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APACE WITH THE PACEMAKERS

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CAB Grants New Segment

Mid-January Date Set As Goal For Opening Staunton Service



GOOD MORNING service on two Piedmont flights now includes a continental breakfast presented here by flight attendant to a passenger. The appealing snack consists of fruit cup, sweet roll and coffee.

Target date for inaugurating scheduled air service for Staunton, Waynesboro and Harrisonburg, Va., at the Shenandoah Valley Airport has been set for January 15, 1960.

Service to the port on a new route segment has been authorized by a Civil Aeronautics Board temporary exemption, which was announced by Piedmont President T. H. Davis November 13. The segment will be flown between Washington and Roanoke with the intermediate point Shenandoah Airport.

Two Round Trips

The number of round trips daily for the new station has been set tentatively at two. An estimated seven station personnel will be required and will be selected in the near future. Fares for Shenandoah passengers to Roanoke and Washington will be the same as for Charlottesville passengers. (See story on fares change on page four.) Richard H. Holladay, airport manager at Charlottesville, will manage Staunton also.

Completed in 1958, the Shenandoah port will be getting its first scheduled airline service in the new Piedmont flights. 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.

Colonial Terminal

Prompted by the denial, Staunton joined with Waynesboro and Harrisonburg and built an airport in Augusta County, one mile south of Weyer's Cave, Va. The airport has a 4,000-foot runway lying approximately east-west and a terminal building of white frame Colonial design.

The airport was built with runway lights and beacon for night flights. Radio and communication facilities—the marker beacon, ATC tie-in, teletype and

weather machine—as well as a ceiling projection light and anemometer will be installed shortly by Piedmont.

'Indeed Pleased'

Announcing the CAB exemption authority November 13, President Davis said, "We are indeed pleased that Piedmont has been granted authority to serve this new route."

"A large number of new industries during recent years have established plants in this

section of Virginia, and we believe that immediate availability of scheduled airline service will further enhance the continued growth of this important section of the state."

The route segment is included in the Piedmont Local Service Area Investigation, now pending before the CAB. The exemption authority will be in effect until 60 days after the final decision, which is not expected before September, 1960.

In Continental Style

Flight Breakfast Added

Throughout the Piedmont system the words "Continental Breakfast" have been pencilled in at two points on reservation schedules. The breakfast—consisting of fruit cup, sweet roll and coffee—is served on Flight 1 departing Hickory and Flight 53 departing Hickory.

It is the latest innovation in Piedmont's snack and beverage service and, according to Superintendent of Passenger Service Stan Brunt, possibly may be extended to other morning flights if passenger acceptance is good. Piedmont is one of the first local service airlines to serve such a breakfast.

Company First

In fact, a history of Piedmont's passenger service department shows that the company was one of the first local carriers to offer many items of the beverage and snack service. Several airlines

In 1954, buffets were designed to use electric heating water jugs. With hot water, instant coffee and packaged sugar and cream, Piedmont pursers are able to serve a uniform cup of coffee any time on a flight and also to eliminate waste.

The different hot weather drinks disappeared when Piedmont became the first local airline to offer passengers a frosty bottle of "Coke."

Hot Tea Considered

In the beverage department, hot tea is being considered as an alternate cold weather drink, Stan Brunt reports. Tea bags would be used, and cream and sugar would be offered.

From the beginning, Mr. Brunt says, Piedmont had difficulty in explaining to passengers "why we didn't have meal service." "Serving a meal is impossible from a cost-profit ratio for each passenger," he explains, "so we have done the next best thing in offering meal-time snacks."

Snacks On 18 Flights

The first scheduled snack catering service began October 28, 1956, after tests were run on sandwiches and box meals. The snack consists of sandwich, potato chips, pickles and cookies or cake. It is served on 18 flights at either lunch or supper.

"Passenger reaction is extremely rewarding," says Mr. Brunt. "Any complaints on lack of meal service are practically nil at the present time."

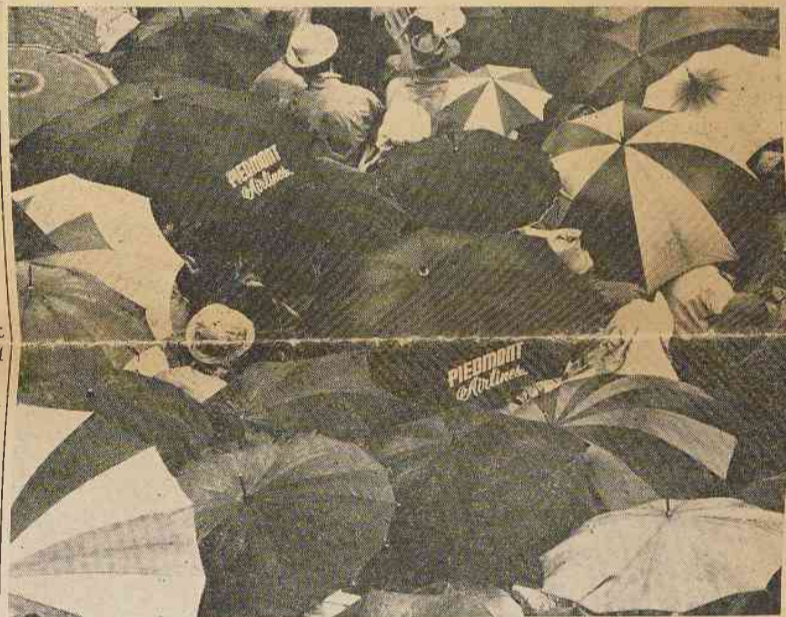
The snacks are catered from Roanoke, Huntington, Charlotte and Winston-Salem and are controlled to meet standards set up by the U. S. Department of Health.

Call For Washington Is 170 Years Late

At DCA a reservation was made for a Miss Washington on Piedmont Flight 15, October 8. Arrival unknown was marked on the card. Later the reservations office was informed by National Airlines that passenger Washington would arrive NA 814/8 (National Flight 814 on October 8).

The information was entered on the card in the phone contact block by one agent, and in the afternoon another Piedmont agent, who was checking passenger for Flight 15, tried to contact the passenger.

Mistaking the National flight number for a phone number, the agent dialed NA 8-1418 and asked for Miss Washington. The answering party? The White House. It seems the Washington family hasn't been in residence there for some time.



RAIN, RAIN EVERYWHERE and so is the name of Piedmont Airlines, as two company umbrellas appear in a sea of rain-soaked football fans. The game? Wake Forest vs. Carolina. The fans under Piedmont shelter? No one will say.

Crash Evidence To Be Given At Charlottesville Hearings

Public hearings on the recent Piedmont DC-3 crash near Charlottesville, Va., will be conducted December 10 through 12 by the Civil Aeronautics Board. The hearings will take place at the Monticello Hotel at Charlottesville.

Pre-hearing Meet

Piedmont will attend a pre-hearing conference to be held December 9 at the hotel for the purpose of deciding the order of the hearings. It will be closed to the public.

Piedmont will be notified which witnesses will be called. The equipment investigation on the crash has been completed, and all evidence will be introduced at the hearings.

The CAB board of inquiry will include Thomas K. McDill, hearing officer of the Bureau of Air Investigation; Leon Tanguay, associate director of the Bureau of Safety; and Ross I. Newmann, associate general counsel. Mr. McDill will preside.

CAB technical personnel who

will testify and ask questions are David L. Thompson, investigator-in-charge for the Bureau of Air Investigation; Edward C. Hodson, assistant chief of the operations division; Allan Brunstein, meteorologist; John Pahl, chief of the engineering division of the Bureau of Air Safety, and George Baker, inspector for the Bureau of Safety.

Jim Wood Named Group Chairman

James F. Wood, Piedmont chief engineer, has been elected 1960 chairman for the local service division of the airlines Engineering and Maintenance Conference.

Mr. Wood and Howard Cartwright, superintendent of maintenance, attended a three-day meeting of the conference, sponsored by the Air Transport Association, at New Orleans October 19-21.



WRIGHT BROTHERS DAY - DECEMBER 17

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have used Piedmont's experience as a guide in their initiation of such service.

Beverages were offered passengers from the very beginning of Piedmont's airline operation. Coffee was the winter drink; juice, cider or tea, the summer drinks. Both were served from two quart thermos jugs.

But buying beverages in quantity resulted in wasted excess and caused the company to seek a better method.