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APACE WITH THE PACEMAKER

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Industry Experts Speak At Meeting



MEETING IN PROGRESS — Station Managers, department heads and sales personnel gathered in the Hilton Inn's large meeting room to hear special presentations by industry leaders. Topics ranged from military traffic, to electronic reservations systems, to special company problems.

Alias Charles Speers

Soothsayer Sees Soaring Success

As part of his speech at the management meeting, Charles Speers, Vice President—Passenger Sales, American Airlines, read excerpts from an article appearing in the November 13, 1962 issue of the Wall Street Journal, dealing with the recent prosperous upturn in the fortunes of local service airlines. That article appears below on the left.

Then, after several consultations with wizards, prophets, witches, and fortune cookies, he looked into the future to see what fate was in store for Piedmont and its fellow airlines. He forthwith produced an article written for the Wall Street Journal, November 13 issue, 1972. That article appears below on the right.

1962

Local service airlines, after years of uncertain hedge-hopping, are finally gaining altitude. Surprisingly, they are climbing toward prosperity on unprofitable business abandoned by the big trunk operators.

The advent of the jet is mainly responsible for this sweeping change in the pattern of air service . . . Today's jets weren't designed for trips under 500 miles.

The 13 feeder lines showed record combined profits of \$4.8 million last year . . . By contrast, the trunk lines suffered a whopping combined loss of \$34.7 million last year as they struggled to solve problems caused by the transition to big jets.

Getting rid of short routes that can't be economically served with big planes often produces big savings. Trans World Airlines claims it lost \$400,000 last year providing service to South Bend and Ft. Wayne, Ind., on some of its Chicago to Dayton, Ohio, runs. TWA expects a similar deficit this year and has asked the Civil Aeronautics Board for permission to drop the two cities from the route.

To increase efficiency, the time-worn twin-engine DC-3, still the feeders' workhorse, is gradually being replaced by faster, larger twin-engine planes, including Martins, Convairs and turbojet Fairchild F-27's.

Many feeder lines are adroit at holding expenses down . . . Mohawk recently established its first "no-man station" at Rutland, Vt. Rutland passengers now are served by a Mohawk agent who rides on a scheduled flight from Glens Falls, N. Y., to Rutland, tickets the passengers during turn-around time, and flies back to Glens Falls with them.

1972

Domestic Service Airlines, first known as feeder, later local, then regional carriers, have finally achieved the ultimate by completely replacing the U. S. domestic trunk lines. They now operate all airline services within the U. S. A.

The advent of the supersonic transport is mainly responsible for this sweeping change in the pattern of air service. Today's SST's were not designed for trips under three thousand miles.

The 13 domestic service lines showed record combined profits of \$48 million last year.

By contrast, the intercontinental carriers, formerly known as trunk lines, suffered a whopping combined loss of \$347 million last year as they struggled to solve problems caused by the transition to big supersonics.

Getting rid of short routes that can't be economically served with big planes often produces big savings for the major airlines. Trans-Pan Uni-American Airlines claims it lost \$4 million last year providing service to San Francisco and Chicago on some of its round-the-world flights.

Trans-Pan has just been granted permission to drop the two cities from its routes, leaving it only New York City in the western hemisphere.

To increase efficiency, the time-worn twin-engine DC-3, still the domestic workhorse, is gradually being replaced by faster 707's, DC-8's, and 990's.

Many of the domestic lines are adroit at holding down expenses. Piedmont recently established its first "robot-station" at Atlanta. Atlanta passengers now are served by an IBM machine which books, tickets, loads the passengers, announces and dispatches the flights — it is

Beechcraft Division Gets Top Awards

The Beechcraft division of Piedmont Aviation, Inc., recently garnered two important awards for excellence in sales and promotion.

Vice President R. S. Northington, on behalf of Piedmont, accepted the Beech Award of Recognition for the greatest market penetration and the highest sales of parts per Beech aircraft in the United States. The presentation was made at a recent Beechcraft meeting in Wichita, Kansas.

At the same meeting, Sales Representative Bill Work, IFB, received the Outstanding Salesman Award for 1962 for the Southeast United States Region. Included in the region are Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, and Tennessee.

In addition to his award Work also received a Hamilton watch.

Value Line Survey Says Locals Up

The local service airlines are filling an increasingly important place in the nation's transportation system, says a recent report in the Value Line Investment Survey.

The local airlines, continues the Survey, are moving swiftly to fill the gap in service left by the shift of trunk carriers to more profitable, long-haul markets.

This growth of the locals has been made possible, states the Value Line Survey, by a new enlightened subsidy policy of the Civil Aeronautics Board. The new CAB policy, inaugurated in 1961, has measurably strengthened the airlines' financial health — making possible the acquisition of modern aircraft necessary to provide the additional services. At the same time, the Survey observes, the new policy has resulted in an actual reduction in the projected level of subsidy.

Speaking specifically about Piedmont Airlines, the Survey said that Piedmont "... has expanded its routes substantially

said to be absolutely foolproof, foolproof, foolproof, foolproof..."

Discussions Produce New Ideas

Roundtable sessions, presentations, and speeches by industry leaders were highlights of Piedmont's annual management meeting November 27-29, attended by Station Managers, sales personnel, and department heads from all over the system.

Following an opening invocation by General Sales Manager W. G. McGee, Vice President C. Gordon Brown described the purpose of the Atlanta gathering by saying, "All of us are here to exchange ideas and knowledge, to learn to make Piedmont a better company, and to serve our passengers even better."

Unlike the two preceding years which were concerned primarily with presentations from company personnel, this year's meeting featured talks from leaders in various airline specialties.

First Session

Starting off the Tuesday morning session was G. H. Ridgeway, Airport Manager, ATL Department of Aviation. He described the problems facing today's airport managers, and urged station personnel to work closely with airport heads and to promote better passenger understanding of airline difficulties.

Guests from the Federal Aviation Agency followed Ridgeway, and spoke on FAA procedures and future goals. They were: Marvin Basnight, Assistant Administrator for the Southeast Region; Jim Frazier, Air Carrier Specialist; and Don L. Smith, Assistant Air Traffic Control Chief for the Southeast Region.

That afternoon, ATA Director of Special Market Services Robert B. Minogue and Delta Sales Promotion Manager Henry Ross conducted a special presentation on military traffic and its promotion. They noted that the military is the nation's largest user of commercial airlines, and explained how the military op-

erates when securing civilian transportation.

Increase Sales

Methods of increasing sales in this area were also discussed, as well as the current JAMTO programs. The day's concluding speaker was Charles Hodges, Managing Director of the Charleston Chamber of Commerce.

Special dinner and luncheon speakers also addressed the group. Following a reception and dinner Tuesday evening, the guest speaker was Thomas M. Miller, Vice President of Traffic and Sales, Delta Airlines. The Wednesday luncheon speaker was C. R. Speers, Vice President—Passenger Sales, American Airlines, and speaking after the reception and dinner that evening was John Haliburton, Vice President—Operations, Eastern Airlines.

International sales and promotion was the theme of Wednesday morning's session, conducted by William C. Love, Senior Director of Area Sales, Trans World Airlines. He described the 12 tour itineraries currently being jointly promoted by Piedmont and TWA, and gave a slide presentation on the promotional methods being used to sell the special tours.

New System

The balance of the morning was concerned with the use and development of electronic reservations and related activities, and streamlining ground procedures. This was presented by a special team from Eastern Airlines, consisting of Frank Sharpe, Executive Vice President—Sales and Services; Walter J. Dane, Director—Ground Services; and Margaret V. Robinson, Assistant to Vice President—Customer Services.

The remainder of the meeting was devoted entirely to company personnel, procedures, and problems. The Operations Department directed the session Wednesday afternoon, and the Sales

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Rx for Sagging Morale

Public relations men are used to receiving unusual letters, but Piedmont's p.r. man Don Britt got one the other day to truly warm the heart and restore faith in people. Read it and you'll agree:

Gentlemen:

"I am returning to you an authorization for room rent and meals.

"I sincerely thank you and your personnel for the courtesy extended me during your trials of November 20 and 21. It was not your fault the weather was so bad, and you had already made all efforts to assist me in reaching my destination. The exceptional courtesy of Mr. W. C. Johnson at Bristol, Va., and other of your employees under the stress of the difficulties, has prompted me in returning this authorization and prompted me to pay for the lodging myself."

Very truly yours,
G. H. Yandell
Frankfort, Ky.

Two More Top List

Last month it was reported that Wilmington listed 100 percent participation within the station in the local United Fund Campaign. This month two more

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