



The brunette beauty on the left was snapped in the chorus of Winston-Salem Arts Council Follies of '54. The 'lady' was so impressive that we checked her measurements - Bust-38, Waist-38, Hips-38. Name? Babs Northington. Address? Piedmont Aviation, Inc. 'Her' friend on the right is Dave Carroll, Winston-Salem businessman.



The Carmen Miranda in the other picture is none other than Dot Wicker, Les Watson's capable secretary, who did a "Pa-pa-ya Mama" number. Looks like quite an improvement on the girls (?) in the other photo.

COMPANY GETS FOREIGN VISITORS

Piedmont's newest Point 4 visitors hail from Saudi, Arabia, half way around the globe in the Middle East.

On April 25, Mohammed Abdulla Al Quaiz and Salim Hijaili arrived for an eight-months stay in our Maintenance shops and training classes. Both men are experienced mechanics whose purpose is an exchange of ideas and a study of American methods of inspection and overhaul.

Since by American standards, Mohammed Abdulla Al Quaiz is a rather lengthy name, he was promptly dubbed "Moe". He is presently working with Charlie Weisner in the Prop Shop, while Salim works with R. A. Griffin's Line Maintenance crew. Both men also spend time with J. D. Hoots in the Accessory Shop, working with electrical and hydraulic

units. At the completion of their stay here, our guests hope to spend some time at some of the country's leading service schools, such as Bendix, Sperry, and Pratt and Whitney.

Selection of Piedmont as host for these visitors is an indication of the high regard in which the Company is held by the CAA, who organizes the aviation portion of the Point 4 Program. We have been similarly honored in the past by guests from Ecuador, Bolivia, Columbia, Ireland and Belgium.



(Left: Quaiz. Right: Hijaili.)

REPORT ON ANNUAL SALES EXECUTIVES CONFERENCE

I have asked our Editor for permission to use the medium of our Company paper to pass on to you some highlights of the recent Sales Executives Conference I attended in Chicago. Over 2000 Sales Executives representing every phase of American business gathered at this great conference to exchange ideas on selling and to learn new and more effective business methods to meet the demands of a tightening economy.

One theme so evident throughout this meeting and voiced by the nation's top authorities on selling and economic affairs was the vitally important need for RMA - Right Mental Attitude - towards your Company, your customers and your job. This factor was parroted by men representing all phases of industry as a must if we are to survive and meet the demands presented by a tightening economy. The realization that we have in these past few months moved from a "Sellers' Market" into a "Buyers' Market" is also vitally important. This means that creative selling must take the place of order taking; that more people are approaching our customers with more goods and services and that they (the customers) have a choice of comparable goods or services to choose from. This then places the burden squarely on our shoulders to create a plus value for our customers and keep it a value at the point of purchase and the point of use. In other words, make it easy for the customer to decide on our service by making sure we keep that service better than our competitors.

Important predictions of future business trends were made by such authorities as Clarence B. Randall, Board Chairman of Inland Steel and a member of the President's Special Advisory Committee and by the Honorable W. Walter Williams, Under Secretary of Commerce for the U. S. It was indeed encouraging to note that in their opinion the recession or readjustment period was over and that normal to better-than-average business conditions could be expected from this point on.

When we look at the figures, the future does look encouraging for, obviously, there has never been a greater challenge or a greater potential for sales people. Consider the facts that every 12 seconds of every minute, day, week, month, and