

Photography Used For First Time In Ads

F-27 Story Told With Drama And Realism

A picture is worth a thousand words, goes the old saying. And the latest advertising campaign launched by Piedmont proves the adage correct.

When General Sales Manager W. G. McGee and Piedmont's advertising agency—Liller, Neal, Battle and Lindsey—began brainstorming for a way to tell the F-27 story with drama and realism, they decided the perfect media was photography.

And when they began looking around for a photographer, they enlisted Jay Leviton—one of the

south's finest free lance shutterbugs—to capture the spirit of F-27 flight.

Jay, who is familiar to readers of LIFE, NEWSWEEK, The Saturday Evening POST and TIME magazines, took up photography as a hobby while serving in the Army during World War II. Now, he is in constant demand for editorial and advertising photography.

After a visit to Winston-Salem during the summer and several flights on the Piedmont system, Jay produced many excellent

human interest shots on the F-27.

Three Photos Used

Three of his photographs have already been incorporated into 600-line advertisements—the first time Piedmont has used photography in advertising. (A 600-line ad is one in which the space of 600 column copy lines is used.) Other Leviton photographs are being prepared for ads and promotional items for the months ahead.

Along with the 600-line series, a smaller, 120-line ad is being

run with greater frequency. It proclaims in large type "Go F-27 Prop Jet!"

The combined series is being used in all areas in which Piedmont's F-27 operates. It is also being used in the eastern and mid-west editions of the WALL STREET JOURNAL and the INTERLINE REPORTER.

Graphically showing the advantages of F-27 travel, the photographs have also been modified for use on the schedules.

With Jay Leviton, his outstanding photography and the ear and eye-catching phrases of ad copy, the series promises to be most rewarding.

Piedmont's entire advertising program, including the new campaign, embraces the total system and uses more than 60 radio stations, television stations, 15 regional magazines and publications, 24-sheet-poster billboards and 68 different newspapers.

New Controls Are Needed For A Diminishing Airspace

The sky in which to fly has been "diminishing."

More airspace cannot be found, as geology uncovers new stores of petroleum, or as reforestation increases lumber resources.

What can be done, however, is to make better use of the airspace available.

In a series of five articles prepared especially for airline employees, the Air Transport Association of America describes the problem, why it is of serious concern to everyone and what is being done to reverse the trend.

The articles show how the best minds in the airline industry, the manufacturing industry, general aviation and government are well on the way to providing "more" airspace under conditions of ever-improving safety and reliability.—ED.

WASHINGTON, D. C. (ATA)—U. S. aviation is tackling a problem of major proportions. It is this: how to provide for the safe and orderly flow of air traffic with planes flying at unprecedented speeds and in ever-increasing numbers through an airspace that is no larger today than it was when only one plane was using it.

This problem has been building up over a period of years. The Air Traffic Control (ATC) system has not been able to keep pace with the tremendous increases in flight operations.

It lacks the capacity to handle all of today's traffic, and aviation has by no means reached its peak. The result? Certainly no compromise with safety, but rather flight delays.

Steps Toward Solution

The problem does not lend itself to overnight solution. But it is surmountable. Many steps have already been taken to ensure more efficient use of the available airspace. Many more are in the planning stage.

There appears to be no permanent block to the development of a system that is 100 per cent efficient. But it will take money,

time and complete cooperation of all users of the airspace.

The area of the United States is 3,022,387 sq. mi. That represents a lot of airspace. But a modern plane crosses five miles of it in a single minute. A jet liner covers 10 miles in a minute. Some military jets fly 20 miles a minute.

Space Like Dance Floor

Multiply this by the thousands of airplanes that may be over America at a given moment—flying in all directions—and you can see why even three million-plus square miles of airspace can take on the aspect of a Saturday night dance floor.

In 1938 there were only 29,000 planes using the American sky. Few flew faster than 150 mph. Today there are 109,000 planes flying in the same airspace.

Not only have airplanes increased nearly four-fold in numbers, but their utilization and speeds have also increased sharply.

There are more than 65,000 planes in the "general aviation" category. This is 40 times the number of domestic scheduled airline craft.



SAFETY PLAQUES, being dusted off by Rainey Chandler, are visible evidence of Piedmont's concern for safe operations in the available airspace.

CITY OF THE MONTH . . .

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tion date for exterior work to December.

Piedmont's downtown operations are the only such arrangement known in the nation. The offices are located on the Third Bank Building's seventh floor. On the first floor a city ticket sales office is shared with Trans-World Airlines, which also handles Piedmont's ticketing at the airport.

Walking into this unusual operations base, the visitor immediately senses the huge volume of activity. Reservationists nod "hello" and continue talking to their customers on the phone.

There is little time for idle conversation. Even District Sta-

PERSONNEL . . .

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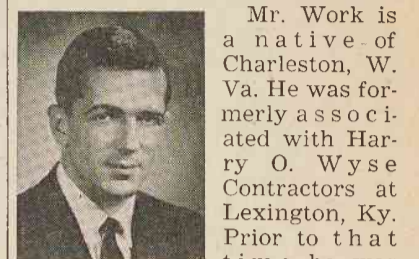
ected to four terms in the N. C. State Legislature.

He is married to the former Patricia Shine of Oelwein, Iowa. They have three children.

J. E. Bradley will continue as employment supervisor reporting directly to Mr. Fowler.

Work Is Salesman

Also joining Piedmont during October was William F. Work, Jr., as Beechcraft sales representative at the fixed base division.



Mr. Work

Mr. Work is a native of Charleston, W. Va. He was formerly associated with Harry O. Wyse Contractors at Lexington, Ky. Prior to that time he was vice president and sales manager for Bohmer Flying Service at Lexington.

He attended Charleston public schools, Greenbrier Military School, West Virginia University and Morris Harvey College.

New Title Given

A new job title has been given to Mrs. Thelma Taylor Davis. Mrs. Davis is now supervisor of charter and convention sales. Her former job title was staff assistant, traffic department.

R. E. Turbiville, general traffic manager, said Mrs. Davis some time ago had assumed the duties of all details related to charter and convention requests and arrangements.

"She has done such an outstanding job that we feel this title more accurately defines her responsibilities," he said.

Mrs. Davis, who has been with Piedmont since February, 1948, asks that all personnel be alert to convention leads and requests leads to follow up.



Mrs. Davis

Promotions For Three

Promotions include Al Shully, from agent at Charlotte to chief agent at Washington; J. M. Fouts, from agent to lead agent at Washington and Oscar E. Parker, from mechanic to senior mechanic at Winston-Salem maintenance.

Personnel transferred are: J. R. McNeil, agent, from Wilmington to Winston-Salem; C. E. Shore, agent, from Myrtle Beach to Washington; L. D. Stack, purser, from Washington to Winston-Salem.

Also, T. A. Kirk, purser, from Norfolk to Washington; H. L. Blackburn, purser, from Norfolk to Winston-Salem; C. C. Hardin, agent, from Greensboro to Charlotte and Eve Semiklose, reservationist, from Lexington to Cincinnati.

Leaves of absence were granted to J. L. Martin, agent at Charlottesville for military service and Daniel McKenney, junior purser at Norfolk.

Returning employees were Libby Hill, agent at Charlottesville from a leave of absence and Beverly Todd Bernstrom, re-employed as an agent at Charlottesville.

Largest Employer

Aviation—builder and user—is the nation's biggest employer. It is the prime mover among inter-city common carriers. So a healthy air traffic system is important to the national economy as well as the national defense.

Congrats

BIRTHS

Robert Michael Waugh, Son, to Robert Waugh (HTS) and wife, Jo Anne, October 9.

Gregory Irvin Guin, Son, to Doug Guin (PHF) and wife, October 13.

Leigh Ellen Hobbs, Daughter, to Roy Hobbs (ILM) and wife, Grace, August 19

10 YEARS SERVICE

Jack R. Gwennap, PKB, November 1

Will Lee Jett, RDU, November 1

Harold L. Lipscomb, ILM, November 1

Houstin K. Scott, INT, November 28

5 YEARS SERVICE

Raymond S. Craft, INT-FB, November 16

tion Supervisor Tom Cowen is bridled with earphones.

Piedmont's very first flight went into Cincinnati nearly 12 years ago. Since then the city has been a busy center of activity for the company. Naturally, the people of the city were a little dubious of a local service airline. But Piedmont through the years has built up a reputation of service which has convinced Cincinnati of its intent to serve and to serve well.