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APACE WITH THE PACEMAKER

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17 Martin 404's Purchased Faster, Pressurized Aircraft To Replace All DC-3's

Piedmont Airlines has negotiated a contract to purchase 17 Martin 404 aircraft from Trans World Airlines. The 17 404's and Piedmont's present fleet of eight F-27 aircraft will comprise the largest fleet of modern, pressurized aircraft in the local service air transport industry.

In commenting on the purchase, President T. H. Davis said, "Acquisition of the fleet of Martin 404's will enable Pied-

mont to provide the traveling public with a much superior service in pressurized, air-conditioned, radar equipped, modern aircraft. In addition, the substantially increased efficiency of the 404 as compared to the DC-3 will enhance our earning capacity as our traffic and route system continue to grow and develop over the years."

Included In Contract
The contract includes, in addi-

tion to the aircraft, TWA's remaining inventory of spare Pratt and Whitney R-2800 engines, propellers, air frame and engine parts, shop tools and ground equipment applicable to the 404. A Dehmel 404 flight simulator trainer is also included.

The program will involve a total investment of \$6,450,000, financing for which has already been arranged. A part of this in-

vestment will include the cost of installation of radar, overhaul, and inspection of aircraft and engines, pilot and mechanic training, and the purchase of other miscellaneous equipment.

As a part of the re-equipment program, Piedmont has contracted to sell 14 of its DC-3 aircraft and the major part of its DC-3 spare parts inventory to the Charlotte Aircraft Corporation for one million dollars.

Present Fleet

Piedmont's present fleet consists of 17 DC-3's and eight F-27 prop-jet airplanes. The 36-passenger F-27's were added in 1958 and represented at that time the most extensive re-equipment program ever undertaken in the local service airline field.

For several months Piedmont has made an intensive survey and study of aircraft types available to replace its remaining DC-3 fleet. For the survey several criteria, including acquisition costs, operating costs, availability, and operating characteristics, were set up.

"The 404 meets our tests on all counts," emphasized Mr. Davis.

The Martin 404 has 40-passenger capacity as compared with the 24-passenger DC-3. Unlike the DC-3, the 404 is pressurized, air-conditioned, and is being equipped with air-borne weather radar for detecting storms while the airplane is in flight and circumnavigating them. It can operate virtually without restrictions into and out of every airport Piedmont serves. The Martin's powerful engines and reverse pitch propellers will aid the airplane in taking off and landing on the shorter runways in some of the smaller airports.

Rapid Climbs and Descents

Pressurization within the cabin of the 404 permits rapid climbs and descents with no passenger discomfort. Descents by the DC-3 are normally limited to 300 feet per minute.

Powered by two Pratt and Whitney 2400 horsepower engines, the Martin has a cruising speed of 265 miles an hour, double the horsepower and over 100 miles faster than the DC-3. This, plus greater fuel capacity and under-the-wing refueling, will result in fewer and faster fueling stops and faster point-to-point flying time.

It is expected that the DC-3 will be completely phased out of Piedmont's fleet by mid-1962. The first scheduled 404 passenger flights will begin operation January 15, replacing the 500 series DC-3 flights on the Knoxville-Norfolk route and also replacing Flights 381 and 382 between Knoxville and Washington.

More Martin flights will be added to the system February 15, with additional flights added in the coming months until all scheduled trips are served with either F-27 prop-jet or Martin 404 equipment.

In October Piedmont leased three Martin 404's from TWA for use in training flight and maintenance personnel.

Ideal For Expansion

The 404's are ideal for Piedmont's projected route expansion. A final decision is now being awaited from the CAB in the Piedmont Area Local Service Investigation, a decision which, if favorable to Piedmont, would result in almost doubling the size of its system and the addition of perhaps 14 new cities, including Atlanta, Ga., Baltimore, Md., and Nashville, Tenn.

Piedmont's cargo-carrying capacity will be sharply increased with the acquisition of the Martin. The airplane can carry 6100 pounds of freight, a 117 per cent increase over cargo capacity of the DC-3.

Aid to Cargo

According to Director-Cargo Service R. H. Reed, the increased cargo space will help Piedmont better meet the growing air freight demands by industry and other users.

The airline also expects to be better able to serve its charter customers as soon as the new airplanes are available, particularly in the military and athletic team charter markets.

Provide Top Service

Summing up, President Davis said, "We are convinced that the fleet of 17 Martins and eight F-27's will enable us to provide unsurpassed local air transportation services for our customers during the challenging and eventful decade ahead. We are extremely pleased to be able to offer this new service, bringing with it new comfort, new speed, new convenience, and new travel opportunities."



Introducing the "Pacemaker 404"

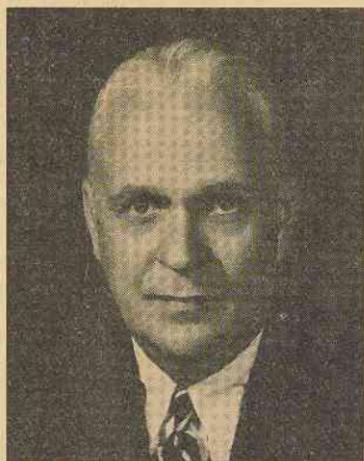
Piedmont By-Laws Amended

J. F. Watlington Elected Director

John F. Watlington, Jr., President of the Wachovia Bank and Trust Company, was elected the thirteenth Director of Piedmont Aviation, Inc., at the corporation's recent stockholders' meeting.

At the same meeting Piedmont's by-laws were amended to change the number of Directors from the previous 12 to not less than 11 or more than 17 Directors.

Mr. Watlington, a native of Reidsville, N. C., is a Phi Beta Kappa graduate of Washington and Lee University. He joined the Wachovia Bank and Trust Company in 1933 and advanced rapidly through several official posts. He was named Assistant Treasurer in 1938; Assistant Vice President in 1939; Vice President in 1942; Senior Vice President in 1946; and President and a Director in 1956. He is also a Director of Colonial Stores, Inc., and the Bank of Reidsville.



Watlington

Active in civic projects, Mr. Watlington has worked diligently to attract more industry to this area. He is Vice President of the National Municipal League and has served as Regional Brotherhood Week Chairman for (Continued on Page Six)

Foster Named New INT Area Salesman

General Sales Manager W. G. McGee announces the appointment of W. Andrew Foster as District Sales Representative for Winston-Salem, High Point, Greensboro and surrounding areas. He replaces Ross Gordon who has transferred to the Operations Department.



Foster

Foster is a native of Winston-Salem and attended Gray High School there. In 1955 he joined Piedmont as a member of the line maintenance crew. Later that year he transferred to the passenger Service Department where he served as a Flight Attendant until his present appointment. He was employed by Vogler Funeral Home prior to coming with Piedmont.

Foster is married to the former JoAnn Fulp of Stokesdale, N. C. They make their home at Lake Hills, Pfafftown, N. C.

November INT Figures Show Increase Over Last Year

When Eastern and United Airlines closed their stations in Winston-Salem October 29 and consolidated service at Greensboro-High Point, there was considerable speculation as to how this would affect Piedmont, left to serve INT exclusively.

Month-end November figures for the INT station show a marked gain over the same period last year. Officials attri-

bute the rise in passengers and cargo to the suspension of operations by the trunk carriers and the addition of the Norfolk-Knoxville route.

Station Manager Jack Brandon lists 976 revenue passengers for the past November, a figure 232 passengers over the same month in 1960.

Last year, for the month, air freight totaled 5,278 lbs.; air mail,

4,032 lbs.; and air express, 837 lbs. This year the figures are: air freight, 14,483 lbs.; air mail, 7,059 lbs.; and air express, 6,706 lbs.

Brandon also pointed out a large increase in the amount of company mail shipped by the INT base. "For November we sent out 29,930 pounds of comat," he said, "and there are two (Continued on Page Six)

