



# THE PIEDMONITOR

Happy  
New Year!

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WE'VE GOT CHICAGO IN OUR CORNER!

JANUARY, 1970

## Added Promotional Fares Appeal To Larger Market

The ads, headlined in bold red type say "Piedmont Plans for Your Get-A-Way." The story, found on the inside cover of passenger timetables, is of the two new promotional fares currently being offered to Piedmont's passengers. The first of the new deals is the Group Fare Plan. An ideal arrangement for get-together vacations, convention trips or just out of town jaunts to a sporting event. The group, to be made up of ten or more people, must go, but not necessarily return together. On the going portion each individual saves 20%. If the group chooses to return together everyone saves 25% on the going and 25% on the return segments.

### Book Together

In order to utilize this discount for volume travel the group must book all its seats at the same time.

The second of the new savings plans for passengers is Piedmont's Youth Fare. A number of other carriers have had similar type plans in use for some time and it is almost "by popular demand" that Piedmont has instituted its

own arrangements for travel at a lower cost for the 12-21 year age group.

There are several good reasons for the Company's having adopted this new fare, such as the vastly increased seating capacity of our aircraft and the large number of colleges and universities located on our system.

To take advantage of Piedmont's Youth Fare the prospective traveler must purchase a \$5 I.D. card from any Piedmont office. He can reserve space at any time, there are no holiday restrictions, and save approximately 20% on a one way ticket or about 40% on a round trip.

### Full Package

These two new plans give Piedmont a full package of promotional fares to serve the needs of almost any traveler.

Piedmont's other discount fares include the Week-End Plus Plan, the Discover America Plan, Military Stand-by, Military Reservations Plan and the Piedmont-7 Family Plan.



VERN CRISP — IAD

### New Managers

## Crisp To Dulles; Harper To DAN

Verne B. Crisp has been promoted to Station Manager for Piedmont at Dulles International Airport.

Crisp is moving to Dulles from Danville to replace Leonard Martin who opened the Company's station at Chicago's Midway Airport.

A native of Durham, North Carolina, Crisp joined Piedmont as an agent at Raleigh-Durham in 1956. He subsequently worked in Wilmington and Goldsboro where he was promoted to Chief Agent in 1962. He was named Manager for Danville in 1967.

Crisp graduated from the public schools in Durham and served with the U. S. Navy prior to joining Piedmont.

He is married to the former Betty Sneed of Durham. They have one son.

Crisp assumed his new duties at Dulles on January 1st.



BOB HARPER — DAN

Replacing Verne Crisp at Danville is Greenville-Spartanburg's former Chief Agent Bob Harper.

Harper, who is a native of Beckley, West Virginia, joined Piedmont as an agent in Bluefield in 1955. He also worked at Lexington and Beckley before being promoted and transferred to Chief Agent for the opening of Piedmont's station at Greenville-Spartanburg in 1967.

Prior to coming to work for Piedmont, Harper attended Central Technical Institute in Kansas City, Missouri, and served with the U. S. Army.

Mrs. Harper is the former Goldie Turner of Harper, West Virginia. They have a son and two daughters. The Harpers will move to Danville early in January.

## Route Requests Progressing; N. C. Points Case Is Heard

The oral arguments have been held in the North Carolina Points case. In this application Piedmont is requesting authority to provide non-stop service between Greensboro-High Point, Charlotte and Raleigh-Durham to New York and Miami.

In the initial filing of this application the Company was also asking for non-stop authority from the points mentioned into Chicago. At the oral argument proceedings the Company withdrew that part of the application and concentrated its efforts on winning the authority between the North Carolina Points and Miami and New York.

The examiner's decision has already been rendered in this case, recommending Piedmont to provide the requested non-stop service to New York from Raleigh-Durham and Greensboro.

In the Miami section of the case Piedmont's lawyers put forth very strong arguments for the Board to select Piedmont rather than Delta as had been recommended. The feeling after the argument, which was held in mid-December, was that the probability of Piedmont's being chosen had increased.

### Service To Greenbrier

Exhibits have been filed in the Service to Greenbrier investigation. This case was not instituted by Piedmont, but rather, is an application filed by the Greenbrier County Airport Authority asking that Piedmont be certificated for service to that area.

The issue of providing service to Greenbrier through the Ingalls Airport (Hot Springs) or the provision of service to Hot Springs via the Greenbrier County Airport was also placed at issue by the Civil Aeronautics Board. This means that several results could be developed in this case insofar as the airport served is considered.

The first possibility is that service would continue at Hot Springs as at present. Secondly, the service could be certificated at both Hot Springs and Greenbrier. Or third, the service could be provided at Greenbrier instead of Hot Springs.

Piedmont has taken no position on any of these issues other than if the CAB finds a need for any of these services subsidy should be provided to offset the high cost of providing it.

The Company has expressed its willingness to serve whatever points deemed necessary by the Civil Aeronautics Board. However, Piedmont feels there is a definite need for subsidy if service is to be provided to Greenbrier.

## 1970 Starts By Breaking High Record

Piedmont travelers have started 1970 by breaking the Company's all-time high record for passenger boardings.

On Sunday, January 4th of the New Year's holiday week-end a total of 10,725 were boarded on the Pace-makers.

This surpassed the previous record of 10,571 set during the Thanksgiving holidays in 1969.

The load factors for January 4th ranged from 73.18 for the jets to 61.12 for the Martins with an average of 69.60.

By any standard, a smashing start for the '70's! Let's keep it up.

## PI Employee Stock Purchase Progress

To help you keep up with the amount you pay for Piedmont stock every month if you're buying it through payroll deduction the Piedmonitor publishes this periodic report of the number of shares purchased, average price per share and total investment in the previous month.

### FOR NOVEMBER

Amount Invested	\$4,541.00
Number of Full Shares Purchased	447
Average Price Paid Per Share	\$ 10.15

## FLIGHT OPS ANNOUNCES PROMOTIONS

Assistant Vice President-Flight Operations W. O. Tadlock has announced several changes and promotions in his department.

Ralph Shipton has been named Division Chief Pilot for Wilmington. He replaces H. F. Dobbins who returned to flying the line. Shipton has recently been the test pilot for Nihon on the YS-11's.

Lloyd Lyons has been promoted to Division Chief pilot for Winston-Salem. His new assistant chief pilot is George Strugill who was a former INT line captain.

Former Roanoke line captain C. G. "Pete" Dickins has been named Assistant to Director of Flight Standards Lyle W. McNames. He has moved to Winston-Salem to assume his new duties.

Former Superintendent of Operations Control R. S. Welfare has been promoted to Administrative Assistant to Director of Flight Operations W. C. Kyle.

Miss Rachel Alley has been promoted to Manager — Operations Control.

## PI Is Training Pilots For FAA

The Federal Aviation Administration has awarded a \$100,000 contract to Piedmont for initial and re-current training of its Boeing 737 flight inspectors.

Assistant Vice President-Flight Operations W. O. Tadlock reports that two of the FAA's inspectors have completed the initial qualification training. There are sixteen more flight inspectors presently involved in re-current training on the Boeing 737.

The contract also included an option for training additional FAA inspectors at a later date.

## "POW . . . BOP ZAP . . . YOW ZUD . . . AUK"

"POW . . . BOP . . . BIF . . . ZAP!" — are three-letter words currently in vogue as millions of devotees of the Caped Crusader will attest. But what about AUK . . . BIS . . . BFL . . . ORF . . . ROP . . . SZG . . . YOW . . . and ZUD?

While undecipherable to most outside our industry, these three-letter combinations are familiar to us as airline personnel and travel agents around the world. They aren't really words, or expletives, but are code letters for airports, cities, or radio navigation facilities.

### Bag Tags

Some are known to passengers as baggage tag codes which ensure that their luggage goes to Boston (BOS) with them, and not to Bangkok (BKK) without them. All airlines use them to route passenger luggage.

Airline personnel in sales, reservations, communications, passenger service and ground services must know the station codes. Stewardesses and secretaries are familiar with most of them.

Pilots know the three-letter codes as identifiers for VOR radio stations which are the backbone of the world's over-land air navigation system.

### Differ Within Cities

The trio of letters identify a city or airport served by an airline. Because of multi-airport operations at cities such as New York, airlines use separate codes for the airports and downtown locations. Thus EWR is Newark, LGA is LaGuardia, and NYC is the downtown sales or reservations office which handles business for both airports.

### Obvious and Obscure

Some code derivations are quite obvious — FAY for Fayetteville, SEA for Seattle, DEN for Denver and DCA for Washington. But

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