

year we have a net gain of one person in our population - a potential customer for our products or services. This makes the U.S. market expansion equal the addition of one city the size of Richmond, Va., each month, a state the size of Maryland each year and a state the size of California each four years.

To handle this expansion, construction must continue at the rate of over one million new homes per year.

With these statistics as proof of the vast potential that is before us with the application of our fundamental principal of providing our customer with a plus value always, it would seem that the sky is truly our limit in production.

Summing this up, the President of a well-known corporation was asked: "What do you consider to be the most important qualification a salesman should possess in the current economic adjustment?" His reply: "The ability to make things happen. Many men are sound thinkers and planners. They carry on up to a certain point, but there they seem to stop and wait for their sales manager, or someone else, to push them into the final step that produces action and gets results."

Let's meet the challenge and take positive action to get results that will make 1954 a record year for Piedmont and the continuing leader in our industry.

William G. McGee

## PAI EMPLOYEES BOOST MORAL RE-ARMAMENT

The basic premise that the world needs a superior idea to combat Communism was the theme of a series of employee meetings held in major Piedmont bases June 7 through 15. Many employees who attended the meetings came away convinced that Moral Re-armorment is the answer, not only to world dissension, but to all conflict, whether international, between individuals, between labor and management, or in the home.

The idea behind MRA is that each individual should regard each problem not on the basis of who's right, but what's

right, and that each person should govern his life by four absolute standards - absolute honesty, absolute purity, absolute unselfishness and absolute love. Literature on MRA is being sent to each employee by the Employees Committee for Moral Re-armorment. Members of the Committee are L. H. Jackson, Chief Inspector, INT; Frank Leone, Dispatcher, INT; Baxter Slaughter, Captain INT; and Ed Best, Station Manager, CLT.



(Left to right: Frank Leone, L. H. Jackson, Baxter Slaughter, Howard Davidson, John Gregilot, Bruce McKay, W. N. Hobart, Warner Clark and William McLaurie.)

Members of the MRA team were Mr. Warner Clark and Mr. Bruce McKay of Miami, who have been working with National, Eastern, and Pan American for several years; Mr. Howard Davidson, formerly a

building contractor in New York City, and Mr. William McLaurie. These men all devote their full time to MRA without remuneration. Assisting them in the Winston-Salem meeting was Mr. John Gregilot, Instrument Technician with Eastern in Miami. Other assistants were expected to join the team in Wilmington and Norfolk.

## LUAU IN KNOXVILLE

When Jo Ann Watkins, Knoxville Agent, heads for the beach, she's not kidding. She heads for Waikiki. The lucky gal has just returned from a glamorous two weeks in Hawaii, during which, rumor has it, she really got around. We've only heard essentials, will try to get details!

## THOUGHT FOR THE MONTH

"Pears to me like a lot of folks got ideas 'about where they're goin', but not much notion of how to get there. Shucks, it's only nacheral for us Democrats to fight Republicans, but that don't make no more sense than neighbor fightin' neighbor, labor fightin' management, or countries fightin' each other. I sure don't know many men who ever got very far tryin' to ride over everybody." -Will Rogers

