

PIEDMONT AIRLINES
Winston-Salem, North Carolina

WEEKLY TRAFFIC MEMORANDUM #17

November 9, 1948

1. HATS OFF TO NEW BERN! Twenty-one full-grown revenue passengers boarded Trip 21-5. Now that's real good going, and word comes from the New Bern boys that they are just getting started now that Cherry Point has found out that there is an airline operating through their section. Congratulations! That's mighty fine. Keep it up.
2. NOVEMBER 1 SCHEDULE FOLDERS - A supply of schedule folders has been forwarded each station. I realize that in most cases the number already sent you is inadequate to fulfill your requirements. Although we want you to have an ample supply of these folders, we must use them wisely and without waste. All managers are requested to give some thought to the number of additional copies needed for the balance of this month and requisition that number. (Do not use TT, please.)

The TT use has improved. Let's keep it that way.

3. TARIFF REVISIONS - Recently, considerable confusion has resulted because, in several instances, a revised Rules or Fares page has been received by our stations after the effective date. We have not been alone in this trouble. All other carriers have experienced the same difficulty. Everything possible is being done by the Tariff Section of the Air Traffic Conference to prevent this from happening again. Improvement has already been shown and should continue. Now let us all pay strict attention to revisions and give them the proper handling.
4. DELAYS - We fully realize that, recently, there have been a number of serious delays beyond your control, and we well understand the burdens and headaches that they have caused you; however, don't let this affect the wonderful job you have done so far in continuing to get them in and out in the allotted time or less. That minute or two saved at your station is still tremendously important.
5. ADDITIONAL TIME OFF - As in the past, with the coming of the winter season, we have found and will continue to find that there will be periods of weather that will prevent operation into your station. You managers should remember that this is an excellent time to repay your personnel and yourselves, too, for some of the long hours put in. It is suggested that you plan your work so as to cover these periods when operation into your station is definitely out so as to require only a minimum of personnel.
6. FAMILY PLAN - The boys of American Airlines are extremely enthusiastic about their "Family Travel Plan" which they started about a month ago. Walter Sternberg, American's Vice President of Sales, says that their load factors have been higher and the revenue figures greater since the "Family Plan" went into effect. All stations should receive posters pertaining to the "Family Plan" about the middle of next week. All of you will have large newspaper ads beginning on or about the 17th, and we feel sure that we shall experience an increase in both passengers and revenue from this source.
7. BAGGAGE MISHANDLINGS - This will sound different -- Recently the baggage mishandlings have been reduced considerably. This means only one thing--that all of you fellows have been paying particular attention to the handling of baggage. Please keep up the good work.