

New Ad Campaign

Piedmont Airlines Puts New York City On The Map

"Piedmont Airlines Puts New York City on the Map." These words constitute a central theme of the new advertising campaign launched by Piedmont.

W. G. McGee, assistant vice president-sales, in announcing the campaign, explained that Piedmont is the first domestic air carrier in more than a decade to be certificated by the Civil Aeronautics Board to serve New York City.

"While we realize we're the newest New York airline, we also know that a great many New Yorkers may not be too familiar with our service or our system which now covers 70 cities in 10 states," he continued. "We believe they will find it interesting to at last discover their city has been put on the map."

Piedmont's Map

"We quickly remind them that the map in question is our own system route map," he added.

News of Piedmont's adding New York to the map is being carried through the metropolitan editions of Time, Newsweek and Sports Illustrated, as well as the Wall Street Journal and N. Y. Journal of Commerce.

McGee explained that additional newspaper and some broadcast advertising in the New York market is being planned in connection with the new service.

A second ad in the magazine series asks "Will New Yorkers Notice Piedmont Airlines?"

Copy goes on to say: "Some things you just can't hide. Like an airline. Ours is Piedmont Airlines, now making its New York debut," etc.

The same map theme is being

used in additional newspaper advertising being carried in the markets which will be linked directly by air to New York exclusively by Piedmont beginning Nov. 15. These markets are Roanoke, Lynchburg, Charlottesville, Staunton, Harrisonburg, Waynesboro, Va., Winston-Salem (Smith Reynolds Airport), Fayetteville, and Wilmington, N. C. Special radio announcements and 24-sheet outdoor posters are also being used to introduce Piedmont's New York service. New business and trade publication advertising also has been scheduled.

Initial Fleet

F-27 prop-jet and Martin 404 airliners will be used in the opening New York schedule, but Boeing jet and F-4U-727B prop-jets will be put into service on the New York schedule next year. McGee said that additional cities on the Piedmont system undoubtedly will be provided direct New York service by Piedmont in the months ahead.

Piedmont's advertising campaign will be in support of an all-out sales and sales promotion effort in conjunction with the new service. This effort, under the direction of assistant general sales manager Sherl Folger, will include a "blitz" effort by members of Piedmont's sales department in the New York area, as well as the production of special posters, counter cards, folders and other promotional material.

Piedmont's advertising is handled by Liller Neal Battle & Lindsey, Inc., Atlanta, Ga.—headquartered advertising and public relations agency.

Crews' News

Piedmont's first crop of Jet Jockeys have returned from Seattle. Captains Tadlock, Gilley, McNames and Nicholson, with First Officers (B-727 Engineers) Akin, Willetts, Wilson and Sifford arrived back in Piedmontland the week of October 24th. If you meet one of these birds you will be able to recognize them by their deflated egos brought about from embarrassing questions put forth by eager, less senior birds hungry for the word. "Sorry about that, Chief" — we didn't mean to embarrass you.

Seriously, the word is that the group was well above average and the training is anything but a snap — congratulations. We understand if you feel just a bit taller. The second group of throttle benders are now at Seattle. This group is made up of Captains Clement, Cox, Fox and Browning and First Officers Barnes, Evans, Koontz and Tilly. This group also includes Lou McConnell, Director of Training.

New Co-Pilots

A new flock of birds have just taken wing. A new class of seventeen Co-pilots graduated October 21, 1966 and have been assigned to the various bases for Martin Transition. This group includes the following: Ensley O. Adams, Harold J. Biggers, David M. Bradley, Melvin N. Blocker, Fred C. Briggs, Don A. Clabough, Larry D. Dudley, Loren M. Edwards, Lawrence S. Edwards, Paul D. Folmar, Edward L. Lancaster, John F. Messick, Billy J. Marion, Jimmy P. Odum, Roland E. Richards, Kelly D. Seymour, Eldrid G. Wood.

It will be of interest to everyone to learn that Captain Lee Cottrell has returned to the nest. Captain Cottrell has joined Lou McConnell in the Training Department. Captain Cottrell's many years of experience is a valuable addition to the department. A hearty "Welcome Back," Captain Cottrell. We are certain everyone on the line is as happy as the people in the department to see you back.

New York Preliminaries

Preliminary efforts towards beginning the New York service are proceeding satisfactorily. Chief Dispatcher Moser and his group are busy at route qualifying. Mr. Watson advises he has the communications problems under control. Will Blackmon has the ground operations end pretty well tied down. All the secretaries have the typewriters singing — New York? Jets? — You bet!

Progress brings change and change presents problems. It appears that the addition of New York and the integration of the new equipment will be reason for continuous change during the next two years. Progress not only benefits the company, but provides an opportunity for the personal advancement for every employee. The Operations Department welcomes the challenge.

noon, with intermediate stops at Fayetteville, Raleigh-Durham, Greensboro-High Point, Winston-Salem, and Tri Cities, terminating in Cincinnati in the late evening.

Piedmont is instituting this service extension on a trial basis to test the market potential for East-West travelers and shippers to Myrtle Beach during the fall months.

The extension of Flights 50 and 27 beyond Fayetteville to the Grand Strand marks the first time these flights have been offered at this time of the year.



SCHOLARSHIP AWARD — On the ramp at ILM's New Hanover County Airport are, from left, Wilmington City Manager E. C. Brandon, Jr., Wilmington College Dean of Students J. M. Crews, F/O Barnes, Captain C. A. Hughes, The Honorable O. O. Allsbrook, Mayor of Wilmington, scholarship recipient David E. Allen, Captain Murray Whatley and Wilmington College President Dr. W. M. Randle. On the back row, from left, F/O Jack Glazer, Captain W. P. Bowden, F/O S. Myers, F/O R. Folk, F/O J. Tate, Captain W. Barnens and Captain Tory Vaughn.

Pilot's Scholarship Winner Is Recognized For Achievement

Wilmington College student David Earl Allen was given recognition for his achievement as the Piedmont Airline Pilot's scholarship winner. David received the first scholarship a year ago from funds raised by the Wilmington-based Piedmont pilots.

The son of Mr. and Mrs. M. H. Allen, Sr., Route 2, Wilmington, has been active in campus activities, especially the band and orchestra.

David graduated from New Hanover High School where he

was a member of the R.O.T.C. and played in the band for three years. He has been on the Dean's List at Wilmington College this year.

Captain W. M. Whatley presented the initial scholarship in keeping with the wishes of the pilots. David was given this award at the airport in view of the Piedmont planes with approximately twenty Piedmont pilots present. Also in attendance were members of the college administration, the Honorable O. O. Allsbrook, Mayor of Wilmington, and City Manager E. C. Brandon.

Passes: Do's And Don'ts

As all airline employees know, one of the greatest fringe benefits of the industry is the availability of free and reduced rate transportation, on your own and other airlines.

Whether you need a pass for an emergency trip or you're going on vacation there are several things to be done. If you can't remember all the steps in getting a pass, clip out, for later reference, the following Do's and Don'ts — and then Don't lose it!

The first thing to do is to find out if you're qualified for an off-line pass, and to make sure the airline you want to use has a pass agreement with Piedmont.

Any employee who's been with the company six months or more is eligible for an off-line pass. Those employed six months or less may receive Piedmont passes only.

Check Manual

All airlines with whom Piedmont has agreements for free and reduced rate transportation are listed in the Standard Practices Manual. All department heads, Station Manager, and city ticket offices have a copy of the manual, and will be glad to make it available to you.

DO:

*Use the pink pass request form (PA-A569-A) when applying for off-line passes. Use the green form (PA-A569) when applying for Piedmont passes.

*Check carefully to make sure your request complies with the regulations of the particular airline you want to use. Regulations differ among various carriers with whom Piedmont has agreements.

*Allow a minimum of two weeks (14 working days) for processing and receipt of passes.

*Print your name and address plainly, and print or type in full

the names of your destinations. If you wish passes for qualified relatives, print or type their names in full and give their specific relationship to you.

*Fill out all applicable items of the pass request, sign it, and have the request approved by your department head or Station Manager. Use a separate pass request for each airline desired.

*Include your check or money order if payment of a service charge is required at the time a pass is requested. Some airlines prefer the service charge be paid upon check-in at the ticket counter. The Standard Practices Manual will tell you the amount and the method you should use in paying service charges, so be sure to read carefully for this point. In all cases make your check or money order payable to the airline involved, NOT to Piedmont.

Send Requests to INT-T

DON'T:

*Include several airlines on one pass request.

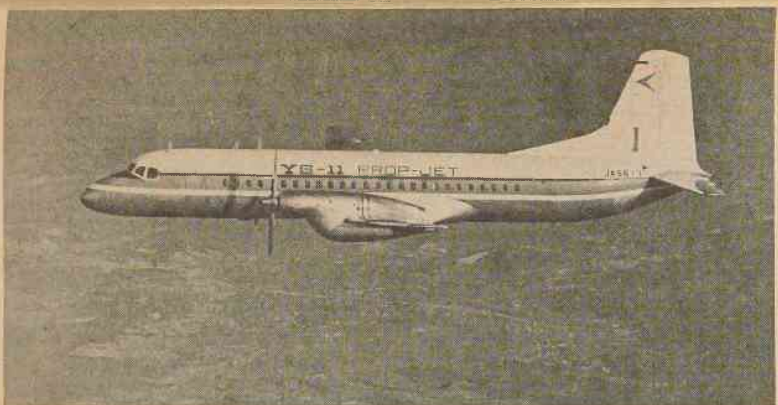
*Use city codes on request instead of writing out the name of the destination in full.

*Send cash instead of a check or money order to pay for the service charges.

*Send your request to any office other than the Piedmont Pass Bureau, INT.

*Wait until a few days before transportation is needed and request passes on a rush basis.

The above do's and don'ts also apply to requests for reduced rate transportation. Reduced rate requests should follow the same procedure as that for passes. In all cases, check with your supervisor and with the Standard Practices Manual.



MADE IN JAPAN — The YS-11, Japan's first post-war airliner, was in INT recently for a demonstration flight.

YS-11 Checked Out By Piedmont

Early in October Charlotte Aircraft, North, South and Central American distributor for the YS-11, brought the aircraft to Winston-Salem for a demonstration flight for company officials.

Although the aircraft had a slight mishap at Hickory (all four tires blew out during a pilot test landing) it was an interesting airplane to see. The turbo-prop jet has a colorful seating capacity of 60; the seats on the demonstration plane were an orange-yellow color. There was both Japanese and English lettering for the No Smoking-Fasten Seat Belt signs which were pleasantly decorative.

The first commercial run of the aircraft was inaugurated in April, 1965. The "big little airplane" operates most economically in the 300-700 nautical mile range. Several local service carriers in this country are reportedly interested in the YS-11. Ha-

waiian Airlines has signed a lease-purchase agreement for three of the planes.

East-West Myrtle Beach Service Extended

Piedmont's East-West summer service to the Myrtle Beach, South Carolina area, is being extended into the fall months on an experimental basis. In the past years the East-West round-trip has been operated beyond Fayetteville to Myrtle Beach during the summer vacation period only. Piedmont has served Myrtle Beach year-round with North-South flights between Washington and Atlanta since 1962.

Eastbound Flight 50, which originates in Cincinnati, Ohio, also serves Lexington, Kentucky, Bristol-Johnson City-Kingsport (Tri-Cities), Tennessee, Hickory, Winston-Salem, Greensboro-High Point, Raleigh-Durham, and Fayetteville, terminating daily at Myrtle Beach.

Westbound Flight 27 leaves Myrtle Beach in the late after-