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PIEDMONT SEEKS NEW RUNS TO CHICAGO

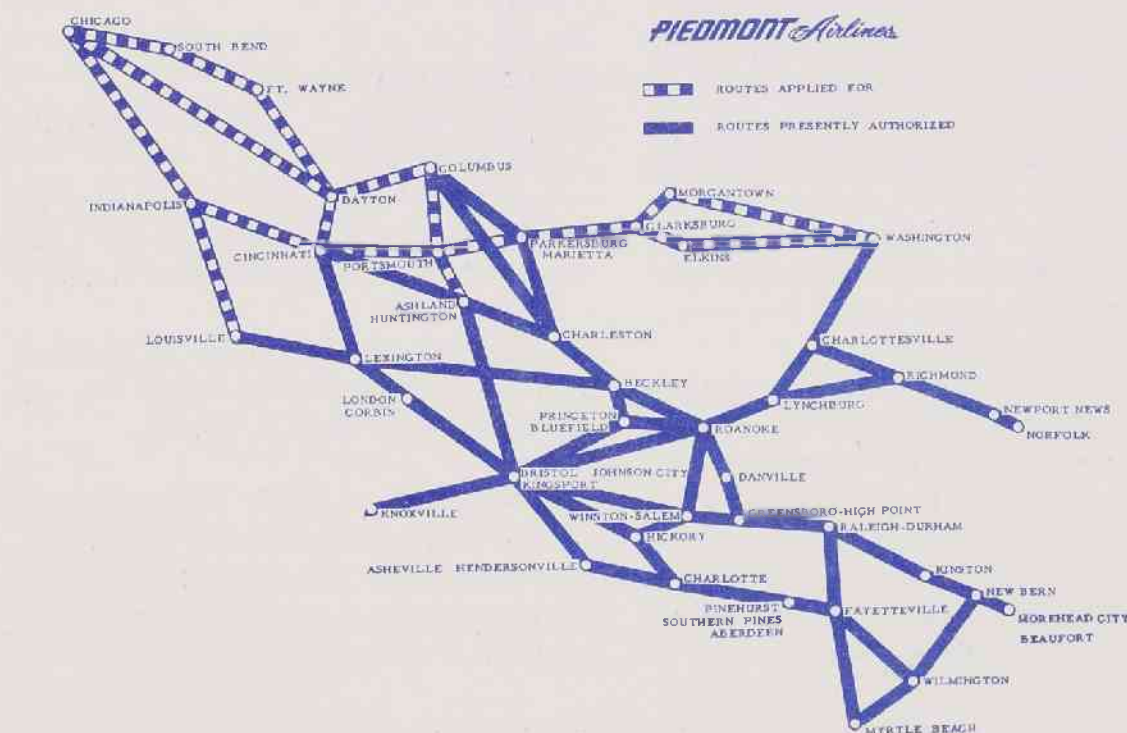
Piedmont Airlines has asked the Civil Aeronautics Board in Washington for route extensions which would add over 1,000 miles to the present system.

The first petition requests a route extension between Cincinnati, Ohio and Chicago, Illinois, and would provide service to the communities of Indianapolis, South Bend and Fort Wayne, Indiana and to Dayton, Ohio. In another request, Piedmont has asked for a route extension between Washington, D. C. and Cincinnati, Ohio, serving the intermediate cities of Morgantown, Clarksburg and Elkins in West Virginia and Parkersburg, Marietta and Portsmouth, Ohio.

The hearings began on September 2nd and civil intervenors representing Johnson City, Kingsport and Bristol, Tenn., and Hickory, Winston-Salem and Raleigh-Durham in North Carolina, supplied testimony in favor of Piedmont being awarded the extension.

The states of Virginia and Kentucky, acting for the cities served by Piedmont, also participated. The city of Wheeling, W. Va., although not involved in Piedmont's service case, urged the Board to include their city in the Washington to Cincinnati route case and to request suspension of TWA service into Wheeling.

The airline portion of the hearings began



on September 16th and Piedmont expects to present their briefs within a week.

Local Service Carriers, participating in the hearings are Mohawk, Lake Central, North Central, Allegheny and Ozark. The major airlines intervening in the case are American, Delta, Eastern and TWA.

This route extension is one of the most significant in the history of Piedmont's operation and exhibits indicate that should the Chicago route extension be awarded to Piedmont, the anticipated revenues and cost of operation, calculated on a conservative basis, would reduce the annual mail pay requirements by approximately \$300,000 per year using the DC-3 type of equipment. This saving would be substantially more using the F-27.

CONTEST ENTRIES EXCEED ESTIMATES

Response to the "Make Every Trip A Pleasure Trip" contest has been overwhelming and an average of 250 entries per day have been received since the contest began on August 17th.

The person sending in the best entry each week as judged by the officials of Liller, Neal and Battle, Piedmont's advertising agency, receives a beautiful General Electric transistor radio.

Mr. John Ottley of the agency reports that the keynote of practically all of the entries was the expression of appreciation for the personalized service which was being offered by all Piedmont employees to its customers.