



Despite winter's last biting fling before bowing out to Spring, baseball swung into action this month and Piedmont Airlines shared in the welcome. Dizzy Dean, one of baseball's greatest received an added PAI honor in the greeting of Tom Davis, PAI President, on arrival at TRI earlier in April, where both "Diz" and Mr. Davis were scheduled for talks. The widely lauded Dean was scheduled to broadcast a Giants-Cleveland game at Kingsport, and made quite a hit with the local TRI airport fans on his arrival aboard PAI. He said he had a nice trip and although an hour late into TRI account of weather, said "It shore was nice of you people to wait for me." Mr. Davis and the chatty baseball announcer exchanged pleasantries before the TRI counter.

850 PASSENGES DAILY, LOWERED OPERATION COST SEEN NECESSARY FOR SUCCESSFUL PAI OUTLOOK

With the implementation of our May schedules we will be flying more miles per day than we have ever flown before and about a third more mileage than is being flown by any other local service airline. At this rate, an average of 850 passengers per day and operating cost of 87 cents per mile or less are absolutely two necessary "musts" for the successful operation of Piedmont Airlines, T. H. Davis, President, pointed out this week.

Mr. Davis said we have now operated under our final mail rate long enough to have a "pretty good picture of what we will have to do to make ends meet".

"Two facts stand out very clearly:

1. WE MUST AVERAGE AT LEAST 850 PASSENGERS PER DAY
2. WE MUST GET OUR COSTS DOWN TO AT LEAST 87¢ PER MILE

"As you know, we fell far behind our passenger quota during the first three months and our costs went sky high. As a result our losses have been substantial. I never thought that

we would see the day our cost per mile would rise to the 90¢ mark but it has. It even went to \$1.02 per mile in January. The only consolation lies in the fact that we haven't been flying all of the mileage that we are geared up to handle.

"From May 1st on we will be operating our full complement of schedules. This, coupled with an efficiency drive and the wholehearted cooperation of every one of us should bring our costs down to a reasonable level.

"Spring is here so the beach and mountain season is just around the corner. We've got a good set of schedules and we have now reached the climax of three months of a super, full scale, intensive advertising program. We should be able to exceed 850 passengers per day by a considerable margin - we'll have plenty of room for them; and if we are to continue to be the leading local service airline we've got to be efficient enough to operate at 87¢ per mile. We can do it - so let's get at it!

NORFOLK SPARKLES WITH NEW CTO

First off, let us here at ORFC bid a belated welcome to the new PIEDMONITOR. We are really glad to have as nice a house organ as this. Sorry that we didn't make the first issue, but you know how 'tis. Just one dern thing after another.

ORFC finally got their new, sparkling CTO opened, situated at the corner of Granby and Plume streets, just one block from the Monticello and CAPITAL on the direct sailor route to MAIN street.

It is really a beautiful place with even more room than TRI, if that's possible. We have the ticket office and waiting room on the ground floor, reservations and sales offices on the second floor, plus the grand ballroom.

Guests from Mecca for the gala opening included T. H. Davis, L.W. Golson, W.G. McGee, Les Watson, R.S. Northington, Zeke Saunders, F.C. Nicholson, Miss Thelma Taylor and Wm. Sholin. The new office was christened by the caterer with five gallons of steaming coffee just 15 minutes prior to the ribbon cutting by Mr. Davis and Vice-Mayor Abbott. Various dignitaries were pressed into service as porters and everything was schedule and routine.

Let us say a word of welcome to the shining new faces that operate the establishment. They are Jane Stephenson, Helen Delasco, Mildred Witcher, Eva Lichtenthal, Anne Knight and Gordon Register. We also welcome Jim Humphreys, former CHW Traffic Rep. as the new DSM. His little legs are just getting adjusted to the flat country. He'll like the good fishing this summer.

Making the transition from the old stand in the Monticello were Dot Peele, Jane Wilkins and Ray Moore. J.D. West drove in from SDF in only eight days elapsed time to assist us in our bold venture. Glad to have you aboard, J.D.! . . . Ray Moore
