

Sunliner News



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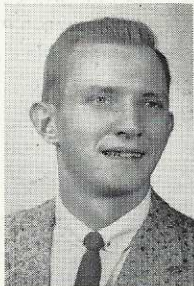
OCTOBER, 1958

New Assignments

Added to the ranks of division chief pilots is Fred D. Jella, who will assume the duties of his new assignment on January 1, 1959, at Omaha, Nebraska. Jella is presently stationed at Billings, and B. L. Stuart, division chief pilot, has the responsibilities of this new segment along with those of Billings during the interim. Jella joined Frontier in March, 1947, as a pilot.



F. D. JELLA



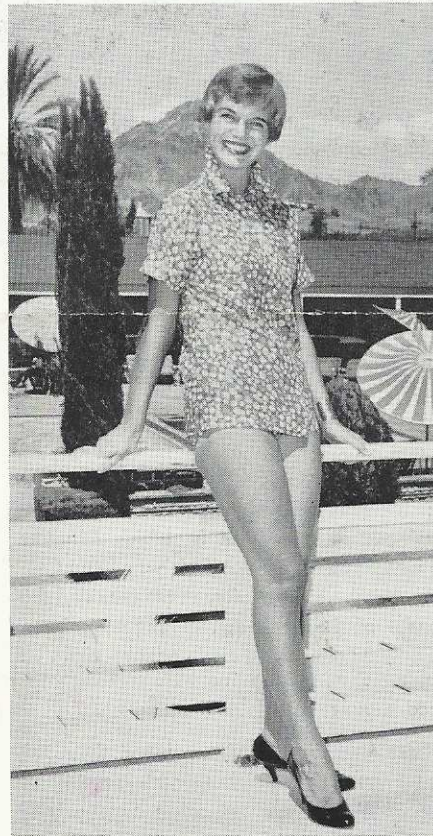
GEORGE NAGLICH

George Naglich, who has been a sales representative since 1957, became district sales manager of Denver on October 3. Naglich started as a station agent in 1951. From 1952 to 1956, he was on military leave, returning to Gallup as a station agent prior to becoming a sales representative.

Other appointments in the Traffic and Sales Department are sales representatives E. W. "Andy" Stephenson and Donald J. Frazee. Stephenson joined Frontier in August of this year, and he has been assigned to the Salt Lake City district. At the present time Frazee is assigned to Casper to assist Don Boyle, district sales manager, on the new route. Prior to joining Frontier, Frazee was on the Casper Chamber of Commerce staff.

John Griffiths, former regional station supervisor in Phoenix, has been assigned as assistant to the director of ground operations, W. R. Crismon, at Denver. Griffiths joined Frontier as a station manager in 1950.

Two other regional station supervisors are Ronald Gildea and Lou Berets. Gildea is assigned to the Omaha office, and will temporarily be in charge of all stations between Douglas, Wyoming, and Omaha, Nebraska. He has been with Frontier since 1947, serving as a station agent in Laramie and Salt Lake City, and as station manager in Casper and Riverton. Berets assignment is still undetermined. He joined Frontier in 1947, and has been assigned to Salt Lake City, where he was station manager until his recent appointment.



HIGH-FLYING HOSTESS . . . Pat Fackenthal takes time out from her duties with Frontier to help publicize the Valley of the Sun as a good place to land for sun, fun and relaxation. (Courtesy of Phoenix Chamber of Commerce.)

Frontier files Exception

In a brief filed with the CAB on October 10, 1958, Frontier takes exception to the Examiner's recommendations which would eliminate Denver as one of the gateways to the rapidly developing Glen Canyon area. The Examiner's initial decision recommended certification of Bonanza to serve Glen Canyon on a route between Salt Lake City and Flagstaff and would include Moab on Frontier's route as an intermediate stop between Grand Junction and Cortez.

Frontier contends that only Frontier can provide service to all three major cities in the Glen Canyon region, Salt Lake City, Phoenix and Denver and further, that this service is imperative if the needs of the area are to be satisfied.

Frontier Asks No Subsidy

In support of its position that Frontier offers the most feasible proposal from both a service and economic point of view, the brief states: "Frontier here guarantees that it will not require nor request a penny of subsidy for the operation of this route."

Oral arguments before the CAB will be heard the last part of October and every effort will be made to get the final decision before the dam is completed.

United Fund Drive Underway

Denver-based employees are participating in the annual Denver Area United Fund campaign. Employees are being asked to review their current contributions to see if they can bring them in line with the Denver Area goal of an hour's pay contributed per month.

Al Schmidt, chairman of Frontier's United Fund Campaign, said "the Denver-based employees have always participated in United Fund by giving more than the Denver Area average and I feel they will do the same in our current campaign." The current drive ends the first week in November and a complete report will be given to all employees indicating how near to the goal Frontier employees came.

Airfare discounts discontinued

On October 20, discounts on round-trip fares were discontinued and family plan discounts were reduced by all scheduled airlines, including Frontier, following approval of tariff revisions by the CAB. This will be in effect until July 31, 1959.

Family plan discounts are now one-third of the regular first class fare instead of the one-half fare discount which had previously been in effect. Free stop-over privileges were also eliminated, along with the five per cent discount on round-trips, circle trips, and open-jaw trips.

Before the change, air travelers could make stop-overs at any point along their route, with their fare computed on the basis of the entire trip. A circle trip is one in which a passenger returns by a different route, and an open-jaw trip is when a passenger returns from a city other than his outbound destination.

**Frontier Airlines
Company Party
Saturday,
November 15
Denver Athletic Club**



Beginning with a typical "Wyoming Breakfast," christening a Sunliner "City of Casper," arranged by Casper Chamber of Commerce—Milt Coffman (l.) and Dr. Lou Williams (center). President C. A. Myhre and a Western businessman are pleased over the presentation of a "Jack-a-lope." Lusk goes on the scheduled airline map—a ceremony that was repeated at each stop on the new route. Left to right are attorney Jim Barrett, city engineer Jack Stripe, County supt. of schools L. E. Johnsonbough and Vice President-Traffic and Sales John Lindsay.



Prospective passengers come in all sizes. Denver district sales manager George Naglich lends a hand to the amazed Billings district sales manager Mel Brandt, who has made a sale to two young passengers.

Inaugural Round-Up

Pictures tell the story, they say, but they lack that human touch when it comes to expressing the enthusiasm in which Frontier was welcomed by the local citizens from Casper to Omaha. Event after event crowded the calendar of the week . . . getting acquainted . . . talking about Frontier's new service . . . planning the inauguration . . . and the continued support of this new route.

These communities have more than the usual reasons for welcoming air service, as most of them have no other type carrier service. The last trains was discontinued during the summer.

Though most of these communities are not large in point of population, they do repre-

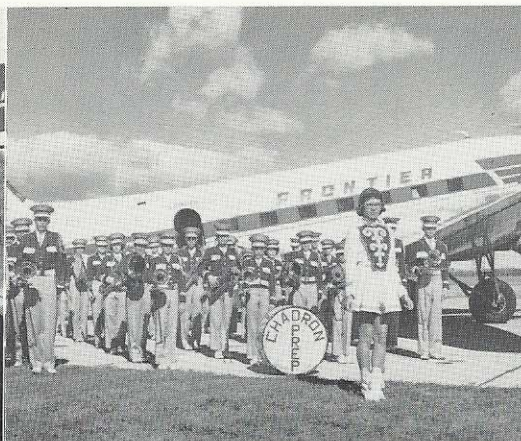
sent a traffic potential far greater than many cities of larger size. The area's economy is built primarily around the livestock business, with farming and oil giving sound support. The sand-hill country of northwestern Nebraska has long been recognized as one of the prime cattle-producing regions of the entire nation.

And the people are air-minded. Cherry County, where Valentine is located, boasts of the highest per capita ownership of private planes of any county in the country. The ranchers consider flying a part of their everyday life.

Moments of humor have a way of getting into the serious business of opening new



CROWDS—at all stops gathered around the Frontier Sunliner—some took sight-seeing flights, some inspected the interior of the plane and all asked questions of the crew. **WINDOWS**—in downtown stores told shoppers of the new service—colorful posters focused attention on the many vacation areas served by Frontier. Welcome flags and a big "Welcome Frontier" on the Cornhusker marquee were all a part of the reception in Lincoln. **AIR MAIL**—was in the spotlight and postal officials converged on Norfolk to welcome the first flight. Left to right, Tollie Glaves, Frontier supt. of mails, Norman Hansen, Postmaster, Tilden, Mrs. Howard Batsford, Howard Batsford, Postmaster Meadow Grove, and editor-Nebr. Postmaster, Howard Toay, Postmaster, Norfolk and President, Nebr. Chapter Natl. Ass'n of Postmasters, Frank Barr, Regional Operations Director—Post Office Department, Wichita and Gary Vandenberg, Frontier station manager. Approximately 16,000 first flight covers were handled on the inaugural flight.



Bands were on hand at nearly all stops to add to the color and festive atmosphere of the "first flight" celebrations. Hundreds of grade school children also had the fun of going to the airport. Thirty of the schools in Brown county were present, thanks to B. H. Mead, Ainsworth supt. of schools (second from right) and Mrs. Esther Miller, county supt. of schools (right). Bright smiles from two of the three stewardesses who welcomed passengers aboard. They are chief stewardess Geri Anderson and Denver stewardess-in-charge Jo Pershin.

of New Route

routes . . . like the legendary "jack-a-lope." With great ceremony it was presented to Frontier's president, C. A. Myhre, at Douglas, the "jack-a-lope" capital of the world. This was all very fine until the flight reached Omaha. Somehow the very same "jack-a-lope" was presented with great ceremony again to the mayor of Omaha without permission of the rightful owner. A case of acute fatigue overtook all Frontier's personnel, so the true story is lost among their dreams.

Businessmen at Lusk start their training early. One young man seemed to have it made when he got hold of a few of Frontier's free balloons . . . he took his merchandise from the terminal building to the gate where

he sold them at a nickel to unsuspecting parents. Such enterprise on his part made him the youngest Frontier employee.

It would be impossible to single out each individual who played an important part in making this new service possible, but the efforts of Wyoming and Nebraska Aeronautics Departments were primarily responsible for co-ordinating the efforts of many people. They got the service their states wanted and needed. Their continued efforts, along with Frontier's sales program, will endeavor to prove the CAB used sound judgment in awarding this route to Frontier.



94 years young is Ed Arnold, who walked to Lusk years ago; rode stage coaches; was on the first train; and who was a passenger on the "inauguration flight." He enjoyed it.



BALLOONS—always attract the kids, especially when presented by an attractive Frontier stewardess. According to Gordon Dahl, Frontier Asst. Sales Promotion Manager, who directed the show, six thousand balloons were distributed to the younger generation and for the ladies, three thousand Colorado carnations to the first five hundred ladies to visit the terminal at each stop. **OOPS**—but the recovery was quick and the Sunliner was christened on its arrival in Omaha. Interested bystanders, left to right, Geri Anderson, Virginia Booth, stewardess-in-charge at Omaha and at far right, Rollie Harr. **DIRECTOR**—Rollie Harr of the Nebraska State Aeronautics Department, at mike, told each city of the state's interest in the new service and the need for local support to make airline service a permanent part of Nebraska's transportation picture. He further assured the cities of the department's full support in promoting business.



CHADRON'S MR. AVIATION . . . Harry Brock proudly looks over his Frontier round-trip ticket as he recovers from a leg amputation. Just before flight time, Mrs. Kenneth Schriener (left), who started the ball rolling for his ticket, joins him and his family. And then Chadron's Mayor

Harold Clark and O. C. Olsen, purchasing agent for Consumers Public Power District of Nebr., were among several officials to see Brock off for Chadron. The Lincoln-Chadron round-trip was in honor of his support of airport improvements and airline passenger service.

Chadron Citizen Honored

Newspaper stories in the Chadron-Lincoln area have told the story of Harry Brock, who traveled on Frontier's first flight from Lincoln to Chadron on Wednesday, October 1. Yet it is a letter that tells of the high esteem in which Brock is held by his fellow workers, citizens of both communities, and city officials, which is herewith quoted:

"Harry Brock, 67, who retired as the Chadron District Appliance Sales Supervisor for Consumers Public Power District last December 31, has been a booster for aviation for more than thirty years. Of course, he was presented with a round trip ticket on Frontier's inaugural west-bound flight out of Lincoln in honor of his foresight some thirty years ago when he made a speech before the Chadron Chamber of Commerce boosting aviation and the need of an airport at Chadron.

"A Mrs. Kenneth Schriener, Lincoln, Nebraska, deserved credit for this honor to Harry. As I understand it, Mr. and Mrs. Schriener learned of Harry's talk when they saw it in the 30 years ago feature in the Chadron Record. Mrs. Schriener wrote Mayor Clark of Chadron and the Mayor immediately received assistance from friends in Chadron to purchase the round trip ticket for Harry.

"Needless to say, Mr. Brock was thrilled—not only because of being aboard the inaugural flight but because of the action by Mayor Clark and others in Chadron. Harry, who recently had his left leg amputated, has spent more than seventeen months in Lincoln and Chadron hospitals. He was injured in a fall while washing his car in May of 1957 . . .

"In addition to losing his leg, Harry suffers from arthritis and other ailments associated with his age. But he maintains a burning desire for living, going places, and doing things he always wanted to do. He has announced his all-out support for a program to construct an east-way runway at the Chadron airport. He claims the present north-south runway is not adequate to handle Chadron's future air traffic. That is typical of Harry's zeal in promoting civic projects. He also informed me that he was going to donate the price of the round-trip ticket to the Chadron Community Hospital (for the building fund) if Mayor Clark and the others would not accept a "refund" on the cost of the round-trip fare.

"I believe this just about covers the subject. Of course, we at Consumers think Harry is quite a man and we are quite proud of his tremendous desire to be useful and a "doer," even if he is supposed to be retired . . ." Signed: *Frank P. Grant, Public Information*

Regional P. O. Director Has Heart Attack

W. D. Brewer, regional operations manager of the Post Office Department—Denver region, has been confined to St. Anthony's hospital for several weeks as a result of a heart attack. His many friends of Frontier Airlines wish him a speedy recovery.

Pilot's Aunt Writes book

Autographing books will be a new experience for Frontier's pilot, Roy Williams. Roy isn't the author of the book, "Bread Upon the Sands," but his signature will appear along with that of his aunt's, Billie Williams Yost. She has written about the Williams family and their dramatic experiences at the isolated Navajo reservation trading post in the early years of the century.

Williams likes to fly the route across the Navajo country and Monument Valley from Phoenix to Farmington, for it is the land of his family. He shares the secrets of this giant patch of Painted Desert and starkly beautiful Indian country with the Navajos and Indian traders.

Navajo passengers in native costume, wearing brilliant turquoise and silver jewelry, wait with pride and anticipation for their favorite pilot, Roy Williams, with whom they can converse in their own tongue. This interest in Roy was evidenced at the first air fair in Winslow, Arizona. Prior to the event he recorded a number of radio announcements in Navajo, inviting his friends to attend and that he would be flying the sight-seeing flights—the "White Arrow"—as the Indians call the Frontier Sunliners that fly daily across the sky. The greatest number ever to attend this event came by truck and wagon.

Autographed copies may be ordered from the James Book Shop in Flagstaff, Arizona.

Avis, Hertz and National Rent-A-Car agencies are now offering airline passengers a five per cent discount on use of rental cars at most of the 500 cities served by scheduled air carriers in the United States. Presentation of his round-trip ticket as evidence that he is an airline passenger to the car rental agency of his choice will entitle him to this discount.

Prior to this arrangement with Frontier and twenty-three other air carriers, only five trunk carriers offered the discount and then the passenger had to stop at the ticket counter to get a coupon to present to the car rental agency.

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