



A group of European travel officials recently toured North Carolina as guests of the state's Governor Terry Sanford and the N. C. Travel Council, as part of the state's tourism promotion. Using Piedmont for the flying portions of their trip, the officials are shown arriving at INT from New Bern via chartered 404 Pacemaker. With the 20 guests pictured above are President T. E. Pickard of the Travel Council (second from left); General Sales Manager W. G. McGee (back row, third from right); and Stewardess Nancy Vaught (front row, second from right).



Fair Damsels — Kay Spencer (left) and Nancy Vaught helped staff Piedmont's booth at the annual Winston-Salem Dixie Classic Fair. The display featured the theme of direct service from INT to all the points pictured, plus connections to major cities throughout the world. In addition to the Stewardesses and Sales Representative Andy Foster and Assistant General Sales Manager Sherl Folger, an attractive bevy of home office ladies acted as hostesses on alternate nights. They included Wilma Cook, Hal Moser, Betty Fulp, and Barbara Trivette.

PIEDMONITOR PIX

- ★ *Visitors*
- ★ *Fairs*
- ★ *Ads*
- ★ *Winners*



Oh you great big beautiful doll! This rather (ahem) unusual couple won first prize for looking that way at the Elks' Halloween dance. The stalwart gentleman on the left is really Mary Nell Carson of the INT IBM department, and that dainty young thing on the right is Mary Nell's husband, F. L. Carson.



The current aviation ad campaign of the Texaco Oil Company features a newsletter carrying photographs and items on the nation's local service airlines. DCA-based Stewardess Kay Kratz is Piedmont's pretty representative in a forthcoming ad, which will print a squib on the company's switch to hiring female flight attendants.



The winnah! Asheville Agent J. W. Dean (center) accepts first class tickets from Lufthansa Sales Representative James Nixon as part of the first prize Dean won in the Piedmont-Lufthansa sales contest held earlier in the year. AVL Station Manager Jack Gwennapp stands by to hand out the flight bag. Dean and his wife will go to any European city of their choice, and will also receive an all-expense-paid weekend in Munich, Germany.