



# PIEDMONITOR

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## PIEDMONT LAUNCHES "TOP" DRIVE FOR 1954 QUARTER PROFIT

### NEW YEAR MESSAGE FROM THE PRESIDENT

This is the season for taking stock, and one of the brightest spots for me during this Holiday Season has been the thought of the many opportunities that lie ahead for all of us during the New Year.

It is very true that from a profit and loss standpoint, we haven't anything to crow about for 1953. As a matter of fact, if it hadn't been for the Fixed Base Division we'd really have our backs against the wall. They have had an exceptionally fine year. The first three months of last year were unusually rough for the airline division and in spite of the best efforts of all of us we were just getting back on our feet when winter set in again.

Well, as I see it, that's all water over the dam - and in spite of it all, we learned a lot and we rendered a lot of good service to the public. Now it's up to all of us to take advantage of what we learned - put it to good use - and really make hay in 1954. We can do it, too.

I don't believe we have ever been geared up to do a better job than we are right now. Every department, without exception, is staffed with more competent people than ever before. We know our business, we're geared up to handle a lot of it, and we don't expect any big growing pains this year. All of this adds up to a big year for Piedmont and for all of us individually - if each of us simply tries to do our job just a little better than anybody else can do it.

We're getting off to a good start in the New Year. Our Company-wide sales contest offers thousands of possibilities (TOP's) for Piedmont and thousands of prizes (TOP's) for each of us.

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### PIEDMONT GETS R. J. R. DC-3 CONVERSION CONTRACT

Our Company has been awarded a contract by the R. J. Reynolds Tobacco Co., makers of Camel cigarettes, to purchase and overhaul a DC-3, and install an executive interior. This will be the tobacco company's first aircraft. It is to be used, primarily, by their Sales Department. Specifications call for a very complete radio and instrument installation and a luxurious cabin to accommodate fourteen passengers.

H. M. Cartwright, Supt. of Maintenance, made a tour around the country looking for the cleanest basic C-47 he could find and finally bought one formerly used by TWA in cargo operations. He says it is one of the best he has seen in a long time.

Mr. Cartwright says this is going to be the prettiest and finest executive aircraft in the country when his boys get through with it, so you had better stop in now and then and take a good look. This big job comes in good time since only one PAI ship is due for a major during the next ten months.

A company-wide program to put "one more passenger" on each flight while at the same time economize in every phase of Piedmont Airlines operations to provide a profitable first quarter of 1954 was launched in Winston-Salem December 29.

A large meeting, especially attended by all station managers, district sales managers and traffic representatives, as well as all employees able to attend, heard Mr. Davis and other top PAI executives stress the importance of putting the airline back in the profitable black column.

At the same time, as an incentive to the all-employee, all-family drive for the next three months, a "TOURNAMENT OF PRIZES" was announced by W. G. McGee who outlined all the possible ways of attaining valuable and very attractive gifts through sales promotion.

Mr. Hager launched the meeting, held in the airline hangar, pointing out that the airline lost money in the first quarter of both '52 and '53, while in 1951 a profit of \$61,919 was made.

Mr. Fare, Lee Golson, Gordon Brown,  
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