



THE ERA OF COMPUTERISM is not totally upon us, yet. It seems that it is still necessary to push pens, if you'll pardon the pun, before buttons. Wielding the pens in this case were President of Mutual Computer Services William C. Powell, left, and Piedmont Senior Vice President C. G. Brown, Jr. Also on

hand for the contract signing were, in the usual order, Piedmont's Director — Data Services Sam Carter, MCS Vice President, L. T. O'Connor and T. R. Cowen, Director-Reservations and Ticketing Services for Piedmont. The official signing came late last month.

Computer Contract Signed By Company

To do away with the "last" vestiges of a manual operation, fittingly enough, there is no button to push.

The all-important signatures for making such a move official must be inscribed by hand.

And so it was when Piedmont recently signed a contract for computerized reservation service with Mutual Computer Services, Inc., a subsidiary of Continental Airlines.

Piedmont's new reservations service, properly called an automated passenger record system, will go into operation April 1 next year.

The building that will house the people that will push the buttons is currently under construction off South Stratford Road in Winston-Salem, while the actual computer machinery will be located in Los Angeles, California, home office of MCS, Inc.

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

Ozark Airlines is already using this system and plans are being made to share the Continental central site computer with other airlines.

The Piedmonitor will have an up to date report on the progress of the new Central Reservations Office and further details of the Company's computerization in the next issue.

LONG LINES

Since Piedmont's long line is one of, if not the most, successful of our modes of communication, we thought a column by the same name might be a good way of mentioning some of the small, but newsy things of interest that go on around the system. Any contributions you might have will be more than welcome. Address them to the Editor, Piedmonitor, INT-ZY.

Southern Pines got a new Action Station Manager when it re-opened for seasonal service on October 1. Former Fayetteville Lead Agent Horace E. Bryant assumed the duties for the duration of SOP's seasonal operation.

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The final decision in the St. Louis Case was handed down by the Civil Aeronautics Board late last march. Eastern Air Lines was given the authority to operate the non-stop service between all the points involved, Charlotte, Greensboro/High Point, Raleigh/Durham and Richmond. The examiner had recommended Piedmont for the Richmond-St. Louis segment, but the Company requested a broader authority in order to make it a profitable operation. The Company is, of course, disappointed at not being given broader authority, but is delighted that the cities will get the much needed service.

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The three-letter city code for the new Jacksonville, North Carolina Airport is OAJ. If you depend on memory by association for that sort of thing it might help to know that the airport is located in Onslow County — Onslow Airport Jacksonville, maybe?

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Among the several airlines currently cutting back on schedules we found that United has cut in half its service to Asheville. We're sorry they had to do it, but hopefully it will help Piedmont and at this stage in the game, any and all help is greatly appreciated.

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For more than one reason, certainly, it is a good thing that Trans World Airlines doesn't have its home office in Winston-Salem. They're claiming, and all but blatantly so, to be the first airline to put no-smoking sections on every aircraft in their fleet. Cigarette City would hardly approve.

Industry Expecting Losses According To ATA Report

The U. S. scheduled airline industry is expected to show a net loss at the end of 1970, according to a recent report released by the Air Transport Association.

"The U. S. Scheduled Airline Industry — An Economic Overview," says that each individual airline group within the industry — 12 major airlines, 9 regional airlines, and 3 cargo airlines — is expected to show a net loss for 1970.

The new ATA report details the host of economic and financial problems which are plaguing all segments of the industry today, describing, for example, the depressing effect which the recent downturn in the national economy has had upon the airlines.

Industry efforts to control costs and cut back capacity have been underway for some time as a means of coping with the rapidly deteriorating financial picture, the report says. But to be effective, it is urged, these steps must be accompanied by government action to increase fares, to create an effective charter enforcement program, and to immediately implement plans for improving airports and airways.

The report, prepared by ATA's Department of Economics and Finance, is the first in a series which will analyze issues vital to commercial air transportation.

Dulles Improvements

(Continued from Page One)

Four permanent mobile lounge loading docks now have replaced two temporary positions which previously served the international arrival facility. The new mobile lounge gates are built so that international passengers can go by mobile lounge directly from their aircraft to the processing points in the arrivals area.

Government inspection booths used by officials of Customs, Immigration, Agriculture and the Public Health Service have been increased from 10 to 16.

MORE AMERICANS TAKE FIRST TRIP

A poll taken for the U. S. airline industry by the Gallup Organization has found that nearly half of all adult Americans have now taken trips on a scheduled airline.

According to a recent Air Transport Association release, forty-seven per cent of all adults have now flown compared to only 33 per cent eight years ago.

On a per cent basis, young Americans fly more than the older groups, people from the West fly more than other areas, and Southerners fly the least.



A NEW LOOK for the counter, candy rather than ticket. In this case, that of the Paramount Theater in Charlottesville. All part of their unique campaign to promote the movie "Airport". Posters of Piedmont's 737's were displayed

throughout the theater and their ticket and pop corn agents wore Piedmont uniforms. More than 16,000 people saw the movie during its three week run and got some good Piedmont exposure too.