



BEAUTY DEPLANES Miss America of 1957 Marian McKnight steps from a Piedmont plane at Fayetteville where she helped pick a new Miss World Putt Putt during the National Tournament of Champions. (More pictures on page 3)



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Shenandoah Seeks Temporary Waiver

Company Files Brief In Piedmont Case

Piedmont Airlines filed a 63-page brief on the Piedmont Local Service Area Investigation September 8 in response to the tentative position as announced previously by the Bureau of Air Operations.

The brief was submitted by Cecil A. Beasley, Jr. and R. J. Shortlidge, Jr., attorneys for Piedmont, to CAB Examiner James Keith.

It contained evidence and estimates on the proposed routes from Baltimore to Atlanta and from Charleston to Atlanta; the substitution of Piedmont for Capital Airlines on the Norfolk to Knoxville portion of route 51; and the extensions from Washington, Richmond and Norfolk to Columbia, Augusta and Atlanta via local points in eastern North Carolina and South Carolina.

The Bureau of Air Operations has recommended Piedmont receive all new routes applied for except those in and out of cities in South Carolina.

The brief contained concluding remarks as follows:

"The Piedmont Local Service Area Investigation is of vital

concern to the traveling public Piedmont serves and to Piedmont.

"This geographic area constitutes the very heart of Piedmont's system. The company's welfare, its progress towards self-sufficiency and its opportunity to better serve the public are all involved in the case.

"Finally, Piedmont wishes to direct the examiner's attention and through the examiner, the board's attention, to the fact that operation of all routes requested in this proceeding (in addition to Piedmont's existing system) will result in greater economic benefit than the net sum effect of the separate proposals."

F-27 NEWS

The first jet service of any kind offered Columbus and Parkersburg-Marietta by a scheduled airline will be initiated by Piedmont October 25.

Flights 63 and 66 will serve the two cities. Press flights are being arranged for the opening-day activities in Columbus.

Piedmont Gives Support to Bid For Exemption

The Shenandoah Valley Airport Commission has petitioned the Civil Aeronautics Board to allow Piedmont Airlines to serve Staunton, Va., on a temporary exemption.

Piedmont has sent to the CAB a supporting answer to the petition stating a willingness to provide the requested air service.

Staunton is included in the Piedmont Local Service Area Investigation, now pending. At present, Staunton is not served by a commercial air carrier.

The temporary exemption would give the Shenandoah Valley Airport area, which includes Staunton, Waynesboro and Harrisonburg and Rockingham and Augusta counties, service before the final decision in the route case.

Rapid Action

Action will be taken on the petition by the CAB within 60 days. If the petition is granted, Piedmont will begin service to Staunton within three months.

Piedmont has asked that Staunton be served on segment 4 of route 87 as an intermediate point between Washington and Roanoke. Permission to overfly Lynchburg and Charlottesville is also requested.

Staunton applied for air service more than four years ago and was denied such by the CAB on the basis that the city had no airport.

Prompted by the denial, Staunton and the member governments of the Shenandoah Valley Airport Commission built an airport. Since its completion about a year ago, the airport has stood virtually idle.

Undue Burden

Piedmont has asked that the exemption authority be granted on the basis that the usual requirements, set forth in section 416B of the Federal Aviation Act of 1958, will be an undue burden on Piedmont and not in the public interest within the meaning of the law.

In this case, the requirements (hearing, examination, etc.) have been started in the Piedmont Local Service Area case. But the final decision is not expected before September, 1960, if the case follows the usual pattern of route cases.

New Look:

This month the PIEDMONITOR features columns by Britt, Brunt and Folger on a fullscale editorial page . . . PI PIX, a full page of news pictures . . . and dates to remember in the coming month.

Charter Flight Revenue Tops \$37,000 During September

Charter flights during September provided Piedmont with more than \$37,000.00 revenue, according to Mrs. Thelma Taylor Davis, traffic department assistant for charter arrangements.

The September special flights included 26 round trips and nine one-way transports for a total of 61 flights.

Mrs. Davis said the heaviest business came from college football trips. The teams of the University of West Virginia, Virginia Polytechnic Institute, Clemson College, Wake Forest

College and The Citadel were flown during September.

Several high school football teams, as well as miscellaneous groups, comprised the remainder of the month's charter business.

The September revenue for last year was around \$7,500.00. This year's figure for the same month represents almost a 500 per cent increase.

October charters are expected to exceed the September number.

Piedmont DC-3 Provides Sightseeing

Thousands Throng Mercer Open House

Thousands of Bluefield-Princeton area residents turned out for Mercer Airport's open house and dedication of the new terminal wing September 6.

The only formal ceremony was a ribbon cutting by members of the Mercer County Court and three Piedmont officials. The crowds jammed the ramp most of the afternoon inspecting military and commercial planes and visited inside the terminal, where the restaurant and all facilities were open.

A Piedmont Airlines DC-3, especially assigned to the station for the afternoon activities, furnished sightseeing rides to nearly 300 persons. Four F-86A jets from the Martinsburg Air National Guard put on a brief air show over the field.

On display were an Air National Guard Albatross from Charleston and a U. S. Army helicopter from Fort Knox. In addition to the military planes, a new Cessna, Piper Apache and Piper Comanche were exhibited during the day.



SNIP! GO THE SCISSORS Formally opening the new wing of Mercer County Airport at Bluefield-Princeton are (left to right) Superintendent of Passenger Service S. S. Brunt; Mercer County Court Commissioners Clarence Elmore, Fred Thomason and Frank Gibson (cutting the ribbon); Airport Manager C. W. McGlothlin; General Sales Manager W. G. McGee and Charleston District Sales Representative Orville Larch.