

The name is bigger  
and the colors are brighter



The colors are called "going places red" and Piedmont blue. And they're the most obvious changes in the bolder, brighter new look that will eventually cover Piedmont's entire fleet of aircraft and ground support equipment.

The first plane to fly in the new look was N753, the Yadkin Valley Pacemaker. It was the seventeenth Boeing to be added to the fleet and the first of the two Mey-Air planes bought in May. The second Mey-Air plane, N754, has also been painted with the new design. Of the fleet of 48,

four planes now have the new contemporary colors. The other two are Fairchilds, N706 and N703.

This first major change in corporate identity in the Company's history was created by Graphiden, Inc. of Cleveland, Ohio, corporate design specialists.

The dark blue pin stripe paint design that had always been part of Piedmont's profile gave way to a bold wide blue stripe stretching from nose to tail. Piedmont's name is bigger and is on the fuselage as well as the tail section of the aircraft. It

is red. The bird logo has changed its color and flown out of its circle. It is now the Piedmont blue color and seems to soar gracefully on the tail of the planes.

The new look will replace the present identification on the Company's aircraft, ground vehicles and equipment, signs, publications, advertising, stationery and ticket offices. The change will be coming gradually from now on, with the planes being redone by Winston maintenance on the normal repainting schedule.



# PIEDMONT

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## Super second quarter made best first half

June was the best month in Piedmont's history. For the first time ever the Company exceeded one hundred million passenger miles. The actual count was 101,158,986 revenue passenger miles flown. It was an increase of 10.7 per cent over the rpms flown in June, 1973.

In a teletype message to all employees President Davis said "This is the result of the great job all of you are doing to get and keep happy passengers. Many, many thanks and heartiest congratulations on such an outstanding performance."

The revenue passenger mile record set in June was just one of several all-time highs for Piedmont. For the first half of the year the Company has shown outstanding increases in all traffic figures. For the six months, January through June this year, revenue passenger miles increased 13.11 per cent over the same period last year, from 475,659,417 in 1973 to 538,020,334 in 1974.

The load factor for the six month period was up to 55.50 per cent this year as compared to 48.84 per cent in the same months of last year.

The number of passengers also increased substantially during the first half of 1974. This year there were 1,896,492, up 11.8 per cent from 1,696,200 last year.

The record setting traffic meant new highs in earnings. For the second quarter of this year net income was \$3,567,977 as compared to \$2,592,400 during the same period of 1973. For the first six months of this year net income was \$3,791,555, up from \$1,040,327 during the first half of last year.

Primary earnings per share were \$1.45 for the second quarter of this year, as compared to \$1.06 during the same period last year. Year

to date primary earnings per share for 1974 were \$1.54, up from \$.42 last year.

When he made the announcement of the most profitable second quarter and first half in the Company's history Senior Vice President T. W. Morton said "We are very pleased that our business volume has grown sufficiently to produce this growth in profits in spite of unprecedented cost increases. A continuation of recent trends will produce the highest profits in the Company's history during 1974, representing a reasonably satisfactory return of investment."

Following the announcements of the improved traffic and financial results for the second quarter the price of Piedmont Aviation, Inc. stock moved up. It is currently listed on the over-the-counter market at 6 bid, 6½ asked.

And there is more good news! Piedmont has regained the top spot in the Civil Aeronautics Board's Consumer Complaint report. Among the regional carriers Piedmont had the fewest customer complaints for the entire first half of the year. The six month totals based on the number of letters to the Board per 100,000 enplanements, tell the story best:

PIEDMONT	4.20
North Central	4.73
Southern	5.22
Frontier	6.36
Ozark	7.30
Air West	8.20
Texas International	10.76
Allegheny	11.26

From every point of view or possible yardstick, 1974 looks like a super year for Piedmont.

## Proposal for route exchange with Delta is filed with Board

Piedmont and Delta Air Lines have agreed to a route exchange.

The agreement calls for Piedmont to transfer to Delta Piedmont's present nonstop authority between Charleston, South Carolina, on the one hand, and Charlotte, Greensboro/High Point and Raleigh/Durham, on the other hand. Delta would transfer to Piedmont Delta's present nonstop authority between Asheville, on the one hand, and Chicago, Columbus, Ohio and Columbia, South Carolina on the other hand.

A contract covering the proposed agreement was filed with the Civil Aeronautics Board on Friday, July 26. The transfer agreement must be approved by the CAB.

On the effective date of the transfer, Piedmont's authority to serve Charleston, South Carolina would be deleted. Piedmont's operation at Charleston currently being handled by Southern Airways. Delta's authority to serve Asheville would also be removed from their certificate.

When the announcement was made the carriers explained that the agreement was reached in accordance with the Board's suggestions that air lines voluntarily agree to route exchanges and route transfers which would improve and strengthen the nation's air route structure.

This Piedmont-Delta agreement recognizes that Asheville fits better into Piedmont's system than it does into Delta's. The Charleston, South Carolina markets could be better served by Delta. None of the cities are new points for either carrier.