



BNA - MEM Service Is Inaugurated



PRESIDENTS COME FIRST as evidenced by Mr. Davis' arrival in Memphis on the first Pacemaker flight. Cutting the inaugural ribbon are Assistant to the Mayor Harry King, at left, and Carl Carson of the Chamber of Commerce on the right.



BIG SMILES AND BIG SCISSORS were the order of the day as Piedmont's first scheduled flight touched down in Nashville, Tennessee. Mayor Beverly Briley, center, assisted by Metropolitan Airport Director Homer Anderson, at left, prepare to wield the ribbon cutters.

The story of Piedmont's entry into Nashville and Memphis, Tennessee, is a long one.

The original application for service by Piedmont to the City of Nashville was filed in the fall of 1955. This initial proposal was denied, as was a second try made several years later.

The action on the Company's third, and finally successful application, was initiated in 1965, at which time the City of Memphis was included in the plan.

After many years and much effort on the part of both Piedmont and the civic and aviation leaders in Western Tennessee there was ample reason for celebration on the day service was inaugurated.

It was a red letter day from most any point of view. Ceremonies befitting the occasion included ribbon cuttings by city officials for the inaugural flights to both cities. There were smiles for the photographers and comments for the newsmen.

A luncheon at the Memphis Summit Club for area city, county and business leaders was the highlight of the day's events. President Davis expressed the Company's delight in starting service to Western Tennessee and outlined the initial plan of operation.

The direct daily flights to Nashville and Memphis are operated with the FH 227B's, from Asheville, Charlotte, Winston-Salem, Greensboro/High Point, Raleigh/Durham, Greenville/Spartanburg, Roanoke, Richmond and Norfolk.

Off to the Opry

Welcome to Music City, U.S.A.

Since Piedmont's inaugural of service to Nashville we've had numerous inquiries and requests for information about the Grand Ole Opry. We hope the following article will help those of you who are planning a trip to Music City.

Each Saturday night for over forty years, country music fans have faithfully turned their radio dials to channel 650 for WSM's Grand Ole Opry. Owned and operated by the National Life and Accident Insurance Co., this Saturday night spectacle is the only radio program in the world that has never had a summer replacement, never had an intermission and never missed a performance since its inception on November 28, 1925. Furthermore, it features the largest cast of any radio show and plays before the largest and most receptive audiences in the world.

The influence of the Opry on Nashville is unmistakable. This one single event brings over a quarter of a million persons to Music City annually. This flood of people fills motels, restaurants, parking lots and shops. It is the single most outstanding feature of this city.

Average Fan

The "average" Opry fan drives more than 500 miles each way to see the show. Chances are that he comes from a midwestern city of more than 10,000 and works in a factory. This "average" visitor is probably attending the event for at least the fifth time and has brought along his entire family. He either arrived late Friday night or early Saturday morning, and probably without hotel reservations or reserved tickets. Later in the day, he will stand in line at least an hour just to gain admittance to the auditorium where he will remain seated, reading his Opry books and line-up cards, for another two hours until show time. While waiting, he is joined by eager fans from every walk of life. On any given Saturday night, at least 35 states and two foreign countries will be represented in the audience.

For those who wish to visit our city and see the "greatest show on radio," we suggest that you secure reserved tickets well in advance. Tickets may be obtained by writing: Grand Ole Opry Ticket Office, 116 5th Ave. N, Nashville, or by phoning 615-747-9588. Reserved tickets are \$3.00, General Admission \$2.00, and children (age 3-11) \$1.00. One ticket allows you to see the entire Saturday night show from 1900-0000, through June. However, beginning the first Saturday in June and continuing through the last Saturday in September, you must request your choice of the first show (1930-2130) or the second show (2200-0000). If you obtain tickets for both shows, you will still be required to leave the auditorium after the first show and return for the second. Tickets for summer shows are usually sold out three to four months in advance, so write early. All reserved seat tickets must be picked up at the ticket office at least thirty minutes prior to show time.

Make Reservations

It is also wise to make hotel/motel reservations well in advance. If you are driving, we suggest (1) the Capitol Park Inn (254-1651), 400 5th Ave. N; (2) Holiday Inn (254-1921), 710 James Robertson Parkway; (3) Continental Inns (244-6690), 300 3rd Ave. S; or (4) the Downtowner Motor Inn (254-1401), 227 7th Ave. N. Rooms generally run \$10.40 for a single and \$15.60 for a double. Prices are subject to change. Sorry, no airline discounts at this time.

For those who wish to fly down, the airport limo, available on demand, will take you to either 1 or 2 above for \$2.00. Both are within walking distance of the Opry House for the

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Board Grants SDF-CVG Route

One of Piedmont's nicer birthday presents came from the Civil Aeronautics Board in the form of the final authorization for service between Louisville and Cincinnati.

Tentative approval from the Board had come in late December last year. But Lake Central Airlines appealed the ruling which delayed the final order.

The new service will not only be more economical for the Company but also should prove more efficient for passengers. Flights will no longer have to be divided at Lexington to go two different ways. The new route will allow for express service between the Carolinas and Virginia and Louisville and Cincinnati.

A total of seven daily flights, to be operated initially with Martin 404's, will be included in the April 1 schedule change.

Congress Says Happy Birthday

Representative Nick Galifianakis of North Carolina's 5th District noted Piedmont's 20th Anniversary by praising the Company's record in a brief statement and inserting a history of Piedmont in the Congressional Record.

He said Piedmont "continually sets the pace among local service carriers" and provides more service for more people with less federal subsidy than any other regional airline."

"This was emphasized in 1966," he said, "when Piedmont became the first regional airline to show a profit without benefit of federal subsidy . . . an unprecedented achievement among the local service carriers."

Anders and Asher Appointed To Fill New Positions In Sales

Roanoke City Sales Manager Lionel F. Anders has been named to fill the newly created position of District Sales Manager for Piedmont in Memphis, Tennessee.

A native of Little Rock, Arkansas, Anders joined Piedmont as a Utility Agent in Roanoke in 1953. He subsequently served as Lead and Chief agent there before joining the Sales Department in 1962 as Roanoke City Sales Manager.

As District Sales Manager in Memphis Anders' territory will include that city and the area west of the State of Tennessee.

Anders is married to the former Jean Brillhart of Roanoke. They have three sons and a daughter.



Lionel Anders

William R. Asher has been named Sales Representative for Piedmont in Washington, D. C.

Asher, who is a native of Louisville, Kentucky, joined the Company as an operations agent at SDF in 1966. Prior to joining Piedmont he served in the U. S. Air Force and attended Bellarmine College and the University of Louisville.

In Washington Asher will assist District Sales Manager O. E. Halsel. His appointment is effective March 1.

While in Louisville Asher was Vice President of the Lakewood Hills Country Club and President of Shopper's, Inc.

Mrs. Asher is the former Marlene Marie Fisher of Kenswick, Iowa. They have one son.



Bill Asher