



THE PIEDMONITOR

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APACE WITH THE PACEMAKERS

MAY, 1960

Holder of Stock Get Data

The annual meetings of Piedmont Aviation, Inc. shareholders and of company directors were held April 20 at the Winston-Salem general offices. Shareholders met at 11 a.m.; company directors met immediately after the close of the morning session.

Of the 1,192,789 shares outstanding, nearly 77 per cent or 914,087 shares were represented either in person or by proxy, with 24 shareholders attending.

After reports on company business by President T. H. Davis, Vice President C. G. Brown, Vice President R. S. Northington, Vice President H. K. Saunders, and Secretary M. F. Fare, the stockholders took the following action:

Re-elected Glenn E. Anderson, Frank Dowd, E. L. Davis, E. L. Davis, Jr., Ralph W. Gardner, Bowman Gray, Charles E. Norfleet, T. H. Davis, C. G. Brown, R. S. Northington, M. F. Fare, and H. K. Saunders to the board of directors.

Re-elected Glenn E. Anderson, E. L. Davis, T. H. Davis, and Charles E. Norfleet to the executive committee.

Re-elected T. H. Davis, H. K. Saunders, R. S. Northington, C. G. Brown, M. F. Fare, R. N. Hanson and T. W. Morton as officers of the company.

Present for the directors' meeting were Mr. Anderson, Mr. Norfleet, Mr. Brown, Mr. Gardner, Mr. Northington, Mr. Saunders, Mr. Fare, T. H. Davis, E. L. Davis, and E. L. Davis, Jr.

Airline Carries 3 1/2 Millionth Passenger

Whoever he was, wherever he was going, the three and one-half millionth scheduled revenue passenger for Piedmont Airlines was aboard one of the April 5 flights.

That day Piedmont transported 1207 passengers over the system. At the close of 1959 Piedmont had carried 3,398,454 passengers. January, February and March totals the number up to 3,494,505. These figures do not include charter operations.

The millionth passenger was carried during 1954, the two millionth during 1956 and the three millionth early last year.

In order that Piedmont carry its four millionth scheduled passenger during 1960, the yearly traffic figure would need to be 601,546. Perhaps "Four Million For '60" would be a fitting sales slogan. Whatever the slogan, Mr. Four Million may well be on his way to the ticket counter during the next eight months.

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Gilliland Speaks At Dinner



OPENING REMARKS are given by Whitney Gilliland, speaker at the system-wide sales dinner April 13. Mr. Gilliland was appointed chairman of the Civil Aeronautics Board shortly after his Winston-Salem visit.

System Personnel Give Ideas At Winston-Salem Meeting

The visit by CAB Chairman Whitney Gilliland and many suggestions for improved sales and service by system personnel highlighted the annual sales meeting of Piedmont Airlines April 13 and 14.

Chairman Gilliland, honored guest and speaker at the sales dinner April 13, told the group he was happy to be present during the Piedmont meetings. He traced the history of air transportation in America and emphasized the role of local service airlines in providing air transportation.

Explains Controls

Gilliland explained to the group airline subsidy and governmental control. He pointed up facts on the "Use It Or Lose It" policy of the CAB, airline safety records and subsidy standards.

Other guests at the dinner included members of the Winston-Salem Airport Commission, members of the Aviation Committee of the Winston-Salem Chamber

of Commerce and representatives of other airlines serving Winston-Salem.

Mr. Gilliland arrived in Winston-Salem Wednesday evening and returned to Washington at noon the next day after touring the general offices and maintenance facilities.

The sales meeting began at 9 a.m. April 13 at the Hotel Robert E. Lee with General Traffic Manager R. E. "Turby" Turville presiding. About 80 system and general office personnel attended the two-day meeting.

Reports on the progress of stations in pursuing sales and following up sales techniques outlined in the February meeting were given by each sales manager, station manager, assistant station manager, division chief purser and division station supervisor.

Suggestions Made

After presenting the reports, the gentlemen made suggestions for improving sales at their city and over the entire system. (See COMMENTS, page two). These suggestions and comments were recorded for consideration at the general office.

Some of the suggestions that were made during the two days are as follows:

Adopt a system-wide program of incentive awards for stations and station personnel, perhaps naming a station of the month and agent of the month for Piedmont Airlines

Begin using name plates (with first names) for those station personnel who come in contact with the public

Schedule Planning

Consult system personnel in schedule changes and planning

Devise quick reference schedules showing on-line connections

Conduct more direct mail advertising and more airline promotions

See that operating procedures are consistent throughout system

Give system personnel more and complete information on company policies, actions, benefits and planning

Increase interline efforts

Encourage Personnel

Encourage personnel to invest in the company and to learn about its past growth and present status

Keep news release and schedule mailing lists up to date

Conduct education program for interline friends on Piedmont service and Piedmont area

Have airplanes or loading area marked with flight number

Employ young women as flight attendants

Devise standard message structure for mishandled or misconnected baggage

Develop reservations and ticket counter procedure manuals

Discontinue round trip discount or increase use of discount as a sales tool

Honor established credit cards



SALES DINNER provided food for thought as well as for body as system and general office personnel discussed business trends informally and listened to speech by Gilliland. The dinner was held in the Hotel Robert E. Lee's State Room with over 80 persons, including guests, attending.

Prevents Further Damage

Cottrell Lands Safely After Mishap

When Piedmont flight 50 landed at Hickory, N. C., April 20 after the mid-air accident with a privately owned and operated Cessna 310, there were many people grateful for the excellent handling and judgment of the flight captain, Lee E. Cottrell.

The Cessna hit first the left propeller of the F-27, then the vertical stabilizer, and damaged the leading edge of the wing and the leading edge of the stabilizer.

At the Winston-Salem general office, Vice President H. K.

Saunders paid tribute to the ability and decisions of Captain Cottrell. "He did an excellent, an excellent, job of bringing the plane down safely after the collision," Mr. Saunders said.

"Not only did he land the 36 passengers safely and without incident, but he prevented further damage to the airplane," he added. "We are very grateful to him, and First Officer Hank Schulze for preventing what could have been a very serious situation."

The CAB is conducting an in-

vestigation into the accident and will rule on it. The four occupants of the Cessna died in the accident.

There were six passengers on the Piedmont flight whose destination was Hickory. The remaining 30 continued their flight on two DC-3's which were flown to Hickory shortly after the accident occurred.

The F-27 on the flight was flown into Winston-Salem for repairs after CAB release from the Hickory airport.