

Sunliner News



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Drive-In Ticket Service In Denver Started By Frontier

Frontier has inaugurated a drive-in ticket service for its customers, announced Gordon Dahl, district sales manager in Denver. This is the first installation of its kind on Frontier's system.

Dahl stated that this new service was started with time savings and convenience of the customer in mind. The hours of operation are 7 a.m. to 6 p.m. on weekdays and from 9 a.m. to 1 p.m. on Saturdays. This enables the customer to either pick up his ticket on his way home from work or during the Saturday hours if he is shopping downtown.

Through this service, continued Dahl, the customer can have his ticket made up, then at his convenience drive to the Columbia Savings Bank drive-in window and pick up his ticket, sign or pay for the ticket, and drive away. And while doing this he may also purchase travelers cheques.

Though this service has only been in effect since November 1, a number of Frontier's customers are using it regularly. Dahl said that it is felt that the drive-in service will grow and become a permanent part of the airline business.

Aden Aids In Development of Canadian Airline

Everett L. Aden, director of flight operations, is on loan to the Saskatchewan Government Airways in order to aid in their development of route planning, instrument operations, and pilot training for DC-3 equipment. Aden left Frontier during the first of December for a three-month assignment in Prince Albert, Canada, where the new Saskatchewan Government Airways is based.

This is the second time Aden has been requested to help develop new airline operations. In the fall of 1952, he was one of three experts from the International Civil Aviation Organization of the United Nations who flew to Iceland for a four-month training program of Icelandic pilots and the installation of radio beams.

Aden is the first American to receive a Canadian ATR (airline transport rating). This was conferred upon Aden after he had completed the required written and flight tests.

Italian Newspaper Reports On Frontier

"Flagstaff's small airport is not on the main route of the large airlines, however, it is well served by small planes of the 'Frontier Airlines.' They serve as connections for all other points. Another miracle of American organization which knows how to create in its immense territory a chain of communications, via the airlines. Perhaps there are more airlines than railroads because it is a fact today that more people travel by air (about 55%) than by train."

This quotation taken from a Florence, Italy, newspaper, which was received by a member of Frontier's Board of Directors, Emil L. Levin.

New Front For Frontier

New modern office and factories in Denver have nothing on Frontier! Recently, Frontier's main lobby, lunchroom, and maintenance shops achieved the "forward look" in paint and decoration schemes.

Upon entering the new glass swinging doors of the lobby, visitors are greeted with an eye-pleasing lighted display depicting Frontier's route system and the dependable DC-3 in flight against a flashing star-studded background. This attractive display is underscored by a brick planter filled with tropical plants. Walls of coral, aquamarine, and beige, an acoustic ceiling, and a beige vinyl tile floor complete the perfect picture. The same color scheme has also been used in the lunchroom.

Frontier is the first airline to completely paint all of the maintenance shops with safety colors, recommended for the industry by the Pittsburgh Paint Company. All self-propelled and electrical equipment is painted orange; rolling stock which is not self-propelled and danger areas are yellow; benches and stationary equipment are green; walls have been painted ivory with a gray wainscot; ceilings are white. The safety colors in addition to being brighteners will prove to be a great aid in preventing accidents.

The average cost per mile to travel by air today is actually less than it was in 1938.

C.A.B. Holds Conference On Glen Canyon Case

By order No. E-12052, the Civil Aeronautics Board consolidated into one proceeding the investigation of Kanab, Page and Glen Canyon, and the application of Grand Junction, Mesa County and Grand Junction Chamber of Commerce; the application of Moab, Moab Chamber of Commerce and County of Grand, Utah; the application of the City and Chamber of Commerce of Flagstaff; and the applications of Bonanza Air Lines, Southwest Airways and Frontier Airlines.

Grand Junction, Mesa County and Grand Junction Chamber of Commerce have applied for an exemption or an amendment to Frontier's certificate to extend the carrier's route between Grand Junction, Colorado, Moab, Utah, and Glen Canyon and Flagstaff, Arizona. The city and Chamber of Commerce and the Grand County Chamber of Commerce have applied for an exemption or an amendment to Frontier's certificate to extend its route from Grand Junction, Denver and Salt Lake City on the north and Flagstaff and Phoenix on the south via Moab. The city and Chamber of Commerce of Flagstaff have applied for an exemption or amendment of Frontier's certificate to provide air service to Page, Arizona, and Moab, Utah, on the south and Grand Junction on the north.

In part, the order stated: "Upon review of the foregoing applications the Board finds that an investigation should be instituted on an expedited basis to consider the amendment of existing certificates of public convenience and necessity held by local service air carriers desiring to render the service that may be found to be required to the Glen Canyon dam area. In order to expedite certification of new service to Glen Canyon it is found to be necessary and appropriate to confine the scope of the investigation to the Glen Canyon area thereby eliminating consideration in this proceeding of the need for improved service to Las Vegas, Nevada, encompassed in the applications of Southwest Airways and in part of Bonanza Air Lines. The inclusion of a Las Vegas routing would involve carrier aspirations for service to new tourist and trade centers entirely foreign to the need for local air service resulting from the recent mineral, industrial and power developments in the Glen Canyon area.

A prehearing conference was held on January 15 in Washington, D. C., before the CAB.

The Phoenix, Ariz., Sky Harbor Airport is the nation's tenth busiest, ranking just behind Washington, D. C., in traffic volume.



WILLIAM MCKENNEY

Braniff Links U. S. With Latin-America

In the days of early western history, Conquistadors in shining armor traversed the land of the southwest in search of gold. Today some of the shining airships of Braniff International Airways, linking North America with South America, bear the names of El Conquistador and El Dorado in tribute to the past.

Braniff International Airways, the largest air carrier based in the Southwest, operates 16,422 miles of domestic and international air routes through 17 states and the District of Columbia in the United States and nine Latin-American countries.

Now in its 29th year of operation, the airline was founded in Oklahoma June 20, 1928, by the late Thomas E. Braniff. On that

date the first Braniff flight, a five-passenger Stinson-Detroit, flew the 116 miles between Tulsa and Oklahoma City. The present Braniff Airways was incorporated in November, 1930, and the real impetus to Braniff's growth came in 1934 when the airline received its first mail contract from Chicago to Dallas via Kansas City, Wichita and Oklahoma City in May of that year.

Throughout the past three decades, Braniff has developed into a major U. S. airline serving the entire Midwest as well as major cities in the Mid-South, Washington, D. C., and New York. Braniff's name entered the international realm with the inauguration of its first service to Latin-America in 1948.

In June, 1948, service was begun as far as Lima, Peru, via Cuba, Panama and Ecuador. It was extended to La Paz, Bolivia, in February, 1949; to Rio de Janeiro, Brazil, in March, 1949; to Asuncion, Paraguay, in March, 1950; to Buenos Aires, Argentina, in May, 1950; and to Sao Paulo, Brazil, in October, 1951. Service to Bogota, Colombia, was delayed pending completion of a bi-lateral treaty between the United States and Colombia. The commercial aviation agreement was signed in October, 1956, and service between the U. S. and Bogota was inaugurated by Braniff in May, 1957.

Braniff currently is operating a fleet of 73 aircraft including seven DC-7C "El Dorados," nine DC-6s, two Lockheed Constellations, five Convair 440s, 25 Convair 340s, 22 Douglas DC-3s and three all-cargo planes. Braniff's employees totaled approximately 4,850 in mid-1957.

Braniff's District Sales Manager in Denver is William McKenney. He joined Braniff as a sales agent in Colorado Springs in 1949, and since 1953 has been in his present position in Denver. Prior to joining Braniff, Bill worked for Air Express International in New York City. Bill and his wife, Muriel, are the proud parents of four children, two boys and two girls.

An editorial on Examiner's report

Editor's Note: Because the following editorial in the Rapid City, S. D., Journal highlights the examiner's recommendations in the Seven States Case, we are reprinting a major part of it.

Prospects for additional air line service to the Black Hills were brightened with the announcement that the Civil Aeronautics Board Examiner recommended North-South service through Rapid City between Denver and Bismarck.

The examiner's report in the so-called "Seven States" case recommended that Frontier Airlines take over the route of Western Air Lines between Rapid City and Denver and extend service on north to Bismarck with stops at Lemmon and Spearfish.

Also added to the list of cities to receive air service was Newcastle, Wyo., which would be allowed a stop on Frontier's schedule, under the examiner's recommendations. Frontier would serve most of the cities in western Nebraska and extend feeder line service into Omaha.

The examiner's report was not clear on just what segment of Frontier's schedule Newcastle would be placed. Naturally it is hoped that the airline will provide direct connections between Newcastle and Rapid City.

If the examiner's recommendations stand, it would be possible to fly by one airline from Rapid City to Omaha with plane changes at say, Chadron, Scottsbluff or Alliance.

Most significant is the recommendation that air service be provided between Bismarck and Rapid City. At the present time there is virtually no commercial transportation between these two important centers. It has been shown that a community of interest exists between the North Dakota capital and the Black Hills. It is also gratifying to note that Lemmon and Spearfish would be on this route.

Disappointing was the failure of the examiner to recommend east-west connections between Rapid City, Mobridge, Aberdeen, Watertown and Minneapolis. Frontier's application proposed a new schedule originating at Casper with a stop at Newcastle and a new feeder route from Rapid City to the Twin Cities by way of Spearfish, Mobridge, Pierre, Aberdeen and Watertown. Such a connection would give the second largest city in the state a direct connection with the third largest.

Such an arrangement would provide a triangle of air service between the three largest cities in the state. Rapid City and Sioux Falls now have excellent connections provided by Western Air Lines.

More than 300 acres of desert plants from all over the world make the Desert Botanical Garden in Phoenix, Ariz., and the Valley of the Sun one of the unique floral showplaces in the United States. The area is now open daily, without charge, from 9 a.m. to 5 p.m.

Exemption Authority Requested During Interim in Seven State Case Hearing

Another filing before the C.A.B. by Frontier is an application seeking exemption authority for service under Section 416(b) of the C.A.B. of 1938, as amended, for authority to provide service between the terminal points of Casper and Omaha via the intermediate points of Douglas and Lusk, Wyoming, and Chadron, Ainsworth, Norfolk, and Lincoln, Nebraska, until 60 days after final decision in the Seven States Case.

The Nebraska Aeronautics Department and the Cities and Chambers of Commerce of Omaha, Norfolk, Ainsworth and Chadron filed a similar application, supported by voluminous written evidence. The Wyoming Aeronautics Department and the Cities and Chambers of Commerce of Casper, Douglas and Lusk joined in that application, filing additional evidence and written support of the route.

These applications by Frontier and the states of Wyoming and Nebraska have been opposed by both United Air Lines and Ozark Air Lines. Frontier then filed a reply and a

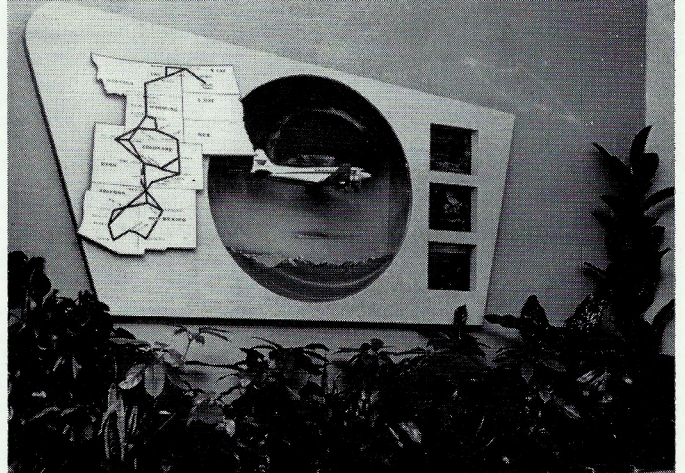
motion to strike the answer of United Air Lines, pointing out that United has no standing to raise objections from the C.A.B. since it has no rival route application and is urging no competitive service considerations. With regard to Ozark, it was pointed out that Ozark's traffic witness in the Seven States Case testified under oath that the Casper-Omaha route was badly needed and that Frontier was the logical airline to provide the service. Frontier's reply concluded that Ozark was thereby estopped from urging opposition to the exemption applications of Nebraska, Wyoming and Frontier.

The theory of the exemption application is that the C.A.B. can obtain actual traffic experience over the proposed route during the interval between now and final decision in the Seven States Case. Such experience would be extremely helpful in enabling the C.A.B. to reach a sound final decision in this case as to what the long range air route pattern should be in the Wyoming-Nebraska area.

FRONTIER NEWS IN PICTURES . . .



Just checking . . . The lovely mannequin in the latest ski fashion gets a final check from sales representative George Naglich, who arranged the display at the Denver city ticket office.



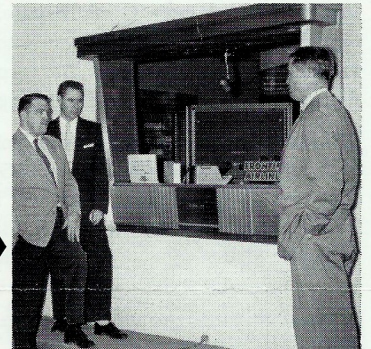
Something new . . . This Frontier display above the planter greets visitors and personnel as they come into the main lobby of Frontier's home office.



Nine . . . Diplomas within the balloons were presented to the latest class of stewardesses. These nine also received their wings from President C. A. Myhre and Vice President—Traffic & Sales John D. Lindsay.



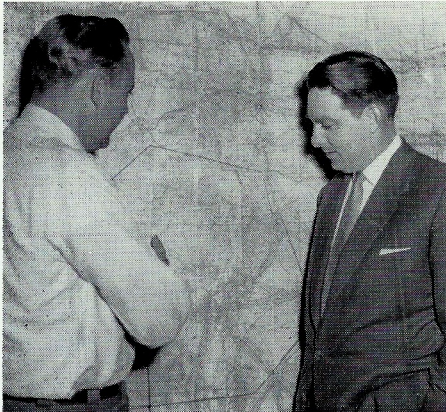
U. S. Mail . . . For the fifth time, Frontier and the U. S. Postal Service expedited first class mail by air during the holiday season. Denver station agents Leo Hongermeier and Robert Elliott are loading one of the shipments.



Getting acquainted . . . District Sales Manager Gordon Dahl, at right, shows Reservationists Jim Gross and Bill Marquez the new drive-in ticket service.



Playback . . . Reservationist Mary McClanahan and Manager of Payload Control Bill Monday hear a conversation she has completed with a prospective customer. A part of the training program for better telephone sales.



Director of Flight Operations E. L. Aden shows Hilmar O. Sigurdsson, traffic manager for Icelandair, a part of Frontier's route pattern on the large map in the Operations Department.

Icelandair Manager Tours Frontier

Hilmar O. Sigurdsson, traffic manager for Icelandair, spent a few days with Frontier executives studying flight moving procedure, air freight problems and methods of handling freight, traffic handling and methods of speeding operations.

Flying is one of Iceland's key transportation methods because many areas of the small island are not accessible except by air, Sigurdsson stated.

He said that Icelandair uses planes ranging from the British-made turbo-prop Viscounts to Catalina Flying Boats and a Grummond Goose. Also, Icelandair's scheduled flights link the island with Great Britain, Scandinavia and Germany. Some twenty towns and villages around the island have connecting flights with Reykjavik, Iceland's capital.

Hilmar Sigurdsson is the third Icelander to visit and study Frontier Airlines. Orn Johnson, president of Iceland Airways, Ltd., visited in October, 1953, and J. E. Bisson, an Icelandic airline official, was here in March, 1953.

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Hunting and Fishing Big Business In Arizona

Hunting and fishing in Arizona is big business. And it's getting bigger all the time.

The Arizona Game and Fish Department reports that sportsmen now spend more than \$43,000,000 annually in the state just for these two activities.

Judging by expenditures, the most popular sports are fishing, deer hunting, and small game hunting. Also important are elk, antelope, turkey, javelina and waterfowl hunting.

There's good reason for the state's increased popularity with sportsmen. More than 60% of all types of game animals are found in the state. And there's year-round angling with no closed seasons and generous bag limits. Too, there are plenty of fine places from dam-formed lakes to mountain-forest settings in which sportsmen can enjoy their favorite pastime.

New Frontier Film Added to Library

"Frontier Vacation Land," the latest addition to Frontier's film library, will have its first public showing when the Beta Sigma Phi chapters of Denver hold their March of Dimes Night on January 28, announced Chet R. Lubben, director of sales administration. This is the fourth Frontier film, and the third in color.

Lubben stated that there are now eighteen films in Frontiers' film library. The Beta Sigma Phis are but one of many such groups to which these films are shown. Frontier's sales personnel arrange the showings by service clubs, fraternal organizations, public libraries, schools, and on television.

A list of available films can be obtained from the Traffic and Sales Department.

Credit Union Holds Meeting

Frontier's Federal Credit Union will hold its 5th annual stockholders' meeting on January 27, at 8 p.m., in the cafeteria of Continental Air Lines.

Officers for 1958 will be elected, a dividend declared and other necessary business transacted.

Door prizes will be awarded, announced Lloyd Love, president of Frontier Federal Credit Union.

The country's first formally organized rodeo was held in 1888 at Prescott, not far north of Phoenix, Ariz., and the Valley of the Sun. Phoenix now is the site of the World's Championship Rodeo each March.

Speed kit improves Flight of Sunliners

After Sunliner 442 comes out of the Overhaul Dock all of the aircraft, except 946, will have a Challenger 250, phase 1 speed kit installed as they come in for pattern overhaul.

This speed kit has improved the rate of climb of the aircraft. By reducing power in cruise a saving of about five gallons of fuel per hour is achieved. With the present scheduled flying time this will save approximately \$38,000 per year in fuel costs. The airplanes' controllability and stability are also improved with this modification.

Glaves elected to ATC Committee

John D. Lindsay, vice president—Traffic and Sales, reports that Tollie Glaves, superintendent of mails, was elected to the Cargo Forms and Procedures Committee at the recent meeting of the Air Traffic Conference in Miami. Glaves has already served for several years as a member of the Packaging Subcommittee of this group and, in addition, has represented the industry for some time on the Air Mail Committee of the Air Traffic Conference.



SAFE WINTER DRIVING TECHNIQUES

1. Use snow tires or chains.
2. Make sure you can see.
3. Get the feel of the road.
4. Don't follow too closely.
5. Pump your brakes on ice and snow.
6. If you should skid turn the wheels in direction of skid. Stay off brake and accelerator.
7. Slow down when snow is on the ground.

Metropolitan Safety Council