

around the industry

According to a review of second quarter results by "Aviation Daily," Piedmont and USAir combined were the most profitable airline in the nation in terms of both operating and net profits, surpassing American, the industry leader in both categories in recent years. Piedmont and USAir together accounted for \$167.9 million of the majors' \$920.9 million operating profit in the three-month period and \$97.7 million of an adjusted \$427.1 million net profit. The \$97.7 million Piedmont/USAir net profit figure excludes \$21.4 million that USAir reported in its earnings as its 55.5 percent equity share in Piedmont earnings.

Northwest plans to serve Steamboat Springs, CO, from Minneapolis/St. Paul between December 19 and April 3. The airline will operate three daily 727 flights to the seasonal destination.

United's Silver Wings Plus travel club for passengers 60 years of age and older has been changed to a lifetime membership program from the current annual membership club. The club, first introduced in January 1986, offers discounts on hotels, cruises, and car rentals in addition to air travel.

Northwest now offers service from BWI to both MSP and MEM in addition to DTW. The airline is offering award bonuses and other special amenities through a new frequent flyer program for passengers who fly at least 60,000 miles between October 1 and December 31.

USAir will begin service to Miami on November 1 with daily nonstop service to its two major connecting hubs, Pittsburgh and Philadelphia.

Pan Am is offering a "water shuttle to the shuttle" at LGA. A high-speed boat service, operated by Sloan Marine under contract to the Pan Am Shuttle, links Manhattan's financial district with LGA's Marine Air Terminal five times daily. The boats carry up to 100 passengers each. Pan Am offers hourly shuttle flights to BOS and DCA from the Marine Air Terminal.

Plans are underway to construct a third airside building at MCO and enlarge the current landside terminal. The new terminal will include 24 gates, 12 of them able to handle international arrivals and four able to accommodate aircraft up to the planned 747-400. The airside terminal will be connected to the landside terminal by three-car trains. The airport has already begun work on a third carrier runway, more parking spaces, and expansion of commercial areas.

United plans to move its Pacific Division headquarters from Chicago to Honolulu by October 1. The airline acquired Pan Am's Pacific routes last year.

A bubble-topped temporary terminal will be constructed at Detroit Metropolitan Airport so that renovation of the present terminal, including removal of asbestos, can begin. The temporary terminal is scheduled for completion by the Fall of 1988. Airport renovation and expansion is expected to take until 1994.

USAir established new single-month records for passengers boarded and revenue passenger miles flown in scheduled service during August. The airline boarded 2,310,602 passengers, up 10.9 percent over August 1986. RPMs rose 12.6 percent during the same period. Available seat miles increased 7.6 percent, and the load factor rose 3.2 points to 71.6 percent.

PSA boarded 1.07 million passengers during August, a 1.2 percent drop from the 1.09 million boarded in August 1986. ASMs were up 3.3 percent and RPMs down 3 percent. The load factor was 60.3 percent compared to 64.2 percent in August 1986.

Piedmont, USAir, and PSA combined boarded 5,610,651 passengers during August, surpassing United, which boarded 5,226,000 for the same period.

up for discussion

Have a question about Piedmont? This column, "up for discussion," gives you an opportunity to ask questions about your company.

All questions must be signed and include your name, title, and location. Your name will be withheld from publication and will not be revealed when your question is sent to the proper department for an answer. Unsigned questions will be automatically discarded.

When related questions are received, they will be consolidated and answered as one question. As many questions and answers as space allows will appear each month in "up for discussion."

Send your questions to Piedmont Editor, H440, or One Piedmont Plaza, Winston-Salem, NC 27156-1000.

Q. Why don't the F28s have names? All our other aircraft—737s, 727s, and 767s—all have names.

A. We simply never began naming the F28 fleet. Piedmont began flying the F28-1000 on April 1, 1984. By the end of the year, we had 11 in our fleet and added nine more in 1985. We took delivery of two F28-4000s in 1985 and added 23 more in 1986, including 17 acquired from the Empire merger. Altogether, we added 45 Fokker aircraft in less than three years.

Because USAir does not name its aircraft, we now believe the merger should be resolved before we decide whether or not to name the F28s in our fleet.

Bill McGee
chairman, president, and
chief executive officer

haven't we made public the steps Piedmont has taken to top the industry in performance and service? These steps were taken BEFORE the spotlight was on these areas and the DOT got involved. In the field, we appreciate all the positive information that can be relayed to our customers.

A. We certainly have! Among others, USA Today, Newsday, and Newsweek Magazine have published pieces crediting Piedmont for being first to recognize and address the problem. We are also taking the same story to the media every day. The Wall Street Journal and other national publications (such as USA Today) have run tables showing us to be tops in on-time performance and fewest complaints. We're very proud in Public Affairs to represent such a fine record.

Don McGuire
staff vice president-public affairs

Q. With all the negative press our industry has received lately regarding on-time performance and service, why

Mason promoted to vice president

George Mason has been promoted to vice president-maintenance and engineering for Piedmont. In his new position, he is responsible for all maintenance and engineering activities throughout the company.



Mason joined Piedmont in 1980 as manager-operations management systems, and subsequently was manager-industrial relations, director-fuel procurement, director-maintenance planning, and most recently, staff vice president-maintenance planning and administration.

Mason is a graduate of Grove City College in Grove City, PA, and holds a masters degree from the University of Pittsburgh. Prior to

joining Piedmont, he was employed by Anthony B. Cassidy Associates, Management Engineers.

Mason's office is located in the office and maintenance facility on North Liberty Street in Winston-Salem.

on October 10

number of departures: **1,333**
miles flown daily: **476,528**
ASMs: **55,881,722**
number of aircraft in fleet: **177**
average aircraft hop: **357.5 miles**
number of airports served: **92**
daily block time flown: **1,584 hours**
18 minutes

next schedule change: **November 15**

traffic

	August		First Eight Months	
passengers	2,227,049	+4.8%	16,809,213	+13.0%
revenue passenger miles	1.04 billion	+7.8%	7.56 billion	+11.7%
available seat miles	1.65 billion	+8.7%	12.33 billion	+8.4%
load factor	63.08%	-.50 pts.	61.31%	+1.80 pts.

Piedmont set new records for the month of August in passengers and revenue passenger miles and an all-time record for available seat miles.

The following stations set new boarding records in August: ALB, BWI, ISP, TYS, LGA, PVD, SEA, STL, ORH, and YUL.

Our six reservations centers answered 2,977,768 calls in August.

cargo

	August		First Eight Months	
U.S. Mail	2,129,576	+41.3%	16,277,492	+22.9%
Air Freight	3,174,488	+68.9%	22,336,613	+59.6%
Air Express	47,336	-9.0%	458,980	+14.4%
TOTAL	5,351,400	+55.6%	39,023,085	+41.4%

Piedmont carried the most air freight and the most total ton miles during August than during any previous month in the Company's history.