



Central To Have Automated Reservations

Central is negotiating a contract with Braniff International to share the use of an Automated Reservations System. The target date for using the system is June 1, 1967. The system will use two Bunker-Ramo 335 solid state, digital data processors: one for on-line reservations processing and one for support purposes, off-line processing or preventive maintenance. Either processor can perform the on-line or off-line functions. Fully duplicated sub-systems consist of magnetic drums and magnetic tapes. The processors and sub-systems are located in Braniff's computer site in Dallas. The processors have an access time of 1.7 microseconds (1.7 millionths of a second).

SEAT INVENTORY

The Automated Reservations System will maintain the inventory of seats sold on Central Airlines. The inventory will be updated via Teletype messages from Central's non-remoted cities and from other airlines as well as agent sets located in the Consolidated Reservations Office. This will eliminate the manual handling of thousands of messages daily selling and cancelling seats. The Automated Reservations System will provide additional benefits to the Consolidated Reservations Office that handles reservations for 14 cities: Hot Springs, Little Rock, Dallas, Fort Worth, Lawton, Oklahoma City, Tulsa, Bartlesville, Denver, Colorado Springs, Pueblo, Topeka, Kansas City and St. Louis. Each telephone sales agent in the Consolidated Reservations Office will have the use of an agent set that will operate in "real time." Interline availability on up to twenty airlines will be provided through the agent set. Flight advisory information will also be provided.

CRT SETS

CRT (Cathode Ray Tube) sets, similar to a television screen, will be used in the reservations



(Left to Right) Braniff Reservations Sales Director D. R. Hankins and Central Consolidated Reservations Office Manager Howard J. Sluder examine the modern individual agent sets of Braniff's reservations information computer system.

control section of the Consolidated Reservations Office to exercise seat control on all Central flights. The system will also provide many types of reservation management information on a scheduled basis as well as on demand. Such information includes segment or leg-dates above or below certain booking levels; leg-dates with a specified availability status; comparisons of planned and actual loads; comparisons of unables and cancels by flight, or segment for one day or a period of time; actual load summaries by day, week, month; and flight profitability reports.

The contract also provides Central with an option, upon expiration, to participate in Braniff's new IBM Passenger Name Record reservations system they are presently developing.

Richard Elliott, vice president of marketing, said the system

will give Central a dramatically improved modern reservations system and will offer its customers faster confirmation on Central flights as well as connecting flights. By direct access to connecting carrier availability, Central's customers can be confirmed with a single tele-

phone call including their interline destination.

"The computerized reservations system is a major step for Central and an integral part of "Operation Turnabout," the vast corporate improvement campaign that began in 1966," Elliott said.

1966 PRODUCES 24 PERCENT INCREASE

Central Airlines recorded a 24 per cent increase in traffic in 1966, breaking its 17-year record.

The Company carried 545,950 passengers on scheduled and charter flights during 1966, an increase of 24 per cent over 1965.

Revenue passenger miles totaled 121,619,000 for an increase of 32.5 per cent over the previous year.

Revenue plane miles totaled 8,215,311, a 9.1 per cent gain.

Passenger load factor rose 5.9 points to 45.9 per cent for 1966.

Average length of haul figures totaled 223 as compared with 208 in 1965, a 7.2 per cent gain.

During the year 24 of Central's 41 cities broke their all-time passenger boarding records.

EDITORIAL DEPARTMENT

"GOSSIP"
by
Arnold Winham
General Sales Mgr.

In the last issue of the Skywriter, we talked about rumors and the effect they had on the company, as well as each of us individually. The article reprinted below from Dave Tver's column in the Oklahoma Journal serves to further illustrate the effect of gossip.

I am an office mystery.
I'm never seen, but I am everywhere.
I am always on the job and often forecast important events.
I make and unmake morale, reputations and cooperation, but I am seldom blamed for my mistakes.
I have no responsibilities and yet I am one of the most powerful molders of opinion.
I am quite as influential as other aspects of management, but I am never on an organization chart.
I am best known below administration levels, and though I criticize those in authority, no one can fire me.
I am rampant where administration is most severe and yet I am active too when it is most kindly.
I am industrious wherever two get together and I whisper with their laughter, disappointment and fear.
I add humor and anger to the office as I pass with the speed of sound.
I am basic in human nature and you must accept me.
I grow right behind you.
I am the office grapevine.
Can you think of a better illustration?

CAB Grants Central Expedited Hearing

On Tuesday, January 24, 1967, the Civil Aeronautics Board issued an order granting Central Airlines' petition for an expedited hearing for nonstop routes from Topeka, Kansas to Chicago and St. Louis.

The petition which was filed with the CAB July 14, 1966, was vigorously supported by the Chambers of Commerce and City Governments of Topeka, Manhattan, Hays, Salina, Hutchinson, Liberal, Kansas; St. Louis, Missouri and the State of Kansas Corporation Commission and Department of Economic

Development.

Central's application met all the priority standards set forth by the CAB on a matter of this nature.

M. Lamar Muse, Central's president, said the proposal of service which should benefit approximately 85,000 travelers and shippers annually should make a substantial reduction in Central's subsidy needs.

"We anticipate that a hearing will be set very shortly and we should be operating this authority by Fall of this year," said Muse.

Skywriter

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LOCALS GROWING

America's local service airlines will increase their jet-powered aircraft fleet by 120 per cent before 1970 and spend the equivalent of 116 per cent of the cost of the present fleet to purchase the new flight equipment, an Air Transport Association equipment order survey has shown.

"The 13 local service carriers, as of September 30, 1966, have ordered 169 jet and turboprop aircraft for delivery between now and 1970 as a continuation of their service improvement program. The new aircraft are valued at \$368.7 million, or 29 per cent above the \$286 million cost of flight equipment presently in service," Stuart G. Tipton, president of the Air Transport Association, said. This compares with flight equipment purchases of \$151.6 million during the last five years and \$72.9 million during the 1956-1960 period.

The order is for 2 BAC-111's, 42 Douglas DC-9's, 5 Boeing 727's, 15 Boeing 737 pure jets, 43 Fairchild-Hiller FH 227's, and 62 Convair twin-engine turboprop conversions. Not included are options on jet equipment some airlines have placed.

The local service carriers now operate 140 jet-powered aircraft. In addition, 261 piston aircraft, the majority of which will

be retired as the new planes come into service, are in scheduled operations.

The present local service airline fleet of 401 aircraft is capable of producing 6.8 billion seat miles per year, assuming average utilization of the aircraft. The 169 jet-powered planes on order will be able to produce 4.4 billion seat miles per year.

During 1966, the locals took delivery of 71 aircraft. By the end of 1967, 83 per cent of the turbine equipment now on order will be delivered and in service.

"The equipment presently on order and the new orders to come are indicative of the financial burden the local service carriers are willing to assume to bring improved air service to their customers," Mr. Tipton said.

"The history of the local service industry is one of unparalleled growth. Started as a government experiment to provide scheduled air service to smaller American communities, the locals have become vital economic partners in community development. Between 1956 and 1960, passenger traffic grew 62 per cent. Last year they carried over 12 million passengers, 120 per cent above passengers carried five years ago. By 1970, if the growth rate of the past five years is maintained, these airlines will fly over 25 million passengers," Mr. Tipton said.

"VISIT U.S.A." FARES TO CONTINUE

The Civil Aeronautics Board has approved the request of the regional airlines to continue for another year — until December 31, 1967 — their "Visit U.S.A." fares for foreign visitors.

The fares permit a visitor to travel anywhere on a line's system for 21 days for a flat \$75 charge for one person and \$150 for a family.

5% DIVIDEND PAID

Central's Board of Directors at its meeting held on December 13, 1966 declared a five (5%) per cent stock dividend payable to all Stockholders of record at the close of business on December 30, 1966. The stock dividend was paid by the Company on January 12. Central's previous stock dividend was paid on September 1, 1964.

HEARING SET IN OKLAHOMA CITY

The Civil Aeronautics Board revised the hearing schedule for its investigation of the routes of Central Airlines.

Examiner Merrit Ruhlen said he will open the hearing at Oklahoma City on March 21 to hear the civic parties, proposals by Central to delete its service to any points or to serve any cities through a common airport, and presentations of Braniff, Continental and Delta regarding Central's proposals for elimination of their services.

Ruhlen said the hearing would then be adjourned to Washington, where parties will be heard.

Pattern Improvements Established February 1

Central established several significant route pattern changes on many segments of its six-state area on February 1.

Central inaugurated through-plane service between Dallas and Denver, via Lawton, Oklahoma City and Liberal, on February 1. Flight 690 operates from Dallas to Lawton, Oklahoma City, Liberal and Denver and Flight 691 in reverse order.

Stillwater, Enid, Ponca City and the Tri-City area of Parsons, Independence and Coffeyville were affected by a complete pattern change for improved service to and from each of the cities. Where Ponca City, Enid and Stillwater previously used Oklahoma City and Tulsa as their gateways, the new pattern of service allows them to use Dallas and Kansas City for their interline connecting flights.

The flights between Amarillo and Denver now operate six days a week as opposed to the former five-day schedule because of the increasing number of travelers using that route.

Flights 692 and 693, which serve the cities of Kansas City, Hutchinson, Great Bend, Garden City, Pueblo and Denver, operate in reverse order, allowing for improved interline connections in the terminal cities.

A close look has been taken at every flight and improvements have been made to supply the best possible service for the majority of Central's passengers.

The improvements are another part of Central's vast overall corporate improvement campaign that began in 1966, dubbed "Operation Turnabout."



Richard B. Foulk



James C. Dixon

TWO EXECUTIVES WERE PROMOTED IN DECEMBER

M. Lamar Muse recently announced the promotion of two executive personnel.

FOULK

Richard B. Foulk was named assistant vice president, research. He is responsible for data processing, route development and operating statistics of Central. More recently, he was in charge of economic planning and data processing. Foulk has been with Central five years and has held positions in the

airline industry for 16 years.

DIXON

James C. Dixon assumed the position of assistant vice president, traffic. Dixon joined Central in 1952 and has a total of 21 years experience in airline traffic management. His functions include current and future planning of Central's flight schedules throughout its six-state system and the fares and rates applicable to its passenger, mail and cargo services.



Central stewardess Bobbie Brown models new winter accessories—jet-fashion coat and hat.

Stewardesses Have New Winter Apparel

Central's stewardesses now have jet-fashion winter wearing apparel to go with their new uniforms that were introduced last Spring.

An Italian-inspired navy blue all-weather coat and a square white French "Corfou" (small French hat) have been added to Central's stewardess wardrobe.

The coat is made of water-repellent cotton and Fortrel fabric with a zip-out lining. The double-breasted coat is accented with storm cuffs, a half belt, French silk stitching and silver Aerograph buttons. It is a modern version of a trench coat.

The coat is an adaptation of an Italian import by Neiman-

Marcus of Dallas. "Main Street," one of the nation's leading rainwear specialists, is the manufacturer of the coat.

The winter hat for the stewardesses is made of white poly-vinyl on cotton jersey. This water-repellent hat is custom-made by Neiman-Marcus, adapted from a French design.

Central and Neiman-Marcus introduced the present modern stewardess uniform on May 3, 1966. The uniform has received wide approval because of its simple yet stylish design that gives the comfort and practicality demanded by those who serve Central's passengers.

The new coat and hat further bring fashion to flight on Central's six-state system.



Crested
Butte



Colorado — Central's

"With a swish down a snow-covered slope, you can feel tiny flecks of snow on your face and the rush of the wind and you can see the glistening whiteness that stretches like endless promise around you . . . there is the sound the skis make and the sound of the wind and the other elation that is nameless and intangible . . ."

This is the appeal of skiing as thousands know it — that fleeting sensation of perfect freedom which has suddenly found favor and has become one of the fastest rising sports in the United States.

Central Airlines makes this fascinating wintertime sport within easy reach for the residents of Kansas, Oklahoma, Texas, Missouri and Arkansas. New expedited jet-powered Dart 600 service from these five states speeds sports enthusiasts to one of the world's finest ski centers — Colorado. Central has recently inaugurated through-plane service over many of its routes serv-



Thousands of people a year enjoy the exciting ski area of the famous Broadmoor Hotel in Colorado Springs.

ing the Colorado skiing gateway.

Everyone has his own reason for wanting to go to Colorado to ski. But there is one big reason that stands out above all the rest! Colorado, with nineteen daily and seven weekend ski areas, has the best skiing facilities in the world.

COLORADO POWDER SNOW

Man and machine have combined forces with Nature to appropriately give Colorado the designation of "Ski Country USA." The Rocky Mountains have something none of the other ski meccas can provide — Rocky Mountain powder snow. And Colorado has more of this marvelous snow to ski on than any place on earth. This snow promises a full season of unequaled skiing at the top of the nation until May.

Nowhere else can a skier find such easy access to such a broad range of fine ski areas than in Colorado. A superb



Chuck Murray, Central's district sales manager in Denver, points out the best ski slopes to JoAnn Rae Engel, a Central ticket counter agent in Denver.



Central Stewardess Deanna Burleigh poses beside one of the many snowbanks in Denver. She is holding one of the king size Denver icicles.

Winter Wonderland



JoAnn Rae Engel, Denver ticket agent, says there's nothing like a fireplace in the ski lodge to thaw out those cold tired muscles.



Whoops! I guess Chuck Murray, Denver district sales manager, didn't get those turn instructions right.

variety of terrain, from vast open slopes to well-groomed trails to gentle beginners' runs, allows an unlimited choice for every ability.

COLORADO SUNSHINE

Abundant sunshine and dry crisp snow seem to present a paradox, a contradiction of terms. But this delightful contradiction is a meteorological fact that adds immeasurably to a skier's pleasure in Colorado. Daily temperatures on the ski slopes reach the high 30's and 40's, making comfortable sunbathing a frequent possibility, even in mid-winter.

Yet crisp cold and dryness at the high altitude at night, dry out the snow that may have been softened during the day, putting it back in powdery form for another day's skiing.

The brilliant high altitude sun produces the kind of coppery sun tan that is a winter-time mark of distinction among skiers from the smog and fog bound cities of the lowlands.

COLORADO MOUNTAINS

Alpine Europe offers many mountains that are higher, from base to summit, than those in Colorado. But the Colorado Rockies have a land



The Broadmoor Hotel Ski Instructor, Walter Schluter, demonstrates his excellent form on the Colorado slopes.

mass average of 3,000 feet higher above sea level than the Alps, which is why Colorado snow and sunshine are so much more dependable than Europe's. Most of the Colorado ski slopes are below timberline adding protection to the skier, less subject to storm and wind.

ACCOMMODATIONS

There are many new ski lodges in Colorado, built within the last five to ten years for the most part. This gives the visitor up-to-date facilities: baths, saunas, comfortable beds, adequate heating, heated swimming pools. The Colorado lodges convey the warm glow of friendliness matching the welcoming blaze of the fireplace in each lodge, which is the well-known rendezvous point for skiers at the end of every day.

VARIED FUN

You don't have to ski to enjoy a winter vacation in Colorado. This winter wonderland offers the winter vacationer everything from sight-seeing, skating and sledding to swimming, sunbathing and salmon snagging.

Colorado winter recreation areas come naturally to the young and the young in spirit.

Seven Receive Promotions In Traffic And Customer Services

Seven members of the traffic and customer services departments were promoted during January.



Frank S. K. Masi

Frank S. K. Masi was promoted to the position of director, tariffs and charters. He has been with Central for 12 years. Prior to his employment with Central, he was with Eastern Air Lines for seven years in reservations, traffic and sales positions.



M. D. Harris

M. D. "Marty" Harris advanced to the position of supervisor of schedules production in the traffic department. Harris, recently planning analyst, has been with Central for seven years. Prior to joining Central, he was with Trans-Ocean Airlines in Los Angeles for three years and served for seven years in the U. S. Air Force.

CALES

Sam L. Cales has been promoted to the position of station manager in Dallas. He transferred from Denver as station manager to assume his new post. Cales has been with Central for 14 years, also serving in Ada and Tulsa.



Dick Gibson and Sam Cales check over their new duties at the Dallas station.

Dick J. Gibson was named assistant station manager for Central in Dallas after being chief station agent there. He has been with Central for five years. Prior to his employment with Central, he spent eight years with Continental Airlines and three years with the Federal Aviation Agency.



Sam Jones

Sam Jones has assumed the position of station manager in Joplin. Jones, recently assistant station manager in Dallas, has been with Central for 14 years in various capacities.



Gerald Quarles



The Hays high school band gets into formation to salute Central's inauguration of jet-powered Dart 600 service into Hays.

Central's Dart Inaugurated In Hays, Kansas, December 2

On December 2, 1966, Central Airlines officially inaugurated jet-powered Dart 600 service in Hays.

To dedicate this new service, there was a plane-side ribbon cutting ceremony at Hays Municipal Airport. Arnold Winham, Central's general sales manager, presented a model of the Dart 600 aircraft to Hays Mayor Jack Ekey.

New Dart Flight 651 departs Kansas City at 7:20 a.m. daily and arrives in Hays at 9:24 a.m., via Topeka, Manhattan and Salina.

Flight 651 departs Hays at 9:29 a.m. and continues on to Denver, terminating there at 10:10 a.m., via Goodland. Flight 651 makes excellent connections in Denver for the Pacific Northwest.

Additional Dart 600 service is offered on Flight 654 which departs Denver daily at 8:40 a.m. and arrives in Hays at 11:19 a.m., via Goodland. Flight 654 leaves Hays at 11:24 a.m. and terminates in Little Rock at 3:59 p.m., via Salina, Manhattan, Topeka, Kansas City, Joplin and Fayetteville.

Gerald W. Quarles has been promoted to the position of station manager for Central in Fort Leonard Wood. Formerly chief station agent in Oklahoma City, he has been with Central for four years.



Joe Max Johnson

Joe Max Johnson was named station manager in Denver after holding the same position in Joplin. He has been with Central for 14 years. Before joining Central, Johnson was with Western Union.

Racing Season!

The Oaklawn '67 Hot Springs racing season, February 18 through April 8, will be "bigger . . . faster . . . with more thrills than ever!" To offer a more fascinating game of chance for horse racing enthusiasts, the \$50,000 Oaklawn Handicap will be a new 1967 feature.

Another event that is looked forward to by all airline personnel is the annual Airlines Day at Oaklawn Park. Central will participate with other carriers on March 3.

Oaklawn Park is located in Hot Springs National Park, the oldest national park in the nation. The track has glass-enclosed spectator stands and a luxurious Jockey Club.

Besides racing, Hot Springs offers thermal baths along "Bath House Row," fishing and water sports, golf and top night club entertainment.

For a winning combination, visit Hot Springs during the Oaklawn racing season — via Central Airlines.



Travel agents and airline representatives pose for picture while visiting the famous San Diego Zoo. Pictured left to right are: Bob McKenna, Western Airlines southern regional manager; Cathy Kutka, Club Services, Inc., Topeka; Bob Oswald, Central's Manhattan station manager; Keeta Stoskopf, Kurdian Travel, Great Bend; Shelia Copeland, Central reservationist; Bob Jaegerman, Central's director of reservations; Mike Gale, Central reservationist; Chuck Murray, Central's Denver regional sales manager; Ed Moore, Allen Travel in Hays; John Moore, Central's Goodland station manager; Bud Whitfield, Central's Hays station manager; Sybil Reed, World Travel in Wichita; Karlene Preston, First National Travel in Hutchinson; Bonnie Bias, Central reservationist; Sharon Gennett, King Travel in Topeka; Sandra Ketchem, Central reservationist; Art Schreiber, Traylor Travel in Salina; Virginia Bell, Dunn Travel in Dodge City; L. A. Fuller, Central's Salina station manager; Mary Walker, Travel Unlimited in Manhattan; Larry Nensiel, Central's Liberal station manager; Don Jansen, Central's Topeka station manager; and Kenneth Unruh, Central's manager of agency and interline sales.

Familiarization Tour Provided

Central and Western Airlines joined forces recently to provide a familiarization tour for 28 travel agents and airline representatives from Oklahoma, Kansas and Texas to the "Sun Country" of the southwestern United States.

The agents visited San Diego, California and Phoenix and Scottsdale, Arizona on their three-day expense-paid tour. The tour was provided to introduce the agents to the vacation areas highlighted in the Central/Western wintertime travel

package that promotes the "Sun Country" cities of San Diego, Phoenix and Scottsdale.

In the tour package vacationers are invited to "Take A Sun-break" for approximately \$22.95 per person, plus air fare, to such cities as San Diego, California and Phoenix and Scottsdale, Arizona. For example, in San Diego, this rate would include accommodations for three days and two nights at the Vacation Village resort hotel; admission to the Sea World Aquarium, Jai Alai games and greyhound rac-

ing in Tijuana, Mexico; a two-hour cruise on Mission Bay and complete use of the hotel's recreational facilities: private beach, heated swimming pools, outdoor sports and theatrical entertainment.

Central offers connecting schedules to San Diego or any of the "Sun Country" cities via Western at Denver from Pueblo, Lamar, Goodland, Hays, Salina, Manhattan, Great Bend, Dodge City, Garden City, Hutchinson, Liberal, Tulsa, Oklahoma City and Enid.

Thoughts Of A Five-Year-Old's First Flight

Little Victoria Shepard and her sister, Tamela, joined their parents, Mr. and Mrs. Dwight Shepard, for their first plane ride during Central's scenic flights at the Oklahoma City Will Rogers World Airport dedication, December 4. The following are the thoughts of Victoria as related to this reporter in an exclusive interview after the flight.



"Hi! My name is Victoria Shepard and today I am going to take my very first airplane ride. My daddy is buying our tickets now."



"Look, Mom, there's our house. Boy, you can sure see a lot from way up here."



"Central sure gave us a swell ride. Maybe some day I can be a stewardess for them."

Liberal Pancake Day, February 7

The annual Pancake Day in Liberal, Kansas will be on February 7. The Liberal Junior Chamber of Commerce invites everyone to visit the city and partake of the festivities.

Pancake Day is always the Tuesday before Ash Wednesday, the start of Lent. It is a centuries-old traditional holiday.

In Old England it was customary for the housewives to drop whatever they were doing and hurry to the church at the tolling of the bell to be "Shriven" of their sins.

In 1445, a housewife in Olney, England started baking her

pancakes rather late. They were not quite finished when the church bell rang.

Not wishing to leave her pancakes to burn, she hurried to the "Shriving" carrying her griddle and the pancakes with her. Thus: An annual sporting event was born.

The Liberal Junior Chamber of Commerce heard of this 500 year old event of pancake racing over a 415 yard course from the "town pump" to the church, and in 1950 a challenge was sent out to England and the challenge was accepted by Reverend R. C. Collins, Vicar of

Olney.

Today during the running of the International Pancake Day Race over identical courses, times of the winners in both Olney and Liberal are compared by trans-Atlantic telephone.

Out of the 17 years of competition with Olney, Liberal has won 9 times.

Activities for the day begin with an all community pancake breakfast. This is followed by a parade, kids' Pancake Day races, international Pancake Day race, a five-state beauty contest, an amateur contest and the day's activities end with a dance.

CENTRAL AIRLINES' PICTURE PAGE



Two Central stewardesses chat with visitors and interline friends during Kansas City Aviation Days, December 3 and 4.



Ken Gann (far right), Central's Dallas regional sales manager, greets singing group Paul Revere and the Raiders as they deplane in Dallas.



H. A. Frost (far right), a Central Airlines pilot, helps assemble election material for Kansas City's airport bond issue voted on in December. Shown with him are left to right: Samuel Luckey and Russell Hardy, both TWA pilots, and Carole Short, a representative of the airport bond committee. (Photo courtesy of Kansas City Star newspaper.)



In January Central and Hertz marketing officials met to discuss 1967 cooperative advertising plans. From left to right are: Arnold Winham Central's general sales manager; Warfield Martin, Hertz Atlanta district sales manager; Andy Gartner, Hertz director of merchandising; Richard Elliott, Central's vice president of marketing; Bob Czerny Hertz manager of airline and travel agency sales; and Robert Wagley Hertz southern regional sales manager.



Visiting the USA to study American marketing techniques, these eight men from Uganda in East Africa board a Central Dart 600 enroute to Denver after a ten-day stay in the Goodland area.

CENTRAL AIRLINES

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