



THE PIEDMONITOR

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THE BEST WAY TO TRAVEL — ALL OVER PIEDMONTLAND

DECEMBER, 1967

Nashville and Memphis Authority Is Granted By CAB



New route extends Piedmont's system to the Mississippi River.

The Civil Aeronautics Board has announced final approval of Piedmont's application to extend service to Nashville and Memphis, Tennessee. The Board's action, effective immediately, provides for the extension of the Company's 7,000 mile route system into Western Tennessee.

The date of inaugural service to Nashville, the capital of Tennessee, and Memphis has been tentatively set for February 1, 1968. The exact routes and schedules will be announced in the near future.

Company Is Pleased

In regard to this action by the CAB, President Davis said, "We are elated to learn of the Board's action. We have been seeking this route extension for many years. In addition, travelers and shippers in many communities in North and South Carolina and Virginia have long sought improved service to Nashville and Memphis. Piedmont estimates this route extension will provide service to 110,000 additional passengers in the first year and result in almost \$4 million additional passengers, and freight revenue to the company annually. This area, between Memphis and Nashville and the many cities on Piedmont's system, has long been isolated from adequate air travel. Piedmont is pleased to bridge the gap and to provide air travel to this new gateway."

Multiple Effort

The civic and aviation leaders in Tennessee have worked diligently for this service and are

most deserving of their successful efforts."

Service will initially be provided by FH-227B and Martin 404 Pacemakers with a gradual change over to the recently purchased Boeing 737 jets and Nihon YS-11 prop jets in the fall of 1968. With Nashville and Memphis added to Piedmont's system, the Pacemakers will be serving 77 cities in a ten-state area plus the District of Columbia, for a total of 9000 certified route miles.



W. F. Wilson

Wilson Named Manager for FLO

Robert F. Wilson, Jr. has been named Manager for FLO (Florence, Local Office). He was formerly a Chief Agent at Beckley.

Wilson joined Piedmont as an agent at Beckley in 1952. He was promoted to Chief Agent in 1955.

He attended the University of Arkansas and completed his military service in 1945 with the U. S. Army.

A member of the Black Knight Chapter of the Commerce and the Elks Club, Wilson assumed his duties at Florence the latter part of November.

Tariff Publishers Have Elected Board Members

The Airline Tariff Publishers has elected Piedmont Vice President C. Gordon Brown, Jr., to its Board of Directors.

Others elected at the group's annual meeting in mid-November include William M. Crilly of Eastern Air Lines and W. Gordon Wood of Air Canada.

Airline Tariff Publishers is the tariff publishing agent for the 43 U. S. and Canadian scheduled certificated airlines.



CLOSING IN for winter work on Piedmont's new home office and hangar facilities, the roof is nearly finished. Construction is right on schedule.

Government Discount Travel Fares Are Inaugurated By PAI

Piedmont has announced the inauguration of Discount Government Travel fares which were effective November 12th. The new Discount Government Travel fares have been established by the Company on a level competitive with propeller and jet coach fares offered by other airlines in 85 markets served by Piedmont.

The new Discount Government Travel fares have been established in those markets where propeller coach and/or jet coach service is offered.

Heretofore, Piedmont has offered only first class propeller (A Class), or standard class jet (S Class).

Various studies have shown that the average business traveler is not affected by the various priced fares. However, this has not been the case for passengers (Continued on Page Two)

Application Is Filed For Chicago

Piedmont Airlines has filed an application with the Civil Aeronautics Board requesting authority to provide service to Chicago, Ill., from the Virginias and Carolinas.

In addition, the Company filed a motion requesting the CAB to issue an order to interested parties to show cause why Piedmont's application should not be granted, or alternatively, to set down the application for an expedited hearing.

350 Mile Extension

Piedmont's application and motion proposes a 350 mile route extension direct to Chicago from Ashland-Huntington, making possible single-plane service from its ten state system.

If approved, Piedmont would provide direct single-plane service linking many important cities on its system with Chicago for the first time, and provide additional convenient service from Piedmont cities.

The application indicates that

23 cities now served by Piedmont would directly benefit from new single-plane round-trip service to Chicago when the application is approved. Cities which would receive this new direct single-plane service include Ashland, Huntington, Charleston, Tri Cities, Roanoke, Greenville-Spartanburg, Winston-Salem, Richmond, Raleigh-Durham, Fayetteville, Newport News, Norfolk, New Bern and Wilmington.

Answers Requests

Piedmont's proposal answers many requests by various cities for one-plane service to Chicago. A significant benefit is that thousands of passengers would be relieved of the necessity currently confronting them of making two or more airline connections in their journeys to reach Chicago and the Northwest.

In filing the application, the Company forecasts that the proposed service would serve 162,300 passengers in 1968, including nearly 70,000 in markets that now have no single-plane service to Chicago. In addition, the Chicago service would generate an operating profit in the first year of operation and permit a substantial reduction in subsidy.

Brown Comments

Vice President C. Gordon Brown, Jr., commenting on the application, said that, "The many letters and requests from our passengers and friends, substantiate the urgent need for single-plane Piedmont service connecting many of the communities we serve with Chicago. It is because of this definite need that we have filed with the CAB our application requesting this authority. With the coming of our new Boeing 737-200 jet Pacemakers in the spring of 1968, we believe we will be ideally equipped to provide the single-plane Chicago service our customers have long requested. It is our hope that the CAB will move rapidly on this matter and I know our many friends in the cities we now serve and hope to serve in the future support us."

Kyle Is Appointed

Assistant Director - Flight Operations

Captain W. C. Kyle has been named Assistant Director — Flight Operations for Piedmont Airlines.

A native of Bellevue, Kentucky, Captain Kyle joined the Company as a First Officer in 1949. He had been a Flight Officer in the Air Corps, a production test pilot, a flight instructor, a charter pilot and a control tower operator prior to joining Piedmont.

Kyle made Captain in 1952 and became Chief Pilot — Winston-Salem in 1965.

He is married to the former Marilyn Jane Klappert of Cincinnati, Ohio, and they have one daughter.

Kyle is a Life Member of the American Rifle Association and belongs to the Masonic Order.



W. C. Kyle