



# Sunliner News



Vol. 5—No. 3

Published by Frontier Airlines

FEBRUARY, 1956

## FRONTIER GETS SILVER CITY ROUTE



THIS IS NOT COLORADO! Three lovely ladies give proof that skiing can be fun in bathing suits in the Valley of the Sun—Arizona's Snow Bowl in the San Francisco Peaks. Olympic Champs residing in Flagstaff and the city fathers have presented a bid for the 1960 Olympic Winter Sports. Skiers fled it easily accessible via Frontier.

### Service to Start April 1 Silver City-Albuquerque

The Civil Aeronautics Board has granted Frontier authority to extend service from Silver City to Albuquerque for an experimental period of one year from the date of the order or until March 6, 1957.

Frontier filed an application for exemption to permit this extension in January of this year. Many of the cities in the area followed with applications and letters in support of the proposed service. Among those which actively supported Frontier were the Silver City Chamber of Commerce, Clifton, Greenlee County Chamber of Commerce, Safford, Safford-Graham County Chamber of Commerce and the Tucson Airport Authority. No objections were filed.

Certain restrictions have been imposed to enable both the Board and Frontier to get actual experience in the revenue generating possibilities of the new extension. In addition to the one-year limitation, Frontier is restricted to one round trip per day.

Flights 83 and 84 will provide the new service effective April 1, according to the new schedules which have been announced by D. T. Cook, Director of Sales Administration. Flight 83 will leave Albuquerque at 2 p.m., arrive Silver City-Hurley at 3:25 p.m. and terminate in Phoenix at 5:56 p.m., with intermediate stops at Clifton-Mocenci, Safford and Tucson. Flight 84 will depart Phoenix at 9:30 a.m. and arrive in Albuquerque at 1:20 p.m., making the same stops as Flight 83.

### Board Issues Consolidation Order in Phoenix Service Case Limits and Issues Defined

By order No. E-10064 the Civil Aeronautics Board has clearly defined the issues which will be heard in the "additional service to Phoenix" case.

The Board's order limits the proceeding to what additional service is needed between Phoenix and Denver, and Phoenix and Salt Lake City, and has consolidated the applications of the many carriers applying for this service.

*The order states: "... we are of the opinion that this proceeding should be directed primarily to a determination of the needs of Phoenix for additional air service to the east and north through Denver and Salt Lake City gateways, and to Los Angeles and that, for the purpose of orderly procedure and expedition it should be limited to the portions of the applications recommended by the Examiner and described above."*

Here is a brief summary of what the applicants want. Trans World Airlines requests stops at Phoenix and San Diego between Den-

(Continued on Page 4, Col 3)

### Frontier Wins "Ad-of-the-Year" Award

A "Ad-of-the-Year" certificate for the outstanding radio commercial was presented to Frontier's President C. A. Myhre by the Advertising Club of Denver.

The commercial was designed to salute various cities on Frontier's system, and was written by Art Magee, account executive at the Rippey, Henderson, Kosika & Company Advertising Agency.

A copy of the handsome two-color certificate is shown below.



### Cargo Figures Show Increases

While all classes of cargo showed increases in 1955 over the previous year, air freight led all others with a sound 35% increase in pounds handled and a 44% increase in ton miles, which can only mean the hauls are getting longer.

A total of 5,859,512 pounds of air freight was handled last year, an increase of 924,623 pounds over 1954. Air Express was up 15%, and Air Mail up 4% which discredits some claims that "surface mail by air" would reduce air mail volume.

According to Supt. of Mails Tollie Graves there was an increase of slightly over 5% in air mail handled between Denver and Phoenix, the only segment where surface mail is regularly handled by air. "This further indicates," Graves pointed out, "that the surface mail airlift has had no detrimental effect on air mail."