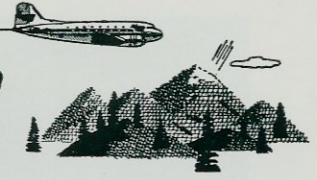




Sunliner News

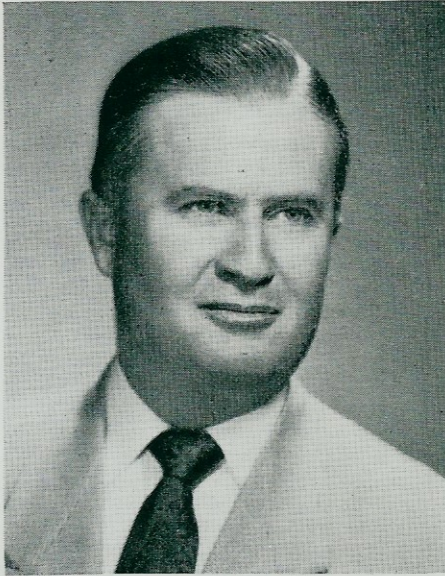


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FRONTIER PERMANENT CERTIFICATE ISSUED



Gordon Dahl, recently appointed District Sales Manager, Billings, Montana.

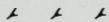
DAHL NEW BILLINGS SALES MANAGER

Appointment of Gordon W. Dahl as District Sales Manager, Billings, Montana, effective September 1, was announced by John D. Lindsay, Vice President of Traffic and Sales. Dahl replaces Rick White, who recently resigned.

For the past year the new District Sales Manager has been working as a Sales Representative in Denver. He is a graduate of Denver's East High School and the University of Denver.

Prior to joining Frontier, Dahl had worked for Continental Air Lines and also as a salesman for Buckley Brothers Motor Company. He goes to Billings well qualified to handle the additional responsibilities of his new assignment.

While congratulating Gordon Dahl on his well-deserved promotion we also want to extend our sincere best wishes to veteran Rick White who leaves Frontier with an outstanding record in the field of sales and sales promotion.



According to employment manager C. G. Shaffer, a total of 1744 applicants, excluding mail, registered at the Denver office during 1954. Of this number 684 were interviewed and 172 were actually hired. Congratulations to those who "made the grade" and are now members of the constantly growing Frontier family.

District Sales Manager Vern Carlson demonstrated just what can be accomplished with a well organized promotion at Monte Vista. One of the big days was "Air Mail Day."

To give the event added push, Frontier's Supt. of Mails, Tollie Glaves, was on hand to talk about the advantages of air mail at a meeting of the local commercial club, the Chamber of Commerce, and to several service clubs. Don Brewer, Regional Manager of Operations for the Post Office Department, was sufficiently impressed with Frontier's efforts in promoting air mail to lend his assistance. He took time from a busy schedule to attend several service club meetings and discuss general postal policies with emphasis on the advantages of the decentralization program and the need for increased postage rates.

It is interesting to note just what happened. Monte Vista is a progressive community of some 4,500 people who get solidly behind local affairs, and "air mail day" was no exception. Air mail on the big day was just four times the normal business. Approximately 1,500 letters went out, representing one letter from each family in the city.



Miss Montana, Berta Mae Huebl, shown as she deplanes from a Sunliner for a visit to Glendive, Montana. Shortly after her visit Miss Huebl left for Atlantic City to compete in the Miss America contest.

CAB Order No. E-9549 Outlines Conditions of Frontier's Future Operations

Perhaps the most significant milestone in Frontier's short but colorful history was reached when the Civil Aeronautics Board issued the order which makes Frontier a permanent scheduled airline in the Rocky Mountain west. While it had been announced that such an order was to be issued, there were a great many unanswered questions until it was actually received.

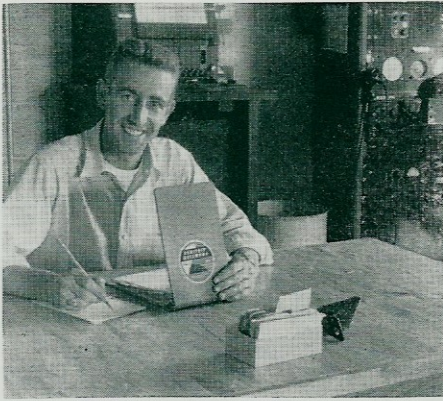
The order briefly reviews the company's case, stating that it has been in operation the required length of time, that it has provided adequate and efficient service, and that Frontier meets all of the prerequisites to apply for a permanent certificate. After agreeing with these allegations, the order sets forth the thinking of the Board with regard to the issuance of a permanent certificate and particularly with regard to those cities which have received a three-year extension. Since it is imperative that the position of the Board be properly reported we are reprinting excerpts of the order.

"Section 401 (e) (3) empowers the Board to limit the duration of the certificate as to not over one-half of the intermediate points named therein, which points the Board finds have generated insufficient traffic to warrant a finding that the public convenience and necessity require permanent certification. The Board has proposed an industry-wide traffic standard upon which to base a tentative conclusion as to whether a particular intermediate point should be permanently or temporarily certificated. A standard which can be applied on an industry-wide basis will assure that all the intermediate cities are equitably treated. The Board has concluded, on the basis of an analysis of the latest available traffic data, that an average of five or more passengers enplaned per day provides a reasonable basis for selection of those intermediate points to be permanently certificated at this time.

"As indicated above, the recent amendment of the Act provides for the certification for an unlimited duration of all terminal points and of at least one-half of the intermediate points named in the certificate. This means that in the future the applicant carrier will be providing services over permanently certificated segments. During the years of local service carrier experience, the Board, in con-

(Continued on Page 2, Col. 1)

Meet Ken Barrett



Just south of the Canadian border, veteran Ken Barrett rides herd on Frontier's northernmost station, Wolf Point.

Ken joined Frontier as a Station Agent at Grand Junction on July 23, 1951. He subsequently transferred to Salt Lake City; and took over his present assignment on September 20, 1954.

He was born in Montrose, graduated from Grand Junction high school, and attended Mesa College in the same city.

His interest in aviation extends beyond ground operations, his primary responsibility. He holds a commercial pilot's rating and also an instructor's rating. "These," Barrett adds, "I use for aerial wolf hunting." Which seems a logical pastime in Wolf Point, Montana.

In addition to Ken and his wife, Edna, there are three little Barretts: Larry, 4; Scott, 2; and Kathy, 5 months.

His hobbies—oil painting, hunting, fishing, cutting and polishing Montana agates. He is active in the Elks Club and is a member of the Chamber of Commerce and the local Aviation Committee.

Just as an incentive to get Frontier people up that way, Ken alleges that "we have wonderful pheasant hunting right by the airport."

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FRONTIER PERMANENT CERTIFICATE

(Continued from Page 1, Col. 3)

sideration of the subsidized nature of the operation, has found that on-line intermediate points generating in the neighborhood of 300 passengers on and off monthly have borne a reasonable share of the expense incurred by the carrier in providing service to the intermediate points on existing flights. In the past, the Board has also found that local service carrier points generating in the neighborhood of five or more enplaned passengers per day have warranted recertification. This leads us to conclude that in the absence of a further showing, the five passenger per day standard is a reasonable one for selecting those intermediate points to be permanently certificated."

To make certain that every city receives fair and impartial treatment in this proceeding, the order further states that:

"The Board believes that except for cities presenting special considerations warranting permanent certification, those intermediate points which have generated less than five enplaned passengers per day should be certificated for a temporary period of three years. Certification

for this period will enable the Board to assess the future traffic development at these points and to consider at a later time whether or not they should be made permanent. These cities will be afforded an opportunity before the expiration of the temporary period to demonstrate their ability to generate a sufficient volume of traffic to warrant permanent certification or continuation of service for a further temporary period."

The handling of Vernal and Kemmerer is explained as follows:

"Thus, the Board proposes to require the carrier to show cause why Vernal, Utah, should not be certificated for a period of unlimited duration on segment 1.

"The Board further concludes that a point which has been authorized for service, but where service has been interrupted and temporarily suspended because of inadequate airport facilities, is eligible for certification pursuant to section 401 (e) (3) of the Act even though no service was rendered during the statutory grandfather period, because it is a point at which service has been interrupted for reasons over which the carrier had no control.

"Thus, the certificate which the Board proposes to issue to Frontier pursuant to section 401 (e) (3) of the Act, provides for the certification for a period of three years of the intermediate point Kemmerer, Wyoming. The presently effective suspension of service at this point is being continued by the proposed supplementary order attached hereto as Appendix B."

In the case of cities which have been suspended due to economic reasons, the order used the following language:

"The Board further believes that a point which was not served during the statutory grandfather period because service had been temporarily suspended for economic reasons advanced and supported by the carrier is not eligible for inclusion as a point in any certificate that may be issued to Frontier pursuant to section 401 (e) (3).

"Therefore, the Board is making a finding consistent with the above tentative conclusion as to the point, El Paso, Texas. This order will require Frontier to show cause why the intermediate point Silver City-Hurley, New Mexico, should not be certificated pursuant to the provisions of Section 401 (e) (3) of the Act as a terminal point on segment 8 of route No. 73 for a period of unlimited duration.

"The point, Minot, North Dakota, was temporarily certificated to Frontier by the Board by Order E-8743, November 1, 1954; however, the effectiveness of the certificate was stayed by Order E-8860, December 29, 1954, and the record in the Williston Basin Area Case, Docket 5777, was reopened for further hearing on the issue whether Frontier should provide service to Minot in addition to or in lieu of Braniff Airways, Inc. Since the certificate has not become effective and Minot has never been served by Frontier, the Board tentatively concludes that the point, Minot, is not eligible for inclusion in any certificate to be issued to Frontier pursuant to section 401 (e) (3) of the Act.

(Continued on Page 4, Col. 1)

C.A.B. NEWS

The former Pioneer Airlines Route 64 now operated by Continental Air Lines will be given permanent certification, based on a show-cause order issued by the Civil Aeronautics Board on August 17th. Sixteen cities are recommended for permanency and the following seven intermediate cities will be continued for an additional three years—Breckenridge, Lamesa, Mineral Wells, Plainview, Snyder and Sweetwater, Texas, and Las Vegas, New Mexico.

Participants in the Denver Service Case will summarize their arguments orally before members of the CAB on September 15th.

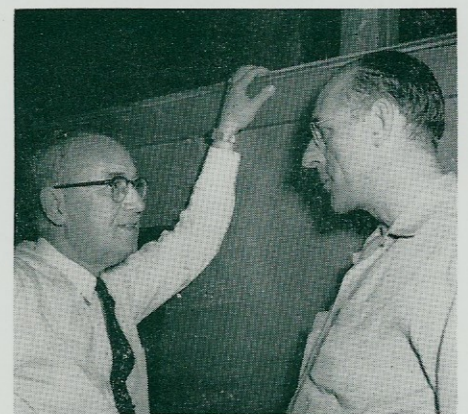
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Frontier Hosts at Dinner

It was only fitting that on his first visit to Denver since becoming President of the Air Transport Association that Harold L. Pearson, along with Mrs. Pearson and General Counsel for the A.T.A. Stewart Tipton, should be entertained by Frontier Director L. W. Linville. It was fitting because Mr. and Mrs. Linville are noted for their steak dinners which are all the more enjoyable because they can afford it.

The Linville summer home at Evergreen provided just the right atmosphere in which to welcome the Pearsons to Denver. The guest list included representatives of all the airlines serving Denver and read like a "Who's Who" in local aviation. Included among the guests were Mr. and Mrs. Jack Smith and the Stan Halbergs of Continental Air Lines; the Bob McKennas of Western Air Lines; the Sam Kelloggs and Jim Kennedys of United Air Lines; plus a liberal delegation from Frontier, headed by President C. A. Myhre.

The only serious note of the entire meeting was the guests' attack on the steaks. Local legend has it that the host and the local butcher have a secret operation where steaks are manufactured to a taste which no one has been able to duplicate. Whether or not it is true will probably never be known, but there was none left for the dogs.



While the topic of discussion is unknown it is safe to assume that A.T.A. President Harold L. Pearson, left, and C. A. Myhre are deep into some phase of aviation.

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The scheduled airlines at the end of 1956 will be able to offer over 375 per cent more service than they did at the end of 1946 with only 90 per cent more airplanes in the fleet. The answer lies in increased efficiency in our newer airplanes and modern methods of operation.

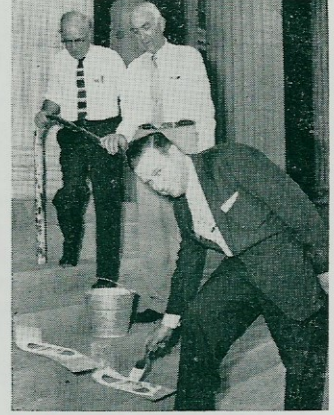
FRONTIER NEWS IN PICTURES . . .



Two hundred forty-five Frontiersmen and their families gobbled down 1,000 hot dogs, 15 cases of soft drinks, 2 barrels of beer and rode the roller coaster 753 times during the Sunliner Club's picnic held at Denver's Elitch's Park during the latter part of August. This annual affair is one of the big events of the Sunliner Club's year round activities program and provides an opportunity for Frontier employees and their families to become better acquainted while enjoying an afternoon of games, rides, and all around fun.



Always welcome aboard any Sunliner is one of the many "queens" who regularly travel Frontier's system. Miss North Dakota, shown above, is welcomed at Williston after having won her title at the annual beauty contest in Bismarck. Miss North Dakota is greeted on her arrival in Williston. She won her title in the state contest at Bismarck and represented North Dakota in the finals at Atlantic City.



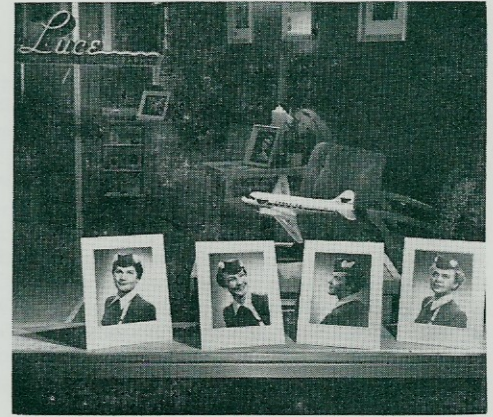
Acting Postmaster Boutwell of Monte Vista, left, and Tollie Graves, Frontier's Superintendent of Mails, supervise while Don Brewer, Reg. Operations Manager, stencils footprints on the steps of Monte Vista's Post Office. This took place as part of the Air Week promotion held in connection with the dedication of Monte Vista's airport.



Passengers to Durango will miss the smiling face of Homer Gedney, who has been handling mail and passengers between the airport and town since 1946. Homer recently quit the mail run to go into business in Durango.



Checking every possibility to obtain more revenue, temporary agent Miss Betty Shrock has literally "Gone to the Dogs" to increase passenger traffic. The potential passenger is "Suzette," a French poodle belonging to Mrs. Tom Gee of Worland. It is only natural that the Gee's expect the best, as they run one of Wyoming's finest hotels, Worland's "Washakee."



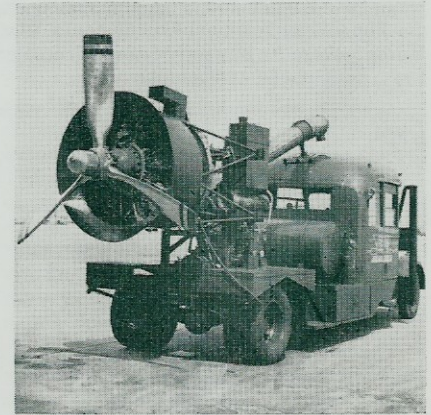
The Luce Studios of Billings, Montana, gave Frontier Airlines a big boost with a window display featuring pictures of Frontier stewardesses backed by one of the new model airplanes which has just been received. Luce Studios is the official photographer for Frontier in Billings.



"Mr. Roberts," at extreme right, presents Miss Frontier Airlines, Polly Ray, with an orchid upon her arrival in Cheyenne for the premiere of the new Lincoln theatre. "Mr. Roberts," Airman 1/c Dale Nelson of Warren Air Force Base, was winner of a contest at the base for the honor, which included a date with the beautiful stewardess. Pictured above are Mayor Val Christensen, Rick Ricketson, President of the Fox IM Theatres, Miss Ray, and Nelson.



A sudden downpour failed to dampen the enthusiasm of the crowd on hand for the crowning of "Miss San Luis Valley," an event which climaxed the dedication of the new Monte Vista airport. Frontier President C. A. Myhre stands by in the rain ready to present a bouquet to the queen, while the less hardy souls took refuge under a canvass tarp. Fortunately the rains held off until the introductions had been completed and Governor Johnson and Congressman Chenoweth had an opportunity to address the large crowd at the airport.



Frontier's Maintenance Department points with justifiable pride at the new test run truck which was designed and built by Frontier. The new truck enables Frontier personnel to give each engine a 3 1/2 to 4-hour test, which had previously been farmed out. The test truck was designed by Engineer R. A. Roepe. Mechanic Hugh Gilliksen supervised the actual construction and Johnny Randall installed the complicated wiring system.

FRONTIER PERMANENT...

(Continued from Page 2, Col. 2)

"The Board further believes that the general terms and conditions set forth in the certificate of public convenience and necessity last issued by the Board to Frontier may not be expanded in a certificate to be issued pursuant to section 401 (e) (3) of the Act in such manner as to grant authority to said carrier in excess of that set forth in the certificate of public convenience and necessity last issued to this carrier."

Frontier's entire system consists of nine segments and, for the sake of better understanding the Board's order, the segments are as follows:

- 1—Salt Lake City-Grand Junction
- 2—Grand Junction-Phoenix
- 3—Denver-Grand Junction
- 4—Denver-Farmington
- 5—Billings-Denver
- 6—Billings-Salt Lake City
- 7—Salt Lake City-Denver
- 8—Phoenix-El Paso
- 9—Billings-Bismarck/Mandan

All points on Frontier's system are made permanent by the order except for Gunnison, Montrose-Delta, Monte Vista, Greybull, Rawlins, Kemmerer, Safford, Clifton-Morenci, Miles City, Wolf Point, Sidney and Dickinson. At the end of three years the traffic record of these cities will be reviewed to determine whether service should be continued or suspended. Since El Paso was dropped for economic reasons, Silver City is now the terminal point on Segment 8.

Frontier Airlines' President, C. A. Myhre, had this to say about the Board order, "While our permanent certificate is indeed a significant step, it gives us no room for complacency. We have the challenge of making our permanent stations better and our temporary stations permanent."

SHORT HOPS

The Civil Aeronautics Board recently announced the appointment of Rod Kreger to the position of Congressional Liaison Officer. It is the first time in history that the Board has had such an official representative on the Hill. Mr. Kreger comes to the Board from the Republican National Committee in Washington, where he has served since September, 1953, as Director of Farm Activities.

Sunliner News

SUNLINER NEWS is published every month by and for the personnel of Frontier Airlines.

Edited by the
**PUBLIC RELATIONS
DEPARTMENT OF FRONTIER**

G. S. KITCHEN, *Mgr., Public Relations*
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A convention of the Rocky Mountain Oil & Gas Association will be held in Denver's Cosmopolitan Hotel on October 27, 28, and 29, with Dr. Kenneth McFarland as convention speaker. 2,000 delegates, in addition to their families, are expected to be in attendance. Wyoming's Governor Milward Simpson is scheduled as guest speaker at the Stag luncheon on Friday noon. Saturday's activities include election of officers in the morning, and the annual banquet in the evening, at which Chester Lauck, famed for his portrayal as "Lum" in the "Lum and Abner" radio series, will act as toastmaster.

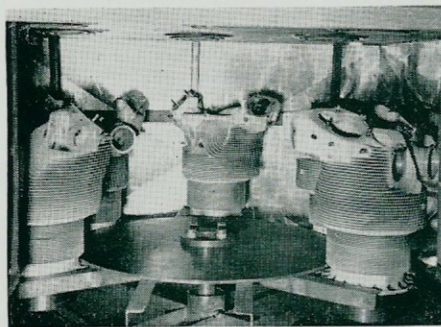
Readers of Business Week Magazine now have a good idea of just what goes on along Frontier's system during the weekends. The magazine carried a feature story on the company's "barnstorming" activities in the August 27 issue.

While the story pointed out the general makeup of an "Aviation Week" it used the most recent celebration at Monte Vista as the example of just what happens, including one of the season's heaviest rain storms.

But rather than rewrite the story, may we suggest that you pick up a copy of Business Week.

The Postal Transportation Service is undergoing a reorganization to conform with the Regional plan in the Post Office Department's "Decentralization Program."

Mr. V. A. Klein, former General Supt., Postal Transportation Service at Omaha is organizing the Denver Regional Transportation Office which will have jurisdiction over the transportation of all mails in the states of Colorado, Arizona, New Mexico, Utah and Wyoming. This will be most advantageous for both the Postal Department and the air carriers of the Rocky Mountain Region in coordinating the Air Mail service.



Although there are several types of cylinder ovens on the market, none of them suited the requirements of Frontier. The obvious answer—build one. And that is just what is pictured above.

We hadn't realized there was such a demand for baked cylinders so we asked a few questions. Jack Burnell, Supt. of Engineering and Maintenance, supplied the answers.

It seems that part of the cylinder is aluminum while the rest is steel. The aluminum head is screwed on the steel barrel but since the heat expansion coefficient of the two metals is not the same, it creates a problem. In simple language this means, we are told, that more expansion takes place under heat treatment with aluminum than with steel.

Thus an assembled cylinder can be given the heat treatment and we wind up with a perfectly fitted engine part.

Cylinders are subjected to a much higher temperature in the oven than will ever be experienced in actual operation. The heat is generated by a series of infra-red installations which enable the operator to bring inside temperatures to the desired level for a given length of time.

Word of this innovation has leaked to other local service airlines and several inquiries have been received regarding the construction and operation of the unit.

This is another example of the type of ingenuity which has enabled Frontier to stay ahead of the pack in the local service airline industry.



Frontier Airlines has been co-operating with the Colorado Game and Fish Department in luring more anglers to the famed trout waters of Colorado during the current season. Here Ed Talbot, Station Manager at Flagstaff, and Merritt Clark of Clark's Sporting Goods of Flagstaff look over the weekly fishing report which has been mailed these past two years to various sporting goods stores in Arizona and New Mexico. Flying Frontier to Colorado for trout fishing is becoming THE way to travel from these two states.

It's getting to be a habit, but a rather pleasant one, for the Sales Department to announce traffic increases over the corresponding period of the past year. The present summer session is no exception.

According to Clark Coe, Frontier's economic analyst and chief trend forecaster, the months of June, July and August will show a 13% increase over the same period in 1954. The season just completed, the best in the company's history, generated 12,422,888 passenger miles for an average of 11.52 passengers per mile, and a 54.86% load factor. Last year Frontier developed 11,096,381 revenue passenger miles for a 48.48% load factor.

John D. Lindsay, Vice President of Traffic and Sales, attributes this increase to an overall increase in the economic activities in this part of the country, especially uranium, plus a greater dependence on Frontier's service than ever before. "It has taken years of promotion," Lindsay said, "for us to sell some of the residents of communities we serve on the merits of air travel. Each year," he added, "additional hundreds of people come to rely on our service as a basic means of transportation."

During 1953 the American Red Cross aided 100,800 disaster victims in 45 states, Alaska and three insular possessions. Red Cross disaster relief is given on the basis of need to victims who cannot finance their own rehabilitation without hardship.