



THE PIEDMONITOR

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APACE WITH THE PACEMAKER

JULY, 1964

*if you have yet
to fly...*



your friends who travel by plane will tell you you're missing something. Time, for instance, that you could spend there, vacationing, visiting with family, making money.

And you're missing the convenience of travel that lets you relax and enjoy your trip, instead of watching the bumper ahead on the highway.

Next time you travel, take a plane . . . preferably a Piedmont Pacemaker!

FROM WASHINGTON NATIONAL AIRPORT

fly Piedmont to

**ASHEVILLE, N. C.
RICHMOND AND
ROANOKE, BRISTOL-KINGSPORT-
JOHNSON CITY, WINSTON-SALEM**
and 57 other cities

PHONE District 7-1800 or your travel agent



PIEDMONT AIRLINES

64-4

Ads with an "Around Here . . ." theme are running in smaller cities on Piedmont system. Those with an "If" theme — "if you have yet to fly . . ." "if you usually fly on business . . ." are being aimed at Piedmont's larger markets.



Adron "Woody" Woodruff receives sportsmanship trophy from Johnny Cocus (right), President of the Princeton Industrial Bowling League.

Industrial Bowling League Honors 'Woody' Woodruff's Sportsmanship

By Ed Jones, BLF

Everyone at the Bluefield station and their bowling team is mighty proud of Agent Adron "Woody" Woodruff.

Recently Woody received a trophy for his fine sportsmanship from the Princeton Industrial Bowling League. The award was presented at the League's annual bowling banquet by Johnny Cocus, President of the group.

At Chicago

In addition to the local bowling team, Woody has also participated in other events. On April 25, he drove to Chicago to bowl against 25 of the best wheel chair bowlers in the entire midwest section of the United States.

Woody returned with tenth place honors and the right to

enter the national tournament in Dallas on June 12. Woody said he was the only participant in the Chicago tournament from West Virginia, and the only other bowler from anywhere near our section was from Akron, Ohio.

Scratch Total

During the one-day tournament each participant rolled nine games. Woody finished them with a scratch total of 935 pins and 1412 with the handicap.

On June 12 he went to Dallas to the American Wheelchair Bowling Association National Tournament. With 75 bowlers participating, he placed 22nd in the handicap division with an average of 116 scratch.

We're all very proud of Woody and his accomplishments.

New Advertising Series Breaking Over System

A unique approach aimed at building the total air travel market and increasing recognition of the value of scheduled airline service has been undertaken by Piedmont Airlines in its advertising program for 1964.

A description of the program was given recently by W. G. McGee, Assistant Vice President—Sales.

He explained that Piedmont is carrying a series of 450-line newspaper ads in its major markets with headlines such as, "If you have yet to fly . . ." "If you seldom fly on weekends . . ." "If you fly five or six times a year . . ." and "If you usually fly on business . . ."

The advertisements cover such subjects as the benefits of traveling by air in general and on Piedmont specifically; the economy of Piedmont's weekend excursion fares; the value of using a scheduled airline like Piedmont for shorter trips as well as for long hauls; and the availability of Piedmont's seven-day-a-week Family Plan for pleasure travel.

Through 1964

McGee said the company planned to continue this series with additional subjects being brought into focus during the remainder of 1964, if not longer.

It was explained that the themes are being supported in Piedmont's radio advertising and in other media where appropriate.

In smaller cities, advertising with the headline theme, "Around Here People Rely On Piedmont," is being carried to remind air travelers and potential air travelers of the value of daily scheduled service to the economy of the area and to its future growth and progress. The newspaper advertisements are being further tailored to say "Around Pulaski," "Around Hot Springs," etc.

Around Here

The "Around Here, People Rely on Piedmont" theme, using an arrow circling a map of the Piedmont route system, is also being used in trade publication advertising; in the Wall Street Jour-

nal; in regional and specialized publications; in outdoor and bus advertising; and in sales promotion material. Piedmont's radio and television commercials are also emphasizing this theme.

McGee pointed out that Piedmont has a variety of diversified markets and marketing problems.

He said Piedmont recognizes that in all of its terminal markets and in most of its major intermediate cities there are other airlines and other airline advertising — some in direct

competition with Piedmont's service.

Are Aware

"There is strong evidence," he said, "that a relatively large number of people in the cities which have a lot of air service are aware of the benefits and advantages of air travel, but in order to be sold, they need to relate the benefits directly to their own circumstances.

"In these markets our goal with our current program is to capitalize on the existing level of market development and acceptance of air travel, with advertising designed to expand the total market."

Newspaper advertisements of 600 lines and 150 lines are being used for "destination" copy in major markets, with 150-line ads being used in the smaller ones.

The majority of Piedmont's paid advertising is concentrated in local newspapers in cities on the system. The company also carries some paid advertising in radio and outdoor in selected markets, and in regional, trade, military, and college publications.

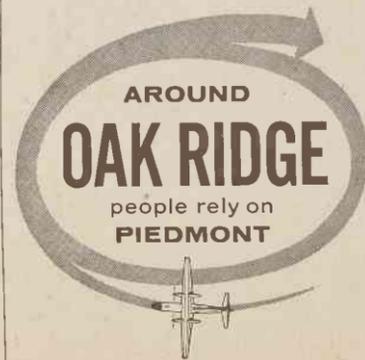
Trade Agreements

A portion of Piedmont's program is carried out under terms of trade agreements with media, authorized by the Civil Aeronautics Board. Media taking part in Piedmont trade agreements include newspapers, radio and television stations, outdoor companies, bus card companies, and regional and specialized magazines.

McGee said Piedmont's program was developed as a result of careful analysis of a mass of statistical information regarding traffic and traffic patterns, load factors, connecting business, competition, available service, status and growth potential of individual markets, and many other factors.

"We were also aided by on-plane surveys which gave us a good profile of our present passengers," he noted.

Piedmont Airlines' advertising program is handled by Liller Neal Battle and Lindsey, Inc., of Atlanta, Ga.



as a pace-setting part of community growth! Piedmont provides rapid, convenient flights to cities in a nine-state area, with connections to points around the world. Next time you fly, enjoy Piedmont's modern, efficient equipment and friendly service. Take a Piedmont Pacemaker!

From Knoxville to

WASHINGTON

Morning and afternoon service

CHARLOTTE

2 convenient flights

NORFOLK

Morning, noon and afternoon service

Phone Piedmont Airlines

or your travel agent



PIEDMONT AIRLINES

SERVES YOU BETTER

OAK RIDGE 64-7

Decision Out In East N. C. Case

The Civil Aeronautics Board (CAB) has issued a decision stating that the public convenience and necessity require that the certificated points of Rocky Mount, Kinston, and Goldsboro continue to receive air service through their present airports rather than through a new single airport.

In so doing the Board terminated its Eastern North Carolina Area Airline Service Airport Investigation.

The investigation was ordered by the CAB on August 21, 1962, in response to a petition by the Pitt County-City of Greenville Airport Commission which sought to have Piedmont Airlines serve the area through an

area airline service airport instead of through the three airports adjacent to Rocky Mount, Kinston, and Goldsboro.

Other Groups

Additional groups joined with Pitt County-City of Greenville to become the "Eastern Sector Parties." Others in the group are Beaufort, Martin, and Green Counties, and the cities of Washington, Williamston, Farmville, and Snow Hill.

They proposed to build a new area airport at Toddy, about 16 miles from Greenville. They were supported by the Board's Bureau of Economic Regulation.

Examiner Russell A. Potter, in his initial decision of October 1, 1963, ruled against amending Piedmont's certificate to provide

scheduled airline service to eastern North Carolina at one or more centrally located airports and ordered the proceeding terminated.

Ordered Review

The CAB ordered discretionary review and, except for some modifications, adopted as its own findings and conclusions Potter's initial decision.

The Board, noting that its duty is to promote air transportation, said to eliminate service at the three local airports and designate an area airport at Toddy "would be adverse to the public convenience and result in public inconvenience."

Piedmont had urged that its services be retained at the three local airports.