



PIEDMONT'S FIRST FAMILY — Juliana, Wendy, Mrs. Davis, Nancy, Frank, Mr. Davis, Tom, Jr., and Amanda — wish you all a Merry Christmas.

## The President Extends Greetings For Your Holidays

Christmas — again — so soon! And the end of another year. It seems only six months or less since last Christmas. Yet, so very much has been accomplished. For our company many new records have been made and we have provided more service to more people than ever before. I hope it has been equally as successful, satisfying and constructive for each of you individually and for your family.

I believe it's a mighty good thing that Christmas comes near the end of the year. The traditional spirit of "Peace on Earth — good will toward men" couldn't be a better theme on which to close the old year and bring in the new.

It is a good time too, to reflect on your accomplishments during the past year and be thankful for all the good things that have come our way.

Last year our company was honored to have been invited to make a presentation to the New York Society of Security Analysts — a group who studies and appraises the achievements, failures, successes and future potential of many companies throughout the country.

While preparing for this presentation — which included information on where Piedmont stands in relation to other similar companies — I, of course, did a lot of reflecting on our past accomplishments.

It was rather amazing to see, when all put together in one speech, how consistently Piedmont was always in the top category of every meaningful measure of achievement. In load factor, passenger miles, employment, miles flown, operating costs, schedules completed, earnings and many other criteria — Piedmont, over the years, has been at or near the top of the list. And we have done this despite the fact that we operate over some of the roughest terrain in the country, we don't serve many large cities and, on the contrary, we serve many small cities relatively close together.

How did we do it? Certainly no one person or department can take credit for it. The obvious answer, it seems to me, is an unusually high caliber of devoted PEOPLE. It seems trite to say it, but Piedmont is no better than the people in it. People working unselfishly as individuals devoted to a common objective of good service to the public and the success which follows. People who think for themselves and do not depend on others to do for them what they can and should do for themselves. People who accept their responsibilities to their family and their company. People who are responsible citizens and believe sincerely in peace and good will at home, in our community, our country and throughout the world. That's the kind of people Piedmont is made of — or we could never have accomplished so much.

So — at this Christmas time, my family and I are grateful for the privilege that has been ours to be associated with such a great group of people. We extend our very best wishes to you and your family for a Merry Christmas and a New Year just like you would want it to be. —T. H. Davis

## Davis, Britt Receive Appointments

President T. H. Davis has been named to direct transportation centers in the Southeastern United States in the event of a national emergency.

John Connor, secretary of commerce, made the appointment in Washington. Mr. Davis is one of eight men named a regional director. The appointees are private businessmen who serve as "executive reserves" in the U. S. Office of Emergency Transportation.

The region for which Mr. Davis is responsible includes North and South Carolina, Georgia, Tennessee, Florida, Alabama and Mississippi.

Undersecretary of Commerce for Transportation Allan S. Boyd said the appointees were selected because of their achievements in the transportation industry. In an emergency they would direct regional offices which would become focal points of civil transportation services for the movement of all kinds of passenger and freight traffic.

Don Britt, assistant to Mr. Davis, has been named Vice-Chairman of the Public Affairs Committee of the Air Transport Association. Chairman of this group is Maurice Lethbridge who is the vice president of civic affairs for Eastern Airlines.

The committee is responsible for co-ordinating legislative activities at the state level as they affect commercial aviation.

(AT RIGHT) — ON THE GROUND AT TRI Piedmont and Douglas officials are all smiles as they line up with the DC-9. From left, Douglas co-pilot Roger Conant, Douglas Sales Director A. R. Reaume, Vice President G. C. Brown, Director Egbert Davis, Douglas pilot A. G. Heimerdinger, and Vice President H. K. Saunders.

## Earth Bound Travelers

*Editor's Note: Bluefield is one of Piedmont's middle-size stations. The following story appeared in Mercer County's local paper and provides a good example of the part Piedmont plays in many of the cities on our system.*

By FRAZIER MILLER

Are you with Mercer County's overwhelming majority of "land lovers?"

The airplane has been around for many years. Actually, it's been here for nearly 62 years. Commercial flight has been around for a good while too, well

over a generation. Yet right here in Mercer County, an educated guess is that 65 or perhaps 70 percent of the county's 68,000 or so residents have never set foot in or flown in an airplane.

Eddie Jones, Piedmont airlines manager at Mercer County Airport, was asked to hazard a guess as to how many county residents have never flown. "I would say well over half," the Piedmont official said.

There is no accurate way to determine just how many county residents have or have not (Continued on Page Three)



## DC-9 Makes PAI Trial Run

Still shopping for a jet, the Piedmont officials tried out another jet aircraft on December 7th. The demonstration flight on the Douglas DC-9 included stops at Hickory and Tri-Cities before returning to INT.

The Piedmont officers, who are testing several types of jets to determine which will be best for Piedmont's purposes, checked the DC-9's performance statistics and seemed happy with what they found.

INT station manager Jack Brandon, commenting on the 14 minute flight from INT to HKY said, "That kind of flight time will give our communications set up some problems."

The Douglas DC-9 is a twin fan jet aircraft powered by two Pratt & Whitney by-pass fan-jet engines. These turbo-fan engines are mounted on the rear fuselage.

The DC-9 has a wing span of 89.4 feet and a length of 104.4 feet. The plane is 27.5 feet high and boasts a maximum take-off weight of 90,700 pounds.

This aircraft has the capability of flying Atlanta / Asheville / Winston-Salem / Washington / Baltimore without refueling at intermediate stops.

The DC-9 is the second jetliner examined by Piedmont. A more extensive demonstration of a Boeing 727, standing in for the smaller 737, was conducted in October.