

ALF Is Our Baggage Handling Program

ALF is the character of the baggage handling program dreamed up by Traffic and actually created by Winston Station Manager Jack Brandon.

His name obviously stands for automated lost and found. A rhyming reason for his being was penned by George Stack, Division Stewardess Supervisor. What follows is Stack's poetical reply to our question about Who or What is ALF? on page one.

ALF is Automated Lost and Found

Bags are not lost in flight, they are lost on the ground.

We know you are rushed and sometimes too much so,

but we are not number one, so we still have to grow.

When you check a bag, be certain it's correct, or Piedmont will have to pay and a passenger collect.

Not to mention the fact that he still is very irate, the next time he flies it may not be from our gate.

He purchased a ticket for he and his bag, is it asking too much to have the correct tag?

He can fly through the air with the greatest of ease, with his bag checked correctly and service that will please.

In order to make everything a little better, follow all procedures, right to the letter.

Always try harder and make it last, and ALF will soon be a thing of the past.

For this, ALF's first installment in the Piedmonitor, President Davis said: "We all know that when we help the other fellow we also, in some way, help ourselves.

"One of the most tangible indications of that truism is the happy result of our program of improved baggage handling. When we handle baggage properly obviously there is no problem for us or for our customer. This helps him and it helps us through less workload and less cost.

"When we do have a mishandling as a result of negligence or perhaps for reasons beyond our control, it is equally important that we follow procedures to help our customer and also help ourselves.

"The new ALF (Automated Lost and Found) System is an important part of the program.

"Our per passenger cost for mishandled baggage is about half as much now as it was six months ago. I am sure the workload on those responsible for adjusting baggage mishandlings has also declined. Congratulations and many thanks to all of you who have made this possible."

Richard P. Ketcham Is New Manager -- Contracts & Leases

Piedmont's new Manager—Contracts & Leases is R. P. (Dick) Ketcham.

Born in Poughkeepsie, New York Ketcham is a graduate of Gettysburg College. He was Captain in the U. S. Air Force and was with Shell Oil for 12 years prior to joining Piedmont.

Mrs. Ketcham is the former Patricia Sue Donnelly of Roanoke, Virginia. They have two children.



Richard P. Ketcham

Long Lines

The latest Red Cross Blood Drive held at the home office set several records. Of the 192 pints of blood collected, over half were donated by Piedmont employees. Both the total number of pints and the amount given by Piedmont folks represented record donations. The Maintenance and Accounting departments chalked up the largest number of donors. Thanks to all those who contributed to the success of the bloodmobile visit.

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Senior Vice President R. S. Northington recently went shopping for airplanes. He had a pretty good day according to an article in a Beechcraft publication, two Beechcraft Kingair A100's and a Bonanza A36. All for \$1,500,000. Not bad, for just one day.

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Senior Vice President T. W. Morton has a new Administrative Assistant. He is Phillip E. Kerce, originally from Oklahoma City and more recently, Atlanta.

Kerce, who is a graduate of Dartmouth College, was an International Officer with Citizens & Southern National Bank prior to joining Piedmont. He is married to the former Joyce Welch of Washington, D. C. and they have two boys.



THE FLYING STEW CLASS to graduate in the new uniforms included, seated, from left, Vicki Hobson, Rachel Cox, Katherine Hennis, Jeanette Bias, Everleen Wilson, Linda Hunter, Susan Alexander, Catherine Carpenter and Katherine Johnson. Those standing were, in the same order, Carol Cherry, Joris Westbrook, Tempie Kessler,

Pamela Hannon, Shelia Parks, Deborah Burdick, Jeanette McNulty, Joan Hayes, Nelson Phillips, Kathleen Kelly, Janice Marvin, Linda Rochelle, Barbara Mears, Carol Boatman, Mary Scarborough and Regina Heidorn. The girls have an all but unlimited choice of outfits with their new uniforms.

Another newcomer who has a new position as well is Tony L. Beck. He is the Co-ordinator — Freight & Customs in the Purchasing Department. A native of Lexington, North Caro-



P. E. Kerce

T. L. Beck

lina, Beck graduated from the University of North Carolina at Chapel Hill. Before coming to Piedmont he taught school.

A member of the High Point Y.M.C.A., Beck is a bachelor.

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As outstanding as the month of June was in terms of traffic and financial results it was not surprising to find that Piedmont received an unusually large number of personnel commendations as well. The many letters from happy passengers singled out the following individuals for specific praise: Lisa Seymour, Secretary, LGA; CRE Station Manager C. E. Donahoo; Stewardesses Vicki Dowell, ATL; Carol Fair, ATL; Barbara Johnson, DCA; Donna Besaw, DCA; Patsy Hilterbran, DCA; Dana Stockton, DCA; Marsha Len, ILM; Donna Smith, ATL; Betty Schabert, INT; Cheryl Hamlin, ATL; Judy Lowery, ROA; Marilyn Tate, ROA; Ann Hall, ROA; Annette

Noah, ILM; Pam Bass, ILM; Linda Eonta, DCA; Sarah Taylor, INT; Joanne Hester, ATL; Brigitte Eschweiler, ORF; Rose Wright, ROA and Barbara Wilbur, INT. Agents included Gary Holt, CRO; Mel Brown, CRO; J. Hall, DCA; Suzette Fisher, CRO; Jay Blackwood, ROA; James Schrenker, DCA; Merrill Gadker, CVG and R. L. Gilbreath, MEM.

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The following item is a reprint of a letter to the editor of the Winston-Salem Journal which appeared recently:

The world is still made up of beautiful people. Several months ago I lost my Virginia Tech college ring — a possession that meant a great deal to me. Fortunately, my wife, Pat, who gave the ring to me as a gift, had the foresight to have my name and city inscribed inside it.

I had given up all hope of finding my prized possession, until one Saturday morning the telephone rang and the long distance operator said a Mr. Cook was calling from Winston-Salem. She further stated that Mr. Cook's call concerned a VPI class ring he had found while working at the Winston-Salem airport. Needless to say, we were both overjoyed.

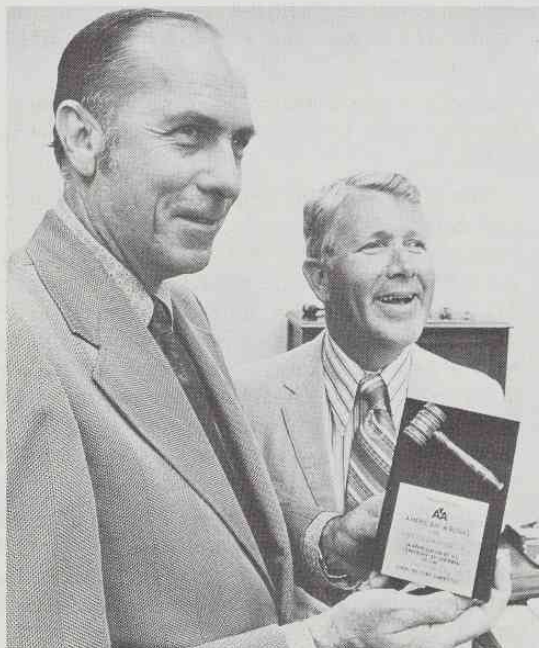
Mr. Cook was considerate and patient enough to take the time to trace my Charlotte telephone number and to call me (not once, but twice). He offered to mail the ring to me, but I preferred to pick it up on my next trip to Winston. Yesterday I met Reid, and his fine son, Lance.

I found both of them to be warm and genuine . . . and a credit to the great city of Winston-Salem.

Yes, the world still has some beautiful people!
Arthur O. Parker

Charlotte

Reid Cook is Superintendent Third Shift Line Maintenance in Winston. His wife, Wilma, is secretary to Vice President — Traffic, Ken Ross.



AMERICAN THANKS EDMONDSON for his leadership as chairman of the Charleston, S. C. local military committee. Tom Allen, left, AA's District Sales Manager in Knoxville, was recently in Winston to give Don Edmondson the appreciation plaque. Edmondson has just come into the home office as Manager — Agency & Interline Sales from Atlanta where he was District Sales Manager.