



# THE PIEDMONITOR

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NOW AN ALL JET-POWERED AIRLINE!

AUGUST, 1970

## PIEDMONT'S RESERVATIONS SYSTEM IS CALLED "SHARES"

Piedmont Airlines has signed a letter of intent with Mutual Computer Services, Inc., a subsidiary of Continental Airlines, to provide an automated passenger name record system.

The system, called SHARES, for SHared Airline REservation System, is based on the widely used and highly accepted IBM Programmed Airline Reservation System (PARS).

The functions performed by SHARES include maintenance and display of both on-line and interline availabilities and schedules; maintenance of flight inventories; recording of passenger data; recording and verifying itinerary data; filing, retrieving, modifying passenger name records; maintenance and display of flight information; interline incoming teletype name message processing; outgoing interline teletype name message generation; schedule changes; pre and post departure processing; meal and beverage counts; automatic waitlist processing; duplicate booking control; agent training and message switching.

This system will handle 1, 2, 3, and 4 digit flight numbers, up to 999 flights excluding extra sections, inventory/availability for 340 days, 255 cities, 100 other airlines and 3-letter city codes.

Contractual negotiations between Piedmont and Mutual Computer Services should be completed by mid-September. Plans are being made to share the Continental central site computer with other airlines.

Piedmont's cut over date should be no later than April 1, 1971.

## Airlines Lose \$\$ In First Half '70

The Air Transport Association has reported that the U. S. scheduled airlines recorded a net loss of \$73.2 million during the first half of 1970, compared with a net loss of \$2.1 million in the same period of 1969.

During the second quarter of this year, the airlines posted a net profit of \$6.4 million, an 81% decline from the \$33.9 million in profit of the same period last year.

The nine local service airlines reported a first half loss of \$38.8 million, a slight increase from their \$33.9 million loss in the first half of last year. The second quarter loss of the locals declined from \$14.2 million last year to \$2.6 million this year.

A complete report on Piedmont's first half and second quarter financial statistics was in the July issue of the Piedmonitor.

## Code Is LWB

# First Flight To Greenbrier Will Be On September 15th

Piedmont has set September 15th as the date for the inaugural of service to Greenbrier, West Virginia. This route was recently given to Piedmont by the Civil Aeronautics Board following their Service To Greenbrier Investigation.

Piedmont's initial schedule lists four flights daily for service to the Greenbrier Valley Airport which is located four miles north of the community of Lewisburg, West Virginia.

The first morning flight, 200, will arrive Greenbrier at 8:47 a.m. from Cincinnati and Charleston. It will depart immediately for Roanoke, Lynchburg, Richmond, Newport News and Norfolk. Excellent connections are available at Roanoke for flights to Washington, D.C.

Flight 951 westbound from Charlotte, Greensboro and Roanoke will land at Greenbrier at 11:22 a.m., departing thirteen minutes later for Charleston, Parkersburg and Columbus. This flight will meet connections at Roanoke from Washington, D.C.

There will be another arrival at 8:12 p.m., Flight 994, from Columbus and Charleston. This flight

will depart immediately for Roanoke, Greensboro and Charlotte, offering connections at Roanoke for Washington and New York.

The final evening flight, 200, is scheduled to arrive Greenbrier at 8:52 p.m. from Norfolk, Newport News, Richmond, Lynchburg and Roanoke. It continues on to Charleston, Huntington and Cincinnati. Passengers from Washington and New York will have good connections with this flight at Roanoke.

Piedmont's operation at Greenbrier will be directed by Hot Springs Manager Frank Woodruff. Transferring to the new station as agents are Mike Patterson of Washington - National and Carl Canterbury from Charleston, West Virginia. The Chief Agent who will be in charge locally is Allen W. Perry of Charleston, W. Va.

The Greenbrier - White Sulphur Springs - Lewisburg area is in the sales territory of Roanoke City Sales Manager Don Holliday.

Plans for the inaugural ceremonies are incomplete at this time.

## CAB To Review Fare Proposals For October 15

The Civil Aeronautics Board is reviewing new domestic fare proposals, marked for October 15 effectiveness, filed by the trunkline and local service carriers. The fare proposals have been filed as a means of beginning a process for establishing new lawful fares to replace those held invalid by the Court of Appeals for the District of Columbia.

Complaints were due August 26, 1970, and replies to the complaints on September 3, 1970. The Board's review will determine which, if any, of the proposed fares will become effective October 15, 1970.

Of the local service carriers, Piedmont would maintain present fares, as would three others, and the remaining propose varying structure changes which would produce overall revenue increases. In all instances the fare plus tax is rounded up to the next higher dollar.

The present domestic fare structure will remain in effect to October 15th while new lawful fares are being established.

## 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 JULY

Amount Invested	\$5,217.74
Number of Full Shares Purchased	852
Average Price Paid Per Share	\$ 6.12

## Piedmont Awaits Board Action

Route cases involving Piedmont that are currently before the Board include applications filed by the Company requesting suspension of service at three different points on the system.

In each case the Company requested permission for both immediate temporary suspension and permanent deletion of service.

The New River Valley Airport representatives have filed an answer to Piedmont's request for the temporary suspension of flights to the Pulaski/Radford/Blacksburg area. They objected to the Company's proposal.

No decision has been issued by the Board on either the temporary or permanent request for ending service to that area.

Officials of Moore County, North Carolina, have also objected to Piedmont's request for temporary deletion of the normally seasonal

service to Southern Pines/Pinehurst/Aberdeen. The Board has denied this request by the Company but has taken no action on Piedmont's application for authority to permanently delete service to this area of Eastern North Carolina.

Elizabeth City has been granted an extension of time, until the end of August, for filing an answer to Piedmont's request for a temporary end of service to that point. There has been no action on the request for temporary or permanent suspension of service at Elizabeth City.

All procedural steps have been completed in the Columbia/Augusta-Washington/New York Case, the Norfolk-New York Non-Stop Application and the St. Louis Case. Final decisions by the Board are the only missing links in these cases.



A JOLLY GOOD IDEA with travel to Great Britain so very much "in season" this year, Piedmont Airlines' (l. to r.) Don Holiday, Sales Rep., Roanoke; Marty Martinez, City Sales Manager, and O. E. "Bud" Halsey, DSM, Washington try on for size an English bowler hat and sample a BOAC VC10 seat. With BOAC's Marty Tiemann, (Standing left), Sales Officer, Washington, and Barry Ward, (right) assist-

ant to agency and interline manager, USA, the Piedmont/BOAC force joined together to "blitz" Virginia travel agencies to promote travel to the UK via Piedmont's five Virginia gateways: Charlottesville, Staunton, Roanoke, Richmond, and Lynchburg. Piedmont's Rolls-Royce powered FH-227 or YS-11 service links with BOAC's daily Rolls-Royce powered VC10 jetliner service to London from Dulles International.

## CAB Investigating Subsidy

In view of the depressed financial position of the local service carrier industry, the Civil Aeronautics Board is investigating the subsidy rate for the nine carriers. By reopening the existing class rate as of August 1, 1970, the Board hopes to "affect a more equitable distribution of subsidy among the carriers."

The Board said its staff has completed an expedited review of data submitted by the carriers for the ongoing subsidy study and the indications at this time point to the need for additional subsidy

payments to the local service carriers as a group.

The Board said: "Over the past few years the local service industry as a whole has been in a state of depressed earnings. Reported results indicate that the operating break-even need of the nine local service carriers for the year ended March 31, 1970, approximates \$43 million. During this same period the nine local service carriers have received approximately \$34 million in subsidy payments. Thus the disparity be-

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