



Sunliner News



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STATE OFFICIALS INAUGURATED

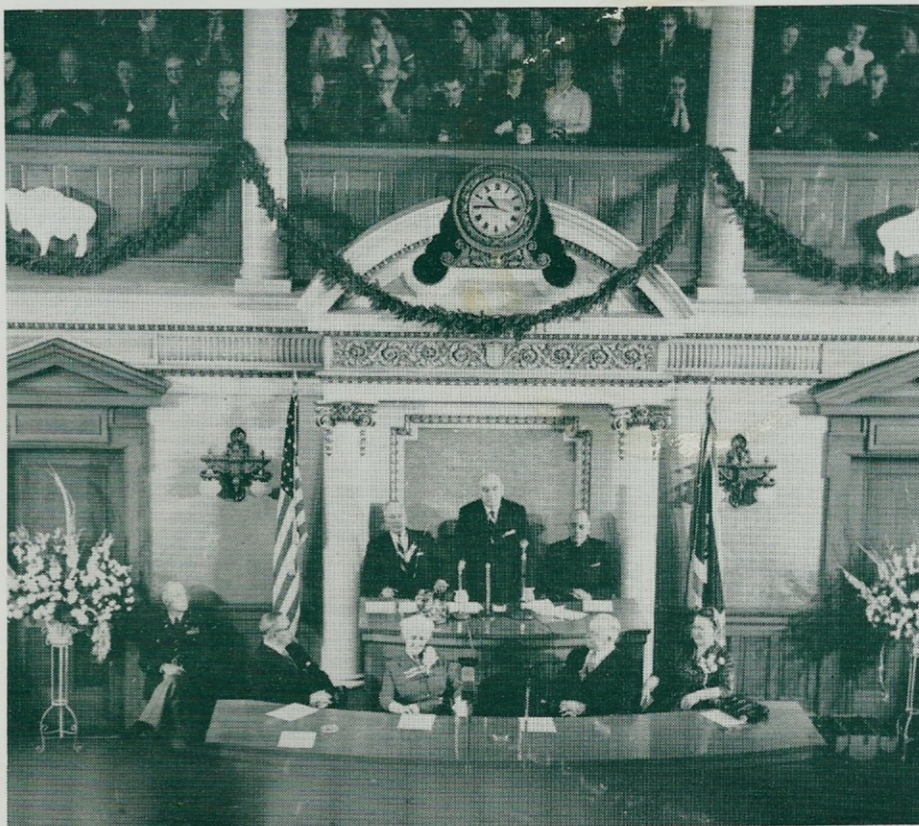
Arizona, New Mexico, Colorado and Wyoming Welcome New Governors

While January is always a month of speculation on what the coming year will bring, it is particularly characteristic of an election year. During the month many new governors took office, many speeches were made and many new programs were launched. All this took place on a national scale, but what happened in the Rocky Mountain area is of particular importance to Frontier Airlines.

Governor Edwin C. Johnson returned to Colorado's capital after an absence of many years when he served his state and nation unselfishly and created for himself an enviable record in the United States Senate. Since he was governor of Colorado before going to Washington, his job now cannot be considered a new one. Perhaps the most vexing problem facing Governor Johnson, and several other Western governors, is the complex water problem. Plans are now being studied which should result in a solution. The tremendous growth of Colorado was spotlighted when Governor Johnson, in his inaugural address, said, "With respect to school room facilities and operational costs the public school problem from the kindergarten to a master's degree in college has reached the crisis stage in Colorado. Enrollments everywhere are making phenomenal increases." But the state's growth covers a broad base. In the same speech the Governor said, "Industry appears to be on the threshold of greater and greater expansion and growth and the tourist trade is improving all the time. Colorado is facing a tremendous expansion all along these lines."

On January 3, a successful and aggressive attorney from Wyoming, Milward L. Simpson took over as his state's chief executive. His inauguration was considered so important in this area that a group of Colorado state officials and representatives of the press flew to Cheyenne in a chartered Frontier plane for the ceremonies. Prior to his election he was President of the Board of Trustees of the University of Wyoming, his alma mater, and has been instrumental in developing Wyoming's state university into one of the finest in the nation. In his inaugural address, the new Governor stressed the importance of putting the state on a sound business basis and pointed out the need for a greatly expanded promotional program to bring more people to Wyoming, both tourists and new businesses. To accomplish this he has asked the legislature to expand the state's advertising and promotional budget. If Governor Simp-

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A scene typical of many states in the nation took place in Cheyenne when Milward L. Simpson was inaugurated Governor of Wyoming. Shown above are, left, Major General R. L. Esmay, Grand Marshal; on the speaker's rostrum: Harry B. Henderson, Jr., Chairman of the Inauguration Committee and presiding officer; Governor Simpson; Bishop Hunter, Episcopal Bishop of Wyoming. Seated, in front of the rostrum are, left to right, Everett T. Copenhaver, Secretary of State; Minnie A. Mitchell, State Auditor; Charles B. Morgan, State Treasurer; Velma Linford, State Superintendent of Public Instruction. The oath of office was given by William A. Riner, Chief Justice, Wyoming Supreme Court.

Permanent Certificate Bills Introduced in Congress

The 84th Congress has been in session only a short time but during the first weeks of the session several bills have been submitted which are vitally important to the local service airlines. The end result of this legislation, if passed, will be permanent certificates for the nation's local service carriers.

Congressman Hinshaw introduced H. R. 526 on January 5 and Congressman Williams introduced a similar bill, H. R. 2225 on January 13. Both bills have been referred to the Committee on Interstate and Foreign Commerce.

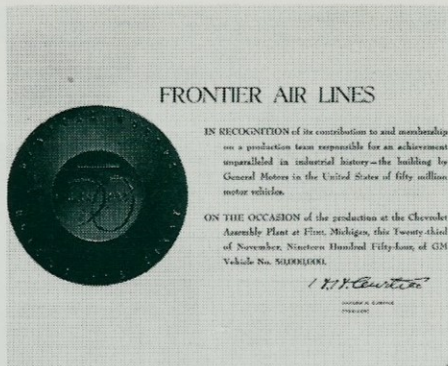
Senator Bricker introduced a measure which would also result in permanent certification of the locals: S. 308, on January 11. On January 21, Senator Warren G. Magnuson of Washington introduced a bill which will, no

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The Civil Aeronautics Board Examiner Ferdinand D. Moran will hold the pre-hearing conference in the Frontier Certificate Renewal Case on February 24 in Washington, D. C.

After the pre-hearing conference in which the issues of the Case will be determined, exceptions will be filed. The next step will be a hearing before the C.A.B. Examiner. After the hearing, briefs will be filed with the Examiner and the Examiner's Report will be issued.

Following this, all parties to the Case will have an opportunity to file exceptions to the Report. This will be followed by the actual hearing and oral argument before the Civil Aeronautics Board. After the Board members have had a chance to go over the entire Case, a decision will be made and appropriate orders will be issued to put the decision into effect.



For its part in the production of General Motors' 50,000,000th car, a Chevrolet, Frontier has received the above award. While it has been impossible to ascertain just what Frontier's contribution was, the certificate of recognition has been gratefully received and is reproduced with the hope that this salute will be remembered when Frontier replaces some ground equipment.

Prize Suggestion Awards for 1954 Announced

The Maintenance Department's Suggestion Committee, headed by Chairman Roland A. Roepe, recently announced the top winners of prize awards for the year 1954. A review of all of the suggestions submitted in 1954 was conducted by Shop Foremen, Maintenance Administrative Personnel, and the Suggestion Committee.

It was unanimously agreed that the first prize of \$60.00 be awarded to Pete Pusede for his suggestion to use airfoam rubber in the pilots' and co-pilots' seat cushions and seat backs, and also to modify the end cover of the Burns Passenger Seat to incorporate only aluminum strip and eliminate the covering of the end of the seat with upholstery. The second prize of \$40.00 was awarded to Gerald Kimel for his suggestion to add one more set of slots to Hydraulic Pump Retainer, Part No. 349-318, in order to give one more engine run out of the part. Carl Willman won the third prize of \$20.00 for this suggestion: to position the fuel pump fittings exactly the same so that a fuel pump could be used on either left or right engine.

CAB Extends Surface Mail By Air Experiment via Local Service Carriers

The Civil Aeronautics Board has extended Frontier's authority to carry preferential surface mail until midnight of January 11, 1956. The previous order authorizing the handling of surface mail expired December 31, 1954.

During the past year only Frontier, Central and North Central were carrying surface mails prior to September 8. Effective this date the Post Office Department expanded the service over all of the fourteen local service airlines. The current rate of thirty cents per ton mile will still prevail.

In applying for the extension, the local service carriers pointed out that the experiment was still in the early stages of development, that sufficient data had not been obtained, and that the additional revenue reduced the carriers' need for subsidy. The Board agreed and it was on this basis that the period for the current experiment was extended.

The Board has recently instituted separate proceedings to investigate rates paid to the

trunk lines for the transportation of first class mail in the east and also on the west coast. The outcome of these cases will have a significant effect on the final rate which will be established for the handling of surface mail. In speaking of the local service carriers the Board said, "We do not believe, however, that this case should be consolidated with the trunkline proceedings. There are obviously substantial differences between local and trunkline operations that affect the level of their respective rates. There are already numerous parties and intervenors in the trunkline proceeding, including the Association of American Railroads, and a further consolidation at this time would unduly broaden the proceeding. In this connection it is noted that local service carriers do not compete with mail railroads as their routes more frequently parallel branch line railways whose mail carriage operations may not be profitable."

While the order authorizes the carriage of first class mail over the entire system, the Post Office Department determines what flights will be used. For the time being Frontier's activities will be limited to the Denver-Phoenix segment. However, studies are being made which could result in expanded operations at a future date.

For the period of December 16, 1953, through October 31, 1954, the local service airlines carried a total of 187,965 ton-miles of mail and of this total Frontier handled 72,713 ton-miles or 38.6%, a testimonial to the lack of adequate surface transportation in the Rocky Mountain area.

Permanent Certificate . . .

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doubt, receive the support of the local service airlines and the areas dependent upon such service will undoubtedly make their positions clear.

Senator Magnuson's bill contains the following language:

"If any applicant who makes application for a certificate within one hundred and twenty days after the enactment of this section shall show that, from the date of enactment of this section until the date of its application, it or its predecessor in interest, was an air carrier furnishing, within the continental limits of the United States, local or feeder service consisting of the carriage of persons, property and mail, under a temporary certificate of public convenience and necessity issued by the Civil Aeronautics Board, continuously operating as such (except as to interruptions of service over which the applicant or its predecessors in interest have no control) the Board, upon proof of such fact only, shall, unless the service rendered by such applicant for such period was inadequate and inefficient, issue a certificate or certificates of unlimited duration, authorizing such applicant to engage in air transportation between the terminal and intermediate points within the continental limits of the United States between which it, or its predecessor, so continuously operated between the date of the enactment of this section and the date of its application: PROVIDED, that the Board in issuing the certificate is empowered to limit the duration of the certificate as to those intermediate points

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State Officials Inaugurated

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son has his way, the nation will hear a great deal about Wyoming during the next four years and Wyomingites are betting their colorful chief executive will get the job done.

Another former Senator, Ernest W. McFarland, is now Governor of Arizona. In outlining the needs for an expanded program to bring new industry to the state, Governor McFarland said, "... we are in the midst of the greatest period of economic expansion this state has ever known." He added that "We are blessed with tremendous natural resources in copper, gold, silver, tungsten, vanadium, magnesium, uranium, and other minerals, in great stands of uncut timber, and in potential water power. We have huge resources in raw materials such as livestock, food, and fiber." Some indication of the growth of Arizona was contained in Governor McFarland's remarks in which he suggested that remodeling and expansion of the State Capitol Building be postponed for the time being. "I would like to call your attention," he said, "to the fact that our State is growing by leaps and bounds—that it is estimated that the population will increase to a minimum of 1,300,000 in the next six years."

Like the rest of the states in the Rocky Mountain area, New Mexico is faced with the problems of increased population and rapid expansion. Governor John F. Simms, the state's newly elected chief executive, said in his inaugural address, "No longer are we a frontier; yet we are just entering the period of our greatest growth. We have growing pains. Our population figures are surging upward every year, threatening to outstrip the services required to adequately house, feed, and protect our citizens." He further stated that, "It is also my belief that New Mexico is at this moment on the brink of an unprecedented era of progress, provided we take steps to see to it that progress and growth do not pass us by. To this end, we should be prepared with a well-staffed and a well-financed agency to promote our state so that we may speed the arrival of this era of progress and increase its magnitude."

While Utah, Montana, and North Dakota did not have elections this year, Governor Lee of Utah, Governor Aronson of Montana, and Governor Brunsdale of North Dakota faced the same problems with which the area's new governors are confronted.

Earl Johnson Resigns From A.T.A.

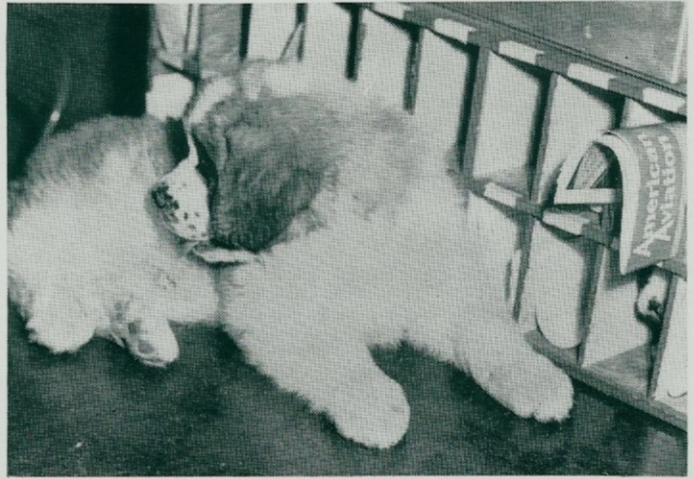
The Air Transportation Association has announced the resignation of President Earl D. Johnson, effective May 1.

During the time that Mr. Johnson has been head of the Association he has made substantial contributions to the aviation industry and his resignation has been received with considerable regret by the nation's airlines. No successor has been named, but it is understood that Mr. Johnson will continue with the A.T.A. until a new president has been appointed. Frontier joins with the rest of the industry in a sincere "thank you" for the outstanding job which Mr. Johnson has accomplished and in extending our best wishes for his continued success.

FRONTIER NEWS IN PICTURES . . .



Four of Colorado's top state officials headed the group of dignitaries who flew to Cheyenne for the inauguration of Governor Milward Simpson. Included in the group were Duke Dunbar, Attorney General; Earl Ewing, State Auditor; Homer Bruce, Secretary of State; and Homer Bedford, State Treasurer. This was one of those rare occasions in which another state played an important part in the inauguration of its neighbor's governor. This gesture of good will was given wide publicity by the press and television representatives who were a part of the official party.



"Now, where could he have gone?" might well be the question of this St. Bernard puppy as he tries to find his little friend. The careful observer will note the nose of a toy Boston pup cautiously taking a look at the big world from the sanctuary of a pigeon hole on the agent's desk at Frontier's Denver Station. The two dogs were enroute to new homes via Air Express and Frontier Airlines. They were a part of the record-breaking traffic handled during the recent holiday season.



Squaw dresses will be good again this year according to Jack Mims of Prescott, Arizona, and manufacturer of "Thunderbird Fashions," a line of casual clothing with a "Southwestern" flavor. Frontier Stewardesses were on hand to model the latest styles during the recent market week in Denver. Stewardess Addie Wutske, above, models one of the latest creations for Mr. and Mrs. H. David Hamley from Pendleton, Oregon.



An air of optimism prevailed during the January meeting of representatives of the Railway Express Agency. Top sales officials conducted a two-week sales "blitz" in Denver and predicted that "Denver will continue to be the number one city in Air Express business, compared to cities of comparable size." A part of the group, pictured above, included Harry Claggett, General Agent for the R.E.A.; Max Rothberg, Commercial Agent, R.E.A.; Eldon Brown, Cargo Sales Manager of Continental (all of Denver); and M. R. Peters, Sales Manager for the Railway Express Agency in San Francisco.



Some of the top cow hands of the nation arrived in Denver for the National Western Stock Show, the region's big January event. One of the nation's great rodeo performers and President of the Rodeo Cowboy Association, Bill Linderman, above, with Stewardess Corrine Dahlberg, was one who arrived via Frontier to participate in the first big event of the 1955 rodeo season.



Here is an unusual picture—in many states, an impossible one. Tracy McCracken, left, Wyoming publisher and State Chairman of the Democratic Party, has an amiable chat with former Senator Ted Crippa, State Chairman of the Republican Party.



When Mary Louise Defender was met at the Cheyenne airport by attorney George Guy, above, she was typical of the many well-dressed and beautiful girls in America. When dressed in her regal Indian clothes she becomes "Miss Indian America." Frontier Director L. W. Linville, left, and Ted Slocum, right, are shown above with Miss Defender. She was a guest of honor at Governor Simpson's inauguration ceremony.



C.A.B. News

On December 29 the Civil Aeronautics Board issued a stay order on Braniff Airways' suspension at Minot, North Dakota, which was to be replaced by Frontier's service on January 1, 1955. Frontier's service to Minot was authorized in a re-consideration of the Williston Basin decision dated November 1. The North Dakota Aeronautics Commission and the City and Chamber of Commerce of Minot filed protests to Braniff's suspension, which resulted in the Board's decision to stay Braniff's suspension until the question of service to Minot is re-examined in the Frontier Renewal Case which is to be heard some time in 1955.

CAB Bureau Counsel proposed new or amended routes in the west for American, TWA, United, and Western in a Brief to the Examiner in the Denver Service Case. Advanced by Bureau Counsel Seymour Wenner and Joseph M. McKenna, the proposal would:

1. Extend American's routes 7 and 25 from Chicago to Los Angeles and to Oakland/San Francisco;
2. Authorize TWA to serve Denver on transcontinental route 2, subject to restrictions that (a) flights serving Denver shall not serve Kansas City or St. Louis and (b) westbound flights serving Denver shall serve Los Angeles before San Francisco and eastbound flights originating at San Francisco shall serve Los Angeles before serving Denver;
3. Authorize United to serve Kansas City as an intermediate on transcontinental route 1, subject to the restriction that flights serving Kansas City shall not serve Chicago or Denver; and
4. Add a new route segment to route 35 for Western between the terminals Oakland/San Francisco and Denver via the intermediates Reno and Salt Lake City. Reno would be on a three-year restricted service basis.

They recommend denial of all other applications in the major route proceeding, including a Chicago-Denver-San Francisco coach proposal of North American Airlines.

President Eisenhower has designated former Chairman Chan Gurney, whose appointment expired December 31, 1954, as Acting Chairman of the Civil Aeronautics Board. Member Oswald Ryan's term expired on the same date and as yet he has not been re-



ALWAYS CHECK THE PACKAGING!

Another of the posters being given national distribution by Air Cargo, Inc., as a part of the airlines program to constantly improve service to the shipping public.

appointed, nor has the President named a successor to his position. Ryan has been a member since the inception of the CAB.

C.A.B. has renewed Bonanza Air Lines' local service certificate until December 31, 1957, and made certain changes in its routes.

Carson City—Minden, Boulder City, and Death Valley were taken off the Reno-Phoenix segment, and Gabbs, Nevada, was added as an intermediate between Hawthorne and Tonopah. On the Phoenix-Los Angeles leg, Burbank was added as a co-terminal with Los Angeles, and Ajo, Blythe, Oceanside and Long Beach were eliminated. A new segment 3 was set up for service between Phoenix and Los Angeles via Blythe, Indio, and Riverside-Ontario, for a one-year period only.

The Board continued the suspension of Western Air Lines' service at El Centro and Yuma for the duration of BAL's certificate, and also granted a temporary exemption to Southwest Airways for a route between San Francisco-Oakland and Sacramento via San Jose and Stockton, pending final disposition of SWA's application for a route between Reno and San Francisco.

Permanent Certificate . . .

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which have, over a reasonable period of time, generated insufficient traffic and revenues to reimburse the applicant carrier for its direct costs and a reasonable share of its indirect costs incurred in serving such points."

Both Senate bills have been referred to the Committee on Interstate and Foreign Commerce. Senator Magnuson, who is Chairman of the Committee, feels that the local service carriers should be given permanent certificates in order to enable them to accomplish the expansion and improvements which cannot be realized under a temporary certificate.

SHORT HOPS

American Airlines and Royal Dutch Airlines have recently made available 50% reduced fares for Frontier Airlines employees and their immediate families.

It is now possible to obtain 50% reduced fares on American Airlines' entire system (excluding travel in Canada) year round on a positive basis.

Royal Dutch Airlines is offering Frontier employees and immediate families 50% reduced fare between New York and Europe between November 1st and April 1st, and 25% reduced fare the remainder of the year.

Frontier's Personnel Department will handle all employees' requests for reduced rate transportation on these two airlines.

Postmaster General Arthur E. Summerfield announced recently that the city and village delivery of simplified address mail established on August 21, 1953, on an experimental basis, and allowing mailers the privilege of omitting names and street addresses from circulars and other mail matter, will be discontinued effective midnight March 31, 1955. This elimination of simplified address mail from city and village delivery service does not affect the delivery of simplified address mail (such as "Householder," "Patron,") on rural routes or to boxholders at post offices where no city or village delivery service is available.

Postmaster General Arthur E. Summerfield recently warned the public not to be misled by certain "contests" which offer allegedly valuable diamonds of "free prizes."

The Post Office Department, in co-operation with Better Business Bureaus, is investigating "Count the Diamonds" and similar competitions. The objective of these promotions is to sell diamonds and jewelry at misrepresented values to "contestants" while awarding only a few of them legitimate prizes. Firms using the promotion have sent out large mailings to local residents and have also inserted advertisements in newspapers. These local shops receive promotional material from a firm dealing in such promotions on a "package deal" basis.

NEW PERSONNEL

- THOMAS C. HOCKENHULL—*Junior Agent*—Farmington, N. M.
 BETTY L. VALENTINE—*Stewardess Trainee*—Denver, Colorado.
 MARY E. ANDRES—*Stewardess Trainee*—Denver, Colorado.
 LOIS HUTTON—*Stewardess Trainee*—Denver, Colorado.
 MARY C. LA SALVIA—*Stewardess Trainee*—Denver, Colorado.
 MARIQUITA A. HAMPTON—*Stewardess Trainee*—Denver, Colorado.
 THOMAS P. JOHNSTON—*Part Time Mail Clerk*—Denver, Colorado.
 PRISCILLA SCHWARTZ—*Secretary*—Denver, Colorado.

PROMOTIONS

- KARL BANCROFT—*Senior Station Agent, Salt Lake City, to Station Manager*—Vernal, Utah.
 CHARLES V. BLACK—*Station Agent, Denver, to Payload Controller*—Denver, Colorado.

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