

Piedmonitor Wins Award

The Piedmonitor was recently honored with the best use of graphics award for U. S. regional airline publications.

Graphics includes layout, design, typography and photography, or overall appearance.

The award was presented in the second annual competition of the Airline Editors Conference sponsored by the Air Transport Association. The contest was judged by the San Francisco Chapter of the International Association of Business Communicators. Standard IABC score sheets were used for evaluating the publications in the contest open to all of the ATA member airlines.

Three other awards were given to regional carrier publications. They were best story and best editorial, Hughes Airwest; and best overall, Ozark Airlines.

In the trunk airline categories, American won the best story award; National, best editorial and best use of graphics; and Pan American, best overall. KLM won the single honorary award for a foreign carrier.



ADDING HER OWN glow to the Brazilian sunshine, stewardess Leslie Kovak recently spent a week in Rio de Janeiro as a contestant in the Varig Airlines' World Airline Queen Beauty Contest. Leslie was one of 59 stewardesses representing 36 airlines during the festivities at Rio's Hotel Gloria. The winner was Peggy McAleer of American. Leslie has been with Piedmont since 1968. She is based in Norfolk.

Many Helped To Make Bond Drive a Success

The final figures for the 1972 Savings Bond Campaign show a remarkable company-wide increase of 8.5 per cent participation since the end of last year's drive.

There were 401 new enrollees signed up and 202 employees who increased their deductions. Piedmont's total system-wide participation now stands at 48.8 per cent, the highest it has ever been.

A number of stations and departments did exceptionally well in recruiting new participants. The most outstanding canvassers for the campaign were Vern Crisp at Dulles, F. H. Sheets at Huntington, R. D. Smith at Parkersburg, Tom Finney at Greenville-Spartanburg, C. Canterbury at Lewisburg, Wade Allen at Kinston, Bob Beard at Wilmington, Reggie Powell in Atlanta, R. S. Stepp in Shenandoah, Frank Slone at Rocky Mount/Wilson, C. F. Field at Beckley, M. E. Smith in Roanoke and Ron Rush at Washington National. Sam Carter, Bob Welfare, W. H. Smith, A. G. Macemore and P. W. Swaim also showed vast improvements in their individual departments in Winston-Salem as did the Winston based pilots and aircraft cleaners.

The chairman for the 1972 Savings Bond Campaign was Betsy Allen, publications editor for the Company.

Interesting Interlining

Summer Is "On-Season" For Interliners

If you are a little short of the necessary greenery but would still like to get away for a few days this summer maybe you should try for an "off-season" locale where interline rates make the time of year a secondary consideration.

American Airlines' Flagship Hotels in Acapulco, Mexico are offering some unbeatable rates. For example, in season (December 16-April 30) a single room at Flagship Hotel's Condesa del Mar sells for \$46/day. A double is \$60. Off-season, interliners get the same rooms for \$9 for a single, \$12 for a double, \$15 for a triple.

Acapulco is year-round swimming in clear, pleasantly warm water; participation sports of every description; swinging night clubs; sparkling pools; the Flying Aztecs of Papantla; the divers of La Quebrada; and shopping bargains galore.

The above off-season rates are available at Flagship's Condesa del Mar and El Presidente, both luxury hotels (witness their on-season rates). Interliners can make positive space reservations through American Airlines. They are asked to do it now, however, because winter will bring back the crowds, the tight accommodations and the higher rates.

Listen to This!

Instant education on a do-it-yourself basis. That's the latest wrinkle cooked up by American in conjunction with Hertz in California. The thing works like this. You rent a car using your 20 per cent interline discount. You also rent a lightweight cassette player that plugs into the cigarette lighter of the car, also at a reduced rate.

Choose your route, and select the personal guided tape that goes with it. The voice on the tape tells you what to see and how to get there. It also explains the interesting points along the way. You may proceed as rapidly or as slowly as you wish.

At the end of the day, when you have arrived at your destination, you turn in the tape and pick up one for the next day. At the end of the tour, you return the player and the last tape, and your \$20 deposit is refunded in full.

Hertz locations which have the equipment include Anaheim, Beverly Hills, Fresno, Hollywood, Los Angeles, Monterey, Sacramento, San Francisco, Santa Maria, South Lake Tahoe, all in California, and Reno, Nev.

Anyone around who has a few days to spend in Rome this summer? For a mere \$42, you can have four days and three nights in that ancient and historic city anytime from now until Oct. 31.

The system is simple. Fly on Pan Am to Rome, using your interline air fare discount. Stay at the Hotel Caesar Augustus where the \$42 covers four days, three nights, continental breakfasts, a welcome cocktail, a half day of sightseeing in Rome, a Roman wine dinner at the Painted Pony Restaurant and stein of Munich beer and bratwurst in La Caraffa, the hotel's coffee shop.

Send your check (add \$8 for a single supplement if you want that) to the Caesar Hotels of Italy, 152 Progress Parkway, P. O. Box 1330, Maryland Heights, Mo. 63042. Free sale is good until 15 days before departure. After that, you

may phone (314) 878-9800. Roundtrip airport transfers can be arranged for an extra \$6.

Both Disneyworld in Florida and Disneyland in California offer special discounts to interliners through membership in the Magic Kingdom Club. But you must get your Magic Kingdom Club cards before you go. They are now available through the Personnel Office. If you are in Winston you may go by and fill out the brief application or you can write Nancy Kapp, INT-ZY to request your card. You and your family need only one card which will provide you with special values not available to the general public. Benefits are exclusive year-round for members only. There is no charge for membership and one card entitles you to purchase special value ticket books at both Disney locations. The savings are substantial so if you're planning a Disney vacation be sure to join the Magic Kingdom Club.



THE TRAVELLINGEST OF THE TRAVELLERS, the Board of Directors of the Interline Sales Managers Conference, recently met in Winston-Salem. They are, seated from left, Helen Bakker of KLM, Piedmont's

host Sherl Folger and Henry Williams of British Caladonia. Standing, in the same order, Jim Greene and Bob Hardie both with Quantas, Charles Scott of American and Dan Goodyear of Frontier.