



Sunliner News



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FRONTIER BOOSTS G.O.C.

Ground Observer Corps Filter Center Dedicated

Frontier officials and a group of staff officers, headed by Brigadier General J. C. Horton, from Colorado Springs flew to Albuquerque October 22 to participate in the dedication of the new Ground Observer Corps Filter Center.

On arrival at Kirtland Airbase, the group was met by the Air Force and taken to the new Filter Center for a first hand look at just what goes on in the Ground Observer Corps work. The guests were very impressed by the installation and the cool efficiency with which the staff worked. They were somewhat amazed, but pleased, to learn that any unidentified aircraft which cannot be identified in two minutes will be checked immediately by fully armed jet fighters which are on the alert around the clock.

One of the big events was the "Awards Dinner" the evening of the twenty-second when some one hundred newly qualified members of the Ground Observer Corps were given their certificates of graduation by General Horton. Before making the awards General Horton stressed the importance of the work being done by the ground observers in the nation's national defense program.

It is no secret that a surprise attack on this country is possible in spite of the radar installations around the nation. Ground observers are a vital part of our national defense system.

"Frontier has and will continue to be vitally interested in assisting the G.O.C.," President C. A. Myhre told the group. "We are," he added, "very pleased to be able to participate in this event and Frontier personnel have been advised to cooperate and when possible to join the G.O.C."

The organization of the Ground Observer Corps marks the first time in modern history

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It's no idle boast that everyone flies Frontier in the Rocky Mountain West, including this country's original citizens. These young Arapahoe Indians from Wyoming created quite a sensation in Denver, and undoubtedly even greater interest as they traveled East. The young men were enroute from Riverton to Rochester, N. Y., for the World Mission Exhibit sponsored by the Roman Catholic Church. From left to right are James Buffalo Sits Alone, Joseph Eagle Man, Alonso Redwillow, Lawrence Man and Robert Eagles.

Frontier-T.W.A. Announce Interline Sales Contest

D. T. Cook, Director of Sales Administration of Frontier, announced that between November 1, 1955, and February 28, 1956, Frontier station personnel, in cooperation with Trans World Airlines, will have the opportunity to win prizes in this big Interline Sales Contest.

Cook stated that Ed Gerhardt, Field District Sales Manager of Frontier, and Don Hunter, Regional Promotions Manager of TWA, will brief all Frontier station managers on this contest at the Station Managers meetings at Billings, Salt Lake City and Phoenix.

Herb Stencil of Denver and Dick Inderrieden of Phoenix, both District Sales Managers of TWA, will take part in this promotion of the contest, continued Cook. They, along with Ed and Don, will put on clever skits on how to sell domestic and over-seas flights.

A "Contest Kit" will be given each Station Manager, which will include a booklet of prizes to be won and the points earned on domestic and over-seas sales, Cook added. And from time to time bulletins and other

FRONTIER IN BIG FOUR

Frontier Airlines, long acclaimed for its air freight record, now joins the illustrious world airlines as the new "Big Four" in cargo load factor.

Cargo load factor is the measure of the extent to which airlines fill up airplane capacity unused by passengers and free baggage. Cargo—air mail, express, freight, and excess baggage—can be a significant source of revenue obtained by using lift capacity otherwise lost.

In the twelve months ended April 30, 1955, Frontier ranked fourth among all domestic airlines, surpassing 22 other carriers in its ability to fill unused airplane capacity with cargo loads. This is an indication of the need for the air service that Frontier provides in the Rocky Mountain area and points up Frontier's alertness to carry the greatest possible amount of revenue-producing traffic on its flights.

items of interest relative to the contest will be sent to the Frontier stations.

This contest is similar to the one held earlier this year, in which TWA sales increased approximately \$10,000 over the four-month period.



One of the many joint Frontier-T.W.A. window displays which will soon be seen in most cities along Frontier's route.

Meet Don Brewer



Mr. W. D. Brewer is the Regional Director, Post Office Department, for the five-state area of Colorado, Wyoming, Utah, Arizona and New Mexico. The Denver Regional Office was activated on April 11th of this year and Mr. Brewer's appointment as Director became effective on October 3rd. From April to October, Mr. Brewer served as Regional Operations Manager.

Mr. Brewer has experienced an outstanding career in the postal service. He is a veteran of twenty-two years of service in the Post Office Department and brings with him to the position of Director a wide experience and background. He began his career as a substitute rural carrier in 1933 in Wallingford, Kentucky. In 1943 he entered the Postal Inspection Service, and his duties took him to most sections of the continental United States and Alaska. At the inception of the postal decentralization program he was called into service with the task force charged with inaugurating that sweeping organizational change. Mr. Brewer served as the first District Manager in the United States at Lexington, Kentucky, a District of the Cincinnati Region. Later he aided in the establishment of eight other Regions throughout the nation and served as Acting Regional Operations Manager for brief periods of time in three of them.

Mr. Brewer is 43 years old and is married to the former Lena C. Hickerson of Wallingford, Kentucky. They have one son, William David, and reside at 205 South Chase in Denver.

SHORT HOPS

"Wing Tip" in the Gallup Times is a new feature, and is written by Frontier Station Agent Gordon Getz, at Gallup.

Glendive was the only station in the U. S. where a customer could purchase a ticket and see a live alligator at the same time. Unfortunately, "Lucy," the alligator died on October 1. She had been brought from Florida by Station Agent Gordon Gale.

Though the spotless little lunch counter in the Riverton terminal has long been noted for fine food, Betty Dietrich, the proprietress, decided to find out what people had to say about her place. Here are a few excerpts from her "guest register."

"Stopped with party and was pleasantly surprised at the high grade facilities at such a seemingly out of the way locality," wrote L. Sraut, Medina, N. Y. Mary Ellen Reichard of Iowa City, Ia., stated, "Food and service the best en route. Cordial hospitality. Donuts the best." (Re: donuts—Amen. Signed Frontier flight crews.) We haven't fully figured what Lt. Col. R. Morrison of the C.A.P. meant when he stated, "Nice cafe. Hope it's here whenever I am." While a U.S.A.F. Major from Washington, D. C., doesn't mention food, he did have a few well-chosen, and we imagine sincere, words: "Thanks for leaving the runway lights on." C. B. Friday, Director of New York State Bureau of Aviation, a man who should know, states: "A very fine restaurant. We need more like it." A vacationing M.D. from San Diego—"Thanks for your good food and courtesy." He was obviously vacationing as his writing is quite legible. But here's one that corks the bottle! Mr. (name omitted by request) of Pasadena, TEXAS, wrote—"NOTHING."

Hertz Rent-A-Car system has just announced car storage facilities for airline passengers at Denver. Passengers desiring to use the service should contact the Hertz agent in the Denver terminal. A claim check will be issued for the car and it will be stored in the Hertz garage at 46th and Jackson. It will be returned to the airport for the passenger's arrival. Rates are \$1.50 per day and \$7.50 per week.

National Spotlight on Frontier Advertising

Art Magee, advertising manager, got in a few resounding words for Frontier at the National Radio Advertising Clinic in New York the early part of October. Magee, a member of the Rippey, Henderson, Kostka & Company, Advertising Agency, used Frontier's radio advertising program as the theme of his remarks to approximately 1,200 radio station owners, net work presidents, and advertising executives. Included in the audience were such nationally known figures as Averill C. Harrimon, Herbert Hoover, and Jim Farley.

Magee explained that an understanding of where Frontier operates and how the company fits into the nation's transportation system was necessary to fully appreciate his speech. To accomplish this he had Frontier 1956 pocket calendars distributed. This very effective, but sneaky, approach is indicative of the ingenuity utilized to make Frontier's advertising program one that has been nationally recognized.

He outlined the problems which faced the company at the start of operations and which are, to some extent, still present. "First of all," said Magee, "Frontier had to introduce the idea of air transportation where previously there was only the automobile, the railroad; in some cases nothing at all." The second problem was to convince the people of the area they should use Frontier's service as a regular means of travel. The third phase

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C.A.B. NEWS

The Civil Aeronautics Board has in process an application by the Tucson Airport Authority for service to Tucson as an intermediate point between Albuquerque and Phoenix on Trans-World Airlines' route. Frontier has applied for an extension of its Phoenix-Silver City route to Albuquerque and also for authority to operate non-stop service between Tucson and Albuquerque. Frontier has requested that its application be considered in the Tucson case.

Examiner Walter W. Bryan has issued his Initial Decision in the Frontier Airlines Permanent Certificate Case, recommending substantially the same certificate authority suggested by the Civil Aeronautics Board in its show-cause order in the case. Final CAB decision is expected before year end.

The Denver Service Case now stands submitted to the Civil Aeronautics Board for decision, expected within a few weeks. The outcome of this case and the additional Southwest-Northeast Service Case also before the Board, may result in a significant change in the competitive position of the major domestic airlines. New routes granted to medium-sized carriers in the recent New York-Chicago Case and the Chicago-Seattle Case have authorized new competitive service in several major markets of the "Big Four" airlines.

Anderson—New Chief Stewardess

Geri Anderson, Stewardess-in-Charge at Billings, has been promoted to Chief Stewardess, according to J. B. Montgomery, Superintendent of Passenger Service. Miss Anderson will assume her new duties November 1, when Pat Larsen returns to regular flight duty.

Geri has been with Frontier since April, 1951, beginning as a Stewardess out of Denver, Phoenix and Salt Lake City before becoming Stewardess-in-Charge at Salt Lake

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Chief Stewardess Geri Anderson



Northern pike fishing in the wilds of Manitoba, Canada, is tops. Ken Barrett, station manager at Wolf Point, and Bob Eubanks, station manager at Bismarck, have the evidence of an afternoon's efforts at Stoney Lake. Ed Gerhardt of Denver joined with them in the full week of casting for these fighting tackle smashers.

ANDERSON

(Continued from Page 2, Col. 3)

City, December 1, 1951. In August, 1954, she assumed the same duties at Billings.

She was graduated with honors in education from the University of Utah in 1950, and is a member of Delta Gamma Sorority. Before coming to Frontier Geri did stenographic and sales work.

Geri is co-author with Pat Larsen of a correspondence course for stewardess training, and both did much of the writing for the stewardess section of the Company Policy and Procedures Manual.

Besides being thoroughly interested in her work at Frontier, Geri finds time for public speaking, writing, music, and sports.

FRONTIER BOOSTS

(Continued from Page 1, Col. 3)

that a volunteer civilian organization has been formed to operate as a part of the military.

Administratively, the G.O.C. is part of individual states' civil defense program. That is, responsibility for its organization and procurement of personnel rests with the State Director of Civil Defense. Operationally it functions as part of the Air Defense Command, a major command of the Air Force.

As in all branches of Civil Defense, there is no monetary remuneration to members of G.O.C. The most distinctive award to members is the Silver Wings of the G.O.C. These wings are a symbol that the person wearing them is a fully qualified volunteer serving to build up America's defense network. They are awarded only after a volunteer has been completely trained and has served a minimum number of hours in the G.O.C.

Membership is open to all. In Albuquerque, for example, approximately 1000 people

Canadian Air Official Talks on "All Up" Mail

Members of the Cargo Advisory Board, a committee of the Air Transport Association, heard a report on the development of "all-up" mail in Canada by Mr. A. J. Warwick, Director of Traffic Planning for Trans-Canada Air Lines during the group's recent meeting in Montreal.

"Isolation," Mr. Warwick said, "forced Canada to fly all mail when it could be expedited." The movement to fly all mail started in England some time before World War II and commenced in Canada during the '30's. "In fact," Mr. Warwick explained, "all-up mail in Canada was developed before air mail."

The speaker explained that such a program was especially valuable to Canada due to the great distances and the isolation of many of the country's major trade centers. In very few instances has the degree of progress been marked as in the development of the postal service. Residents of some communities had been used to getting their mail by dog sled. Even though no airfields were available, the mail was still delivered by air through a drop system of delivery. Even then certain problems developed. One postmaster complained bitterly about the mail landing some 300 yards from his office, which forced him to wade through neck deep snow drifts to get the pouches. Shortly after this the pilot eliminated his cause for complaint, and also the roof of the post office, when a heavy pouch crashed through and landed on the sorting table.

All-up mail really proved itself during World War II when a special fleet of planes was assigned to carry mail to the troops overseas. During this time people began to expect the service that only the airplane could provide, and so the rapid development during the post-war period was to be expected, even though few people knew, or would predict, what might happen. Questions that had to be answered were legion. How would the service affect the postal service and would it increase postal revenues? How would the railroads be affected? Would the service be worth the cost? There were many in Canada who were pessimistic about the outcome.

It took only a few months to prove the critics wrong. The first full year of operation air mail increased 150%. No trains were pulled off, and the Canadian Post Office Department decided the service was well worth the cost involved.

"While the experiment has proved satisfactory in Canada," Mr. Warwick added, "one thing that would really help the flow of business between the United States and Canada would be a postal all-up service to serve the two great neighbors of the North American continent."

will be needed to operate the filter center. Throughout the rest of New Mexico, approximately 10,000 people will be needed to operate the proposed 200 observation post.

Sunday festivities were centered around Kirtland Airbase, where the Air Force had some of the country's newest military aircraft on display. During the afternoon Frontier flew 18 sight-seeing flights, again mostly people taking their first plane ride.



Everett Aden

CANDIDATES FOR PUBLIC OFFICE

Two well-known Frontier employees have ventured into a new field, politics. Chief Pilot Everett Aden and Accountant Wayne Smith are seeking public office in their respective communities.

Aden is running for a seat on the City Council in Aurora, while Smith is attempting to become the new city treasurer of Westminster.

Both campaigns are on a non-partisan basis and both men have been waging an active campaign complete with bill boards, cards, paid advertising plus some well-placed publicity. Westminster has even altered a popular tune. It now goes, "The Whole Town's Talking About the Smith Boy."

While both candidates are anxious for all the votes they can get, they are not asking for votes from non-resident Frontier employees for two very sound reasons: 1—they might get caught, and 2—such tactics could very well bring their budding political careers to a shuddering halt.



Wayne Smith

FRONTIER NEWS



There is more to an Air Show than airplanes. It is really a cross section of the area and a parade of local products. While the pictures on these pages are from Winslow and Billings, the same interesting picture unfolds when a well-planned airport program is presented. In Winslow the Hopi Indians proudly displayed the jewelry and pottery, which are intricate and hand-made artistic creations.



The roar of jets overhead and the knowledge that they will be parked for inspection always brings a crowd to the airport. It is even more worthwhile when a pilot such as Bob Hover, above, Chief Test Pilot for North American Aviation, is on hand to demonstrate just what today's jet aircraft will do. In putting his plane through all the maneuvers in the book, and some that aren't in yet, he demonstrated the ability which has moved him to the top.



Montana's Governor Hugo Aronson took time out at Billings to pose with Frontier Station Manager Mel Barnard. The Governor headed a group of state officials who inspected the Air National Guard units from three states, all participants in the air show.



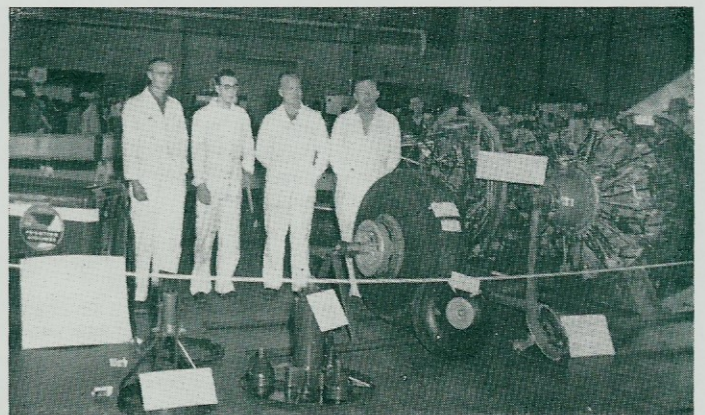
Air Mail stickers, baggage labels, literature, and flowers for the ladies keep Frontier personnel busy. In the picture above, Dave Parchen, left, and Stewardess Mary Lu Blake answer questions and hand out literature during the Winslow celebration.



Radio Announcer Cliff Ewing, left, of Station KOOK in Billings interviewed several Frontier officials during the "Flight With Music" program which is sponsored by Frontier. Billings District Sales Manager Gordon Dahl had the answers when asked for flight departure times—he, fortunately, did not get caught without his timetable.



The rental car radio, plus Gerry Morris to hand out Frontier folders, proved quite an attraction at Billings. The radio's popularity was due to the fact that the last game of the World Series was being broadcast.



One of the "crowd stoppers" was the equipment and engine display set up by the Frontier maintenance crew at Billings. Shown above, left to right, are W. Hill, L. Talbot, W. Howard and L. Larsen.

IN PICTURES . . .



The trunk lines have been quick to realize the opportunities generated by airport programs and have developed displays which never fail to attract the crowds. This gives substance to Frontier's claim that you can go any place in the world and start at your local airport. While the T.W.A. display pictured above featured domestic and international travel, the overseas bags provided a peculiar fascination, and a problem in keeping them.



Whether it's a B-36 or a model, as long as it flies there is interest. The model plane demonstration at Winslow brought hundreds of youngsters to the scene of the flights. In many cases a model plane contest is incorporated in the day's activities and as the field narrows the pressure mounts until a winner is picked. This provides just one more way to acquaint the passengers of tomorrow with the fastest-growing segment of our transportation system—aviation.



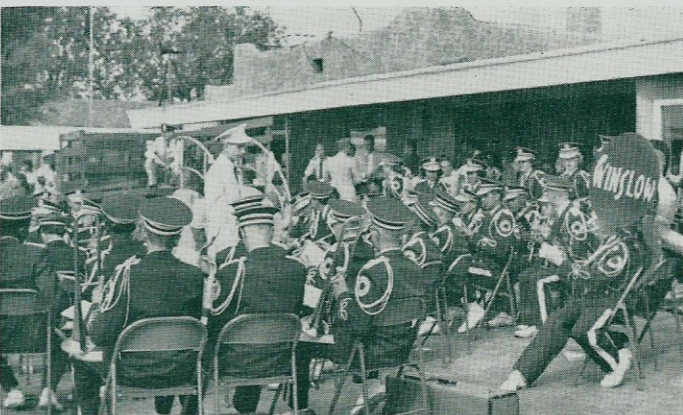
Military aircraft, regardless of the type, always draw large crowds of people. A steady stream of citizens of Winslow inspected this cargo plane. Similar equipment has been on display at other cities. Thousands of people now have a better idea of military aircraft used for national defense.



"Well, you never can tell without asking," was Scout James Straight's answer when asked why he tried to sell Stewardess Gerry Morris a ticket on a Frontier Sight-Seeing flight. Sales managers should keep track of the young man in this unposed picture.



The Air Mail display is always a source of amazement to the people who learn that most any place in the world is only hours away by air. They are also given the story of Air Parcel Post. Immediately following one of these events, Frontier Air Mail stickers start appearing on out-bound air mail.



Music is always an important part of any event and the High School band of Winslow provided entertainment for the hundreds of people at the airport. The band also plays an important part in one of the most impressive ceremonies—the raising of the flag.



The military has long recognized the importance of getting their message to the public and have designed displays to accomplish just this. The exhibit pictured above explains simply but effectively the need for people in the Ground Observer Corps.

Glaves Attends National Postmasters Convention

Tollie Glaves, Supt. of Mails and a member of the Air Transport Association Air Mail Committee, has just returned from the 51st Annual Convention of the National Association of Postmasters, held in Detroit.

According to Mr. Glaves' report the Air Mail Committee participated in the convention to the extent of providing transportation from headquarters in the Statler Hotel to the grand ball at the University of Detroit. The committee also furnished flowers for the 1,100 postmasters of the fairer sex.

All A.T.A. carriers were requested to furnish airmail stickers, baggage stickers and miscellaneous material which was distributed from an airline booth in Convention Hall. Registration envelopes, done up in the red, white and blue air mail colors, were supplied for the 3,000 postmasters in attendance. Many of the major downtown stores displayed air mail posters, also furnished by the Air Mail Committee.

One of the principal speakers was Mr. Stuart G. Tipton, General Counsel of A.T.A. His talk dealt with the phenomenal growth of aviation from its beginning until today and the very promising future that lies ahead.

Mr. E. George Seidle, Assistant Postmaster General, Bureau of Transportation, re-emphasized the Department's policy of always taking advantage of the best service available in an effort to constantly improve the postal service.

Mr. Glaves reports that personal contacts were made with many Postmasters and Post Office Department Officials. He also reports that the Rocky Mountain region was well represented. "According to my survey," Tollie adds, "at least half of those attending arrived by air." This is quite an improvement over previous years and future years should be even better."

New Members Join Frontier "Five-Year" Club

To the north and to the south domicile anniversary parties were recently held, at which five-year pins were presented to those employees who have been with Frontier five or more years. The records show that over 50% of Frontier employees are in this over five-year service, and in fact, many are going into their tenth year with Frontier.

Harvey P. Barnard, assistant to the President, presented George Graham and Bill Kennedy, co-pilots at the Phoenix domicile, with their pins at a luncheon.

C. A. Myhre, President of Frontier, awarded pins at the anniversary party to: John Griffith, Regional Supervisor of Stations; Glen Miller, Mechanic; Martha Roney, Stewardess—all of Phoenix; and to Tom McAfee, Station Agent at Prescott, and Bob Patterson, Station Manager at Safford.

At the ceremonies at the recent Air Show in Winslow, Edna May, District Sales Manager at Phoenix, and Donald Bodeman, Station Manager at Winslow, were presented five-year pins by Mr. Myhre.

And at the Billings' anniversary party, Mr. Myhre again officiated at the presentation of five-year pins to co-pilots D. K. Miller, J. G. Taggart and J. A. Walker.



Bob Malody, station agent at Prescott, has a new pet-a-baby skunk. According to the local paper it is complete with stripes but less the heavy artillery. For some unknown reason he calls her Chlorophyl. Nearly everyone knows skunks aren't green. (Arizona Courier photo.)

Billings and Winslow Stage Highly Successful Air Shows

The dedication of a new runway, plus jets out distancing their roar, are the basic ingredients for a successful air fair, especially if it's at Billings where the whole town gets behind a community event.

One of the most successful ever held, Billings has all the attractions on hand and an estimated 100,000 people visited the airport during the two-day celebration. A continuous stream of people went through a Northwest Airlines Super G Constellation or inspected an Air Force B-36. While this was going on others went up on a Frontier Sunliner for a sight-seeing flight. Twenty-seven flights were operated, and since most passengers were "first riders" another 648 people have had a taste of air travel and will probably fly when they have occasion to take a trip.

Dedication of the "Big Strip" was the reason for these festivities. Billings has just completed a new 8,600-foot runway, one of the finest in the nation. Although it can handle most anything flying today, the city planners had the future in mind. It can be extended to 12,000 should that become necessary. Frontier joins the rest of the aviation industry in congratulating Billings and the Billings Chamber of Commerce for giving our business a well-placed "shot in the arm."

From the mightiest of air shows to perhaps the smallest, but mighty still, was the celebration recently of the 10-000 flight of Frontier into Winslow.

Added to the color of modern planes, Air Force jets zooming over the field, were five hundred of America's first citizens traversing the field, along with some 2,500 townspeople in and around Winslow, taking in this Air Show and celebration.

During this Winslow Air Show day sixteen sight-seeing trips were made, with Navajo and Hopi interested in seeing their land from the air.

It was a great day in Winslow for its citizens, its officials, the Chamber of Commerce, and all other participants in this celebration of flights.

Winter Schedules Announced

New winter schedules, effective November 1, have just been released by D. T. Cook, Director of Sales Administration.

Though the basic flight pattern remains the same, several changes have been made to reflect winter operating times, co-ordination with other airline schedules, as well as a reduction in service to some points where traffic has not been adequate to justify continuation of certain flights during this season of the year.

Flights 5 and 6, operating between Denver and Rock Springs are being discontinued; however, Flights 18 and 19 are continued since they have been doing very well between Denver and Farmington. Flight time changes have been effected for Flights 71 and 72 in order that they can make connection with Flight 12 at Grand Junction for a direct connection to Salt Lake City.

Overall, this shows a 3½% increase in mileage over last year's record of miles flown, an indication of Frontier's continued growth.

NEW PERSONNEL

ROBERT L. TERSTEEG—*Mechanic*—Denver, Colorado

JOHN E. HILLMAN—*Mechanic*—Denver, Colorado.

HELEN S. COONS—*Stewardess Trainee*—Denver, Colorado

T. CAROLINE JACKSON—*Stewardess Trainee*—Denver, Colorado

CHARLENE R. MULLEN—*Stewardess Trainee*—Denver, Colorado

LADAWN NOBLE—*Stewardess Trainee*—Denver, Colorado

CONSTANCE M. WORTHINGTON—*Records Clerk*—Denver, Colorado

WILLIAM D. PUND—*Mail Clerk*—Denver, Colorado

JOY B. COWLES—*Secretary*—Denver, Colorado.

▲ ▲ ▲

Air express reports of points served by Frontier Airlines, September, 1955, as compared with September, 1954, indicate a decided average increase in number of shipments. There are a few points showing a decrease; however, the following cities had a 100% or more increase; Cortez-Flagstaff-Winslow; Pueblo-Rock Springs-Casper-Tucson and Grand Junction had more than a 50% increase. Sidney for September, 1955, has an outstanding record of 45 shipments for a total of \$550 revenue.

CHANGE OF ADDRESS:

Send both new and old addresses to:

SUNLINER NEWS EDITOR

Frontier Airlines, Inc.

Stapleton Airfield

Denver 5, Colorado

These should be in by

November 30

ADVERTISING

(Continued from Page 2, Col. 2)

was to convince them of the dependability and comfort in flying the Rocky Mountain area. The fourth project emphasized the importance of the home town airport and the fact that from there a trip to any part of the world could be started.

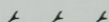
"Naturally," the advertising manager added, "in tackling the solution to these problems, there wasn't any ready-made advertising medicine that could do the job overnight. It necessarily had to be a slow, painful job of beating the bushes, advertising, promoting and publicizing as much as possible, seizing every opportunity for publicity and promotion. Frontier's salesmen can probably qualify by now as the best bush-beating team in the league."

The medicine prescribed has been, and still is, "a strong, continuous mixture of radio spot announcements and newspaper ads." Since the talk was before a group of radio officials, his discussion was primarily concerned with the company's use of radio.

To get across the idea that Frontier flights were manned by experienced and well-qualified crews, and that the planes used were the best, actual interviews with pilots, mechanics and dispatchers were used. These did a lot to instill confidence in the traveling public. This approach has been furthered by interviews with prominent business men in the area who tell how Frontier has benefited them.

The radio schedule calls for a one-minute spot each morning, 5 mornings a week, all year long. The idea for the morning spots is to get the message to the business traveler, which represents 85% of Frontier's business, in the morning. If he is planning a trip during the day, the impression has been made.

Magee concluded his talk with this statement: "As far as Frontier Airlines and as far as our agency is concerned, our radio efforts will stop only when Frontier or the agency, or both, go out of business." Since both companies are in very healthy shape the residents of the Rocky Mountain area can enjoy Frontier's commercials for many years to come.



The following story appeared in the September issue of "The Casper Crossroad," official publication of the Casper Chamber of Commerce.

"The Board of Directors this month wired a request to the Civil Aeronautics Board to hold in Casper the preconference hearing on Western Airlines' application for permanent certification of their Salt Lake City-Casper-Rapid City route. Western's present certificate expires early in 1956.

The Chamber will also petition the CAB for leave to intervene in the proceedings. Already the cities of Sioux Falls and Rapid City, South Dakota have asked to be included in the hearings, and it is expected that others will join in petitioning the CAB.

The Chamber was instrumental in the original granting of Western's first certificate on the route. Since then, Western has enjoyed a steadily-growing traffic, and with recent inclusion of Sioux Falls on the Minneapolis leg, is expecting even greater volume.

Frontier Airlines has also requested leave to intervene in the case, but as yet their position is not known."

Air Mail Committee Reports on Postal Progress

Progress, as we all know, is inevitable. In spite of the fact that we all like the old, comfortable way of doing things, Progress continues to prod us into attempting the new and the difficult. But these, in turn, become old and comfortable, and Progress has again proved a point. Namely, "We cannot stand still, and we must not turn back."

Indicative of the Progress being made by the Post Office Department as it continues its never ending search for new and faster means of moving the U. S. Mail, was the announcement by Postmaster General Summerfield on the present status of the experimental "Airlift" for regular first class mail. On the second anniversary of the start of the Airlift, October 6, 1953, Mr. Summerfield said that nearly a billion letters a year are being delivered sooner as a result of this experiment, and many as much as 48 hours earlier. Since its inception, Operation Airlift has been expanded to provide direct service, via 24 trunk and local service carriers, to approximately 200 American cities in 33 states. The Airlift carries about 6% of the more than 17 billion pieces of non-local first-class mail handled annually, and even with this volume it has not caused any discernible loss in Air Mail revenue. The Postmaster General noted that the Airlift was under review in the U. S. Courts, and that a decision was expected momentarily which would have a major effect on the operation.

We of the Air Mail Committee can't help but feel that an experiment as successful as this one has been will certainly be a most compelling factor when service to the public is considered. As Postmaster General Barry pointed out as early as 1832, "The celerity of the mail should be equal to the most rapid transition of the traveler." (And we most heartily agree.)



"So now what do I do with it" was the question of Peggy Cullen when she was announced as the winner of the new 30-06 rifle. The drawing was sponsored by the Sunliner Club. Peggy, a clerk in the Accounting Department, was not dismayed for long. She called for "Sealed Bids." We are assured that it is only because of his skill with figures that the head man of the Accounting Department, "Press" Blatter, was the high bidder. His bid—quite a few dollars plus 11c. It was the 11c that did it.



EVERY POUND COUNTS!

No explanation necessary. Poster furnished by Air Cargo Inc.

FRONTIER RECEIVES COMMENDATION

On October 26, 1955, Frontier received a letter from Mr. E. B. Pease, Postmaster at Glasgow, Montana, commending the air mail service given his office since Frontier started serving Wolf Point, which is some 50 surface miles distant. Some examples from his letter which are postmarked on October 25, are:

Charlotte, N. C.....	11:00 a.m.
Yonkers, N. Y.....	11:00 a.m.
Cleveland, Ohio.....	3:30 p.m.
Chicago, Ill.....	11:00 p.m.
Kansas City, Mo.....	6:00 p.m.
Atlanta, Ga.....	10:30 p.m.
Tallahassee, Fla.....	12:30 p.m.
San Diego, Calif.....	9:30 a.m.
Canal Zone.....	(Oct. 24) 3:30 p.m.

These were received in the Glasgow Post Office on October 26 at 12:45 p.m.

This is concrete evidence of the fine service Frontier is rendering not only to stop points, but to the surrounding area.

Christmas Mail Advice

The post offices throughout the nation have an illustrated pamphlet, "Packaging and Wrapping Parcels for Mailing," which describes the type and sizes of cartons best suited for shipping, plus a list of hints that will help with special Christmas mailing problems. The pamphlet is FREE.

Right packing, right wrapping, and right addressing are the three keys to easy and trouble-free Christmas mailing. Mr. A. E. Summerfield, Postmaster General, noted in a recent release giving tips on mail for Christmas.



"This we want to keep," Senator Clinton P. Anderson told Frontier President C. A. Myhre during an informal chat at Albuquerque recently. Senator Anderson was in Albuquerque for the dedication of the new Filter Center.

The Journal of Air Law and Commerce, published by Northwestern University, recently carried a very thought-provoking story of A.T.A.'s Stuart G. Tipton and Stanley Gewirtz, General Counsel and Assistant to the President respectively.

The article, "The Effect of Regulated Competition on the Air Transport Industry," discusses the development of the scheduled airline industry and answers many of the questions which have arisen because of the now famous "Non-Sked" case that is presently before the C.A.B.

This decision could have far-reaching effects on the entire industry and Frontier is no exception.

Copies of this study may be obtained through the Sunliner News office.

Mail Clinic Presented

District Sales Manager Tom Makurat substituted for Tollie Glaves, Superintendent of Mails, and cooperated with Elden Brown of Continental Air Lines in presenting the Mail Clinic before the Albuquerque Chamber of Commerce on October 10 and before the Santa Fe Kiwanis and Lions Clubs on October 18. Radio coverage was given by Station KDEF in Albuquerque and KTRC in Santa Fe. The presentation was enthusiastically received by the near 300 in attendance at these three meetings.

Sunliner News

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Edited by the

PUBLIC RELATIONS

DEPARTMENT OF FRONTIER

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Air Traffic Is Controlled By "The Magic Web"

The story of the Federal Airways System, "a vast, intricate arrangement of aerial highways, ground communications stations, operational and navigational aids" designed to control the ever-increasing traffic in the air, is told in "The Magic Web" just published by the Air Transport Association.

The story tells how the "web"—150,000 miles of controlled airways operated by the Civil Aeronautics Administration—has set a record in safety and confidence even though the sky today is full of aircraft of all types.

It points out that the scheduled airlines with a fleet of some 1500 airplanes are far outnumbered in their operations in the "web" by military, private and other civil aircraft. Even so, the booklet shows that the scheduled airlines are paying for their use of the Federal Airways System.

"Since 1933, the airlines have paid a total of more than \$104,000,000 in fuel and oil taxes," the story says. "This fiscal year (July 1, 1955, to June 30, 1956) the scheduled carriers estimate they will burn a billion gallons of gasoline, pay more than \$20,000,000 in gas and oil taxes as their share for use of the airways."

"The Magic Web" emphasizes that traffic control in the air is as necessary as the stop-and-go signals and the policeman at busy city intersections.

"Good safe airways are as vital to our air transport and aerial defense as good, safe highways and railroads are to ground transport," the story says.

"All along the airways are invisible signposts, markings and warnings," the story continues. "Traffic control centers and control towers on the ground direct the traffic in the sky. Specialists at radar scopes can pinpoint your airliner's position in the sky. Over voice radio they can tell your pilot his proximity to other aircraft. When a pilot is blinded by fog, radar on the ground becomes his 'eyes.'"

Those are just a few of the aids that keep our air traffic moving, the booklet says, and more and better equipment is in the making to make this safest of all airways systems still safer.

The scheduled airlines contributed a great deal to the birth of the airways system and today they continue to contribute, both technically and financially, to its expansion and improvement.

Frontier, it might be noted, installed many of the facilities that now serve aviation throughout the Rocky Mountain area.

A limited supply of "The Magic Web" is on hand in the Public Relations Department for those who would like to read the whole story.

Postmaster General Arthur E. Summerfield has told a House Appropriations Subcommittee that the scheduled airlines are moving about 4,000,000 pieces of first-class mail every day on a space-available basis in an experiment to provide better postal service for the nation. Out of this total, Frontier carried an estimated 32,000 pieces of expedited mail every day.



Scott C. Whitney Appointed As Director

Appointment of Scott C. Whitney as Director of Regulatory Proceedings for Frontier Airlines, effective November 1, has just been announced by President C. A. Myhre.

The new position was created to handle the constantly increasing rate and route cases which will be coming up in the future, and Mr. Whitney is well-qualified to handle the job.

During the past several years he has been practicing law in Washington where he was associated with Harry A. Bowen, Frontier's Washington attorney. He has worked on many of Frontier's recent route extension cases, the permanent certification case, and through his close association with the company is thoroughly familiar with its policies and future plans.

Mr. Whitney is married and has two children. He is unable to announce his Denver address at this time, but will when he finds a house.

He is a graduate of the Harvard Law School, and we hasten to add, before the loyal sons of the West get him in the cross hairs of their rifle sights, he attended the University of Nevada before entering Harvard. He is, also, a native of Colorado—born at El Moro.

The Wyoming Travel Commission has released preliminary figures on summer travel in the state during the past summer season. Travel business was up 6% for the first 8 months of 1955 compared to the same period in 1954. Yellowstone National Park visitors increased 32,705 and the Grand Teton National Park was up 79,224. A survey on where tourists came from shows California in first place, with Illinois in second, and Colorado third.

"Fabulous Farmington," written by Cleo Woods, not only tells the story of Farmington, but includes an excellent description of Frontier's flights into and out of Farmington. This feature article appears in the November issue of the NEW MEXICO magazine.