

PIEDMONT AIRLINES
Winston-Salem, North Carolina

WEEKLY TRAFFIC MEMORANDUM #5

August 9, 1948

I. TT CIRCUIT

All of you are doing much better on the TT circuit. I am glad that this is true as the TT is of vital importance to the good health of our airline. Here are three other suggestions that will keep us healthy:

1. Write out messages before sending. Give them some thought. Put yourself in the place of the fellow who is going to receive the message.
2. Use standard abbreviations. Be sure they are right. Use them more.
3. To All Managers: Make a practice of going through the previous day's messages, picking out and pointing out the useless words and the short-cuts that should have been used. Use care. Do not cut out necessary wordage.

II. DISPLAY POSTERS

Several weeks ago a limited supply of baggage posters was sent to each station. By Traffic Memorandum #2 you were advised that an additional supply was on hand here and that additional posters could be had by requisitioning by memo to Mr. Gordon Brown. So far only two stations have asked for more. Fellows, these posters are valuable sales tools which will help all of us. Let's use them. Get them out of your offices. Get them in places where they will do the most good. Ask for more if you can use them.

III. ON-LINE TICKETS (FORM P-1)

Be sure, when filling these tickets out, that an indelible pencil or ink is used. Do not use regular pencil as they can very easily be changed.

IV. DAMAGED BAGS

So far, all of you have done a swell job insofar as handling of baggage is concerned. We have had very few reports of damage; however, we have just recently had two cases where we will most likely have to pay for the bags. Just a word of warning--let's all be careful when loading or unloading baggage. When a bag is damaged, be sure to make a report of same.

V. BAGGAGE STICKERS

At the present time, we are out of these stickers. We are trying to get one that will be a little smaller and of much better quality. You will be advised as soon as they are available.