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APACE WITH THE PACEMAKER

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CAB Authorizes Hot Springs Service



It's thataway! Agent Rose O'Hara (far right) represented Piedmont at dedication ceremonies for the new Brent Spence Bridge, the latest part of the interstate road system connecting Cincinnati with Lexington and Kentucky with Dayton. At a banquet following the ceremonies Miss O'Hara and another Agent, Elaine Sturr, acted as hostesses, with CVG Station Manager Ed Laskowski present as a guest.

CVG-SDF Application Denied In Separate Action

In an announcement made February 5 the Civil Aeronautics Board upheld the initial decision of Examiner James Keith and authorized Piedmont Airlines to provide air service to Hot Springs, Va.

In finding for Piedmont, the Board at the same time denied the application of Lake Central Airlines to provide the same service. The decision was made by three of the CAB's five members, with Chairman Alan Boyd and member Chan Guerny voting in favor of Piedmont, and member Whitney Gilliland dissenting.

Last June Examiner James Keith recommended that Piedmont be authorized to provide service to Hot Springs. Other parties in the case dissented, however, and the matter was brought before the Board. In upholding Keith's recommendation the CAB said:

Resort Isolated

"Essentially, the Examiner found that Hot Springs, in the heart of a very mountainous area, is comparatively isolated

from its major travel markets; that available surface transportation is extremely circuitous, time-consuming, unresponsive to the business needs of the area, and of limited utility to the tourist and recreational traffic attracted to Hot Springs . . .

He further found that the establishment of air service to Hot Springs' Ingalls Field would relieve the area's isolation, contribute to its industrial growth and development and, through the attraction of new industries, check the out-migration of population.

Significant Edge

In choosing between Piedmont and Lake Central for Hot Springs service, the Examiner considered and weighed various factors, such as traffic benefits, subsidy cost of service, historic interest in Hot Springs' traffic, diversion, market identification, geographic route integration, and plan of operations, and concluded that Piedmont holds a significant edge and should be given the award."

With an effective date of April

4, the Board authorized the amendment of Piedmont's certificate for route 87 so as to add Hot Springs as an intermediate point on segment 6 (Baltimore-Atlanta) between Staunton and Lynchburg.

Denied Service

On February 17 the CAB announced it would not review the decision of Examiner Robert Parks in the case involving non-stop Cincinnati-Louisville service, which means that the Examiner's decision now becomes final in that case.

Parks recommended last November that no scheduled air carrier, including Piedmont, should be authorized to provide additional non-stop service between Cincinnati and Louisville.

Other than Piedmont, the applicants for the service were Lake Central and Ozark. Parks said he felt there was not sufficient justification for another carrier to serve the run. Three trunk carriers — American, Delta, and TWA — are now operating in the Cincinnati-Louisville market.

Five Start New Duties

Personnel changes and promotions have of late seemed the order of the day at Piedmont, and following is the most recent list of people who are assuming new duties.

The Flight Services Department announces two additions to its staff with the appointment of Audrey Black as Supervisor of Stewardess Training, and A. L. Huddleston as Assistant to director — Flight Services — Harold Warner.



Miss Black

Miss Black is the daughter of Mrs. H. Roy Black, Route 4, Bristol, and the late Mr. Black. She was born in Shady Valley, Tenn., and attended Holston Valley High School, going from there to East Tennessee State University, where she graduated in 1963 with a Bachelor of Science degree.

Was Stewardess

Prior to her present appointment Miss Black had been serving since last October as a Piedmont Stewardess. Before joining the airline she taught a fourth grade class at Fort Robinson Elementary School, Kingsport, during the 1962-63 school year.

In her new position Miss Black will be based at the home office in Winston-Salem, and will be responsible for the training of the company's Stewardess Corps.



Huddleston

Huddleston has been with Piedmont since 1948 when he joined the company as a Flight Attendant based in Norfolk, Va. In 1950 he transferred to Winston-Salem as Chief Purser, and in 1951 enlisted in the U. S. Air Force. He returned to Piedmont following

his discharge in 1955, and until his present appointment, served in Wilmington as Division Chief Flight Attendant.

From Charlotte

A native of Charlotte, he attended Central High School there and Charlotte College, and before joining Piedmont was employed with the Charlotte Public Library and the J. B. Ivey Company.

Huddleston is married to the former Joanne Jacob of Princeton, Ky. In his new position he will assist Director — Flight Services — Harold Warner in all phases of the Flight Services Department activities.



Blackmon

Other recent personnel changes involve new additions to the ranks of Station Managers.

Blackmon at LYH

C. R. Blackmon has been promoted from Assistant Manager to Manager at Lynchburg. He takes over the job from Division Station Supervisor Ed Best, who will still have his office at Lynchburg but will no longer act as Manager of that station.

Born in Hope Mills, N. C., Blackmon attended public schools there and in 1952 graduated from Worth Business College. Later that year he worked for a brief period with the Rockfish-Mebane Yarn Mills as a Payroll Clerk, and in November joined Piedmont at the Fayetteville station.

In 1954 he entered the U. S. Army and served as a Personnel Administration Clerk in Germany for 18 months, returning to Fayetteville and Piedmont in 1956. Three years later he was



Eisenbath

Sales Sets Goal; Challenge Is For More In '64

A million of anything is a lot, no matter how you slice it, fold it, or stack it.

And a million people are a lot of people, especially when they're riding on airplanes.

This number figured importantly in General Sales Manager W. G. McGee's announcement of a challenging sales objective for 1964 — a goal of one million passengers carried during the coming year.

"Details of this sales program are going to each Station Manager and Sales Manager," said McGee. "It offers the challenge to Piedmont stations to board one million passengers in 1964 and thus place Piedmont among the very few local service carriers to achieve this mark."

The program will be supported by the most extensive direct sales and advertising campaign in the company's history. In addition, there will be an intra-company program, involving all departments, aimed at stimulating employee interest.

As the year unfolds, special promotions will be planned to appeal to specific segments of the air travel market.

Status reports on progress, says the Sales Department, will be issued each month, and monthly passenger quotas for the stations will be tailored to requirements necessary to achieve or exceed the one million mark.

promoted to Chief Agent and transferred to Columbus where he worked until 1961, when he moved to Greensboro. In early 1962 he was again transferred, this time to Lynchburg where he has served as Assistant Manager until his present position.

Blackmon is married to the former Patricia McLaurin of

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Roanoke Maintenance Chief Stock Clerk R. E. Caudle keeps close check on inventory.

Stock Clerks Reduce Inventory By Over \$20,000 In Six Months

One of the major problems of any airline is the high cost of maintaining extra parts and supplies on hand in its maintenance department.

Piedmont is no different from other airlines in this respect, but during the past year the purchasing and stock divisions in general, and R. E. Caudle of Roanoke maintenance in particular, have been taking some positive steps to reduce inventory and cut down on the large investment the company must make in on-hand supplies.

One difficulty has been that parts must be ordered months in advance, and without clairvoyance it's hard to anticipate needs eight to ten months from the present.

Orders Often

R. E. Caudle, Chief Stock Clerk at ROA-M, has found ways to partially overcome this problem. By reducing the actual number of items he has on hand, but

by ordering more often, he has cut his inventory while giving more actual coverage with less dollars.

The extra coverage is possible since though the quantity of each separate item has been reduced, there are more different types of items now on hand.

The success of this system can be measured in dollars and cents. In June of last year there were \$76,686 worth of expendable items on hand at Roanoke. By the end of 1963, however, that figure had dropped to \$55,660, a savings of \$21,026.

Constant Base

The above figures represent expendable items such as nuts, bolts, washers, and the like. The total inventory also includes a fairly constant base of \$160,012 "rotatable" items, i.e., parts which can be overhauled or repaired and returned to stock.

Purchasing Agent Bill Barber

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