

PIEDMONT AIRLINES  
Winston-Salem, North Carolina

WEEKLY TRAFFIC MEMORANDUM #13

October 2, 1948

1. AIR MAIL PARCEL POST POSTERS - A supply of these posters is being forwarded each station today. Let's all see that the very best possible use is made of this advertising material. They should be used in small window displays, one in each of our offices and Post Office lobbies. Remember, it is to our advantage to build up this type of traffic.
2. FLOWER CLAIMS - All station personnel please be careful when handling flowers. Notice which side of the package should remain upright. Handle carefully, as flowers bruise easily and are expensive. Now that colder weather is coming on, remember to store them properly so as to prevent freezing; but at the same time, do not get them over-heated.
3. FAMILY PLAN - The C.A.B. denied our application to publish the Family Plan Rule on short notice, therefore, we are issuing on statutory notice which means that it will not be in effect until approximately the fifth of November.
4. COMMUTER RATES - Doubtless a number of you have heard about the commuter fares which have been put in by several of the airlines, Mid-Continent being the first. Mid-Continent requested a ruling from the Internal Revenue Department and a decision was handed down by that department to the effect that a passenger making as many as four trips over the same segment during a 30-day period would be considered a commuter, therefore, was not subject to the 15% Federal Tax. However, the Department revoked their decision several days ago, therefore, all commuter rates are out.
5. SEPTEMBER BUSINESS - Another thing of which I am sure you are all aware is that we started out the month of September with a big bang but wound up with a very small, low fizzle. All the figures are not in yet; however, we are reasonably sure that, even with the decline of business the latter part of the month, this was our third best. October will be better provided each and everyone of us does his part.
6. N.O.B. TICKET OFFICE - I am sure you will all be interested in knowing that we are now set up with a part-time ticket and sales office at the Naval Operating Base. (This is Headquarters Atlantic Fleet in Norfolk.) This should bring us many additional passengers from this extremely large naval base.

BETTER USE OF THE TELETYPE HAS BEEN NOTED. THANK YOU.

LMG/bbf  
cc: All Department Heads

