



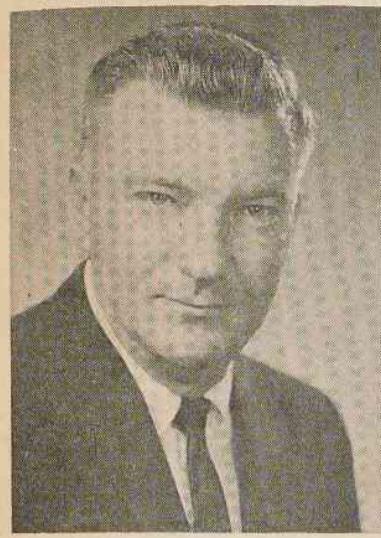
THE PIEDMONITOR

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THE BEST WAY TO TRAVEL — ALL OVER PIEDMONTLAND

NEW AD
CAMPAIGN
FOR NEW YORK
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OCTOBER, 1966



Eddie Jones
LGA



Don Sutphin
DIA

Promotions and Transfers Announced In Preparation For New York Entry

With the opening of two new stations for Piedmont, managers and agents from over the system have been promoted and transferred.

Washington National Assistant Manager Don Sutphin has been promoted to Manager for Dulles. A native of Roanoke, Sutphin is a graduate of William Flemming High School. He is a former Army sergeant.

Hired in 1953 as an agent in Roanoke, Sutphin was promoted to Lead Agent in 1961. He was promoted to Chief Agent and transferred to Washington in 1963. He became Assistant Manager at National in June, 1966.

Sutphin is married to the former Connie Wood of Roanoke. With their two daughters the Sutphins live in Alexandria, Virginia.

Eddie Jones

Charleston Manager Eddie Jones has been named Manager for New York-LaGuardia. A native of McComas, West Virginia, Jones graduated from the public schools there and attended West Virginia Business College. He joined Piedmont in 1954 at Norfolk as an agent. Jones subsequently transferred to Richmond and then to Bluefield where he was promoted to Lead Agent in 1957. He became Chief Agent in 1960 and was named Station Manager in 1962. In June of 1966 he transferred to Charleston.

Jones was a member of both the Bluefield and Princeton Chamber of Commerce organizations. He served as secretary of the Princeton Jaycees and was a member of the Princeton Elks. He is a bachelor.

Don Shanks

Washington National Station Manager Don Shanks has been named Area Manager for Piedmont in the Nation's Capitol.

Shanks is a native of Greenville, Tennessee. He is a graduate of Ottway High School in that city and Washington College Academy. In 1953 he joined Piedmont as an agent at Tri-Cities. He transferred to Columbus, Ohio as Chief Agent to open the new station there in 1958. The following year he transferred to Washington, again as Chief Agent. Shanks went to Parkersburg and Marietta as Station Manager in 1960. Two years later he transferred to Baltimore to manage the new station there. Later that year he returned to Washington as Station Manager for National Airport.

Shanks is a member of the National Airport Club, which he



Don Shanks
Area Manager

serves as secretary. He is also a member of the Executive Committee and the Washington National Airport Airlines Management Council. He has a current commercial pilot's license.

Mrs. Shanks is the former Betty Lee Keys of Telford, Tennessee. They have three children.

Dave Smith

Augusta Manager Dave Smith will replace Jones at Charleston.

Smith is a graduate of Clemmons High School in Winston-Salem.

Following service with the U. S. Navy he joined Piedmont in 1953 as an agent in Winston-Salem.

He later transferred to Louisville and then to Asheville as Chief Agent.

He was promoted and moved to Augusta as Station Manager in June of 1962. Smith is a member of the Augusta Chamber of Commerce and the Green Meadows Golf and Country Club.

Mrs. Smith is the former Helen Currin of Winston-Salem.

They have two children. The Smiths will move to Charleston early in November.

Bob Beard

Chief Agent at Fayetteville, Bob Beard has been named Assistant Manager at National in Washington. Beard joined Piedmont as an agent in Hickory in 1958. He transferred to Fayetteville where he was promoted to Lead Agent in 1964 and to Chief Agent in 1966.

A native of Erwin, North Carolina, Beard is a graduate of the Gale Institute in Minneapolis, Minnesota. He is married to the former Patricia Lasater of Lillington, North Carolina. They have three sons. Beard is an official

(Continued on Page Three)

Board Issues New Order on BNA-MEM Route

The Civil Aeronautics Board has issued an order tentatively finding that the route system of Piedmont Airlines should be extended to Nashville and Memphis, Tennessee. The Board's order provides a period of twenty days during which interested persons may file comments, objections, and motions.

It is contemplated that a hearing will be held soon thereafter to determine the following:

1. Should Piedmont Airlines be certificated to provide service between Memphis and Nashville, Tennessee, and between Memphis and Nashville on the one hand, and Roanoke, Lynchburg, Richmond, Norfolk, Washington, and other points east of Roanoke on the other?
2. Should Piedmont be certificated to provide service between Memphis and Nashville on the one hand and Asheville, Charlotte, Winston-Salem, Greensboro-High Point, Raleigh-Durham, and other cities in North Carolina on the other?

In regard to this action by the Civil Aeronautics Board, President T. H. Davis, said, "We are delighted to learn of the Board's action, which provides for early consideration of our Tennessee service proposals. Travelers and shippers in many communities in North and South Carolina and Virginia have long sought improved service to Nashville and

NYC Opening

November 15th Is Date For First Flight Pre-Inaugural To Be Held Day Before

On October 3rd, the Civil Aeronautics Board issued a certificate effective September 30, 1966, authorizing Piedmont Airlines to serve New York City. Company officials said that the service will start on November 15, 1966, with five round-trips daily to New York.

In the inaugural services to New York Piedmont will utilize primarily its Fairchild F-27 prop jet aircraft with supplemental use of Martin 404's.

Plans are to serve New York through LaGuardia Airport.

Specific schedules of flights are not yet complete, but it is expected that the initial pattern will designate direct service to New York from Roanoke, Lynchburg, Charlottesville, and Shenandoah (Harrisonburg-Staunton-Waynesboro), Virginia, and Fayetteville, Wilmington, and Winston-Salem, North Carolina. It is expected that non-stop service to New York will be provided from Roanoke and Lynchburg.

In commenting on the action,

President Tom Davis said, "We are grateful for the indication of confidence by the CAB in Piedmont's ability to provide this much needed, new service to the public. Our proposal is primarily designed to provide a new service rather than duplicate the fine service rendered by other airlines now operating to New York from southern points. The statesmanship of these airlines is deserving of the highest commendation since it was their lack of objection that made possible the institution of this service to the public without years of litigation."

Vice President C. G. Brown, Jr., in commenting on the new service said, "We want to emphasize that the flights we will start November 15, 1966, represent only our initial pattern for New York service. As the new aircraft we have ordered begins to arrive, we plan to expand both one-plane and connecting services to New York from other points we are privileged to serve."

Good Connections

The schedules will be arranged to offer convenient connecting service at Dulles International Airport in Washington to the West Coast. Piedmont's service to Dulles, which was a part of the original New York application, will be the first and only service to that airport by a regional airline.

On the day before the first scheduled flight, November 14th, a number of company officers, newsmen and city officials from areas which will be provided with the new service to New York will make a special pre-inaugural flight to Laguardia.

This will constitute a formal

Northington and Fare. They toured Piedmont's maintenance and Manager for the Southern point on Piedmont's sys-
Ch. dev. A native of Fayetteville, North ex-
Carolina, Bennington graduated an in the public schools there be-
open joining the U. S. Navy
where he served as an Electron-
C Technician at the Naval Air
Yor technical Training Center in
the mphis.
twice annually for several years.

its application to serve New York via Dulles International in August, 1965. In March of this year the company filed a motion to expedite the hearing of its case. Early in July the CAB issued a "show cause" order tentatively approving Piedmont's application.

On September 9 the CAB made final its earlier show cause order granting Piedmont the New York authority subject to later issuance of a new certificate of public convenience and necessity setting forth the date commencement of service could begin. This most recent action by the CAB is the final step in this proceeding.

Stock Dividend Is Declared By Directors

Another cash dividend of 10 cents per share was declared by the Board of Directors of Piedmont Aviation, Inc., at their regular quarterly meeting in Winston-Salem. This marks the fifth cash dividend to be declared by the company. The other four have been declared regularly since October, 1964. The new (Continued on Page Two)



ON TOUR — President Davis and INT Radiologist F. L. Sfreddo explain some of the finer points of mechanical x-ray techniques to visiting Chase Manhattan bankers, from left, William J. Carlin, Donald C. Torey, Michael J. Leccese and Thomas O'Malley.

