



\$15 million mod program is underway

An inveterate shopper's dream . . . a market list including a variety of items from coffee pots and carpet to seats and upholstery material, with a check for millions of dollars attached.

The reality of such a shopping list is exciting. But getting the job done has been more grueling than glamorous at times.

Many decision makers, shoppers and implementers have been involved in the program to refurbish Piedmont's jet fleet.

Installation has started

The installation of the new seats, new colors, new carry-all compartments and modified engines will start this summer.

The program actually began back in the spring of 1977. Vice President-Marketing Bill McGee started working on the what or most visible changes to be made. Vice President-Maintenance and Engineering Howard Cartwright and his engineering people are taking care of the how—from start to finish. The where-it-will-come-from details are the responsibility of Vice President-Purchasing Bill Barber and his staff. Other departments have also contributed ideas and support to the project.

Re-doing the interiors of 20 airplanes is, naturally, not a simple task; however, Boeing's 737 retrofit kits do make it somewhat less for-

midable. Called the "superjet look," the new interior is now standard on all current production 737s. So Piedmont's three new 737s, coming late this year and early in 1979, will be delivered with the new look. When the modification program is complete, all the jets will have the same interior.

Superjet look is super

The new interior styling technique takes the tube look out of standard fuselage airplanes and replaces it with a wide-body appearance. It gives the plane's interior greater spaciousness without altering the basic fuselage cross-section. This is accomplished by enclosing overhead stowage compartments, flush-mounting passenger service units, providing sculptured contours for ceiling and window panels and lowering the ceiling slightly to give an appearance of a wider cabin.

The new overhead carry-all compartments are sized to accommodate the majority of allowable carry-on items, including suitcases and standard garment bags, which can be laid flat in the bottom of the compartments.

The compartments, which incorporate the passenger service units' lighting, air outlets and call buttons, are 60 inches long. One carry-all compartment encloses more than 9 cubic feet of space.

More seats offer greater comfort

The new seats, which were specially designed to Piedmont's specifications by Fairchild-Burns, have several unique features. They have longer arm rests with ashtrays in each, instead of just the usual two. There is a wrap-around luggage retainer bar under each seat which gives passengers more space for carry-on items. The seating capacity is increased from the current 94, three and two, to 107 with the three seats abreast on both sides of the aisle. The center seat in each unit of three is a table until extra capacity is needed, when it folds back to become a seat. The seat pitch, that much-discussed standard of comfort, will average 35 inches in the new interiors, which is more ample space than is provided in the current configuration.

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Miami service starts June 15; other new routes granted by CAB

Piedmont will officially put Miami on the route map June 15. The first scheduled Pacemaker flight into the Company's newest station will land at 11:27 a.m. Flight 1 will depart Baltimore at 7:43 a.m. and stop in Greensboro and Charleston, South Carolina en route.

Piedmont personnel will handle the Company's ticket counter and customer service functions in Miami. (Miami-related personnel changes are outlined on page ten.) Delta will be handling the ground operations and stand-by maintenance for the planes there.

Effective with the Miami inaugural, Piedmont will resume handling its own operations at Charleston. Ticket counter and operations space will be shared with Southern. Except for loading and unloading flights, which Southern will do, Piedmont people will handle all other services at CHS.

Piedmont personnel will also resume the responsibility for the Company's entire operation at Baltimore on June 15.

In mid-June, Southern will begin handling all of Piedmont's operations at Dulles.

Since the Miami award, there have been several other routes granted by and requested of the CAB.

The actions by the Board include the following: The CAB granted its final approval

of Piedmont's request for non-stop authority between Newport News and New York/Newark (June 6); the Board's administrative law judge awarded Piedmont non-stop authority in the Atlanta-Norfolk market (May 5); CAB announced it would award Piedmont non-stop authority in the Louisville-Washington market and one-stop authority in seven Chicago markets including Atlanta, Charlotte, Greensboro, Raleigh/Durham, Baltimore, Washington and New York (June 1).

In the Atlanta-Norfolk case, Piedmont was the only carrier given the authority to compete with the incumbent United between Atlanta and Norfolk. However, the law judge awarded back-up rights to Allegheny and Eastern should Piedmont not operate non-stop service.

On April 28, Piedmont asked the CAB to approve two new discount fare programs.

The first is the Round Thrift III fare. It offers a 30 per cent discount on all round-trip Piedmont flights. There are no pre-ticketing, reservation or maximum stay requirements.

Round Thrift III will be applicable for a limited number of seats on each flight every day, holidays included.

The return portion of a Round Thrift III (Continued on page four)

Traffic is up almost as much as temperatures

In weather-like fashion, Piedmont's passenger boardings have moved from winter lows to nearly summer highs, skipping gradual spring growth.

May set a record for the fifth month of the year and had the third highest enplanements for any month in the Company's history. During May, 1978, 395,885 passengers flew the routes of the Pacemakers. The all-time record month was July, 1977 when 399,887 passengers were boarded.

For the January through May period this year revenue passenger miles are up 10 per cent to 521,070,398. The number of passengers boarded is up 7.6 per cent to 1,695,740. Available seat miles have increased 6.4 per cent to 1,019,458,747. The load factor, which was 56.3 per cent for the month of May, is 51 per cent for the year to date through May.

Stockholders elect new director; directors declare dividend



Calder W. Womble
director

The directors of Piedmont Aviation, Inc. declared a cash dividend of six cents (6¢) per share on the Company's common stock at their quarterly meeting on April 19.

Payable June 2, 1978 to stockholders of record on May 16, 1978, this was the 17th cash dividend paid by the Company. It was the second quarterly dividend declared in 1978.

The directors also elected Alex H. Galloway a director emeritus. Galloway retired this year after serving eight years on Piedmont's Board of Directors. The Board reelected all the present officers of the Company.

Immediately preceding the directors' meeting, the annual stockholders' meeting was held at the home office. A complete transcript of that meeting is on pages five through eight.

The stockholders elected a new director to the Company's Board. He is Calder W. Womble, partner in the Winston-Salem law firm of Womble, Carlyle, Sandridge & Rice. A graduate of Duke University, Womble is also on the board of directors of Hanes Dye and Finishing, Chatham Manufacturing Company and Greensboro College.

A native of Winston-Salem, Womble served in the Navy Air Corps during World War II. He was assistant attorney general for the State of North Carolina prior to joining Womble, Carlyle as an associate in 1948. Womble became a partner in the firm in 1953.

He is married to the former Martha Hanes of Winston-Salem. The Wombles have four children.