



# THE PIEDMONITOR

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THE BEST WAY TO TRAVEL — ALL OVER PIEDMONTLAND

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## Sell Yourselves On Discovering Your America

This is the year for all the airlines to be pushing the "Discover America" campaign. Maybe you are selling it to customers, but what about to yourself? Are you ignoring the home sights to see in favor of a trip to the continent?

Before you submit that interline pass request ask yourself: have I ever really toured my own backyard? Am I actually aware of what's offered in the way of vacation possibilities in my own country?

Starting here with home base, the Piedmonitor will be devoting space in forthcoming issues designed to tell you about fun places to go and exciting things to see all over Piedmontland and all over your country.

This year Winston-Salem is celebrating the 200th Anniversary of its founding. The restoration projects of Old Salem are comparable to those you're perhaps more familiar with in Williamsburg. Winston-Salem is a city whose richly historical background is a delight to visitors all year round.

Almost in the center of North Carolina's famed Variety Vacationland, Winston-Salem offers recreation facilities to suit any taste, from baseball to art museums and golf courses to summer stock theater, it is a great place to spend a week or a weekend.

Perhaps you think your own home town might be of interest to someone else. If so, drop a note to the Piedmonitor and we'll try to tell other folks about it.

## CAPTAIN COTTRELL IS BACK HOME

Veteran pilot Lee Cottrell has returned to Winston-Salem where he is getting lots of rest.

Captain Cottrell has been recuperating in California from a severe heart attack which he suffered while on the west coast in route to Hawaii. He says he is feeling much better, but continues to be quite weak.

Several days ago he was visiting friends at INT and took time out for a picture. He is making plans to retire from active flying sometime this spring.



Captain Tadlock, at left, with Captain Cottrell, Captains Clement and McNames are apparently planning a trip as they welcome Lee Cottrell home.

## Motion Is Filed With Civil Aeronautics Board Application To Expedite Hearing On New York



Robert W. Kadlec, Piedmont's Director of Research, at left, and company lawyer, William C. Burt, seem pleased as they put the finishing touches on the hearing motion. (For story on Mr. Burt see page three.)

## President Davis Testifies For Local Service Industry Before Senate Aviation Subcommittee In Washington

Piedmont President T. H. Davis expressed cautious optimism regarding the future of the local service airline industry in testimony before the Aviation Subcommittee of the Senate Commerce Committee in Washington March 3. The Subcommittee, of which Senator A. S. Mike Monroney is Chairman, is conducting hearings reviewing the local service airline industry, and Davis was invited as a witness.

Davis saluted the Civil Aeronautics Board for "a good job of administering and regulating the industry" and he testified that "Congress has always been most helpful and responsive to the needs of the industry insofar as

special legislation and appropriations are concerned."

### Tribute to the Board

He paid special tribute to the CAB for the establishment of the "Class Rate" system of subsidy administration, which he said must be maintained, and for the Board's "Use It or Lose It" policy.

"I am happy to be able to report," Davis told the Subcommittee, "that every single point on Piedmont's system now meets the Use It or Lose It test." He attributed this achievement to the basic minimum of two round-trip, well-timed schedules per day for every point on our system, combined with the cooperative efforts of the communities involved.

### Air Taxi Solution

Davis suggested that the Air Taxi operator, serving on a "demand" basis, provides the best solution to air service for communities not able to meet "Use It or Lose It" standards. He stated that he does not regard as a competitive problem the so-called "Third Level" airlines, operating without subsidy. On the other hand, if their service was expanded to include many small towns and thus require subsidy, the cost would be far higher to the taxpayer than would be the case if the same service was provided by the existing local service airlines.

Davis, commenting on the suggestion that perhaps the present local service carriers could continue to provide service to "Use It or Lose It" points at a lower subsidy by using small six to ten passenger aircraft, said that "on the basis of our studies, this is not the case."

"The difference between the operating cost of this type aircraft and that of an F-27, for example, is slight in comparison to the difference in earning capacity."

### Subsidy Reduction Aid

Davis cited as a potential aid in over-all subsidy reduction, a local airline industry proposal asking the CAB to award the locals new route authority in the short-haul, high density markets in competition with the truck lines, with the stipulation that this authority should be on a non-subsidized basis. Granting of this type of route to the locals in some cases may well improve service and reduce subsidy, he stated, and he added that he hopes the CAB will "proceed rapidly in processing any of these proposals that may be submitted to them."

### Future Forecast

Summing up, Davis told the subcommittee that the next ten years could well be difficult ones for the local airline industry, primarily because of rising costs. He cited the recent change in the free baggage allowance, new FAA training requirements, spiralling airport landing fees and rental charges, increased catering costs, Air Travel Card interest costs, and the installation of flight recorders, DME, transponders, cockpit voice recorders and other devices, as some of the factors contributing to the increasingly high cost of operating an airline.

"Despite the problems with which we are confronted," he concluded, "I believe we can achieve another decade of gratifying growth, together with substantially improved service to the public at a reduced subsidy requirement."

Piedmont Airlines has filed with the Civil Aeronautics Board a motion for an expedited hearing on its application to serve New York City.

The application which was filed in August 1965, asks for authority to extend service from many of the points on Piedmont's system direct to New York. New service will also be provided to Washington, through Dulles International Airport.

### Express Benefits

The motion to expedite indicates that 15 airports now served by Piedmont would be expressly benefited by new single-plane round trip daily service to New York if the application were approved. Cities which will receive this new service are Roanoke, Va., Lynchburg, Va., Charlottesville, Va., Hot Springs, Va., Harrisonburg-Staunton-Waynesboro, Va., Pulaski-Radford-Blacksburg, Va., Bluefield-Princeton, W. Va., Huntington, W. Va., Ashland, Ky., Danville, Va., Winston-Salem, N. C., Fayetteville-Fort Bragg, N. C., New Bern-Jacksonville-Camp Lejeune, N. C., Florence, S. C., and Augusta, Ga.

The filing by Piedmont answers a need expressed by various cities for one-plane service to New York, the largest air service center in the nation. Approval of the application would also provide convenient connection service to Dulles International, the new multi-million dollar jetport located in Northern Virginia and serving the nation's capitol.

### Reduce Subsidy

In the motion to expedite Piedmont forecasts a substantial subsidy reduction with the granting of the route and estimates that 95,000 passengers would use the service during the first year of operation to New York.

President T. H. Davis, commenting on the motion filed today, said that "there is an urgent need, and we are confident our passengers agree, for single-plane Piedmont service connecting many of the communities we serve with New York. It is because of this pressing need that we have today asked CAB to take prompt action on our application filed last year. With the coming of our Boeing 737 jet aircraft in 1968, we believe we will be ideally equipped to provide the New York service our customers have long requested. I hope the CAB moves rapidly on this matter and I know our friends in the cities we serve support us."

The CAB, if the motion to expedite is approved, will order a hearing soon, at which all interested parties will be given an opportunity to be heard.

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