



Central, Frontier Merger Proceeding

Merger Hearings Concluded In One Day

The Civil Aeronautics Board concluded a one-day hearing on June 27. The hearing before Examiner Merritt Ruhlen began at 10:02 a.m. and adjourned at 4:08 p.m. with July 5, 1967 being set for filing of briefs. As with the pre-hearing conference on May 23, 1967, there was no major opposition and there was every indication that the merger would be approved by the CAB. In his statement to Central Airlines' employees (on page 2 of this publication) Lewis W. Dymond, president of Frontier Airlines predicts that the merger will be finally decided by September of 1967.

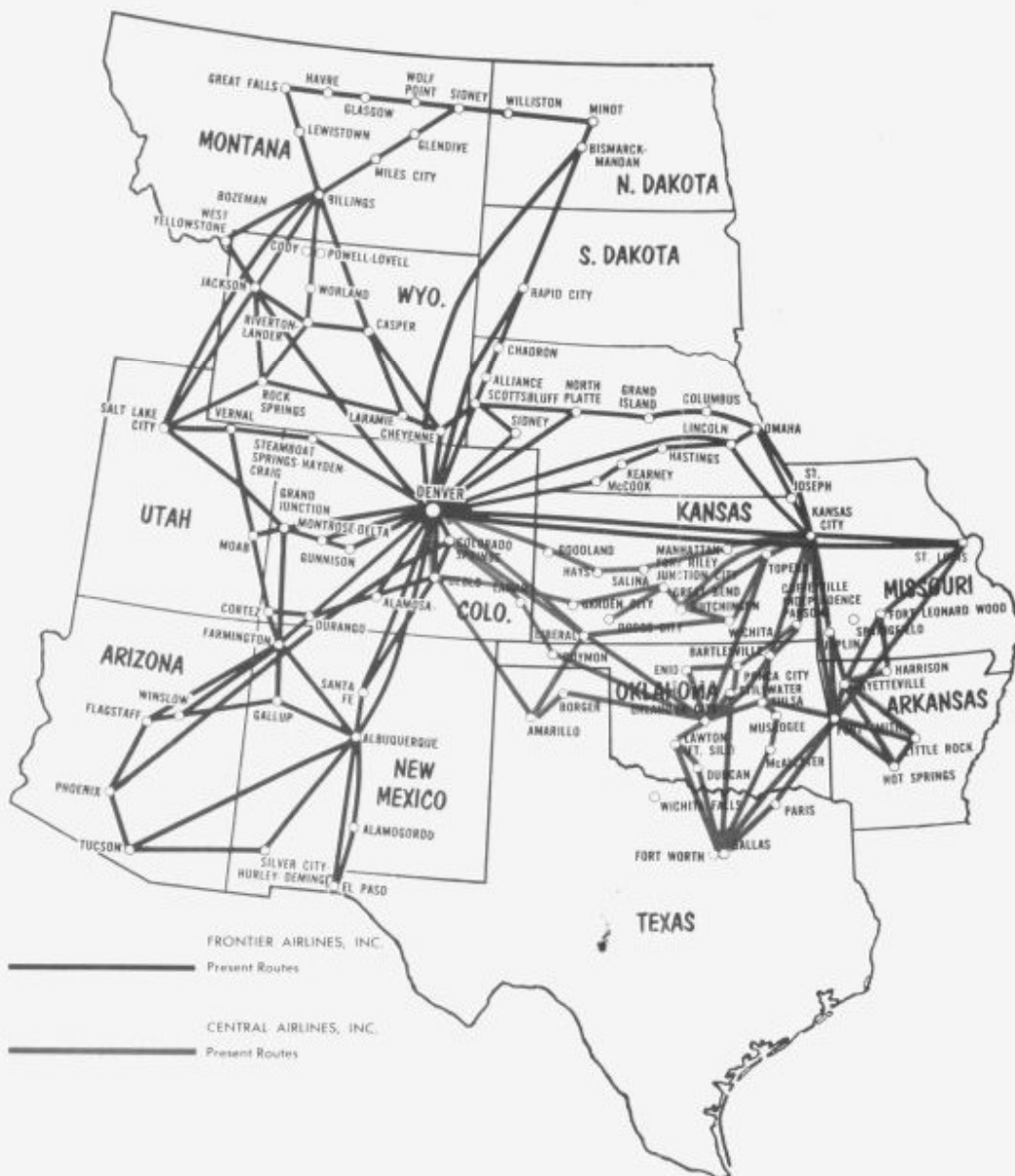
Stockholders of both companies will meet July 27th to approve the merger. The boards of directors of both companies have already met and given their approval.

Frontier has applied for permission to acquire Central by trading one share of its stock for 3½ shares of Central stock. When the merger is completed, the resulting system will be the 5th largest airline in the United States in unduplicated route mileage.

RKO General (owner of 56% of Frontier's common stock) has contracted to purchase 49% of Central's common stock as well as all of its convertible debentures from Central's control group, headed by Mr. A. A. Bradford, Chairman of the Board, for \$7.5 million.

The merged airlines combined would be a new company with \$45 million in combined sales, \$2.2 million in profits, and \$55 million in assets.

Frontier, based in Denver, serves 69 cities in an 11-state region. Central, based in Fort Worth, provides services to 46 cities in six central states.



FRONTIER-CENTRAL COMBINED ROUTE SYSTEM



Frontier Airlines President Lewis W. Dymond

FRONTIER PRESIDENT SPEAKS TO EMPLOYEES

To all Central Airlines Employees:

Each employee of Central is undoubtedly as interested in the forthcoming merger with Frontier Airlines as I am and the other employees of Frontier. We anticipate an early approval of the merger agreement by the CAB and believe we shall be able to bring these two fine airlines together as one by this September.

Many details will need to be worked out in all departments, but I am happy to report that we foresee no major problems, regardless of size, that are without solution.

The morale of the troops is excellent in both camps. We are enthusiastically awaiting the moment when we can unite our resources to offer better service to the over 100 cities we will be serving.

Discussions are taking place in each department regarding the meshing together of the respective work forces. We will do our utmost to minimize work relocations and job assignments, but it is obvious that some changes must occur even as they do from time to time in any company.

I wish to assure each of you that I regard all employees of the merged company on an equal footing in so far as pre-merger employees with Central or Frontier is concerned. Job and promotion opportunities will be enhanced by this merger as we shall be in a far better position to expand and take on bigger assignments united than is possible under today's arrangements.

It is our intention to utilize all Central and Frontier employees now working. I frankly feel that we shall before long be hiring additional employees.

The future is bright indeed, we are on the move, and I welcome you to our family.

Lewis Dymond



Skywriter

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EDITOR, Ed Fowler

Address communications to Editor, Central Skywriter, Central Airlines, Greater Southwest International Airport, Fort Worth, Texas 76125.

CHICAGO ENTRY CASE PROGRESSES

Non-stop authority between Topeka and St. Louis and Topeka and Chicago moved closer to decision after Civil Aeronautics Board Examiner Edward Stodola adjourned a brief hearing in Washington on June 20.

Although several air carriers were present at the pre-hearing conference March 2 and at the recent hearing, no major objections have been raised to Central's application to extend its route system to Chicago. August 30 is the next procedural date in the case when briefs to the examiner are due from the various parties.

The State of Kansas strongly supported Central's application at the Washington hearing. Senator Frank Carlson, Representative Robert Dole and Representative Chester Mize were present at the hearing along with

many other civic officials and community leaders from Kansas communities. Kansas City officials expressed forward thinking by supporting Central even though some diversion of traffic now using the Kansas City airport could occur should Central be allowed to bypass Kansas City enroute to Chicago.

Richard Foulk, Central's assistant vice president-research, stated, "I feel the original projection for the Central Airlines Chicago Entry Case to be concluded by the end of this year is very possible and I am very optimistic at this time for a favorable award."

Central estimates that 107,000 passengers per year will receive improved air service if it is awarded the authority requested in this case.

New Managers For 6 Cities

During May and June the following station manager changes were made:

D. L. "Duke" Ellington has been reassigned to the Salina, Kansas office. Ellington began service with Central Airlines in July, 1963, in Liberal, Kansas, transferred to Manhattan, Kansas in October, 1964, and was promoted to station manager in Ponca City, Oklahoma, in February, 1966, where he served until his recent promotion to Salina.

A native of Fort Riley, Kansas, Ellington was raised in Junction City, Kansas. After being honorably discharged from the Navy in 1961, he attended Kansas State University in Manhattan, Kansas.

Louis Fuller has been reassigned to the Fort Smith, Arkansas office after holding the same position recently in Salina, Kansas. He has also served as station manager in Ponca City, Oklahoma.

A native of Enid, Oklahoma, Fuller attended Wichita University and served in the Navy 3 years.

Ralph E. Klint, former passenger service agent for Central

Airlines in Salina, Kansas, has been promoted to station manager in Paris, Texas.

A native of Waco, Texas, Klint served four years in the United States Air Force.

Ivan K. Spencer, recently a Central passenger service agent, has been promoted to station manager in Goodland, Kansas.

Spencer is a native of Trinidad, Colorado.

Steve M. Keller has been promoted to station manager in Ponca City, Oklahoma. In 1966, he was transferred to Colorado Springs, Colorado from Stillwater, Oklahoma as a JAMTO agent until his promotion to Ponca City.

Keller is a native of Ponca City, Oklahoma. Before coming to Central, he was employed by Eastern Airlines for two years in Beaumont, Texas.

Kenneth L. Smith has assumed duties as station manager for Central's Tri-City Airport.

Smith recently has been relief manager for Central at Kansas City and has been with the airline three years. Other Central assignments include Great Bend, Wichita, and Denver.

McAlester & Vendors Win Big 8 Series

McAlester, Oklahoma attained the highest percent of its passenger quota for the month of June and has been designated "Batting Champion," in Central Airlines Big 8 Sales Series. The station will receive a large engraved baseball trophy and a barbecue dinner for each station employee catered by the General Office Umpires.

The "Vendors" had the highest percent of their passenger quota for the Big 8 Series and have been designated "Team Champions." Each member of the "Vendors" team, consisting of: Fayetteville, Colorado Springs, Enid, Goodland and Little Rock, will receive an engraved trophy.

The Big 8 Sales Series was Central's version of the World Series with tickets, pencils, smiles and salesmanship instead of the usual gloves, bats and balls.

So that Central would not be outdone by the Major Baseball Leagues, each station on its system was a member of a baseball team and fighting for scores by selling tickets.

To make the series interesting, the system was divided into 8 teams of 5 stations on each team, thus the Big 8 Sales Series. To allow an even number, Ft. Worth was combined with Dallas. The 8 cities with the highest boardings in 1967 were designated team captains. The teams were:

TEAM NAME	PLAYER ROSTER	TEAM CAPTAIN
Drummers	BVO—HOT—LAA—PPF—GSW	Dallas
Dealers	DUC—JLN—LBL—PRX	Denver
Vendors	COS—WDG—GLD—LIT	Fayetteville
Hawkers	AMA—TBN—MLC—PUB	Ft. Smith
Merchandisers	GUY—HRO—HUT—TOP	Kansas City
Marketeers	MKO—PNC—TUL—ICT	Lawton
Hucksters	DDC—GCK—SLN—SWO	Oklahoma City
Sellers	BGD—GBD—HYS—MHK	St. Louis

Congratulations McAlester and the "Vendors" for winning the Big 8 Sales Series.



(top to bottom) Wayne B. Johnson, station manager in McAlester, Oklahoma and Lloyd Wiegand, agent in McAlester demonstrate their championship form as "Batting Champions" in Central's Big 8 Sales Series. The Central Stars attained the highest percent of their passenger quota out of every station in Central's six-state area.



(L to R) Arnold Winham, Assistant Vice President of Marketing, J. L. Herring, Vice President of Customer Services and Jim Moore, Director of Customer Service display the barbecue dinner they are preparing (with the help of Underwoods Pit Bar-B-Q) for the winners of the Big 8 Sales Series.



The center trophy is for the individual batting average champion and the others are for the team winners in the Big 8 Sales Series.

What...And Where Is

For twenty years Frontier Airlines, one of the nation's largest regional carriers, has provided an ever expanding and ever improving air service to meet the travel and shipping needs of a growing West.

Denver-based Frontier serves an 11-state area in the Rocky Mountain West, Southwest and Midwest. This territory encompasses nearly 30% of the continental United States. Within this area, over sixty cities and towns strung along its nearly 6,500 unduplicated route miles, comprise only 2% of the nation's total population. Although the West served by Frontier is long on geography and short on population, Frontier's unique approach in providing the best of air service at the lowest possible cost has stimulated an unusual degree of air travel throughout its system.

SUCCESSFUL RECORD

That Frontier has been successful in its program to attract and hold new air travelers can best be attested to by its record of over four full years of increases in passenger and cargo traffic.

In the first six-month period of 1966, revenue passenger miles of 144,414,000 was an increase of 213% over the 46,085,000 revenue passenger miles recorded in the first six-month period of 1962, at the time when the carrier's present management took over leadership of the airline. Passengers in this six-month period of 1966 totaled 475,033 for a 178% gain over the 170,825 passengers who used Frontier's services during the first six-month period of 1962.

A total of 8.8 million pounds of air freight, air express and air mail was flown by Frontier Airlines in the first six-month period of 1966 for a 146% increase over the 3,580,966 pounds flown in the first six-month period of 1962.

CONVAIR 580

Much of this growth resulted from the successful introduction of jet-prop Convair 580 aircraft

in the summer of 1964. These 53 - passenger jet - powered planes had great passenger appeal, cruising at 355 miles per hour at altitudes up to 25,000 feet in pressurized, airconditioned comfort. Frontier presently has 18 of these jet-props operating system-wide with two more to be added in 1967.

BOEING 727

Optimistically anticipating the growth of air travel in the West along with expectations of new air routes and a more liberal operating authority,

Frontier is now flying the first four of its 600 mile per hour Boeing 727 aircraft. This most modern of jet aircraft will carry 99 passengers, with 24 passengers in the first class section and 75 passengers in the coach section. The B-727 has already enjoyed its high-flying jet speeds on leading national and international carriers.

PROMOTIONAL FARES

Another major factor influencing Frontier's growth in recent years has been the cornucopia of promotional fares

offered to travelers. One of the most successful has been Frontier's liberalized Family Plan which is good every day of the week and makes possible half fare travel for the wife and quarter fare travel for the family members under 22 years of age when the head of the family buys a regular first class ticket. A more recent innovation to attract a new market of air travelers is Frontier's Standby Fare. This makes possible half fare travel for anyone of any age at any time between 20 city pairs on Frontier's system. Once on



Frontier's 600 mph Boeing 727 "Arrow-Jet."



The jet powered Convair 580.

FRONTIER AIRLINES ...Today

board, a standby passenger travels through to his destination without "bumping." Should he be unable to get on the first flight of his choice, he is assured a seat on the next flight where seats are available. A similar plan was also introduced by Frontier for military traveling on leave. In addition, Frontier has special fares for clergy, for youths under age 22 and an unusual fare for vacationists which makes possible thirty days of unlimited confirmed travel for only \$100. This can be used by residents in states east of the

Mississippi River and along the Pacific Coast. It has proven particularly attractive to vacationists outside of Frontier's immediate trade area who avail themselves of the three to five day packaged vacation plans tailored for seeing the best of the west in the national parks and other scenic areas directly served by the carrier.

MAINTENANCE BASE

In keeping with their recent growth, Frontier plans to build a new \$10 million hangar/operations complex at Stapleton In-

ternational Airport in Denver. Located on a 19-acre tract, this complex will include a hangar capable of housing six Boeing 727 Arrow-Jets. With 400,000 square feet of floor space, it will be the largest hangar at Stapleton Airport. A part of the hangar will be reserved for an operations building that will house Frontier's flight operations, flight and ground employee training facilities, reservations offices, and aircraft and maintenance shops. Construction was scheduled to begin in March, 1967, to be completed by the

summer of 1968. Frontier's plans depend upon the City of Denver successfully selling \$10 million of revenue bonds with Frontier signing a 32-year lease to cover repayment of the bonds. Their executive offices will remain at the present address, two miles west of the airport.

FRONTIER BEGINNINGS

All of this is a far cry from the struggling beginnings of Frontier Airlines just twenty years ago. Shortly after the end of World War II, when there was an indicated growing need for additional air service to more cities throughout the United States, three new airlines — Monarch, Challenger and Arizona, began DC-3 operations with temporary operating certificated from the CAB. In the early summer of 1950, these three struggling carriers merged their assets and routes to form a new company, Frontier Airlines. After years of struggling, along with a slow growth in public use of its passenger, mail and cargo services, Frontier began to hit a full stride in growth in the early 1960's. A combination of new aircraft, a fresh approach to civic and public relations, the added appeal of low-cost promotional fares, and an improved maintenance program which enhanced Frontier's reliability of operations, brought about the transformation of the company into a passenger appealing, profit making organization.

RKO GENERAL, INC.

In early 1965, Frontier received an additional boost when the controlling interest of the line was purchased by RKO General, Inc., a subsidiary of General Tire and Rubber Company. This RKO affiliation has given Frontier stability of ownership which it didn't have before. These combination of features has made it possible for Frontier to lead the entire airline industry in percentage of growth. This successful recent past is merely a prologue to its expected growth in the tomorrows to come.



Frontier Airlines' General Office in Denver, Colorado.



Frontier's proposed maintenance base complex in Denver.



YOU ARE CENTRAL AIRLINES

by Ed Fowler — Director Of Public Relations And Advertising

PUBLIC RELATIONS AND YOU

The term "public relations" is an often-used expression, which usually covers a wide range of ways and means of measuring the public attitude toward the company. But, today, good public relations involves much more. What our customer says about us, the building of good will, and the attitude and morale of you, our employees, all are a composite of our public relations... our image... the lens through which people see our business.

The "smile" in the voice of a telephone reservation clerk, ticket counter courtesies, hostess' willingness to assist, a reassuring word from the captain, correct handling of passengers and their baggage, clean equipment, prompt complaint handling... all produce a favorable public image. But to be really effective, "public relations" endeavors must come directly from you... from ticket agents, reservations and operations... total effort, cooperation.

All the advertising and management concern in the world can not accomplish good public relations... the image of Central Airlines is up to you... because to our customers, **YOU ARE CENTRAL AIRLINES!**

CUSTOMERS DESERVE SPECIAL TREATMENT

Suppose the President of the United States were a customer. You'd really put yourself out to give him special treatment, wouldn't you? Chances are the President will not be one of your customers... but you do have a lot of other customers who are pretty important... more important in your personal life than the President himself. Every single customer you have contact with is the most important customer in the world!

Forgetting yourself and making someone else feel important isn't easy to do. It comes hard to most of us. Some customers aren't exactly the nicest people in the world. In fact, they're downright irritating. It would be a distinct pleasure to cut them down to size. On the other hand, the quiet, meek customer is no trouble, so why stir up some by not asking if you can help? Why? Because in your work, customers and prospects are **IMPORTANT**.

Try giving the very next customer you serve the special treatment... you'll feel good... and the customer will think you're great. Which is the point... because **YOU ARE CENTRAL AIRLINES!**

SMILEMANSHIP

If you had a magic power that could instantly turn the sourest, most aggravating customer into a pleasant easy-to-get-along-with person... or could transform a quiet, timid little person into a interesting customer, you'd use it all day long, wouldn't you?

Now, try this simple little magic on the very next customer you see. In the first instant—that instant when you establish eye-to-eye contact—before you say anything... **SMILE!** Result? They will smile back!

The smile you send out to your customers comes back to you a hundredfold all day... in more pleasant attitudes, patience in delays, and in smiling friendly customers. And smiling customers will remember how friendly you are. Which is the way it should be... because **YOU ARE CENTRAL AIRLINES.**

ATTITUDE. WHAT IS IT?

Attitude may be defined as a "feeling or emotion toward something or somebody." Attitude includes the feeling that

you're not quite happy with your job... or it can be the emotion aroused in you every time you see your supervisor coming. Your attitude tells others what kind of person you are... and more than anything else, that attitude can be the difference between success or failure, between promotion and getting fired, and between complaints or happy customers.

So when you smile at a customer, remember... your attitude is showing too! It's telling that customer all about you... so remember, **YOU ARE CENTRAL AIRLINES.**

DON'T TELL ME HOW TO DRESS—I WEAR A UNIFORM!

If any of you have ever been in the Armed Services... or even seen a good "war" movie lately, you might have wondered about all the attention to the uniform. Every button had to be just so, creases straight and sharp as a knife's edge, no wrinkles, and on and on, down to the polish on the shoes.

Well, think a moment about what that uniform stands for. In the Armed Services, the uniform stands for the United States of America. People look at that uniform and see the U.S.A. In other words, a uniform is just another kind of "image."

So the next time you're tempted to wear a little more or less than the exact uniform prescribed by Central Airlines, stop and remember... people are judging an entire airline by the way you are dressed. Yes, your dress too is important... because **YOU ARE CENTRAL AIRLINES.**

THANK YOU

Everybody knows about the three little words that supposedly make the world go 'round... but have you thought lately about the three words that are

just as effective... and can be said to everyone you talk with? **PLEASE** and **THANK YOU.**

There you are... three little words customers will respond to every time. It is human nature for people to like and respond to those who show them gratitude and appreciation. They respond by giving even more.

So say please and thank you... but mean it. Be sincere. Look at the people you thank. After all, anybody worth thanking is worth looking at. Say "please" and "thank you" clearly and distinctly, as if you are glad you are saying it. Whenever possible, thank people by name. Finally, work at chances to show your appreciation.

The average person will thank for the obvious—the above average person for the not so obvious. And you're obviously an above average person... because **YOU ARE CENTRAL AIRLINES!**

SPEAKING PROPERLY

You may know all the rules of grammar... never use slang expressions... and even be aware of the subtle niceties of social conversation... and still not communicate with people.

If this is your problem, maybe, just maybe... they can't understand what you're saying. A murmur, mumble or harsh sounding voice just won't get through.

Three easy hints can make your speaking voice clearer, and make your tone more pleasant to listen to: Be always conscious of your voice. Watch how others speak. Read aloud.

Try these simple rules for a time, and you'll be surprised how customers will respond. Make your customers understand that **YOU ARE CENTRAL AIRLINES.**



Bob McKenna of Western Airlines (left) serves champagne to reservations office contest winner, Mike Elton (2nd from right) as Ken Unruh, (right) Central's director of interline and agency sales, and other reservations office employees anxiously await their turn.

Central And Western Complete Contest

Central and Western Airlines recently completed an interline sales incentive contest to develop wintertime travel from Kansas, Oklahoma and Colorado to the "Sun Country" of the Southwestern United States.

The contest was developed to promote Western connecting cities via the Denver gateway and any Western city, particularly Phoenix and San Diego.

Seventeen Central cities and

the Central Reservations Office were eligible for the contest. The winners were determined from a monthly "Bonus Point" form mailed to the Director of Agency and Interline Sales. Points could be obtained in many ways; from film showings to TV interviews.

The winner from the 17 cities was determined by the total number of "Bonus Points" accumulated during the three months of the contest. The Central Reservations Office was divided into five teams, and the team with the greatest number of points at the end of the three months, decided the winner.

The first place station was given his choice of a expense paid weekend to Acapulco, Las Vegas or Yellowstone National Park, and the Central Reservations Office first prize was an expense paid weekend to Las Vegas, Nevada.

Salina, Kansas was the first place station and Station Manager L. A. Fuller (who is now station manager in Fort Smith) plans a trip to Acapulco soon.

Manhattan, Kansas placed second, and the station received a case of Western Airlines vintage champagne.

The first prize in the reservations office went to Mike Elton of Team 1, and Mike will receive a trip to Las Vegas.

A case of champagne was also divided among the top 12 individuals who received the greatest number of bonus points in the reservations office.



BEGINNING HER REIGN as the Kansas City area "Miss Transportation" for 1967 is Central Stewardess Letha Luster. Miss Luster, sponsored by Central Airlines, was named along with two princesses May 17 at the National Transportation Week luncheon at the Hotel Muehlebach in Kansas City. Letha, formerly of Tulia, Texas, has been with Central for seven years.

As winner of the Kansas City contest out of 35 contestants, Letha will now go on to the "Miss Transportation U. S. A." contest.

Central Has TV System



Andy Gwin (left) of the training department records the DC-9 Basic Engine Theory Class instructed by Glen Hixon, instructor of the ground school.



Clyde Hotman, relief crew chief, (right) points out the torque switch on the Dart 600 to the television recorder as Andy Gwin mans the TV camera.



Mr. Gwin tests his results after recording some outdoors scenes of the Dart 600.

Central now has its own closed circuit television system. Central's training department has acquired a Sony Videocorder with Video Camera and TV Monitor to use as a training aid in the department.

The TV system will be used for classroom lectures for the pilot and mechanic ground schools to standardize the information and teaching techniques. It will also be used for: Demonstration of various maintenance techniques on the aircraft and in the shops by outside service agencies, as well as our own maintenance personnel for complete training due to shift fluctuations; Pre-flight pilot briefings and preparations for in-flight techniques without the costly use of aircraft already in service; Stewardess and reservation lectures and techniques; Out station personnel procedures training, etc. The vast amount of uses for this system are endless.

The system is relatively easy to use. The Videocorder records video and audio simultaneously on 1/2 inch wide tape and will play back immediately after recording. Its operation is similar to that of an ordinary tape recorder and is compact enough to operate anywhere on 115-120 V house current. This versatility allows the operator to carry it aboard a plane, outside, or in the classroom.

The system comes complete with a Video Camera that is as easy to use as a home movie camera, but with the Video Camera any recording may be viewed instantly without waiting for developing or processing.

A 23 inch Sony TV Monitor complements the Videocorder and Camera for use in the classroom. In addition to the normal functions of a TV receiver, the Monitor supplies picture and sound information to the Videocorder to permit off-the-air-tape recordings.

This method of training has already been utilized in Central's Reservations Training with a great deal of success and praise by the reservations trainees.

NOTICE

Penny Farris, office manager of the Central Credit Union has a new office location in the Central Ticket Counter Office at the Greater Southwest Terminal Building in Fort Worth. Her new number is BU 3-4451, Ext. 238, and her new office hours are: 12:00 p.m. to 5:00 p.m., Monday through Friday.

CENTRAL AIRLINES' PICTURE PAGE

Early Inauguration In Oklahoma



The inauguration of Dart 600 service into Enid, Ponca City and Stillwater, Oklahoma was held the same day that daylight savings time went into effect, May 1, so it seemed a lot earlier than the clock showed. The first stop on the inaugural trip was in Enid at 6:27 a.m. and as the above picture shows it was still dark. Central and Enid officials had a short planeside ceremony.



As the sun breaks over the horizon the Ponca City High School band plays a welcoming fanfare for the Dart 600 as it makes its second stop of the inaugural.



After the Otoe-Ponc Indians did a good luck dance for the "giant silver bird" the Central officials presented Ponca City's Mayor C. D. Hull and Pam Blubaugh, Miss Lake Ponca, a framed photograph of the Dart 600. Approximately 300 Ponca City citizens joined the High School band, the Indian tribe, and city officials, to welcome Central.



As the Dart finally begins to glow in the morning light at 7:24 a.m. ceremonies are held in Stillwater to dedicate the linking of Stillwater to Dallas with Central's first non-stop Dart 600 service.



Thousands of people saw a close-up view of the Dart 600 at the Topeka, Kansas Transportation Day ceremonies and the Salina, Kansas Open House during May.



While 150 radio and TV news directors from eight states have lunch at the WKY-TV studios in Oklahoma City, stewardess Jan Moschell models the latest stewardess uniform. Central sponsored the luncheon during the Radio-TV Association Directors Regional Conference held in Oklahoma City.



The New Central was displayed in several cities recently utilizing Central's new booth display. The booth displays a pictorial review of Central's history and all the new elements of "Operation Turnabout."

CENTRAL AIRLINES

Post Office Box 2554

Fort Worth, Texas 76125