



Sunliner News



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LOCAL LINES LAUNCH NEW BID AT CAPITOL

Governor Johnson Honored

The airlines serving Denver turned out in force to pay tribute to Colorado's Governor Ed Johnson for the outstanding work he did in behalf of aviation during the time he served on the Senate Committee of Interstate and Foreign Commerce.

Mr. Earl D. Johnson, President of the Air Transport Association, reviewed the highlights of the Governor's long and outstanding career in the United States Senate and strong support he gave the airlines during a time when the aviation industry was developing into a major industry.

In accepting the award, Governor Johnson reaffirmed his faith in aviation and again emphasized its vital importance to the commerce of the United States and the national defense. The Governor has long been a staunch supporter of the local service airlines, and, as a resident of the Rocky Mountain West, knows from first hand information the important part played by the scheduled carriers in this area.

Airline presidents on hand for the ceremonies, in addition to C. A. Myhre, were W. A. Patterson of United and R. F. Six of Continental. Western was represented by Gerry Brooder, and Bill McKinney took the bows for Braniff.

Lloyd Love Promoted

Lloyd L. Love, formerly Station Manager at Phoenix, has been appointed Manager of Training and Safety. He replaces Al Schmidt who has been promoted to Personnel Manager.

In his new position Love will have full supervision of Frontier's training program for all new employees and will continue the company's Management Conference sessions for department heads and supervisory personnel.

His education and experience qualify him for one of Frontier's most important positions. He holds a B.S. degree in Business Administration from the University of Denver. During his five years in the Air Force, 1942 to 1947, he served as an observer, flight engineer and pilot. Immediately after his release from the service he operated his own airport at Hoopston, Illinois.

Love started his airline career as an agent for Frontier at Albuquerque and on February 15, 1953, was promoted to Station Manager at Phoenix. His success in running one of the company's largest stations naturally had a great deal to do with his most recent appointment.



Chief Stewardess Sylvia Kemer, left, and District Sales Manager Edna May, right, both of Phoenix, took advantage of Denver's worst storm of the year to get in a plug for "The Valley of the Sun." The "demonstration" took place just outside the Cosmopolitan Hotel where the sales meetings were held.

Semi-Annual Sales Meeting Held

"Regardless of the fact that business for 1954 was ahead of the estimates and 1955 is doing the same thing, the coming months will see an even greater emphasis on sales and sales promotion," John D. Lindsay, Vice President of Traffic and Sales, told the District Sales Managers and some twenty company officials during the three-day sales meeting held in Denver.

All phases of the company's operation were x-rayed, diagnosed, and cures prescribed. This included schedules, tours, a new and expanded station sales program, interline sales, and all phases of Frontier's cargo business—especially mail.

Since the advertising program during the past few years has been very effective, the 1955 campaign will follow the same general pattern with minor variations to take care of ever-changing local situations.

Every effort will be made to improve schedules on certain segments of Frontier's system. While it is generally recognized that some changes are desirable, they are also impossible without additional equipment. In an effort to get maximum utilization and the best possible schedules, the entire operation will be reviewed and necessary changes will be made in the new schedules which will become effective April 27.

During the next month, all Frontier District Sales Managers will spend about two weeks ringing door bells of the company's

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The Editors of American Aviation Daily have given Sunliner News special permission to reprint the following article which appeared in the February 23 issue.

The local service airlines' newest bid for permanent certification was launched Monday in an atmosphere of friendly questioning as the aviation subcommittee of the Senate Commerce Committee opened three days of hearings on Sen. Warren Magnuson's bill (S. 651) to amend Section 401(e) of the basic Civil Aeronautics Act of 1938 to permit such certification.

John F. Floberg, Counsel for the Conference of Local Airlines, first witness, stressed the following reasons why permanent certification is necessary at this time:

(1) Recurrent diversion of executive talent to renewal proceedings when that talent should be devoted to improvement of feeder operations themselves.

(2) Expense to lines involved in recertification proceedings when money could be devoted to many other improvements contributing to financial and operational progress of carriers.

(3) Expense and inconvenience to states and cities and other users of the feeder services who must devote great effort to support applications for renewal.

(4) Desirability of giving the states and municipalities which have invested money in aeronautical facilities some assurance that their relatively large per capita investments have not been "foolishly speculative."

(5) Nearly 2,000,000 people rode local service airlines last year and American commerce and national unity were greatly promoted by transportation afforded by these carriers.

(6) Difficulties of convincing aircraft manufacturers of wisdom of designing and building aircraft tailored to requirements of local service airlines, when those manufacturers fear that the customers for such aircraft might not even be in existence by the time the aircraft have been constructed.

(7) Difficulties and instabilities inherent in any financing program, when source of funds must be convinced that airline in which he is investing will even be alive at the time loan matures, or at time equity investment might be expected to return some profit.

(8) Inherent difficulties in operating a business where personal programs are plagued with instability because of doubtful life expectancy of employer.

(9) Desirability and economic advantage of making long term arrangements for hangars,

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Meet Louis A. Leverone



Mr. Louis A. Leverone, President of the Board of Directors, Frontier Airlines, Inc.

To fully catalogue all the accomplishments of Frontier's "Chairman of the Board" would require all the pages of this publication plus a supplement. Since a supplement represents additional costs and since such additional costs have been outlawed by top management, it will be necessary to pick the highlights of an extremely busy career which has not only been unusually successful but has had time to devote valuable hours to others.

A review of Mr. Leverone's accomplishments takes one into many fields and it becomes immediately apparent that no one field has been big enough to contain his seemingly limitless energies. He has really led three very active lives simultaneously: one in the field of aviation, one in the business world, and one in philanthropy where, without a thought of publicity or aggrandizement, he has eased the burdens of hundreds of people in less fortunate circumstances.

The Union League Club of Chicago paid tribute to Mr. Leverone in a feature article of the Club's magazine a few years ago. Included in this article was the statement: "Mr. Leverone today is considered the No. 1 business man air traveler." Besides being the nation's leading business flier, he has been active in aviation affairs since the time when only men of vision felt there was a future in the air. Even he had occasion to doubt the wisdom of his enthusiasm when, as a passenger on the first commercial flight from Chicago to Cleveland some twenty-five years ago, the plane failed to make the airport and wound up in a cornfield. Still sold on the future of flying, he went on to achieve one of the industry's outstanding records. Space does not permit a complete story, but here are a few of the highlights. This busy executive found time to be Chairman, Illinois Governor's Committee, 50th Anniversary of Powered Flight; Member, Advisory Board, State Aeronautic Department; General Chairman, National Aviation Clinic at Springfield in 1947 and Co-Chairman in 1948. He has also been active in the National Aeronautic Association for Illinois and has served several terms on the Illinois Aeronautic Commission. He is a member of the Collier Trophy Committee and from 1948 through 1950 served as Chairman of the Industrial Committee of the Air Coordinating Committee. Other nations have recognized his contributions to aviation by making him an honorary member of the Aero Club Royal de Belgique, the Royal Aero Club of England,

the Aero-Club de France, and the Aero Club D-Italia.

Mr. Leverone's career in the business world started immediately after his graduation from Dartmouth in 1904. Starting with the Western Electric Company, he progressed on to the Page Belting Company, then became sales manager of the Colonial Leather Company, later sales manager of the Stein-Hirsch & Company, then Vice President and General Manager of Stein, Hall Manufacturing Company. He was a Co-Founder of the Automatic Canteen Food Service and at the present is President and Chairman of the Board of Nationwide Food Service, Inc., a company operating throughout the United States and Canada. He has somehow found time to serve at various intervals as a Director and Chairman of the Board of Midway Air Lines, Inc.; a Director of the Michigan Avenue National Bank of Chicago; Chairman of the Board and Director of Contemporary Publications, Inc.; Director of the Lustron Corporation; Vice President and Director, Property Investment Company of Eau Claire, Wisconsin; Chairman of the Board, Perma-Metal Homes, Houston; Director of the Nu-Enamel Corporation; Director and Vice President of Homes of Distinction, Chicago; and is owner of Leverone Nursery at Half-Day, Illinois.

Unlike many men of means, Mr. Leverone has found time to devote to others and is always ready to give time and money to a worthwhile cause. From time to time he has spent time or is presently connected with the following organizations: Member Council American Institute of Management; Director of Northwestern University Settlement; Chairman of the Board, Illinois Citizenship Conference; has served as a Director and President of the Illinois Chamber of Commerce; Member, Council of Social Agencies of Chicago; Member, American Arbitration Associ-

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SHORT HOPS

The volume of holiday mail and parcel post gift packages handled during the recent Christmas season was the largest on record, up an estimated two percent over last year's volume, the previous high.

This record-breaking volume was handled expeditiously and economically, the Post Office Department announces, stating that: "For the second year in a row little or no Christmas mail was stacked in post offices undelivered on Christmas Day anywhere in America."

Postmaster General Arthur E. Summerfield attributes this achievement primarily to public co-operation in mailing early; to efficient and hard work by regular postal employees and to the business-like approach taken by the Department in improving mail service to the public.

Alex F. Ormsbee, assistant city editor of the Washington Daily News, joined the public relations staff of the Air Transport Association of America on February 1, Willis Player, vice president—public relations of the ATA announced recently.

Mr. Ormsbee, who served 3 years in the Air Force during World War II, two of which were overseas with a heavy bombardment group, has worked for the Washington Daily News since 1946. During this time he covered sports, Capitol Hill, municipal and federal courts, police headquarters, the District Building and served as feature writer and editor of various sections.

Frontier's Meteorologist, Howard W. Fenner, was invited by the American Meteorological Society to present his paper entitled "The Utilization of Meteorology by a Local Service Airline" at its 135th National Meeting held at New York University January 24-27. The paper deals with the definite need for and the many uses of meteorology in operating a local carrier.

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Pan American World Airways has recently made available, effective February 1, 1955, 50% reduced rates to Frontier Airlines employees and their immediate families (including spouse and minor children under eighteen years of age) providing positive, year round transportation. Requests will be handled by the Personnel Department. Employees are eligible, also, for Pan American's "Pay later" plan.

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CHARTER BUSINESS CONTINUES TO DEVELOP

The Traffic and Sales Department reports the following charter activities for November 1, 1954, through February 8, 1955: El Jebel Shrine Air Patrol—

Denver-Las Vegas-Return
Colorado A. & M. College (football team)—

Denver-Albuquerque-Return
Tri-County Shrine Drum and Bugle Corps—

Worland-Sheridan-Return
Woodward Governor Company—

Denver-Rockford-Return
Phillips Petroleum Co. (basketball team)—

Bartlesville-Milwaukee-Akron-
Peoria-Return

Special Flt. Wyoming Governor
Inauguration— Denver-Cheyenne-Return

Kiwanis Club—
Grand Junction-Phoenix-Return

Denver Elks Club—
Denver-Cheyenne-Return

University of Wyoming (basketball team)—
Laramie-Oklahoma City-
Hutchinson-Return

International Harvester Company—
Denver-Memphis-Moline-Return

Mining Congress Delegates—
Grand Junction-Montrose-
Denver-Montrose-Return

University of Colorado (basketball team)—
Denver-Des Moines-Lincoln-Return

Credit Union Holds Annual Meeting

Credit Union members were made aware of the tremendous growth of their Credit Union at their second annual meeting held recently. The Board of Directors pointed out that employees had increased their savings 200% in 1954 over 1953. Expenses for the operation of the Credit Union increased 400%, while net profits increased 600%.

Due to the remarkable growth, Credit Union members approved the Board's recommendation for a 4.5% dividend on 1954 savings shares.

In addition to taking action on financial matters at their annual meeting, members also elected the following officers to head up their Credit Union: To the Board of Directors: Floyd Lauderman (DENP); Jim Montgomery (DENT); Bob Eakle (DENM). To Credit Committee: Roy Deeming (DENM); Len Stuart (DENM); Tollie Glaves (DENU). To the Supervisory Committee: Larry Chase (DENA).

FRONTIER NEWS IN PICTURES . . .



Lots of imagination plus the assistance of his wife Donna, and Captain John Myers came up with a prize-winning picture. The above shot took first place in a recent photo contest sponsored by the Denver Post and Gart Brothers Sporting Goods Store of Denver. The prize was a Heiland Strobelight. Captain Myers is a frequent contributor to many of the area's leading publications.



Hard work and results won an all-expense trip to Nassau for Mr. and Mrs. Beezer Connor of Montrose. Mr. Connor sold more Buicks than anyone else in his territory. Buick, like many other companies, find that an "all-expense trip by air" makes a grand prize that gets results in any contest.



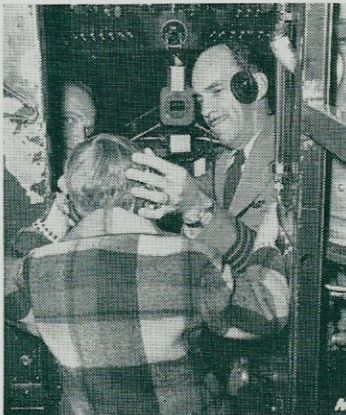
Chief Pilot Everett Aden can now discuss jet aircraft on the basis of personal experience. Captain Aden attended the recent indoctrination course sponsored by the Air Force for airline Chief Pilots. The meetings were intended to work out the problems which are developing as a result of faster-than-sound aircraft.



Frontier Vice President of Traffic and Sales, John Lindsay, was among a party of Local Service Airlines executives who made a quick trip to Europe last month, courtesy of Sabena Airways. The party left from New York and visited Brussels, Sabena headquarters; Frankfurt; and Paris. The purpose of the trip was two-fold—to acquaint the Local Service sales executives with the fact that Sabena is a major airline serving 80 principal cities in Europe, Africa, and the Near East; and to encourage international travel from the areas served by the nation's Local Service Airlines.



The latest class of stewardesses to graduate from Frontier's training school was honored at a luncheon held at Denver's new Skyways Hotel. Highlight of the meeting was "pinning on the wings" and assignment to regular schedules. The new stewardesses are, left to right, Mary LaSalvia, Gibsonburg, Ohio; Lois Hutton, Lisbon, Ohio; Kit Hampton, Guelph, Ontario, Canada; Elaine Andres, Denver, Colorado; and Betty Valentine, Denver, Colorado. Miss LaSalvia and Miss Andres will be based in Billings; Miss Valentine in Salt Lake City; Miss Hampton and Miss Hutton in Denver.



Everything about an airport is fascinating to a boy, but the highlight of any trip is when he becomes a part of the flight crew. Arnold Tucker is no exception. Captain Bob Rich fits his headset as he proudly occupies the "fourth crew" seat. All this took place when Arnold toured the Salt Lake City airport.



Wild horses of the western plains provide the theme of the skirt modeled by Stewardess Geri Morris during another of Denver's "market week" showings of casual clothes. "Thunderbird Fashions" of Prescott, Arizona, featuring authentically-styled Western wear, designed this very attractive creation.



The above group is a typical example of the transportation service Frontier is performing for various branches of the Government. These boys, all from the Alamosa-Monte Vista area, arrived in Denver for induction into the Air Force. They were only a part of the fifty who arrived at Lowry Air Force Base in one day from all parts of Frontier's system. Because of inadequate surface transportation all of the services are flying many of their recruits to the nearest induction center located at major terminal cities.

LOCAL LINES

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navigational equipment, and maintenance facilities.

(10) "Unpermanentize" the subsidy presently paid to local carriers by "permanentizing" certificates of carriers themselves.

Further questioning of Floberg by Sen. A. S. (Mike) Monroney (D-Okla.), subcommittee chairman, brought out:

(1) Exchange of passengers between local service and trunk carriers works out that one in every five local passengers is destined to a trunk connection.

(2) One local carrier bought three Martins at bankruptcy sale, but waiting for knock-downs of aircraft at distress sales is not a desirable way to plan aircraft equipment programs. "What we need is an airplane of low purchase price, low maintenance cost, and tailored to local airlines route requirements," Floberg said.

C. A. Myhre, president, Frontier Airlines, first local carrier official to testify, made the following points:

(1) Carrier has found it nearly impossible to float and market securities in open market. Most of stock is closely held among 700 stockholders, many of whom are employees.

(2) 61.9 per cent of en route time is used in climb and letdown because of extremely mountainous territory in which Frontier operates. Only 38.1 per cent is used at cruising altitude.

(3) Frontier has an average of 375 population per route-mile as compared with many thousands per route-mile in other areas of the country.

Max H. Miller, chairman of the Aviation Committee of the Wichita, Kansas, Chamber of Commerce, urging support of the S. 651 stated:

(1) Major industrial user of service in his area is a billion-dollar aircraft industry headed by the Boeing-Wichita plant, in reaching suppliers and subcontractors located in satellite cities.

Gwin Hicks, present-elect, Lake Central Airlines, urging permanent certification, stressed:

(1) Near-impossibility of interesting sound business representatives, either individuals or groups, in local service equity financing. Until local airlines reach 60% load factor, it is necessary for them to be paid extra amounts to enable them to perform the service imposed by the Federal Government for trans-

portation and adequate communication between peoples.

(2) Several years must elapse before self-sufficiency of local carriers will be reached, but the pattern is favorable and is similar to history of now essential and successful trunk carriers.

(3) Six to eight years will be required to test out and properly realign local service routes in this territory.

(4) Immediate certification for not less than ten years is required, so that local lines may develop business in accordance with traffic forecasts.

LEVERONE

(Continued from Page 2, Col. 2)

ation; Member, Illinois Development Council; Member, Defense Savings Committee for the state of Illinois; Chairman of the Civilian War Service Committee; Trustee, Union League Foundation for Boys' Clubs; Member, Advisory Committee for the Armed Forces Officers' Club; Member, Sponsoring Committee of the American Bible Society. He is also a member of the Chicago Association of Commerce, New York State Chamber of Commerce, National Restaurant Association, American Forestry Association, and the Public Health Service's National Advisory Heart Council. He has served as Illinois Chairman, United Business Committee of the National Association of Manufacturers and as a Director of the Chicago Heart Association.

His close friends tell us that it is in the field of helping young men get started, particularly members of his fraternity, Phi Gamma Delta, and graduates of Dartmouth, that Mr. Leverone really becomes eloquent. As one of the first to recognize the need for vocational guidance among college students, he founded the Phi Gamma Delta Vocational Bureau in 1923 and later, in 1937, the Dartmouth College Vocational Guidance Committee. His interest in education and fraternity has continued, and in 1951 he received his LL.D. degree from Bradley University. His work for Phi Gamma Delta was recognized and he was elected national president in 1943 and, according to the members, worked tirelessly until the end of his term in 1946. He is also a Mason and belongs to the Shrine.

When Frontier's "Chairman" isn't engaged in one of the above activities he is probably writing an article on aviation, business, or vocational training, or possibly preparing a speech to present in behalf of one of his many projects.

A Leverone farm is noted for the fine produce grown each year—vegetables which would command a premium price on any market. Few people know that everything raised goes to a home for dependent children.

Frontier is indeed fortunate in having a man of this caliber serving as Chairman of the Board of Directors.

SHORT HOPS

(Continued from Page 2, Col. 3)

The following refers to a recent Sunliner News story on the Frontier Mining Company:

Mr. L. W. Linville, Secretary-Treasurer of Frontier Mining Company, recently received a letter from Russell A. Garlin, District Operations Manager of TWA in Avoca, Pennsylvania, which read (in part) as follows:

"After reading the article concerning the forming of your company, in Frontier's Sunliner News, I decided to acquaint our local personnel with the facts and the

enclosed order will prove the results. "This list represents 100% of all personnel, including TWA, AAL, AAA and CAI Airlines as well as all Airport Personnel, Limousine operators and drivers and a number of outsiders."

As we go to press Chuck Bristle, President of Frontier Mining Company, advises that the demand for stock has been so great that stock sales will be discontinued effective March 10.

The scheduled airlines of the United States, domestic and international, continued to show gains in 1954, according to the Air Transport Association. They flew nearly 2 1/2 billion revenue ton miles of traffic, a gain of 15.3% over 1953, and more than double the revenue ton miles flown in 1949.

They grossed a total revenue of approximately one and a quarter billion dollars, about 8% larger than the preceding year. Some 34 million passengers were carried over 20 billion passenger miles. Mail and cargo yielded 5% and 11% of the total revenues.

While expenses of the domestic trunk lines climbed faster than revenues, in the local service field, the operating income was on the plus side, \$609,000, as against a red figure of \$1,545,000 in 1953.

A group of 162 employees of Lake Central Airlines succeeded in finalizing the purchase of 97 1/2% of the common stock of the local service carrier on January 31. With the consummation of the purchase of stock, Lake Central becomes the first employee-owned airline in the history of the scheduled air transport industry. The 162 stockholding employees represent 65 per cent of the airline's total employment. The group bought 25 per cent of the common stock outright and 75 per cent has been financed by Lloyd W. Hartman, Executive Vice President, and Robert W. Clifford, Operations Vice President, over a 24 months payment plan.

The average number of shares purchased by each stockholding employee is 500 shares.

Officials of the company stated that a re-financing program of the five-state carrier is now being negotiated and that the progress of these developments will be made public in the near future.

SALES MEETING

(Continued from Page 1, Col. 2)

best customers, the other scheduled airlines. Yellowstone Park and Grand Canyon tours will be the big item on the program which will be presented to sales and reservation personnel of all airlines serving many of the nation's major markets. Frontier representatives will visit Los Angeles, San Francisco, Portland, Seattle, Spokane, Oklahoma City, Dallas, Fort Worth, Houston, New Orleans, Kansas City, St. Louis, Indianapolis, Chicago, Milwaukee, Minneapolis, New York, Philadelphia, Washington, Pittsburgh, Cleveland, Detroit.

From all present indications it looks as though 1955 will be another record breaker and such records are the one thing everyone loves to see broken.

There are 3,740 local Red Cross chapters with 4,184 branches bringing Red Cross services to every county in the United States.

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