

*Mr. Brown*

1. TRAFFIC WORK - Getting the travelling public acquainted with PAI is OUR BIG JOB -- One of the ways and the surest way of accomplishing this is by direct contact with as great a number of people as possible. No substitute has been found for calling on and telling the public about the service you have to offer. Now in the past some of us have been trying to do this individually. However, we felt that several places needed more concentrated effort and that we needed help to do it. The aid of the flight crews was solicited. Their enthusiastic response has been not only gratifying, but also stimulating to all who have come in contact with them and their work. Results -- more than 800 people were told about PIEDMONT AIRLINES in Greensboro last week, and a greater number are being acquainted with our service this week in Charlotte. A great deal of credit must go to Gordon Brown and Norman Arnold for their excellent generalship in both these "Big Pushes". Bill McGee and George Willard have assisted valiantly, but due to the wholehearted cooperation of the flight crews the entire campaign is going over with a BANG. Each one of you fellows is to be congratulated. This is a good start - - - but remember this is only a start and we must all continue this type of personalized selling. Now you fellows who have not had an opportunity to join in - don't feel left out. There are plenty of other towns to be worked and you will get your chance. In the meantime, keep up the good job that you are doing aboardship with the passengers we already have. You fellows have a lot to do with whether or not these passengers continue to use our service. IT'S IMPORTANT TO KEEP 'EM COMING BACK.
2. PASSENGER QUOTAS - The station quotas for March and April (copy attached) were not just pulled out of the hat. Last December lots of serious thought and study was made of what we could expect in passenger traffic for the first six months of '49 and finally system quotas was set up for each month. Now your station's quota is based on the passengers boarded at your station during January and February. Some of the figures may look high to you, but I assure you that they are not out of the question by any means with better flying weather and continued on-time operation. We are already seeing favorable results, and with the FULL cooperation of everyone we will make it.
3. ATCs - CANADIAN CURRENCY - Some Airline offices have refused to honor air travel cards because the cards bore the notation "Charges against this card payable in Canadian Currency". We don't have to worry about this, as the charges against these cards for transportation used in the U. S. are paid in U. S. Currency.
4. CUBAN MATCHES - For your information and guidance quoted below is a letter in part from C & S; "On February 26 in loading passenger baggage a C & S agent noticed smoke coming from a bag which already had been loaded in the aircraft, having just arrived from Havana. The bag was opened and a box of matches still smoking was removed. These matches were of Cuban manufacture consisting of a small head on a short wax stem. These matches were highly inflammable, being ignited by a jar of other contents in the bag when dropped on the ramp. A warning to the industry is considered in order."
5. SENATE AND HOUSE RECORDINGS - REA has called our attention to the fact that they have received several serious complaints from the Joint Senate and House Recording facility that transcription records have been made useless due to damage or delay in transit by air. We must use extreme care in handling and routing to insure the continued patronage of all shippers. Let's give more careful attention to all recordings.