

- JULY TRAFFIC -

We carried some 19,000 passengers during July. Exact figures are not yet available. This was approximately 1000 below our quota for the month. The tentative July load factor was 53.87%.

- NEW DIVISION -

There is a new arrival in the Piedmont family, by the name of PIEDMONT INDUSTRIAL CHEMICALS COMPANY. This new Division of the Company will be wholly concerned with the distribution of R. M. Hollingshead Corporation industrial chemicals used in building maintenance, such as floor waxes, cleaners, polishes, protective coatings, etcetera. The Division is to be headed by Mr. Paul A. PENNETT, as Manager, who comes to us with a great deal of experience in this line with another company. For several years the Fixed Base Division has been wholesale Distributor for the aviation chemical line of the Hollingshead Company, and the outstanding reputation of these products is world wide. Several months ago they offered us exclusive territory on their industrial chemical products. After much consideration of the potential sales in this area, it was decided to establish this new Company and take advantage of the Hollingshead Corporation offer. Principal customers of the Company will be office buildings, hospitals, factories, public buildings, schools, churches, super-markets, and department stores. There are not at present any organizations in this area devoted exclusively to distribution of these products. In view of this, and the service we will be able to render, there appears to be an unlimited future for this new activity of our Company.

- ACQUISITION OF PROPERTY -

As most of you know, the growth of Piedmont has continued at such a pace that our present Home Office and Maintenance facilities are exceedingly over-crowded. In order to provide some immediate relief, and also to insure adequate space for future development, the Company has recently purchased about 7 acres of land just across the street from the present Home Office and hangars. This property was formerly owned by the County, and was sold at public auction. There is presently located on this land one large building having about 19,000 sq. ft. of floor space, one large storage shed, a railroad siding, and several miscellaneous smaller buildings. All buildings, however, are old and cannot be considered as permanently usable. It is planned to use the large brick building primarily for storage space and some overflow office space. This will relieve our immediate space problem considerably.

- DICK MORRIS APPOINTED NORFOLK FIXED BASE MANAGER -

We can all expect to see great things come from the Norfolk Fixed Base Division now that Dick MORRIS has hold of the reins, and it's our prediction that this operation will soon grow to be one of the largest and best in the South. Most of you know Dick, but to those who do not we suggest that you drop in to see him when you're in Norfolk. Dick has had a great deal of fixed base experience in Virginia and Washington, D. C., before coming with Piedmont as a pilot over three years ago. He was based in Norfolk for a while and then transferred to Wilmington. With a new hangar about to be built Dick will be a pretty busy man and will soon be able to offer any kind of aircraft service. Congratulations on your new assignment, Dick - We wish you the best of everything.