

PIEDMONT AIRLINES
Winston-Salem, North Carolina.

TRAFFIC MEMORANDUM #27

February 22, 1949

1. FIRST ANNIVERSARY - We are now grown up - February 20th just past marked the end of our first year of scheduled operation. That was important, but still more important is the fact that it also marked the beginning of our second year - We can no longer afford to complacently excuse our shortcomings because we are "new and have not had experience". We have now had ample experience - We are grown up now and your company and my company has just entered into its most important period. IT IS UP TO YOU; IT IS UP TO US, TO SEE THAT EVERY MINUTE COUNTS.
2. RUMORS - Rumors can be and often times are vicious. They can seriously harm a person, a station, or the entire company. We have had several such rumors which when first heard sounded as though someone or some station was not on the ball but after getting the true facts in the case, it was found that the person or station concerned was definitely on the ball. Just a word of advice - don't jump to conclusions; be sure of your statements before making them.
3. SUPPLIES - Let's all take stock -- not necessarily of the supplies on hand but of the way we are using them. It is easy to become careless in the day to day use of pencils, paper, gem clips, rubber bands, etc. It doesn't seem like much to use a sheet of good paper now and then to take notes or doodle on. It doesn't seem like very much to have several pencils laying around the house or in a drawer at home but when you multiply these few sheets of wasted paper or those strayed pencils by the number of employees even these small wastes become quite sizeable. - - Waste of these two items during a two weeks period can very easily amount to one mans' salary for the same period. Remember this. Let's use all of our supplies wisely. Managers are held directly responsible for storing and protection of all equipment and supplies but all of us are expected to assist in their proper use and care. YOU are helping to PAY for them and that wasted portion does you no good either.
4. FIRST RIDERS - Station personnel can do a further job of selling by letting the flight attendants know of a passenger who is riding for the first time by air. A purser should advise the captain and should pay closer attention to this first rider. He or she will no doubt have several questions which if properly answered will tend to make the flight much more pleasant and go a long way in having that passenger back with us again. Remember this fellows - its a small thing but it counts big.
5. NEWSPAPER ADVERTISEMENTS - All managers are requested to check all PAI newspaper advertisements for correctness in flight times and fares. There have been several instances recently where the times were too long by as much as one hour. Let's make a habit of checking these.
6. FEBRUARY TRAFFIC - For the first three weeks of this month we have carried 196 more passengers than we did for the same period during January. You might check your station and see how you are fairing in this increase.

ROUND TRIP SALES - - DEFINITELY ON THE INCREASE. KEEP UP THE GOOD WORK.

PIEDMONT'S TIME IS '49.

LWGolson/nga