

M. Davis

PIEDMONT AIRLINES

Winston-Salem, North Carolina

TRAFFIC MEMORANDUM #29

March 22, 1949

1. ROUTINGS - In all of our traffic contacts whether they be by letter or in person, during regular traffic calls or drives, such as has just been made in Greensboro and Charlotte, we are urging people to call PIEDMONT for any and all airline information. We are assuring them that they will get the very best routing and lowest fares - - - I know you fellows don't want to let us down - - - but remember you are not going to keep from it by accident. It takes a lot of advance planning. It's work, but it's part of our job, so let's do it properly. **KEEP THOSE QUICK REFERENCE SCHEDULES UP TO DATE.**
2. JOINT FARES - In order to give your passengers the lowest possible fares, all of us must be familiar with not only local fares, but joint fares. We already have some of these in effect and more are to become effective April 1, and while more are being worked on, be sure to know these:

CLT-CHI PAI CVG DAL	\$41.40	Effective March 1
CLT-CHI PAI CVG AAL-DAL	\$41.40	" April 1
AVL-CHI PAI CVG AAL-DAL	\$35.90	" April 1
LYH-DCA PAI RIC AAL-CAP -EAL-NAL	\$ 9.75	" April 1
*ROA-DCA PAI RIC CAP	\$12.40	" April 1
RIC IMN EAL RDU PAI	\$15.65	" April 1

*To arrive at these fares merely add ROA-LYH fare \$2.65 to joint fare LYH-DCA \$9.75 - total - \$12.40. Another example - now watch this one - when issuing a SOP-CVG-CHI ticket it is natural to assume that the SOP-CLT local is added to the CLT-CHI joint fare - - \$41.40 plus \$5.40 - total \$46.80. However, by adding the locals SOP-CVG fare \$30.20 to the CVG-CHI fare \$16.55, you arrive at \$46.75, or a whole nickel lower. Use the lower fare. Now you are not going to be able to treat your passengers right without thoroughly familiarizing yourself with all fares out of your station. Let's spend some time on this. The passengers can tell - - - people enjoy dealing with those who know their business.

3. NAL has advised that they do not make reservations for flights between Tampa and St. Petersburg.
4. WAL has called our attention to Exception (2) published in connection with Rule (5) (J), the family excursion fare rule. This exception as you know restricts the application of the rule insofar as Western Air Lines is concerned to its coastal division stations, San Diego to Seattle. The discount does not apply to Great Falls and Lethbridge. Also for your information and possible clarification, below is quoted a letter in part from WAL:

"Reports have also reached this office that some of your ticketing personnel are under the impression that Western Air Lines has two sets of local fares; one set against which no food will be served, and another set against which food will be served. I can appreciate how such an impression was arrived at by the users of the tariff who are not entirely familiar with the requirements of the Board that two sets of pages be retained in the tariff at the time of our February 1, 1949 no-food revision. However, it is requested that you ask your ticketing personnel to note on 1st Revised Page 90, Inland Air Lines' local fares page, that it is published to expire July 31, 1949 and no food is served on flights operated under the fares published on this page. On 4th Revised Page 89, a note is shown at the top of the page that the fares published may not be used during the period