

ing 5 percent savings on to the public. In making the proposal, the company stressed the fact that they were not engaging in "rate war" tactics. The new tariff was submitted to the Civil Aeronautics Board and was set to go into effect as soon as CAB approval was received.

Elimination of meals is part of Western's cost-reduction program, which also includes consolidation of ground facilities with those of other air carriers.

Salesmanship

From several sources come reports of a new public relations activity which has been highly successful in acquainting the public with airlines facilities by means of exhibitions and short sightseeing flights.

Each Sunday Trans World Airline operates half-hour scenic flights from Los Angeles airport. For \$2.50, each, passengers get a Constellation's eye view of the Los Angeles area. Officials report that 90 percent of the customers are first fliers.

Western Air Lines also entered the sightseeing-by-air field at Los Angeles during the first annual Air Transportation Day at Los Angeles airport and enjoyed similar success with the venture.

American Airlines is in the midst of an all-out sales campaign, one feature of which is selling at a community level. Local excursion flights and walk through exhibitions have already rung up successes which astonished airline officials when the first try was made at an open house event at Boston's Logan airport. Thus the pattern was set.

Commercial tie-ins have yielded much publicity. And new angles have developed as the idea has been tried in several major cities. The result is now a greater demand for the short sightseeing hops than the company is always able to fill.

Family Plan Results

American Airlines has completed a study which throws some light on the first-of-the-week family fare discounts initiated September 13, 1948.

October, the first full month in which the Monday, Tuesday, Wednesday travel bargain operated, indicates that first-of-the-week traffic dips have now leveled out. Monday through Wednesday traffic is now even slightly better than on week ends.

October revenue from the family plan was \$632,787, with \$219,703 of that amount representing half-fare tickets. Company officials state that they are well satisfied that the plan is a revenue producer, although the exact value of the half-fares is still a subject of company and Civil Aeronautics Board studies.

American's plan under its original tariff would have expired on December 31, but the company, together with other airlines using the idea, has asked CAB for an extension until March 31.

FOREIGN

Travel Plans

Plans of the new Representatives in America of the European Travel Com-



Visitors pause on a rustic bridge spanning Mirror Lake in Bellingrath Gardens, Mobile, Ala., where more than 200,000 azalea plants enhance 800 acres from February through April. Wm. Lavendar photo.

mission, operating within the framework of the International Union of Tourist Officials, include a 1949 joint European advertising and promotion campaign. The program is designed to outline progressive effects of the Marshall plan and to demonstrate how travel abroad helps European recovery and gives fresh impetus to world trade and understanding.

Officers of the Representatives are: Chairman, Birger Nordholm (Swedish National Tourist Office); vice-chairman, Louis Law (British Travel Association); treasurer, Henry Pillichody (Swiss National Tourist Office); and secretary, Philippe de Croisset (French National Tourist Office, North America). Countries to be represented will be those participating in the Marshall plan.

South Africa

V. Pistorius, of the staff of the South African Government Information Office, 500 Fifth Avenue, New York 18, has been appointed commercial liaison officer, South African Railways. He will continue his association with the information office according to "South Africa Reports," but will concentrate on the promotion of tourist travel and publicity for the State-owned South African Railways.

NEW MATERIAL

Airport Directory

Iowa's Aeronautics Commission distributes free to registered airmen and fixed base operators in the State a loose-

leaf airport directory. Each Iowa installation's runway length, facilities, obstacles, and directions are given, together with a line drawing of the field. As revisions are made, new pages are sent to book-holders.

Mexico and Colombia

Eleventh edition of the standard time-proven *Motoring to Mexico* has been prepared by Elizabeth Hastings, special assistant, Travel Division, Pan American Union, Washington 6, D. C. (25 cents a copy). The new version, off the press a few weeks ago, contains more pages than previously. Little-known roads to less-frequented places are investigated. Baja California gets attention.

Visit Colombia also from the Union's Travel Division (15 cents) is another in the "Travel in the Americas" series and is also prepared by Miss Hastings. This 24-page booklet covers its subject fully and includes a short bibliography of books about the country.

Hotel Promotion

Rapid changes in travel habits are recognized by a 56-page book published by the American Hotel Association, *How To Sell the Motor Traveler*, (\$1). Six chapters trace the trend toward motor travel, examine the new business challenge this involves, and outline possible solutions to the problems presented to hotel business.