



THE PIEDMONITOR

Stock Purchase
Plan Announced
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VOL. IX, NO. 2

THE BEST WAY TO TRAVEL — ALL OVER PIEDMONTLAND

FEBRUARY, 1967



IT MUST HAVE BEEN FUN — President Davis, Stewardess Cynthia Hansbrough and Vice President Brown were all smiles as they posed beside the PAI emblem on the first Boeing 737 just prior to its roll-out last month.

Boeing Ceremonies

The Day of the 737 Roll-Out

The Boeing 737 made a bubbly bow when it was rolled out in Seattle last month. Seventeen stewardesses representing their respective purchasing airlines christened the "baby" of the Boeing family with 17 bottles of champagne.

Piedmont's representatives for the festivities were President Davis, Vice President Brown and stewardess Cynthia Hansbrough who actually flailed the new plane's wing with a bottle of champagne.

Thirty Airlines

Other visiting executives made up the group of more than 130 officials of some 30 airlines attending the ceremonies. The visitors had a day long tour of Boeing operations in the Seattle area, before hearing Boeing President William M. Allen say that the attention lavished on the SST and 747 jumbo jet "in no way should be construed as detracting from the importance of the 737 in filling its particular segment of the airline requirement."

"The 737," said Allen, "promises to be more efficient than any other jet in its class. It inherits the best features of its

predecessors, the 707, the 720 and the 727.

The over-all traffic growth (in air transportation) that is in prospect in the years ahead, which gives rise to the larger airplanes, will be developed in no small part by the speed, convenience, comfort and economy of service on the shorter hauls that will get people into the air from many points of origin.

Allen underlined that the 737 would be a major objective of Boeing's business planning for the long-term future.

Potential For Profit

The firm's president also expressed to his air-line listeners confidence in the plane's potential as a moneymaker for its operators.

The 737 has the same wide fuselage body (12 feet 4 inches) as its bigger brothers, making it the only short-range jet capable of six-abreast seating.

Piedmont has ordered six of the 737's, the first of which is scheduled for delivery in March, 1968, and has an option for six more of the planes. (For further photos of the christening, see page five.)

C A B OK's Greenville-Spartanburg Route

The Civil Aeronautics Board has announced its approval of Piedmont Airlines' application to provide service to Greenville-Spartanburg, South Carolina.

Piedmont filed its application for the service on August 23, 1962. In May, 1966 the examiner's hearing was held. The decision by the Board, in effect, made final the examiner's findings which approved the certification of Piedmont, deleted the presently suspended service of Delta Airlines to the area and denied the application by Southern Airways to provide additional service to Greenville-Spartanburg.

Effective Immediately

The order by the CAB was effective upon issuance.

In commenting on the Board's action, President T. H. Davis said "Piedmont is pleased by the CAB's approval of our application for this service. The Greenville-Spartanburg area is a rapidly growing and important industrial area of the Southeast. We welcome the addition of these fine communities to our route structure and we look forward to serving travelers from that section of South Carolina."

Inaugural Date

Service is scheduled to begin on April 1st, with pre-inaugural ceremonies to be held the day before. The employee schedules already out indicate that Greenville-Spartanburg will be served initially with six Piedmont flights per day. Major points to be served by the Pacemakers from the Greenville area are Cincinnati, Ohio, Norfolk, Virginia, Knoxville and Tri-Cities (Kingsport/Bristol/Johnson City), Tennessee, Raleigh-Durham, Greensboro/High Point/Winston-Salem and Charlotte, North Carolina.

There will be approximately seven persons comprising Piedmont's initial staff at the Greenville-Spartanburg jetport. Counter space has been negotiated and Piedmont's personnel will be just to the right of the Southern Airways ticket counter directly inside the front door.

Braggadocio

From the State
Columbia, S. C.

A bit of humor in business or civic promotion is always refreshing.

Piedmont Airlines has been running an ad which proclaims: "Piedmont Puts New York on the Map."

It of course meant the map of cities served by the airline, which now has routes to the Big Town.

That ad reminds us of the map Col. Elliott White Springs once distributed for his short-haul railroad between Lancaster and Chester. It showed all of the railroads in America. Said its caption: "Lancaster and Chester Railroad and (in small letters) Connecting Lines."

And there is a little town of about 3,000 up in Canada named Biggar. On its city limits is this sign: "New York Is Big, but This Is Biggar."

The moral: If you must brag, do it with a smile.

GSP Personnel Appointed

Staff selection has been completed for the opening of Piedmont's newest station in Greenville-Spartanburg, S. C.

New Bern's chief agent Tom Finney has been promoted to Station Manager for GSP and former Beckley agent Bob Harper was promoted to chief agent. Both men will transfer to Greenville by mid-March to begin preparing for the April 1 inaugural of service.

Station Manager

Finney, who joined Piedmont in 1957 as an agent at Newport News, is a native of Elkin, N. C. He is a graduate of the public schools there and he attended the University of North Carolina at Chapel Hill. He worked in a number of Piedmont's stations across the system, including Richmond, Washington-National and Raleigh-Durham before being promoted and transferred to New Bern as chief agent in 1964.

Mrs. Finney is the former Clara Lenderman of Wilkesboro, N. C. The Finneys will be in Greenville after March 13th.

Bob Harper will assume the chief agent's duties at GSP approximately two weeks before the inaugural of service. Harper, a native of Beckley, W. Va., joined Piedmont as an agent at Bluefield in 1955. The following year he transferred to Lexington and in 1958 he moved to Beckley.

Chief Agent

Harper is a member of the Loyal Order of Moose and an active worker with Little League Baseball teams in Beckley. He is a graduate of the public schools there and he attended Central Technical Institute in Kansas City.

The former Goldie Turner of Harper, W. Va. is Mrs. Harper. With their three children, the Harpers will move to Greenville next month.

Other agents moving to Greenville are Joel Bruce from CLT, Schuyler Day from London-Corbin, R. E. Williams from TRI and E. O. Carr from DCA. A former Delta Airlines agent, Richard L. Ayers, from Atlanta, will join the six-man group to comprise the initial staff for Greenville-Spartanburg.



BOB HARPER
Chief Agent — GSP



TOM FINNEY
Station Manager — GSP

Lockamy Assigned RDU Territory

James P. Lockamy has been promoted to sales representative for the Raleigh-Durham area of North Carolina. He replaces R. R. Mohler who resigned.

Prior to his appointment to this position, which was effective March 1, Lockamy was sales representative for Piedmont in Washington, D. C. While there he worked with DCA District Sales Manager O. E. "Bud" Halsey.

A native of Roseboro, N. C., Lockamy joined Piedmont in 1956 as a flight attendant based in Washington, D. C., where he remained until 1959 when he joined the United States Army. In 1961 Lockamy returned to Piedmont as a flight attendant based in Roanoke, Va.

Prior to his appointment in 1966 as sales representative for Washington, Lockamy was employed by the Charlotte Division of the Kellogg Company.

The son of Mrs. M. T. Lockamy of Roseboro, Lockamy graduated from the public schools there. While in Washington he was a member of the Airline Traffic Association and the



JIM LOCKAMY
Sales Rep — RDU

Washington Board of Trade.

Besides Raleigh-Durham, other Piedmont communities which will be in Lockamy's sales area are Fayetteville/Fort Bragg, Kingston, Goldsboro, and New Bern/Jacksonville/Camp Lejeune/Beaufort/Morehead City.

Application Is Filed For BNA-SDF Route

The Pre-Hearing Conference on the Western Tennessee Case involving Piedmont Airlines' extension to Nashville and Memphis, Tenn. was held March 1st.

During the proceedings a hearing date was set for May 23, 1967.

On February 24th Piedmont applied for a new route between Nashville and Louisville via Bowling Green, Kentucky. Additionally, the Company filed for consolidation of this application in the Ozark Re-Alignment Case. A similar application for BNA-SDF service has been filed by Lake Central Airlines.

New Credit Card Agreements Are Effective April 1

Piedmont Airlines will begin accepting American Express, Carte Blanche and Diners Club, credit cards for interline ticketing of passenger's air transportation as well as excess baggage charges on April 1st.

The Company will also accept United Airlines Personal Credit Cards for travel over the routes of Piedmont and United jointly, also beginning April 1.

Instructions pertaining to the acceptance of the cards will be sent to all stations as soon as possible.