

Norfolk-New York Market Will Have Four Flights

Piedmont will inaugurate its new non-stop service between Norfolk, Virginia and New York with one of the strongest advertising campaigns the Company has ever produced.

The four daily flights, which are scheduled to begin on November 1, will operate between Norfolk's Regional Airport and New York's LaGuardia facility. The initial pattern of service includes two round trips.

And even before the schedule goes into effect there will be few people in either area who haven't heard about it. The advertising plans are to saturate the Norfolk area with a combination of television, radio and newspaper advertisements as well as extensive use of outdoor billboard displays. These same media forms will be utilized in the New York area as well as extensive coverage in the New York Metro edition of Newsweek Magazine.

Flight 72, which originates in Atlanta, offers Norfolk travelers morning service to New York. It leaves Norfolk at 10:03 a.m. and arrives at LaGuardia at 10:59 a.m. Should they prefer to go later in the day, Flight 52 will depart Norfolk at 4:24 p.m. and arrive

at LaGuardia at 5:20 p.m.

New Yorkers headed south or Norfolk residents going home may leave LaGuardia at 11:50 and arrive Norfolk at 12:50 p.m. via Piedmont's Flight 71. Or they may choose Flight 75, which leaves New York at 7:15 p.m. and arrives Norfolk just one hour later.

The inaugural date for this service comes less than two months following the award of the route to Piedmont by the Civil Aeronautics Board. The Company is anticipating an increase in revenues from the Norfolk-New York operation in excess of \$3 million annually, with the proposed operating profit to be upwards of \$700,000 per year.

Research has shown that more than 100,000 passengers a year will be inconvenienced by this service. Norfolk will be, by far, the strongest of Piedmont's gateways to New York with nearly four times the traffic of the next largest gateway currently on the Company's route system.

The extensive ad campaign for this new service will let our potential customers know we're not only ready, but are waiting for them.

**New York to Norfolk
two non-stop jets via LaGuardia
make it twice as easy-**

New on Piedmont Airlines

Now, only Piedmont jets non-stop to Norfolk twice daily from close-in LaGuardia! Departures are conveniently scheduled at midday and the cocktail hour. Either flight takes 60 minutes, during which time you can relax on our big-comfort 737 jetliners. Also on Piedmont—the only jets non-stop to Lynchburg, Roanoke and Charlottesville, Va.; the only jets direct to Wilmington, Kinston, Fayetteville and Winston-Salem, N.C.; the most jets direct to Bristol/Kingsport/Johnson City, Tenn. and Asheville, N.C. See your travel agent or call Piedmont in New York, 964-0900.



Ad For Newsweek.



PIEDMONITOR

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We've put regional service on a new plane

OCTOBER, 1970

In General Aviation

Acquisition Plans Are Announced

Piedmont Aviation, Inc. and the stockholders of Greensboro-High Point Air Service have entered into an agreement which, when approved by appropriate government agencies, will result in the acquisition of Greensboro-High Point Air Service by Piedmont.

The transaction will be accomplished through an exchange of Piedmont stock for all of the outstanding shares of Greensboro-High Point Air Service, Inc. The joint announcement was made by Piedmont President T. H. Davis and K. V. Brugh, Jr., President and principal stockholder of Air Service.

Air Service is one of the oldest and most outstanding general aviation operations in the eastern United States. It conducts its activities at the Greensboro-High Point-Winston-Salem Regional Airport where it has a long term lease. In addition to holding a franchise for Beech Aircraft products, it also offers a complete line of aviation equipment and maintenance services. Air Service also conducts extensive charter, rental and flight instruction operations.

Piedmont Aviation, Inc. started out in the general aviation business in 1940. It was eight years later that the airline division was formed. The Company has continued its general aviation activities at the Winston-Salem division as well as expanding to Norfolk and Alexandria, Virginia over the past 30 years.

There will be no change in the corporate structure or personnel complement of Air Service. Mr. Brugh will remain as President and General Manager.

Upon completion of its new general aviation complex at the regional airport, planned for 1971, the activities of Air Service will be considerably expanded.

"We expect to render even better services to the business and private aircraft user, and to take advantage of other opportunities as they arise", Brugh said.

In making the announcement, Davis said, "we are delighted to have this new relationship with Mr. Brugh

and his associates. He is nationally recognized as an authority in general aviation operations and has long conducted one of the most successful operations in the country. I am confident that Air Service under his direction will continue to be a leader."

Improvements Completed At Dulles International

New and improved facilities for international air travelers have been opened at Dulles International Airport by the Department of Transportation's Federal Aviation Administration.

"These improvements at the international arrivals area will double the airport's international passenger handling capability," Secretary of Transportation John A. Volpe said. "This is another milestone for Dulles — the world's modern and efficient jet air terminal. The increased capacity will enable Dulles to meet the continuing rise of international passenger traffic."

The Secretary said the \$714,000 improvement program, completed on September 14, 1970, will help Dulles maintain its standard as the showcase of world aviation.

"The improvements," he said, "will provide comfortable, efficient and friendly service to our visitors from all parts of the world as well as to our own international travelers."

"While overall traffic increased generally at Dulles, international passengers are the fastest-growing group of users at Dulles."

FAA Administration John H. Shaffer added: "The number of international passengers using Dulles in 1969 increased by almost 45 per cent while the number of domestic passengers increased about 18 per cent. Further increases can be expected as a result of the introduction of the Boeing 747's and other wide-body jets."

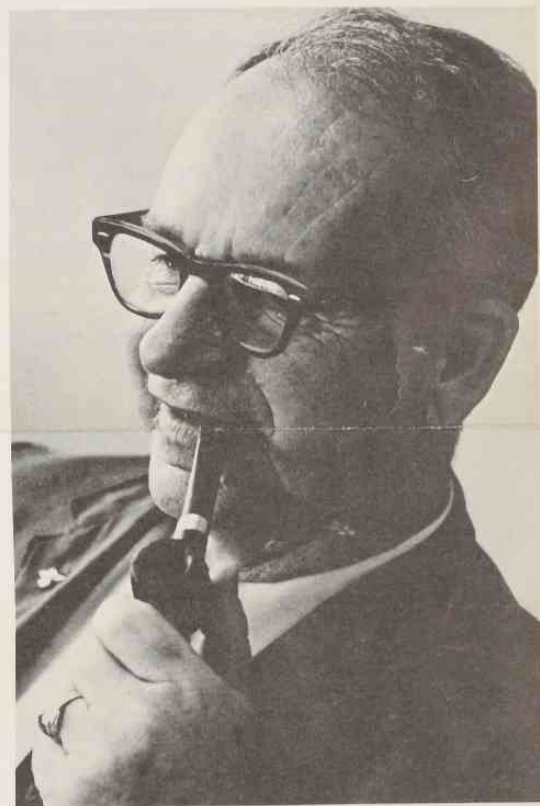
The new international arrivals area, located at the eastern end of the Dulles terminal, has been expanded and modernized to double its peak hour handling capacity from 300 to 600 passengers.

Some of the improvements at Dulles include:

Space within the facility has been nearly doubled from 14,000 to 27,000 square feet.

It is equipped with two automatic conveyor belts to carry baggage from baggage trains to a passenger pickup area close to the international processing facilities. The conveyor will save passengers many burdensome steps.

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R. E. TURBIVILLE
Vice President

"Turby" Moves Up

The Company's Board of Directors announced the promotion of R. E. "Turby" Turbiville to Vice President following their regularly scheduled meeting in October.

Formerly Assistant Vice President, Turbiville joined Piedmont in 1948, the year the Airline Division was formed. At that time he was Superintendent of Stations.

A native North Carolinian, Turbiville was educated at Bairds Preparatory School and Wake Forest University.

Prior to joining Piedmont he was a barnstorming pilot and a flight instructor. He also worked in aircraft sales in North and South Carolina, and as an agent and station manager for Eastern Air Lines.

Turbiville was named General Traffic Manager for Piedmont in 1957. In 1964 he was promoted to Assistant Vice President-Traffic.

Mrs. Turbiville is the former Helen Auld of Baltimore, Maryland. They live in Sparta, North Carolina. Their only son, Robert, is Piedmont's Station Manager at Raleigh-Durham.

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 SEPTEMBER

Amount Invested	\$5,402.44
Number of Full Shares Purchased	806
Average Price Paid Per Share	\$ 6.70