



PANA NEWS

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EDITORIAL

If one lone American was put ashore in some strange land, the natives of that country would get their whole impression of 140,000,000 Americans from that one wandering stranger. Have you ever met a foreigner and immediately formed an opinion of all his country-men? I have.

The same thing is just as true right here at Piedmont. We have often discussed the establishment of a Public Relations Department, but I like to think of Piedmont having a Public Relations Department of 60 odd employees, and I would like to have every one of you think of yourselves as a member of that Department.

The real impression that thousands of people will have of Piedmont will be the impression that they get from the people they know and meet who work at Piedmont.

Everywhere you go you are giving ~~SOME-~~ONE a picture of your Company. This is true whether you are at home with your family, eating at your favorite cafe, shopping at the corner grocery, or mingling with friends and neighbors at church on Sunday morning.

The boys in the Shop have recently completed the first of six Cessnas to be converted for ambulance use. They were under a great deal of pressure, and the cooperative spirit of these fellows working day and night was one of the biggest Public Relations jobs we have ever done. As a result of their untiring efforts, our fame has again spread far and wide.

Last Saturday when this first ship was christened at Durham, I was so proud the buttons almost popped off my shirt. Why? Because everywhere I would turn someone would remark, "You certainly have a fine bunch of people there at Piedmont". They would speak of you by your first name and show a feeling of pride in knowing you. That is the kind of a public relations job we want

People everywhere are going to know your Company by the way they know you. Let's work toward a common goal. Let's make that impression a good one, and keep it that way.

BASEBALL

We are all very proud of the wonderful results of our baseball team. They finished 4th place for the season, and that's mighty fine for their first year together. Let's hope that next year they win the pennant.

IMPORTANT ANNOUNCEMENTS

The Company is giving a party for all employees in honor of the Piedmont baseball team on Tuesday, October 1st, in the Terrace Room at the airport at 8:30 P.M. We invite each and every one of you to attend and enjoy the entertainment we have planned for you. Just to give you an idea of the program, Mr. Northington and Mr. Barber are going to give their version of a few of the popular dance routines. Let's all be there and have a big Piedmont party.

We all wish to welcome Miss Betty Shelton and Mr. John Hall to Piedmont. They have joined the staff in the administrative offices.