

Sunliner News



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MAYTAG MAJOR STOCKHOLDER

Local Airline Ass'n Meets in Las Vegas

Current problems facing the local service airlines were discussed at the April meeting of the Association of Local and Territorial Airlines. Representatives of fourteen airlines and eleven aircraft companies attended the meeting being held in Las Vegas.

A realistic approach to subsidies was one of the most important items on the agenda. An apparent point developed in the discussion was the fact that route expansion, plus new equipment, would result in temporary subsidy increases. This trend seems to be a necessary prelude to the general reduction and final elimination of subsidies, which can be accomplished by more efficient equipment, relaxation of route restrictions, and a general easing of regulations which presently hamper management in operating an airline.

Several highlights of the meeting were talks by CAB Chairman James R. Durfee and senator Alan Bible of Reno, Nevada. While praising the local service carriers for the progress to date, Chairman Durfee warned that even greater progress would have to be made to stem the tide of constantly increasing subsidies. He recognized the increases needed to expand routes and purchase new equipment, but stated that new subsidy policies were needed to enable the carriers to operate with greater freedom with profits as the incentive for efficient management.

Senator Bible, a member of the Senate Committee on Interstate and Foreign Commerce, had some rather pointed observations and suggestions. In speaking of the public attitude toward subsidies and the theory that the local service carriers are recipients of "handouts" from the government, Senator Bible stated: "The government has never paid one dollar of subsidy for the private benefit of a local service carrier or its stockholders. On the contrary, the sole purpose of subsidy is to benefit the public, and that policy is so spelled out in the Civil Aeronautics Act."

A vote of thanks was given to Edmund Converse, president of Bonanza Air Lines, Inc., for being the host carrier for the association meeting. The next meeting will be held in Denver, and Frontier Airlines will be the host.



LEWIS B. MAYTAG, JR.

Ownership Now in Rocky Mountain Empire

On Friday, April 18, Lewis B. (Bud) Maytag, Jr., bought the controlling bloc of stock in Frontier Airlines from a group headed by Emil Levin, Chicago industrialist.

Maytag said that his interest in aviation, plus his faith in the present and future growth of the Rocky Mountain region, prompted him to purchase the controlling interest. Ownership of the airline is now held in the Rocky Mountain West, and Maytag promised active participation in the affairs of Frontier, the nation's largest local service airline.

"There will be no changes in the management of Frontier," stated Maytag, "and the company will remain under the direction of C. A. Myhre, president."

For the past ten years Maytag has been active in aviation. He owns Maytag Aircraft Corporation at Colorado Springs, which manufactures high speed refueling equipment that is used extensively by the U. S. military organizations in this country and in Europe. Maytag has a commercial pilot rating, with over 5,000 hours in the record books. He is the son of L. B. Maytag, Sr., who is part owner of the Maytag Washing Machine Co. Maytag is married and has three children.

Awards Presented for Valuable Suggestions

Ideas conceived by Frontier's maintenance employees save the company thousands of dollars each year. This year's annual awards go to four men who are consistently thinking of suggestions that will improve and make the job easier. Their ideas will mean an annual savings of more than a thousand dollars.

First place in the amount of \$65 went to P. Pusede, who suggested that Frontier manufacture their own seat belts. This is the second first place award Pete has received. The other was in 1954.

Second place went to J. Coopersmith, who received an honorable mention back in 1953. Joe received \$50 for his suggestion about remarking rear cones (propeller).

M. Rink and R. Long tied for third place. Both men appear regularly on the records in the six-year history of the Suggestion Awards program. They received \$35 each. This is the second annual award for Bill Long. Back in 1952 he shared the second place award with H. French.

Harvey P. Barnard, Jr., director of maintenance, presented the awards and service pins to the men in the maintenance department at their annual Awards dinner on Thursday, April 16, at the Skyways Hotel. Members of the Suggestion Committee are chairman C. Greenemeier, Oliver Frigon and William A. Meguire.

President Eisenhower Signs Bill That Aids Local Service Carriers

President Dwight D. Eisenhower has approved the Capital Gains Bill. This bill had previously won approval in the House and the Senate by a large majority. Main provisions of the new law now make it possible to retain capital gains profits resulting from the sale of aircraft by certain airlines which now receive subsidy-mail pay. Profits are to be used solely for the purchase of new flight equipment by these airlines. Previously, these profits were deducted from mail pay needs.

Mainly affected by the new law are the country's 13 local service airlines of which Frontier Airlines is representative in this area. Most of these local service airlines now operate fleets of twin-engine DC-3s. Because of limited passenger capacity in these planes, it has been impossible for the local service airlines to reduce their dependency upon federal subsidy. At the same time, they have been unable to finance a new aircraft equip-

(Continued on Page 4, Col. 1)



LESSONS and STUDY . . . That's the life of stewardess trainees during three weeks of intensive training. L. P. Blatter, treasurer, is one of the department directors who tells them about Frontier. Night time is devoted to study and writing that letter home.

Stewardess Trainee Life Has No Dull Moment

Dear Sue:

Hi Sis! You asked for my personal impressions of my stewardess training and if it has fulfilled the many expectations we have always had.

To begin with, one of the first things that impressed me was everyone's interest and enthusiasm about aviation. It makes you feel proud to be a part of such an exciting, progressive industry and know that history is being made each day in the field of transportation to bring people closer together and foster greater respect and understanding.

From the many hours of study I can only say the training is most comprehensive and varied. The first day we completed our employment forms (I.D. cards and fingerprints, too!), had our physical examinations, and then were measured for uniforms and had a professional make-up demonstration.

We studied in class each day from 0900 to 1700 (24 hour clock time meaning 9 a.m. to 5 p.m.), and we've learned about the history of aviation (it goes way back before the Wright Brothers) and the theory of flight and parts of the plane (just how does an airplane fly?), and all about Frontier. Did you know that my airline has an A-1 perfect safety record and a maintenance program so unique that it has been studied by the air force and other airlines. We discussed the different types and functions of airlines and studied FI's (airline code for Frontier Airlines) routes and plans for expansion. It has an amazing record of growth for just 12 years. In comparison to the age of other airlines, it's still a baby but it's growing like Topsy—and to think I'll be part of that!

Two phases of training really stressed were safety and passenger service and we applied these in a most practical manner each afternoon in our practice sessions on the aircraft in the maintenance hangar. We learned to extinguish fires and climb out of emergency exits in a matter of seconds and were soon aware that safety is never forgotten for any minute we're on duty.

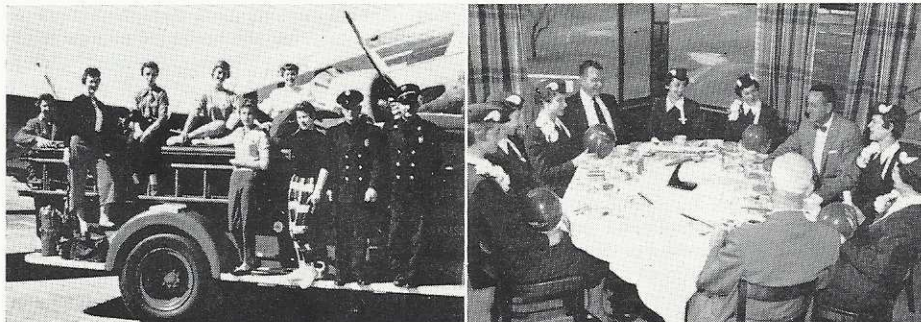
Study, study, study—updrafts and down-drafts (no such thing as an airpocket), cold fronts, ETD (estimated time of departures) CAA and CAB, first-aid, 4th crew members, deadhead time, legality—gosh, I have a whole new vocabulary. Rules and regulations—honestly there's no end to them, but a purpose for all of them. I've discovered I'm in a most complex business.

Did you know there's a correct way to stand, walk, talk, and even offer a magazine? As they say in training—you can serve a cup of coffee or serve a cup of coffee—it's all in how you do it! Timing, speed, co-ordination of duties—and all of these with a smile. It's really a challenge and I love it!

Graduation was one of the most thrilling events of my life. The presentation of our class biography and song was our contribution and we came through with "flying colors." I knew when I received my wings that I had earned them, but now comes the test—to prove my worth as a stewardess and as an individual.

My wonderful adventure is just beginning, Sue, and I'll be so proud if you decide to make it your career, too! I'm waiting for the day when I can say to you, "Welcome aboard—Welcome to Frontier."

Love,
SALLY



SAFETY and GRADUATION . . . There's nothing like a fire engine, but seriously the girls learn about safety and the use of fire equipment from the firemen of Denver's fire department at Stapleton Airfield. Then that "big" day arrives . . . it's graduation when they receive their wings.

Arizona Vacation Has Nation-Wide Appeal

By THOMAS B. LESURE
Phoenix Chamber of Commerce

There's no better time to vacation in the Southwestern sun-belt than during the Spring. For it's then that the desert glows with the beauty of countless wildflowers and cacti blossoms, and that the climate—mildly warm and almost without rainfall—is even better than usual.

Planes, trains and buses

Even from the most distant sections of the United States, the Southwest desert country is easy and quick to reach. Airlines such as Frontier, American Trans World, United, Western, Bonanza, Continental, Apache and Trans Texas provide fast and efficient service to and around the region. Santa Fe, Rock-Island-Southern Pacific, Union Pacific, Texas & Pacific, Texas & New Orleans Railroads, and the Greyhound and Continental-Trailways Bus Companies run crack streamliners and scenic cruisers to the Southwest. Motorists can follow excellent main highways like U. S. 60, 70, and 80.

Colorful Tucson

Arizona's "Old Pueblo"—more commonly known as Tucson—not only boasts of some of the Southwest's finest resorts and dude ranches, but also a cartload of diverse sight-seeing full of old western and Spanish flavor. Saguaro National Monument, just east of the city, contains one of the nation's best stands of the giant cactus. Tucson Mountain Park, a rugged area of cactus forests, jutting hills and panoramic views, is the site of the adobe replica of Old Tucson and the fascinating Arizona Sonora Desert Museum where you can even see desert creatures going about their daily lives under the earth's surface.

Other Tucson sights include imposing San Xavier Mission, the vast Papago Indian Reservation with its squat adobe homes, the Mt. Lemmon recreation area where you can ski in winter, trout fishing in Sabino Canyon, the Arizona State Museum with its wealth of exhibits on the state's past, and side trips to a bit of Mexico in Nogales on the border, the Spanish mission ruins of Tumacacri National Monument and the Indian desert watchtower at Casa Grande National Monument.

Tucson is one of many colorful cities in this area, which includes El Paso, Douglas, Phoenix, Palm Springs, Las Vegas and some points in between.

Old army post sightseeing magnet

A famous old army post north of Phoenix and the Valley of the Sun is gradually becoming a sightseeing magnet for visiting vacationists. It is Fort Verde in the town of Camp Verde just off the Black Canyon highway. One of the four original buildings of the fort has been turned into a five-room museum with displays on the area's past. Plans are now underway to preserve the other three structures and make the old military post one of the state's top attractions.

FRONTIER NEWS IN PICTURES . . .



MIGHTY INTERESTING . . . Listening intently about stewardess procedures are chief stewardess Geri Anderson, stewardess-in-charge Louise Herrmann of Billings, Emily Engle of Phoenix, Ginny Booth of Salt Lake City and Jo Pershin of Denver. Stewardess problems are their concern at these get-togethers.



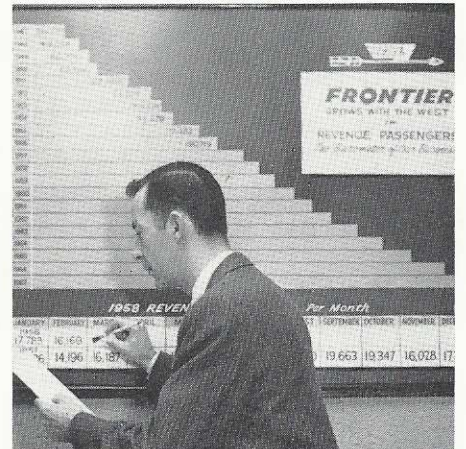
400,000 MILES . . . C. A. Myhre is the first airline president to receive United's 100,000 Mile Club plaque, which is presented by Sam Kellogg, United's district sales manager in Denver. The plaque also has three stars, each representing 100,000 miles. Congratulations for another outstanding award, Mr. President.



FIRST RIDER AT 70 . . . At the Riverton Fashion Fair, Mrs. Arlene McGown, center, won an airplane trip. She accepted her ticket from Mel Brandt, sales manager at Billings and later took a round trip flight to Denver. Others are stewardess Ellie Bastar and Art Beaty, retail committee chairman. Riverton's Chamber of Commerce sponsored annual fashion review. (Riverton Ranger photo.)



GOLD MEDAL AWARD . . . Lee Yetter, left, received this award for an indoor poster and Phil Hayward, middle, received another award for an outdoor poster. Their co-worker, Harold Smith, admires their work.



FIGURES . . . Not the bathing suit type, but revenue passengers make up the vital statistics that Tom Makurat, sales promotion manager, adds monthly to the record board at Frontier's home office. The figures on revenue passengers are watched with interest by Frontier employees.



TOP AWARD . . . Charles Gordon, director of Outdoor Advertising Assn., presents John Lindsay, vice president-traffic and sales, with an award for excellent outdoor advertising. Art Magee and Phil Hayward of Rippey, Henderson, Bucknum and Co. feel mighty happy about it too as Art handles Frontier's account and Phil did the art work.



OUTSTANDING SCOUT GROUP . . . Al Ciferri, station agent at Farmington, receives the plaque for Explorer Post 322 from Mrs. Archie Mangum of the San Juan County Fair Board. Al has been scoutmaster of this group for two and a half years. Others are Larry Trent, Dr. Alfred Haimann, Andy Worth, Paul Horn, Mike Gibson, Leon McMillian and Lynn Aten.



This imposing group of men were re-elected as members of Frontier's Board of Directors. Front row, left to right, are Preston Walker, E. B. Slocum, and Joseph Wagner. Back row, left to right, are Ben Regan, C. A. Myhre, A. J. Frank, L. W. Linville, and Emil Levin.

Board of Directors Re-elected at Stockholders Meeting

Frontier Airlines' entire board of directors and officers were unanimously re-elected at the annual stockholders' meeting held in Denver. Chairman of the Board is Ben Regan of Chicago. Other Board members are A. J. Frank and Emil Levin of Chicago, L. W. Linville, C. A. Myhre and E. B. Slocum of Denver, Joseph Wagner of Dallas, and Preston Walker of Grand Junction. Officers are C. A. Myhre, president; J. D. Lindsay, vice-president-traffic and sales; Emil Levin, secretary; L. P. Blatter, treasurer; E. W. Sexton, assistant treasurer; Carole Post and Clara Pfeiffer, assistant secretaries.

At this meeting Frontier's annual report for 1957 was distributed. It revealed that Frontier had its busiest year in twelve years of operation. Revenue passenger miles increased over seven per cent for a total of 73½ million revenue passenger miles. Express and freight ton miles were up 13 per cent during the year with over 91,000 ton miles of express and 750,000 ton miles in freight flown. This placed Frontier first among the thirteen airlines in the local service industry with its freight tonnage totalling 36 per cent of the combined local airlines. Totals of 122,000 ton miles of air mail, plus 92,000 ton miles of non-priority first class mail, placed Frontier second in the local service industry in expediting mail.

In spite of these substantial increases flown in 1957, Frontier found that the steep rise in operating expenses exceeded commercial revenues for a net loss of \$117,524.



Phoenix's Sky Harbor Airport, the nation's 10th busiest, now handles more than half a million passengers annually. Most of them are vacationists coming to enjoy the attractions of Arizona's famed Valley of the Sun resort area.



A SECOND TIME . . . Twice in a row Anton Lovfald of Belgrade, Montana, has won the Frontier trophy. This is the second year that the trophy has been presented at the Northern Plains Spring Exposition at Glendive to the premier exhibitor in the Angus division. Glendive station manager Ken Barrett and sales promotion manager Tom Makurat were in charge of the trophy until its presentation.

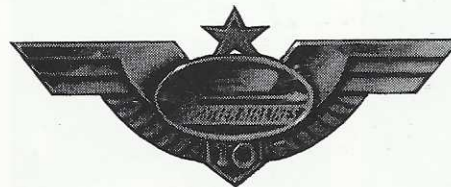
Capital Gains Bill

(Continued from Page 1, Col. 3)

ment program which would give them planes capable of showing a profit. Although DC-3 aircraft have appreciated in value in recent years, there was no incentive to the local service lines to sell their older equipment since capital gains profits were not retained by the companies.

Guaranteed Loan Bill

Late in 1957, the President also signed into law the Guaranteed Loan Bill for the local service airlines. Up to \$5 million in guaranteed loans for new equipment is the main feature of this law. Combined with the recently passed Capital Gains Bill, the local service airlines are now in a favorable position to modernize their fleets of aircraft. Frontier Airlines is presently evaluating three new prop-jet powered aircraft. These planes are capable of speeds of 300 miles per hour and would carry almost twice as many passengers in pressurized, air conditioned comfort.



10-Year Service Pins

- E. L. SNOKE — *Superintendent of Stations* — Denver.
- W. E. KIRKWOOD — *Station Agent* — Rock Springs.
- R. EAKLE — *Asst. Foreman—Accessory Shop* — Denver.
- C. SOUCHEK — *Mechanic* — Denver.
- R. CANTWELL — *Mechanic* — Denver.
- D. ADEN — *Mechanic* — Denver.
- L. FOWLER — *Mechanic* — Denver.
- R. BIDDLE — *Mechanic* — Denver.
- L. SIMPSON — *Mechanic* — Denver.
- K. HOLMES — *Mechanic* — Denver.
- W. LIVINGSTON — *Mechanic* — Denver.
- B. LEMME — *Mechanic* — Denver.
- E. LINTZ — *Mechanic* — Denver.
- I. MCMANIS — *Mechanic* — Denver.
- W. DURLIN — *Mechanic* — Denver.
- A. BENSON — *Mechanic* — Denver.
- R. B. SNIDER — *Accounting Supervisor* — Denver.
- A. R. ELLIOT — *Senior Station Agent* — Denver.

5-Year Service Pins

- DALE KINDRED — *Station Agent* — Cheyenne.

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