



Now You Don't Have To Be Rich And Famous To Fly First Class.

At last, there's a first class you can afford even if you didn't just sign a five-picture deal with Warner Brothers. Starting June 15, Piedmont will sell you a fully confirmed first class seat for a modest premium of just \$20 to \$60

Prices vary according to destination and do not apply to transatlantic service.

each way over our regular coach fares. Yet you'll still enjoy the kind of service that inspired frequent flyers to rank us among the best of any major airline even before we offered first class. So in addition to gourmet cuisine

and a complimentary newspaper, on our longer flights you can expect amenities seldom seen on airlines today.

Such as a fresh flower in a crystal vase. And wine that is actually uncorked for your approval at your seat.

You'll also enjoy separate check-in facilities at many airports. And the luxury of having your checked luggage loaded last so it comes off the plane first

What's more, with our extra-wide seats, you'll never have to worry about rubbing elbows with any beautiful people who may be seated next to you.

So call Piedmont or call your travel agent for reservations.

And experience for yourself, the lifestyles of the rich and famous.

PIEDMONT
First Class. As Low As \$20 Over Coach.

"Now You Don't Have To Be Rich . . ." is just one sample of our many ads publicizing first class. Passengers are urged to fly Piedmont "And experience for yourself, the lifestyles of the rich and famous."

In addition to the exceptional service we plan to offer, our ads point out that passengers can fly first class for just \$20 to \$60 each way over our regular coach fares.

PIEDMONT

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Coming in June

- **It's here! The 767-200 arrives in CLT escorted by our DC-3.**
- **Training, training, training.**
- **Look what's cooking in business-class.**
- **PI people in London—stations, reservations, maintenance, and sales—are ready.**
- **Sales personnel blitz the London market in addition to cities back home.**
- **Ads promote our first transatlantic service.**
- **Bookings are good, just ask our people in international.**
- **AOCC has a few 'practice' runs.**
- **And much, much more.**

Piedmont gets nod to Nassau

Piedmont has received tentative approval to begin nonstop, round-trip service between Charlotte and Nassau on November 15.

"The U.S. Department of Transportation has given its approval and we have received verbal approval from the Bahamian government," Dick James, vice president-planning, said. "We expect final Bahamian government approval any day on our Charlotte-Nassau authority."

Piedmont's flight to Nassau will depart CLT daily at 9:05 a.m., arriving at the Nassau International Airport (NAS) at 11:07 a.m. The return flight will depart NAS at 13:35, arriving at CLT at 15:37. Round-trip connections can be made to 30 destinations which feed our CLT hub operation.

"It is unusual to announce a new service this far in advance, but the character of the Nassau market is different from most other destinations we serve," James explained.

"All of our markets are now a mixture of business and leisure. Nassau will be predominately leisure, and leisure markets book further out than traditional business markets."

Our flight between Nassau and Charlotte will serve one of the more heavily traveled destinations in the Caribbean. The Bahamas have the highest rate of revisits among any of the islands in the Caribbean. Nassau is very popular, provides warm weather year round, has hotel rooms to handle additional air traffic, offers gambling casinos, and is an important cruise ship stopping point.

"The Bahamas have some of the most attractive beaches and clearest water of any islands in the Caribbean," Dan Brock, vice president-marketing, pointed out. "I think people in our region will be excited to be just a two-hour flight away from Nassau."

"Nassau's season begins in late November, so we're also entering the market at a very good time. Travelers in the region from which we're providing service have never had such an easy way to get to this popular resort."

Piedmont Vacations—the inclusive tour packages that carry the Piedmont private label and are a combined effort with Funway Holidays—is planning packages which will soon be available to leisure travelers. The new service will also be added into our computers shortly.

"The Bahamians are very marketing oriented, and are an aggressive tourism group," Brock said. "They are committed to selling the Bahamas in this area of the United States to help promote our new service."

Brock added that the market will also be important for our frequent flyers who can earn mileage by flying Piedmont to this vacation destination and who can use their accrued mileage for free trips to Nassau.

The 30 destinations which will have connecting service through CLT to NAS are: AGS, AHN, AVL, BKW, BLF, CAE, CHO, CRW, DAN, EWN, FAY, FLO, GSO, GSP, HHH, HKY, ILM, INT, ISO, LYH, MYR, OAJ, ORF, PGV, RDU, RIC, ROA, RWI, TRI, and TYS.

The Bahamas include 700 islands, covering a land-and-sea area of 100,000 square miles. Only about 15 of the island areas are developed, and of the total population of 225,000, 59 percent reside on New Providence where the capital, Nassau, is located. Two million visitors come to the Bahamas resort islands each year. The airport is served by BahamasAir, Pan Am, Eastern, TWA, Delta, and United as well as several commuter carriers.

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MODEL OF HOW
GOOD AN
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