



# THE PIEDMONITOR

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APACE WITH THE PACEMAKER

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Newly appointed committee members discuss the Postmaster General's proposed program. Left to right are: Marion Sadler, president, American Airlines; C. E. Woolman, president, Delta Air Lines; T. H. DAVIS, PRESIDENT, PIEDMONT AIRLINES; Postmaster General Gronouski; S. G. Tipton, President, Air Transport Ann.; R. M. Dunn, senior vice president, TWA; Arthur Lewis, exec. vice president, Eastern Air Lines; and E. O. Fennell, vice president, United Air Lines.

## Davis Appointed To Committee For Improved Postal Service

President T. H. Davis has been appointed to an eight-member committee to help implement Postmaster General John A. Gronouski's new program designed to provide overnight delivery of 95 per cent of all letters anywhere in the country.

Scheduled to be put into effect by January, 1967, the new plan would eliminate air mail as a separate classification. Instead, all priority, or letter mail, would move by the fastest means of transportation available. The Post Office Department would use that vehicle—air, rail, motor or water—most consistent with the overnight delivery goal. Gronouski has said the priority mail concept can be implemented within the framework of the present Post Office budget.

Under the Postmaster General's scheme for the transportation of mail, 553 sectional centers are being established. Each of these feeds and is fed by 62 major transportation centers mainly by surface means, but, between major transportation centers mainly by air. The sectional centers will be fully operational by July 1, 1965.

The U. S. scheduled carriers have pledged their support to Gronouski's proposal. Speaking for the airlines, Stuart G. Tipton, president of the ATA, said: "The airlines support the elimination of air mail as a separate classification and endorse the idea that priority or letter mail should move by the fastest means of transportation available. This is a breakthrough that

will put the quality of U. S. mail service in the forefront of world mail services.

"Full implementation of both the priority service and the zip code program are essential if the Post Office is to keep up with the ever-expanding task of delivering the nation's mail."

Studies conducted by the ATA's Air Mail Committee have pointed to the potential for improvement in mail service made possible by the introduction of jet aircraft. Ten years ago, the airlines would not have had the capacity to carry any substantial part of the surface mail, but today the jets have more than enough space for that part of the non-local mail which would be expedited by air service. Available ton miles have multi-

plied more than 3½ times in the 10 year period from 1954 to 1964.

The studies show further that if the priority mail concept were in effect today, the airlines would be able to give overnight delivery to 7,496,000,000 letters a year, or two and a half times the present volume of mail carried by air.

Other members of the committee appointed to aid Gronouski in the new program are Marion Sadler, president, American Airlines; C. E. Woolman, president, Delta Air Lines; R. M. Dunn, senior vice president, Trans World Airlines; Arthur D. Lewis, senior vice president, Eastern Air Lines; E. O. Fennell, vice president, United Air Lines, and Stuart G. Tipton, president of the Air Transport Association.

## '64 Annual Report Boasts Best Year

"Piedmont Aviation's 24th year was the most successful in its history," according to President T. H. Davis in the 1964 annual report to stockholders and employees just released.

Consolidated net earnings of all divisions of the company after taxes were \$1,243,450, or 72 cents per share, compared to 1963 earnings of \$645,312, or 44 cents per share. This is a 92.69 per cent increase and is one of the highlights of 1964 listed by Mr. Davis. The consolidated net profit amounts to a 9.28 per cent return on investment and 3.96 per cent on total sales.

Working capital of the company at year end was \$2,742,187 compared with \$1,230,319 at the close of 1963, an increase caused by improved debt financing and more earnings. Stockholder equity jumped from \$4,861,720 in 1963 to \$6,850,324 at the close of 1964.

Total revenues amounted to \$31,384,609 in 1964, up 8.32 per cent from the previous year.

Commenting in the report on the cash dividend of 10 cents per share provided stockholders last October, Davis wrote that "it is the intention of the Board to consider dividends on a semi-annual basis."

4,647 stockholders living in all of the 50 states own a total of 1,735,890 shares of Piedmont stock, the report states, compared with 1,475,498 in 1963. Total Piedmont employees at the close of 1964 were 1,779.

Sales and earnings were up also, for the General Aviation Division registered sales of \$4,006,220 and earnings of \$68,130, while the Central Piedmont Aero Division showed total sales of \$1,826,948 with a profit of \$55,544. Both divisions during the year received special awards for achievement in sales from the manufacturers.

Typical of the airline industry, the greatest expense was payroll and related costs amounting to \$12,291,700 or 52.14 per cent of the total expense. A portion of the 9.26 per cent increase over 1963 was for new employees needed for expanded services. The remainder was for increases in pay scales and improvements in fringe benefits. Total employee fringe benefit costs during the year were \$1,077,588.

Another major cost element is rental expense of \$874,126, including payment to airports for landing fees and office rent, and rental of downtown ticket offices.

Advertising expenditures were \$384,811. Principal media utilized were newspaper, radio, television, and billboards.

Other expenses include maintenance, depreciation, interest, and so forth, bringing the total operating costs to \$23,572,949.

1964 highlights listed in the report, in addition to earnings and total revenues, were achieving a sales goal of 1,000,000 passengers in one year, reached December 7, 1964, in advance of year-end; and the addition of aircraft to the Airline Division's fleet which now totals 33 airplanes.

Summing up the report, Davis paid special tribute to the loyalty of Piedmont's employees, 12 per cent of whom have been with the company for more than 15 years.

"Piedmont continues to have what I believe to be one of the most capable, loyal, and productive groups of employees in the industry. Evidence of this is found in the highly successful year just completed and the hundreds of complimentary letters received from customers regarding our services."

## 15 Take Medical Self-Help Course

Fifteen Piedmont Airline employees received graduation certificates in Medical Self-Help, March 23rd. This Training Program, sponsored by the Winston-Salem and Forsyth County Civil Defense, is designed to provide information and training for the people of the United States that will help prepare them for survival in a time of a national disaster when the services of a physician or other allied health personnel are not available.

After the completion of a Standard First Aid Course the class completed six hours of additional instruction in Medical Self-Help under Luther A. Rhodes, American Red Cross First Aid instructor.

Certificates were presented by Mrs. Elizabeth B. Black, Medical Self-Help Co-ordinator for the Winston-Salem and Forsyth County Civil Defense, to the following:

Miss Audrey Black, Robert V. Davis, R. L. Gordon, Jr., Julius Edward Ingram, Hubert W. Kelly, Tommy M. Kersey, Warren G. Lynch, Ronald Macklin, Kenneth A. Pruitt, James Perry Richardson, David Dewitt Shean, R. M. Sutphin, Jack McLane Taylor, John D. Westmoreland, and Jerome G. Zavar.

## Freda Zappia Makes Pilgrimage

Freda Zappia, Credit Union office manager, recently made a pilgrimage with some eighty other people to the Eucharistic Congress in Bombay and through the Holy Lands.

Flying Air India, noted Freda, was a treat in itself. The planes were very colorfully decorated. In fact, Air India was presented an award for the interior of its aircraft in 1964.

Meals were served with a red rose on each tray. The crew change in Paris brought aboard stewardesses wearing bare-midriff saris and sandals.

Freda joined the rest of the group, organized under the leadership of Cardinal Cushing, for a three day visit in New Delhi. There, she saw the tombs of Mahatma Gandhi and Prime Minister Nehru, visited the American Embassy, and walked through the thieves market.

"And the thieves market really is just that," she said. "Almost anything that's stolen from anywhere in the world soon appears in this market."

The most impressive attraction was, of course, the Taj Mahal, located in nearby Agra. "It

really is as beautiful and majestic as it is claimed to be," commented Freda. The group was met by an Indian chorus singing what was assumed to be the story of the Taj.

The tomb was built by Shah Johan to express his love for his queen Mumtaz Mahal. He originally planned to build a duplicate tomb in black for himself, but the plans were not carried out. When the shah died, his son buried him in the Taj with the beloved queen.

From New Delhi, the pilgrims proceeded to the site of the Eucharistic Congress, highlight of the trip, in Bombay, India. They stayed in a girl's finishing school, just two blocks from the Congress grounds.

Located in the heart of Bombay, the oval grounds encircled an altar canopied by an impressive eight-triangle structure. The seating capacity of the area was 120,000. Between two and three hundred thousand people from all over the world attended at least a portion of the nine days of worship.

His Holiness, Pope VI, attended the sessions for three days,

leading the congregation through various religious services including the Stations of the Cross, the symbolic tracing of Christ's walk to Calvary.

At the conclusion of the Congress, doves were released from the podium signifying peace and love for all the world. The Congress then marched in procession from the Oval to the Gateway of India for the closing ceremonies and benediction.

While in Bombay, Freda was able to tour the city. Cardinal Cushing's pilgrims were asked to the home of Cardinal Gracious, Archbishop of Bombay, who because of a personal friendship with Cardinal Cushing, also made living arrangements for the Group's stay in Bombay.

Freda was intrigued by the contrast between the beautiful, well-kept gardens and mosques and the extremely impoverished living sections directly adjacent. Standing in one place, she could face a grass covered garden with bushes beautifully carved in the shapes of animals. By merely turning her head she faced di-

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## Uniforms Approved

Management has approved new uniforms for female ticket agents.

The basic suit, in a dark blue dacron and wool blend, features a straight skirt and box jacket. The white jewel necked cotton blouse buttons down the front.

Agents will wear an identifying Piedmont pin and name tag. Instructions for ordering the uniform will be available in the near future.