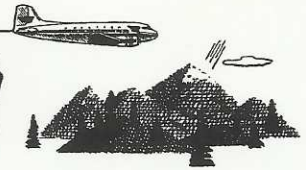




Sunliner News



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FRONTIER'S WILLISTON BASIN APPLICATION GETS STRONG SUPPORT



(Phoenix Chamber of Commerce Photo)

A pretty picture is these four Frontier Airlines stewardesses, gathered on a diving board at Arizona Manor in Phoenix, Ariz. Left to right they are: Shirley Allen, Eleanor Caygill, Helene Shulte and Doris Miller.

According to Bobby Burns, publicity director of the Phoenix Chamber of Commerce, things are really getting underway in preparation for what might be one of the biggest years in the "Valley of the Sun."

Racing fans, either dog or horse, will have nearly continuous racing during the warm winter months. Parimutuel betting is permitted at Arizona horse and dog tracks by state law.

According to the Phoenix Chamber of Commerce, hotel and motel operators have spent some \$300,000 in sprucing up their places so "vacationers can rough it in luxurious comfort." Frontier has been active in promoting travel to Arizona during the past years and a comprehensive program has been outlined for the coming season.

The hearings in Frontier's Williston Basin case convened according to schedule on September 21 at Billings, Montana, then moved to Williston, North Dakota, September 24, and concluded in Washington, D. C., October 1.

A very complete and comprehensive record has been accumulated in this case. Frontier's proposed service to the Williston Basin has gained the wholehearted support of the states of Montana and North Dakota. Governor J. Hugo Aronson of Montana appeared in behalf of Frontier at the Billings hearing and telegrams were received by the Examiner from the Montana senators and congressmen who were unable to attend. Representatives of the oil industry of the Rocky Mountain region presented a very strong and outstanding case in support of Frontier's application and the needs of adequate transportation to the oil industry and the Williston Basin.

Congressman Burdick of North Dakota supported Frontier's application at Williston and spoke for other congressional representatives of the state of North Dakota.

Although the general theme supporting Frontier's application and the needs for air service in this region was directed toward the oil development, it is apparent that the general economic conditions in this area have risen to the point where fast modern transportation is a vital necessity to the future growth of the area.

The Montana-North Dakota territory represents the largest area of the U. S. not now enjoying local airline service, yet this same area contains perhaps the largest reservoir of oil in our entire country. Although development is in its early stages, successes have been phenomenal and have led the oil com-

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MORE EMPLOYEES JOIN FIVE-YEAR CLUB

At an "Award Luncheon" held in Denver recently, twenty-nine more Frontier employees were given their 5-year pins by C. A. Myhre, Frontier President.

There are now two hundred and fifteen Frontier people wearing the wings denoting five years of service and these people represent over a thousand years of experience with Frontier. This figure would be greatly increased if airline service before joining Frontier was included.

The award winners were:

Patricia J. Haggerty, junior accountant; D. W. Rausch, chief accountant; J. A. Dousard, dispatcher; S. S. Millis; K. L. Benish, mechanic; Z. Burns, mechanic; W. Durlin,

mechanic; A. Ehre, mechanic; L. B. Fowler, mechanic; W. E. Gee, mechanic; W. E. Livingston, mechanic; T. S. Matsumoto, mechanic; K. R. Martin, mechanic; A. E. Olinger, mechanic; J. Pasqua, mechanic; L. E. Simpson, mechanic.

W. N. Aspinall, Jr., co-pilot; W. J. Baldwin, reserve captain; G. Graham, co-pilot—PHX; C. K. Logue, reserve captain; C. A. Stevens, reserve captain; F. L. Davidson, supt., ground operations; E. R. Johnson, senior stock clerk; R. Butscher, station manager—RWL; G. Slivka, station manager—CFT; John D. Lindsay, vice president, traffic and sales; R. L. Horr, payload controller; Patricia Larsen, chief stewardess; Mary L. Warhover, stewardess.



Ray Wilson, left, Vice President of Operations, congratulates three of his men who were recently given their five-year pins. Shaking hands with Wilson is Frank Davidson, Supt., Ground Operations; Captains C. A. Stevens and C. K. Logue.

C.A.B. NEWS

Frontier Files Application to Suspend Service at Winslow

On September 11, 1953, Frontier filed an application with the Civil Aeronautics Board asking that the company be allowed to temporarily suspend service to Winslow until an agreement can be reached on charges for the use of the airport facilities at that city.

In Paragraph 2 of its application Frontier made the following statement:

"For the past several months, Frontier has been negotiating with the city for a contract. The city has taken the position that Frontier's payments for the use of the airport and facilities must be greatly increased over those previously paid to Trans World Airlines (TWA). Despite the many arguments advanced by Frontier, the company was notified orally that the increased fees would be billed to the company. On August 14, a letter from Mr. Oberdorf, the airport manager, enclosed a statement for the months of July and August of \$750.00 per month. Frontier had been paying \$400.00 per month to TWA for landing fees and the use of terminal facilities..."

The application further points out the position taken by the C.A.B. in Frontier's renewal case, Ser. No. E-5702, when the Board stated:

"...we fully expect that, having been accorded the opportunity of a longer renewal period in which to exploit the traffic potential of its routes, Frontier will take vigorous action to develop additional traffic and achieve economies in order to reduce substantially its dependence on government assistance through mail pay. Success or failure on this score will, to a large extent, determine the ultimate fate of this carrier."

(Frontier Renewal Case, Decided September 14, 1951, Serial No. E-5702, p. 5 mimeographed Opinion.)

Frontier does not believe that such increased costs are consistent with the mandate of the C.A.B. and further that such increases actually jeopardize the future of Frontier Airlines.

During the time TWA operated the Winslow airport, Frontier paid a total of \$1,500 for rent, landing fees and station services. TWA personnel did Frontier's ticketing, baggage handling and operational work. All of this was included in the above price. Winslow is now asking \$650.00 per month, but to this must be added the cost of staffing the station, which represents about \$1,700 or a total of \$2,400—an increase of approximately \$1,100 per month.

The management of Frontier is making every effort to work out a settlement to this problem as the company is anxious to continue uninterrupted service to Winslow.

Frontier's Williston Basin Application Gets Strong Support

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panies to believe that the early successes are indicative of what will eventually be developed.

There was wholehearted agreement by all participating cities as well as other interested parties that only Frontier's application would serve the needs of this area adequately.

AVIS GETS JACK-A-LOPE



Every true westerner knows how rare a Wyoming jack-a-lope is, but Bob Anderson, Frontier station manager at Cheyenne, managed to trap one in time for it to be presented to Warren Avis during his company's recent Denver convention. Bill Barker, left, Denver Post writer, made the presentation to Mr. Avis. In his well-prepared speech, which was delivered with force and fervor, Mr. Barker drove home the fact that The Denver Post Empire Magazine, for which he writes, has a Sunday circulation of well over 400,000 and accepts paid advertising, rates on request. After a brief pause, during which there were no requests for rates, Mr. Barker lunged into his talk, "The life and love of the jack-a-lope," a topic on which the speaker has spent a lifetime of study and has earned him the right to be recognized as the "Jack-a-lope's Dr. Kinsey."

"This fleet little animal," said Mr. Barker, "is the fastest animal on the western plains. They mate only during flashes of lightning." He then pointed out its uncanny ability to imitate the human voice, especially cowboy songs, which provides justification for shooting them.

One of the big events of the year is the annual jack-a-lope race which is sponsored by The Denver Post. The race starts at Tin Cup, Colorado, and the finish line is at Split Lip, Wyoming. Last year's race became a shambles when some conniving operators from the West Coast entered a blind-folded animal, then hired a local rain maker who created a thunder storm.

Mr. Avis thanked Mr. Barker for the splendid trophy and assured the assembled crowd that it would occupy a place of honor in his Detroit office.

It is safe to assume that in such a place it will cause many eyebrows to be raised and many questions to be asked.

SAFFORD TO HAVE NEW TERMINAL BUILDING

According to information just received from John Griffith, Station Supervisor of the southern district, the last "make-shift terminal" on the southern division is about to go.

The new installation will be ready for use about October 15 and it is expected that formal dedication ceremonies will be held sometime after that date.

There has been an acute need for this improvement and the people of Safford and the surrounding area are to be congratulated on making the southern division the first 100% new and modern division on Frontier's system.

FIRST CLASS MAIL BY AIR EXPERIMENT STARTED

The Post Office Department and the nation's airlines have been working on a plan for some time which would enable the airlines to carry first class mail between certain points on a space-available basis.

Four carriers, American, Capital, TWA and United have been picked to start the new service. Other carriers, including Frontier, have been studying this problem and will submit proposals to the Post Office Department in the very near future.

First class mail will be handled at a rate of 18.66 cents per ton mile between New York and Chicago and 20.04 cents per ton mile between Washington, D. C., and Chicago.

In its petition to the C.A.B., the Post Office Department stated: "It is the belief of the Postmaster General that in the movement of mail there are many instances where air transportation can provide a much-improved service to the public at a cost to the Department comparable to or lower than the cost of available surface transportation. In such instances, the Department desires to use air facilities for the transportation of certain first class and other preferential mail, not for the purpose of providing air transportation to all such mail, but to implement a policy of utilizing such facilities where they would afford a more efficient and economical service to the public than is available by the use of surface transportation exclusively."

The new plan is expected to speed up some surface mail at least 24 hours. If this new system proves practical, it will probably be expanded to include other parts of the United States.



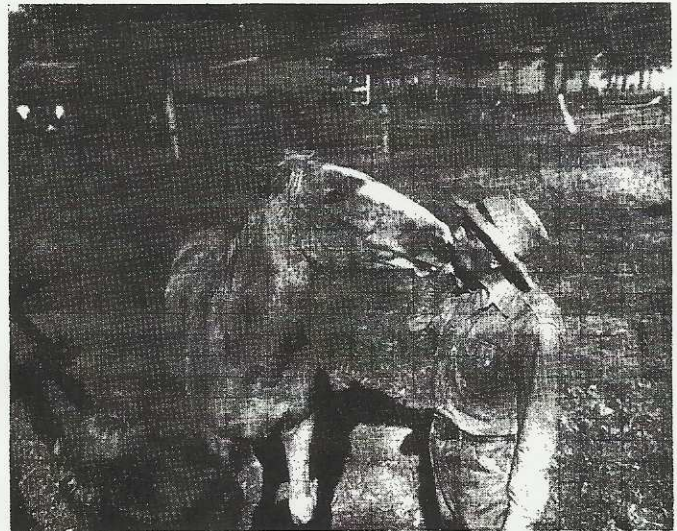
PUT THE HEAVY ONES ON THE BOTTOM!

Air Cargo, Inc., never satisfied with the handling of air freight, has just launched a series of new posters which will be distributed to all airlines. The new "reminders" will be displayed in shipping rooms, cargo docks and airport offices to serve as a constant reminder that the right way is the only way to handle our customers' cargo.

FRONTIER NEWS IN PICTURES . . .



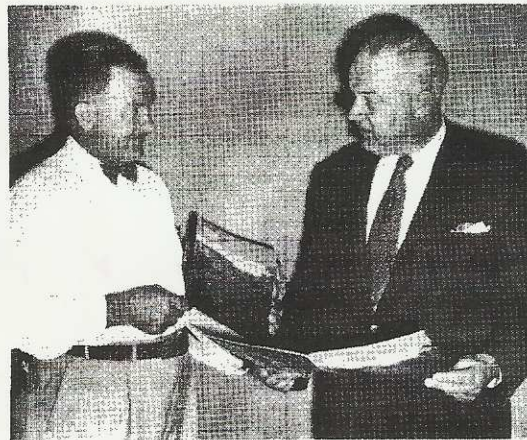
Verlin Stoner, Publicity Chairman of the Desk and Derrick girls, was on hand to welcome Cleone Merkley, Carter Oil Co., Vernal, when Miss Merkley arrived in Denver. The D. & D. girls, about one thousand of them, held their national convention in Denver recently. The organization is made up of the women employees of the nation's oil companies.



Otto Kuhler, nationally known artist and engineer, finds time to relax at his ranch near Bailey and "talk" to one of his prize Palomino horses. Mr. Kuhler has been painting some of the scenic spots on Frontier's system and has spent considerable time in the Durango and Cortez areas. His work will appear in a future issue of The Denver Post's Empire Magazine.



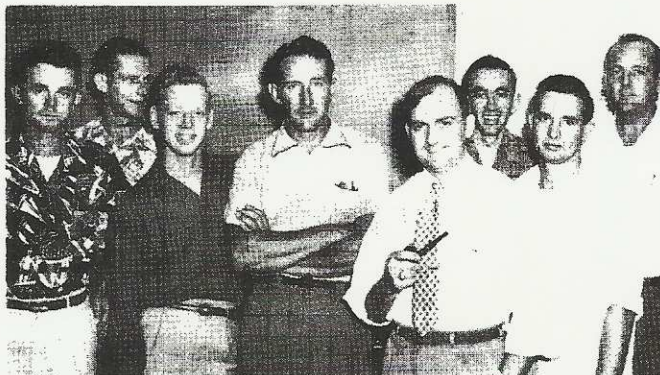
Mr. and Mrs. Kenneth L. Benish have returned from a vacation in Jamaica, British West Indies. The couple stayed at the beautiful Tower Isle Hotel, located on the north shore of Jamaica. Ken is a mechanic at Denver.



Tony Standish, left, Avis operator throughout Arizona, can't pass up an opportunity to slip in a few plugs for his state. In the picture above, Tony was caught in the act of selling Arizona to Art Bazata, Chairman of Colorado's Advertising and Publicity Committee. Mr. Bazata is now planning a winter vacation in Phoenix. Tony has worked very closely with Frontier and now has rental cars at every airport in Arizona.



Mrs. Florentine Urban of the Avis Company, "switched to air mail" after a brief discussion with airline men who attended the recent Avis convention in Denver. Just to prove that she agrees "if it's worth writing, it's worth airmail," Mrs. Urban displays the first of the mailings, air mail stickers attached.



Another class of station agents has completed a training course under the supervision of Al Schmidt, with pipe, and the new employees have been assigned to various Frontier stations. Included in the picture above are, left to right: Lyle Isaacson, Denver; Richard Beck, Farmington; Donald Koughn, Phoenix; Joseph Haynes, Farmington; Al Schmidt, J. Abbott, Laramie; Wendell Reinmuth, Worland; and Charles Sullivan, Phoenix.



John D. Lindsay, third from right, Frontier's V.P., Traffic and Sales, was a member of the airline panel which discussed aviation and car rental problems during the recent convention of the Avis company in Denver. Other members of the panel were, left to right: Rex Brack, Braniff; Henry Verderber, TWA; Joe Cassen, American; Marvin Davis, Continental; Warren Avis, Vince Conroy, both of Avis Co.; L. Adams, TCA; John Lindsay; Bob McKenna, Western; and O. C. Enge, United.

Meet Claire Almqvist



"The little girl doing a man-size job" best describes Claire Almqvist, Frontier's Supervisor of Tariffs. Claire knows all the answers—including airfreight and passenger tariff rules. If she doesn't have the answer to an airfreight or passenger tariff problem, she will find it in one of those many complicated looking binders in her office. She doesn't need reference material for any other challenge to her perception and expression.

Claire was initiated into the airline business by Northwest Airlines at Wold-Chamberlain Airport in Minneapolis in 1942. She spent four years with Northwest at a time when World War II produced the problems of priorities, shortage of man and woman power, etc. In addition to serving as Reservations Agent and Transportation Agent, she did pinch-hitting as a stewardess.

The "Call of the West" hit a vulnerable spot in our gal, and in December of 1946 she gathered her belongings together in her Ford and started the long trek across the snow and ice to Denver. Claire joined Monarch Air Lines February 24, 1947, and Gerry Kitchen latched on to her for his secretary in the Traffic and Sales Department. No man being able to hold our Claire long, she started devoting more time to passes, char-

ters and finally tariffs and schedules. On January 1, 1952, Frontier Airlines management promoted her to her present position as Supervisor of Tariffs.

Claire does her man-size job in keeping abreast of the industry correspondence pertaining to all passenger and airfreight tariffs containing rules, fares and rates published for all carriers; she has to keep up with the policies established by the Civil Aeronautics Board and Air Traffic Conference governing the publication of tariffs and schedules and agency agreements. She also files our schedules with the Civil Aeronautics Board. Claire has been attending the Air Traffic Conference Tariffs and Rates Committee meetings for Frontier—a field not yet invaded by women—another "First for Frontier."

Hastings, Minnesota, is the birthplace of our heroine, attending elementary and high school there. She completed three years of business training at Dallas Technical College in Dallas, Texas.

Should Frontier have a women's bowling or soft ball team, Claire would be a good member for us to have. She bowled with Park Hill Mixed League in Denver and played with Northwest's soft ball team in Minneapolis. She belonged to the Twin City Archery Club in St. Paul and is presently a member of Wills Case Women's Golf Club in Denver. There's just one thing wrong with Claire's life—there just is not time enough in one lifetime for golf, golf and more golf.

NEW SCHEDULES EFFECTIVE SEPTEMBER 27

While Frontier's basic schedule pattern remains about the same, a few changes have been made to improve interline connections and provide better service to some of Frontier's cities.

New flights have been scheduled between Phoenix and Tucson on a five-day, Monday through Friday, basis. There seems to be an acute need for these "business men flights" and the new service is intended to meet that demand. The flights are experimental to determine the extent of the commuter-type business between Arizona's two largest cities.

Flights 16 and 17 between Albuquerque and Winslow have been discontinued because of failure to produce sufficient business to warrant continuing the service.

NEW PERSONNEL

- MARIETTA SHIVERS—PBX Operator—Denver, Colorado.
 DORIS VOMBAUR—Stewardess—Salt Lake City, Utah.
 RUTH J. KNILL—Stewardess—Denver, Colorado.
 ELSA VICKREY—Stewardess—Salt Lake City, Utah.
 JOANNE POPIN—Stewardess—Phoenix, Arizona.
 RUTHANNA MADDEN—Stewardess—Phoenix, Arizona.
 SHIRLEY SCHEUERMAN—Stewardess—Denver, Colorado.
 PATRICIA DILLINGHAM—Stewardess—Denver, Colorado.
 MARILYN L. TIPTON—Reservations Agent—Salt Lake City, Utah.

Flights 9 and 10 will not stop at Monte Vista due to field conditions and the high load restrictions.

Connecting times at Farmington and River-ton have been adjusted to make allowances for the coming winter season when a little more time will be required to make connections at these two key points.

Since interline business represents the biggest single source of revenue for Frontier, the best possible connections at terminal cities have been maintained.

The winter schedules will remain in effect until next spring with the possible exception of a few very minor changes which will not alter the basic schedule pattern.

Frontier Photo Wins National Honors



Stewardess Libby Richmond, a new summer uniform and a Sunliner add up to a prize-winning combination. In fact the combination won second in the Industrial Editors' annual photo competition.

The picture above, taken in color, was used to publicize Frontier's new stewardess uniforms. An enlargement has been used extensively in window displays throughout Frontier's system.

The prize-winning shot was taken by Jerry Kitchen, Frontier's manager of public relations, on Ektakrome film in a 4x5 Crown Graphic.

Sunliner News

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PUBLIC RELATIONS

DEPARTMENT OF FRONTIER

G. S. KITCHEN, Mgr., Public Relations

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Sunliner News was given a "Pacemaker" award in the national competition as one of the best company publications entered in the contest.

Awards were presented by Bob Considine, nationally known radio and TV commentator, at an "Awards Dinner" which was one of the highlights of the Industrial Editors' annual convention in Omaha during the last week of September.