



THE PIEDMONITOR

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APACE WITH THE PACEMAKERS

MARCH, 1960

Airline Has 12th Year Of Service To Public

Piedmont Airlines celebrated its twelfth anniversary of scheduled operation February 20. Employees of the company will be interested in the gains made by Piedmont during these past 12 years.

Piedmont flights now serve 53 cities in seven states and the District of Columbia, almost three times the number of cities served at the close of 1948. The fleet of eight F-27's and 17 DC-3's is quite a contrast to the one rented DC-3 Piedmont used to operate the first schedule in 1948.

Passenger Growth

Piedmont now transports as many or more passengers in a month as it did the entire first year of operation. In 1948 it carried 39,370 passengers; in 1959 it carried 515,660. As an employer, Piedmont has grown from 158 employees in 1948 to 1,140 in 1960.

The rapid expansion of Piedmont readily can be seen in the following chronology of airline service additions:

To Wilmington, Southern Pines, Charlotte, Tri Cities, Lexington and Cincinnati Feb. 20, 1948; to New Bern, Raleigh-Durham, Greensboro, Winston-Salem and Louisville March 6, 1948; to Danville and Roanoke April 16, 1948;

To Charleston, Lynchburg, Richmond and Norfolk May 5, 1948; to Fayetteville September 25, 1949; to Newport News November 14, 1949; to Myrtle Beach May 14, 1950; to Beckley July 15, 1952; to Hickory and Knoxville August 25, 1952; to Kinston September 10, 1952;

To Huntington and Ashland November 3, 1952; to London-Corbin October 1, 1953; to Bluefield-Princeton May 16, 1954; to Columbus and Parkersburg-Marietta March 18, 1955; to Charlottesville and Washington August 17, 1955; and to Harrisonburg, Staunton and Waynesboro February 1, 1960.

Air Safety Record Encourages Reduction In Insurance Rates

A vote of confidence in the safety of air travel was given recently when one of the largest companies in the airline passenger insurance field, The Continental Casualty Company, announced it was increasing by 20 per cent the amount of individual coverage it will write without any increase in premium.

Roy Tuchbreiter, chairman of the board for Continental, said the decision to increase their per unit liability without a compensating hike in rate had been under consideration for several months and was not to be considered a gesture in connection with the series of travel accidents.

"We have confidence in the safety of air travel today and in the future," he said. "As pioneers in the writing of air travel in-

Total Sales Concept Outlined For All Piedmont Personnel



"REACH FOR THE SKY"—the sky of sales, that is—motions pert Hal Moser, secretary to F. P. "Abe" Lincoln and T. L. Martin. Hal was deputized a marshall by the Piedmonitor to round up the 1140 wanted Piedmont salesmen.

Reward Program

Hoaxes May End

A bomb hoaxer could well be called America's Public Nuisance Number One.

These cranks have been taking advantage of the airlines in recent years by calling, saying that there is a bomb aboard a plane and then disappearing into the woodwork.

Every airline employee knows what happens when these calls occur. Planes are halted on the ramp, and even called back in

flight. Passengers are unloaded, baggage and cargo is examined and then, some time later, the flight is sent out again.

Expensive Delays

Net result? Expensive delays, inconvenienced passengers and, of course, the hoaxer, learning of the chaos, gets his perverted reward.

What can the employee do? He can help the FBI and the police trap these hoaxers. Here's how:

1. Alert your co-workers.
2. Keep him talking to give more time to trace the call. Ask: Where is the bomb? Describe it. When will it go off? Where are you calling from now? Whom do you know on the flight?
3. Ask him to repeat, as if you had a bad connection.
4. Listen closely. Background noise may give clues; the voice may indicate age.
5. Take detailed notes.
6. As soon as possible, give your supervisor all details.
7. Give FBI and police your fullest cooperation.

Award Program

The ATA initiated an award program in 1957 that pays cash to any airline man or woman who assists the authorities in the detection of a hoax.

The check list is just a starting point. Your ingenuity is the final determinant.

So far, seven airline employees have received cash awards.

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Feb. 10 Sessions Unite Efforts Of Stations and General Office

A combined station, sales and operations meeting was held February 10 at Winston-Salem. The meeting, attended by more than 75 persons from all Piedmont Airlines stations and general offices, emphasized a total sales concept for the company.

The theme for the meeting was "Wanted: 1140 Piedmont Salesmen." Reports from all departments reflected the coordination which makes all 1140 Piedmont employees salesmen for the company.

Position Given

President of the Company T. H. Davis welcomed the group assembled at the Hotel Robert E. Lee and outlined the present position of Piedmont in regard to sales and operations. He also reported on the new airline subsidy standards which will be influenced in future business. (See separate story on this page.)

Mr. Davis asked that all personnel present at the meeting emphasize to others in their particular departments or stations the importance of the Piedmont employee in the sales efforts of the company. He called for the cooperation of all people associated with the company and the utilization of efforts in getting more people to fly Piedmont.

To Provide Seat

H. K. Saunders, vice president, operations, outlined the operations department's responsibility for providing "a safe seat at the lowest possible cost." He reported on the FAA safety program and on the current studies being made in regard to on-time operations, efficient flying and taxiing time, etc.

C. G. Brown, vice president, traffic and sales, reviewed 1959 business trends and pointed out that while business increased 15 per cent over 1958, available seats increased 36 per cent with the introduction of the F-27.

Sales Concept

General Sales Manager Bill McGee said the cure for empty seats is "a total sales concept involving every person in the company."

"Business is people and people is business," he pointed out. "And a successful business is dependent upon efficient and cooperative teamwork among employees of every job classification."

In line with the "Wanted: 1140 Piedmont Salesmen" theme, Mr. McGee said that actually Piedmont should have more than 600,000 salesmen if every passenger flown last year was a satisfied customer. He outlined certain programs which stimulate business and called on all personnel to exercise "positive thinking" and "careful preparation" in all sales efforts.

Other department heads and staff assistants participating in the program were Supervisor of Ground Operations Will Blackmon, Superintendent of Passenger Service Stan Brunt, Superintendent of Maintenance Howard M. Cartwright, Supervisor of

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CAB Sets Schedule Standards

Piedmont Airlines and the 12 other local service carriers are using a new way of so-called scheduling standards, effective March 1.

The standards, prepared and issued by the Civil Aeronautics Board, set forth the percentage of operating expenses which must be met by an airline's commercial revenues for various levels of service frequency over individual route segments.

Piedmont will issue March 15 a general schedule revision which will reflect these standards and will conform to them as closely as possible. Only minor revisions in the service are anticipated as a result of the standards. Certain other changes will be incorporated in the anticipation of the regular seasonal traffic increase.

Piedmont's route system has been divided into 18 individual segments. The volume of service frequency over each segment in the future will be completely controlled by the amount of traffic developed by flights on each segment and by the total system costs per mile.

Examples of how the scheduling standards apply are: If a segment is served by only one daily round trip with DC-3 equipment, there is no minimum passenger load required. If the round trip is served with F-27 equipment, there must be an average load of at least seven passengers on board.

If the same segment is served by two daily round trips with DC-3 equipment, commercial revenues equalling an average of at least five passengers on board all flights at all times must be produced. If the equipment used is F-27 aircraft, the average number of passengers must be nine.

As the frequency is increased over any segment, all flights on that segment must generate commercial revenue sufficient to meet an every-increasing proportion of the total operating expense.

When a segment receives more than six daily round trips, all these flights must produce commercial revenues equal to the total operating expense. No subsidy will be allowed for any portion of this volume of service.

Scheduling standards further See SCHEDULE, Page Four