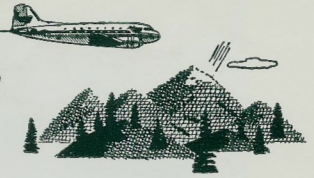




Sunliner News



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PHOENIX SERVICE CASE HEARING



Beautiful inspiring scenery from the valley and lake at Jackson Hole to the towering grandeur of the Grand Tetons, is undoubtedly the foremost vacation spot in the state of Wyoming. Vacationers have a choice of activities: fishing, mountain climbing, hiking, boating on the lake, and pack trips. Many fly Frontier to Rock Springs or Riverton, then motor to Jackson Hole and Yellowstone National Park.

Company Officials Testify Before C.A.B. Examiner Keith In Washington

All airline carriers involved in the Phoenix Service Case have presented their final exhibits and briefs to C.A.B. Examiner James Keith. The record is complete. Now Examiner Keith will make his recommendations based upon the evidence submitted during the hearings in Phoenix and Washington, D.C.

C. A. Myhre, President of Frontier Airlines, stated at the Washington hearing "that Frontier's proposal best meets the public convenience and necessity, that Frontier will benefit more by the award than will any other carrier and, correspondingly, it would be injured more if the route was awarded to some other airline." Frontier has proposed one-stop and nonstop service between Denver and Phoenix, and multi-stop and nonstop service between Salt Lake City and Phoenix. Myhre noted that Frontier serves all four terminals and only minimum additional route miles are necessary.

Other witnesses appearing on behalf of their company were: Donald V. Edwards—Manager of Regulations; Clark Coe—Director of Economic and Research Department; L. Preston Blatter—Treasurer; Ben Regan—a member of the Board of Directors, and E. L. Levin—Secretary of Frontier Airlines and one of the major stock holders.

MAIL CLINIC PROVES SUCCESSFUL

There's a "Bag of Gold" in the mail room! That's exactly what Tollie Glaves, Superintendent of Mails for Frontier Airlines, and Elden D. Brown, Cargo Sales Manager of Continental Air Lines, prove in presenting the "Mail Clinic."

Each gold nugget of the "Bag of Gold" represents a savings in the mail room. Glaves and Brown alternate in placing these nuggets upon the board; first telling the particular savings that can be made through the proper use of the mails. They not only tell how to save money on the postage bills, but also, how to obtain the maximum benefits of the available postal services at the same time. Quite naturally the use of air mail is particularly emphasized, as air mail does provide the best possible mail service. By the use of air mail money can be saved on other forms of communication.

In one particular case, Tollie Glaves stated that following the presentation of the "Mail Clinic" before the Chamber of Commerce in Durango, Colorado, the volume of air mail exchanged by that Post Office has indicated a phenomenal increase and is growing daily. Durango had a record total of 265 pounds of

air mail exchanged on June 5, 1956. Surface mail by air exchanged that date totaled 150 pounds.

It is Tollie Glaves' opinion that this increase can be attributed in the most part to the "Mail Clinic" presentation. And this being true in Durango, then it is reasonable to expect that the use of air mail will increase in other points as a result. Especially, when consideration is made that fifty were in attendance at this meeting, and Durango's population is estimated at ten thousand.

Glaves and Brown have made over 25 "Mail Clinic" presentations in the past six months, which have been before Chambers of Commerce, service organizations, and many other business groups interested in the dollars that can be saved in their mailing rooms, as well as use of the improved postal services. They have gone to Texas and Oklahoma, as well as throughout the Rocky Mountain states.

The "Mail Clinic" was developed and written by two members of the Air Mail Committee of the Air Transport Association: B. E. Sherwood of American Airlines, and H. A. Brooks of Pan American World Airways, Inc. It's approved by the Post Office.

Leading Air Transportation Consultant Testifies

Mr. C. A. McIntosh, one of the country's leading air transportation consultants, testified as to the effects on Frontier in the event another air carrier should be certified to provide non-stop service over Frontier's present routes. Attorneys Scott Whitney and Harry Bowen handled the case for Frontier.

Representatives of the other airline carriers involved endeavored to show why their respective airline should be awarded these much-sought-after routes.

Civic witnesses for these air carriers were heard in Phoenix. At that hearing an effort was made to establish the need for new and/or improved service between Phoenix and the terminal points of Denver and Salt Lake City.

The air carriers involved are: Bonanza Air Lines, Continental Air Lines, Frontier Airlines, Trans World Airlines, United Air Lines and Western Air Lines.

The April issue of SUNLINER NEWS covered the Phoenix Service Case.



Edward B. Slocum



Walter Walker

MEET MEMBERS OF FRONTIER'S BOARD OF DIRECTORS

Two local members of Frontier's Board of Directors are a banker and a newspaper publisher. Edward B. Slocum, Vice President of the Central Bank and Trust Co. in Denver, and Walter Walker, publisher of the Grand Junction (Colo.) Daily Sentinel.

Both men keep abreast of current trends in their respective businesses, as well as the developments of Frontier Airlines. They have served on the Board of Directors for several years. Both of them are former easterners, but Mr. Walker has spent nearly half a century in Grand Junction and Mr. Slocum has been in Denver approximately thirteen years.

Walter Walker is one of the pioneers in the development of aviation and air transportation in the Intermountain West. Walker Field at Grand Junction bears his name, because he was largely instrumental in making Grand Junction one of the key points on regional and transcontinental air transportation.

Mr. Walker has a wide influence in western public, economic, and political affairs. In 1932 he was appointed by the governor to fill an unexpired term of office in the United States Senate.

Both Edward B. Slocum and Walter Walker have given support to all movements that have for their purpose the growth and development of Frontier Airlines.

Mr. Edward B. Slocum was born in Burlington, Vermont, and is a graduate of Harvard College. He is married, and has two children: Peter and Catherine.

Mr. Walter Walker was born in Marion, Kentucky. He is married, and has a son: Preston.

New Ticketing Procedure

Air travelers will be using new procedures to reserve seats and purchase tickets this fall as a result of a plan devised by the airlines to increase the number of seats available for use.

The plan is designed to protect seats for people who intend to use them and to penalize persons who deprive others of space.

This plan is expected to take effect in two phases. The first will entail cancellation of a seat when the ticket covering it is not picked up within a specified period of time.

The second phase, which must be approved by the C.A.B., is expected to have a penalty charge for a person who picks up his ticket and, without cancelling his reservation, fails to use it. This phase also includes a reservations service fee for a person who picks up his ticket and then cancels his seat too late for it to become available for another traveler.

Answer to "No-Show" Problem

Arthur F. Kelly, President of the Air Traffic Conference of America, stated: "The airlines took the initiative in developing this plan in recognition of the growing inconvenience caused the public by no-shows (persons who make reservations and do not use them) and by late cancellations. The operation of the plan will be subjected to continuous study and periodic review. The public's reaction, when the plan goes into use, will be solicited."

Under the present system of making reservations and purchasing tickets, the traveling public has been inconvenienced through being unable to obtain space which is actually available because of *late cancellations*, *no-shows*, and *multiple reservations*. The latter is caused by some passengers making two or more reservations with the intention of using only one. Cases of one traveler holding as many as twenty reservations for his destination have been documented.

The New Plan

Essence of the new plan—known as the *No-Show Control Plan*—is that a traveler cannot hold a firm reservation unless within a specified time before flight time he picks up the ticket which matches the reservation. If he does not arrange for the ticket within the time specified, the seat it covers will become available for resale.

Generally speaking, a ticket will have to be picked up the day before departure.



Joanne Pershin

Pershin Receives Appointment

Miss Geri Anderson, Chief Stewardess, recently announced the appointment of Miss Joanne Pershin as Stewardess-in-Charge of the Denver domicile.

Joanne Pershin is quite familiar with the duties of this position, as she has worked in this capacity at Salt Lake City since October, 1955. She joined Frontier as a Stewardess in August, 1954.

Joanne is a charming, capable stewardess. She is among the many successful Frontier stewardesses who have been entering contests this past year, as she was a finalist in the "Miss Express" contest recently held in Albuquerque.

Miss Anderson also announced that the Frontier's Denver Stewardesses have transferred their office in the company's general office building to the terminal building of Denver's airport. They occupy Trans-World Airlines' former office in the basement.

Fishing Enthusiasts Get "Good Luck" Hooks

Calling all fishermen! Frontier's latest promotional project is a small gold eagle claw. It is a "good luck" piece for the fishing tackle box. This 24K gold plated hook is in an envelope attached to a card showing a fisherman bringing in a trout (presumed). Briefly it states that fishermen can spend less time getting there by flying Frontier, thereby having more time for fishing.

FRONTIER NEWS IN PICTURES . . .



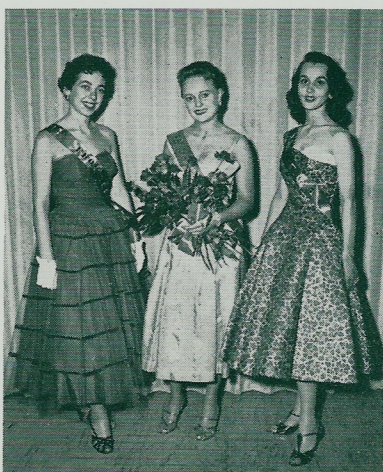
Frontier's story, including the recent purchase of F-27's, was ably presented by Frontier's attorney, Scott Whitney, before North Platte's Chamber of Commerce and City officials recently. North Platte was one of the Nebraska cities visited by Whitney and other Frontier officials.



Members of the Kiwanis Club and Scottsbluff Chamber of Commerce kindly posed before boarding a Frontier "Sunliner" for a flight over their city. This was just one of many activities sponsored during these visits in Nebraska regarding the Seven States Case.



Stewardess Jody Lohse models one of the more than 12,000 caps and gowns shipped air freight by Autrey Bros. Co. of Denver for graduations throughout the Rocky Mountain area served by Frontier. This has become an annual shipment each spring.



Stewardesses Jo Ann Pershin of Frontier, Jean Whittington of Continental, and Kay Utterback of Trans World were entrants in the "Miss Express" Contest held in Albuquerque. Miss Whittington won.



Chief Stewardess Geri Anderson looks admiringly at the Denver Bears' insignia, which is the identification of their plane in the "Sunliner" fleet. Wherever the Bears play it is sure to take them there. It has gone throughout the Midwest.



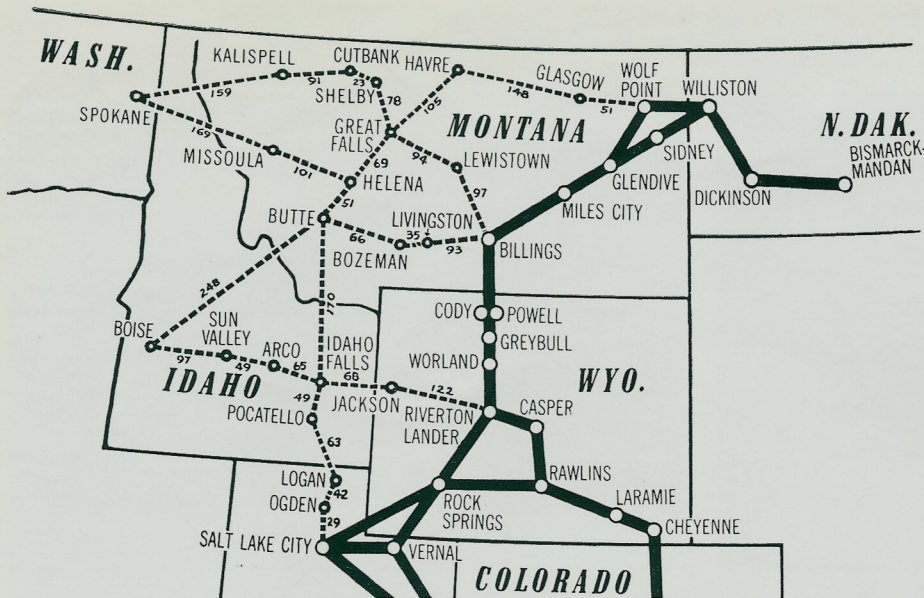
The 3rd Frontier "Air Fair" of the 1956 Season brought out a good crowd at the Laramie Airport despite intermittent rains recently. Jets from the Wyoming Air National Guard and Buckley Field Naval Base in Denver thrilled the Laramieites, and some 359 boarded the "Sunliner" for a look see of the area from the air.



Harvey P. Barnard, Director of Maintenance, had a touch of Irish luck when he won the power mower raffled by the Sunliner Club. It also happens that the three Barnard boys are particularly happy their dad won.



At the end of the Bowling Season the team of high score winners for 1955-56 in the Mile Hi Flyers League won the "ABC Fliers" trophy, and is in the trophy case. The recipient was Frontier's own team (left to right) Harold Ruppel, Floyd Lauderman, Marvin Larson—Team Captain, Earl Fischer and Ronald Roepe.



PACIFIC NORTHWEST LOCAL SERVICE PATTERN, showing the proposed route extension of Frontier Airlines, Inc.

5 and 10 YEAR PINS AWARDED

Mr. E. N. Levin, member of Frontier's Board of Directors, recently presented Frontier's President C. A. Myhre with his ten-year pin. Ten-year pins have been awarded to Harry Russell, Superintendent of Maintenance, Denver, Colo., and Captains A. F. Clark of Phoenix, Ariz., F. H. Ririeg and A. R. Hall of Salt Lake City, Utah.

Those who have received their 5-Year Pins are:

- W. C. Albany—Station Manager—Gunnison, Colorado.
- D. D. Alger—District Sales Manager—Salt Lake City, Utah.
- Geri Anderson—Chief Stewardess—Denver, Colorado.
- B. O. Benton—Copilot—Phoenix, Arizona.
- F. Brgoch—Copilot—Salt Lake City, Utah.
- E. J. Curtis—Copilot—Salt Lake City, Utah.
- Cory Dahlberg—Stewardess—Denver, Colorado.
- Wanda Foster, Stewardess—Phoenix, Arizona.

- J. C. Heidrich—Station Agent—Grand Junction, Colorado.
- S. W. Isaacs—Copilot—Salt Lake City, Utah.
- C. R. Johnston, Jr.—Station Agent—Cortez, Colorado.
- R. Roepe—Engineer—Denver, Colorado.
- F. H. Smith—Copilot—Phoenix, Arizona.
- J. A. Stelter—Copilot—Salt Lake City, Utah.
- W. B. Stevens—Copilot—Phoenix, Ariz.
- Marilyn Schneider Toepfer—Executive Secretary—Denver, Colo.

Pacific Northwest Case

C.A.B. Examiner Merritt Ruhlen has issued his report on the prehearing conference of the Pacific Northwest Case, Docket No. 4192 et al.

In his report Examiner Ruhlen reviews the many applications which fall within the area of the Pacific Northwest proceeding, and the problems inherent in handling a case of such proportions. As a result of this complex situation he has recommended splitting the case into two separate cases. The other to be known as the Montana Local Service Case.

The Montana Case

This case will include all of Frontier's present proposals, as well as other carriers' applications: Western's application to suspend at some points, and will also include Frontier's application to extend service to Jackson, Wyoming.

Among the applications included in the recommended consolidation order are: Shelby Chamber of Commerce by Frontier; West Coast Airlines for local service in Montana; Jackson Hole Chamber of Commerce for service to Jackson; Northwest Airlines to delete Miles City; United Airlines to delete Rock Springs, Ogden and Twin Falls; Western Air Lines to delete Lewistown, Cut Bank-Shelby, and to suspend Jackson; Twin Falls proposal to continue United's service; and Livingston's application for air service.

Assuming the examiner's recommendations are followed Frontier Airlines will have little further interest in the Pacific Northwest Case, since all of its applications in this area will be consolidated in the Montana Local Service Case.

New Flight Added

Frontier will start a third daily round trip flight August 1 between Salt Lake City and Albuquerque via Grand Junction and Farmington, announced John D. Lindsay, Vice President—Traffic and Sales.

Flight 111 will leave Salt Lake City at 1:50 p.m. and arrives at Albuquerque at 5:31 p.m. Flight 112 leaves Albuquerque at 1:15 p.m. and arrives Salt Lake City at 5:03 p.m.

Sunliner News

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A.T.A.'s Latest Brochure

"Uncle Sam's Best Buy," published by the Air Transport Association, is a smartly designed brochure telling how the scheduled airlines serve the people.

It briefly, but concisely, points out the record of certificated air transport in national defense, commerce by air, and postal service. It graphically shows the reduction of government subsidy, an conversely, the various taxes paid to the government. It also tells how foreign governments support their airlines.

This brochure will be placed in the seat pockets of Frontier's Sunliners in the near future. Frontier Airlines' Public Relations office will have a limited supply for distribution.



Here's that "Bag of Gold" with Elden D. Brown, Continental's Cargo Sales Manager, holding the last gold nugget of savings in the mail room. On the left is Frontier's Superintendent of Mails Tollie Glaves with the brochure, "The Gold Mine in Your Mail Room," which is given to those attending the presentation. See "Mail Clinic" story on page 1.