



Sunliner News

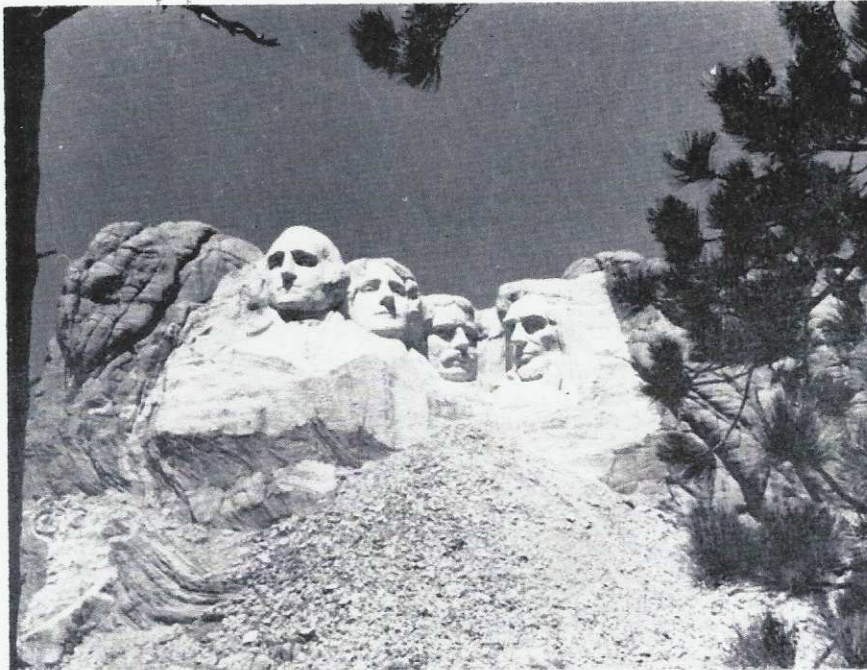


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10th Anniversary Celebrated by Frontier Airlines



A magnificent mountain . . . four great American Presidents—Washington, Jefferson, Roosevelt and Lincoln . . . then the gifted hands of the sculptor Gutzon Borglum . . . makes the viewing of Mount Rushmore quicken the heart with pride for this greatest sculpture in the history of man. And perhaps in the not too distant future Frontier's SUNLINERS will carry vacationers to Rapid City, South Dakota, from whence they can go to Mount Rushmore.

C. A. MYHRE KEYNOTE SPEAKER

Ten years ago a most significant event occurred. Perhaps its real significance was not appreciated or understood at the time. The course of ten years, however, has brought into sharp focus the wisdom of the Civil Aeronautics Board, who, ten years ago, in accordance with Section 2 of the Civil Aeronautics Act, launched the Local Service Airline program.

The Board's action was for the purpose of expanding the air transportation of that day to the smaller communities and to areas which had no air transportation on an experimental basis.

Frontier eagerly accepted the challenge and by sound policies of safety, service to the public, and economical operation has proven the validity of the experiment. This has been attested to by an Act of Congress making our route, as well as the other local carriers routes, permanent.

Needless to say, the action of Congress was taken only after a full and complete investigation had been made of the record established the contribution of the carriers to the national economy, and need for undisturbed continuance of the service.

This Act of Permanency was a major milestone from which to look to the future with assurance and confidence.

Another milestone will be reached when a suitable aircraft for our operation will become available. It appears that this may be accomplished in the near future. Frontier has on order four Friendship F-27's and two on option. This aircraft will be built by Fairchild Engine and Airplane Corporation, Hagerstown, Maryland. Our present scheduled delivery dates are late 1958 and early 1959.

The fact of permanency and an eventual suitable airplane, alone, will not accomplish our desired goal. One more milestone will be reached—regulations permitting us to take full advantage of commercial earning power, which incidentally, will mean improved service to the public. The reduction of subsidy and eventual self-sufficiency of the local airlines is a constant mandate of the Civil Aeronautics Board. We agree with this mandate heartily and have bent every effort to comply. We are also extremely cognizant of the service requirements of our present certificate. These requirements we have faithfully pursued, and so intend to continue.

7 States Case Hearing in Omaha

Frontier was the first carrier to be heard, and the case was handled by Attorney Scott C. Whitney. The first witness to appear was Frontier's President C. A. Myhre, who pointed out that Frontier was the best qualified carrier to provide service from North Dakota to Omaha, that Frontier could provide the service with less cost to the government, and that Frontier would provide a complete service. North Central does not provide air freight service, "which," Myhre testified, "is a very serious shortcoming." He also stated that Frontier has made arrangements to acquire and finance additional equipment that will be needed to operate any new routes Frontier might be awarded.

Clark Coe, Director of Research and Economics for Frontier, presented Frontier's schedule proposals and traffic estimates, with particular emphasis on Frontier's superior traffic generating ability in the smaller communities. According to figures released by the Conference of Local Airlines for the year 1955, Frontier generated 120.6 passengers per thousand population while North Central boarded 49.5 per thousand. Coe also

stressed the importance of providing one plane service from the Williston Basin cities to Omaha and to points further south, such as Kansas City and Tulsa via connecting carrier.

Since air freight developed into one of the major issues in the case, G. S. Kitchen, Cargo Sales Manager, took the stand and pointed out the basic differences between the two cargo services (Air Express and Air Freight): Cost, and door-to-door rates for Air Express as opposed to airport-to-airport rates for Air Freight with pick up and delivery service charges added when the service is requested. Kitchen stated that many Frontier freight customers delivered their shipments to the airport and picked them up there. He also stressed the importance of the large cargo doors on Frontier's equipment for the handling of large or bulky shipments as opposed to North Central's standard DC-3 configuration.

Frontier's final witness was Colin H. McIntosh of Washington, D. C., special airline economic consultant, who testified that Fron-

(Continued on Page 8, Col. 3)

(Continued on Page 8, Col. 3)

Governors Commend Frontier on its Service

ARIZONA

Dear Mr. Myhre:

On behalf of the State of Arizona and its people, I should like to extend sincere congratulations to Frontier Airlines on reaching its 10th anniversary of service in 1956.



There is no question that the operation of Frontier Airlines in Arizona has had a direct bearing on the advancement and progress of our state from the standpoint of transportation. I am sure our people recognize the genuine contribution that your company has made to the state's economy.

It is my sincere wish that Frontier Airlines may continue to grow and prosper and that your success shall match that which is certain for Arizona in the future.

With every good wish, I am

Yours sincerely,

ERNEST W. MCFARLAND,
Governor of Arizona

COLORADO

Dear President Myhre:

As Governor of Colorado and on behalf of its people, it gives me a great deal of pleasure to commend Frontier Airlines upon its tenth anniversary of wonderful service to the people of the Rocky Mountain Empire.



Frontier links this historical empire together with the remarkable success which always attends faithful and diligent service, friendly cooperation and safe, efficient transportation.

Frontier has become an ever-increasingly important factor in Colorado's economy. Its contribution to the progress of this entire territory is substantial. Accordingly, the region served enjoys a greater growth and prosperity. In helping bring the communities and the people of this area more closely together, Frontier promotes a desirable spirit of unity in which there is great strength.

Frontier Airlines is known to have the best of mountainous area pilots and its safety record is among the finest in all the transportation industry.

Included in the region served by Frontier are many smaller communities that otherwise would not enjoy the benefits of air transportation. In linking these small communities, a special and valuable service is rendered. Thus, does Frontier make still another genuine contribution to the Empire's welfare, prosperity and economy.

Progress of Frontier this past decade is but the forerunner of an even greater advancement in the years ahead.

Our very best wishes for all success go to Frontier Airlines today and in the years to come. Our congratulations upon past and present progress are mingled with conviction and anticipation of an even brighter future.

Colorado is happy and proud to be a part of the Frontier Airlines Family.

Sincerely,

ED C. JOHNSON,
Governor of Colorado

MONTANA

Dear Mr. Myhre:

This tenth anniversary of Frontier Airlines operation certainly must bring you a feeling of accomplishment and I know that you are looking ahead with a continued interest in giving additional service between and to our Montana communities.



The rapid growth in the utility of the airplane together with public acceptance of airline travel has resulted in an expansion of airline service at a rate that is difficult to comprehend.

The flexibility of air routing lends to the advisability of adjustment of airline service patterns as may be indicated by the economic needs of our communities and the utility of new flight equipment.

You may be assured that the people of Montana appreciate and recognize the value of local airline service between our communities. We know that you will support us in airport development which can best be accomplished by our cities with a program supported at county, state and federal level. We will continue to work with you in the improvement of airport facilities for all of our Montana communities.

We know that additional airport development will be necessary and must be accomplished before airline service may be established. We need more airports in Montana and existing airports must be improved to handle increased operations and new types of aircraft.

Please accept my congratulations for the past accomplishments of Frontier Airlines and our desire to see your service extended to more of our Montana communities.

Yours sincerely,

J. HUGO ARONSON,
Governor of Montana

NEW MEXICO

Dear Mr. Myhre:

I am happy to have the opportunity to congratulate Frontier Airlines on the 10th Anniversary of its service to the Southwest.



In New Mexico, which is the fourth largest state in the nation and where distances between cities are great, the values of local airline service cannot be over estimated.

The stimulation provided to communities and development is comparable only to that in another era when the railroads first pushed back the western frontier. Today, airlines such as yours are pushing back a frontier of time and convenience in this part of the country.

Quick transportation between executive offices and production centers is an essential of the modern business world. I am sure that the mining industry around Silver City and the oil and gas industry around Gallup and Farmington have received real benefit from the fact that Frontier Airlines serves those areas with regular flights.

It is hard to estimate how great a contribution Frontier Airlines is making to the economy of New Mexico, but no economy can be considered sound unless cities are knitted together with speedy and efficient transportation and commercial facilities. In this respect the contribution of Frontier Airlines to the growth and development of New Mexico is indeed valuable.

May I wish Frontier the best of luck in its next ten years of operation.

Yours sincerely,

JOHN F. SIMMS,
Governor of New Mexico

NORTH DAKOTA

Dear Mr. Myhre:

Congratulations are in order to Frontier Airlines, its management and employees, during their celebration of the 10th Anniversary of Frontier's air service in the upper mid-west.

Frontier Airlines service in western North Dakota was inaugurated in the fall of 1954. The cities of Bismarck, Dickinson and Williston along with western North Dakota have greatly benefited from the type of "local air service" which Frontier has pioneered in our State and other states in the Rocky Mountain Empire.

There is no doubt in my mind that Frontier's air service in North Dakota has made a substantial contribution to the State's economy, especially in relation to the Williston Oil Basin and its continued development. Frontier Airlines has afforded our oil industry fast access from Williston to other cities inter-related to oil exploration and development in North Dakota, Montana and Colorado. The oil industry in our State has benefited, since Frontier provides not only passenger service between the Williston Basin cities but also air mail and air freight service. Air freight is something new in North Dakota. I was amazed to learn that at Williston, North Dakota, during the past year, Frontier Airlines flew something over 65 tons of air freight in and out of that city. Most of this movement was parts and material used by the oil industry in the Williston Basin area. In addition some 2,432 passengers made use of Frontier Airlines.

North Dakota's basic economy is agriculture and will continue to be so, as far as one may foresee the future. The State has a number of valuable resources including oil, lignite, water and others which provides a base for future industrial development in North Dakota.

As the Governor of the State of North Dakota, I know that industry, wherever it locates and expands, is vitally interested in the type, quality and frequency of air transportation available for its use. Cities without airline service today are rapidly approaching the status of cities which are not situated on a railway. Because of these factors, and my desire to see the State promote and its cities acquire new industries, I want to commend Frontier Airlines for its pioneering spirit in bringing "local air service" to our western North Dakota cities.

In conclusion, I wish to state that I hope Frontier Airlines will be in a position, in the near future, to expand its services to cities in North Dakota, now without air service, and to other cities in our State that need additional air service. It is my desire that the state be afforded an integrated intrastate air service pattern between its cities as well as through air service to major terminals to the east, west and south.

NORMAN BRUNSDALE,
Governor of North Dakota



UTAH

Greetings:

I am pleased to convey the congratulations of the people of Utah to Frontier Airlines on its tenth anniversary.

As the airline serving the Rocky Mountain Empire, Frontier has done an effective job in bringing convenient and necessary air service to the smaller cities of this area. This type of service always will be needed by the States of this Region because of the vast area of the Region and the distance between cities and States.

It is obvious that Frontier has been aware of its responsibilities in providing this service. In its ten years of operation, it has achieved an enviable record both in service and safety. It is our hope that this record will be improved upon during the next ten years.

As time goes by, there are bound to be further extensions of air travel service. The growth of new areas is dependent, in great measure, on the transportation services available to them, including both ground and air. Our Country is growing which assures further growth to the airlines.

The record of Frontier Airlines is good recommendation for its continued expansion and growth. Its service to the various communities and States within its network means much to the economy of each. Without this service, the communities and States would be hard-pressed to keep pace with the times.

We are grateful to Frontier Airlines for its ten years of service and we wish Frontier continued success.

Sincerely yours,

J. BRACKEN LEE,
Governor of Utah

WYOMING

Congratulations to Frontier on its 10th Anniversary!

Frontier Airlines has been a splendid link in transportation throughout Wonderful Wyoming. It has played an important part in the development and progress of the West.



Frontier's service is courteous and efficient. It is of tremendous importance to us—socially, economically, and industrially. Because of the considerable distances between populated areas in Wyoming, transportation by air is

both necessary and convenient. Many of our Wyoming companies, organizations and public servants have been able to transact their business speedily and efficiently through reliance on air travel.

Ranking fifth nationally in the production of oil, Wyoming's progress in this industry has been very rapid. Major oil companies have utilized the services of Frontier in carrying on their business activities.

Wyoming has been cooperating, and will continue to cooperate with the airline companies by improving its airports and patronizing their fine air service.

I want to pay particular tribute to President C. A. Myhre and his staff. We in Wyoming are grateful and fortunate to be a part of Frontier's progress and we join in extending congratulations to this splendid company on the occasion of its 10th Anniversary.

Cordially yours,

MILWARD L. SIMPSON,
Governor of Wyoming



**Brewer
Speaks
for
Post
Office**

From the very beginning one of the prime objectives of the United States Postal Service has been to compress the elapsed time between the posting and the delivery of the mail. Where any considerable distance is involved air transport has become the fastest means of moving mail from one given point to another. The public's interest in fast mail service is clearly reflected in the rapid growth of the use of air mail facilities.

One of the fine airlines serving various points in the Denver Region is Frontier. Since activation of our postal region, I have come to appreciate the quality of leadership and the splendid service rendered to the public and the postal service by Frontier Airlines. It has been my great pleasure to participate in various official functions proclaiming the progress of airline service in our region. On several occasions I have had the opportunity of taking part in dedications of new airports, expanded airport facilities and inaugural flights initiating air service to these facilities. I have participated with Frontier officials at several of those official functions, and it has always been a most pleasant experience.

While Frontier has the added responsibility of providing good safe and punctual passenger service, they also show every concern for proper and effective handling of the mail. Frontier has indicated in every way possible that they join us, the Postal Service, in an intense desire to help reduce the elapsed time between the posting of a letter and its ultimate delivery.

W. D. BREWER,
Regional Director

Message From ATA'S President

It is indeed fitting to salute the employees of Frontier Airlines in the issue of *SUNLINER NEWS* that commemorates 10 years of Frontier service to the Rocky Mountain area of the United States.

It is fitting because Frontier spans the whole course of local airline history to date: the local carriers as a concept began operations ten years ago. It is also fitting because 1956 sees the local airlines rounding out their first year as a fully-integrated and permanent part of our American air transport system, since on May 19, 1955, the President of the United States signed into law a measure passed by Congress to make the operating certificates of the local airlines permanent.

The part that Frontier has played in developing a system of transportation which is keeping the Rocky Mountain Empire in the mainstream of life today is noteworthy. It is probably difficult for you people who have made and are making Frontier a monument to modern transportation to realize that you are the vanguard of a new chapter in your territory's destiny. But that is exactly what you are doing. And your achievements since 1946 are guarantees of your future progress.

STUART G. TIPTON,
President,
Air Transport Association
of America.

Whispering Giant Stops in Denver

In late August the largest commercial transport in the world today, the Bristol "Brittania," landed at Denver's airport. During its short stay E. L. Aden-Director of Flight Operations and Donald V. Edwards-Manager of Regulations, were privileged to be passengers on a demonstration flight.

"There's less noise in here than a DC-3 running up one engine," remarked Aden according to Edwards. Don stated that its nickname, "The Whispering Giant," is quite appropriate since the big four engines make less noise than our own DC-3 engines. It is powered by four 4150-horsepower turboprop engines. With the turbine engine, the future engine in all transports, there is no vibration," added Don, "and the noise level is much less, offering the airline passenger more comfort for his trip."

Company Officials Visit Fairchild

A conference was held for the purchasers of the F-27 by the U. S. manufacturer Fairchild Engine and Airplane Corporation the end of August in Hagerstown, Maryland, primarily to obtain more understanding of problems relating to the design and construction of the new turboprop airplane.

Frontier's representatives were James Montgomery-Superintendent of Passenger Service, Frank Davidson-Superintendent of Ground Facilities, E. W. Lott-Chief Engineer, H. P. Barnard, Jr.-Director of Maintenance, E. I. Aden-Director of Flight Operations, and Donald V. Edwards-Manager of Regulations.



Marvin Larson



Chet R. Lubben

Larson and Lubben Promoted

L. Preston Blatter, Treasurer of Frontier Airlines, announced the promotion of Marvin Larson to the position of Budget Supervisor. Larson will make periodic reports for the departments, indicating expenditures made and balances of allocated funds remaining.

Larson has been with Frontier since April, 1950, starting as a Cost Accounting Clerk. He has been an active member of Frontier's Sunliner Club; and was team-captain of Frontier's bowling team last year.

Marvin Larson received his B. S. in Accounting from the University of Colorado in March, 1950. Prior to attending C. U., he served in the Air Force as Supply Sergeant in the United States and Pacific theater.

Chet R. Lubben recently received the appointment of Director of Sales Administration, the position held by D. T. Cook until his resignation. Prior to this promotion Chet was District Sales Manager in Denver.

John D. Lindsay, Vice President-Traffic and Sales, stated, in announcing Lubben's promotion, that Chet's nine years of superb efforts in sales work for Frontier well qualifies him to take on this job.

Lubben and Larson are advisors for the Junior Achievement Company that Frontier will sponsor this year. This is only one of many organizations that Chet is active in. Chet is a veteran of the European theatre of World War II.

Frontier Pilot President of Newly Formed Research Group

A group of business men and scientists in Phoenix have formed the Institute for Advanced Research, a non-profit corporation. Of interest to Frontier personnel is the fact that our own Roy Williams, Co-Pilot-Phoenix, has been elected president of the board of directors with that corporation. It is noted here that Dr. Lee de Forest of radio and vacuum tube fame is a member of the board.



Roy Williams

Williams stated that the purpose of the Institute is to serve industry with a facility for solving their problems in basic, applied and developmental research. Most companies are faced with staffing and providing laboratory facilities for the purpose of solving a few pressing problems, then once such problems are solved they have an idle staff and laboratory. Such creative personnel are practically non-existent for such temporary engagements and the company usually decides not to start or continue in basic research. As a result, progress suffers. "We are not

speaking of industrial research having to do with ordinary production design. Most of the companies have such laboratories as a necessary requirement," Williams said.

In explaining further, he stated that it is the desire of the Institute to provide an adequate laboratory and associated scientists who can undertake such research. In order to keep this service within reach of most companies, the Institute is strictly non-profit. A very low rate is possible as no corporate gain, high taxation, etc., is added as overhead expense for which these companies would have to pay.

When queried about the possible shortage of qualified scientists to fill research positions, President Williams stated that the Institute has established a unique method of obtaining these men by the fact that the true research scientist tends to gravitate toward a research laboratory where he may exercise his creative ability. This, he states, has already been proven as the Institute has a group of scientists and specialists who stand ready to serve at such time that the new laboratory becomes available. A temporary facility in Phoenix is now in use. It is the intent of the Institute to become an asset to industry in the same manner in which Stanford Research Institute has to its sponsors.

FRONTIER NEWS IN PICTURES . . .



Recipients of their 10-year pins at Denver base's 10th Anniversary celebration are (left to right) T. Saul—Maintenance, C. Longhart—Radio, W. R. Hurt—Pilot, G. H. Nettleblad—Flight Operations, H. O. Libby—Maintenance, H. Russell—Maintenance, and H. Summerton—Inspection.



Larry Bishop, host, greets Braniff's Ed Lee, United's Kermit Miller, Frontier's Jerry Fox, TWA's George Fredericks, Hersey Young of Helicopters, Inc., and Continental's Joe O'Connor. These airline station managers at Denver meet once a month for breakfast.



This is the nerve center of any airline . . . Reservations. Busy making and checking passenger reservations are Trudy Imber, Charlie Black, Rachel Ratlief and Bud Lentell, part of an 11 member crew.



Colorado's Peach Queen for 1957 Maxine Thomas smilingly delivers peaches from Grand Junction via Frontier Airlines.



Bismarck station takes on a new look. Bob Eubanks, station manager, and his staff are justly proud of their modern Frontier ticket counter and office. Undoubtedly, the customers like it, too.



Graduation always brings smiles. Classes are over . . . so off to the airways for (left to right) Gail Kimke, Shirley Kearney, Carolyn McKenna, Denver's Stewardess-in-Charge Jo Pershin, Carol Westlund, Emily Engel and Sandra Strain.



30,000 entries for a free trip in the Rocky Mountain National Park Contest get properly mixed by Frontier Stewardesses Wanda Foster and Jodie Fleener. Who's the blonde? So sorry, it's just a regular store model.



A group of busy bees . . . keepers of all the millions of figures and data that concerns the Treasury Department.



Al Christensen—Property, Larry Chase—IBM, Dale Rausch—Accounting, and Bill Sexton—Systems confer about matters statistical.

Our Treasury Department

It takes thirty-seven full time personnel, under L. Preston Blatter, Treasurer, to accurately report each month the financial story of Frontier's operation, as well as to provide the day-to-day statistics.

Their work is that of recording where the dollars come from (receivables) and where these dollars are spent. They also are keepers of the statistics on how many passengers, tons of freight, express and mail are transported and the distance they go. These are but a small part of the multitudinous records they must keep current.

The Treasury Department has five sections: Systems and Procedures—E. W. (Bill) Sexton; IBM—Wilson L. (Larry) Chase; Accounting—Dale W. Rausch; Property—Allen T. (Chris) Christensen, and Budget Supervisor—Marvin Larson.

Systems

Bill Sexton is presently involved in systems work with the Maintenance Department, and he also handles all of the air freight claims.

IBM

Larry Chase and assistants in IBM have handled over a million cards, upon which all the accounting work is summarized, thus saving countless man-hours over a manual system.

Accounting

Dale Rausch and his assistants handle the original source documents for revenue and disbursements, assembling all of this information for that important document—the financial statement.



Here's Jack Nichols and Larry Chase doing several of many jobs that pass through the IBM's.

Property

Inventories of maintenance repair parts and accessories, fuels, and fixed assets are handled by "Chris" Christensen and his assistants. They also keep the Kardex records of Frontier's Denver Stores.

Budget

Marvin Larson, Budget Supervisor, keeps tabs on all departmental expenses.

Secretaries

Secretaries Lorraine Berges, Almeda O'Leary and Ann Yanulavich handle the correspondence, type all of the accounts payable checks, monthly, quarterly and annual reports and tax returns, and numerous other statistics.

For vital statistics on the Treasury Department: eleven of the employees are native Coloradoans, the rest coming from the surrounding states and as far away as Germany. Nearly all of them have attended college or a university or business school. They have two redheads, twenty-five with brown hair and the remainder are blondes or brunettes. And there are three bachelors.

Members of the Treasury Department are:

Lorraine Berges, Douglas N. Black, Lenora Boyd, Garnett Brinkema, Karen Chadwell, Larry Chase, Allen T. Christensen, Lucy Conkey, Peggy Cullen, Mary Alys Daugherty, Ethel Field, John Hansaw, Howard Johnke, Joan Larsen, Marvin E. Larson, Karl Leonard, Charlotte Matilainen, Mildred McKee, Jack Nichols, Almeda O'Leary, Ralph Peterson, Lorraine Rauen, Dale W. Rausch, Ben Rowland, LaVonne Rucker, Louis Schmidtke, Egbert W. Sexton, Jr., Robert B. Snider, Mona Stoops, Evelyn Swift, LuElla Williams, Tenney Willoughby, Connie Worthington, Elmajene Yantorno and Ann Yanulavich.



A moment spared by secretaries Lorraine Berges, Almeda O'Leary and Ann Yanulavich.

C.A.B. NEWS

BOARD AWARDS CENTRAL NEW ROUTES IN LIBERAL CASE — The Civil Aeronautics Board issued its order, E-10539, on August 16, in which Central Airlines was granted certain new routes in Colorado, Texas and Oklahoma.

Specifically the Board awarded new routes between Denver and Oklahoma City via Colorado Springs, Lamar, Guymon, Okla., Liberal, Kans., and Enid, Okla. The other route authorizes Central to operate between Amarillo, Tex., and Wichita, Kans., via the intermediate cities of Borger, Tex., Guymon, Okla., and Liberal, Kans. The Denver-Oklahoma City segment is limited to one round trip per day and both routes were granted on a three-year temporary certificate, effective Oct. 15, 1956.

Four members of the Board concurred in the above decision, Chairman Durfee, Vice Chairman Adams, Members Gurney and Minetti. Member Denny did not take part in the decision.

INTERIM LOCAL SERVICE INVESTIGATION—The first phase of the Route 26, Interim Local Service Investigation, Docket No. 8097, was concluded on September 13 at Sioux City, Iowa, when parties to the proceeding completed their presentation of evidence and testimony before C.A.B. Examiner Paul N. Pfeiffer.

This case is the result of Braniff's application to suspend service on Route 26 and the proposal to substitute a local service carrier to provide service on an interim basis until a final decision is issued on the Seven States Case. The route in question is from Bismarck-Mandan to Omaha via Aberdeen, Huron, Mitchell, Sioux Falls, Yankton, Sioux City and Norfolk. The other route extends from Grand Forks to Sioux City via Fargo, Watertown and Brookings.

The cities concerned and the states of North and South Dakota and Nebraska were the first to be heard. Their testimony generally underlined the acute need for substitute and improved service over the routes in question.

Frontier to Sponsor Junior Achievement Co.

Frontier Airlines will be sponsoring a Junior Achievement Company through the Junior Achievement program of Metropolitan Denver Incorporated this year, announced Al Schmidt, Personnel Manager.

As a sponsoring company, Frontier will furnish advisors to the Junior Achievement Company. Acting as advisors will be Marvin Larson, Douglas Black, Ted Saul and Chet Lubben.

Junior Achievement is big business on a small scale. High school students spend two hours a week forming their own company, floating stock, manufacturing their own products, keeping their own books, doing their own advertising and merchandising, paying dividends to stockholders, and trying to make a profit. The Junior Achievement Companies are sponsored by businesses that have met these problems.

Frontier Airlines is looking forward to a successful sponsorship of this Junior Achievement program, concluded Al Schmidt.



On the morning of May 12, 1956, Mrs. DelVina Wheeldon was the first woman passenger to undergo supersonic flight in a Lockheed F-94C fighter interceptor jet aircraft doing 830 miles an hour. Lt. Robert Kline piloted the jet.

First Woman Jet Passenger

Mrs. DelVina Wheeldon, the women's director and editor of radio station WCKY in Cincinnati, Ohio, is the first woman to fly as a passenger in a jet. She took this 830 miles per hour flight on the day before Mother's Day this year primarily to assure mothers about their sons flying in USAF jet. Her feat has been cited as an "authentic first" by the Aircraft Industries Association in Washington, D. C.

This fall Mrs. Wheeldon will make twenty-six special broadcasts on air power, giving the reasons why various phases of it should be accepted by women as a part of the jet age, in which they live and in which their children are growing up. Mrs. Wheeldon is a former Powers model and Kentucky horse-woman.

Winslow Editorial on Phoenix Service Case

Sometimes a few fine words crosses the editor's desk which should pass on and this is one such instance! Taken from the Winslow Mail, Winslow, Arizona.

WISE SWITCH . . .

The City of Phoenix got off on the wrong foot when it announced that it favored United Airlines, Bonanza and Western for service between Phoenix, Salt Lake City and Denver.

Phoenix is strategically located as a hub of air transportation. It is understandable why the folks down there would like to have every airline in the country sending planes in and out of Sky Harbor.

But to select any particular companies to serve Phoenix and the two other Rocky Mountain hub cities is unwise in that it immedi-

ately alienates several other communities in Arizona which are permitted only one airline to serve them.

Here in Winslow we definitely favor Frontier Airlines.

This dependable public carrier has shown by its record to be able to fly millions of air passenger-miles without accident in a country where flying is more hazardous than any other areas because of the mountainous nature of the states in which it operates.

Frontier can serve Phoenix with non-stop Denver and Salt Lake City flights without any detriment to Phoenix—in fact strengthening this excellent airline will be of eventual great benefit to Phoenix, Tucson, and all their connecting airlines.

Winslow, too, would benefit by a two-stop flight from Phoenix to Salt Lake City, pos-

sibly via Winslow and Cedar City, and the same to Denver via Winslow and Farmington.

Winslow grows more and more important in air-freight circles, and to give this community the benefit of excellent connections with larger cities of the West, as well as furnishing non-stop service between Phoenix and the two sister cities to the north, would make Frontier a more truly independent line, and reduce materially the mail subsidy not paid to Frontier by the government—at the expense of all taxpayers.

We are happy, we say, that Phoenix has decided to leave to the good judgment of the Civil Aeronautics Board the naming of the actual lines to furnish the service.

We hope and trust, from all evidence presented, that the line chosen in the Phoenix Service Case will be Frontier Airlines.

Airline and Aircraft Industries Representatives Meet in Denver

Editors and public relations representatives of the airlines and aircraft industries of the nation held their first joint meeting in Denver, August 29-31, at the Denver Press Club. The representatives of the aircraft industries gave generously of their thoughts and experience in formulating an organized group, as they had gone through the problem three years ago when the Aircraft Industries Association of America, Inc., was organized.

Problems inherent to each other and among the airlines themselves were taken up in the subsequent meetings, and on the last day the title of the airlines group was decided: Airline Editors Conference. Chairman for the year is Dolly Varden McDowell, Editor of Frontier's SUNLINER NEWS.

In the true spirit of western hospitality the editors and public relations representatives were guest of Western Airlines on Wednesday evening. On Thursday afternoon they were taken on a tour of Glenn L. Martin Company's Denver Division by William B. Higdon, Editor of Martin-Denver Missile. That same evening they sojourned to the

mountain home of Mr. and Mrs. L. W. Linville for a delicious steak fry. Mr. Linville is a member of Frontier's Board of Directors. And on Friday evening they attended a performance of "THE LARK" at the famous Central City Opera House.

Mr. Alex Ormsbee, Public Relations representative from the Air Transport Association, was one of the principal speakers throughout the sessions. Crosby Maynard, Douglas Aircraft Company, James Douglas, Boeing Airplane Company, and Lou Davis, Fairchild Engine and Airplane Corporation, were able advisors from the aircraft industries, as was Martha Adkisson of Aero Design and Engineering Company.

Editors from the airlines were: Joseph M. Moran—American Airlines; John Longwill—Bonanza Airlines; Harmon O. Pritchard, Jr.—Lake Central Airlines; Peggy Witherell—North Central Airlines; Gil Buvens—Trans-World Airlines; Marguerite Welch—United Air Lines; Doug Billmeyer—West Coast Airlines; Ken Smith—Western Air Lines, and G. S. Kitchen—Frontier Airlines.



Jack E. Gardner

Co-Pilot Gardner Runs for Office

Jack E. Gardner, co-pilot based in Phoenix, won the Democratic nomination for state legislator from District 17, one of the largest in Arizona state. He defeated a veteran incumbent in the legislature along with two other well known candidates. This assures Jack of election because no Republican filed for the post.

Gardner's concerted campaign efforts paid off in winning 49.8 percent of all the votes cast in the hot four-way race. Deciding against sponsorship by a group or the assistance of a professional agency, he conducted a door-to-door campaign and participated in the Democratic rally. He feels this had a twofold result: His constituents became acquainted with him and he, in turn, learned their thinking on vital issues.

**C. A. Myhre
Aviation Award
to Be Presented
in 1957**

In 1957 one of Colorado's Junior Chamber of Commerce Chapters will be the recipient of the C. A. Myhre Aviation Award, which was officially presented to the organization by Vern Carlson, Frontier's District Sales Manager at Grand Junction, at their convention, held the first part of August.

The chapters of the Junior Chamber of Commerce will actively engage in creating greater interest in air shows, airport improvements, and encourage a better understanding and appreciation of the role aviation plays in the further development of Colorado. The chapter most successful in this endeavor will receive this C. A. Myhre Aviation Award, created to encourage among the Junior Chambers of Commerce a greater interest and participation in aviation.



A propitious occasion in Frontier's history brings smiles to President C. A. Myhre and Colorado's Junior Chamber of Commerce Aviation Committee Chairman Joe DeMauro when the C. A. Myhre Aviation Award was inaugurated.

Myhre's Address

(Continued from Page 1, Col. 3)

We find no inconsistency between our present certificate requirements and operating authority which will permit us to utilize economically more efficient aircraft taking full advantage of commercial earning power, the long range result of which would be reduced, and eventually eliminated subsidy. We believe such was contemplated by Congress when the Permanency Act was passed.

Three major factors are involved in reaching this third milestone:

- Improved routes and operating authority
- Recognition of adequate equipment
- Adequate retained earnings

The proper blending of the above ingredients by the regulatory authorities will produce a mix which will be recognized as an eventual self-sufficient Local Service Airline giving the kind of service to the public that is required in the public interest.

We hopefully look forward to passing this third milestone.

Myhre's address was one of the main highlights of the 10th Anniversary celebration in Denver, which was held in the Silver Glade room of the Cosmopolitan Hotel Saturday evening, August 11. More than three hundred company employees attended the dinner-dance, which had been carefully planned by Al Schmidt, Personnel Manager, and his committee.

Among the honored guests were those who received their ten-year pins, President of the Board of Directors Louis Leverone, Board Members L. W. Linville, E. B. Slocum and their wives, and Mrs. C. A. Myhre, wife of Frontier's President.

7 States Case

(Continued from Page 1, Col. 1)

tier's cost figures and traffic estimates represented a saving to the government and that Frontier's proposed schedules would provide the better service. Mr. McIntosh also pointed out that he felt there were several discrepancies in the figures submitted by North Central, particularly in regard to estimated revenues which the new route might be expected to develop.

North Central was represented by Attorney Al Wheeler, Vice President—Traffic and Sales Frank Buttomer, and James Ray, Jr. of Ray and Ray, economic consultants, Washington, D. C.

Mr. Buttomer sponsored his company's revenue estimates and a series of schedules designed to fit any situation. He contended that air freight service was not necessary to the area, but that North Central would provide such service if the Board and the cities decided it was necessary.

Postal Official Retires

Earl B. Wadsworth, a pioneer in the development of the first permanent civilian air mail service in the world launched by the Post Office Department August 12, 1918, will retire November 1 as Director, Division of Air Service of the Department's Bureau of Transportation.

Colonel Wadsworth, who entered the Department in 1916 and who has served it since that time except for two periods of service with the army, had a prominent part in drafting plans for the pioneer air mail service in 1918, between Washington, D. C. and New York City.

**GLAVES TELLS OF MAIL SERVICES GROWTH
Frontier Has Record Air Freight**

With full cooperation between the airlines and the United States Postal Department, the greatest air mail service in the world, both domestic and international, has been developed, stated Tollie Glaves, Frontier's Superintendent of Mails, when interviewed.

Tollie pointed out that it is only natural that mail transportation times between points of distance have been substantially reduced by air service, and with the advent of the local service carriers ten years ago, it became possible for people of the smaller communities to receive the benefits of expedited communications by the exchange of air mails with each other, as well as with distant points. Many communities served by Frontier which are only a few miles distant from each other enjoy this improved mail service, with savings in time of up to twenty-four hours or more.

He also stated that the dependability, frequency and timing of schedules over a route system that connects with all transcontinental and several regional carriers, with connections at twelve terminal points, are certainly major factors in the growth of volume of air mail transported by Frontier—from a total of 256,447 pounds in 1946 to 750,786 pounds for 107,092 ton miles in 1955.

Likewise, air express has grown from a minimum in 1947 to more than 500,000 pounds for 84,000 ton miles in 1955, and the same is true of air freight—a total of near 4,000,000 pounds for 550,000 ton miles in 1955. Currently Frontier is carrying more than 40% of the total air freight of all local service carriers combined.

Glaves noted that Frontier has transported and expedited approximately 175,000 pounds of surface preferential holiday mails for the past three years on a space available basis for the ten-day period authorized by the Post Office Department.

And since March 10, 1954, when Frontier received authorization to transport surface preferential mails between Denver and Phoenix on a space available basis, approximately 1½ million pounds of this mail for about 250,000 ton mile has been given air lift and expedited to destination and delivery within twelve to forty-eight hours. Letterwise, this means 45,000,000 pieces of mail figured at an average savings of twenty-four hours or about one billion hours or 114,155 years delivery time saved. Nor has this been a deterrent on the volume of regular air mails as they increased about 7% over this segment in 1955.

Tollie Glaves concluded in saying that Frontier Airlines appreciates this opportunity to cooperate with the Post Office Department in their experiment to improve postal services for the communities which we serve.

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