

Bean wins award

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major sponsors of the Mechanics Award program.

Bean, who joined Piedmont in 1962, was selected from among numerous entries submitted by various airlines. The southern region carriers include those operating throughout the eight southeastern states, the Caribbean, the Canal Zone, Central and South America. Winners are chosen by a highly select committee of representatives of the aviation industry and safety organizations.

Profit improvement task force

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some fresh approaches to ensure the necessary improved long range profitability and progress of the Company. I trust this group can rely on the usual fine cooperation of all employees."

Jets and Jeans



Despite inflation and soaring fuel costs, an airline ticket remains a 1975 bargain.

From 1948 to 1975—

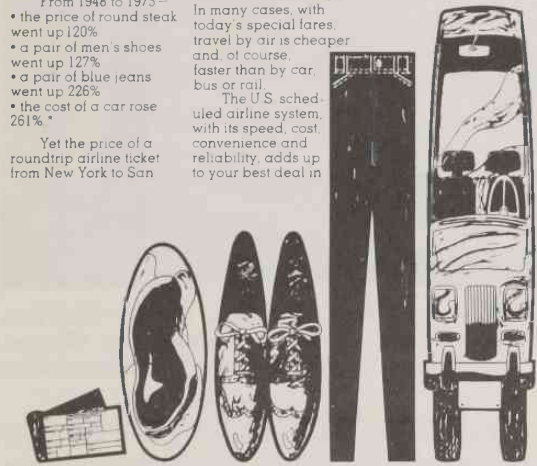
- the price of round steak went up 120%
- a pair of men's shoes went up 127%
- a pair of blue jeans went up 226%
- the cost of a car rose 261%*

Yet the price of a roundtrip airline ticket from New York to San

Francisco during those 27 years rose just 18%—and you get there twice as fast! During that time the average airline fare went up 22% while the overall Consumer Price Index rose 123%. In many cases, with today's special fares, travel by air is cheaper and, of course, faster than by car, bus or rail.

The U.S. scheduled airline system, with its speed, cost, convenience and reliability, adds up to your best deal in

travel. That's why the airlines today are the dominant form of public passenger transportation between our cities, and between this country and the rest of the world.



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Air Transport Association of America, 1709 New York Avenue, N.W., Washington, D.C. 20006

Interesting Interlining

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Thursday and Friday, October 9 and 10.

Iberia, the host airline, is offering spectators a \$99 round trip Fanfare from United States gateways of Miami, Washington (Dulles), New York and Boston. An interline discounted \$17 fare applies from Madrid to Malaga, closest city serving Marbella, and when the \$3 U.S. departure tax is added, the entire package comes to \$119.

Write Iberia Airlines, 97-77 Queens Blvd., Rego Park, N.Y. 11374 on company letterhead specifying World Airline Golf Tournament Spectator. Include a letter of eligibility from your pass authorizing supervisor. The Fanfare is valid for spouse and children under 22 years old. Add on 75% space available transportation also is available. For a hotel reservation, cable Hotel Andalucia, NUEVANDOTEL.

London for longer

British Airways has extended its Super London Weekend tours to next March 31. So if you haven't yet taken advantage of this bargain, as low-priced as \$21 per person plus air fare, start making plans now.

The Super London Weekend includes double accommodations for two nights (either Friday and Saturday or Saturday and Sunday) at the Royal National or Tavistock Hotel, with all hotel service charges and value added taxes; a continental breakfast each morning; a Saturday night theater ticket; Thames River ride; free guidebook to restaurants, pubs, night spots and tourist sights; many discount opportunities. All employees, spouses, parents and unmarried children up to age 26 are eligible. British Airways offers its 80 percent positive space discount to fly you to London from New York, Washington or Chicago. Write for a copy of the Interliners' Super London Weekend brochure to British Airways, Interline Dept., Box VC-10, New York, N.Y. 10011.

Route developments

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Piedmont has not proposed specific schedules but does plan to offer multi-frequency, nonstop jet service in the Chicago-Louisville market.

No cash or other considerations are involved in the transfer although there is a difference in the mileage. Piedmont would serve a 269 mile segment, Eastern a 194 mile distance.

Piedmont has also filed with the Board a request for authority to provide nonstop service between Greenville-Spartanburg, South Carolina and New York City. In this case the Company proposes to offer two, nonstop, round trip jet flights. These would be in addition to the present one stop service pattern.

Other applications which Piedmont has recently filed with the C.A.B. include one to pro-

vide seasonal service to Hot Springs. In this particular case the application is actually for certificate amendment. The Company currently serves Hot Springs on a year-round basis. Due to winter operational problems encountered at Ingalls Field, through which Hot Springs is now served, Piedmont has asked the Board to allow service only during the period between the first Sunday of April and the last Sunday in November.

Piedmont's applications still pending before the Board include one for nonstop service between Norfolk, Virginia and Baltimore, Maryland; another, for nonstop service between Greensboro, North Carolina and Washington, D.C.; and an application for the authority to provide nonstop service between Chicago, Illinois and Charlotte, North Carolina; plus one for nonstop service between Louisville, Kentucky and Washington, D.C.

An old friend needs support:

The American free enterprise system is under attack

Editor's note: Delta's employee magazine, Delta Digest, was recently honored with an award from the Freedoms Foundation at Valley Forge. The editorial, reprinted below, was one of 33 editorials in the nation to receive the coveted Valley Forge Honor Award.

Americans are today living in an era of unprecedented affluence. Yet, the very economic system responsible for this wealth is under attack, and there is frightfully little effort exerted in its defense.

The American free enterprise system has compiled an unbeatable record among the many economic systems of the world. The material benefits of our system are obvious; we are a nation occupying 7 per cent of the world's land and representing 6 per cent of the world's population, but, to list only a few of our many benefits, we have 71 per cent of the world's cars, 56 per cent of the telephones, 83 per cent of the televisions and 90 per cent of the bathtubs. The system itself is harder to measure, yet its most important feature involves its contribution to the dignity of many. Under no other system is there such a favorable climate; a climate giving man the freedom to arrange his life to mesh with his individual destiny.

Our form of government and the American free enterprise system have worked hand-in-hand for almost two centuries. This partnership has given the people of this land an abundance in both material wealth and individual freedom.

Under the American economic system, any individual or group is free to use initiative and produce and sell any commodity or service to the public. In return, the seller reaps the rewards (profit) of any success. Under this system, the nation and its people have prospered.

But today our economic system is under attack, and voices in its defense are not rising to the call. Perhaps we have lived too long under the canopy of this fantastic system and do not appreciate its advantages. We might characterize the situation as being much like the farmer and his well—"You don't miss the water until the well runs dry."

Many of the system's greatest critics display the "Only government can do it syndrome." There seems to be little effort directed toward recognizing what the system has already accomplished and is capable of doing in the future. Constructive criticism is good and desirable, but the type of criticism we are seeing today is destructive. If this continues we will see this fantastic system so shackled with restraints that it will cease to function.

Unquestionably, the system isn't perfect; it has its bad points, but what system doesn't? It has and continues to mature. No other economic system can come close to the achievements already reached under the American system.

In many countries government controls the economic system. Our individual freedoms and affluence readily point to the superiority of the American free enterprise system. Look at the government-controlled economy of Russia, the so-called "worker's paradise." If we wanted to match the Soviet's economy it would be necessary for us to first relinquish many of our rights as individuals; then cut all paychecks by 75 per cent, put 60 million people back on the farm in order to produce needed food, tear down about three-fourths of the houses in America, destroy 60 per cent of our steel-making capacity, rip up fourteen out of fifteen miles of roads and two-thirds of the railroad tracks, junk 85 per cent of all autos, and tear out nine of ten telephones. Even with all this we would still have a way to go to reach their economic level.

It would seem that many who attack our system are misinformed. One big misconception lies in the area of profits; and this is frightful! No system, especially free enterprise can operate without profits (incentive). Will Durant, writing in *The Lessons of History*, pointed out "Every system must sooner or later rely upon some form of profit (incentive) to stir individuals and groups to produce." Even the Russians now do this.

Imagine, if you will, what the world would be like if people such as Edison, Bell, the Wright Brothers and Ford had not lived under a system promoting individual initiative.

The attitude of many Americans toward our economic system is demonstration in the findings of a poll conducted by Opinion Research, Princeton, N.J. This poll found that 61 per cent of those polled did not believe in profits (the life's blood of free enterprise), 83 per cent estimated profits to be as high as 50 per cent and 55 per cent advocated government ownership of businesses such as banks and railroads. In another poll, this time of clergymen, the majority consensus was that most company profits exceeded 25 per cent on the sales dollar.

The truth about profits in this country is that 4 to 6 cents profits on the sales dollar is considered good. In retailing 1½ cents is considered good. Thus, the real wealth of free enterprise goes to the workers.

Now is the time to begin a counter offensive in defense of free enterprise. Those who would destroy the system must be challenged, and the best challenge will come from a citizenry well versed on how free enterprise works. During these winter months ahead, why not spend some time reading books on the subject? You'll find material both for and against the system, but draw your own conclusions after hearing both sides.

We can save an old friend, but it can only happen if we make the effort. As the ancient Chinese proverb said, "A journey of a thousand miles begins with the first step."