



## Order Placed For Six Boeing 737's

### Delivery Date Is Set For Mid-March, 1968

Piedmont Airlines has purchased six Boeing 737 short-to-medium range jetliners with an option for six more, representing the largest pure-jet order-and-option agreement in the local service airline industry. The purchase agreement was approved by the company's Board of Directors at their regular quarterly meeting in Winston-Salem last week, and the order was signed Thursday by Piedmont President T. H. Davis and J. O. Yeasting, Vice President and General Manager of the Commercial Division of The Boeing Company, with company officials in attendance.

The purchase price of the six airplanes, along with spare parts, ground support equipment, and a specially-designed flight simulator for pilot training, totals \$25,000,000, Davis said.

Piedmont will take delivery of the first of the new jetliners in March of 1968, followed by one each month until the last of the six is delivered in August. They will be put into operation over the company's route system in April of 1968, and all six should be in service by late summer of that year.

#### The Right One

Announcement of the purchase of the Boeing 737's follows many months of jet aircraft evaluation and testing by company officials to determine just the right jetliner, from several top-rated ones now being manufactured, for the airline's special requirements.

"We feel after much research that the Boeing 737 is the most modern, the most comfortable, and the most efficient jet airplane we can buy for our system of routes," said President Davis in commenting on the purchase.

The 737, with two Pratt & Whitney wing-mounted engines each providing up to 14,000 pounds of take-off thrust, is designed to operate over short-to-medium ranges at cruise speeds up to 580 miles per hour. The 737's distinctive high-lift wing-flap system, essentially two wings in one, gives it unusual short-field capabilities and creates the lowest approach speed

of any jet transport, permitting it to operate into most airports on Piedmont's system, with a full payload.

#### Traffic Increase

In commenting on the jet purchase Vice President C. G. Brown, Jr., said that "Piedmont's traffic growth since 1961 has averaged 29 per cent per year and the larger, faster Boeings will be required to adequately serve our customers during the next decade."

For maximum passenger comfort, the 737 features the same roomy cabin width — 12 feet 4 inches — and the same cabin height — 7 feet 2 inches — as the largest intercontinental jet. This means more seat width, more head room, more luxurious big-jet comfort for passengers.

Piedmont's 737 will be arranged for a spacious 80-passenger first-class seating configuration, with five-abreast seats, two on one side of the aisle, three on the other, and a generous 36-inch seat pitch for better leg-room.

Built-in airstairs will expedite passenger loading and eliminate the need for airport portable stairways. Adding further to ground-time efficiency is the 737's integrated auxiliary power unit, enabling the aircraft to start engines under its own power and making unnecessary the mobile ground power unit, an item familiar to veteran air travelers. With the built-in power unit and passenger stairs, the only service equipment required for a routine airport stop is baggage carts, thus cutting ground



Shown above is an artist's rendering of the twin-engine, 80-passenger, 580-miles-an-hour Boeing 737 jetliner. Total investment will approximate \$25 million. The first of the big jets will be delivered to Piedmont's Winston-Salem, N. C., base in March of 1968, with all six of the aircraft to be delivered by late summer of that year. Service over Piedmont's routes is to begin sometime during April, 1968.

time to a minimum. The auxiliary power unit will also provide cabin air-conditioning on the ground as well as in the air.

Efficient cabin pressurization for the comfort of passengers has also received special attention in the 737. By a computerized system, the pilot may, with the turn of a dial on the flight deck, create for landings and take-offs the exact pressurization for the airport to or from which the 737 is operating, based on the elevation of the airport above sea level. The advanced system is expected to set a benchmark of excellence in pressurization for aviation for years to come.

#### Latest Equipment

Piedmont's Operations Vice President H. K. Saunders reported that the 737 also contains the latest in lower weather minimum equipment, including a unique autopilot system, which will allow the airplane to make approaches and landings in adverse weather conditions that in the past frequently required holding, or diversions to other airports.

The 737 is being built to accommodate large-volume cargo shipments, which have shown a steady increase in Piedmont in recent years. The cargo and baggage space, 650 cubic feet, are packaged in two compartments, one forward and one aft of the wing, and generous carry-on luggage space will also be provided in the cabin.

Piedmont Vice President-Finance M. F. Fare said that the company's economic forecast for the 737 indicates that it will operate profitably with a substantially lower load factor than any other short-range aircraft available or proposed today.

#### Newest Boeing

The Boeing 737 is the newest member of The Boeing Company's line of commercial aircraft which brought the United States into the jet age in 1958. Earlier Boeing jetliners include the long-range 707 interconti-

mentals, the medium-range 707's and 720's, and the three-engined medium-range 727's. These airplanes have flown more than five million hours, or 627 years, in commercial service. The Boeing Company has built more jetliners than any other manufacturer and the airlines have purchased more jets from Boeing than from all other free-world manufacturers combined. Orders for the 737 thus far placed with Boeing, including Piedmont's, total 92.

In its 50-year history The Boeing Company has designed and built the model 247, which was the first all-metal, twin-engined transport, the 307 Stratoliner, which was the first pressurized transport, and the B-17 Flying Fortresses and B-29 Superfortresses, made famous in World War II. More recently Boeing has made the B-47 and the B-52 bombers for the U. S. Air Force.

Production of the 737 is now under way at Boeing's commercial airplane division in Renton and Seattle, Washington. Fabrication of parts and components are in the early stages and the schedule calls for the roll-out of the first 737 this fall. This will be followed by an intensive Boeing and Federal Aviation Agency test and demonstration program leading to FAA certification late in 1967.

#### History of Leadership

"Piedmont has long been a leader in the industry," commented President Davis, "in making available to its customers the most modern comfortable and efficient aircraft available for use in local service operation. It was one of the first to provide jet prop service when the company purchased a fleet of F-27's in 1958. It was one of the first to provide all pressurized, air-conditioned aircraft when it purchased a large fleet of Martin 404 aircraft in 1961 and retired all of its DC-3's."

"This new major step by the company," he added, "is another

move to assure our customers of the very best in transportation service. It is also assurance of our confidence in the continued growth of the great area we serve. We believe it will pay dividends to our customers, our stockholders and the public."

Piedmont Airlines serves a 9-state area and the District of Columbia in the Southeast, operating over a 6,000-mile route system and utilizing a fleet of 8 Fairchild F-27 prop jet aircraft and 27 Martin 404 Pacemaker airplanes, all pressurized and air-conditioned.

#### SPECIFICATIONS FOR PIEDMONT'S 737's

Seat Configuration: 80  
Cabin Width: 12'  
Cabin Height: 7'2½"  
Lavatories: 2—Rear or 1 Forward, 1 Rear  
Galley: 1 or 2—Forward  
Passenger Loading: Side (forward)  
Wing Span: 93'  
Length: 93'9"  
Height: 37'  
Gross Weight: 93,300  
Maximum Payload: 21,000  
Cargo Capacity: 650 cu. ft.  
Fuel Capacity: 2,850 gal.  
Engine: Wing-Mounted JT8D-7  
Thrust: 14,000 lbs.  
T. O. Field (ft) at Max. T. O. Wt. ISA + 15 SL: 5,500 ft.  
Cruise Speed: 550 mph @ 32,000 ft.

#### 737-100 PRINCIPAL CHARACTERISTICS

Nominal Design Gross Weight — 85,000 lbs.  
Max. Flight Gross Wt. — 93,500 lbs.  
Max. Taxi Gross Weight — 94,100 lbs.  
Max. Landing Wt. — 89,000 lbs.  
Zero Fuel Wt. — 81,000 lbs.  
Operating Weight Empty — 50,983 lbs.  
Power Plant—JT8D-1  
Takeoff Thrust (SLST) — 14,000 lbs.  
Cargo Compartment Volume — 650 cu. ft.  
Fuel Capacity Standard — 2,850 U. S. gal.



Boeing's Vice President and General Manager J. O. Yeasting of Seattle watches as President Davis signs the order for Piedmont's new jets.