

Sunliner News



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A success in the annals of travelogue films brought smiles to Art Magee of Rippey, Henderson, Bucknum and Company, John D. Lindsay, vice president-traffic and sales, C. A. Myhre, Frontier's President, and Ted Slocum, a member of Frontier's Board of Directors. This scene took place at the Frontier employee showing of "Frontier Vacationland."

"Frontier Vacationland" Premiere a Huge Success

"Frontier Vacationland" had a record premiere on Tuesday, January 28. Sixty-five business and civic leaders, including press and airline representatives, were invited and all sixty-five attended. Simultaneously a public showing was held under the sponsorship of the Denver chapters of Beta Sigma Phi at which more than one hundred people were in attendance.

According to Bruce Hamby, travel editor of the Denver Post, "Its exceptional photographic beauty and tight editing pack an appeal that makes a native think twice about going elsewhere for a vacation."

At both showings that evening the audience was most receptive to this twenty-seven minute color and sound travelogue, which captured the scenic grandeur of the seven Rocky Mountain states served by Frontier. The film was produced by Rippey, Henderson, Bucknum and Company.

Frontier's district sales managers will be showing this film to other airline personnel and travel agencies during their cross-country junket. In less than a week's time more than fifty other bookings have been scheduled for "Frontier Vacationland," now considered one of the top airline travel films of today.

Nation-Wide Tour By District Sales Managers

New film to be shown

Frontier's sixth annual Interline Sales Task Force will be conducted February 10 through 24. Our interline sales staff has been divided into five teams of two men who will be covering various market areas completely removed from Frontier's system.

Chet Lubben, director of sales administration, and Dex Alger, district sales manager at Sale Lake City, will visit Los Angeles, San Francisco, Portland and Seattle. Tom Morris, district sales manager at Albuquerque, and George Naglich, sales representative at Denver, will cover the Houston-Dallas-Tulsa-Oklahoma City area, while Vern Carlson, district sales manager at Grand Junction, and Gordon Dahl, district sales manager at Denver, will stop at Kansas City, St. Louis, Chicago, Milwaukee and Minneapolis.

The eastern portion of the United States will be visited by district sales managers Earl Passwater and Mel Brandt, of Phoenix and Billings respectively, in the cities of Detroit, Cleveland, Pittsburgh and Washington, D. C., while Don Boyle, district sales manager at Bismarck, and Tom Makurat, sales promotion manager, will be making calls in Philadelphia, New York and Boston.

In past years, the Interline Sales Task Force teams have met with tremendous welcome and reception in presenting a slide collection designed to tell the story of Frontier's routes and the area in which it operates. This year they anticipate an even bigger welcome because they have with them one of the most unusual and unique films ever produced, designed to tell an airline story compactly and with great appeal.

Before leaving on the inter-line trip, Frontier's district managers attended their semi-annual sales meeting in Denver, January 28-29, at the Kearney Motel. Along with the premiere showing of "Frontier Vacationland," they discussed its usage and distribution along with the proposed interline sales trip. In addition, thorough discussions were held concerning the continued improvement of telephone sales evaluation program and plans were laid for the 1958 sales activities, including air fairs, special promotions, and incentive-type group travel.



The Phoenix Gem and Mineral Show now has been set for March 7-9 at the State Fairgrounds in Phoenix. This annual event in the famed Valley of the Sun vacation region offers travelers a chance to see hundreds of examples of pretty and precious rocks as well as unusual use of such materials in jewelry.

New Schedules Started Feb. 1

Frontier's February 1 schedule change reflected some minor time changes and the deletion of one round-trip flight between Phoenix and Winslow.

Flights 26 and 27 were cancelled because of seasonal service changes and due to the difference in passenger volume as it has been affected by the decision in the Phoenix Service Case. It is anticipated, however, that there will be favorable uptrends in the traffic pattern when summer vacationers and tourists use Frontier's service in this part of Frontier's system.

Pending Civil Aeronautics Board approval, Frontier plans to initiate a second round-trip between Phoenix and Albuquerque via Tucson and Silver City. If approval is received to inaugurate this service, Frontier will have a two-stop service in addition to the present operating flight which lands at Tucson, Safford, Clifton and Silver City.

Minor time changes in schedule adjustments were made to reflect an adjustment in the over-all flight between Phoenix and Denver caused by the deletion of flights 26 and 27.

C.A.B. NEWS

7 States Case

Final argument in the Seven States Case will take place before the Civil Aeronautics Board February 25-27.

Since this is the final procedural step before the final decision is made, it is expected that all cities and states interested in the case will appear before the Board in addition to the carriers involved.

The Seven States Area Investigation is one of the largest ever undertaken by the Board, and offers an opportunity for several states to improve their air service. This is particularly true of Nebraska and South Dakota, which have no local air service at this time. On the other hand, if certain cities are not successful in getting air service in this case, it will be many years before another opportunity presents itself. This fact alone serves to underscore the importance of the hearing.

After all parties in the case have had an opportunity to appear before the Board, it will probably be 30 to 60 days before the final order is issued and another 60 days from the issue date of the final order before service can be started. In any event, it appears that 1958 will be a big year in the development of air transportation across the broad expanses of the plains states in which Frontier hopes to play a major role.

Glen Canyon Case

Civil Aeronautics Board Examiner William J. Madden has issued his report on the pre-hearing conference in connection with the Glen Canyon Area Investigation, held in Washington on January 15, 1958.

The proceeding was instituted by Board order to determine whether the public convenience and necessity require the certification of air service to the Kanab-Page-Glen Canyon area. Consolidated in the proceeding were the applications of Frontier, Bonanza, Grand Junction, Moab and Flagstaff.

Frontier requested a route from Phoenix to Prescott, Flagstaff, Page and beyond Page to Kanab and Salt Lake City. Also, from Denver to Grand Junction, Moab, Page, Kanab and Las Vegas.

Bonanza requested the addition of Glen Canyon to its Phoenix-Salt Lake City route. Southwest and Bonanza have requested authority to operate between Las Vegas and Salt Lake City with stops at Kanab, Page, Cedar City and Provo. Because of the apparent need for service through the Las Vegas gateway, service to this rapidly growing city will be included in the Glen Canyon hearings.

The cities have asked that Page be added to Frontier's route.

A field hearing before a CAB Examiner will be held April 15 at which time civic witnesses will have an opportunity to present their case. No location has been announced for the hearing at this time, but Salt Lake City, Grand Junction, Phoenix and Flagstaff have requested that their respective city be considered.

future, and in 1945 began to rebuild the company. Today, Japan, Australia, South Africa, South and Central America, Near, Middle and Far East, Mexico, Canada, the Caribbean and the United States besides all of Europe . . . a total of 118 cities in 74 countries . . . are being served with the latest of equipment. Also today, orders have been placed for the newest types of jet-powered aircraft: the Electra and the DC-8.

Passenger service is still of prime importance with KLM throughout the world, and whether passengers ride DeLuxe, First Class, Tourist Class or the new Thriftair flights, "It's a Treat to go Dutch".

1958 Records off to good start

After setting new records for the number of passengers and the ton miles of air cargo flown in the year 1957, Frontier Airlines chalked up another high score for the number of passengers flown in the month of January.

Throughout its seven-state system, Frontier carried 17,600 passengers for a total of 4,701,000 revenue passenger miles. This was a 13 per cent increase in the number of passengers carried and a 5 per cent increase in the revenue passenger miles flown over the January statistics of a year ago. Usually, the month of January is one of the poorest months of the entire year in traffic generation. Frontier's January passenger business was actually in excess of that experienced in December, which is normally a good month for passenger travel.

John D. Lindsay, Frontier's vice president of Traffic and Sales stated, "January business activity throughout the area served by Frontier Airlines continues to be very good. Fair weather during January made possible the continuation of outdoor construction which encouraged a large amount of passenger travel throughout Frontier's system.



The Challenger 250 kit is being installed on Sunliner 442, which will increase the stability and performance of the aircraft. Assisting in the installation of the wing fillets is Dick Meacham (left) of the Aircraft Conversion Company of Detroit and Fred Elliott, foreman of the maintenance shops. Elliott's hand is on the new wing fillet which is one portion of the kit.



ERIC VERSTEEGH

World's first airline has office in Denver

Dutch-born Eric Versteegh, of KLM Royal Dutch Airlines, is actually an international citizen who is at present district manager in Denver of an international airline.

After leaving Holland at the age of 18, to combine a seasonal job with a tobacco export firm in Paraguay with stints as a 'gaucho' on the cattle ranch of a friend, Versteegh moved on to Java as assistant manager of a Dutch government-owned rubber plantation. He was there at the outbreak of World War II, and spent more than three years as a "guest" at various Japanese prison camps in the Far East.

After the war, Versteegh returned to his home in Holland, and in 1946 joined KNILM, a sister airline of KLM which then was flying between Los Angeles and Batavia. He was sent to Los Angeles as KNILM assistant traffic manager, and when the two airline firms merged the following year, he became head of the KLM operations in the western U. S.

Under his leadership KLM opened two offices in the Los Angeles area, and expanded to San Francisco, Seattle and Denver. When a serious operation temporarily put Versteegh on the shelf, KLM transferred him to Denver in March, 1957, to speed his recovery.

KLM is the World's First Airline, as it began the first regular air service (between Amsterdam and London) on May 17, 1920 — and is now the oldest air service in the world which is still operated by the same company. The first plane was a converted military craft — having an open cockpit for the pilot and two passengers, its capacity. However passenger service was still present, for leather clothing and hot water bottles were provided for the passengers. From that modest beginning, KLM grew to an international carrier leading in the field of aviation, until the war began and destroyed ticket offices, airplanes, hangars — everything. All service had to be discontinued excepting in the Caribbean and on the Bristol-Lisbon-Gibraltar line.

But even though operations were suspended, KLM's management planned for the

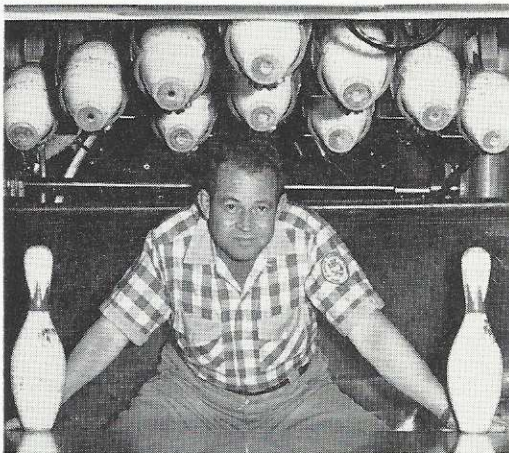
FRONTIER NEWS IN PICTURES . . .



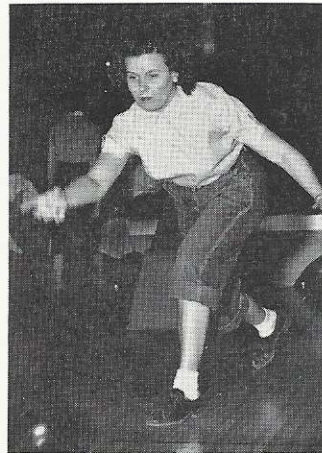
A quartet of lovely Frontier stewardesses sing away at the University of Denver Alumni fund drive gathering at which Frontier president C. A. Myhre presided. They are, left to right, Dee Lanick, Vi Lester, Patti Thomas and Pat Gutensohn. The quartet does a fine job of warbling.



Five hundred pounds of beans for the National Western Mining Conference sow belly dinner are received in Denver by (l. to r.) Edward D. Dikerman—mining engineer, Clyde V. Johnson—Denver Equipment Co., stewardess Marilyn Gibson, William B. Simeral—J. C. Carlile Corp., and Robert Reynolds—Gates Rubber Co.



One-in-a-million shot brought the American Bowling Congress award to Floyd Lauderman, chief storekeeper. So far it is the only one to appear in Denver this year. Lauderman now belongs to the exclusive "7-10" Club, and has a colorful patch for his shirt. Congratulations.



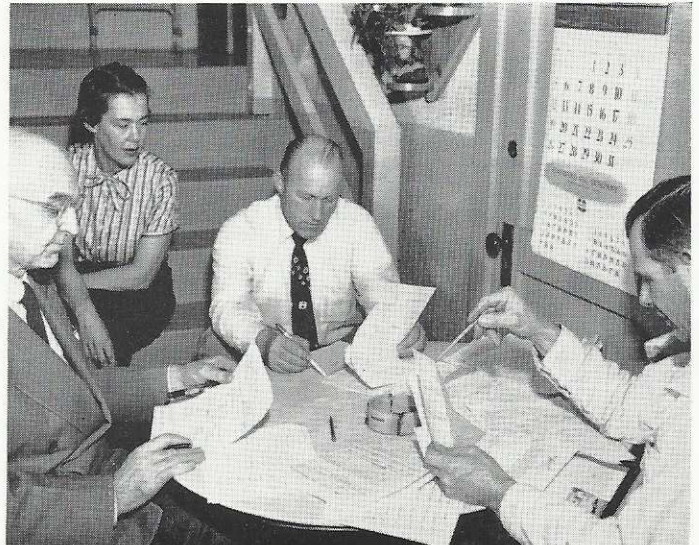
A nice form, a nice throw by Mary Alys Daugherty, senior clerk in the accounting Department. She is a member of the Comats in the girls division of airline teams.



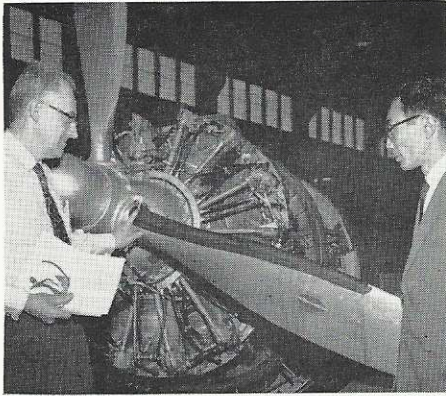
At the annual Junior Achievement Display, district sales manager Gordon Dahl (left) looks over the product that Clyde Baker (r) is showing him. In the back are: Susan Betthausen and Ron Benton. This is the second year Frontier has been a sponsor in the Junior Achievement program.



Squad sweetheart Louise Herrmann bids farewell to the marine recruits from the Midland Empire. Herrmann is also chief stewardess at Billings.



Credit Union Committee works diligently processing loans. They are Tollie Glaves, Mary Warhover, G. H. Nettleblad and Leonard Stuart.



Getting first hand information on methods used by Frontier in its engine maintenance program from superintendent of maintenance Ken Stevenson (left) is Mizunori Tashiro (right) of the Japanese Civil Aeronautics Administration. He is in the United States for a six months inspection of American engineering and maintenance procedures used by the airline industry.

Major league games in Phoenix

Tourists visiting Phoenix and the Valley of the Sun this spring can watch more major league baseball games than ever before.

Though the spring training season will be just as long as usual, exhibition games in the Cactus League will begin sooner and end later than usual. In all, there will be some 50 games among the San Francisco Giants, Chicago Cubs, Baltimore Orioles and Cleveland Indians. The Giants train in Phoenix, the Cubs in Mesa, the Orioles in Scottsdale and the Indians in Tucson. Games are staged in all four communities.

The complete schedule for Arizona Cactus League games is:

March 8, Giants-Indians at Tucson and Cubs-Orioles at Scottsdale; March 9, Giants-Indians at Phoenix and Cubs-Orioles at Mesa; March 11, Giants-Cubs at Mesa and Indians-Orioles at Scottsdale; March 12, Giants-Orioles at Phoenix and Indians-Cubs at Mesa; March 13, Orioles-Indians at Tucson and Cubs-Giants at Phoenix; March 14, Giants-Indians at Tucson; March 18, Giants-Orioles at Scottsdale and Cubs-Indians at Tucson;

March 19, Giants-Indians at Phoenix and Cubs-Orioles at Mesa; March 20, Cubs-Orioles at Scottsdale; March 21, Giants-Cubs at Mesa and Orioles-Indians at Scottsdale; March 22, Giants-Cubs at Phoenix and Orioles-Indians at Tucson; March 23, Orioles-Giants at Phoenix and Cubs-Indians at Tucson; March 25, Giants-Cubs at Phoenix and Orioles-Indians at Tucson; March 26, Orioles-Giants at Phoenix and Cubs-Indians at Mesa; March 27, Giants-Orioles at Scottsdale and Cubs-Indians at Tucson; March 28, Orioles-Cubs at Scottsdale;

March 29, Giants-Indians at Phoenix and Orioles-Cubs at Mesa; March 30, Orioles-Cubs at Scottsdale; March 31, Giants-Indians at Phoenix and Orioles-Cubs at Mesa; April 1, Giants-Orioles at Scottsdale and Cubs-Indians at Mesa; April 2, Cubs-Indians at Tucson and Giants-Orioles at Phoenix; April 3, Giants-Cubs at Mesa and Orioles-Indians at Scottsdale; April 4, Giants-Indians at Tucson; April 5, Orioles-Cubs at Mesa; April 6, Orioles-Cubs at Scottsdale; April 7, Orioles-Cubs at Mesa; April 8, Orioles-Cubs at Scottsdale; April 10, Cubs-Dodgers at Mesa; April 11, Cubs-Dodgers at Mesa; and April 12, Cubs-Dodgers at Tucson.

Credit Union declares dividend

One of the highlights of the fifth annual meeting of Frontier's Federal Credit Union, held Monday, January 27, was the vote of the membership to declare a five per cent dividend to all shareholders.

The meeting was well attended, and as a result of the election the following officers will serve for the ensuing year:

BOARD OF DIRECTORS

Roland Roepe, President
Robert Eakle, Vice-President
Betty Harrold, Clerk
J. B. Montgomery, Treasurer
A. E. Olinger

CREDIT COMMITTEE

Tollie Glaves, Chairman
G. H. Nettleblad, Secretary
Leonard Stuart

SUPERVISORY COMMITTEE

Lester Bergstrom, Chairman
Mary Alys Daugherty, Secretary
R. G. Koplitz

Mary Warhover continued as senior clerk in charge of Credit Union business affairs.

The growth of the Credit Union has been gratifying. Shares took a considerable jump from \$123,819.65 in 1956 to \$162,383.70 in 1957. Loans for the year amounted to \$173,314.26 as against the 1956 amount of \$165,088.82.

With the anticipated expansion of Frontier, the Credit Union expects to have even a greater year. Frontier's Federal Credit Union offers you a means of setting aside for your future, or for the so-called "rainy day."

A 5th Anniversary cake was served at the conclusion of the meeting.

Increase Passenger Fares

New increased passenger fares went into effect Monday, February 10, on Frontier Airlines and nearly all other scheduled airlines in the United States. Increases on one-way airline fares will be 4 per cent plus \$1, with round trip air fares being increased by 4 per cent plus \$1.90. These fare increases will apply to all first class, coach, and excursion fares within the United States.

For the past six months, the scheduled airlines of the United States have been attempting to get the CAB to recognize the urgent need for increasing airline passenger fares. The airline industry has held air fares to less than what they were 20 years ago. In 1938, the average airline fare was 5.32 cents per mile compared with the airline fare of 5.27 cents per mile in 1957. Airline passenger fares had actually decreased during this 20-year period at a time when overall consumer prices had gone up 98 per cent. During this same period, surface transportation fares had gone up anywhere between 25 and 50 per cent.

One of the airline industry's biggest problems has been the fact that increasing costs have stayed well ahead of profits. Nearly twice as many passengers were flown on the airlines in 1957 as flew in 1952, but because of rising operational costs the net profit to the airlines in 1957 was less than half of 1952 profits. All of the airlines in the U. S. are buying new high cost equipment. In 1941, a DC-3, the workhorse of the airline industry, cost \$125,000. Today's newest prop-driven aircraft as used by the larger carriers cost \$2½ million. The pure jet aircraft which will become available in 1959 will cost \$5 million per aircraft. Frontier Airlines and most of the local service airlines of the U. S. plan to replace their DC-3 equipment with new aircraft which will cost up to \$750,000 apiece. New passenger fares which went into effect February 10 will help to put the airlines of the U. S. in a better position to finance their new equipment plans.

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During the winter months when the large marquees of the Compass Drive-In theatres in Denver are idle, Frontier Airlines has been able to use these eye-catchers. District sales manager Gordon Dahl puts a final touch to the one shown here.