

C A B APPROVES C M H

On January 17, the long-awaited word was out— The Civil Aeronautics Board approved Piedmont's Columbus application. In doing so, the Board followed the Examiner's report precisely, granting Piedmont the routes between Columbus and Charleston direct and between Columbus and Charleston via Parkersburg-Marietta.

In the same decision, the Board granted Eastern Airlines request to serve Columbus, but disallowed Eastern's request to include Charleston on their Charlotte-Columbus route. The Board's order thus gives the residents of Columbus excellent service, both short and long haul, and the order must be considered equitable for all concerned.

The Board order becomes effective March 18 and it is anticipated that service will begin about that date. Present plans call for the initial addition of four round trips per day, two Columbus-Charleston direct and two via Parkersburg-Marietta. To handle this increase, an additional C-47 has been purchased from Meteor Air Transport, and will be delivered to Winston-Salem for modification on January 20. It will probably be released for service about April 1.

One of the major problems confronting our Columbus operation is the severe shortage of space in the Terminal Building. Several solutions have been proposed, among them a combined TWA-Piedmont Operation similar to that in Cincinnati, or utilization of a separate building. At this writing, no decision has been reached.

The field at Columbus has undergone remarkable development in the last few years. North American Aviation has a large operation there as has the Air Force. Added to the extensive commercial operations, this makes Columbus an extremely heavily used field. Columbus itself has developed into a major manufacturing center, and has grown by leaps and bounds. It is the Capitol of the State of Ohio, and the home of the famous Ohio State University "Buckeyes", Big Ten Contender in this year's Rose Bowl. During the football season, Saturday traffic to and from

Columbus should be terrific, since this is one city which takes its football seriously.

Parkersburg, W. Va. is in the heart of the district known as the "American Ruhr". Coal, gas, inexhaustible water supply, and cheap electric power are on hand, and steel, cement and oil are nearby. Wood County Airport which serves both Parkersburg and Marietta has three runways 4000 feet or more and is lighted. It is served by American Airlines and by Allegheny, connecting Parkersburg with Cincinnati, Washington, Wheeling, Pittsburgh, Indianapolis and Chicago.

Marietta, Ohio, sister city to Parkersburg, is also fast becoming an industrial center. It is the home of Marietta College, and the site of a major intercollegiate sports event, The Marietta Regatta, the "World's Series" of rowing.

The Company looks forward with pleasure to the opportunity of serving these three fine cities for we feel that we can provide a much needed service. May our association be both long and pleasant.

BEST DECEMBER IN HISTORY

Piedmont rang the bell in December, showing the best passenger loads for that month in our history. 24,036 people flew the Route of the Pacemakers in December, for a load factor of 51%. (Load factor is the ratio of passengers carried to available seats). This is a fine showing, and all employees are to be congratulated.

Figures for 1954 are in, and they speak volumes. Piedmont carried 308,189 passengers in 1954, and forecasts for 1955 indicate we will carry some 345,000 people. Passenger revenue was up 10% over 1954. Passenger revenue goal for '55 is set at \$4,350,000. Also predicted for 1955 is a 50% average system load factor. This will take some doing in the lean months of January, February, and March. That old bugaboo, delays, is in for a beating if 1955 predictions come true--they're forecast to drop 15%.

In the final analysis, the answer to whether we reach our 1955 goals lies in the efforts of each employee. In an effort to assist

in meeting these goals, The Piedmont will periodically publish our progress toward them. If everyone is conscious of our aims, if we all pull toward the same objective, 1955 will be Piedmont's top year.

AA THANK PAI

American Airlines is mighty grateful to Piedmont these days, as the following letter from J. H. Gibson, AA's Supt. of Flying Operations shows. His letter, addressed to Bill Anspach, LYH Station Manager reads: "I would like to state that the personnel of Piedmont Airlines, with no exceptions, bent over backwards to accommodate us and our equipment and took excellent care of our passengers. Their flight 75 made a non-scheduled stop at Lynchburg to accommodate our Roanoke passengers and they set up transportation for the remaining eleven passengers to Howard Johnson's restaurant and made all arrangements with same for meals. They handled the transfer of our equipment, bag and baggage, and assumed custody of the mail with the approval of the Superintendent of Mails at the Lynchburg Post Office. I say that these men are truly deserving of our gratitude and commendation."

HITCHED

Darlene L. Burkholder, INT, and T. L. Martin, INT - November 24.

V. A. Howard, INT, and Sandra Jean Regan, INT - January 1.

We would like to extend our deepest sympathy to:

Carl Kuhlman, Winston-Salem Accountant, upon the death of his father, Walter Scott Kuhlman, Sr. of Atlanta, Georgia on January 23.