



Lockamy and Mason

New Promotions Announced In Sales



AL POLLARD

Pollard Appointed As Manager For Contracts and Leases

Forrest Alfred Pollard, Jr., has been appointed manager of contracts and leases for the Company's airline division. Assigned to the department of operations, he will be responsible for all airport leases and rental agreements at the various stations on the system.

Prior to joining Piedmont, Pollard, a lawyer and member of the North Carolina State Bar Association, was in private law practice in Durham, N. C. In October, 1966, he joined the company as a sales representative in the Durham area for the general aviation division and transferred to the home office in September, 1967.

Pollard, a native of Durham, N. C., is a 1958 graduate of The Lawrenceville School, Lawrenceville, New Jersey. He received a Bachelor of Science degree in 1962 and a Bachelor of Laws degree in 1965, from the University of North Carolina. While an undergraduate at Chapel Hill, he was a member of the Order of the Grail and the Order of the Old Well.

The son of Mrs. J. Davis Pollard of 1902 Cedar Street, Durham, N. C., Mr. Pollard, a bachelor, resides in Winston-Salem, N. C. at 2811 Tully Square.

Gloria Dempsey Is Selected As Instructor For Stewardess Training

Miss Gloria Jean Dempsey has been appointed Instructor — Stewardess Training. She will assist Supervisor Jerry Hines in all phases of the stewardess training program including initial and recurrent instruction as well as the introduction of new in-flight programs and new equipment.

A former stewardess with Lake Central Airlines, Miss Dempsey joined Piedmont as a stewardess in February, 1967.

A native of Williamson, West Virginia, Miss Dempsey attended Fairmont State College in Fairmont, W. Va., and graduated from the Huntington School of Business in Huntington, W. Va.

The daughter of Mr. and Mrs. Wallace J. Dempsey of Williamson, Miss Dempsey lives at 730 Anson Street in Winston-Salem.

James P. Lockamy has been named to fill the new position of City Sales Manager for Nashville, Tennessee.

A native of Roseboro, North Carolina, Lockamy joined Piedmont in 1956 as a Flight Attendant based in Washington. Following service with the United States Army Lockamy re-joined the Company in 1961, again as a F/A and was based in Roanoke.

In April, 1966 Lockamy was promoted to Sales Representative and transferred to Washington, D. C. A year later he transferred to the Raleigh-Durham area as Sales Representative, his position prior to this appointment.

Lockamy, a bachelor, is a graduate of Roseboro High School and the son of Mrs. M. T. Lockamy of Roseboro. He will move to Nashville in mid-April.

J. Michael Mason, former sales representative in Atlanta, has been appointed to fill Lockamy's position in Raleigh-Durham.

A native of Alcoa, Tennessee,



JIM LOCKAMY

Mason was employed by Piedmont in 1962 as a Flight Attendant based in Winston-Salem. He was later based in Norfolk, Atlanta and Knoxville.

Mason joined the Sales Department in April, 1966.

A graduate of Alcoa High



MIKE MASON

School, Mason is a bachelor. He attended the University of Tennessee and was a member of the Georgia Army National Guard prior to joining Piedmont.

Souvenir Flight Covers Offered In Air Mail Anniversary Celebration

As a major part of the celebration activities for the 50th Anniversary of U. S. Air Mail Service, a completely rebuilt DH Mail Plane will be presented to the Smithsonian Institute in Washington, D. C. on May 15. At the same time a new 10¢ Air Mail Commemorative stamp will go on sale.

In order to finance the rebuilding of the DH Mail Plane and the costs of transporting it to Washington, a leading designer of First Day Covers has contributed a limited supply of official covers to the Golden Air Mail Anniversary Celebration Committee for use in raising funds. All labor in constructing the old DH Mail Plane is being contributed without charge by members of the Air Mail Pioneers, who were employees of the U. S. Air Mail Service during the period 1918 to 1928.

Before a general sale of the special First Day Covers they are first being offered to postal employees and to the aviation industry. The special cover will

be cancelled with the first day cancellation mark and the cover will contain a picture of the DH Mail Plane as finally rebuilt.

Simply mail \$1.00 with your name and address to Box 1968, Washington, D. C. 20013, if you want to obtain one of these special First Day Covers of the Golden Air Mail Anniversary.



WAYNE POPE

New Staff Assistant In Scheduling Dept. Is Wayne Pope

The new position of Staff Assistant-Scheduling has been filled by Wayne Pope, former Assistant Supervisor of Central Lost and Found.

Pope joined Piedmont as an operations agent in July, 1965. He transferred to the Lost and Found Department in June, 1966.

A native of Winston-Salem, Pope attended Western Carolina College and graduated from High Point College in 1964 with a Bachelor of Science degree in Business Administration.

Mrs. Pope is the former Carolyn Culler of Winston-Salem. They have one daughter and live at 3327 Konnoak Drive.

\$12 Million In Debentures Are Offered

Piedmont Aviation, Inc. issued \$12 million of convertible subordinated debentures on the 29th of March.

The conversion price was set at \$13 per share, with 7% interest to be paid on March 15th and September 15th each year. The due date is March 15, 1988.

The net proceeds to the Company from the sale of the debentures are estimated at approximately \$11,560,000. The Company anticipates that all or substantially all of the proceeds will be used in connection with the continuing program of expanding and modernizing flight equipment to meet the demands imposed by the Company's lengthening route system and increasing passenger traffic.

The major underwriters for the offering are Lehman Brothers and Carolina Securities Corp.

Just prior to the Piedmonitor's press deadline it was understood that all the debentures had been sold and that closing of the offering would be April 5th.

Annual Report For Last Year Is Released

The Annual Report for 1967 disclosed record total gross revenues amounting to \$52,304,642. This was 22% above the comparable figures for 1966.

Net income was slightly higher than last year's, up to \$1,890,857. The major portion of the profit was the result of capital gains realized from the sale of the F-27's.

In the report of the President, Mr. Davis pointed out that last year was the most challenging in the 27 year history of Piedmont Aviation, Inc. Despite several undesirable situations, i.e., bad weather and the loss of the 727, which cropped up during the year, revenue passenger miles increased 18% over 1966. Our over-all revenue load factor for the year was 53.18% and the highest in the local service airline industry. Scheduled plane miles flown last year totaled 19,430,401, showing a 21% increase over the previous year.

Cargo volume increased 15% and mail was up a whopping 43% to 1,509,468 ton miles.

Record March

Boardings for the month of March reached all time highs with 166,171 passengers flying on the Pacemakers. The load factor for the month was 53.44%.

A number of stations set records or surpassed their quota. Both Charlotte and Knoxville hit all time highs. Charlotte boarded 5,994 passengers according to their unofficial figures and Knoxville's load sheets totaled 1,895 prior to official confirmation.

Stations setting new records for the month of March include Asheville, Beckley, Charlottesville, Myrtle Beach, Cincinnati, Danville, Fayetteville, Goldsboro, Greensboro, Huntington, Kinston, Raleigh-Durham and Roanoke.

Asheville, Greensboro, Augusta, Kinston, Nashville, Norfolk, Charlotte, Pulaski, Columbia, Raleigh-Durham, Danville, Roanoke, New Bern, Southern Pines, Goldsboro, Knoxville and Greenville-Spartanburg all surpassed their quotas.

Ralph A. Korn Is Appointed Administrative Assistant To Controller

Ralph A. Korn has been named Administrative Assistant to Controller T. W. Morton. He will assist in the administration of the Company's insurance programs, financial planning and forecasts and other related activities.

Prior to joining Piedmont Korn was assistant treasurer for Executive Jet Aviation in Columbus, Ohio.

A native of Illinois Korn is a graduate of Loyola University in Chicago. His military service was with the U. S. Army.

Mrs. Korn is the former Mary Ennes of Chicago. They have two sons and two daughters and live at 46 Arita Circle in Winston-Salem.



GLORIA DEMPSEY



RALPH A. KORN