



THE PIEDMONITOR

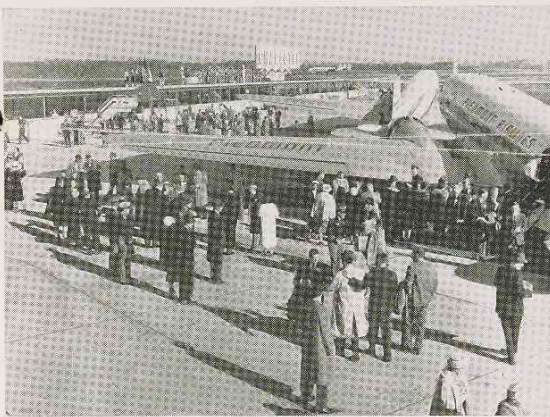


VOL 11 - NO. 3

Published By And For The Employees Of Piedmont Aviation, Inc.

MARCH, 1959

President Announces Piedmont's Progress



Record Charter Job ... Moving Legislators

Over 200 of the state's most important people had to be moved from Raleigh to Charlotte — what better way than to "Fly Piedmont"? Of course there was no better way, so Piedmont rolled out the red carpet to perform its biggest and most important chartered flight — moving the North Carolina State General Assembly. The meeting was held in Charlotte because the Chamber of Commerce of that city had invited the legislators to be their guests in order to give them a day in growing and hospitable Charlotte.

Two F-27 and four D-C3 planes were assigned to the task, along with one Eastern Constellation. After the legislators and their wives were greeted and seated, a "real Southern" breakfast was served, including: good ol' country ham, biscuits, juice, a fruit cup, rum cake and coffee.

Smiling and satisfied, the legislators arrived in Charlotte on Schedule and were greeted by the peppy Harding High Band playing "DIXIE" Caught up in the spirit of things, Gov. Hodges ended the song with "Hurrah for Dixie!" After the formal greetings at the airport, the group was carried away for a busy and entertaining day. The notable's agenda included: having a whirlwind tour of the city, being elaborately wined and dined, participating in the assembly meeting itself, attending the year's first performance of the circus at the Coliseum. Weary but happy, the group returned to the airport and welcomed the comfortable and relaxing flight back to Raleigh.

One of the rewards of the day was the praise of the comfort and service on the flights — even the "first-timers" were soon relaxing and enjoying the trip. It was also good to hear the favorable remarks of the congenial Eastern crew as they were given a tour of the F-27.

The success of the charter was a fine example of Piedmont co-

operation throughout with crews, station personnel and traffic and sales people all doing a top-rate job. There was precision planning and close coordination exhibited from the operational and all the way through to the passenger handling functions. Such effort on every level left everyone with the feeling that moving the legislators and their wives was not only the BIGGEST, but the BEST charter job ever.

Stock Brokers Tour Piedmont

Approximately thirty Securities Dealers (stock brokers) were the guests of Piedmont for a day last Wednesday, the purpose of their visit being to fully familiarize them with Piedmont's facilities and operations.

Piedmont now has over 3,000 stockholders which naturally results in an increased amount of stock exchange. This trading is handled by dealers who should in turn be thoroughly acquainted with Piedmont in order to give

See TOUR — Page Two

It is my pleasure to have this opportunity to announce what I regard to be two very significant developments.

First, operating results for 1958 indicate we had the most successful year in Piedmont's history.

Second, the resumed publication of a bigger and better PIEDMONITOR.

On the first point, our earnings last year were \$340,955.00 before taxes — the highest ever achieved. After income taxes and special credits, net earnings are expected to be \$195,854.00. Piedmont is one of the few local service Airlines claiming a profit last year.

This earnings record is particularly significant in view of the fact that during the year we were in the process of inaugurating service with our new F-27's. In addition to the extraordinary amount of effort directed to this program, we were of course subjected to certain non-recurring costs in pre-

paring for the operation of our new aircraft.

To all of you who made possible this outstanding achievement I extend my deepest gratitude.

As to the second development, I am happy to introduce Miss Mooneyen Wright our new editor of the PIEDMONITOR. Mooneyen is a graduate of Wake Forest College, where she received her B. A. degree in English and Psychology. In addition to many other extracurricular activities, she was sports editor of the "Beehive" and a member of the honorary journalism society, Quill & Scroll. After graduation she worked with McCann-Erickson, Inc., a nationally prominent advertising agency in New York. It has been gratifying to me to note the great interest on the part of Piedmont personnel in the PIEDMONITOR. It is our intention to make it the type of publication fully deserving of this interest on your part. I know Miss Wright can depend on your cooperation and assistance in making it one of the best in the industry.

CREDIT UNION — NEW BENEFITS

Ten years ago the Piedmont Aviation Credit Union was established, its primary function being the encouragement of systematic savings. Secondly, this Credit Union would offer all members available funds for loans. In an effort to offer even more benefits to member employees, the Board of Directors met February 19, and announced the following changes effective as of March 1, 1959.

5 Years or More Seniority . . .
Employees with five or more years of service with Piedmont may now borrow up to \$1,000 with three co-signers, with a maximum of 24 months to repay the loan. Heretofore, the maximum amount was \$500 or the equivalent of the individual's salary (whichever was more) with two co-signers necessary.

6 Mos. and Less Than 5 Yrs. . . .
Employees with more than six months and less than five years seniority are allowed a maximum of \$600 or salary equivalent (whichever is more), with 18 months allowed for repayment. This is an increase of \$100 in maximum loan. Any loan over \$500 will require 3 co-signers; \$500 or less, two co-signers.

Over 800 employees of Piedmont Aviation, Inc. are now enjoying the benefits of membership in the Credit Union. At the end of 1958, members with savings received a 6% dividend. Other benefits include: dealing with people that you know, interest on savings better than average commercial returns, systematic savings, free insurance covering loans, and no carrying charges on loans.

Developments In Route Cases

GREAT LAKES LOCAL SERVICE CASE

Our application seeking extension of our routes from the three western terminals — Louisville, Cincinnati, and Columbus — Chicago via Indianapolis, Dayton, Fort Wayne and South Bend — a new route between the terminals Cincinnati and Washington via Portsmouth, Parkersburg, Clarksburg, Morgantown, and Elkin — authority to operate between Columbus and Huntington — were heard in the case. The hearing closed in October, 1957. We are still awaiting the Examiner's initial decision.

SOUTHERN AREA CASE

Our Knoxville-Nashville application was heard in this proceeding. The Bureau of Air Operations is recommending our extension from Knoxville to Nashville and also that we be extended from Knoxville to Memphis via Chattanooga, Tullahoma — Shelbyville, Nashville, and Jackson. We have joined in supporting the position taken by the Bureau of Air Operations. The Examiner's initial decision in this case was issued Dec. 22, 1958. He recommended that Southeast be certificated to operate local routes in Tennessee on a non-subsidy basis for a three-year period providing Mason-Dixon Trucking Company divest itself of control of Southeast. The Examiner did not deny our application, but recommended deferral pending Southeast's acceptance of the conditional certificate. Oral argument before

See CASES — Back Page

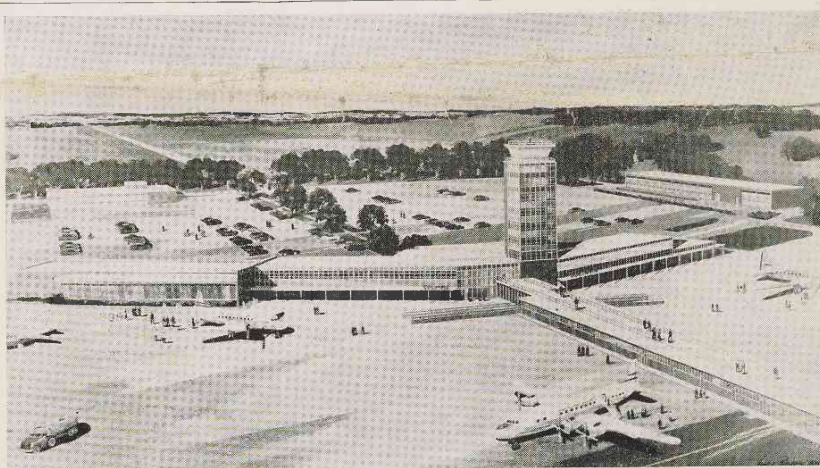
Fun-Pak Plans

Plans for Piedmont's fourth season of offering "package vacation plans" are more attractive and extensive than ever. On March 10th and 11th, all District Sales Managers and Division Station Supervisors assembled at Virginia Beach to discuss ways and means of merchandising on our 1959 "Fun-Pak" Program and Vacation-Resort Program.

The representatives (including Messrs: Tom Davis, Gordon Brown, Robert Turbiville, Ken Ross, and T. L. Martin) were the guests of the Chamber of Commerce at a reception on Tuesday night. A complete tour of all facilities offered in the "Fun-Pak" at Virginia Beach was also included in the agenda of those attending.

Plans for the coming season include a variety of all-expense vacations at seven prominent Virginia Beach hotels and two Asheville hotels. The Virginia Beach plan will be available from May 15-Sept. 30, and the Asheville plan from April 17-Oct. 31.

More details about these attractive plans will be in the next issue of the PIEDMONITOR.



New \$4,000,000 Port Columbus Terminal. Feature Story on Page Three.