund Campaign of Forsyth County, running from September 26 through November 7.

President T. H. Davis is Vice Chairman of the Campaign, and Don Britt, Assistant to the President, is Chairman of the Public Relations Committee of the UF.

# New Schedule Format Makes Debut, Called 'Quick, Simple, Easy To Use'



Yards and Yards of Flights — Preston Wilbourne, Director-Tariffs and Schedules, looks over the 72-foot long sheet of IBM paper containing over 2,000 direct point-to-point flight listings for use in the new quick reference schedule.

Ever know anyone who decided to take a trip by air, got a schedule, and became so exasperated trying to find his flight in the maze of hieroglyphics that he almost gave up the whole idea out of sheer frustration?

Well, that won't happen now as more and more airlines switch to the "quick reference" format for their schedules. This type timetable allows a passenger to tell at a glance how many flights there are to his destination and the times they leave and arrive.

Piedmont will introduce its own new quick reference schedule to the public October 1. It will feature a number of improvements over the schedule previously used.

### Improvement Needed

Company officials have felt for some time that improvement was needed in the type schedules being distributed to the public, and with last June's expansion the new format was needed more than ever.

Although a quick reference schedule is amazingly simple to use, it is far from simple to produce. In a recent interview, Preston Wilbourne, Director-Tariffs and Schedules, explained the process:

"We first started by thoroughly investigating the merits of revising our old schedule to the new format. Although the cost for each schedule would be increased, we felt it was justified since it is easy to read, fast to use, and frees the passengers from the complexities of the ordinary schedule."

### Flights Listed

"In compiling the timetable we had to break down the stops for each flight and list them under the proper city. One flight, not much longer than average, had 45 separate listings."

"All the data was transferred to IBM cards (done at a scheduling specialist firm in ATL—Ed.) and fed into computers which sorted and grouped the flights for each city, then printed the information on a continuous sheet of IBM paper. When we were through we had a sheet of paper 72 feet long, encompassing 2,000 direct point-to-point listings and 303 on-line connections."

### Cards Inserted

"Flight connections, incidentally, had to be written out separately, punched on IBM cards, and inserted in the listings in proper sequence."

"Also, on the old schedule flight information could be listed just once, but with the new format all that changed. For instance, on the old timetable "S," which stood for "snack service," could be printed once for a particular flight. Now, for just one flight, it must be printed 25 times."

### Sales Tool

"It's all complicated but worth the effort. Piedmont personnel have a valuable sales tool in the new schedule and we urge them to take full advantage of it."

"We hope the traveling public will enjoy using our new quick reference schedule, and that it will make flying easier and more convenient for them than ever before."

## Pres. Davis Accepts Two Appointments

President T. H. Davis has recently accepted appointments to serve with two outstanding professional groups, one located in North Carolina, the other a national council based in Washington, D. C.

Mr. Davis has been named by the Nominating Committee of the Advisory Council to the School of Engineering, North Carolina State College, to serve a three-year term as one of five new Council members.

The Council is a 15-member

group composed of leaders from North Carolina's industrial, professional, and community life. Its primary function is to guide and counsel the administration of N. C. State's School of Engineering, and through meetings, to learn what is being done in engineering education, and in turn to advise the administration on the latest advances in industry.

He has also accepted an appointment to serve on the National Advisory Council of the National Aviation Club. The Council was recently created by the Club's Board of Governors, and is made up of leaders from the aviation industry throughout the nation.

## Weydert Named ATL Sales Rep.

Piedmont has announced the appointment of Donald K. Weydert as new Sales Representative for the Atlanta area. He will work with District Sales Manager Don Edmondson at the sales office in the Piedmont Hotel.



Weydert was born in Youngstown, O. He attended St. Francisville High School, St. Francisville, La., where he was voted the most valuable football player and was a member of the All-State football team in 1952. He attended Louisiana State University, Baton Rouge, on full football scholarship.

A member of the American Legion, Weydert served three years with the U. S. Marine Corps and was discharged with the rank of sergeant. Prior to joining Piedmont he was employed for three years by Eastern Airlines in Atlanta.

He and his wife, the former Mary Broadnax of Greenville, S. C., live at 108 N. Myrtle St., College Park, Atlanta.

## Have A Ball At The Ball

Airline employees are invited to don their party clothes and go dancing at the third annual Southern Region Airlines Ball in Atlanta October 6.

The semi-formal gathering will be held in the grand ballroom of the Dinkler Plaza Hotel. A feature of the evening will be the awarding of door prizes, including luggage, champagne, transistors, and passes to Germany, Italy, Tahiti, Tokyo, and other points.

Tickets are five dollars a person, with special rates of seven dollars for a single offered at the Dinkler Plaza for out-of-town guests. Table reservations can be made for parties of eight or more.

Piedmont employees interested in attending can contact Robert Talley, ATL, for reservations and tickets.

## One Gift Works Many Wonders

Susan, age six, was a bright girl whom no one dreamed would have any trouble in school. Yet when it came time for entering the first grade, she rebelled.

She had stomach aches in the mornings, and when brought to the schoolroom she cried and refused to let her mother leave. The school personnel were as distressed as the parents when they found that no amount of encouragement or punishment was effective.

What to do? The school recommended the Child Guidance Clinic, supported by the United Fund in Susan's community.

### Was Afraid

The clinic found that Susan's trouble was a deep-seated fear that she was losing her mother's affection and was being replaced by her baby brother, born only a few months previously.

Her parents were helped to understand her need for reassurance of their affection, and also began to help her be more independent. With much support given Susan by her parents and teacher, she was able to stay in the classroom. As her fears subsided, she began to enjoy school and to take her rightful place as a happy, well-adjusted child.

Everyday in communities all over the nation, dollars and cents are being translated into helping hands through the United Fund. It has different names in different areas — United Appeal, Community Chest, Red Feather — but they all represent the



same desire to make life better for others.

### Needed Aid

Twenty-six-year-old Henry O. has a severe case of diabetes. His vision is affected, causing him to drop out of school at the end of the 10th grade due to poor eyesight.

When he married he found he was unable to work productively and had to depend on his wife's work for family income. Henry actually assumed the role of the mother in the household, caring for the baby, and doing the housekeeping, cooking and cleaning.

He came to the United Fund-supported Goodwill Rehabilitation Center in the summer of 1961 in hopes they could help

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