

Notable Changes In New Schedule

The October 29 schedule change is highlighted by the addition of the 14th Boeing 737 and the change from Eastern Daylight to Eastern Standard Time.

Several new jet flights have been added. The first of these is Flight 77 which originates in New York, departing LaGuardia at 9:55 a.m. for Norfolk, Fayetteville and Charlotte. It terminates in Memphis with a no thru traffic New York/Memphis restriction. The flight offers the first Fayetteville-Memphis direct jet service for good connections to the southwest. Another feature of this flight is convenient mid-day non-stop service between Charlotte and Memphis.

The return is Flight 78, departing Memphis at 2:20 p.m. for Charlotte, Fayetteville and Norfolk. The same no thru traffic to New York restriction applies for Flight 78 which terminates at Newark at 7:35 p.m.

New service between Greensboro and Memphis is available with Flight 19 which originates in Norfolk at 1:40 p.m. It continues from Greensboro, leaving there at 2:45 p.m., to Nashville and Memphis where it terminates at 3:50 p.m.

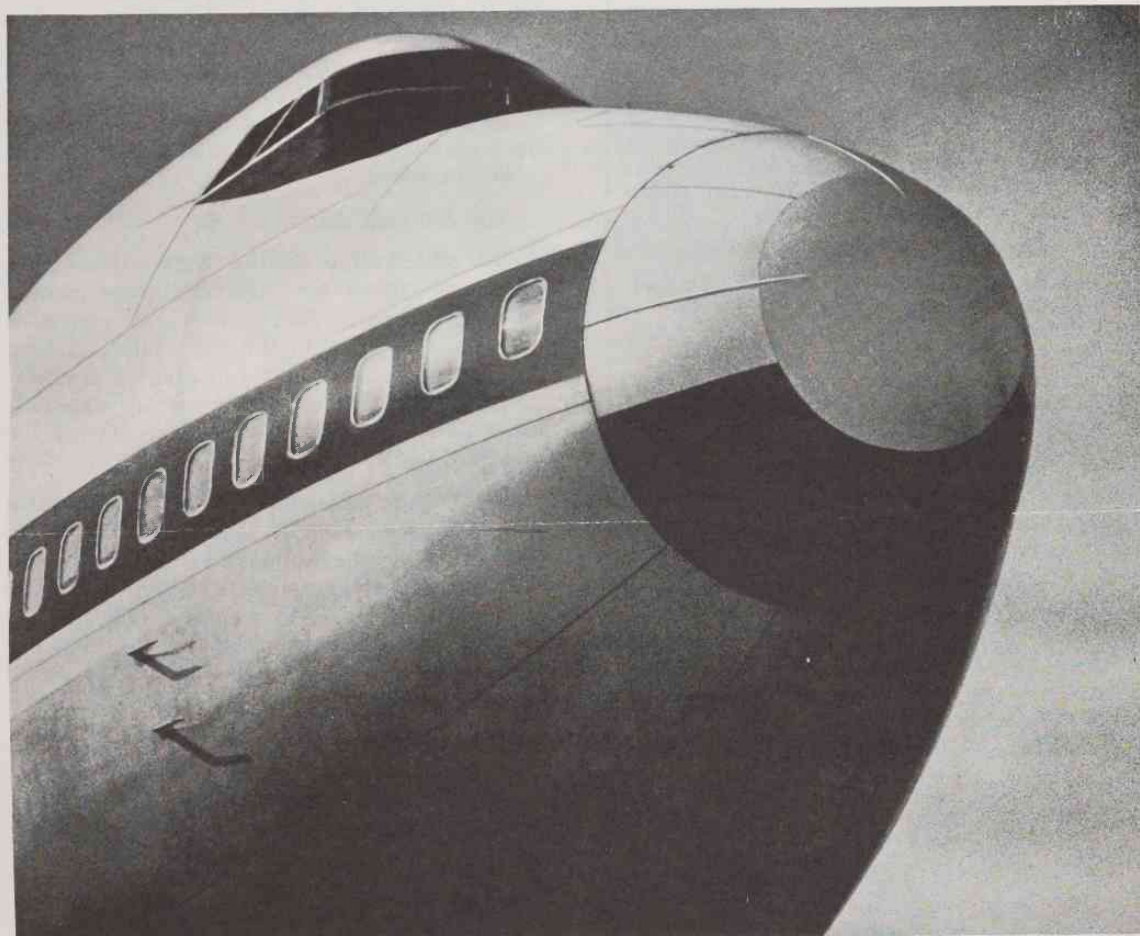
Return service from Nashville is offered

with another new flight, Flight 16. This departure is scheduled for 9:45 a.m. with arrival in Greensboro at 11:46 a.m. Flight 16 continues on to Raleigh-Durham and Norfolk where it terminates at 1:15 p.m.

Two other new flights offer good service for Charleston, West Virginia golfers interested in perfecting their game in warmer climates. Flight 252 offers frequently requested service from Cincinnati, Charleston and Roanoke direct to Myrtle Beach. It arrives at 2:33 p.m. The return trip, which should also help support the sale of the golf package, Flight 229 departs Myrtle Beach at 3:45 p.m., after hotel check-out time and allowing time for a round of golf on the day of departure. Serving the same points as Flight 252, Flight 229 terminates in Cincinnati at 7:52 p.m.

Flight 81 offers new non-stop service between Roanoke and Chicago. It departs Roanoke at 4:50 p.m. and arrives at Midway at 5:21 p.m.

Another new jet flight is Flight 9 which originates in Norfolk at 7:20 a.m. goes on to Richmond and from there to Charlotte and Nashville, offering excellent early morning non-stop service between Richmond and Charlotte.



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The wide-body jet is more than just a bigger airplane. It's also the right idea at the right time.

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But to accomplish all this takes money—a \$6-billion commitment so far. And the money depends on earnings. Yet in only one year since 1961 have the major airlines earned what the Civil Aeronautics Board has determined to be a "fair

and reasonable" return. And most years they haven't come near that mark.

Even with the 2.7 percent fare increase recently granted by the CAB, airline earnings this year are expected to be less than one-third of the CAB standard.

How can we maintain the pace of progress you're used to? You can help by understanding the challenges and problems. For facts about the airline industry, write: Air Transport Association of America, Dept. 150, 1709 New York Avenue, N.W., Washington, D.C. 20006.

The Airlines of America
The Shortest Distance Between People



by Jack Brandon
Station Manager—INT

As you know, this column in our Piedmonitor is concerned specifically with our baggage program, therefore it is your article.

Mr. Davis was kind enough to kick off this column and future issues will have comments from various people, perhaps even you, concerning our baggage program.

Our baggage program is more than the number of bags mishandled and the related costs. First, it represents the reason for each of us being here. A part of the SERVICE due our customers. Secondly, it is our personal contribution toward a healthy controlled growth of our company. If we do our part, in the overall picture, we are helping ourselves.

During the past six months, you have been deluged with statistics associated with our baggage program. These are necessary in order to help us eliminate errors which cause mishandlings. However, let us not lose sight of the fact that we are doing a good job. During the first six months, we did in fact have 10,080 deals. But, we also carried 1,509,415 passengers. That's a lot of passengers and a lot of satisfied passengers. Our job now is to find the means within our capabilities to reduce the 10,080 deals and make more satisfied passengers. Here again, if we are successful, and we will be, we are helping ourselves.

There have been many, many gains made in this program. These were possible because YOU made it possible. I only wish it were possible for every individual to be singled out for their suggestions and efforts toward this program. Unfortunately it isn't, but you know when you have contributed your part and this is very important.

Thank you for your interest and cooperation in this program and we hope future articles here will help us all to make even greater strides in improving ALF.

If you have any comments on our ALF program or suggestions for a future column please let us hear from you.

One concrete example of how well we're doing is the recent report from the CAB's Office of Consumer Affairs. Piedmont was number one again in terms of the lowest number of passenger complaints. More complete details can be found in Long Lines on page three.

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