



# THE PIEDMONITOR

NEW FEATURE:

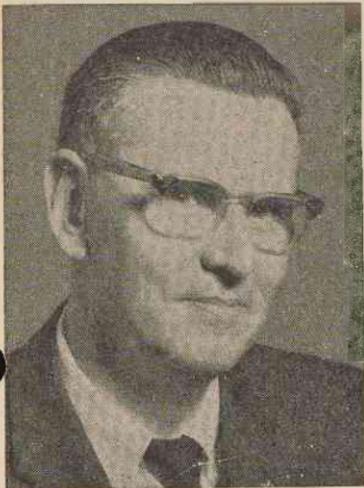
From the Front Office

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VOL. X, NO. 1

1948 — CELEBRATING OUR TWENTIETH ANNIVERSARY — 1968

JANUARY, 1968



VIZE DOTSON  
BNA



LYLE COX  
HTS



ROBERT WAUGH  
CMH

For 1968

## The President's Prospectus

A year ago we had just completed the greatest year in our company's history.

It was a great feeling. Yet, we realized there were many factors which indicated it would be extremely difficult to top that record again in 1967. In the 1967 New Year edition of the Piedmonitor, I mentioned five or six of the more readily apparent difficulties with which we would be confronted. Little did I know then that even more difficulties would arise including the worst operational weather in years and a very tragic accident.

As a result, I must report to you that 1967 was not a very satisfactory year in most respects. Except for the capital gains on the disposal of our F-27's, the Airline Division operated at a loss. Happily, our general aviation operations had a good year in aircraft and service sales and earned nice profit.

Even so, I must hasten to say that there were some good things that happened and some progress made.

First, to my mind, is the realization that our difficulties during the year were not the result of a lack of effort and diligence on the part of Piedmont employees. They were the result of factors largely or completely beyond our control. I am convinced that most of our gang did their best even though the results may not look like it.

Secondly, I know that we all learned a lot during the year that will pay dividends in the future. This is particularly true with the tremendous amount of learning and experience we have behind us in progressing to our jet program.

Third, we paved the way for future rapid growth by opening service on the New York route, getting final approval of a route extension to Nashville and Memphis, completing implementation of the FH-227's into our fleet and embarking on a program designed to make Piedmont an all-jet-powered airline in 1969 by ordering ten YS-11's, with an option for ten more, to replace our 404's. In addition, we filed applications with the CAB for route extensions to Miami and to Chicago.

Fourth, we began work on our wonderful new home office and maintenance facility which by year end was about half completed.

Fifth, Piedmont again set the pace by having the highest load factor in the local service industry and operated with far less subsidy than any of the others.

So, for these and many other reasons we have a lot for which to be thankful.

While much of what we accomplished and learned in 1967 will be a big help, the new year will require a continuation of that good old Piedmont devotion to duty. This year will be one of major transition for our company. Our six 737's and ten YS-11's will be delivered and we will be opening service to Nashville and Memphis. In July we will move into our new headquarters.

Hopefully, we may even have Miami and Chicago before year end. While we are doing all of this, we have still got to keep our eye on the ball and give our customers **SUPER SERVICE**. Along with all of this, we have got to turn around our profit picture to assure continuation of a strong and financially sound company.

Let's get at it. God bless you.

—T. H. Davis

## Nashville and Memphis Station Personnel Have Been Appointed

Vize T. Dotson has been appointed Station Manager for Piedmont's new facility in Nashville, Tennessee. Former manager at Columbus, Dotson joined Piedmont as an agent in New Bern in 1949.

He was promoted to Chief Agent and transferred to Lexington, Kentucky in 1950. Five years later he was named Station Manager for London-Corbin. He subsequently held the same position in Bluefield and Parkersburg before going to Columbus in 1966.

Dotson graduated from the public schools in Harlan, Ky., and attended Bowling Green Business College and the Central Airline School in Kansas City prior to joining Piedmont.

Mrs. Dotson is the former Jean Phelps of Bowling Green. They have two children.

### Other Transfers

Other Piedmont folks who have transferred to Nashville include Bob Walls of Atlanta to fill the position of Chief Agent and Don Conner of Roanoke who is Lead Agent.

J. W. Cox from Danville, R. H. Wylie from Norfolk, J. T. Burger from Louisville, Marie Leedy from Knoxville and S. R. Collins from Goldsboro have also moved to Nashville. New employees for the station are Carolyn Marie Smith, Julia Ann Boger, Miriam L. Thompson, Sheran Ann Murphree, Parker W. Nettles, Jr., Robert L. Townsend, John Thomas Holland, Donald G. Hall, Patrick O'Brien, Eddie C. Arnold, Rennie John McIntyre, Joe A. Proctor, Frank W. Price and Charles E. Halliburton.

### Haley Goes To MEM

The new Station Manager in Memphis is R. Parker Haley, who, until his promotion had been manager in Goldsboro.

Haley came to Piedmont in 1950 as an agent at Louisville. Three years later he was promoted to Chief Agent for that station. In 1962 he was promoted and transferred to Goldsboro.

A native of Jeffersonville, Indiana, Haley is married to the former Alynne Minnis of Portland, Tennessee. They have one daughter and live at 3744 Hillbrook Road in Whitehaven, Tennessee.

Joining Haley in Memphis are D. K. Jones, formerly of Myrtle Beach, as Chief Agent and E. A. Warf from Washington (National) as Lead Agent. L. A. Haden from Richmond, J. W. Gillespie

from Washington and W. L. Jett from Tri-Cities have also made the move to Memphis.

New employees for the station are Diane B. Mitchell, Sandra L. Crill, Ann Jo James and William E. Finley.

### Waugh At CMH

Robert K. Waugh has assumed the position of Station Manager at Columbus to succeed Vize Dotson.

Waugh joined Piedmont as an agent at Hot Springs in 1955. He was promoted to Chief Agent for that station in 1960 and named Station Manager in 1964.

Prior to being employed by the Company Waugh served in the U. S. Marines as a Corporal. He is a graduate of Huntington High School in Huntington,



RICHARD SMITH  
GSO

West Virginia and he attended Marshall University.

Mrs. Waugh is the former Joann Dobbins of Huntington. They have three children.

Succeeding Waugh as Manager at Hot Springs is former Chief Agent Lyle Cox. Cox is a native

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## PAI Credit Union Declares Dividend

The Piedmont Aviation Credit Union has again declared a 6% dividend on savings accounts, for the tenth consecutive year.

Dividends are paid on savings at the end of each year as directed by the Credit Union Board of Directors. They are computed on the balance in each member's account at the end of the year based on the length of time this balance has been on deposit.

### Increase In Dividends

The dividends paid on accounts during 1967 will amount to \$65,604.31 as compared to \$48,267.85 during 1966, or a 36% increase. Members savings at the end of 1967 amounted to \$1,369,884.09 as compared to \$1,060,469.37 at the beginning of the year, or a 29% increase.

A total of 409 new accounts were added during 1967, bringing the total number of members in the Credit Union to 2,159.

During this past year 2,316 loans were approved for members totaling \$3,032,010.14. The Piedmont Aviation Credit Union is a cooperative employees organization, owned and operated by the employees of Piedmont Aviation, Inc. The cost of operating the Credit Union is shared with Piedmont Aviation, Inc., and is operated for the benefit of its members. The purpose of the Credit Union is to provide a convenient method for members to save money and secure loans.

Statements will be mailed to members by the end of January.

## First YS-11 Is Christened Sakura (Cherry Blossom) Pacemaker

Piedmont's first Nihon YS-11A 60-passenger prop jet airliner was christened the "Sakura (Cherry Blossom) Pacemaker" in ceremonies at Nagoya, Japan, by Mrs. T. H. Davis, wife of President Davis. The "Sakura Pacemaker" and a second YS-11A departed Japan in mid-January for the United States.

### Cable From DOT

On the occasion of the christening, Secretary Alan Boyd sent the following message to Mr. Nagahide Mori, president of Nihon Aeroplane Manufacturing Company, and Mr. Davis: "The U. S. Department of Transportation extends its best wishes to Piedmont Airlines and to Nihon Aeroplane Manufacturing Company, on the occasion of the dedication of the first YS-11A aircraft which have been purchased by Piedmont. The contract between these two companies is further evidence of the strong economic ties which bind together the U. S. and Japan. Japanese manufacturers who sell their products to the U. S. and American manufacturers who sell products in Japan are participating in an enterprise which strengthens friendship between our peoples. We are aware of Japanese important advances in the field of transpor-

tation and Piedmont's purchase of ten YS-11A's is recognition of Japan design capability within this area. We salute all sectors of the transportation industry of both countries in their efforts on behalf of improved transportation in a stable world community."

### Davis Comments

At the christening ceremony, President Davis, following the deliverance of greetings on behalf of the officers and directors of the Company remarked, "This is a very happy and eventful day for Piedmont and a very significant day for a large area of the United States because the YS-11 will assure the finest possible air service to many of the cities served by Piedmont. I hope and believe this is also a happy and eventful day for Nihon Aeroplane Manufacturing Company, the Japanese Government and, indeed, all the people of Japan. So typical of the Land of the Rising Sun, the YS-11 is a shining example of the rising importance of Japan as a world leader in technology and production.

It is my fervent hope that this undertaking between Nihon and Piedmont is but one of many similar mutually beneficial endeavors between our two great countries."

## CAB Has Issued Show Cause Order In SDF - CVG Case

The Civil Aeronautics Board has issued an order tentatively finding that Piedmont Airlines should be authorized to operate non-stop between Louisville, Ky., and Cincinnati, Ohio.

In regard to this action, President T. H. Davis commented, "We are delighted to learn of the Board's favorable decision. While not a major route extension, this authority would make possible significant service benefits between Louisville and Cincinnati. Travelers and shippers in the two cities and contiguous communities have continually sought more and improved service between Cincinnati and Louisville. In addition, the authority would greatly improve our operational efficiency. Presently, Piedmont flights east of Cincinnati are characterized by a large number of stops. The ability to combine Louisville and Cincinnati on the same flight would greatly increase Piedmont's ability to render more express-type service over its system. This new authority would permit Piedmont to schedule additional flights with fewer stops east of Cincinnati to such points as Roanoke, Richmond and Norfolk, and Winston-Salem, Greensboro, Charlotte and Raleigh-Durham."