

## PIEDMONITOR

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## The importance of being counted

On April 1, every man, woman and child living in the United States, Puerto Rico, the Virgin Islands, Guam, American Samoa and the Trust Territories of the Pacific Islands will be counted.

That's the day the Department of Commerce will start distributing the 1980 Census. If you live in an urban area, you'll probably get your household's questionnaire in the mail so that you can fill it out at your convenience and mail it back to Washington, postage free, of course. In rural areas, census enumerators will visit households.

This 10-year census is required under our country's Constitution. Its statistics will be used by public and private interests to chart the future and to decide how billions of dollars will be spent for all kinds of services.

All of the specific information gathered in the questionnaire is kept absolutely secret for at least 72 years. The answers that you and your neighbors give are all added together into statistical totals or grouped, tabulated data. The numbers, only, tell community planners how many people need what kinds of services. Your individual answers are strictly confidential. While the original forms are being processed, only sworn Census Bureau employees have access to them. Before being destroyed, they are put on microfilm and maintained in guarded buildings for 72 years, after which they are turned over to the National Archives.

Your census form cannot be seen by officials from the IRS, the FBI, the CIA or the Immigration and Naturalization Service. Your name, address and social security number (latter not even requested) will not go into any government computer. There has never been a case on record where personal information has been released by the Bureau of the Census.

Businesses use census information to analyze buying trends, locate building sites, plan product lines and estimate markets. Federal, state and local governments use it to determine transportation needs, housing and educational requirements, energy demands, changes in the labor force and family structure. Census statistics also determine the number of congressional representatives each state should have — the number is based on population figures.

The Bureau of the Census is counting on you to stand up and be counted. You can also help spread the word about the importance of the decennial census by telling your family, friends and neighbors how the census findings are used to help your community.

### Industry notes

## Fuel going up \$11 million a day

That anything even cost \$11 million a day is hard to imagine. That the price of a necessity is increasing by such an amount is truly mind boggling.

The nation's airlines, through the Air Transport Association, have told the Civil Aeronautics Board that airline fuel costs in 1980 are expected to average \$29 million per day, up from \$18 million a day last year. The carriers' fuel costs will be an estimated \$10.6 billion for 1980, an increase of \$4.1 billion compared with 1978.

In briefing the CAB on the impact of soaring fuel costs on air transportation, George W. James, ATA senior vice president-economics and finance, said, "Any lag in recovery of these daily costs has a far-reaching impact on carriers. For example, a one-week lag in recovering only the new fuel costs in 1980 results in an unrecovered cost of \$77 million. A one-month delay would lead to unrecovered costs virtually equal to the industry's total earnings of \$300 million to \$350 million in 1979."

James also cited for the Board the fuel conservation programs and other factors through which the airlines have become more fuel-efficient. He noted that the airlines last year carried some 300 million passengers, 50 percent more than in 1973, but that fuel consumption increased only about five percent during that time.

### Davis elected to ATA board

Piedmont President T. H. Davis is among the top executives of 20 airlines who have been elected to the ATA's board of directors for 1980.

### ATL means \$2 billion to Atlanta

The aviation industry at Hartsfield International contributes about \$2 billion to the metropolitan Atlanta economy, according to a recent ATA study.

Salaries paid to the 24,138 airport workers hit \$582.8 million annually for an average \$24,000 an employee. Airlines employ 21,198, the largest single segment, with another 1,140 working in food and drink services, including airline catering.

But direct salaries are only part of overall economic impact.

In addition to payrolls, airlines and related businesses pump large sums of money into the local economy through rents, taxes, fuel purchases and other services.

When this total is coupled with money spent on advertising, the direct impact of Hartsfield reaches well above the half-billion dollar mark, the ATA indicates.

Hartsfield's indirect economic impact, on the other hand, is even greater.

According to studies by William A. Schaffer, professor of economics at Georgia Institute of Technology, every dollar spent in Atlanta is recycled to create an additional \$2.3 income putting aviation's direct and indirect impact at \$2 billion annually.

### Fairchild gets Boeing 757 contracts

Fairchild Industries has been awarded three Boeing 757 contracts. The Germantown, Maryland firm will produce the lower forward fuselage section for the new generation Boeing 757 jetliner as well as the plane's leading edge wing slats and the portion of the fuselage above the wing.

Fairchild has been producing wing control surfaces for the Boeing 747 since the mid-1960s.

The twin-engine Boeing 757 — one of the company's entries into the next generation of commercial jets — is set to make its first flight in 1982. Delivery of the first plane is scheduled for early 1983.

The plane went into production last month with the machining of parts for the landing gear.

Designed to operate with maximum fuel efficiency, the plane will carry up to 218 passengers for 2,600 miles. If there is a demand, Boeing plans to extend the range.

Forty-two of the planes have been ordered — 23 by U. S. airlines and 19 by foreign carriers.

### Twin Cities gets London nod

The CAB has selected Minneapolis/St. Paul as the city to receive wildcard, nonstop service to London. Northwest Airlines will provide the service which, under U. S./U. K. bilateral agreements may begin by June 1. The Northwest certificate will be limited to three years.

### Continental gets new ceo

Former Frontier President A. L. Feldman has become the new chief executive officer of Continental Airlines. Feldman stepped into the job held by Robert F. Six for 43 years. Six, who built his airline from a tiny regional carrier into one of the major airlines in the world, will continue as Continental's chairman of the board of directors until July 31, 1982, at which time he will step down but remain as a director.

Glen L. Ryland was named president and chief executive officer of Frontier.

### BAL to become BWI

After many years of trying to change its code name, the Baltimore-Washington International Airport should, by fall, officially be BWI instead of BAL.

The State of Maryland started its code change campaign when it renamed Friendship International Airport in 1973. But the BWI initials were already in use at a small airport in New Guinea called Bewani.

Maryland went to the U. S. Department of State, which got the government of New Guinea to relinquish its right to BWI. The State also had to overcome other objections, but the problems all seem to have been solved and this fall, when the International Air Transport Association (IATA) traditionally recognizes new airport designations, Baltimore will be BWI, finally.

### Pan Am may sell building

Pan American World Airways has announced it is considering selling its Pan Am building in New York.

Pan Am, which has owned the property since 1978, said it would maintain its headquarters in the building if the sale goes through. The company would lease about 400,000 square feet as the building's main tenant.

### Miami-London still not final

A Civil Aeronautics Board administrative law judge has recommended that Eastern get the Miami-London route being sought by ten airlines.

The decision is subject to review by the entire Board and final approval by the President.

The judge said Eastern should be awarded the three-year experimental authority because the carrier offered the best combination of low fares, good service and increased transatlantic competition of any of the applicants.

The CAB's Bureau of International Aviation had recommended, in January, that Air Florida be given the route.

Miami-London is currently served by National Airlines which has been merged into Pan Am. In approving that merger the Board allowed Pan Am National to continue flying the route temporarily until deciding which airline should have permanent authority. Only one U.S. flag airline can serve the route under an aviation agreement with the United Kingdom.

Other carriers applying for Miami-London authority are Air Florida, American, Braniff, Delta, Pan Am, Republic, Trans World, Western and World.