

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



Editor: Cleta Marshall

CORRESPONDENTS THIS ISSUE

Bill Pearman, SHD; Frank Reynolds, LYH; Bill Downs, EWN; Bruce Ball, LEX; Farrell Lee, DCA; Ted Farrington, Jr., BLF; Bob Steppe, CVG; Gary Schuman, PKB; Shirley Sword, CMH; Frank Slone, RMT; Jane Griffith, CVG-C

Proper Telephone Technique Vital Link With Customer

Included in the material distributed at the recent Management Meeting was a little booklet on "telephone tips" published by the Chesapeake and Potomac Telephone Co. of Virginia.

It contained a number of timely suggestions on telephone techniques and invited readers to score themselves on how well they measured up to the standards set forth.

Try it yourself. Do you:

- (1) Answer your telephone promptly?
- (2) Greet the caller pleasantly?
- (3) Explain any delays in getting information for the caller?
- (4) Apologize for any mistakes?
- (5) Speak directly into the transmitter and call the customer by name?

Making friends by phone is easy if you will remember to keep your voice clear, pleasant, and interested. In the airline industry the telephone is one of our most vital instruments of communication, and quite often the only contact a passenger has with Piedmont before arriving at the terminal is the call he makes to set up his reservations. If that one call is answered abruptly or handled unpleasantly the future passenger will receive a bad impression which will color his attitude toward the entire company.

Check on your telephoning technique, for as the booklet says, "The impressions we make over the telephone are important... When meeting people face-to-face, poor diction oftentimes may be excused because of a winning smile or personality, but when you talk over the telephone, your voice and your voice alone is you."

Happy Birthdays

AUGUST

(From August 16)

- W. F. Davis, Superin. of Bus. Aircrft., INT-M16
- R. L. Gordon, INT-M16
- R. M. Ross, CVG16
- R. E. Williams, TRI16
- G. A. Burton, DCA17
- A. L. Mills, INT-M17
- E. W. Wilkins, INT-FB17
- Marie Boone, ORF-FB18
- Helen Hull, INT-M18
- K. C. Lineback, Capt., DCA18
- R. L. Nunnery, FAY18
- Jess Cantline, LYH19
- P. E. Voight, ORF19
- T. B. Adams, F.A., INT20
- M. G. Ayers, ROA20
- H. E. Bryant, FAY20
- C. A. Joyce, ILM20
- J. T. Petrou, Parts Sales Rep., AFB20
- R. T. Powell, Sta. Mgr., ECG20
- E. G. Warner, INT-FB20
- D. R. Anderson, IFB21
- R. R. Bennington, FAY21
- D. E. Collins, ROA21
- W. G. Dunn, F/O, ILM21
- G. D. Hedrick, INT-M21
- B. G. McLeod, ROA21
- L. M. Swindell, ORF-FB21
- W. E. Bost, Capt., ROA22
- Rilla Gregg, Sec., INT22
- J. S. Guy, BKW22
- R. J. Holliday, ROA22
- W. B. Johnson, JAMTO, Ft. Bragg22
- L. J. Sessler, ORF-FB22
- W. C. Kyle, Capt., INT23
- C. S. Lipscomb, CRW23
- G. E. Osborne, INT-M23
- S. M. Parnell, Capt., INT23
- Barbara Whitaker, INT-C23
- R. C. Drewry, Chf. Agt., ORF24
- K. R. Lucas, CHO24
- J. T. Raby, INT-M24
- K. N. Smith, ISO25
- H. E. Dull, INT26
- R. H. Easley, Foreman, INT-M26
- Ann Kennedy, INT-P27
- W. O. Tadlock, Dir. Flight Oper., INT27
- H. V. Chambers, INT-M28
- P. S. Beeson, F.A., ILM29

- C. B. Warden, INT-FB29
- B. M. Pack, F/O, CLT30
- Deborah Petrey, CVG30
- B. B. Slaughter, Capt., INT30
- Forest G. Bates, Mgr., Rev. Acctng., INT-A31
- J. D. Brown, F/O, CLT31
- P. E. Davenport, INT-M31
- E. L. Gabriel, AVL31
- T. C. Hopkins, INT-M31
- C. W. Morrison, TRI31
- W. J. Selvia, ROA31

SEPTEMBER

- J. K. Gray, INT1
- M. R. Hollern, CMH1
- D. L. Odum, Capt., ORF1
- Elizabeth Tatum, INT2
- D. K. Carlyle, SDF3
- C. L. Harrell, INT3
- Ella Madge Lanier, CLT-C3
- E. J. Thurber, Capt., ILM3
- Bobby Walls, SDF3
- R. C. Abshire, CRW4
- Iona Carr, ROA5
- C. F. Wiesener, Foreman, INT-FB5
- H. L. Gordon, INT-M6
- J. F. Jackson, ROA6
- G. M. Smith, ISO6
- S. B. Ellis, F/O, INT7
- W. R. Gordon, Sales Rep., INT-CTO7
- J. P. Lockamy, ROA7
- D. M. Vance, ROA7
- Jack Brandon, Sta. Mgr., INT-F8
- Delores Duff, LYH8
- R. G. Russell, INT-M8
- Marilyn Eastes, DCA9
- E. S. Gibbs, Capt., INT9
- G. W. Hauser, INT-M9
- W. F. King, INT-M9
- J. R. Moran, F. A., ROA9
- P. W. Swaim, INT-M9
- Wilma Cook, Sec., INT10
- R. L. Evans, F.A., INT10
- R. R. Griffith, F/O, ROA10
- W. H. Allen, Sta. Mgr., ISO11
- E. E. Benton, Chf. Agt., ILM11
- H. W. Butner, INT-FB11
- D. L. Caudle, F.A., ILM11
- B. R. Idol, F.A., ROA11
- A. J. Page, Capt., ILM11
- C. E. Shore, GSO11
- B. R. Barnes, F/O, INT12

D. R. "Red" Willard Has New Maintenance Duties

"Red" Willard has transferred to the airline maintenance division as Power Plant Analyst, according to announcement by Vice President R. S. Northington.

His new duties will include the study and solution of engine problems. Charles W. Bryant has been named to replace Willard as Superintendent of the Engine Overhaul Shop.

Willard will soon be Piedmont's fifth twenty-year man, since he is due to receive his diamond-jeweled pin in February, 1962.

He joined the company in 1942 as a Mechanic's Helper. After a year at INT he received his A. and E. license and was transferred to Greensboro where he was in charge of maintenance. He later returned to Winston-Salem as Foreman of the Engine Shop.

A native of Winston-Salem, he attended public schools in that city, studying engineering and, after graduation, chemistry and mathematics.

"Red's" hobby of model airplane building has gained him national recognition. His scale model of a Capital Airlines Viscount has won top honors in every exhibition, and more recently, on June 10 his speed model airplane set a new world's record of 154.33 miles per hour.



D. R. Willard is shown receiving his fifteen-year pin from President T. H. Davis. The scene will be re-enacted next February as Willard receives his twenty-year emblem.

- W. E. Walker, CHO20
- M. O. Everhart, INT-C21
- R. S. Jackson, INT21
- H. W. Kelly, INT21
- D. W. Lord, DCA21
- L. W. McNames, Dir. of Flight Standards, INT21
- R. V. Moore, Sta. Mgr., GSO21
- J. F. Gallaher, DCA22
- C. G. Kiger, Asst. Mgr., LYH22
- R. L. McAlphin, Mgr., Space Control, INT22
- T. F. Sizemore, INT22
- G. W. Ketner, INT-M23
- R. S. Macklin, Tech. Adv. to Dir. of Maint. & Engrg., INT23
- R. L. Martin, ROA23
- A. W. Almond, ROA-M24
- J. R. Johnson, F.A., DCA24
- A. S. Wingfield, INT24
- J. Z. Christenbury, INT-M25
- Frances Hand, Sec., INT26
- R. E. Sudderth, DCA26
- H. M. Wooten, INT-M26
- T. L. Zabawchuk, ISO26
- J. W. Gillespie, INT-M27
- Peter P. Jones, Div. Sta. Superv., ILM27
- R. E. Fox, DCA28
- J. A. Rehder, Supt. of Line Maint., ROA28
- J. R. Schriver, F/O, TYS28
- D. M. Shanks, Sta. Mgr., PKB28
- W. B. Haithcock, INT-C29
- E. H. Land, INT-A29
- G. A. Collins, ROA30
- C. E. Ficke, CVG30
- Margaret Franklin, ROA-CTO30
- A. L. Huddleston, Div. Chf. Purser, ILM30

Congrats

10 YEARS SERVICE

- Virginia Black, Agt., Lex, Aug. 1
- O. B. Miller, Ld. Mech., INT-M, Aug. 20
- Kenneth Lineback, Res. Capt., DCA, Aug. 23
- Edward Settle, F/O, INT, Aug. 23
- Carl Martin, F/O, ROA, Aug. 28

5 YEARS SERVICE

- C. L. Smith, Agt., SDF, Aug. 2
- Acie W. Dillon, Jr. Mech., INT-FB, Aug. 6
- Eugene McBride, Mech. Spec., INT-M, Aug. 8
- Hannon Chambers, Cleaner, INT-M, Aug. 13
- Bobby Shelton, Jr. Mech., INT-M, Aug. 13
- James Miller, Mech. Spec., INT, Aug. 22
- James Fulwood, Cleaner, INT-M, Aug. 23

THE SECRETARY'S DAY

A.M.

"He hasn't come in yet."
"I expect him in any minute."
"He just sent word he'll be a little late."
"He's been in, but he went out again."
"He's gone to lunch."

P.M.

"I expect him in any minute."
"He hasn't come back yet. Can I take a message?"
"He's somewhere in the building. His hat is here."
"Yes, he was in, but he went out again."
"I don't know whether he'll be back or not."
"No, he's gone for the day."
—Winston Wachovian

* * *

An airline spare part with a \$120 price tag costs \$6 to store for a year plus a loss of \$7.20 in interest on the money tied up in the part. But the delay of one flight for lack of the part might cost the airline \$6,000.

* * *

The mechanisms of jet liners are constructed to such fine tolerances that they can pass in a few minutes from tropical conditions on the ground to deep-freeze level of -50° and more in the upper atmosphere, and still function properly.



"Invest in U. S. Government Bonds," says TV star Nick Adams. You'll benefit while helping to keep your country strong.