



# THE PIEDMONITOR

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APACE WITH THE PACEMAKER

JULY, 1961

## ALTA Meeting Hailed As "Best Yet"



Financial Experts discussing the topic "What is the Financial Image of Local Service Airlines?" were (left to right) Edward Blair, William Blair & Co., Chicago; Frank B. Smith, Asst. Research Director, The Value Line Investment Survey, N. Y.; ALTA Chairman Leslie Barnes, President, Allegheny Airlines; Roger Cortesi, Senior Partner, Auchincloss, Parker & Redpath, N. Y.; Robert Pape, Vice President, The Chase Manhattan Bank, N. Y.; and Gen. Harold Harris, President, Aviation Financial Services, Inc., N. Y.

### Piedmont Thanked As Host

A jam-packed hotel and a busy conference schedule greeted delegates to the summer meeting of the Association of Local Transport Airlines in Asheville (ALTA) July 19-21.

Only presidents of local service airlines may belong to ALTA, but the number of people attending the session swelled to 100-plus as other airline executives and manufacturers' representatives registered.

#### Piedmont Host

Piedmont was the host carrier for this meeting, which began the afternoon of July 19 with registration and a hospitality hour sponsored by Piedmont Airlines.

Most of the presidents' meetings were closed to other airline representatives and members of the press. A panel discussion on the topic "What is the Financial Image of Local Service Airlines?" was open to visitors (see photograph).

#### Events Sponsored

Manufacturers and suppliers' representatives were active during the conference. Lear, Inc., sponsored a pre-luncheon reception for members on Thursday, with the Fairchild Stratocorp. and Fairchild Camera and Instrument Corp. acting as hosts for the luncheon immediately afterward.

The British Aircraft Corp. (USA) Inc., the Allison Division of General Motors Corp., Rolls Royce of Canada, Ltd., and Canadair, Ltd., were sponsors of a pre-dinner reception that evening. Another reception was sponsored on Friday by the Vertol Division of the Boeing Company.

The ladies were not forgotten at the conference. Wives of attending delegates were given a luncheon at the Asheville Country Club, as well as trips to the Biltmore Estates and Biltmore industries.

#### Murphy Speaker

CAB Vice Chairman Robert T. Murphy was the featured speaker at this conference's concluding luncheon, hosted by Piedmont and ALTA. Piedmont President T. H. Davis acted as toastmaster.

In his speech Mr. Murphy commented on ALTA's four-point program, listing the points as: (1) support of the "use it or lose it" policy, (2) continued transfer of trunkline points to local service airlines, (3) access to profitable dense short-haul markets, and (4) elimination of all operating restrictions.

#### Need High Traffic

He stated that the "use it or lose it" policy is designed to protect the taxpayers' interest, adding:

"The sound promotion of our national air transportation system does not necessarily mean that more air carriers should be flying into more and more airports if their service is going to be provided for only a trickle, rather than a significant traffic flow."

Murphy urged the local service carriers to use every means to increase their load factors and to keep high their traffic flow.

#### Up Load Factors

"Carriers must pay very strict attention to their load factors and continue to experiment in an effort to insure that the flight pattern is making the most of the traffic flow with the least operational cost."

He noted that these are very significant times for the local service industry, and that "... things are settling down a bit, and, as with all of us at the point of maturity, it appears to me that it is now time for the carriers to devote their attentions most diligently to real efforts to reduce the subsidy bill."

#### Davis Thanked

After Murphy's address ALTA Chairman Leslie Barnes recognized President Davis, thanking him for his work and saying that "ALTA is indebted to you and to Piedmont for one of the best-organized meetings we have had." He also extended his thanks to Mrs. T. H. Davis for her work in hosting the ladies.

Chairman Barnes concluded the conference by summing up this attitude of the local service carriers:

"We have not worried about the future, but rather have taken each day as it came. Now the future stretches out ahead of us. With enthusiasm and esteem we can grow and expand."

#### From Piedmont

Attending from Piedmont were: Mr. and Mrs. T. H. Davis, Mr. and Mrs. C. G. Brown, Mr. and Mrs. H. K. Saunders, Mr. and Mrs. M. F. Fare, Mr. and Mrs. W. G. McGee, Mr. and Mrs. Don Britt.

Mr. and Mrs. Charles Norfleet, Mr. and Mrs. Glenn Anderson, Les Watson, Bud Halsey, Clea Marshall, Don Edmondson, and Jack Gwennap.

### Group Will Study On-Time Records

President T. H. Davis has announced the formation of a committee to study the airlines' on-time performance.

The group will make a thorough study of on-time problems and develop suggested solutions.

#### To Make Analysis

In making the announcement Mr. Davis said that the problem is company-wide and cannot be solved by any one department, and that a sufficient detailed research and analysis of actual difficulties has not been made.

#### Group Members

Serving on the committee are W. A. Blackmon, Assistant to Vice President of Operations; K. E. Ross, Superintendent of Stations; F. C. Nicholson, Administrative Assistant to Vice President of Operations; and L. H. Jackson, Superintendent of Production Control.

## CAB Makes Changes; New Appointments

CAB Chairman Alan S. Boyd has announced the establishment of a Practitioners' Advisory Committee on CAB practices and procedures.

The Committee is selected from representative groups practicing before the Board, and is an important step in a program initiated several months ago to simplify and expedite the conduct of business before the CAB.

On the Practitioners' Advisory Committee's agenda are several projects designed to reduce the size of evidentiary records in route cases and to speed decisions.

#### Appointments Made

Chairman Boyd also announced the appointments of W. Fletcher Lutz, Jr. as Deputy Director of the Bureau of Economic

Regulations, and Kermit W. Day as Chief of the Management Division, Office of Administration.

Lutz is presently Chief of the Field Audits Division, Office of Carrier Accounts, and has been with the CAB since 1958. He replaces Robert K. Friedman who is transferring to the Federal Aviation Agency.

Day was formerly associated with the U. S. Army Ordnance Missile Command and the Department of Commerce and District of Columbia Government.

#### Study In the Works

Other CAB news includes a novel move by the Agency for a proposed air cargo cost-finding study. The study will be used as a base for the development of government policies to help realize air cargo's great potential.

## Mercer Airport Month Observed

July has been declared "Mercer County Airport Month" at Bluefield, W. Va., with special events scheduled through the entire month.

Piedmont participated in the celebration, aimed at acquainting the public with the facilities the airport has to offer and its role in the economy of the area.

On July 23 Piedmont DC-3's were sent to the airport to make scenic tours around the city as part of the "Fly in July" theme.

A downtown department store featured a Piedmont display and two Agents were present to answer questions.

## ROA Suspension Denied By Keith

James Keith, Civil Aeronautics Board Examiner, has recommended that American Airlines' request to end service in Roanoke be denied.

American has contended that its Roanoke operations have become increasingly unprofitable, and that Piedmont, as a local service carrier, could do a better job by expanding its service to the city.

In his opinion, Keith stated that Roanoke needs both long-haul and short-haul service, and the city could support both Piedmont and American operations.

He said that curtailment of service by American would inconvenience travelers to such cities as New York and Philadelphia, and that the airline should "be able to serve Roanoke with DC-6's on a modestly profitable basis."

American has been trying since July 1, 1960 to discontinue its Roanoke service. After the CAB rejected its petition for temporary suspension last August 31, the airline filed the current petition for permanent suspension.

This is not the final decision in the case, since Keith's recommendation is subject to review by the full Civil Aeronautics Board.

## Mrs. Dobbins Thanks Piedmont

Mrs. Nathan Dobbins, whose picture was featured on the front page of last month's Piedmonitor, has become quite a Piedmont fan. District Sales Manager Don Edmondson received this thank you note from Mrs. Dobbins' daughter soon after her mother had made her trip to Norfolk:

I want to thank you for the kindness and consideration which you showed my mother, Mrs. Nathan C. Dobbins, when she flew by F-27 to Norfolk on June 10.

This trip was a highlight of her 81 years and she will tell many people many times how much she enjoyed the flight.

The picture and the lovely orchid were much appreciated and she took the liberty of letting the newspaper in Bessemer City use the picture along with a nice article on her trip. She has lived there 60 of her 81 years and has many friends who share her enjoyment in her experience.

Mama is a real booster for flying — says that's the only way

to travel. Thank you again.

Sincerely,  
Bennie Peden  
Charlotte, N. C.

## June Is Record Month

Piedmont shattered all its previous records during June for passengers carried in a single month.

In that month 53,260 people flew Piedmont, traveling a total of 10,242,773 miles. This number of passengers tops by 3,027 the old high mark reached in June, 1960.

Several factors are noted as contributing to the increased passenger traffic. Topping the list is Piedmont's stepped-up sales campaign featuring the Piedmont Excursion Plan and the Family Plan, both of which offer air travel at discounts up to 75 per cent off the regular fare.

Other factors include the recently-awarded Knoxville-Norfolk route, plus the normal rise in summer and vacation travel.