

Norfolk - Newark Battle Line drawn — Piedmont's ahead

Piedmont Airlines began facing its first competition from the new low-cost, point-to-point airlines born since deregulation of the industry when People Express began flying Piedmont's single most traveled route — New York City to Norfolk — on April 30.

Piedmont's response was swift, and certain.

"Our choice was simple. We had to offer fares just as low as a new operator; we had to offer a better value of service; and we had to do all this with a superior marketing and advertising campaign," President W. R. Howard said.

"The only alternative was to invite other potential competitors to underprice us and steal away any important route on our system. We had to make it clear that any competitor over our routes could expect the most vigorous competition we can possibly mount," he said.

Piedmont did just that.

The day before the new carrier announced its exact plans, Piedmont announced a new fare package between Newark and Norfolk of \$35 at peak hours and \$23 for off-peak travel.

Piedmont also:

- Increased Newark-Norfolk schedules from three to five daily nonstop roundtrips.
- Conducted a marketing sales blitz of all Tidewater and Newark area travel agency and commercial accounts.
- Dramatically stepped up advertising in both areas, and tailored the content of the ads to our new fares and services.
- Upgraded inflight service between the two cities to include free beverage service, both soft drinks and liquor.

"The response has been superb, probably even better than our expectations," Howard said. "While our competitors were charging for soft drinks and liquor — and charging \$3 for each checked bag as well — Piedmont was offering a vastly superior service, and the public has responded in our favor."

He pointed out that Piedmont also offers passengers interline reservations and baggage services while the new entry is not prepared to duplicate these benefits to the traveler.

While one month does not settle the issue, and Howard cautioned that Piedmont must be prepared to continue to demonstrate it has a superior product for the travelers in this market for some time to come, we have established a wide lead.

Piedmont's research indicates we have enjoyed a load factor well over 30 points higher than the new entry during the month of May.



L.G. Vaughan (left) and Tommy Young beside the restored Hapeville Depot.

Atlanta's Tommy Young

Airline man puffs into RR station

Can you imagine taking an old, dilapidated train depot and turning it into a museum?

That's just what the people of Hapeville, Georgia, did and one of the people responsible for the restoration is Tommy Young, cargo manager for Piedmont's Atlanta station.

"The whole community has been involved," said Young, who has been with Piedmont since 1958.

"We sanded and restained the floors, painted the building inside and out, and just cleaned up the entire area. Many groups volunteered materials and time, and local

garden clubs landscaped the area."

L.G. Vaughan, an 87-year-old resident of Hapeville, is credited with getting the project off the ground. "It took three years and a lot of work by many people, but thanks to L.G., we've got something we're really proud of," said Young.

The transportation museum, located near the Atlanta airport, has on exhibit railroad paraphernalia, such as a conductor's hat, dining car light fixtures, china and lanterns. An antique bicycle with an oversized front wheel, a model train, old photos from the local Ford Motor Company plant, and an array

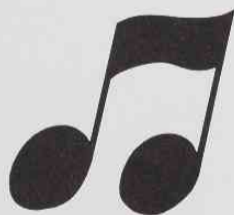
of books are also part of the exhibit.

"The area once used for cargo has been renovated, and one of the major photo displays has been done by the airlines," Young explained.

"Piedmont, along with Delta, Eastern, and Republic, have exhibits along the walls.

"The depot is now looking for an old dining car or caboose to add to the property.

"The depot has become a center of attention in the community," Young said, "and for everyone involved, it has become very much a source of pride."



*Come and fly, come to the sky,
Piedmont is flying where your world
is waiting.
Over the mountains and the shimmering sand,
Flying all over this land.*

*Piedmont skies reaching out across
the country,
Rocky Mountain mornings, honey-suckle nights,
Rivers flowing, green valleys growing,
Wide open spaces and cities of light.*

*Piedmont, we've only begun,
We're up and coming, shining like
the sun.
Come to the sky, your world is waiting
somewhere,
Piedmont is flying you there,
Piedmont is flying you there.*

Can you name that voice on the Piedmont tunes?

Have you wondered who sings Piedmont's praises in the Company's new ads?

Do you know who wrote the music and the words?

The star of Piedmont's hit show is Harriet Frye, copywriter for the company's advertising agency, McKinney Silver & Rockett. "I wanted something that sounded light and airy, that gave the feeling of floating in the clouds," said Frye, who produces all music for the Raleigh agency.

She began working with Steve Hulse, an Atlanta arranger and composer, to come up with a tune that suited Piedmont. She added her lyrics to his tune to produce Piedmont's new theme song.

"We've decided to have four different versions made for our different audiences. So far, only the middle-of-the-road version has played

but we also have pop, country, and rhythm and blues versions," Frye said.

For the middle-of-the-road version, Frye contacted singer/songwriter Diane Pfeifer, who lives in Atlanta. Pfeifer, who released her first album last year, has written several tunes which have been cut by Debbie Boone, including "Just When I Needed a Love Song."

The pop version was also sung by a group from Atlanta. But for the country rendition, Frye went to the home of country music, Nashville. "Anita Ball sang this version," Frye said. "She used to sing backup for Dolly Parton."

The rhythm and blues tune was also taped in a Nashville studio. Donna McElroy provided the vocal. This version, along with the country and pop, will be phased in this spring.