



THE PIEDMONITOR

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NOW AN ALL JET-POWERED AIRLINE!

MARCH, 1970



William R. Asher
Sales Manager — Chicago

ASHER MOVES TO CHICAGO AS SALES MANAGER

Former Washington Sales Rep Bill Asher has been promoted to Sales Manager for Piedmont's new territory in Chicago. The announcement was made by General Sales Manager Sherl Folger.

Asher, who is a native of Louisville, Kentucky, joined the Company as an agent there in 1966. He transferred to Washington and was promoted to Sales Rep two years later.

Prior to joining Piedmont Asher attended Bellarmine College and the University of Louisville. He also served with the U. S. Air Force.

Mrs. Asher is the former Marlene Fisher of Keswick, Iowa. They have two sons.

The address for Piedmont's Chicago Sales Office is 36 South Wabash Avenue, Suite 1218. The office will open April 1st.



R. K. Waugh
Manager — Huntington

New HTS Manager Is Robert Waugh

Robert K. Waugh has been named Station Manager at Huntington. He replaces Walt Ryczek who was promoted to Manager for the new Central Reservations Office.

Prior to this move Waugh was manager at Columbus. He had been there since 1968.

Waugh joined Piedmont as an agent in Hot Springs in 1955. He was named Manager there in 1964.

Before coming to Piedmont

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An Unusual Charter Over The Chesapeake Bay.

Martins Utilized In "Life-line Operation"

Piedmont's charter fleet of five Martin 404 aircraft have been flying some interesting and unusual trips since their retirement from scheduled service in February.

One of the most fascinating ventures of the charter Martins actually started before they were retired.

The story really began on a windy day late in January when the Chesapeake Bay Bridge-Tunnel was severed by a Navy ship that was blown through it during a windstorm.

Vital Link

The bridge itself connects the Eastern Shore and mainland Virginia. Since the removal of the ferries several years ago when the bridge-tunnel was completed it has been the only link between the shores.

Immediately after the accident the Navy provided temporary air service across the Bay with helicopters. Then Landing Craft Utility barges were used. They had buses on them for the passenger-commuters to ride in.

The State of Virginia then took over the shuttle service and provided it by chartering a Piedmont Martin 404. The operation was handled through Virginia's Department of Civil Defense. Seeing their approach to air shuttle service might give airlines some good ideas.

State Picks Up Tab

The service was free to the passengers and designated for essential travel only. The transportation was provided on a priority basis. The first category was for people whose employment required regular trips from home to the other side of the Bay. The next classification was for persons requiring medical attention on the other side of the Bay from their homes. Remaining seats were allotted on a space available basis. In the initial announcement of the service by the State it was emphasized that it was not for sightseers. Just before the repair work was completed a Civil Defense Department spokesman reported that they had had very few problems with sightseers looking for a free flight. One reason might have been that for every flight there was Virginia State Policemen stationed next to

the man who assigned the seats.

They said this was standard procedure for any situation handled by the CD department. One passenger remarked that the patrolman's presence certainly cut down on any complaints that might have been voiced.

Two Departures

The morning and afternoon shuttle schedule operated between Piedmont's General Aviation Terminal at the Norfolk Regional Airport and the Accomack County Airport at Melfa on the Eastern Shore. The two round trips a day were arranged to be most convenient for workers, departing early in the morning and late in the afternoon.

The situation of the bridge being out was one of almost disaster proportions for the residents of the Eastern Shore. The flights to the mainland actually constituted a "life-line" operation. With exception of telephone contact, the people were virtually cut off, as one military rider expressed it, "from civilization itself."

But there seemed to be little awareness of that on board the actual flights. The passengers

thoroughly enjoyed pointing out to each other their houses and their friends' houses from the air. The novelty of flying to work created more of a sightseeing trip atmosphere than anything else, for many, if not most, of the passengers, had never flown before.

Friendly Flights

Because of the situation itself the crews reported that this charter was unlike any they'd ever flown before. They acquired a whole new host of friends while the trip ran and were somewhat sentimental about their good-byes on the last flight when the bridge re-opened.

Besides the flight crew, a Piedmont agent from Norfolk went on every flight. There was an occasional bag to be loaded and usually some mail to be boarded. It was a different kind of agent's duty too, but those who tried it seemed to like it.

During the 23 days that the "bridge charter" operated a total of 2,294 people were flown back and forth across the bay on 46 flights. More than 3,598 other people were transported via other

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ONE OF THE CREWS that flew a lot of the charter trips across the Chesapeake included Stewardess Phyllis Terrell of Norfolk, Captain Harold Norton of Roanoke and F/O Owen Brown of Norfolk.

Examiners Decisions Announced

A Civil Aeronautics Board Examiner has recommended Piedmont be allowed to provide non-stop service between Richmond and St. Louis. If the Board's final decision is favorable, this would extend Piedmont's route system into Missouri for the first time as well as adding another major market to the Company's network of cities.

Involved with Piedmont in this case was Eastern Airlines. The Examiner recommended Eastern for the non-stop service to St. Louis between Greensboro, Raleigh/Durham and Charlotte.

Piedmont Pleased

Commenting on the Examiner's decision President Davis said "We are pleased that the Examiner recognizes the need for extension of Piedmont service to St. Louis, and we are hopeful that the final Board approval will permit us to provide this new service from the North Carolina cities as well as Richmond."

The Company will ask that the Board review the application in which Piedmont requested authority to serve St. Louis from the North Carolina points and Richmond.

In other route developments the date has been set for Piedmont's inauguration of service into Charleston, South Carolina. Starting April 26th the Company will operate one round trip a day between Cincinnati, Louisville, Tri-Cities, Columbia and Charleston. Another flight to Charleston will be via Roanoke, Greensboro, Charlotte and Columbia. The four flights will utilize both YS-11 and FH-227 equipment.

AGS/CAE Case

In the Additional Service to Columbia and Augusta Case the examiner has recommended that Piedmont be allowed to provide non-stop service from Augusta and Columbia to New York and Washington/Baltimore.

Another case, Norfolk-New York Non-Stop, has also been decided by the Examiner. His recommendation favored Piedmont.

In all of these cases the final decisions have not yet been announced, but are expected within a reasonably short period of time, perhaps by this fall.

In the North Carolina Points Case the Board Examiner has recommended Piedmont be allowed to serve New York via both Raleigh/Durham and Greensboro/High Point.

Annual Report For Last Year Is Published

Piedmont's Annual Report for 1969, the Company's 30th year of operation, has been published and mailed to stockholders.

The report revealed that total revenues increased 17% over 1968 to a new high of \$69,357,043. Total expenses and other costs were up 22% to \$73,097,473.

The net loss amounted to \$.92 per share or \$1,856,616, compared to

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