

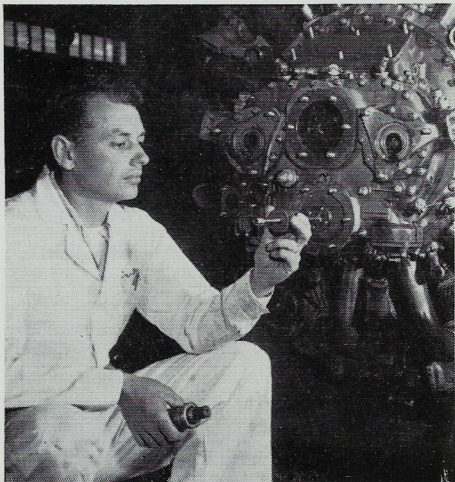
# Sunliner News



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**BRAINS IN ACTION . . .** Latest among Frontier's maintenance crew to develop a new and better way of doing the job is Carl V. Willman, line service lead man. He is shown here with his garlock seal puller which reduces the time for removing the generator drive on a Pratt and Whitney engine. A story on Carl's idea will be featured in a future issue of *Aviation Mechanics Bulletin*.

## New Casper Terminal Dedicated

Frontier Sunliners winging their way northward settle down at one of the latest and most modern community terminals along the Rockies . . . Casper, Wyoming. The new terminal building was dedicated on Saturday, June 15, 1957.

During the dedication ceremony a plaque, imbedded in the wall of the building, was unveiled, commemorating the memory of both Senator Lester C. Hunt and City Commissioner Fremont Mitchey. Although neither of the men lived to see the project completed, they were instrumental in the development of aviation in Natrona County from its inception in the state. They played important roles in the establishment of Casper's first airport and in procuring the present location.

Casper's present airport had been an airbase during World War II. When it was decommissioned after the war, it stood idle until Senator Hunt and Commissioner Mitchey succeeded in obtaining the deed for it from the U. S. Government.

Each flyer of tomorrow received a Frontier balloon as a memento of the occasion from Stewardesses Jo Wilbur and Martha Hicks. District Sales Manager Gordon Dahl and Sales Representative George Naglich assisted in the distribution.

Over 600 attended the evening banquet celebrating this milestone in Casper's aviation history. Tom Makurat, Sales Promotion Manager, was one of the guest speakers. Makurat pointed out the inter-relation of community and airline growth, particularly in the case of Frontier and the communities it serves in the Rocky Mountain region.

## Myhre Appears Before Senate Committee on Loan Bill

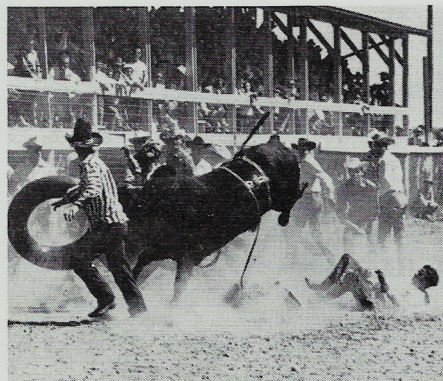
On June 5 U. S. Senator A. S. Mike Monroney (Oklahoma) introduced S.2229 (H.R. 7993): A bill to provide for government guaranty of private loans to certain air carriers for purchase of aircraft and equipment. This proposed legislation is to enable local service carriers to finance the purchase of new and more economical aircraft for the replacement of the DC-3 and for the ultimate reduction of subsidy.

Subsequently, Frontier's President, C. A. Myhre, appeared before the Aviation Subcommittee of the Senate Interstate and Foreign Commerce Committee to which the bill had been referred. Myhre appeared in support of the bill, and herewith is his testimony:

"My name is C. A. Myhre. I am President of Frontier Airlines, Inc., a scheduled local service carrier serving the Rocky Mountain West. We serve a total of forty cities in the states of Arizona, Colorado, Montana, New Mexico, North Dakota, Utah and Wyoming.

"You, gentlemen, are not unfamiliar with the local service carrier segment of our air transportation system.

"Not so long ago these same carriers appeared before you in support of a bill which would provide permanent certificates to these carriers. You were quick to grasp the significance of that legislation as a contribution to stabilizing the industry and making it possible to plan future operations on a business-like basis. For this we are most grateful.



**SPILLS . . . THRILLS . . . CLOWNS . . . INDIANS . . .** all make up the fabulous **CHEYENNE FRONTIER DAYS**, July 22-27, 1957. Here's where the cowboy either rides 'em or gets tumbled off, where the Indians once again give with a war cry, and where the spectators sit on the edge of their seats. Photo courtesy of the Wyoming Travel Commission.

"The first such major change was to permanatize the temporary certificates; the second was to obtain an efficient and economical aircraft suitable for our type of operation. Mind you, these concepts are directed always toward the end we all seek: *The reduction and eventual elimination of subsidy and improvement in service to the traveling public.*

"We are concerned here with obtaining efficient, economic equipment. Mr. Joseph P. Adams has pointed out very clearly our plight with the venerable DC-3. Though we may use this aircraft for some time to come on certain of our route segments, a modern aircraft is desperately needed on the major portion of our routes. Today's seat mile costs of the DC-3 makes it impossible to operate on a break-even basis. The tremendous increase in traffic over the past few years had tended to reduce subsidy, but we have reached the point where further economic gains cannot be obtained with our present DC-3's.

"The trend in the air transport industry is speed, comfort, and economy. If the local carriers are to keep pace with our country's dynamic growth and development, they must have the tools with which to perform . . . *not only to take advantage of such growth and development but also to make a contribution to it.*

"The Civil Aeronautics Board is cognizant of the situation which the local service carriers face and as a means of alleviating our predicament has sponsored the legislation we are discussing today. As I understand it, the Board ran into substantial obstacles in certain departments of the government, and I commend them most highly for going ahead on their own.

"At this point you might ask the question: Why don't you go ahead and purchase the required equipment?

"The answer is apparent. The earning history of the local airlines has been poor. Although they have been able to borrow on short term loans sufficient money to maintain operations and add to the DC-3 fleets, the accumulated earnings of these carriers has remained at practically zero. Thus, financial institutions cannot see their way clear to make such loans as would be required to even partially replace the DC-3's with modern aircraft. The amounts are too great and the security too weak to withstand the financiers' requirements of repayment.

(Continued on Page 2, Col. 3)



## Original Painting Presented to Frontier

Visitors to President C. A. Myhre's office will soon have the opportunity of seeing the water color painting executed by Miss Hedy Schmidhiny. It is presently being framed.

Miss Schmidhiny's first trip had a very singular and almost unbelievable purpose: Her oath of citizenship in the United States. Though she has flown on Frontier many times since, it was this first trip which nurtured the idea for the painting.

In her painting she has recorded the reason for her work and residence in the great Southwest, for she has spent the last seven years serving the medical needs of the 75,000 Navajos at the Ganado Mission on the Arizona Navajo Indian Reservation as a nurse. Thus she has captured the Navajo girl, whom she tends in time of illness, astride her pony, the beauty of Canyon de Chelly, and naturally, the man-made bird of flight, a Frontier Sunliner.

And so it is with pride and pleasure that her water color adorns a wall in President Myhre's office, where not only visitors but Frontier personnel can see and remember Miss Hedy Schmidhiny's day-of-days . . . becoming a citizen of the United States.

## Arizona Events Brings Change In Stewardess Uniform

Down along the southern route, between Phoenix and Winslow, passengers are noting a change in uniform among the stewardesses. These Frontier stewardesses have been calling attention to the Frontier Days Rodeo in Prescott and the Indian Pow-Wow Ceremonial dances at Flagstaff, and they have been distributing leaflets, telling about the two affairs.

The Indian princess jacket adorned with a concho belt are styled and manufactured by Prescott's Sportswear. There's a picture of this uniform in FRONTIER NEWS IN PICTURES.

## Myhre's Speech

(Continued from Page 1, Col. 3)

"When one considers the writings in the trade magazines relative to the speculative nature of the trunk airlines securities, whose record has been reasonably good, it is little wonder that financial houses look askance at the local carriers who have never paid a dividend and whose future looks so dim to them.

*"If the equipment problem faced by the local carriers is to be solved, some definite, positive and effective action must be taken, and soon.*

"S.2229 is the immediate answer, as well as the long range answer. I have been assured by our bank that if S.2229 becomes law, they would see no problem in financing equipment covered in this legislation.

"Speaking now of Frontier's area, the need for pressurized equipment is imminent. Our route is in the Rocky Mountain Region. We cross the Continental Divide 22 times a day. The service ceiling of the DC-3 does not permit us to avoid turbulence. Altitudes of up to 14,000 feet without pressurized cabins, coupled with frequent turbulences, is a definite deterrent to traffic development.

"The West has been making great strides in development. Increasing population, increasing industrialization, and increasing development of natural resources demands improved transportation. We should be in a position of capitalizing upon this rising economic activity to the fullest extent.

"The economy of modern aircraft has proven its value to the trunk lines. The local service lines will reap the same benefits given the same opportunities.

"Because of their lack of earnings, the local carriers have a built-in difficulty in taking advantage of the benefits provided by modern equipment.

"Parenthetically, I should like to mention that other legislation referring to the subject under consideration is also pending: The Capital Gains Case and the Equipment Trust Certificates for airlines.

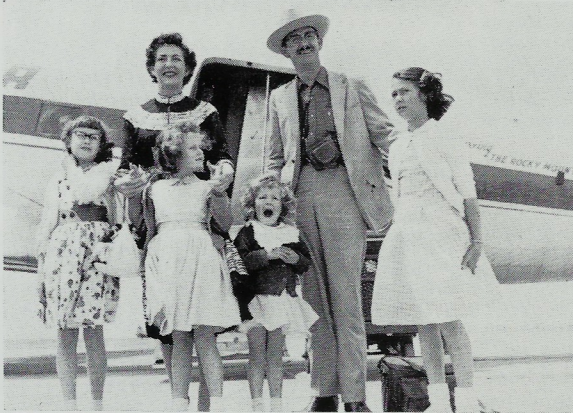
"Frontier is whole-heartedly in favor of this legislation, too. It may well be that certain financial houses prefer the Equipment Trust method of financing. As to Capital Gains, I feel very strongly on this matter. Subsidized carriers should certainly be permitted to use the gains on sale of present aircraft to apply on the purchase of new aircraft.

"Gentlemen, it is most gratifying that you have permitted me the time to submit this statement in support of S.2229. For this I express my deep appreciation on behalf of myself and Frontier. May I urge the passage of this bill in the current session of Congress."

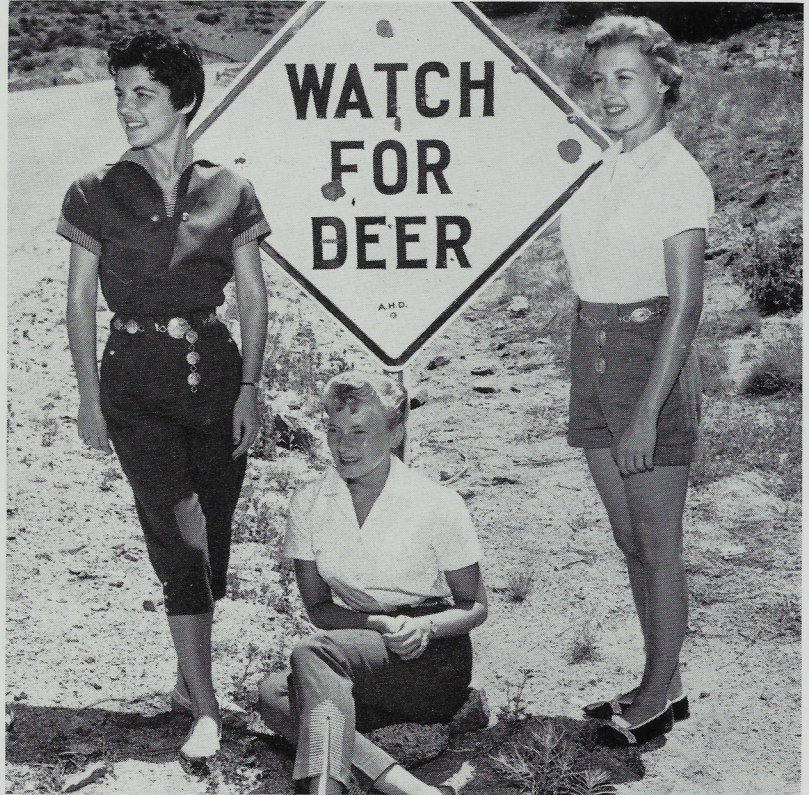
## Frontier Story In Denver Post

"Frontier in the Sky," by Bill Hosokawa, appeared in the Empire Magazine of the Denver Post on Sunday, June 30. It is a well-written story about Frontier's service in the Rocky Mountain Region, its DC-3's, those who fly them, maintain them, and other interesting highlights in the history of Frontier Airlines. Copies of this article may be obtained through the Publicity Department at the Denver office.

# FRONTIER NEWS IN PICTURES . . .



MRS. ARIZONA 1957 and Mrs. America Runner-up is welcomed home by her four daughters (l. to r.) Janis, Helen, Jonee and Diane, and husband, Everett J. Patterson. Nearly 100 Winslow citizens also met her when she arrived via Frontier. Photo courtesy of Cutler Studio and Winslow Mail.



DEER or DEAR? . . . Frontier's pert young stewardesses (l. to r.) Barbara Bostick, Mary Colish and Mary Lu Blake are modeling the latest in western styles by Prescott's Sportswear of Prescott, Arizona.



BUSINESS-EDUCATION DAY . . . Five teachers, identified by the placard, spent a day learning about Frontier's operation at Cody. Their guides were (l.) Station Manager Vern McMullen and Sales Manager Mel Brandt.



INAUGURATION . . . Grand Junction's Chamber of Commerce president B. A. Kellogg pins a corsage on stewardess Audrey Dauenheim as Captain C. A. Stevens and 1st Officer C. G. Taylor look on at the initial non-stop flight between Denver and Grand Junction, Colorado.



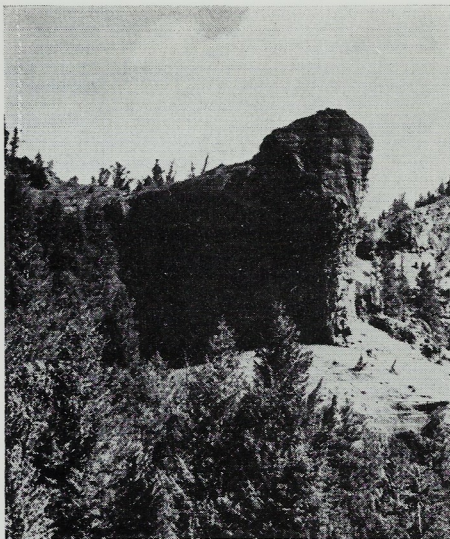
WESTERN and NEW . . . that's the latest in uniforms for the stewardesses flying the southern route. Made by Prescott's Sportswear, Stewardess Mary Colish looks on with approval of the Indian princess jacket adorned with a concho belt as modeled by Stewardess Mary Lu Blake.



Free lance writer Emily Watson is welcomed to Glendive by (l. to r.) Chamber of Commerce manager Willard Vondrashek, Station Manager Ken Barrett and the Daily Ranger reporter. Miss Watson took a tour over Frontier's system collecting data for a story.



GREETINGS . . . U-Ba Swe, Burmese premiere waves to party that met him at Flagstaff after a flight aboard a Sunliner. Accompanied by four companions, he took a tour of the Grand Canyon. Photo courtesy of Arizona Daily Sun, Flagstaff, Arizona.



Old Elephant Head is one of many unique and fascinating sights along Buffalo Bill Highway (U. S. 14 and 20) out of Cody, Wyoming, the eastern entrance to Yellowstone National Park. Frontier offers another enjoyable tour for your vacation. Photo courtesy of Wyoming Travel Commission.

## Nature's wonderland another Frontier tour

BY TOM MAKURAT  
Sales Promotion Manager

Bears ambling along the road, geysers spouting sporadically, fishermen angling in lakes and streams are but a part of the numerous things to see and activities to take part in in Wyoming's famous Yellowstone National Park. This is another delightful two and one-half day all-expense Frontier vacation package being sold by all on-line cities, travel agents, and scheduled airline offices.

Frontier's Yellowstone tour commences on arrival at Cody airport. Lunch at the Green Gables Inn precedes the fascinating deluxe tour bus drive through Shoshone Canyon past Buffalo Bill Dam and the rugged granite walls lining the Cody Road. Arriving in the Park, we cross Fishing Bridge and the Yellowstone River on our way to the Canyon Hotel, where we will have dinner and spend the night.

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Canyon Hotel is located on the rim of the Grand Canyon of the Yellowstone River, affording an inspiring view of the colorful canyon walls. The center attraction of all we see and hear is the majestic Lower Falls with its thunderous roar of foaming water dropping hundreds of feet to the floor of the canyon. The view from Artists' Point is a must!

The following day we board the tour bus after breakfast, of course, for an 89-mile drive, seeing 10,317-foot Mount Washburn, Tower and Gibbon Falls and steaming hot springs to Mammoth Springs Hotel. Here we will stop for lunch. Afterward we will continue through evergreen and fir forests, see the Lower and Upper Geyser Basins, and the fascinating, ever-bubbling, pastel-colored Point Pots. We arrive at Old Faithful for dinner and the night. It is here that we find the renowned Old Faithful regularly erupting, thus justifying its name.

After breakfast on the morning of the third day, we board the tour bus for the drive to Yellowstone Lake, where we stop for lunch. Throughout the rest of our tour, a sharp eye will spot the Park's famous brown bears, playful and comic yet still wild and untamed. The bears, like the deer, elk, moose, antelope, mountain sheep and beavers, are as curious about us as we are about them. Thus our tour draws to a close, ending with dinner at the Green Gables Inn in Cody before boarding the limousine to the airport.

Along with your memories of an exciting tour of this world-renowned phenomena of nature, you may want picture proof. So bring along the camera . . . you'll be glad you did.

## 10-Year Pins



Paul Almquist—Station Manager—Farmington.

A. T. Christensen—Property Comptroller—Denver.

G. C. Kimel—Mechanic—Denver.

## 5-Year Pins

Lorraine Berges—Secretary—Denver.

K. Perkins—Station Agent—Tucson.

Lou Schmidtke—Jr. Accountant—Denver.

A. Trevithick—Station Agent—Cortez.

Contrary to popular notion the stewardess and hostess positions with the airlines account for only about one-fourth of the airline jobs held by women. There are some 38 different job categories in which the airlines employ women.

The majority of women employed by the airlines today hold positions in sales, passenger service, reservations, general administration and public relations. Women also hold positions as mechanics, instruments specialists, instructors and as foremen of cleaning crews.

## Women bankers guests at luncheon

Stewardess Trudy Imber acted as official luncheon hostess on Saturday, May 25, at the meeting of the Association of Bank Women. Miss Imber welcomed each of the 75 women bank executives to Denver as she pinned a Colorado carnation on them.

Those attending the meeting were representative of the communities along Frontier's route. Their homes range from Montana to southern Arizona. In addition to these western members, there were officials from the east coast who participated in the discussions concerning financial and its banking counterparts.

There are about 2,634 executives or women who perform executives' duties without official title in national, state, and savings banks, and trust companies who hold membership in the National Association of Bank Women.

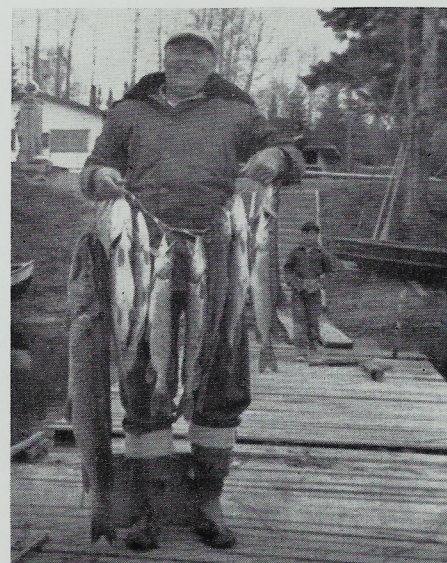
## Promotion brings plaudits

It was announced at the Air Mail Committee meeting of the Air Transport Association that Willis B. Henderson had been promoted to Director of Air Mail Service in the U. S. Post Office Department, according to Tollie Graves, Superintendent of Mails, who represented Frontier Airlines at this meeting in Washington, D. C.

Graves stated that Henderson has been a career man in the postal service and has approximately 20 years of service in the air mail division.

Frontier extends its congratulations to Mr. Henderson for his new position and fine record.

Women constitute about one-third of the airlines' travelers today.



FISH STORY . . . Picture proof of an excellent string of pike, caught in Ear Falls, Ontario, Canada, by Frontier's own Harold Cook, who works in Aircraft Overhaul. That large one weighed nearly 20 lbs. and was the first one caught. Who's next with a "fish story"?