

m. Davis

PIEDMONT AIRLINES
Winston-Salem, North Carolina

TRAFFIC MEMORANDUM NO. 41

February 7, 1950

1. WEATHER - We all feel better when the sun is shining. Around INTE one does not need to study a WX map, read the flight forecast or look outside to tell what the WX is, just look around at your fellow workers. We in the airline business tend to reflect the WX and its changes in our faces and it's effects are apt to creep into our telephone conversations and personal contacts with the general public. We must all guard against this, as our reactions to unfavorable flying WX today can and does lose prospective passengers for tomorrow, next week or next month. I am sure that none of us would think of doing this, therefore, let's all remember to THINK when discussing our operations in reference to WX. Always use the term "Unfavorable flying weather" - never "Bad WX". Never say or insinuate "It looks as though we are in for a bad siege of it" or "This WX is driving us nuts" or "Last January was bad, too", or the like. Remarks such as these are harmful. Let's THINK.

2. A REVIEW IN THINKING -

- (1) Always remember that you as an airline employee are a servant of the public.
- (2) Always offer friendly personalized service to everyone.
- (3) Be sure that the information you give out is accurate.
- (4) Continue to quote the most direct airline routing.
- (5) Always give the passenger the most economic routing.
- (6) Think for the passenger without his knowing it.
- (7) Always use the passenger's name whenever possible.

Review these seven rules often and follow them. They will pay off and you will be more valuable to PAI. You will feel better knowing that you are doing the job well. All of you are cordially invited to spend some time in INTR. You will note with pleasure that the above rules are being PROPERLY ADHERED TO.

3. AIR COACH - Remembering that we are to give the passenger the most direct and most economical routing (Items 4 & 5 above), you must know as much as possible about air coach schedules and fares. The schedules in your Aviation Guide can be relied upon and can be quoted without hesitation, however, the fares

are not in Agent Redfern's Tariff and I feel that we should not use any other source for quoting fares for the present. You may advise the passenger that the Aviation Guide lists the fares as such and such and you feel that it is correct, but we cannot issue tickets on air coach. Be sure to advise passenger that he may pick up ticket at the local Ticket Office of airline concerned (if any) or at the first Ticket Office of the airline where the passenger will be and may contact. **FOR THE PRESENT DO NOT ISSUE COACH TICKETS BUT BE ABLE TO GIVE THE CORRECT INFORMATION TO PASSENGERS.**

4. AIRLINES SET SAFETY RECORD IN 1949.

Attached is a copy of release from ATA which gives concrete evidence of the safety of the airlines during 1949. Read it and use it wisely. This will not rid all people of their fear, but if we all use it and its information properly, it will help. All modes of transportation have their accident problems. The airlines being the newest form of travel is hit hardest because of the wide publicity given air accidents, no matter where they happen. We must face the problem and combat it at every opportunity with the facts and figures. A British publication recently declared, "Indeed, in the United States last year statistics show that there were more people kicked to death by donkeys than were killed in Air Transport." The donkeys did not make the "papers".

5. PAI SCHEDULES - It was a great pleasure to be able to button up the March 1 schedule in January. I have had no adverse comments from anyone, therefore, I assume that everyone is happy. The proposed April 1 schedule will be circulated within the next few days. These will be proposed only. Remember your comments and suggestions will be greatly appreciated, but do not delay as we want to put April 1 to bed before March 1.

6. COMPANY DISPATCH ENVELOPES - Again we find that too much scotch tape and too many staples are being used on the company dispatch envelopes. Fellows, let's watch this. As you know these envelopes were designed to be used many times. Let's not defeat their purpose by misuse.