



THE PIEDMONITOR

VOL. VI, NO. 1

APACE WITH THE PACEMAKER

JANUARY, 1963

Brown Appointed BAL Manager; Clark Goes From TRI to INT

Two new personnel appointments were announced recently by company officials, one change at Baltimore, the other at Winston-Salem.



In Baltimore, former CVG Chief Agent Sherl Brown has taken up the post of Station Manager, vacated by the transfer of Don Shanks to Washington.

Brown has been an airline employee since 1952, when he joined Lake Central Airlines and served a year with that company at Louisville, Ky., and Columbus, Ohio. He came to Piedmont in May, 1953, at the Louisville station. In 1957 he was promoted to Lead Agent, and in 1960 was transferred to Cincinnati and promoted to Chief Agent.

Kentucky Native

A native of Hodgenville, Ky., Brown attended public schools there, and after graduation served four years with the U. S. Air Force. He was in Berlin for three years as a Senior Air Operations Specialist, and was discharged with the rank of Staff Sergeant.

Brown is married to the former Jeanne Elliott of Elizabeth-

town, Ky. They have two children, Jeffrey 8, and Linda, one month old.

In still another recent move, W. C. Clark has been appointed Superintendent of Ground Operations, and will be based in Winston-Salem.

Replaces Taylor

He replaces W. J. Taylor who transferred to the Flight Control Department as a Dispatcher. According to Vice President H. K. Saunders, his duties will encompass supervision of operations activities at all stations, including ground support equipment, weight and balance procedures, and fueling procedures.



Clark has been with Piedmont since 1948 when he joined the company as an Agent in Asheville, his hometown. He was later promoted to Station Manager at that city, and in 1950 was transferred to Charleston, W. Va., as Manager. He has also served as Manager at Tri-Cities and Washington, D. C.

Recently Clark was promoted to Division Station Supervisor and transferred to Piedmont's Bristol-Kingsport-Johnson City station.

Piedmont and Allegheny Offer Lowest Joint Fare In History

Piedmont and Allegheny airlines have received CAB approval for a joint fare believed to be the lowest air fare ever offered in the world by scheduled carriers.

In effect since January 6, the fare is aimed at the foreign visitor as part of the "Visit U. S. A." program. For \$99, the foreign passenger may buy a ticket permitting unlimited travel for 30 days over the airlines' routes from the South to New England.

At 1.6 cents a mile, unofficial air industry records show it's the cheapest fare ever proposed. The two carriers fly a total of 6,045 unduplicated route miles. British European Airways offers a fare at 2.3 cents a mile.

Foreign children and young people, between the ages of 2-21,

can obtain a ticket for \$49, when accompanied by their parents.

The fare is the first joint tariff ever offered by any local service carriers, according to Vice President C. Gordon Brown, Jr., and L. Thomas Ferguson, Allegheny's Vice President of Sales and Service.

The airlines said "the fares would give foreign visitors to the U. S. a good, representative cross-sectional look at American cultural, political, social, and economic life."

Both airlines said the plan is aimed at enhancing the government-sponsored United States Travel Service program to boost foreign travel to America.

Under the plan, the foreign tourist can purchase his single ticket within 15 days after ar-

riving in the U. S., or prior to departing from his country.

The foreign passengers are permitted the international baggage allowance of 66 pounds. The normal domestic baggage weight limit is 40 pounds.

Excluded from the plan are foreign nationals working in the United States, such as embassy and United Nations personnel, and foreigners who reside within 225 miles of the U. S. borders.

Fleet Adds More 404's

Piedmont Airlines has bought two additional Martin 404 aircraft and will retire its last two remaining DC-3's soon, according to H. K. Saunders, Vice President—Operations.

The 404 Pacemakers were formerly owned by Eastern Air Lines. Delivery of the two ships to the Winston-Salem maintenance base was made January 1. They will undergo overhaul and modification and will be placed into service in about 60 days.

Piedmont's last two remaining DC-3's are being traded in as a part of the transaction. However, Saunders said that they will be left in service until the 404's are ready. There is one DC-3 round trip left on Piedmont's schedule. The two newest 404's will bring to 20 the number in Piedmont's Martin fleet.

Progress Of Locals Brightest Spot In '62 Report

One of the brightest spots in the U. S. airline picture for 1962 is the traffic progress of the local service airlines, says a year-end report of the Air Transport Association.

The 13 carriers carried an estimated 7,880,000 passengers in scheduled services for 1962, an increase of 21.7 per cent over 1961.

Passenger miles flown totaled 1,606,000,000, an increase of 19.5 per cent; air freight was up 30.9 per cent to 7,200,000 ton miles; air express up 26.6 per cent to 3,800,000; and mail was up 10.4 per cent to 3,700,000 ton miles.

The local service airlines in 1962 operated along 51,182 route miles serving 580 cities.

Looking at the entire industry for the past year, for the 12-month period ending November 30, 1962, the scheduled airlines compiled a passenger fatality rate of 0.28 per 100 million revenue passenger miles. For the same period the previous year, the passenger fatality rate was 0.60.

Airline employees and payrolls were increased in 1962 to 173,453 employees, a net increase of 6,699. The annual payroll was \$1,209,094,874, an increase of \$108,679,740 over the same period a year ago. Average annual wage per employee was \$6,971.

A Code For The New Year

Every now and then it's a good idea to "take stock" and do a little thinking and reflecting on basic fundamentals and guideposts which have withstood bombardment down through the years and still ring true. The first of a New Year is a good time to do this.

There are two such "truths" which have long been a major source of guidance and inspiration to me, and at the start of this New Year I want to share them with you.

The first is entitled, "Sound Economic Policy," by Abraham Lincoln:

- You cannot bring about prosperity by discouraging thrift.
- You cannot strengthen the weak by weakening the strong.
- You cannot help small men by tearing down big men.
- You cannot help the poor by destroying the rich.
- You cannot lift the wage earner by pulling down the wage payer.
- You cannot keep out of trouble by spending more than your income.
- You cannot further the brotherhood of men by inciting class hatred.
- You cannot establish sound security on borrowed money.
- You cannot build character and courage by taking away man's initiative and independence.
- You cannot help men permanently by doing for them what they could and should do for themselves.

The second covers all situations, at all times, and will always be the greatest of all teachings—The Golden Rule:

"DO UNTO OTHERS AS YOU WOULD HAVE THEM DO UNTO YOU."

If we will keep these thoughts in mind, day-by-day, I hope and believe it will be a good New Year — a better New Year for you and yours.

T. H. DAVIS, President

Social Security Rates Jump For '63

If you've been wondering why your first paycheck of 1963 was less than it's been previously, you can look to the federal government for the answer.

As of January 1 social security taxes went up one-half of one per cent. Spelled out in dollars, this means that for those earning \$4800 or more a year, \$174 a year will be deducted. Before the increase the deduction would have totaled \$150 a year.

For those earning less than \$4800 a year, deductions will also be increased, but on a descending scale.

The increase in rate from 3-1/8 per cent to 3-5/8 per cent applies to Piedmont as well as its employees. Last year the company paid \$212,454 in social security taxes. For the coming year, due to the increase, Accounting Department estimates are that Piedmont will pay over \$290,668, a dollar-for-dollar match of the amount paid by its personnel.

In the future the social security tax will go even higher. Another rise will come on January 1, 1966, and again on January 1, 1968, by which time the total tax for those earning \$4800 or more will be \$222 annually. If legislation linking medical care for the aged to social security should be enacted by the next Congress, there will be a further increase in the tax rates.

Everyone who pays social security taxes should check his social security account regularly, especially in view of the present and future increases.

People who don't sometimes find, too late, that some of their work hasn't been reported correctly, or hasn't been reported at all. In many cases the record can't be corrected because the time limit for corrections has run out.

To prevent this, a worker should check his account once every three years. Any errors found can be corrected, and benefits paid at retirement, disability, or death will be the highest possible amount.

A card form is available at any social security office for checking your account. Upon sending the card to the social security central office you will get, in return, a statement of your last three years' credits.

AVL In New District

General Sales Manager W. G. McGee has announced that Asheville has been made a part of Piedmont's Charlotte sales territory, and will be served in the future by District Sales Manager William A. Crowe.

Crowe, a former District Sales Manager for the Raleigh-Durham area, is based in Charlotte and has been serving that territory since last June.

Crowe is married to the former Florence Maria Purdin of Winchester, Ohio.

End Comes To Challenging Year, Highlights, Changes Reviewed

As midnight struck on December 31, 1962, one of the most challenging and fast-paced years in the history of Piedmont drew to a close.

Characterized by extra effort and cooperation from all employees, 1962 saw Piedmont undertake one of the largest expansion programs ever attempted by a local service airline.

A preview of what lay ahead for the year came on March 20 when the Civil Aeronautics Board announced its long-awaited decision in the Piedmont Area Case. Piedmont was authorized to serve nearly all the routes for which it had applied, including the new points of Atlanta, Augusta, Baltimore, Co-

lumbia, Florence, Goldsboro, and Pulaski-Radford-Blacksburg.

Deadline Set

"We will begin service along the new routes as soon as the certificate becomes effective," said President T. H. Davis at the time, and an early summer deadline was set.

Less than three months after the announcement of the CAB decision, stations at the new points were ready for service. Over 12 Station Managers were transferred to new locations as a result of the move, as were five Sales Managers and Representatives. The ranks of Piedmont employees swelled as additional maintenance, station, and clerical personnel were hired to

(Continued on Page Six)

Deepest sympathy is extended the family and friends of William Mock (Bill) Reynolds, 59, who died December 28 of a heart attack suffered while visiting in St. Petersburg, Fla.

Mr. Reynolds was one of the first licensed aviation mechanics in North Carolina. He joined Piedmont in August, 1957, and at the time of his death was a Senior Mechanic at INT-FB.

He is survived by his wife, Sarah; two daughters, his mother, two brothers, and three grandchildren.