

# Jacksonville, N. C. Becomes Piedmont's 83rd Home



THE DIGNITARIES ON HAND for the dedication of the new Jacksonville, N. C. Airport included, on the steps from top to bottom, Roy Stevens, Onslow County Manager; U. S. Congressman David N. Henderson; Chairman of the Onslow County Commissioners Ormond Barbee; and Jim Robinson, Chairman of the Airport Commission. The other familiar gentlemen are, in the usual order, Senior Vice Presidents R. S. Northington, H. K. Saunders and President T. H. Davis.

Jacksonville has become, to borrow a phrase, another of the Eastern North Carolina cities that Piedmont Airlines calls home.

It was a real hearts and flowers sort of occasion as the citizens of Onslow County turned out in record-breaking numbers on Valentine's Day to dedicate their new airport.

They named it the Albert J. Ellis Airport in memory of the man who worked so hard to obtain commercial air service for his area. Piedmont's designation for the new station is OAJ.

The Jacksonville Daily News said the dedication ceremonies were attended by "easily the largest congregation of Onslow Countians ever to have come together in one place for any purpose." There were thousands of cars parked a mile or more away.

Speakers for the dedication included Ormond Barbee, Chairman of the Onslow County Board of Commissioners; W. B. Teachey, Mayor of Jacksonville; Maj. Gen. M. P. Ryan, Commanding General, 2nd Marine Division; and T. H. Davis, President of Piedmont. The dedication address was given by Third District Congressman David N. Henderson.

The dedication ceremony ended with the ribbon cutting by Marie Ellis, widow of Senator Ellis. Mrs. Ellis was accompanied by an honor guard of the Sen. Albert J. Ellis Assembly of the Knights of Columbus.

Following the formalities there were five sight-seeing tours aboard a YS-11, with a 100% load factor each time. They circled Onslow County and flew up the coast to Swansboro, N. C. Darkness came a little early for many of the visitors who were unable to take one of

the scenic flights. There were numerous requests to have the flights every Sunday afternoon.

The people were encouraged to come back out for one of the regularly scheduled flights which started the next day, February 15th. The initial schedule of service for Jacksonville includes two southbound flights to Atlanta and two northbound flights to Washington, D. C. daily.



JACKSONVILLE AGENT Al Foote is shown here checking the OAJ's first passenger. The Chief Agent is M. A. Blythe. G. W. Hibbs and D. L. Lewis are the other Piedmont agents. All transferred to OAJ from New Bern.



## PIEDMONITOR

VOL. XXII, NO. 2

We've put regional service on a new plane

FEBRUARY, 1971

### New Res Office Is Getting Wired Up

If wiring will make it work, Piedmont's new Central Reservations Office (CRO) is a success before it ever officially opens.

Should you be one who thrives on true trivia, try committing these figures to memory. Right now the building is housing 4,500 feet of computer cable with five wires in each for a total

of 22,500 feet of "computing" wires. The IBM console units are connected up with 541,566 feet of individual wires. The telephones, when completed will have 12,373,994 feet of paired wires or 24,747,888 total feet of "talking" wires, not to mention the 397,702 connections, a very few of which are shown in the picture at right.

To try the trivia a little further, all these numbers add up to the fact that there are 4,793.9 miles of wire in the CRO and that's not even counting the electrical wiring systems! To put it into perspective, stretched end to end, the wire would reach from New York to Rio, or London to Seattle or Boston to Bermuda six times.

#### Alphabet Machinery

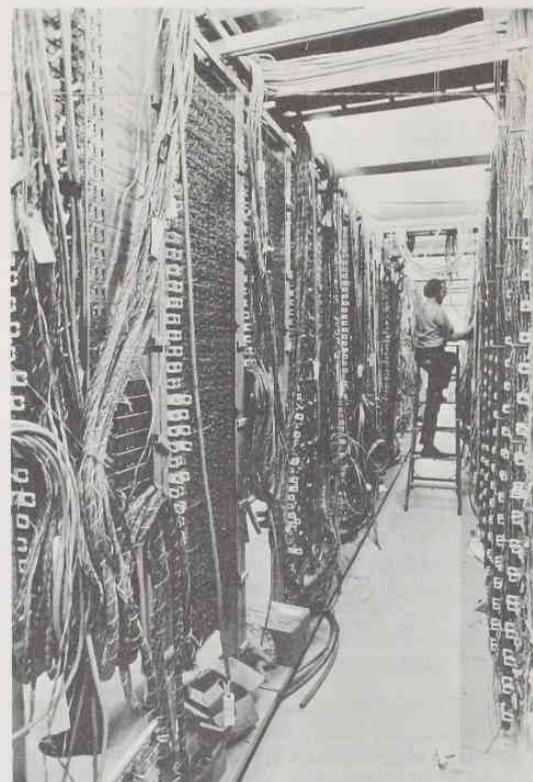
Last month's Piedmonitor explained briefly the types of new equipment, DMC's, which is the typewriter-like machine and the CRT's, which is the soft copy display unit. The DMC operates as a computer and as a teletype. It is designed for operational traffic as well as reservations handling. When operating in the teletype mode the entries are unrestricted just as with our current teletypes. But when used as a computer the DMC is tied in with the central processor in Los Angeles, which prevents errors. Should a human error be made in booking a reservation, the machine will notify the operator. Thus reservations traffic sent through the DMC will always be correct.

Besides replacing the teletype, this equipment will also eliminate the need for reservations cards.

#### Training Well Under Way

The instructors have already completed their initial training for the new equipment and a total of 28 units have been placed in 22 stations. They should be hooked up by early March and field training will begin then.

The Division Station Supervisors will also be trained on the new equipment early in March so that they will be available to assist the instructors as training starts in the field. All the sets should be installed in the outside stations by mid-April.



HEAVEN FORBID that a wire be crossed the wrong way. It would be taking the trivia a bit far to figure out how long it would take to uncross one of the nearly five thousand miles of wire in the new Central Res Office. This photo shows only part of one aisle of wires in the telephone room.

### Piedmont Losing Money, But Not Going Bankrupt

As if the airline industry wasn't having enough problems, the Department of Transportation recently said that the nation's nine local service carriers are so financially strapped — even with federal subsidies — that everyone "for one reason or another could be in bankruptcy court."

The statement came in a report to a Senate aviation subcommittee made by Charles D. Baker, assistant transportation secretary.

Civil Aeronautics Board Chairman Secor D. Browne later denied the report saying that the testimony for the Senate Committee had been prepared before the issuance of the new subsidy formula and did not take the new revenues into account.

Browne also said that "the local service carriers as a group outperformed any other segment of the industry in 1970, and with the issuance of the new subsidy order, the carriers will be in solid position to continue their strong performance."

Piedmont's share of the new subsidy formula is \$6,420,000.

Piedmont President T. H. Davis commented of the Department of Transportation's release saying that "Piedmont is nowhere near bankruptcy."

He went on to say that "thus far we have been able to keep current with all our financial obligations and loan commitments. We have no intention of letting Piedmont get to the critical condition that apparently confronts some of the other airlines."

### 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 JANUARY, 1971

Amount Invested .....	\$5,312.83
Number of Full Shares Purchased .....	696
Average Price Paid Per Share .....	\$ 7.62