

THE PIEDMONITOR

Piedmont Aviation, Inc.
SMITH REYNOLDS AIRPORT
WINSTON-SALEM, N. C.



Bonnie Hauch, Editor

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VFR with Turby

Well, January was another "good-un" with almost 90,000 seats filled and a 50% plus load factor. Believe it or not, ATL and HTS boarded more passengers in January than in any month in the history of the station. Now, that's something — wonder what they will be doing when June rolls around?

The following comes from Jimmie Thompson, Agent—RIC, "The ACME of Interline Relations"—

It was observed in the lobby of the RIC Terminal Building the other day — A United Air Lines Captain watching an Eastern Air Lines Commercial on an American Airlines television set located on Piedmont Airlines' Ticket Counter.

Have been up in Northwest Territory the past couple of weeks. It was nice to renew old friends and meet a lot of new ones. Saw "Big" Ed and "Little" Ed — you know, they are the managers of CVG-C and CVG-F. You may not know this but CVG-C is the only reservation office located downtown on Piedmont's system, and they do a bang-up job.

Saw a sign in a Volkswagen Sales Room the other day which read — "THINK BIG AND YOU'RE FIRED."

RIC Sends Special Christmas Message

It looked like a schedule, but the message inside was strictly for fun — and good will. The "Special Information Guide" was instigated, designed, and executed by RIC city sales manager, Marty Martinez, and agents Mary Harris and Margie Gorman. It was sent in lieu of a commercial Christmas card to regular Piedmont customers in the Richmond area.

The original holiday greeting, recapitulating the events of 1964, was composed by Agent Mary Harris:

WE SET OUR GOAL IN '64
To carry a million passengers and maybe more.
We hired pretty girls to walk the aisle,
And greet our passengers with a smile.
Our crews and agents, we wanted the best.
The bosses were kept busy at their desks.
Then with the ring of the bell, a sip of good cheer,
The route of the PACEMAKERS began a new year.
Business was good, we joined in our task;
But then, O Lord, would the weather last?
Our passengers understood the

problems we had;
The bosses stopped looking quite so sad.
The days flew by and spring was near,
Then wouldn't you know, time change was here!
The new schedules came, we tried to abide;
But mention a clock, we wanted to hide.
Summer came quickly with fun in the sun.
But all too soon it was over and done.
Then came more changes in our schedules and time;
We wondered if we were falling behind.
The sales managers worked long, the competition to beat;
Reservations strived harder to fill each seat.
Then as the last leaves fell from the tree,
The message came from Winston-Salem we longed to see:
The goal we set has now been won;
Thank you for a job well-done.
Now we pause, as the season is here
To wish you as much success in '65
As you have given us this year!



Reba June Brumet prepares to broadcast over radio WKAZ in CRW, West. Va.



F/A Ken Brock pours tea-drinking Reba June's favorite beverage.

Reba June Charms CRW Agents

by Ruth Shumate
Agent, CRW

Many ticket agents have an opportunity to meet many interesting people at flight check-in. Perhaps the most interesting and versatile person Charleston agents have met is Reba June Brumet. Each week Reba June leaves TRI for CRW via BLF. She has radio shows, either live or taped, on three stations daily through the week: WFHG, Bristol; WKOY, Bluefield; and WKAZ, Charleston. Most of the time, Charleston agents see Reba June arrive Wednesday morning on flight 635 from BLF, and then see her smiling face checking in for the return trip to TRI on Friday, flight 490.

What kind of radio shows does she have? They're interesting, newsy, informative, almost any adjective for good listening. She might give recipes from a famous restaurant or resort. She has interviewed well-known local visitors. During

the Christmas season, she broadcasts unusual ideas for gifts. She has even told folks how to shop in comfort (and it really works).

Recently, a local county paper, "The Hillbilly" featured Reba June, and pictures were taken for the article. But Reba June requested that they use

Piedmont Airlines as the background for the pictures used, because she said the rigid schedule of three programs would not be possible without Piedmont. Reba June is a tea drinker, too, so whenever she checks in for a flight, agents give her a tea bag to assure her choice beverage in flight.

Everybody's Money

by Freda Zappia

WHY BORROW YOUR OWN SAVINGS?



When a special need arises, don't touch your savings dollars, borrow instead.

Some members may think this is rather strange advice from a credit union, but let's examine the advice closer. Most conscientious savers have one or more goals . . . probably both close-range and long-range objectives. Even with credit union convenience, saving is not an easy job. It takes will power and self-control. But it's a good feeling seeing your savings grow and grow, and you have a right to be proud of your efforts.

When a need for extra funds arises, don't disturb your savings program. It's easier to leave the savings alone than it is to rebuild a depleted account. Borrow against your savings. With the low cost of a credit union loan, and the dividend you'll receive on your savings, the net cost of a loan will be small. In addition, you'll benefit by not disturbing your life savings insurance protection, and your loan will be covered by loan protection insurance in most all instances.

THE PIEDMONT POSTMAN

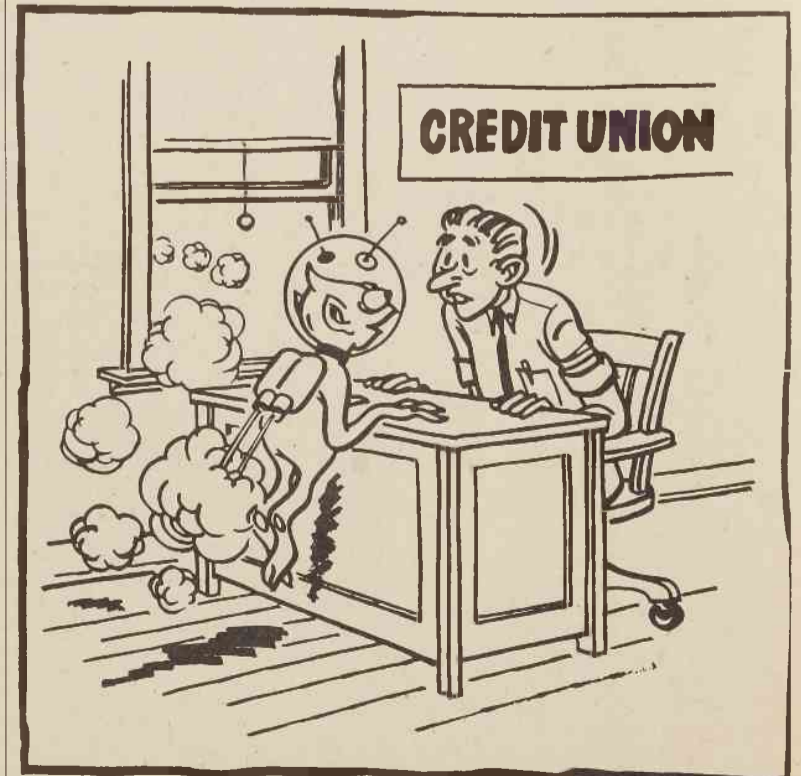
Dear Sir:

I wish to call attention to a situation before Christmas that caused me lost time and money. It isn't a complaint so much as a concern that our most available airline in the area compete favorably with other airlines.

I purchased a round trip flight ticket to _____ on December 18th to return on December 19th. Since I am not a seasoned traveler, my husband briefed me to be sure to have the ticket confirmed at least thirty minutes before flight time. On the morning of the 18th I purchased my ticket ahead of this deadline. Again, on Saturday, the 19th, I reported to the counter in plenty of time for my return trip, only to learn the ticket had an "rq" in small letters that meant nothing to me but much to the girl at the terminal. She was dreadfully rushed and could tell me only that, if I wished, I could take my chances on the flight I'd scheduled with the possibility that I would have to leave the plane at one of the scheduled stops. I was taken from the plane on the first stop-over which was Asheville, N. C.

This interruption in my schedule caused me great inconvenience. Is this a small error? Is it something a passenger could have avoided? I'm truly concerned.

Sincerely,
(Mrs.) V. E.



"I'M FROM OUT OF TOWN, BUT I NEED \$200.00!"