

STATION OF THE MONTH . . .

Wilmington, N. C.

You step off Flight 350 in Wilmington, North Carolina, walk into the modern terminal and you immediately sense an air of festive excitement. . . It's Azalea Festival Time, one of the gayest events in the South.

As you go around touring the beautiful garden spots, you wonder if all the beauty queens visiting for the occasion can match the colorful majesty of Queen Nature. You've never seen so many radiant flowers... it is no wonder that everyone has caught the gay spirit of Spring in a playful mood.

It's a whirlwind four days. Along with 250,000 other care-free people you join in a street dance and enjoy the outdoor art exhibit. Then, on Friday night "The Queen is Crowned!" Lovely film star Debra Paget reigns this year and at her Coronation Pageant you are entertained by variety acts and the display of even more "Queens of Beauty." The next day you cheer the mammoth parade and gasp at the precision flying of the world famous Blue Angels, the Navy aerobatic team. That night King John Sutton is crowned and there is another program of varied entertainment and a dance. Sunday you get up late and take a leisurely drive around the still colorful but resting city and return to the airport.

You greet the Piedmont agents and take a mental note to remember the names of these friendly folks. Now there's Station Manager Harold Libscomb, Division Supervisor Peter Jones, Chief Agent James Rutledge, and agents Ellis Benton, William Conway, Everett Kearney, Edmund Kerr, and James Sandifer. They ask you to come back to North Carolina's major seaport city, pointing out that their city of quiet beauty is always a place of up-to-date amusements with some of the South's best beach resorts only 30 minutes away. The people of Wilmington preserve the spirit of southern graciousness in a city that is growing in industry and modern convenience, growing in health and beauty, and offering many special attractions for its countless visitors.

You climb aboard flight 305 and as you settle down in your seat, you are glad you visited our station in Wilmington. . . especially on North Carolina's most colorful weekend, The Twelfth Annual Azalea Festival.



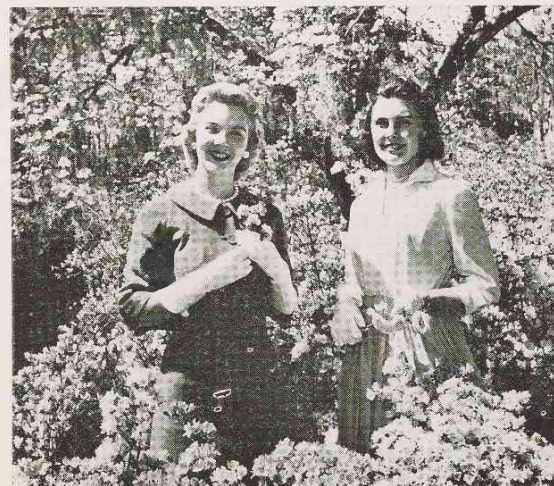
THE CROWNING OF THE QUEEN! Governor of North Carolina, Luther H. Hodges crowns beautiful Debra Paget . . . Queen of the Azalea Festival.

Success Of Stockbroker Tour

In the last issue of the PIEDMONITOR there was an article reporting that representative stock brokers had been the guests of Piedmont for a day. From all reports the program was very successful. An example of this success is to be found in a special security analysis of Piedmont prepared by the research department of McDaniel, Lewis and Co., an investment securities company of Greensboro, N. C. The analysis included a statement of the history of Piedmont, the operational facilities, the standing of the company in the industry, and a financial statement. The following is an excerpt from the analysis.

"CONCLUSION:

With the advent of the new F-27 Pacemaker planes and the gradual extension of air routes into large and populous areas not now served, the future for Piedmont appears the brightest in its 12 years of air line service. One of the most important contributions to the future success of Piedmont is the break-even load factor for the F-27 Pacemakers, which is 55-58% as compared to a 78-80% breakeven load factor for the present DC-3 planes. Management is alert to its opportunities and is constantly seeking improvement of services, more efficient operations and extension of routes into the larger cities which are the destinations of many passengers originating here in the Carolinas and elsewhere. Earnings in 1959 should rise sharply and continue to improve year after year."



More than a million azaleas and countless Beauty Queens grace the festivities at the Azalea Festival. Here Miss Virginia and Miss Georgia admire the flowers at Greenfield Gardens.

"Temporary" 10% Tax

At the beginning of World War II a "temporary" ten percent tax was imposed on passenger transportation in order to discourage non-essential travel by civilians using common carriers. Nearly fifteen years have passed since the end of the war and the "temporary" tax is still here. A tax that was practical during the war has long outlived its purpose and has become, as Sen. G. A. Smathers of Florida says, "a drag upon the civilian economy."

But, of course, there is the "other side" of the picture. Those who are in favor of the retention of this tax base their main argument on the fact that it constitutes a source of revenue for the federal government. However, the strength of this argument is considerably weakened because, as Sen. Smathers points out, "The passenger tax yields the Treasury a little over \$200 million annually and is not, therefore, a substantial part of our total tax structure." The significance of the tax is further questioned because: it costs the airlines and other carriers needed revenue by discouraging travel; makes the carriers unwilling tax collectors and costs them money in the accounting and reporting end; tends to drive business to private transportation, thus helping to undermine the economic health of an industry essential to the nation's

commerce, defense and postal service; and plays favorites since it is a deductible expense for business but not for personal travel. Indeed, a comparative view of the situation seems to offer little sound reason for the continuation of this tax.

President Eisenhower has proclaimed 1960 as "Visit the United States Year" and has called for an all-out national effort to promote the travel idea, and legislative opinion on the tax strongly suggests the existence of plenty of anti-tax sentiment in the new Congress. Needless to say, such an attitude warrants the support of every Airline employee, Piedmont included. The companies that make up the nation's public transportation systems have long sought the repeal of this tax, and have been joined by other organizations and representatives of the government. The Civil Aeronautics Board is also on record as opposing the travel tax. And with such men as Sen. Smathers (sponsor of the tax repeal amendment presented to the 85th Congress) stating, "I will continue my effort to repeal this tax and I feel confident that this can be accomplished," hope again runs high. Perhaps the 86th session of Congress will finally repeal this transportation tax . . . if not, Webster needs to change the meaning of "temporary"!

BIRTHDAYS

- INT-Ervin Aaron; ILM-Hugh Baldoock; INT-Charles O. Miller, Jr.; INT-Eldon C. Monson; ORF-John L. Morris; INT-Gorrell C. Myers; ILM-Robert F. Myrick; LYH-Aionza L. Norvelle; PKB-Merrill L. Oxley; INT-Nancy Lou Pitts; INT-Jimmy L. Plemons; CHO-G. N. Rawley; DCA-Frank Roscana; RIC-Robert F. Rose; INT-Joseph E. Roy; INT-Joseph F. Russell; INT-Robert A. Sandberg; ORF-Raymond F. Schulte; INT-Houston K. Scott; ILM-Ralph W. Shipton; INT-Sylvia Louise Shore (Tibby); HTW-Frank J. Slone; INT-Luther S. Smarr; GSO-R. E. Smith; ILM-R. P. Smith, Jr.; INT-Paul S. Snell, Jr.; SDF-Shirley Stevenson; ORF-Marvin E. Stokley; FAY-Onal F. Taylor; DCA-Wallace R. Taylor; INT-Robert L. Thomason; LEX-Beverly A. Todd; HKY-Roy W. Tucker; DCA-James E. Vestal; INT-Romie M. Voss; INT-Othel Wagener; SDF-Joseph L. Wathen; INT-Carland R. Weiborn; INT-Roy L. Westbrook, Jr.; INT-Arthur S. Williams; INT-Helen G. Williams; CVG-Edwards J. Wisniewski; BLF-James A. Woodruff; INT-James R. Wright; INT-Kenneth N. Wright; CLT-Thomas F. Young, Jr.

