

THE PIEDMONITOR

PAGE TWO

JANUARY, 1961

Piedmont Aviation, Inc.
SMITH REYNOLDS AIRPORT
WINSTON-SALEM, N. C.



Editor: Cleta Marshall

Correspondents this issue: Jack Cluck, FFT; Shirley Sword, CMH; David H. Lyle, AVL; Ted Farrington, Jr., BLF; Carl Simpson, TYS; Milt Ward, TRI; Howard Hughes, SDF; Tom Kill, CVG-F; Bob Bennington, FAY; R. H. Wylie, ORF; Susie McSorley, CRW; Bill Pearman, SHD; Virg Flinn, PKB.

The following was spotted by Art Whittaker, ORF, who passed it along to the Piedmonitor. It contains some thought-provoking comments on the "little guy who never complains" which are particularly appropriate for the beginning of a new year.—Ed.

THE CUSTOMER WHO NEVER CAME BACK

I'm a nice customer. You know me. I'm the one who never complains no matter what kind of service I get.

I'll go into a restaurant and I'll sit and sit while the waitress gossips with her boy friend, never bothering to see if my hamburger is ready. Sometimes a party who came in after I did gets my order. But I don't say a word in complaint when the girl tells me "Oh, I'm sorry, I'll order another hamburger for you." I just wait.

It's the same when I go to a store to buy something. I don't throw my weight around. I try to be thoughtful of the other person. If I get a snooty salesgirl who gets nettled because I want to look at several things before I make up my mind, I'm polite as can be. I don't believe in rudeness.

The other day I bought a toaster which burned out in two weeks. I certainly hated to take it back, but I thought maybe they would know where to send it and I could pay for having it repaired. But, I didn't get a chance to tell them this. They were so busy telling me I had burned it out on purpose that I couldn't think of anything to do but leave. I smiled, and said, "Thank you and goodbye."

I never kick, I never nag. I never criticize and I wouldn't dream of making a scene as I've seen people doing in public places. No, I'm a nice customer and I'll tell you what else I am—I'm The Customer Who Never Comes Back!

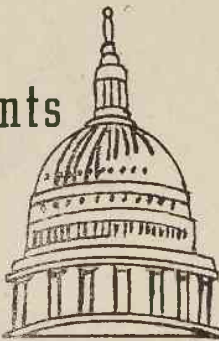
I don't care what business you're in. Maybe I've never heard of you. But if you are going broke, or your business is bad, maybe there are enough people like me who do know you. I'm The Customer Who Never Came Back!

Happy Birthdays

JANUARY

| | |
|---|---|
| Bobby Dean Caudill, CVG-M .. 1 | Faye Wooten Nelson, INT-A 16 |
| Edward J. Laskowski, Sta. Mgr., CVG-F .. 1 | Helen Hopson, TRI .. 16 |
| T. G. Bachan, F/O, ILM .. 2 | Melvin A. Knouse, INT .. 16 |
| Laura Davis Tolbert, INT .. 2 | Ezra G. Cooke, SOP .. 17 |
| Jimmy Settle, CRW .. 2 | W. G. McGee, Gen. Sales Mgr., INT .. 18 |
| H. J. Brendle, INT-FB .. 2 | F. W. Hastings, INT-M .. 19 |
| C. R. Kenney, Chf. Agt. LEX .. 2 | W. A. Blackmon, Assistant to V. P., Operations, INT .. 19 |
| E. M. Duben, INT-M .. 3 | T. W. Vaughan, Jr., Capt. ILM .. 20 |
| E. C. Kearney, ILM .. 3 | Russell (Buck) Snyder, INT-FB .. 20 |
| Harold Miller, F/O, INT .. 3 | W. A. Downs, EWN .. 20 |
| Howard O. Miller, F/O INT .. 3 | Shirley Wall, INT-FB .. 20 |
| J. F. Wood, Eng., INT .. 3 | W. C. Yates, INT-FB .. 21 |
| R. L. Neal, INT .. 4 | Raymond P. Haley, Chf. Agt., SDF .. 21 |
| Raymond N. Fletcher, INT-FB .. 4 | Donna Brown, DCA .. 21 |
| H. A. Robinson, Jr., SHD .. 4 | J. B. Robertson, INT .. 22 |
| J. D. Pratt, ROA .. 5 | R. G. Price, ROA .. 22 |
| William H. Finein, Res. Capt., DCA .. 5 | Charles F. Field, Sta. Mgr., BKW .. 22 |
| C. D. Cleary, Chf. Flight Instr., INT-FB .. 5 | M. B. Bauguess, INT-M .. 22 |
| C. L. Bunch, F/O, ORF .. 5 | W. R. Rowell, Res. F/O, ORF .. 23 |
| W. J. O'Connell, Jr., F/O ROA .. 6 | Milton F. Fare, Sec. & Asst. Treas., INT .. 23 |
| R. P. Query, RIC .. 6 | H. B. Crites, DCA .. 23 |
| R. A. Grass, Res. F/O, ILM .. 7 | H. M. Cartwright, Supt. of Maint., INT .. 23 |
| Ward L. Scranage, CRW .. 8 | J. E. Nelson, ROA .. 24 |
| E. H. Durham, SDF .. 8 | D. F. Johnson, INT-M .. 24 |
| Margaret M. Duncan, CVG .. 9 | W. A. Tomlin, DCA .. 25 |
| J. L. Kendrick, Chf. Agt., PKB .. 9 | J. W. Broadstreet, F.A., INT .. 25 |
| Joyce G. Gilbert, INT .. 9 | R. M. Foster, INT .. 25 |
| Teddy F. Webb, INT .. 10 | J. B. Minnix, LOZ .. 26 |
| Gary W. Lewis, INT .. 10 | Fred O. Leonard, INT-FB .. 26 |
| L. C. Agee, F/O, ORF .. 10 | Richard T. Tieke, CVG .. 27 |
| H. W. Woodrige, Jr., LYH .. 10 | A. G. Melson, Res. Capt., DCA .. 27 |
| Lester A. Watson, Supt. Comm., INT .. 11 | C. A. Hall, PKB .. 27 |
| E. L. Smoot, Lead Agt., CRW .. 11 | Eugene Banner, INT-FB .. 27 |
| Tommy R. Durrer, CHO .. 11 | Richard E. Talley, LYH .. 28 |
| J. R. Cansler, Res. F/O, INT .. 11 | Leroy Davis, INT .. 28 |
| H. W. Kreeger, INT-M .. 12 | Edward E. Jones, Chf. Agt., BLF .. 29 |
| Albert G. McAllister, INT .. 12 | R. P. Gilbert, SDF .. 29 |
| W. H. Tackenberg, Res. Capt., ORF .. 12 | K. E. Stephens, ORF .. 30 |
| H. N. Wilson, CVG .. 12 | Norman C. Noah, INT-FB .. 30 |
| W. C. Wooten, Sta. Mgr., FAY .. 12 | H. G. McMahan, INT .. 30 |
| H. K. Saunders, Vice Pres., Operations, INT .. 13 | R. A. Griffin, INT-M .. 30 |
| D. E. Britt, Assistant to President, INT .. 13 | Addie Mae Lammey, RIC .. 30 |
| M. C. Moore, SDF .. 14 | Katherine Fishel, DCA .. 31 |
| Halsie L. Moser, INT .. 14 | Sarah McGee Gregory, INT .. 31 |
| J. Van Holbrook, INT-M .. 14 | |
| Celia Saunders, ORF-FB .. 14 | |
| Frances Havens Dietrich, ROA .. 15 | |

Capitol Comments



BY
SHERL
FOLGER

Last in a two-part series on the Air Transport Association, what it is and what it does, continuing the explanation of the ATA's various departments.

Personnel Relations Department

The department conducts an advisory, research, and statistical program concerned with personnel and industrial relations matters. It works on methods of selection, training, and development of personnel, as well as to the matter of wages and working conditions.

Traffic Department

This department is working continually toward improving passenger service, looking for better ways to handle ticketing, baggage handling, and for the shipper, better methods of handling cargo. The interline concept is a part of the Traffic Department's work.

The department is also in charge of coordination with some 3,500 travel agencies, who provide the passenger with tickets and travel information for business or vacation. It takes care of the "paper work" involved in signing agreements with approved travel agents, and also helps protect the public and the airlines from incompetent agents.

Coordinating the development of these procedures is another function of the Traffic Department which publishes and updates the trade practice manual. At the same time, the department is looking for still better ways to make interline reservations faster, and with less chance of error.

The department has a tariff office also, which consolidates, publishes, keeps current and files with the Civil Aeronautics Board all joint rules, passenger fares and cargo rates on behalf of the scheduled airlines, thus enabling the CAB, as well as the public, to deal with one source on tariff matters rather than 60 or more.

One other function of the Traffic Department is promoting and developing the use of air transportation by the various agencies of the Department of Defense. A bureau within the department helps both the carriers and the Department of Defense by facilitating arrangements for group movements of military passengers and cargo by commercial airlines.

The ATA's organizational structure includes an ATA Office of Enforcement which makes certain the hundreds of rules of the Air Traffic Conference that have direct or indirect bearing on the customer are adhered to by the carriers.

The primary role of this office is to prevent breaches before they happen by a continual spot check system, visits to airline offices to observe procedures, and by helping airline personnel interpret the industry-approved resolutions.

Research and Economics

A research and economics staff gathers, analyzes and interprets material regarding the traffic, finances and operations of the airline industry, other forms of transportation and the economy in general. This information is

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BLOCK TO BLOCK

With STAN BRUNT

On January 15 Roanoke, Virginia will become another crew base for Piedmont Airlines Flight Attendants and flight crews. This has been the subject of conversation by Flight Attendants over our system and it now appears that all the moving around that will be necessary has been completed. The Passenger Service Department will be well represented in ROA with three former Winston-Salem flight attendants, **Bob Idol**, **Ken Brock**, and **Johnny Broadstreet**. To complete the ROA complement will be **Alan Kirk** from DCA. With these four teaming up in ROA, I believe the rest of the bases over our system will have to really get on the ball to keep up with them. These four represent a whole lot of service.

While on the ROA subject, I am pleased to announce that **Dick Sorrells**, Division Chief Purser at Washington, will supervise the ROA base.

As a result of the creation of the new ROA base, only one other move will be necessary, that of **Phil Beeson** being transferred from ILM to DCA. I suppose that most of you have already seen the shining face of Alan Kirk, who returned to his old DCA base after a tour of duty with Uncle Sam. As you have already read, Alan has decided to live in ROA, I presume

mainly because he is used to living in the mountainous areas, as his home is right in the middle of the Blue Ridge at Independence, Va. Alan replaced **Don Byrd** in DCA, who has joined Allegheny Airlines as a Ticket Agent. Our best wishes go to Don in his new job.

In the last issue of the Piedmonitor, I mentioned the fact that all the boys in ILM were having quite a bit of luck with their fishing. However, from the last report, Old Man Winter has taken over the scene and the fishermen are sitting beside the fire telling their fish stories. If those stories are anything like **Bill Dolan's** deer story, they will

really be whoppers.

Our congratulations to **Bob Mann**, ILM, on acquiring his instrument flight ticket. While we are congratulating, we couldn't miss the Piedmont ILM bowling team, as they still hold first place in their league.

Our best wishes to **Gene Johnson**, INT, who is being transferred from Airline division to Central Piedmont Aero as a flight instructor. Gene will start his new job January 15.

Only thirty years ago a Douglas M-2, which many carriers used, cost a total of \$11,000. Today one jet costs enough money to purchase a fleet of 454 such planes.

More Posts For "Cabinet"

Jane E. Wauford, Ticket Agent at American Airlines' City Ticket Office in Knoxville, Tenn., sends the following suggestions from the staff there as additions to the "cabinet appointments" appearing in last month's "Thick & Thin" column:

"Secretary of the Interior: Capt. 'Hutch' Hutcheson—he always knows the 'inside story'.

"Kennedy's 1964 Campaign Manager: Capt. 'Pappy' Cottrell—for obvious reasons.

"Secretaries of the Treasury: Capt. Sam Parnell and F/O Bill Martin—they have enough uncirculated coins to restock the entire U. S. Mint.

"Ambassador to the U. N.: Capt. Jimmy Craig—with his disposition and charming smile he could melt even the Russians.

"Commander-in-Chief, Confederate Army—F/A Gene Johnson—a real suth-ern gentleman."

RHIP

The mark of true ability is the capability to get any job done, not just a tougher job.

Much has been said about "R.H.I.P.," or Rank Has Its Privileges, but this latter word could be changed to "responsibilities." As a man advances in position, he does not leave old responsibilities behind him; he acquires new ones in addition to those he already had. And, in this sense of the word, responsibility is not an onerous burden but a call to duty. Piedmont Airlines depends upon you to answer the call.

Usually the tougher jobs go to the higher-ups, or more qualified men. Over a period of time this may fall into a habit pattern whereby certain jobs are associated with certain people. However, the occasion may arise when the job must be done; and the first man available must accomplish it, regardless of his position. Most Piedmont personnel accept this fact. A few seem to feel that certain jobs are below their dignity. This is either false pride or uncertainty as to their true ability.

Ability is a mark of leadership. Getting the job done does not mean that a senior should jump in and do it while juniors watch. It means that he could if it were required. It also means that he can supervise and think the job out.

ATA ELECTS DIRECTORS ...

(Continued from Page One)
president, National Airlines; James W. Austin, president, Northeast Airlines; J. T. Trippe, president, Pan American World Airways; and W. A. Patterson, president, United Air Lines.

The directors' terms are for one year.