

PIEDMONT AIRLINES  
Winston-Salem, North Carolina

WEEKLY TRAFFIC MEMORANDUM #11

September 20, 1948

1. A concentrated effort is being made in order to build a good, live mailing list. We feel that, by using direct mail, we can reach the greatest number of people the quickest and most economically. Therefore, it is requested that any station having a list that we may not have here, please make a copy of your list and forward to this office. Please do this right away.
2. LOADING CHART FOR 384 - A new Loading Chart is being worked up restricting 384 to 24 passengers. As soon as it is effective, you will be able to use the rear baggage compartment more. I am sure that you will agree that this will be a great help. ?
3. HOTEL RESERVATIONS - Now that this "Another Piedmont Service" has been in effect for several days, I would like to have your comments as to how it is working, what the passengers think about it, etc. Be sure that the small easel-type ticket counter poster is properly displayed. If you do not have one, please requisition immediately. I am sure that all stations realize that we have a wonderful opportunity to capitalize on this service, not only with our passengers, but also with the hotels. As you know, a great many of the hotels have shown great interest in this plan. Remember--the hotels can and will be a great help to us provided we are all courteous and efficient in our dealings with them. Don't forget to cancel reservations promptly when applicable.
3. It has been noted that many of the stations are not keeping a strict radio log in their stations. If you are not logging everything that is said between the ground station and the aircraft, you are in serious violation of the F.C.C. and the C.A.A. So let's take stock on this item, and if you are at fault, get behind it before you get yourself in trouble.

Another thing along this line is to never let the original logs leave your station. If it becomes necessary to turn this information over to FCC, CAA or the home office, be sure to keep the originals in your file and make copies to send out if requested.

In the very near future we will have a new log sheet out so you may keep a penciled "running log" for the entire day of all ship contacts on a continuous sheet of paper. We feel that a more accurate log will be kept if this procedure is followed. You will be advised when to start this running log.

4. All types of delays are being recorded daily and a careful study is being made here. In order to prevent hearing too much about this in the future, it is suggested that you start studying the delay situation at your station.

A MANAGERS' MEETING IS BEING PLANNED FOR  
OCTOBER 19 and 20th. MORE ABOUT THIS LATER.

LWG/bbf

