

THE PIEDMONITOR

Piedmont Aviation, Inc.

Smith Reynolds Airport
Winston-Salem, N. C.

Betsy Allen, Editor



Editorial

The Nice Customer

I'm a nice customer. You all know me. I'm the one who never complains no matter what kind of service I get. I'll ride your airline and I'll sit while the hostess gossips with the agents or crew and never bothers to look and see to my comfort or ignores my questions concerning the delay of which we were never advised. Sometimes someone who gets on is younger, or is dressed nicer, gets the extra touch of service I read about.

If the snacks are old and stale or the cream sour, whatever happens, I try to be nice about it.

It's the same when I go to your ticket counter to pay for passage. I try to be thoughtful of the other person. If I get a snooty salesperson who gets nettled because I want to look at several schedules before I make up my mind, I'm polite as can be. I don't believe rudeness in return is the answer. You might say I wasn't raised that way.

And it's seldom I mention the overcharges. I've found people are just about always disagreeable to me when I do. Life is too short for indulging in these unpleasant little skirmishes for the sake of a dollar.

I brought back a damaged bag once. I certainly hated to do it, but I thought maybe they knew where to send it and I could pay for having it repaired. But, I didn't even get a chance to tell them this. They were too busy telling me I had damaged it myself.

I never kick, I never nag, I never criticize and I wouldn't dream of making a scene as I've seen other people doing in public places. I think that's awful.

NO, I'M THE NICE CUSTOMER.

And, I'll tell you what else I am — **I'M THE CUSTOMER WHO NEVER COMES BACK!**

That's my little revenge for getting pushed around too much. That's why I take whatever you hand out because I know I'm not coming back. It's true that this way doesn't relieve my feelings right off, as telling you what I think of you would, but in the long run, it's far more deadly revenge.

In fact a nice customer like myself, multiplied by others of my kind, can just about ruin an airline. And there are a lot of nice people in the world — just like me. When we get pushed far enough we go down the lobby of your terminal to another airline where they're smart enough to hire help who appreciate nice customers. Together, we do you out of millions every year.

He laughs best, they say, who laughs last. I laugh when I see you so frantically spending your money on advertising to get me back, when you could have had me in the first place for a few kind words and a smile.

I laugh when I see you've had to close down your operations. Ghoulish of me, isn't it?

In fact, I'll bet you don't think I'm quite so nice by now for a smiling, timid polite little person. I can be pretty devastating, can't I?

Did I say nice? Oh, I'm sorry, it's all my fault. I should have told you in the first place, I'm not really nice at all. Devastating, deadly and dangerous, that's me.

—borrowed

Congrats

25 YEARS

R. A. Meyers—Ld. Mech., INT

20 YEARS

H. G. McMahan—Fleet Service, INT

Ben H. Dunne—Sr. Draftsman, INT

15 YEARS

W. F. Matthews—Capt., DCA

P. N. Masterson—Ld. Agent, SDF

C. R. Bowers—Chief Agent, ROA

J. H. Hughes—Chief Agent, SDF

10 YEARS

W. A. Grubbs—Sales Rep., CRW

G. E. Price—Acct. Supvr., INT

N. B. Hurley—Agent, Ft. Jack, JAMTO

D. E. Stewart—Print Shop Supvr., INT

J. C. Vilella—Agent, CVG

L. E. Beach—Agent, SDF

5 YEARS

W. R. Goolsby—Agent, ISO

H. D. Brannock—Mech. Spec., INT

E. G. Linville—Mech., INT

H. F. Carr—Agent, ROA

A. V. DiGiulio—Sr. Mech., CVG

D. S. Fahnestock—Sr. Mech., DCA

Jean Hills—Agent, INT

R. B. Pleasants, Jr.—Sr. Mech., DCA

J. D. Adams—Jr. Mech., TYS

O. S. Motsinger—Util. Srvmn., INT

F. H. Purcell—Sr. Radio Tech., CVG

M. W. Smith—Sr. Stk. Clk., INT

C. L. Price—Agent, ATL

Annette James—Stewardess, ILM

J. M. Blackwood, Jr.—Agent, ROA

D. W. Green—Sr. Spec., INT

C. M. Stamps—Fleet Serv., INT

Around the System

PROMOTIONS

P. D. Bennett—to Acct. Clk., Jr., INT

B. R. Britt—to Sr. Radio Tech., SDF

L. V. Brown—Sr. Spec., ROA

J. B. Catlin—to Sr. Ops. Clerk, INT

S. Day—to Chief Agent, CLT

J. J. Hall—to Ld. Mech., INT

L. C. Howell—to Jr. Radio Tech., ROA

C. R. Hickson—to Util. Serv., ROA

C. E. Jarrett—to Mech. Spec., INT

J. E. Marion—to Sr. Ops. Clerk, INT

W. D. Rhodes—to Sr. Radio Tech., ROA

R. H. Rogers, Jr.—to Ld. Agent-Air Freight, ILM

S. M. Russell—Accounting Clerk, Sr., INT

A. O. Smith—to Coordinator Maint. Programs, INT

K. Snow—to Sr. Spec., INT

M. F. Stuck—to Act. Ld. Mech., DCA

J. L. Tedder—to Gen. Clk., Sr., INT

W. E. Walker—Ld. Agent-Ticket Counter, CHO

S. J. Williard—to Radio Tech., INT

TRANSFERS

C. S. Aaron—ORF to INT-CRO

A. H. Cashion—RDU to INT-CRO

D. R. Chinn—INT to CVG

J. E. Garland—DCA to BNA

R. M. Leedy—BNA to INT-CRO

J. E. Nelson, Jr.—ROA to MDW

G. A. Perry—RDU to INT-CRO

C. C. Smith—MDW to ROA

HOW GOES IT?

Mechanically speaking the May statistics revealed the following:

Mechanical Dispatch Reliability	Actual	Forecast
FH-227	99.2%	99.4%
YS-11A	98.9%	99.0%
B-737	98.3%	99.0%

On-Time Performance of flights operated not more than 15 minutes late 72.3%

Load Factor	Actual	Quota Forecast
	46.82%	48.18%

Growth In 70's Is FAA Forecast

The decade of the 1970's will see the aviation industry returning to a more normal and sustainable, but still vigorous, rate of growth than that experienced in recent years, the Federal Aviation Administration of the Department of Transportation reported in its recent multi-year "Aviation Forecasts."

According to the report, which covers the fiscal year period 1970-1981, the number of passengers carried by U. S. carriers in scheduled service will grow after 1971 at an average rate of 12 per cent annually, following a two year leveling-off period in which the growth rate will be between eight and nine per cent annually.

This 12 per cent growth figure is more than double that forecast for the rest of the national economy, but below the 18 per cent annual rate experienced during the last four fiscal years, 1965-1969. The report says the 18 per cent rate resulted from a combination of factors such as the unusually high rate of growth in the nation's economy, the war in Vietnam, and a sharp decline in the average passenger fare.

The number of passengers carried by U. S. scheduled carriers

PASS RIDERS

(Continued from Page One)

Piedmont when you travel on a pass, even when on vacation, you are expected to dress in good taste, demonstrate your best manners and exercise discretion at all times.

RECORD MAY

(Continued from Page One)

This total represents a record number of passengers carried during one month in the history of the Company. The previous record was for June, 1969 when 225,808 passengers flew the Pacemaker routes.

will reach 522 million in 1981, the report says. This is more than triple the 1969 total of 168 million. Domestic travel will account for 460 million of 1981 total with international travel accounting for the remaining 62 million.

Revenue passenger miles flown by U. S. scheduled carriers will experience a similar growth, the report predicts, going from 120 billion in 1969 to 450 billion in 1981.

FAA air traffic predictions are used by the agency to plan its aviation facilities and services during the next decade. A limited number of free copies of "Aviation Forecasts, Fiscal Years 1970-1981" can be obtained by writing to the FAA, TAD-484.3, 800 Independence Ave. S.W., Washington, D. C. 20590. Requests should be accompanied by a self-addressed mailing label.



AMONG THE RECENT VISITORS to Lockheed were five Piedmont agents from Roanoke. They had written the manufacturer asking about the possibility of touring the giant C5A. Their reply was far beyond what they had expected. They were invited not only to tour the airplane but also to see the enormous assembly complex. Three of the, all but overwhelmed visitors, are shown here. They are, from left, Lewis Jenkins, Bob Wampler and Steve Bowles. The others who went were John Murphy and Jim Starkey.