



## New Service In Operation



"A Momentous Occasion For Piedmont" — Guests gathered for a luncheon, hosted by Piedmont and celebrating the new service, in the dining room of the Hilton Inn near the Atlanta airport. Seated at the head table were (left to right): Vice President H. K. Saunders; Arvin Basnight, Assistant Administrator of the Southern Region for the FAA; C. B. Culpepper, Chairman of the ATL Chamber of Commerce Aviation Committee; Frank Hulse, President of Southern Airways; James H. Aldredge, Chairman of the Fulton County Commissioners; John Dregg, Director of Community and Congressional Relations for the CAB; ATL Mayor Ivan Allen; President T. H. Davis; ATL Mayor emeritus William Hartsfield; C. E. Woolman, President of Delta Airlines; Samuel Massell, Vice Mayor and President of the ATL Board of Aldermen; Piedmont Director Charles Norfleet; Jack J. Minter, Director of the Georgia Dept. of Commerce; and Secretary and Assistant Treasurer M. F. Fare.

## Special Inaugural Luncheons Held In ATL, BAL

### Baltimore - 'A Five-Year Trip'

"It took us rather a long time to get here — five years to be exact — but we made it and it is a happy occasion for us, and we hope for the communities which will have access to Baltimore for the first time."

With these words President T. H. Davis greeted guests assembled at Baltimore's Friendship Airport June 25 to mark the start of Piedmont service there and in six other communities.

The special luncheon was hosted by the Greater Baltimore Committee and the Baltimore Association of Commerce. Using a Martin 404, Piedmont flew representatives from Elizabeth City, Norfolk, Newport News, Richmond, Charlottesville, and Harrisonburg-Staunton-Waynesboro to the gathering.

#### Piedmont Welcomed

William Boucher, Executive Director of the Greater Baltimore Committee, began the luncheon by welcoming Piedmont representatives and guests from other cities. "Baltimore has had, over many years, a community of interest with the cities represented today," he said.

"It is important for us to communicate with them through air travel to strengthen our political and economic ties. Our airport has a fine future which will be aided by additional airlines."

Following Boucher, Herbert Bailey, Executive Vice President of the Baltimore Association of Commerce, added his welcome on behalf of the Association, add-

ing, "Having Piedmont here to provide service is something we've all looked forward to with a great deal of anticipation. We have this service now which we have needed for a long time."

John O. Colonna, Airport Manager and Director of the Baltimore Department of Aviation, also welcomed Piedmont and noted how much the new service will mean to Maryland, North Carolina, and Virginia.

President Davis was the concluding speaker, and after commenting that the trip to Baltimore "had taken us five years," he said, "It's been a long haul but we're sure it's been worth it."

#### Largest Program

"We've been fortunate in having cities on our system which have been a joy to work with, and I'm sure the same will be true of Baltimore." He announced that Piedmont has undertaken the largest single expansion program in local service airline history, and added, "I'm confident those who are responsible for making the operation work will do their job well."

"We will do our best to see that service is operated on a well-run basis with reasonably frequent service. We thank you for your support and cooperation, and we are indebted to all those who have helped us."

Following the luncheon, guests took a brief look around the Baltimore airport before heading back to the Martin 404 and home.

### Atlanta - Guests Represented 21 Communities

Piedmont representatives and business and civic leaders from 21 communities were accorded a warm southern welcome in Atlanta June 22 when a pre-inaugural luncheon was held to mark the start of service on routes authorized in the Piedmont Area Case.

Two Martin 404's and an F-27 flew the guests to the Piedmont-hosted affair, held at the Hilton Inn near the airport. They were joined there by Atlanta interline and civic representatives.

Following a reception, the group assembled for lunch and thanks was returned by Egbert L. Davis, Jr., Piedmont Director and brother of President T. H. Davis.

#### Head Table

Seated at the head table were Vice President H. K. Saunders; Arvin Basnight, Assistant Administrator of the Southern Region for the Federal Aviation Agency; C. B. Culpepper, Chairman of the Atlanta Chamber of Commerce Aviation Committee; Frank Hulse, President of Southern Airways; James H. Aldredge, Chairman of the Fulton County Commissioners; Col. John Dregge, Director of Community and Congressional Relations for the Civil Aeronautics Board;

Atlanta Mayor Ivan Allen; President T. H. Davis; Atlanta Mayor emeritus William Hartsfield; C. E. Woolman, President of Delta Airlines; Samuel Massell, Vice Mayor and President of the Atlanta Board of Aldermen; Piedmont Director Charles Norfleet; Jack J. Minter, Director of the Georgia Department of

Commerce; and Secretary and Assistant Treasurer M. F. Fare.

#### Piedmont Grateful

President Davis welcomed the guests and introduced the 14 members present. In his opening remarks Mr. Davis expressed thanks on behalf of the company for the help extended Piedmont and said:

"We want to tell you how genuinely grateful we at Piedmont are for the generous hospitality and encouragement extended us at Atlanta."

"We are fortunate in becoming a new citizen at the new communities added to our system, and we feel it is a momentous occasion for Piedmont."

"Our new service is especially significant because on June 25 we will inaugurate service on a system that is 50 per cent larger. As far as we know this is the largest single expansion program ever undertaken by a local service airline on one day!"

Mr. Davis then introduced Col. John Dregge, Director of Community and Congressional Relations for the Civil Aeronautics Board.

#### Into Partnership

Col. Dregge paid tribute to Piedmont, and to Atlanta and its aviation pioneers who helped the city grow as a transportation center. Then he directed his remarks to Piedmont's new communities saying, "The new cities have a responsibility as much as Piedmont to make this service a success. They must show they are willing to go into partnership with Piedmont and help make the air service work."

The final speaker of the day was the Hon. Ivan Allen, Mayor of Atlanta, who extended the city's official welcome to Piedmont as one of its new business citizens.

"The airlines are representatives of the Atlanta business community," said Mayor Allen, "and exhibit the vigor which will carry American business through."

"The Atlanta airport is a symbol of an alive and alert city, and rather than seek help we must stand on our own feet and be proud of what we have."

#### Thriving Center

He described the area as a thriving transportation center, saying, "We were spawned by transportation with the coming of the railroads; we were destroyed by Sherman because we were a transportation center, and we rebuilt our city because we were a transportation community."

Mayor Allen drew a round of laughter when he said that Atlanta's airport has become such an air service gateway that "regardless of whether a man is bound for heaven or for hell, he has to change planes in Atlanta."

In conclusion he again congratulated Piedmont and said, "We welcome you with all the hospitality and love of Atlanta and its business community."

Following the luncheon, guests boarded chartered buses for the short trip back to the airport and a look at the ATL terminal and Piedmont operations before leaving.