



ARIZONA VACATION SALES CAMPAIGN STARTS

Oil Men Pass Resolution Boosting Frontier Service to Williston Basin Area

Support for Frontier's application to provide service to the Williston basin area received a big boost during the recent Denver meeting of the Rocky Mountain Oil and Gas Association when a special resolution was passed.

Over one thousand oil men and representatives of oil supply companies from the entire Rocky Mountain area attended the meetings. These men, cognizant of the need for better transportation to adequately develop the huge oil reserves in the Williston basin area, passed the following resolution: "Whereas, the Oil and Gas industry of the Rocky Mountain States is expanding rapidly and needs better transportation in Montana and North Dakota because present lack of fast, efficient service for mail, freight and passengers is handicapping and retarding development in the Williston basin, and whereas, Frontier Air Lines has filed an application through proper channels for permission to supply needed scheduled daily airline service in the Williston basin, this assembly of oil men and their suppliers does hereby resolve and request that this application receive immediate and favorable consideration from the authorities, in order that the new airline service may be started without delay. Rocky Mountain Oil & Gas Association."

66% OF DEN EMPLOYEES SUPPORT UNITED FUND

Two-thirds of all Denver-based Frontier employees are now contributing to the United Funds, which includes the Community Chest, American Cancer Society, American Heart Association, Red Cross, and American Hearing Society.

In announcing this figure, Harvey Barnard, FAL Personnel Director, said "The total contribution by DEN-based employees is now double the total given the Community Chest and Red Cross in any one year."

Sunliner News Wins Citation

Your company newspaper was awarded a special merit citation last month by the Denver Advertising Club.

A large number of internal house organs were entered in the Club's "Ad of the Year" competition. The Gates Rubber Company "Progress News" was awarded first prize. "Sunliner News" and the Rio Grande "Green Light" were awarded citations.



There's something about Arizona . . . in addition to wonderful weather, beautiful resorts, fine food, and excellent sports facilities. Maybe it's the scenery.

Tribute to a Great Guy Named Don Duff

(Donald A. Duff, Exec. V. P. and General Manager of Wisconsin Central Airlines and Frontier's former V. P. of Traffic and Sales, died Friday, Nov. 14, in Minneapolis, Minn.)

"You've got to be flexible, and roll with the punches," Don Duff used to say back in June, 1950, when Frontier was just formed and the problems came by the bushelfull.

That expression typified Don Duff, the man . . . but to it must be added "No problems are so tough that you can't afford to smile. A few laughs help lift you over some rugged barriers."

Don Duff was a human dynamo with a big smile and a big heart. His enthusiasm and energy inspired many men to new efforts and similar enthusiasm.

How many times when the going was rough and tense silence pressed down on you like a blanket, did Don Duff enter the scene with a hearty, contagious laugh and say in a clear loud voice, "Doesn't somebody know a good funny story around here?"

Don's many friends at Frontier—stunned by his passing—can't believe this man with the magnetic personality is gone except in memory.

In future days when the atmosphere is heavy with problems, you'll hear the echo of Don Duff's tension-breaking laughter . . . You'll smile, and know there's no job you can't lick!

FAL "Desert Holidays" Campaign Biggest in History

The most comprehensive winter sales and advertising campaign in Frontier history was described at a special promotion meeting in Denver by John D. Lindsay, Manager of Traffic and Sales.

Frontier's one-airline service all the way to Phoenix, Tucson, Douglas, and Nogales will be highlighted in promotion starting November 15, Lindsay said.

News stories based on vacation life at beautiful Arizona resorts will be released to publications on-line and to the Sunday travel pages of metropolitan newspapers throughout the nation, according to an announcement by G. S. Kitchen, Manager of Public Relations.

Arizona vacation advertising will include all media . . . newspapers, radio, television, slide presentations, displays, folders, time-tables and magazine advertising.

A three-color folder, spotlighting holidays in the Phoenix and Tucson areas, was mailed out to travel agencies and airline ticket offices throughout the nation. The folder is chuck full of photos showing vacation activities and includes a list of recommended hotels and resorts.

An innovation in the advertising program was the introduction of 7-in. by 10-in. miniature counter cards for resorts in the PHX and TUO areas. They feature one and two-day trips to Nogales, on the Mexican border, and to the Grand Canyon. Another miniature—to be used on the entire north end of the system—sells service to Arizona.

"We expect this new sales program to result in record traffic this winter," Lindsay said.

First FAL Stewardess Training Class Graduates

Frontier's first stewardess class was graduated on November 3 after an intensive 12-day training course at the DEN general offices.

Chief Stewardess Patricia Larsen presented wings to Jan Andrew, Lucy Michel, Iris Ashton, Louise Gutsch, and Doris Miller (see photo on page 3).

After completion of training, Miss Larsen announced that the experiment was a "great success," and that the classroom program would be continued in the future. She stated that under the new training program stewardesses obtain a solid background of knowledge which equips them to do an outstanding service job under all kinds of circumstances.

The course of training, presented by Miss Larsen and Miss Eleanor Caygill, included the history of aviation, Frontier's company history, the history of stewardess service,

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