

Happy Birthday's

(Continued from Page Two)

Carole Shaw, Stewardess, ORF	2
R. L. Sutton, INT	2
H. K. Trail, CHO	3
Audrey Callahan, ROA	4
W. Davis, M-INT	4
J. A. Duckett, TYS	4
C. D. Gordon, F/O, ORF	4
J. W. Holton, Capt., INT	4
R. N. Jarvis, AVL	4
J. M. Redmon, INT-FB	4
J. W. Dallas, SHD	5
C. M. Johnson, DCA	5
F. L. Kaminsky, ROA	5
J. C. Livengood, INT	5
J. S. Lloyd, INT	5
L. R. Pickel, TRI	5
C. J. Redburn, Capt., ROA	5
G. A. Scherer, Jr., BAL	5
G. W. Barger, RIC	6
Margaret Christensen, INT-FB	6
J. H. Collins, INT	6
H. G. Van Huss, TRI	6
E. D. Atkins, INT	7
R. A. Beard, FAY	7
W. D. Carico, ROA	7
C. R. Lambert, Purser, ILM	7
C. T. Redmon, INT	7
M. B. Bullard, Jr., SOP	8
G. C. Sturgill, Jr., F/O, ROA	8
F. L. Finley, INT	8
E. J. Kutilek, F/O, DCA	9
B. E. L. Heath, INT	10
W. R. Isenberg, Sta. Mgr., HKY	10
M. D. Keever, HKY	10
Joyce Reinhardt, ROA	10
Linda Snow, INT-P	10
J. Y. Spencer, F/O, INT	10
J. A. Taylor, INT-FB	10
C. C. Vogler, CPA	10
C. K. Brock, Purser, ROA	11
H. R. Buffin, LEX	11
Mary Carson, INT-A	11
C. L. Martin, III, ROA	11
R. C. Shanks, SDF	11
W. H. Taylor, CAE	11
A. N. Booth, F/O, DCA	12
G. C. Deisher, ROA	12
Jean Dial, ROA	12
O. R. Dietz, Purser, INT	12
W. D. Hall, INT-M	12
Carol Johnson, INT-M	12
B. L. Padgett, ILM	12
W. M. Shelton, INT	12
R. A. Brown, INT-M	13
P. N. Masterson, SDF	13
R. K. Waugh, HSP	13
B. Eaton, RDU	14
Kay Kratz, Stewardess, DCA	14
C. R. Young, INT	14
C. G. Brown, V-Pres., INT	15
L. L. Fermeck, INT	15

D. W. Hollar, INT-FB	15
W. T. Hurst, F/O, ATL	15
J. K. McGee, INT-A	15
Faye Platt, INT-FB	15
H. T. Robbins, INT-M	15
J. W. Starr, TRI	15
W. A. Wirt, DCA	15
G. E. Clay, LYH	16
D. L. Patterson, TYS	16
B. H. Crumley, TRI	16
V. E. McCord, Jr., MBC	17
W. P. Wallace, GSO	17
R. S. Welfare, Crew Co-ord., INT	17
J. C. Brumfield, Jr., HTS	18
G. R. Cannon, HKY	18
R. R. Carter, INT	18
A. J. Garrett, F/A, ILM	18
D. K. Jones, MBC	18
R. J. Miller, F/O, DCA	18
Jo Ann Cromer, INT	19
E. P. Whitacre, AVL	19
J. E. Davis, SDF	20
L. M. Shelton, Jr., INT	20
A. O. Smith, INT-M	20
J. O. Adkins, INT-FB	21
L. H. Hand, INT	21
R. F. Highsmith, INT	21
L. C. Hundley, CVG-F	21
W. R. Lam, ROA	21
J. H. High, F/O, ROA	22
H. W. Lewis, Jr., BAL	22
F. L. Reynolds, LYH	22
A. O. Bailey, ATL	23
L. E. Kile, F/O, ATL	23
G. W. Lancaster, F/A, ILM	23
L. M. Overbay, INT	23
R. H. Reed, Dir.-Cargo Services, INT	23
E. F. Rivenbark, ILM	23
R. L. Faulkner, ROA	24
R. W. McCormick, INT	24
Carolyn Pearson, TRI	24
I. Coleman, DCA	25
Thelma Davis, Supv. Charter & Conv. Sales, INT	25
Margaret McAdam, ORF-CTO	25
J. B. Moore, INT	25
J. S. Guranus, Mgr., JAMTO, CIN	26
J. V. Tuttle, INT	26
R. W. White, INT	26
R. E. Davis, INT-M	27
R. J. Ellis, INT	27
R. A. Hagans, Capt., ATL	27
B. D. Lance, INT	27
V. T. Chitty, INT-FB	28
J. S. Blackwelder, INT	29
G. W. Stratton, Capt., ORF	29
R. Turner, Aircraft Salesman, ORF-FB	29
K. C. Whapham, INT	29
C. S. Melvin, Jr., FAY	30
R. D. Nance, Capt., ATL	30
R. J. Pruhs, ORF-FB	30
D. S. Tuel, ORF	30

ATA Speaks For All Airlines

Have you ever thought it unusual that the airlines, highly competitive in many respects, are lined up side by side in most airports and travel agencies? The ticket counters all look about the same. Tickets, too, are alike, and what's more, a ticket issued by one airline may be good for continuing passage on another airline.

This type of cooperation among the various air carriers is facilitated by an organization known as the ATA, or Air Transport Association. What is the ATA? It is the airlines themselves. In December of 1936, at a meeting in Chicago, Illinois, the airlines banded together in an association dedicated "to do all things tending to promote the betterment of airline business and, in general, to do everything in its power to best serve the interest and welfare of the members of this Association and the public at large."

Unlike the CAB and the FAA, the ATA is not a regulatory agency of the government. Rather it is an association of all the airlines intended to provide a "conference table" whereby the airlines can reach agreements among themselves to provide more efficient service to the public. In addition, such an association is able to speak on behalf of the entire airline industry about matters of mutual interest. The combined airlines can speak with a much stronger voice than a single organization. In a sense, ATA provides the airlines with an internal self-government.

Most of the work of the ATA is done through two conferences, Traffic and Operations. These conferences in turn appoint committees to study issues and make recommendations to the general conference. All final decisions must be unanimous; thus, each airline has an equal voice.

The administrative set up of the ATA includes an Operations and Engineering Department, concerned with air safety and efficiency; a Finance and Ac-

counting Department which handles distribution of revenue when passengers use more than one airline in the course of a trip; the Personnel Relations Department, which, through investigation and recommendation, assures a certain amount of uniformity of job qualifications, working conditions, and wages among the various airlines; and a Traffic Department, which is constantly searching for better, more efficient ways to handle such perennial problems as ticketing and baggage checks.

In addition, there is a Research and Economics Staff, a Legal Department, a Public Affairs Department (dealing with air transportation at the local and state levels), and a Federal Affairs Department. The Federal Affairs Department is very important as a liaison between the industry as a whole and the federal government. It always acts in the interests of the airlines with regard to any federal legislation.

Finally, a Public Relations Department provides a multitude of information on various aspects of airline industry for members of the industry as well as for the general public.

An example of the ATA's work is the co-operative effort of the airlines which allows baggage checked at one point to be transferred to other airlines in the course of a trip without being rechecked. Similarly, the ATA has now set up ARCH (Airline Baggage Recovery Clearing House), which uses the latest electronic telecommunications equipment to link all major airlines into a nationwide teletype hookup to a central clearing house for information concerning misrouted bags. The system greatly speeds recovery of lost luggage. ATA has also initiated

a blank ticket which, in the near future, will serve for all airlines, and which will eliminate for travel agencies some of the risk of having large quantities of several airlines' ticket stock on hand.

Through the ATA, the airlines are working on hundreds of specific problems and objectives to better service their passengers, shippers and the nation.

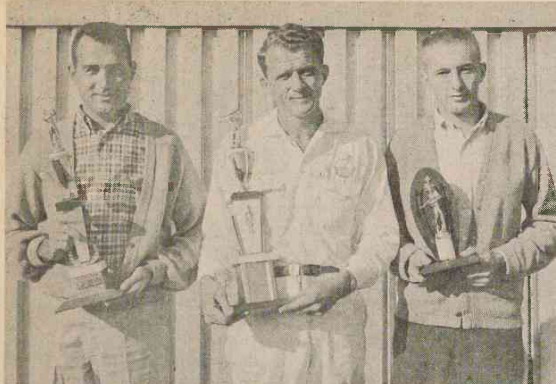
ALTA Serves Regional Airlines

ALTA, or the Association of Local Transport Airlines, is intended to supplement the activities of the Air Transport Association. Like the ATA, it has as its goal the adoption of policies and procedures which will improve efficiency and safety among the air carriers, and which will be proposed and adopted by the carriers themselves.

Through the efforts of ALTA, for instance, a Fly-All-the-Way Plan was initiated. Under the plan, foreign visitors can purchase unlimited air travel via the local service carriers for a bulk rate of \$100 for 15 days travel or \$200 for 45 days of travel.

General management and control of the association is entrusted to a board of directors made up of nine presidents of member airlines. An executive Director co-ordinates the work of the Association and calls for meetings of the board. He administers funds according to the wishes of the board.

In all its activities, ALTA attempts "to promote and protect the general welfare of the members of this Association, of the industry, and of the public at large, in a manner consistent with the purposes of this Association."



Tournament winners proudly show off their trophies. Left to right are second flight winner, Jim Pfaff, first flight winner and new champ, Jim Messick, and fourth flight winner, Homer Gordon.



The fisherman is R. C. Rothrock, INT. The fish is a 40 pound drum fish caught in Drum Inlet off Davis Island in North Carolina.

INT HAS NEW GOLF CHAMP

Jim Messick became INT's new golf champ at the annual golf tournament held at the Hillcrest Golf Course September 26. The 29 entrants played 36 holes to compete for honors in four flights. In the first flight, Messick's total score of 164 gave him a three stroke lead over the runner up and defending champ, J. B. Morefield, whose total score was 167.

Other flight winners were Jim Pfaff, second flight, with a score of 181; L. J. Lambert, third flight, with a total of 199; and Homer Gordon, fourth flight, with a 205.

The first tournament was held last year. It is hoped that the event will be an annual one.

Around The System

NEW EMPLOYEES

- J. A. Edwards, Cleaner, INT-M
- Marie Brown, Stenographer, Jr., INT-FB
- Gayle Honeycutt, Communicationist, INT
- E. A. Baker, Flight Instr., INT-CPA
- J. D. Clark, Stewardess, ATL
- B. L. Fantasia, Stewardess, INT
- P. J. Fredell, Stewardess, TYS
- S. K. Howell, Stewardess, ATL
- L. S. Mellons, Stewardess, ATL
- P. L. Myers, Stewardess, INT
- B. K. Peters, Stewardess, ATL
- J. C. Roop, Stewardess, INT
- N. J. Rowland, Stewardess, ILM
- J. T. Fields, Clerk, INT
- H. A. Miller, Agt.-Oper., DCA
- J. R. Taylor, Agt.-Oper., CIT
- L. E. Trivette, Lineman, INT
- W. L. Sullivan, Agt.-Oper., FAY
- P. D. Camp, Agt.-Res., ATL
- T. W. Bagland, Agt.-Oper., DCA
- C. W. Short, Agt.-Oper., DCA
- E. S. Legge, Line Serviceman, ORF-FB
- F. R. Moss, Line Serviceman, ORF-FB
- L. E. Peddycord, Jr. Acct., INT-A
- Betty Hampton, INT Switchboard Oper.
- R. E. Davis, Clerk, INT-M
- D. J. Ames, Agt.-Oper., ATL
- B. T. Barronton, Agt.-Oper., ATL
- J. L. Bell, Agt.-Oper., ATL
- J. M. Blackwood, Jr., Agt.-Oper., ROA
- R. E. Huntley, Agt.-Res., CVG
- H. F. Lanham, Agt.-Oper., DCA
- F. C. Mercer, Flt. Instr., INT-CPA
- L. E. Faw, Jr. Key Punch Oper., INT
- L. W. Sweigart, Tab. Mach. Oper., INT
- J. O. Fritts, Jr. Stock Clk., INT

TRANSFERS

- J. M. Higgins, Jr. Prod. Contrl. Clk., INT
- Brenda Adams, Stewardess, INT
- Margaret Craig, Stewardess, INT
- Susan Davis, Stewardess, ATL
- George Gwinn, Flt. Inst., INT-CPA
- K. H. Galliher, Jr. Acct., ROA
- J. E. Mitchell, Jr. Gen. Clk., ORF-FB
- L. A. Works, Util. Ser. Man, INT
- Leander Walker, Cleaner, INT
- L. R. Carter, Line Serviceman, ORF-FB
- R. D. Gano, Line Serviceman, ORF-FB
- A. L. Kiser, Communicationist, INT
- Susan C. Blankenship, Agt.-Res., ROA
- A. W. Carter, III, Agt.-Oper., ATL
- F. E. Woodruff, Agt.-Oper., MBC
- Sonya Fortin, Jr. Secretary, INT
- J. R. Nelson, F/O Trainee, INT
- Rachel Perkins, Stewardess, ROA
- Karen Webb, Stewardess, ATL
- Billie Spencer, Agt.-Oper., INT-FB
- L. J. Kondor, Jr. Mech., DCA
- R. L. Moser, Util. Ser. Man, SDF
- H. J. Kamps, Pilot, ORF-FB
- M. R. Kerchenko, Jr. Radio Tech., DCA
- H. L. Gilpin, Agt.-Oper., PHF
- C. D. Hansen, Agt.-Reserv., ORF
- W. J. Moriarty, Agt.-Oper., DCA
- W. G. Walker, Agt.-Oper., RIC

PROMOTIONS

- C. B. Morris, to Lead Agent, DCA
- C. T. Ayers, to Supt. of Engineering
- C. D. Gordon, F/A to F/O
- A. J. Auman, F/A to F/O
- W. H. Durbin, F/A to F/O
- P. S. Beeson, F/A to F/O
- J. K. Combs, F/A to F/O
- J. L. Tate, F/A to F/O
- G. D. Hedrick, Mech. to F/O
- K. D. Oakley to Sr. Radio Tech., INT
- J. A. Beck to Lead Agt., DCA-CTO
- A. O. Bailey to Sr. Mech., ATL
- J. T. Faulkner to Mech., ATL
- H. D. Campbell to Mech., INT
- A. S. Wingfield to Lead Mech., INT
- P. S. Snell to Capt., ATL
- B. G. Watts to F/O, INT
- J. P. Davis to Mech., INT
- R. C. McLean to Mech., INT
- R. L. Sutton to Mech., INT
- W. D. Hall to Sr. Mech., INT

PIEDMONT POSTMAN

(Continued from Page Two)

I was glad I had to stay over. Thursday, I called in the afternoon, and, not giving my name as I figured it would be pointless, asked about the opportunity for a C-3 rider on flight 106. A young lady answered and calling me by name said, "You have an excellent chance tonight." Nearer the time for departure, I called again for a last minute check. Mr. Gentry answered this time and, also calling my name, said there was room.

It may be that the older we get the more susceptible we are to flattery, if courtesy may be called flattery. I am 77 years old and the pass was obtained for me through my son who works for Eastern. Thanks again for selecting such courteous and nice people to handle your Asheville, N. C., office.

Sincerely,
W. O. B.