

Sunliner News



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Local Service Talk By C.A.B. Member Louis J. Hector

In his opening remarks before the representatives to the 1957 National Airport Conference, Civil Aeronautics Board Member Louis J. Hector stated: As you know, the whole Board is also deeply interested in the subject of the local airlines. Our whole-hearted sponsorship of the guaranteed loan legislation shows how very important we consider the sound development of the local service carriers.

After briefly reviewing his experiences and study of the local service carriers, he found in his subsidy study that as late as 1948 the trunklines were receiving about 24 million dollars or approximately what the local service carriers received last year. All of this is very encouraging, of course. It shows that in the aviation field, red ink actually can turn to black. It shows that subsidy programs can pay off and with dramatic success.

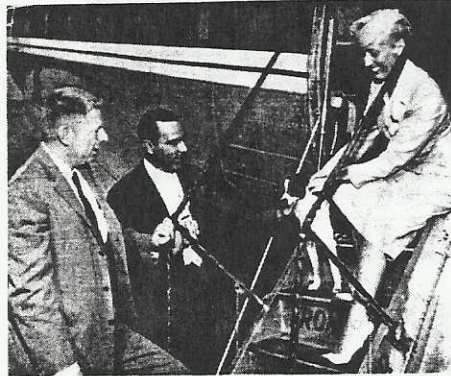
Hector then pointed out that he had found two more statistics, which are a little less encouraging. And they are crucial, he said. The median city served by the local service carriers has a population of 25,000. The average hop of the local carrier in 1956 was less than 80 miles . . . And this is the heart of the local service problem. It is the problem of the short-haul and the low density market which the local service carriers live with day and night.

Service to Small Cities

This raised the question: Is it worthwhile to try to provide air transportation to all these small cities? Hector said the answer is crystal clear . . . The American people, through the 1955 Congressional Act, awarded permanent certificates to the local service carriers. I feel, Hector added, that it was a clear Congressional declaration of policy that the people in the medium-sized and small cities of America are entitled to reasonable air transportation and that they are entitled to it right now, even if that means federal subsidy.

His next question was: Shall we develop and extend local service to areas now not being served? Hector firmly believes that it is the intent of Congress to improve and expand service to communities not presently served. Because of the subsidy dollar, Hector sounds a note of warning to communities seeking air service for the first time: It takes a well-prepared case to justify the use of

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A GIFT . . . Detectives Stan Myers and Roy Siebler see Peppy on his way to Cheyenne, assured that he is in the capable hands of Frontier Stewardess Ruthanna Madden.

A Happy Boy . . .

A Happy Dog . . .

A boy, a letter, a dog, two detectives, the Wyoming Highway Patrol, and Frontier Airlines combined to make a Christmas story in August.

Ronnie Swan wrote a letter to the "Denver Dog Master": "I'm a boy 12 years old. My dog was recently killed. I am interested in short-haired fox terriers. Do you have a dog pound in Denver? Please let me know if they have any terriers and thank you for both-ering with me."

Somehow the letter was received by the Denver auto theft bureau. Detectives Stan Myers and Roy Siebler set out in search of a replacement. They found Peppy, took him to a veterinarian for an examination and shots, and then delivered the dog to Frontier Airlines for the trip to Cheyenne.

Upon arrival at Cheyenne, Secretary of State Everett J. Copenhaver and Col. William R. Bradley, head of the Wyoming highway patrol, received Peppy.

Shortly thereafter Col. Bradley arrived at Ronnie's home near Slater. After inquiring if he was in the right place, Col. Bradley asked Ronnie to come out to the car. Ronnie walked slowly to the car "like a wanted man caught," said Col. Bradley.

Complete surprise . . . Peppy belongs to Ronnie.

Myhre Alumni President

On September 26, Frontier's president, C. A. Myhre, was elected president of the University of Denver Alumni Association. Myhre also is a director of both the University of Denver and DU Associates. He received his B.S. Commerce degree from the University in 1936.

PHOENIX CASE DECISION

On September 27, 1957, the Civil Aeronautics Board rendered its decision in the Phoenix Service Case, which is herein quoted:

Certificate of Bonanza Air Lines, Inc., for route No. 105 amended to authorize service over a new segment between Phoenix, Arizona, and Salt Lake City, Utah, via Prescott and Grand Canyon, Arizona, Cedar City and Provo, Utah, for a three-year experimental period, with non-stop authority between the terminals.

Applications of Western Air Lines, Inc., and Frontier Airlines, Inc., for Phoenix-Salt Lake City operating authority denied.

Experimental local air service found required where communities to be served are relatively isolated, surface transportation, because of the mountainous terrain, is circuitous, time consuming, inconvenient and sometimes nonexistent; useable air service is lacking and travel requirements unsatisfied. Proposed service will offer significant benefits to the traveling public and aid in the development of the tourist trade, upon which a large part of the economy of the area depends. The cost of establishing an experimental local service, although substantial, is justified in view of the traffic requirements of the area, with its prospects of increased traffic potential due in large part to the growing population, industrial expansion, development of oil and uranium, and increased tourist trade.

Where both improved local and terminal service is found required and the limited size of the markets involved makes operation of the two routes by separate carriers economically unwise, local service rather than trunk-line applicant favored, since former can better serve the local markets and, because its economic stake in a successful operation is greater, will be more aggressive in exploiting the potential traffic in both markets.

BONANZA

Selection of Bonanza, rather than Frontier, to operate these routes, based on several factors; Bonanza is the major participant in the Phoenix-Salt Lake City market; selection of Bonanza will have less diversionary impact on Frontier than vice versa; Bonanza's opportunities for further route expansion are more limited than Frontier's; multistop route, proposed by Bonanza, is better adapted to meet the traffic needs found required; and Bonanza demonstrated a greater interest in the operation of a local service route. Certain cost advantages, as well as possible single plane service to more beyond passengers favoring Frontier, are insufficient to overcome

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Frontier's Story Nationwide

"Frontier: Local Service Cargo Leader" is a feature story appearing in the September issue of AIR CARGO. This is one of many stories now appearing in a number of industry publications.

It will be no surprise to the many Frontier personnel, especially the men who load and unload flowers, drill bits, and the wide assortment of other traffic that makes up cargo, that: "In criss-crossing the high mountainous terrain of the Continental Divide country twenty four times a day, Frontier Airlines, with their dependable time tested fleet of DC-3's, flew 645,370 ton miles of air freight, 96,531 ton miles of air express, and 226,505 ton miles of U. S. mail during 1956. This air lift of cargo made Frontier the number one local service airline in the movement of total air cargo in the United States. The airline can take particular bows for moving over 40% of all air freight carried by the local service airline industry as well as being number one in the industry for expediting U. S. mail."

From there it proceeds to tell the story of Frontier's cargo business, the wide variety of shipments handled, and the specialized modification of the company's planes to make such business possible.

Other Magazines

Another publication, BEE-HIVE, published by United Aircraft Corporation, did an outstanding job in a feature, "The Whistlestop Run." It is a resume' of activities and services of the nation's local service carriers.

SIGNS OF THE TIMES, National Journal of Advertising Displays, tells another type of airline story. "Airlines' Outdoor Is Dramatizing 23 Selling Points" tells of the variously designed outdoor advertising displays that are used to sell travel to the air-minded.

All this is a tribute to the growth of the aviation industry of which Frontier Airlines is a member.

Every phase of an airline's operation is governed by law — the Civil Aeronautics Act of 1938.

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HOW MANY? Guessing the number of inlaid stones in the eye-catching Indian jewelry display at Frontier's newest city ticket office in Denver will bring a two-day vacation at Grand Canyon National Park for the winner.

Phoenix Service Case

(Continued from Page 1, Col. 3)

the greater public benefits flowing from Bonanza's service and the public interest factors favoring its selection.

Certificate of Western Air Lines, Inc., for route 35 amended to authorize service on a new segment between Denver, Colorado, the intermediate point Phoenix, Arizona, and the terminal point San Diego, California, (subject to a condition requiring the carrier to serve Phoenix on all flights scheduled between Denver and San Diego) where the record shows Western's proposed service will provide greater public benefits; first single plane and first one carrier service will be offered to more points in the northern area of the country with which Phoenix has its greatest need for direct service (outside of Denver); Western's operation will involve the least overall duplication; it will bring first time one plane service to four of Phoenix's five leading air travel markets where direct service is needed; important benefits to a substantial number of passengers will be effected; and the movement of northern vacation travelers to Phoenix will be stimulated by the improved service.

Application of United Air Lines, Inc., Continental Air Lines, Inc., Frontier Airlines, Inc., and Trans World Airlines, Inc., for Denver-Phoenix authority denied where fewer traffic needs requested by Phoenix will be met under their respective proposals; greater diversion will result, (except with respect to Frontier); and Twin Cities-Phoenix passengers will not be inconvenienced.

FRONTIER

Certificate of Frontier Airlines, Inc., for Route No. 73 amended to modify the present restriction on service between Phoenix, Arizona, and Denver, Colorado, by authorizing the carrier to provide a two-stop service between Phoenix and Denver over segments 2 and 4 and to overfly Farmington, New Mexico, the junction point, so long as all points on segments 2 and 4 are scheduled to receive at least two daily round trips. Such skip-stop authority will afford the carrier greater operational flexibility in scheduling flights and utilization of equipment and at the same time insure against unreasonable inroads on the terminal traffic.

Certificates of Bonanza Air Lines, Inc., for route No. 105 amended by adding Palm Springs, California, as a joint intermediate point with Indio, California, on segment 3

and to permit the carrier to overfly Blythe, California, so long as such point is scheduled to receive at least two daily round trips.

This authorization will make improved service available to Palm Springs-east passengers via connections through the Phoenix gateway, thus eliminating the inconvenience and circuitry of moving via the Los Angeles gateway; it will benefit a substantial number of passengers; and should permit a profitable operation for Bonanza, thereby strengthening a subsidy carrier.

Extension of Western's proposed Phoenix-Denver segment to San Diego will eliminate an uneconomic stub-end operation to Phoenix; provide improved service to Denver-San Diego, Twin Cities-San Diego and Phoenix-Northwest passengers; and afford Western valuable traffic support for the development of an effective Phoenix-Denver service.

The record in this proceeding is reopened for the limited purpose of receiving evidence with respect to the following matters: whether the public convenience and necessity require and the Board should order the amendment of Bonanza's certificate for route No. 105, so as to provide for any or all of the following: (1) designation of St. George, Utah, as an intermediate point on the new Phoenix-Salt Lake City route segment authorized herein to Bonanza; (2) designation of Kanab, Utah, as a joint intermediate point with St. George on said route segment; (3) designation of Kanab as a separate intermediate point on such route segment; or (4) designation of Kanab as an intermediate point on said route segment in lieu of St. George.

Frontier contends that these findings are not supported by the record built up in this case and has filed with the Board a petition for reconsideration of the case. It is not known at this time when or what action the Board will take in this matter.

Longhart To Attend Conference

Clyde C. Longhart, Superintendent of Communications for Frontier Airlines, will be a principal speaker at the fourth annual East-Coast Conference on Aeronautical and Navigational Electronics. The conference will be held in Baltimore, Maryland, October 28 through October 30. Longhart's talk will be given on October 28, covering the subject of "Frontier Airlines' Airways System."

Longhart has been associated with Frontier for the 11 years of the airlines' operations. He was instrumental in designing and installing a radio navigational system which today consists of 25 aircraft homing devices known as "H-Markers." 75 per cent of Frontier's flights are operated on the airlines' own airways system. The remaining 25 per cent of Frontier's operations are flown on the federal airways maintained by the Civil Aeronautics Authority.

Women are employed by the airlines in virtually every job category with the exception of actually piloting the planes.