

Happy Birthday!

To most of you young folks, I suppose 40 years seems like an eternity; to the rest of us, these past 40 years at Piedmont seem more like 40 weeks!

In any event, I believe we can all be proud of what we have accomplished since that first scheduled flight on a cold February 20, 1948.

Before we started the airline, we had an airplane salesman named Charlie Vestal. He was, in my opinion, a shining example of a typical Piedmont employee: dedicated, loyal, honest, dependable, hard working and full of character, integrity, and a wonderful sense of humor along with it all.

Charlie was also a great airplane salesman and trader. One summer day, a group of us was sitting in the shade of the hangar when some pigs came walking across the airport. One of the "wits" in the crowd said, "Uh-oh, looks like old Charlie has taken in some pigs on trade for an airplane."

People often ask me why it is that over the years Piedmont has continued to be so successful while many of the other airlines have fallen by the wayside. After all, we have enjoyed more profitable years than all but one or two other airlines. Even in the early days when the CAB only issued temporary airline operating certificates for three years, we were the first to get a longer certificate renewal. In that case, the CAB said, "The record of Piedmont is so outstanding as to merit special recognition."

You hear a lot these days about the "hub" concept. Piedmont started that as far back as the late '50s and early '60s. I'm sure many of you remember our hub operations at Tri-Cities and Roanoke with many flights converging and going out in all directions.

Yes, Piedmont has been a Pacemaker. We have a long history of breaking records and outstanding achievements. And, I believe most of that is because we have had so many "Charlie Vestals" with us.

Another major factor in our growth has been deregulation of the airline industry in 1978—10 years ago. Here, again, people ask why Piedmont has been one of the leaders in growth, earnings, customer service, operating performance and most any other measurement.

Basically, I believe it is altogether because of the financial strength, facilities, quality of people, and customer loyalty that we had built up over the previous 30 years. When deregulation came along, "the shackles were released" and it was like opening the gates at the horse race. The Piedmont horse, because of its heritage, took off like a jack rabbit and hasn't quit running yet.

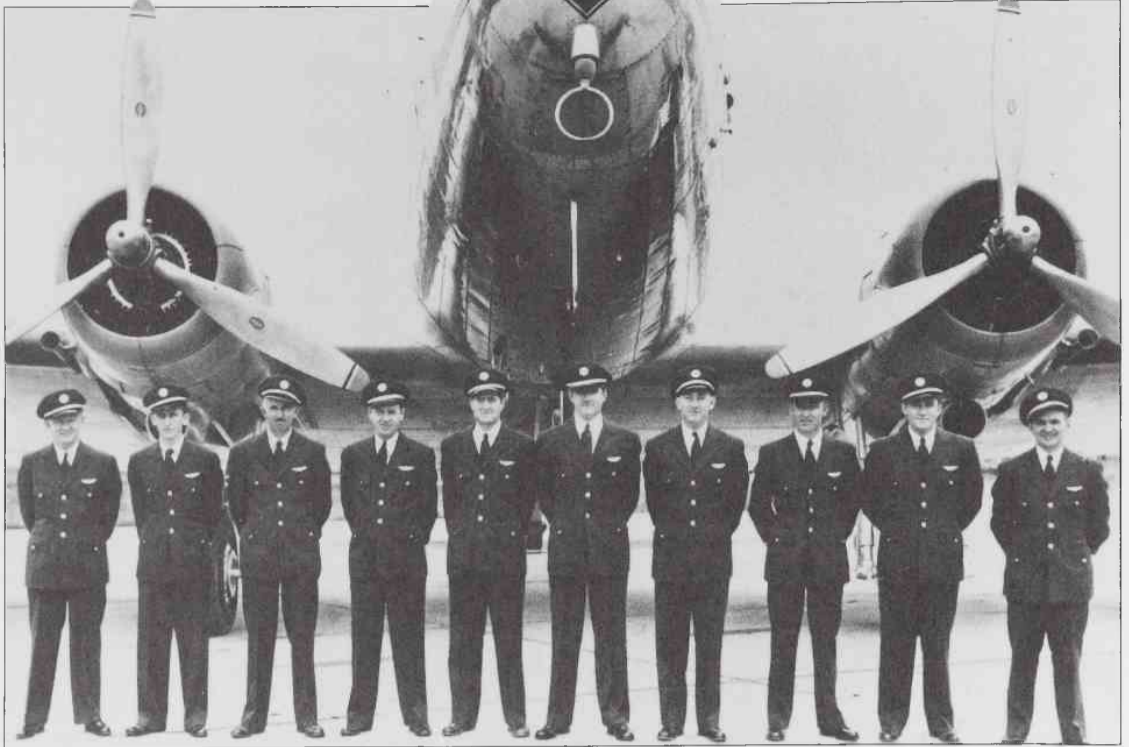
So, on this our 40th year, I send my greetings and deepest appreciation for your part in making it all possible.

Charlie used to have a saying, "It ain't the age that counts—it's the mileage you got." Well, we've sure racked up a lot of "miles," and I'm sure we can depend on you to continue to be like Charlie.

This year we'll be merging with USAir, one of the few other outstanding leaders in this industry. This should make possible many more great years ahead for all of us. By the way, it just so happens that this is, by far, the most expensive airline acquisition in aviation history—another first for our record book. Doesn't that, too, tell you something about what a great job you have done?



T.H. Davis



Above: Standing under the nose of one of Piedmont's DC-3s are 10 of the original pilots: (l to r) Ed Clement, Milt Brown, John Wilkes, Ray Shulte, Zeke Saunders, Frank Nicholson, Harold Dobbins, Leon Fox, Jack Tadlock, and Lee Cottrell.

Right: Purser Stanley Brunt appears to be serving passengers on a DC-3, but he's really posing with other employees for a publicity photo.



Left: Captain Bill Manos (center) flew his last flight for the airline in December. He joined the company as a purser in 1948. Welcoming Manos at LGW are (l to r) Gerry Edwards, chief superintendent Gatwick Division—Sussex Police; Constables Jennings and Skinner; and Larry Brooks, director-airport operations, UK/Europe.

In celebration of Piedmont's 40th anniversary, 1,000 copies of a signed and numbered limited edition print of a DC-3 and 767-200 are available at the Piedmont Gift Shoppes. The 8 x 10-inch drawing (below), by DFW Station Manager Jack Brandon, is \$10.

The Shoppes also have available a 30-minute VHS tape entitled "A Model of How Good an Airline Can Be." The tape is a copy of the multimedia show presented at the annual service awards banquet on September 29, 1987, which shows the company's history from the purchase of our first two DC-3s to the inauguration of London service. The cost is \$7.66.



The Shoppes also have in stock white sweatshirts (above) featuring Piedmont's old and new logos for \$14. These are available in sizes small to extra large.

In addition, the Shoppes have reprints of a booklet, "The History of Piedmont. Setting a Special Pace," which features a brief history of the company from 1940 to 1981 written by T.H. Davis, Piedmont's founder.

Shoppes are located at Smith Reynolds Airport in Winston-Salem, extension 767-5510; Norfolk General Aviation, extension 277; and Monroe General Aviation, 704/372-6845.

