



THE PIEDMONITOR

New Books
On Aviation
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Walter A. Rollins

PR Director Assumes Duties At Home Office

Walter A. Rollins has been named Director of Public Relations for the Company. Rollins has assumed the responsibility for all press relations, community relations and public affairs activities. His office is in the general office building in Winston-Salem. He replaces former director—information services John Hogan who has transferred to the Sales Department based in Atlanta.

Rollins is a veteran of over 20 years in the airline industry. Prior to joining Piedmont, he was director of marketing for Frontier Airlines in Denver. He was previously vice president—marketing for Pacific Airlines on the West Coast, and director of public relations and advertising for Seaboard World Airlines in New York.

A native of Dallas, Texas, Rollins attended Southern Methodist University. He is a former member of the board of directors of the Aviation/Space Writers Association. A sports enthusiast, both Rollins and his son have recently become interested in soaring, flying powerless gliders as a hobby.

Mrs. Rollins and their son Mark, will join him in Winston-Salem the early part of the summer.

Examiner Favors Piedmont In Chicago Case

The initial examiner's decision in the Piedmont Chicago Entry Case recommends approval of Piedmont's application exactly as filed by the Company.

In announcing the release of the decision, Senior Vice President, C. G. Brown, Jr. said, "We are naturally delighted with this progress in the Chicago case. This route will provide urgently needed single plane service from many of the cities on Piedmont's system to Chicago. We hope it will be possible for the Board to move rapidly to finalize this action taken by the examiner."

Piedmont's application requested amendment of the certificate for Route 87 to authorize service over a new segment between Chicago, Ashland-Huntington, beyond Ash-

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Pilot Robert Mishler and Larry Lee with the Ford Trimotor.

For Some

Old Plane Brings Back Memories

When someone mentioned the other day that there was a grand old three engine airplane down in the corporate hangar at INT, we didn't get too excited. Our first thought was that some prosperous company somewhere probably had a Boeing 727 in to be configured for executive use, not that that wouldn't be exciting. It's just that we were busy at the time.

Later in the day we wandered into the hangar on some now forgotten errand we found a monstrous conglomeration of metal with three very recognizable engines. It obviously wasn't a Boeing 727.

But what other flying machine

has three engines? Not sure we were ready to admit total ignorance, especially to such a knowledgeable audience as Piedmont's mechanics, phrasing a first question wasn't easy.

Then someone pointed out a tall, blonde gentleman with broad shoulders. They said he was the pilot.

We thought he looked awfully young. Maybe he wouldn't realize how little we knew about an evidently very exciting airplane.

So we asked, "Is it hard to fly?" "Well, you have to be strong," he admitted.

He went on to explain that the controls are all manual. There are

no electric motors to pull the rudder and ailerons, no hydraulic equipment to take the place of muscle.

The pilot has to have the strength to haul on those steel cables and hold the plane steady as the winds buffet it.

Airline pilots in the old days were no weaklings, we decided, not that we'd ever thought they were of course.

This particular Ford Trimotor flew 41 years for Pan American. For 23,000 hours, it stayed in the air, swooping down into air fields, some of which weren't much better than pastures.

Its three Pratt and Whitney engines, each 450 horsepower, would See TRIMOTOR Page Three

Credit Union Has Annual Meeting Declares Dividend, Elects Officers

The 20th annual meeting of the Piedmont Aviation Credit Union was held the latter part of January in the general office cafeteria. Various reports were given by the Board of Directors and Credit Union committees concerning the activities during the past year. Also at this meeting elections were held to fill offices vacated on the Board of Directors and the Credit Committee.

Directors Named

A. F. Long and G. E. Price were re-elected to the Board of Directors, Long is Vice President and Price is Treasurer. Jim Taylor was also elected to serve a two-year term. Other members of the Board include R. H. Reed, H. K. Scott, Secretary, R. W. Kadlec and J. M. Riggs.

Members of the Credit Committee elected were Bob Griffin and Frank Barnes who will serve with W. H. Craver. Credit Committee alternates elected were Mrs. Wilma Cook, Ken Whapham and Wayne Pope.

The Piedmont Aviation Credit Union has again declared a six per cent dividend on savings accounts, marking the eleventh consecutive year that this rate has been paid.

Dividends are paid on savings at

the end of each year as directed by the board of directors. The dividend is computed on the balance in each member's account at the end of the year based on the length of time this balance has been on deposit.

Dividend Increases

The dividend paid on accounts during 1968 amounted to \$75,178.00 as compared to \$65,604.00 during 1967, or a 15% increase. Members' savings at the end of 1968 amounted to \$1,589,065.58 as compared to \$1,369,884.08 at the beginning of the year, or a 16% increase. Dividends are credited to individual accounts.

A total of 371 new accounts were added last year, bringing the total number of accounts or members in the Credit Union to 2,239. There were 2,364 loans approved for members totalling \$3,100,903.00.

The interest rate on all loans has been increased to six per cent.

The Piedmont Aviation Credit Union is a co-operative employee's organization owned and operated by the employees of Piedmont Aviation, Inc. The cost of operating the Credit Union is shared with Piedmont Aviation, Inc. and is operated for the benefit of its members. The purpose of the Credit Union is to provide a convenient method for members to save money and secure loans.

Application Filed For Service To St. Louis

The Company has filed an application with the Civil Aeronautics Board for extension of service west to St. Louis, Missouri.

Improved Service

"Authorization to operate into St. Louis, as proposed by Piedmont Airlines, will mean vastly improved service to over 67,000 passengers annually," President Davis said. "Many communities in North Carolina, Virginia and Tennessee will benefit with single plane and more direct service for the first year," he added. He pointed out that the proposed service will provide jet service to St. Louis from Louisville, Norfolk, Richmond, Greensboro and Raleigh-Durham, and single plane service for Roanoke, Asheville, Knoxville, Charleston, Charlotte, Cincinnati, Fayetteville, and Wilmington.

Case Consolidated

In an effort to expedite Board consideration of Piedmont's application, the airline concurrently filed a request to have its application consolidated into a pending case now before the Board.

The case now pending is as yet unnamed. It was started by Ozark Airlines. A number of technical and legal procedures must be dealt with before a date will be set for the initial hearing in the case.



JUST IN CASE it isn't obvious at first glance, the purpose of this picture is the "FLY PI" license plate. It belongs to General Sales Manager Sherl Folger. If the girls, from left, Judy Clark, Carol Beeson and Dianne Pfefferkorn rode along on the bumper there's little doubt about the amount of attention that would be attracted. Several years ago the State of North Carolina instituted a program of personalized license plates. The "FLY PI" is Folger's new personalized advertising for 1969.