

Piedmont Aviation, Inc.
SMITH REYNOLDS AIRPORT
WINSTON-SALEM, N. C.



Editor: Cleta Marshall

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The Day "Came Up Roses"

This issue of **The Piedmonitor** is devoted in large part to the activities marking the opening of service on the Norfolk-Knoxville route. That's a great deal of coverage, but then it's big news for everyone connected with Piedmont.

It was the sort of day which could have been a smashing success or a crashing failure. Fortunately it was a success, as evidenced both by the comments from the guests at the day's conclusion and the thank you letters received afterward.

The success didn't happen by accident. It was the result of hard work on the part of Piedmont personnel and friends of Piedmont in the Raleigh-Durham area.

From **The Piedmonitor** a large bouquet to all concerned for making March 30 a model inauguration day. Let us hope that in the coming months we shall have many such days.

CAB Has Change In Procedure

The Civil Aeronautics Board announced today that it has adopted procedures designed to assure greater personal participation by the individual members of the Board in the preparation and issuance of its opinions in formal hearing cases.

The previous general practice in such proceedings has been for the Opinion Writing Division, Office of General Counsel, to prepare, in accordance with the Board's instructions, a draft of proposed opinion and to submit it to the Board for the consideration of all members concurrently. Under the new procedures, cases which are ripe for decision will as a general practice be assigned by the Chairman to individual members of the Board (including the Chairman), who will be responsible for preparation of the Board's opinion and its submission to the Board for approval. Opinions will be issued in the name of the member responsible for their preparation, with the concurrence of other members noted therein. As in the past, dissenting opinions and separate concurring opinions, if any, will be appended to the majority decision. The new procedures will not be put into effect with respect to cases that have already been submitted to the Board for decision.

PI Tops On-Time List

Piedmont topped the field of local service carriers in on-time operations for November, 1960, according to figures in the March edition of *Airlift Magazine*.

Piedmont led the list with a 93.1 per cent. West Coast was second with 91.3 per cent and Central third with 91.0 per cent.

Assistant Postmaster General Ralph W. Nicholson recently told a Congressional Committee that he estimated that the Post Office Department will net about \$10 million from airmail this year. Compare this with the entire U. S. domestic trunk industry's estimated 1960 net profit of only \$4 million from all services — passenger, air express, air freight and mail combined. This was not enough to pay for a single pure jet transport.

Congrats

15 YEARS SERVICE

William J. Taylor, Supt. of Ground Operations, INT, April 1

10 YEARS SERVICE

John W. Berryhill, Capt., ILM, April 1

Raymond E. Bullard, Agt., INT, April 1

Ward B. Doub, Capt., INT, April 1

R. P. Smith, Jr., Capt., ILM, April 1

Ralph B. Swartz, Capt., DCA, April 1

Mark Adams, Sr. Specialist, INT, April 2

Charles H. Stoltz, Dispatch Clerk, INT, April 3

Berger A. Wolff, Jr. Radio Tech., INT, April 9

Joe N. Harris, Janitor, INT, April 16

James H. Pitts, Sr., Sr. Mech., INT, April 17

5 YEARS SERVICE

Danny E. Berry, Agt., RDU, April 1

Cary G. Bruton, Mech., ILM, April 1

Floyd R. Pilley, Sr., Mech., INT, April 1

Ronald G. Price, Agt., ROA, April 1

Gerald D. Hedrick, Jr. Mech., INT, April 3

Eugene W. Foster, Mech. Specialist, INT, April 4

Ramon C. Hoots, Accountant, INT, April 9

F. C. Livengood, Stock Clerk, INT, April 16

Alfred D. Caudle, Agt., INT, April 16

Roscoe L. Goforth, F/O, INT, April 23

Leonard Jackson, Jr., Cleaner, INT-M, April 23

L. George Miller, Radio Tech., INT, April 23

Robert Glenn Harr, F/O, ILM, April 24

Henry N. Holleman, Res. F/O, ILM, April 24

Robert V. Brookshire, Mech., INT, April 30

Curtis L. Ivey, F/O, DCA, April 30

A. Donald Miller, Radio Tech., INT, April 30

Wm. J. O'Connell, Jr., F/O, ROA, April 30

Russell A. Grass, Res. F/O, ILM, April 30

Happy Birthdays

APRIL

R. G. Harr, F/O, TYS	1	T. F. Young, CLT	14
R. A. Sandberg, INT-M	1	M. E. Stokely, Res. Capt., ILM	15
W. R. Taylor, DCA	1	J. W. Berryhill, Capt., ILM	17
R. L. Howard, AFB	2	R. C. Cromer, ROA	17
G. M. Jarvis, RIC	2	C. K. Lane, INT	17
G. C. Myers, INT-M	2	C. R. Eller, INT-FB	18
H. G. Britt, INT	3	W. B. Simpson, Sales Rep., Beech, INT-FB	18
Bernard Porter, INT-M	3	R. V. Brookshire, INT-M	19
G. N. Rawley, SHD	3	W. A. Comer, INT-M	19
J. F. Russell, INT	3	J. L. Plemmons, INT	19
Frank Stone, Sta. Mgr., RMT	3	Opal Taylor, FAY	19
Helen G. Williams, INT	3	E. A. Martinez, Sales Rep., RIC	20
W. C. Clark, Sta. Mgr., DCA	4	R. V. Shipton, F/O, ILM	20
E. B. Fields, RMT	4	R. P. Smith, Capt., ILM	20
Donald L. Hastings, INT	4	H. A. Baldock, F/O, ILM	21
Margaret Callow, ORF-FB	5	W. S. Hart, F/O, ORF	21
R. F. Myrick, F.A., CLT	5	Johnny A. Lawrence, BLF	21
R. M. Voss, INT-M	5	P. D. Loar, Sales Mgr., CMH	23
G. R. Welborn, F.A., INT	5	J. E. Roy, INT	23
Dallas Brown, INT	6	R. E. Smith, GSO	23
Hop Hee Dunne, Link Instr., INT	6	W. J. Jacobs, CVG-F	24
W. W. Cox, Capt., INT	7	T. J. Rixson, CVG-F	24
E. R. Gray, ROA	7	C. T. Crouch, GSO	25
W. L. Hendricks, INT	7	R. L. Hill, Sta. Mgr., CRW	25
L. L. Hubbard, INT	7	R. A. Morelock, CVG	25
G. E. Malcomb, Resv. Capt., DCA	7	O. B. Revell, INT	25
S. B. Roth, CVG	7	Frank Roscana, Capt., INT	25
T. A. Kirk, F.A., ROA	8	B. P. Kennedy, F/O, ILM	26
R. F. Schulte, Capt., ORF	8	A. C. Marlowe, ORF	26
J. A. Woodruff, BLF	8	G. E. Price, INT	27
J. R. Flowers, F/O, ORF	9	R. F. Rose, Sta. Mgr., RIC	27
R. W. Tucker, HKY	9	Nancy Lou Smith, INT	27
Jacob Chandler, INT-M	10	J. L. Wathen, Dist. Sales Mgr., SDF	27
L. S. Smarr, INT-FB	10	E. J. Wisniewski, Asst. Sta. Mgr., CVG-C	27
P. S. Snell, F/O, INT	10	J. R. Wright, INT-M	27
H. K. Scott, INT	11	J. E. Bradley, Employment Superv., INT-E	28
A. S. Williams, INT-M	11	A. M. Lundy, ROA-M	28
W. G. Dunlap, CLT	12	Roger Newell, INT-F	28
R. L. Thomason, Capt., INT	12	Don G. Edmondson, Dist. Sales Mgr., CLT	29
Othel Wagoner, INT-FB	12	R. W. Evans, ROA-M	29
Chester L. Wooten, INT-M	12	B. W. Hamilton, TRI	29
M. L. Oxley, PKB	13	R. E. Hicks, INT	30
R. L. Westbrook, Chf. Inspetr., INT-M	13	D. A. Poole, ILM	30
Ervin Aaron, INT-FB	14		
H. L. Giles, TYS	14		
Joseph D. Hoots, INT	14		
Alonza L. Norvelle, CHO	14		

We Get Letters

Swap Suggested -- Agent Answers

The home office at INT isn't the only place on the system which receives mail of highly original character.

Following is a letter from a Piedmont booster sent to the Charleston station and its reply written by Agent William F. Hanson.

"Dear Sir"

"In sending this note I would like to make a suggestion pertaining to your company. Have you thought of the idea of using a large Army Whirlybird (helicopter) for local flights. The type the Army uses as troop carriers. If the Army would sell one of those carriers then maybe your company would trade a Piedmont plane for the copter.

"As I have never been inside a troop carrier I do not know how much passenger room there is inside, but it seems to me that the copter is about the safest machine in the air. While this idea may not be practical now maybe sometime in the future it will be."

"The use of helicopters in local service carrier operations is inadvisable at this time due to short range, payload carried, and altitudes that we must fly. Commercial helicopters are used primarily in the larger cities such as New York City, Chicago, etc.

NORFOLK-KNOXVILLE . . .

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Two other governors sent their congratulations to Piedmont. During the course of the luncheon President Davis read telegrams from the Hon. Buford Ellington, Governor of Tennessee, and the Hon. J. Lindsay Almond, Governor of Virginia.

Tour Preview

Mr. Davis presented Gov. Sanford with an aluminum model of the F-27. After the presentation, Akers Moore, President of the Research Triangle, gave the group a preview of the tour they would be taking that afternoon of the Research Triangle Park. Located in the Park are facilities to provide research services to foundations, industries, and government agencies in the areas of the physical sciences, engineering, statistics, and economics.

Following the luncheon the group again boarded buses, stopping at the Art Gallery, the indoor arena at the State Fair Grounds, the Chemstrand Company's research building, and driving through the Research Triangle Park.

The afternoon concluded with a hospitality hour back at the airport given by the Raleigh-Durham Airport Authority.

Representing Piedmont

Attending from Piedmont were: President T. H. Davis; Vice Presidents H. K. Saunders, C. Gordon Brown, and R. S. Northington; M. F. Fare, Secretary and Assistant Treasurer; Harold Warner, Director—Flight Services; W. G. McGee, General Sales Manager; S. S. Brunt, Director—Customer Relations; and T. L. Martin, Staff Assistant.

Al Huddleston, Division Chief Purser; Capt. Jack Tadlock, Director of Flight Operations; Capt. Frank Nicholson, Administrative Assistant to Vice President Saunders; R. E. Turbiville, General Traffic Manager; District Sales Managers Bud Halsey, Jim Humphres, and Don Edmondson; Rilla Gregg, Secretary; Delois Strickland, Secretary; Chester Nutt, Division Station Supervisor, Cleta Marshall, Publications Editor, and Don Britt, Assistant to the President.

How would you answer such a suggestion? Here's what Hanson wrote:

"We wish to thank you for your note, and your interest in Piedmont Airlines.

"The use of helicopters in local service carrier operations is inadvisable at this time due to short range, payload carried, and altitudes that we must fly. Commercial helicopters are used primarily in the larger cities such as New York City, Chicago, etc.



OHIO VALLEY TRAVEL SHOW was well received by Cincinnati. Piedmont was part of the North Carolina exhibit. Shown above being visited by N. C. Governor Terry Sanford are (left to right) T. L. Martin, Staff Assistant, Sales; Jane Griffith of the Cincinnati station; and Bill Crowe, City Sales Manager. Not shown but on hand to help were Ed Laskowski, CVG-F Manager, and Joyce Feist. Over 80,000 people visited the nine-day show.