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PRESS RELEASE

Capt. Jepp and the Little Black Book

“Sometimes...my mind wanders back to the old airmail days. Those were great days. The sky was ours.”

--Elrey B. Jeppesen

Cable Publishing is pleased to announce the release of *Capt. Jepp and the Little Black Book*, a fascinating look at aviation’s fledgling days in America and a finalist for the 2008 Colorado Book of the Year. It is the rags-to-riches story of the son of Danish immigrants who did more to make flying safer than anyone else on the planet. It is the thrilling story of the earliest pilots; the colorful daredevils who risked (and sometimes lost) everything to entertain crowds, deliver the mail, and carry passengers commercially. It is the compelling story of the amazing life of Elrey B. Jeppesen—Capt. Jepp—daredevil barnstormer and wing walker of the 1920s, intrepid airmail and airline pilot of the 1930s, creator of an aerial navigation system in use today worldwide, and founder of a business that grew into an international, multi-billion-dollar enterprise without equal.

After nearly losing his life in a plane crash in the 1930s, Capt. Jepp started keeping a journal that eventually saved his life and the lives of countless fellow pilots: His little black book contained detailed information about every route he flew and every airport at which he landed. This simple, ten-cent notebook would one day become the system by which ninety percent of the world’s airlines and pilots navigate.

Elrey Borge Jeppesen was born to Jens and Petrea Jeppesen on January 28, 1907, at Lake Arthur, Louisiana. When Elrey was only nine months old, the family moved to the small hamlet of Odell, Oregon. Elrey grew up on the family’s farm in Neal Creek Canyon, about fifty miles north of Mount Hood. His interest in flying began as he watched birds and thought, “how wonderful and beautiful it would be to be able to do that.”

Elrey’s aviation career began in 1927 at the Pearson Air Field in Vancouver, Washington, where he performed any menial task needed and took flying lessons at every opportunity. His natural flying ability allowed him to solo after only two hours and ten minutes of flight instruction! The Roaring Twenties saw the exhilarating and death-defying days of the barnstormers and wing walkers, and Elrey began a brief career with the Rankin Flying Circus.

Late in 1928, Elrey moved to Dallas, Texas, and began working for Fairchild Aerial Surveys. He was assigned to fly aerial survey missions over the thick, uncharted jungle regions of Mexico's Yucatan Peninsula and mapped with region for almost two years. Elrey's commercial aviation career began on May 15, 1930, when he first flew the "Salt Lake to Reno route" for Boeing Air Transport, which soon became part of the newly formed United Airlines.

One day in 1935, "Capt. Jepp" found the love of his life as he flew from Chicago to Omaha, Nebraska. "I ordered coffee, but I got Nadine" was always one of his favorite stories. Nadine, a registered nurse and one of the earliest stewardesses hired by United, married Jepp on September 24, 1936, in her hometown of Dunlap, Iowa. In 1937, the couple began their aerial navigation business based on Jepp's little black book. Sons Jim and Richard made their family complete.

In 1954, their burgeoning aerial navigation chart business forced Jepp to retire from his flying career—his first love. At the time, Jepp was a captain for United and had logged 18,000 hours of flight time and had flown more than three million miles during his twenty-four-year airline-flying career. In 1961, Times Mirror purchased Jepp and Nadine's thriving, Denver-based company. A mega-corporation without equal, the Jeppesen Corporation is now owned by aviation giant Boeing.

Nadine passed away on June 10, 1996. Heart-broken and missing Nadine every moment for the rest of his days, Capt. Jepp "went West" on November 26, 1996.

Capt. Jepp and the Little Black Book is a book filled with nearly one hundred vintage aviation and cherished family photographs. Interesting charts and maps explain the navigation process. Countless hair-raising stories of early aviation seem almost beyond belief.

Author Terry L. Barnhart conducted dozens of interviews with the family and friends who knew Capt. Jepp well. Late in 2005, Terry teamed up with Flint Whitlock, a noted historian, who agreed to research and write the book. Both men live in the Denver area. Terry owns one of the largest and most successful advertising agencies in Denver. In 1992, Flint's first book, the story of the 10th Mountain Division, America's only ski troops in World War II, was nominated for a Pulitzer Prize in history.

Capt Jepp is available in a hardcover version, retailing for \$24.95, and a soft cover version, which retails for \$17.95. A portion of all sales goes to the Jeppesen Aviation Foundation. To order copies of *Capt. Jepp and the Little Black Book*, please go to www.cablepublishing.com, contact Nan Wisherd at 715-372-8499, or e-mail at nan@cablepublishing.com. Quantity discounts apply.

A nonprofit corporation, the Jeppesen Aviation Foundation was initially organized to raise funds for the sculpting of the Capt. Jepp statue currently residing outside the Elrey B. Jeppesen terminal at Denver International Airport. In addition to maintaining the statue and memorabilia exhibited within the terminal, the Jeppesen Aviation Foundation also promotes the love of flying through scholarships given to students interested in aviation careers. It is the Jeppesen Aviation Foundation's hope that the book's success will create a lasting legacy of Capt. Jepp far into the future.

Excerpt from the Foreword of *Capt. Jepp and the Little Black Book*:

I am indebted to the early aviators like Captain Jepp and [my grandfather] Charles Lindbergh who, as airmail pilots, were subjected to the raw elements in their open-cockpit aircraft at a time when instrumentation was minimal and primitive. They found their way through blinding snowstorms, raging thunderstorms, and tricky mountain passes, risking life and limb simply to deliver letters, packages, and postcards. They forged the way for those of us who came later and today enjoy a much more comfortable and infinitely safer way to travel.

And so, each time I climb into a cockpit, I must tip my cap to Captain Jepp and all the other intrepid flyers that went before me, and give them silent thanks for a job well done. I trust you will do the same as you turn the pages of this magnificent journey through Captain Elrey B. Jeppesen's life story.

The sky is no longer the limit.

--Erik Lindbergh

BLURBS FOUND IN BOOK:

I have used the Jeppesen Airway Manuals for over a quarter of a century without giving much thought to their heritage. After reading this book I realize Elrey Jeppesen's sacrifice and monumental effort in creating this system. A must-read for all pilots interested in the history of the precision and safety of aviation navigation that we use every day.

--Jeff Edwards
USAirways Captain

This is a fascinating story about Capt. Jepp, the man who survived and thrived during aviation's fledgling years.

--1st Lieutenant Jill Rogers
United States Air Force Pilot

Capt. Jepp may have been an unknown giant in aviation, but no longer. What a great story!

--Curtis Lee Brown
Space Shuttle Mission Commander

It is interesting to finally know Jeppesen, the man, instead of the map.

--M. Elmer Wisherd
WWII Air Force Veteran

Elrey Jeppesen has left a legacy that continues to impact all aspects of aviation. Capt. Jepp had a passion for flying that is an important part of the culture of the organization he founded. Every aviator, at some time in their career, has been touched by the vision that he had for aviation safety and navigation.

--Tom Poberezny
President, Experimental
Aircraft Association

Every pilot will enjoy this story of aviation pioneer, entrepreneur and businessman Elrey Jeppesen, who literally made the skies safer for everyone.

--Stephen Coonts
Author of *Cannibal Queen*

To anyone associated with aviation, the name Jeppesen is synonymous with safe navigation in and around new destinations. In Capt. Jepp and the Little Black Book, we finally meet the man behind the name. A detailed story of a giant in the aviation industry, Whitlock and Barnhart's work serves as an excellent primer on the early days of civil aviation. It is a worthy addition to every aviation library.

--Captain Dean Swaim
United States Navy, Ret.

This is the story of the man, Elrey B. Jeppesen, and it is the story of early commercial aviation in the US. The two are inextricably intertwined. Beyond his friends he would be otherwise forgotten, except for one thing, his little black book. The boy that dropped out of school to help his family make ends meet eventually became wealthy from the company spawned by that little black book. This is a story rich in commercial aviation history, and it is a poignant American success story of an immigrant's son that turned an idea into a major business, only to be bought-out by forces beyond his control. The book is scrupulously referenced, and a valuable history, but it is also a good story, well told, and easily read.

--Dick Koehler
Contributing Editor, "Sport Aviation"

No matter what we fly, or where, we are flying in the trail of a great man: Capt. Jepp, who marked the roads of the sky. As a private pilot and former shuttle astronaut, I have utilized the Jeppesen Charts for over thirty years. We are honored at Seattle's Museum of Flight to proudly exhibit Capt. Jepp's original little black book and other priceless artifacts that portray the history of commercial aviation. The book is a must for every pilot, would-be pilot, navigator—or anyone looking for true inspiration.

--Bonnie J. Dunbar, PhD, NAE
President and CEO, Museum of Flight