

Sunliner News



Vol. 7—No. 7

Published by Frontier Airlines

JULY, 1958



LEADERS IN AVIATION . . . This imposing group of smiling men are (left to right) Louis Hector, member of the CAB, Gen. E. R. Quesada, chairman of the Air Co-ordinating Committee, George Kelly, assistant to Mayor Nicholson of Denver, C. A. Myhre, president of Frontier, and Nick Bez, president of West Coast Airlines and chairman of ALTA.

ALTA conference in Denver real success

Members and guests of the Association of Local and Territorial Airlines went through a full agenda, listened to presentations of several manufacturers, and still had some time to do a little relaxing while in Denver. Frontier was host for the two-day meeting.

High on the agenda was a discussion of mail rate policies and more flexibility in planning route patterns. Executive Director Joe Adams of Washington, D. C., reviewed ALTA's activities during the past quarter and plans for the coming months. Friday morning was devoted to the presentations by manufacturers. The afternoon meeting convened at the airport for inspection and flights on the F27 and Air Research DC-3 with the new "Maximizer" kit installations.

While the male members were deeply involved in airline business matters, the ladies made a tour of Central City and had lunch there on Thursday and on Friday attended a luncheon and the races at the Centennial Race Track.

ALTA members in attendance were from Allegheny, Bonanza, Central, Frontier, Lake Central, Ozark, TPA-Aloha and West Coast. Other airlines represented were Trans-Texas and Mohawk.

Gen. Quesada addresses ALTA

Concluding the two-day conference of the Association of Local and Territorial Airlines was the banquet held at the Petroleum Club in Denver at which Lt. Gen. E. R. Quesada was guest speaker. General Quesada is chairman of President Eisenhower's Air Co-ordinating Committee and also heads the Airways Modernization Board, which is concerned with the research and development of new air traffic safety programs.

"Research programs now being carried out," said Quesada, "frankly do not offer immediate promise of success in preventing collisions of aircraft in flight. An eventual solution of the problem of mid-air collisions will come from ground-air radar networks with electronic data storage mechanisms."

Quesada pointed out that the emergency curb recently placed on military jet aircraft has worked very well. This is a co-operative program entered into by the flying military services which restricts military jet flying below 20,000 feet in an effort to reduce the hazard of mid-air collisions with commercial and private aircraft.

Casper - Omaha Exemption granted

By Order E-12796, the Civil Aeronautics Board has authorized Frontier to start service immediately on the Casper-Omaha segment.

In issuing the order, the Board stated "The matters which have been presented to the Board by the applicants convince us that there is an immediate and pressing public need for air service by Frontier on an interim basis between Casper and Omaha via Douglas, Lusk, Chadron, Ainsworth, Norfolk and Lincoln as sought by the applicants herein. The surface transportation which exists between the cities on this route is generally inconvenient and unsatisfactory. The cities are relatively isolated from each other and a strong community of interest exists between these cities. Passenger rail service was recently discontinued between Omaha and Chadron and the immediate inauguration of air service by Frontier between these points should alleviate the need for passenger transportation which now exists."

At the end of the order, it further states "Frontier be and hereby is exempted from the provisions of section 401(a) of the Civil Aeronautics Act of 1938, as amended, insofar as such provisions would otherwise prevent Frontier from engaging in air transportation of passengers, property and mail on one daily round trip flight between Casper, Wyo., and Omaha, Nebraska, via Douglas and Lusk, Wyo., Chadron, Ainsworth, Norfolk and Lincoln, Nebraska.

The authority granted herein shall terminate sixty (60) days after final decision by the Board in the Seven States Area Investigation Case, Docket No. 7454, et al."

Involved in this particular filing were the Nebraska and Wyoming State Aeronautics Departments and Frontier.

Frontier officials immediately started making plans for the inauguration of this new service upon receipt of the CAB Order. Unless some unforeseen obstacles develop it is hoped that the new service can start on October 1, 1958.

In each of the new stations there will be a station manager and at least two station agents with an increased complement at the larger stations. Those cities on other segments, such as Omaha and Lincoln, will have additional personnel assigned as other routes are activated after the final decision in the Seven States Case.

Sunliner fleet grows

Nine more DC-3's will be added gradually to Frontier's present fleet of 15, announced C. A. Myhre, president. The first from Trans Canada Airlines is expected to arrive in Denver on Tuesday, August 5, and will be flown by Frontier's own Everett L. Aden, Director of Flight Operations. The other eight will come in over a convenient period of time. They will be made ready for service in those Nebraska communities that have been authorized in the recent expedited service.



PHILATELIC TROPHY . . . Dexter P. Brown of Denver received the "Best Foreign Air Mail" trophy awarded by Frontier. For the past 28 years, he has built up seven volumes of air mail stamps, valued at \$10,000. He entered the collection in the Rocky



Mountain Philatelic Exposition. Gracing the mail service display at the Pueblo Post Office is Frontier's own stewardess Betty Cassidy. The display was in celebration of the 40th Anniversary of air mail service.

Local service and business leaders hear Hector of C. A. B.

Denver business leaders joined with ALTA representatives at Writer's Manor on Friday, July 25, to hear the Honorable Louis J. Hector, member of the Civil Aeronautics Board, speak on "Private Enterprise and Public Subsidy."

Hector assured an attentive audience that the Board was working on the problems now facing the local service industry and taking serious consideration of the proposals that have been submitted to alleviate the current situation. The first problem was new equipment and a method of financing. Hector pointed out that the development of new planes and the passage of the Guaranteed Loan Bill solved the problem.

Route adjustments

"A second matter often discussed," according to Hector, "is route adjustment and the modification of restrictions." He explained that there were many proposals but in the final analysis the carriers want one thing: that is greater freedom to enable the carrier to operate its routes as it sees fit by enabling the airline to service cities on the most productive segments without formal Board action. This line of thought leads naturally into one of the most controversial areas of airline operation: the right to fly non-stop between major terminal cities.

Hector feels that the argument of subsidy reduction is not a primary issue, but that service to the public should be the controlling factor. "The Board and Congress have been and still are clearly willing to pay all the subsidy necessary to insure the continuation of this local service. So there is no real need to add another type of service," Hector said.

Non-stop rights

"I could not, of course," he continued, "speculate whether or not and, if so, when and to what extent the local service carriers will obtain non-stop rights between major

terminals. This would involve major readjustments within the industry, and will be greatly influenced by traffic developments, the operating economics of the new planes, and many other factors. Even if the local service industry should some day obtain these long-hoped-for non-stop rights, they will only be the frosting on the cake. The cake itself is still local service, and that cake must somehow be made sweet enough, palatable enough and nutritious enough, for you to thrive and prosper even without the non-stop icing. We must make local service itself a good, profitable, paying, thriving business. In this effort you will have massive governmental support. I think it can be achieved. Then if you get other broader authorizations, you will have two good, profitable businesses—a situation that any healthy private enterprise should certainly strive for."

Other problems

Hector went on to discuss other major problems: a more realistic approach to establishing mail rates, more definite standards to guide the carrier in its operation and thereby avoid the possibility of having the cost of a flight disallowed after it had been in operation for some time. He assured the group that the Board has these matters under consideration. "I am convinced," he said, "that your continued progress requires a new scheme which will enable you to plan operations with greater knowledge of what you can expect in the way of public support."

It was the general consensus that Hector's remarks were most encouraging and that the present Board is actively working on some of the more pressing problems confronting the local service industry. He was assured that the members of ALTA would extend their fullest co-operation and hope for an early solution.

During his short, busy visit to Denver, Hector took time to make a tour of Frontier's general office and inspect the company's maintenance and operations facilities.

C. A. B. Examiner's Recommendation in Montana Case

New airline service recommendations in the Montana Local Service Case were made today in Washington, D. C., by Civil Aeronautics Board Examiner Merritt Ruhlen. As yet, the full text of Ruhlen's recommendations are not known, since they are being air-mailed to Denver.

These are the highlights of Ruhlen's recommendations as they affect Frontier Airlines: A new segment for Frontier Airlines from Riverton, Wyoming, to Idaho Falls, Idaho, with intermediate service to Jackson, Wyoming. There were no recommendations for any changes of air service for any of the air lines participating in the case for the state of Montana, with the exception that Northwest Airlines would be permanently suspended at Miles City, Montana, and Frontier Airlines permanently certificated to service this Montana city.

Ruhlen's recommendations are the second step in the Montana Local Service Case hearings which were conducted in Great Falls, Montana, in the spring of 1957. His recommendations will still have to be approved by the five-man Civil Aeronautics Board before they could become effective. All parties in the case must still appear in Washington, D. C., before the case is concluded.

Passenger record climbs

During the month of June, thousands of businessmen throughout the Rocky Mountain West found that flying cut down their travel time and gave them more business hours with their clients. Frontier Airlines reported that 19,800 passengers were carried during the month of June. These passengers flew a total of 5,494,000 passenger miles to establish a new high passenger record for June. It was the best June for passenger travel in Frontier's 12-year history of service to this area.

Seventy-five per cent of the passengers on Frontier's fleet of DC-3 "Sunliners" are businessmen commuting between the large trade centers on Frontier's seven-state system and the 30 smaller communities served exclusively by Frontier Airlines. To add to the convenience of business air travel, Frontier is pioneering a new plastic travel card charge-a-plate for use on the airline's system. No deposit is necessary to establish an account. Frontier's Airlines is the first airline in the United States to adopt this new slim wallet-sized plastic travel card. Application blanks are now available at all Frontier Airlines ticket counters.

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The Fort Apache and San Carlos Indian Reservations, among the nation's top cattle producers, are less than a half day's drive east of the all-year resort of Phoenix, Ariz., and the Valley of the Sun.

FRONTIER NEWS IN PICTURES . . .



AIR FAIR . . . 5000 turned out for the first air fair to be held at Sidney, Nebraska, which will be one of the new stops on Frontier's growing system. It's also the second Sidney, there's one in Montana which is served by Frontier.



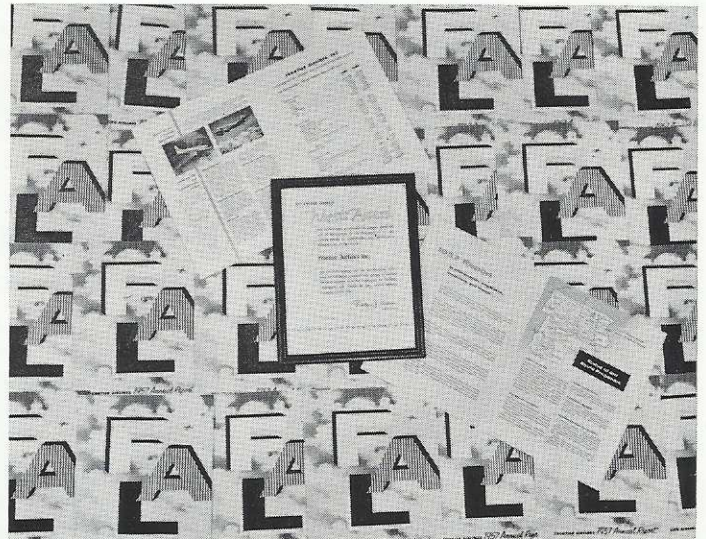
NEW HAT STYLE . . . Pert stewardesses Louise Herrmann, Charlene Turner and Jo Pershin wear the latest in hats at Page, Arizona.



STRAW-HATTED BUCKAROOS . . . These Graham County Jaycees were the official hosts at the Safford Air Fair on July 4. Jets from Luke Air Force Base were among the other features of the day.



CITATIONS . . . Advisors Gordon Dahl, Douglas Black and Marvin Larson receive their citations as representatives of Frontier in the sponsorship of the Junior Achievement program from President C. A. Myhre.



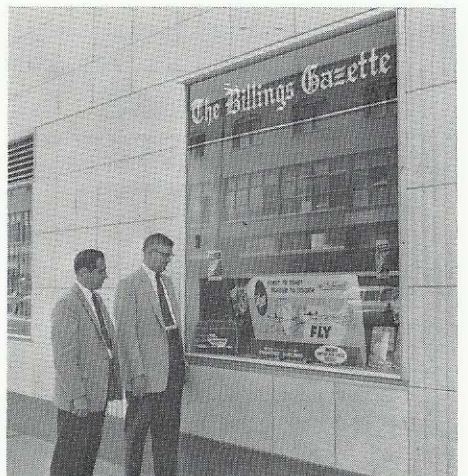
FINANCIAL WORLD MERIT AWARD . . . Received for the 1957 financial statement which was judged as among the most modern in content, typography and format among 5000 annual reports examined during 1958.



A PROUD MOMENT . . . Jim Montgomery, superintendent of passenger service, fastens a ten-year pin on smiling stewardess Ellie Bastar, as (left to right) Louise Herrmann, Charlene Turner and Jo Pershin look on.



NEW stewardess graduates (bottom left, counter clockwise), are Sandy Regan, Joyce Taves, Marilyn Morrison, Janet Corry, Beverly Guess and Carol Bradshaw.



A FINE DISPLAY . . . District sales manager Mel Brandt and J. S. Hilleboe, advertising director of the Billings Gazette, look over the Frontier display in the Gazette window.



MR. "CHAMPAGNE MUSIC" . . . World-famed maestro Lawrence Welk pauses a moment with attractive stewardess Donna Bailey to have a picture taken. Welk spent his vacation in Colorado.

Roundup on Air Fairs Sidney, Nebraska

The first air fair to be held in one of the cities which will receive Frontier's service in the Seven States Area Case was at Sidney, Nebraska, on Sunday, June 29. Although the air fair didn't feature the usual military jet fly-overs nor any elaborate static ground displays, it did attract an enthusiastic crowd of over 5,000 people during the day. A very large percentage of this group took their first ride in a commercial airliner, with 474 persons boarding 25 Frontier flights during the day. Another 100 passengers also took rides in a helicopter flown by Hersey Young of Helicopters, Inc., in Denver. If this air fair was indicative of the use to be made of Frontier's services, Sidney should be one of the better traffic producing points on Frontier's enlarged system.

Craig and Casper

Two air fairs on the weekend of July 26 and 27 saw almost 1,000 passengers boarding Frontier sightseeing rides at Craig, Colorado, and Casper, Wyoming.

The air fair at Craig was tied in with the dedication of the new paved runway and as part of the program celebrating Craig's Golden Jubilee. Fourteen flights were flown from the Craig airport, carrying 336 passengers. An estimated crowd of 4,000 persons saw the first Frontier airliner land at the Craig airport, with most of them spending a good portion of the day taking in the helicopter demonstrations and enjoying the excellently prepared luncheon at the airport.

At the Casper air fair the following day, a tremendous crowd of close to 15,000 turned out to see an excellent demonstration by the National Air Guards' Minute Men and the fly-overs of the Montana and Wyoming National Air Guard units. A well-prepared static display kept the crowd interested in between aerial demonstrations. Frontier conducted 27 flights over the Casper area and carried 640 passengers during a record day of activity. This was Casper's first annual air fair. The activities at the airport were a wind-up to a week-long series of programs conducted by practically every service club in Casper emphasizing the importance of aviation to the city. Frontier's district sales manager, Gordon Dahl, can personally take bows for having helped to organize a program which paid off with such interest and attendance as was demonstrated at the airport on Sunday.

Nobel and Mullen get new assignment

La Dawn Nobel and Charlene Mullen have been appointed stewardesses-in-charge by Geri Anderson, chief stewardess. Both girls became Frontier stewardesses in September, 1955.



LA DAWN NOBEL

the Phoenix domicile. She is a graduate of Provo High School in Provo, Utah.

Charlene will be in charge of the Billings domicile. She is a graduate of Lake-side-Vineland in Pueblo, her home town.

Both Emily Engel and Louise Herrmann, who formerly held these positions, resigned for matrimony.



CHARLENE MULLEN

Music Day Held at Central City

Three Spencer Penrose scholarships in the amount of \$500 were awarded Eric Davis of Denver, Karen Gantvoort of Alamosa, and Nick Birchby of Sheridan, Wyoming. Another Penrose \$500 scholarship was divided between Janet Ahlquist of Thermopolis, Wyo., and Virginia Bernard of Denver. Charles Seemann of Denver received the Music Associates of Aspen, Colo., scholarship of \$500.

Judges of the 7th annual Music Day at Central City, which is co-sponsored by the Central City Opera House Association and Frontier Airlines, were Emerson Buckley, music director of Central City Opera House; Kurt Saffir, assistant conductor at Central City and New York City Opera; Felix Eyle, concert master of Central City and The Metropolitan; David Berkowitz, first viola of Central City and the Metropolitan; Jacques Posell, first bass of Central City and the Cleveland Symphony; and Paul Jackson, well-known pianist and accompanist.

All twenty-seven entrants in the Music Day contest received certificates of commendation, which were presented for the first time this year. It was also the first time that Wyoming had finalist in the Music Day event.

\$10,000 play premiered

As planes of the 20th Century wing their way across the Rockies, a legend of the Gold Rush Days of the 1860's in Colorado will be told across the footlights at the historic Central City Opera House.

"And Perhaps Happiness," written by famed poet Thomas Hornsby Ferrill and winner of the Denver Post's \$10,000 prize for the best script dealing with the discovery of gold in Colorado, began its month's engagement at the Opera House with a premiere on Saturday evening, August 2.

Here where the legend began is the setting in which Ferrill's play of the dance hall girl, Silverheels, whose care for ill miners earned her the name of "The Florence Nightingale of the mining camps," is told.

Stars of "And Perhaps Happiness" are Hugh Marlow, K. T. Stevens, Barbara O'Neil and Mason Alan Dinehart. It is directed by Dr. Edwin Levy of the University of Denver School of the Theater.

Tickets are still obtainable at the Central City Opera House box office in the new May-D&F and at Central City.



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SUNLINER NEWS is published every month by and for the personnel of Frontier Airlines.

Edited by the
PUBLIC RELATIONS DEPARTMENT
Frontier Airlines, Inc.
Stapleton Airfield
Denver 7, Colorado

G. S. KITCHEN, Mgr., Public Relations
DOLLY VARDEN McDOWELL, Editor

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