

Sunliner News

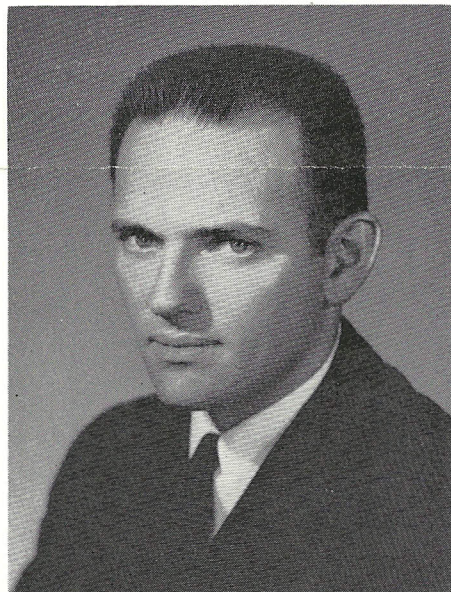


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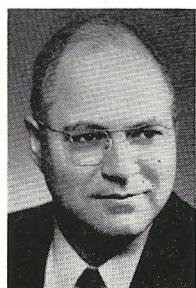
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FRONTIER RE-ORGANIZES



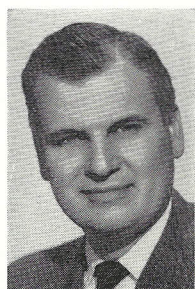
Lewis B. Maytag, Jr., took over the reins as president of Frontier Airlines with the resignation of C. A. Myhre in mid-January. Maytag continues as chairman of the board of directors and is the airline's majority stockholder. At the same time, a complete top-level re-organization of Frontier's departments also went into effect. Four vice presidents now head up the major departments of the company, with L. Preston Blatter, vice president of Finance and Controls; John D. Lindsay, vice president of Traffic and Sales; Harvey P. Barnard, Jr., vice president of Operations; and Scott C. Whitney, vice president of Legal. Within each of these four departments there has been a re-arrangement of personnel and management functions.



with the director of cost standards still not named.

Under **L. Preston Blatter**, vice president of Finance and Controls, there are four major functions. Dale W. Rausch is director of accounting; Barney E. Foster, director of procurement; Alban J. Schmidt, director of industrial relations

John D. Lindsay, vice president of Traffic and Sales, named James B. Montgomery as director of traffic, and Thomas M. Makurat as director of sales. All of Frontier's 63 stations are now under the director of traffic, with district sales promotion, scheduling and tariffs channeling their activities through the director of sales.



tions, and chief pilot; E. W. Lott is director of engineering.

Scott C. Whitney was named vice president of Legal, with J. Clark Coe director of research and a director of public affairs still unnamed. Shortly after the announcement of Whitney's promotion to vice president of Legal, he sadly announced that he was resigning from Frontier, effective on April 1, to join American Airlines as assistant to the senior vice president. In that capacity, Whitney will be in charge of Congressional relations in Washington, D. C.

Re-organization of Frontier's departments was undertaken to more clearly define responsibility and communication within this



rapidly expanding company. It is expected that a more efficient and profitable operation will result from this program, with the realization of the goal of a subsidy-free airline an actuality in a few years.

MOAB SERVICE AUTHORIZED

Final decision of the Civil Aeronautics Board in the Kanab-Page-Glen Canyon Case was made in Washington, D. C., recently. New air service to Kanab, Utah, and the Arizona cities of Page and Flagstaff was granted Bonanza Air Lines. Frontier Airlines was authorized to serve Moab, Utah, as an intermediate point on its present route between Grand Junction and Cortez, Colorado.

Kanab, Page and Flagstaff will be intermediate stops on Bonanza's Phoenix to Salt Lake City route. Page, Arizona, is the site of the huge Glen Canyon Dam on the Colorado River located in northern Arizona. Restrictions were placed on Bonanza's passenger traffic between Flagstaff and the two Arizona cities of Prescott and Phoenix. These three cities are already served by Frontier Airlines.

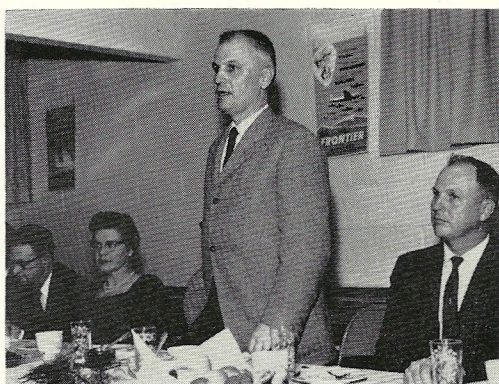
Frontier Airlines had originally applied for a new air route from Grand Junction, Colorado to Flagstaff, Arizona, with service to the intermediate points of Moab, Utah, and Page, Arizona. This route was denied by the CAB. Service to Moab as an intermediate stop between Grand Junction and Cortez was based on the expanding mining and oil drilling activities around Moab, plus the isolation of the area resulting from inadequate surface transportation facilities.

This order from the CAB becomes final April 10 unless petitions for reconsideration of this decision are made by the airlines involved in the case.

TWO NEW ROUTES .



Omaha city officials, along with Frontier's personnel, were present to cut the ribbon opening Frontier's new operations building at the Omaha Municipal Airport.



Harvey P. Barnard, Frontier's Vice President of Operations, enlarged upon Frontier's plans for new air service at Imperial, Nebraska.



Frontier's "Sunliners" will wend their way over the winding Missouri river enroute to landings at Omaha, St. Joseph and Kansas City.

After five years of planning, petitioning and praying, new scheduled air service to twelve cities in Nebraska, Colorado and Missouri became an actuality on March 1. From February 22 through February 28 pre-inaugural air fairs and civic ceremonies heralded the beginning of Frontier Airlines' twice daily round-trip flights over new routes between Denver and Omaha and between Omaha and Kansas City. These were part of the new routes awarded to Frontier by the Civil Aeronautics Board in the Seven States Case decision.

Thousands of air-minded citizens joined with their civic leaders in welcoming the first "Sunliner" flights, which meant the beginning of air service in Sterling, Colorado, and the Nebraska cities of Sidney, Imperial, McCook, Kearney, Hastings and Beatrice. Kansas City, Missouri, became Frontier's most eastern terminal, with Omaha, Lincoln and St. Joseph receiving new and additional Frontier flights.

Over a hundred years ago, the first of the old wagon trails were blazed west from St. Joseph, Missouri. Courageous pioneers carved the California Trail, Oregon Trail and Mormon Trail across Nebraska Territory into the lands of the Great West. Frontier Airlines' new Nebraska routes parallel these famous old trails with new air trails linking the market places of the Midwest and West. When future pioneer history is written, Frontier can proudly take its place for its latest contribution to an ever-expanding transportation system which has helped America to prosper.



Nebraska's Governor Ralph G. Brooks and Mrs. Brooks were on board Frontier's evening flight from Omaha to Lincoln on the first day of scheduled service on the return Omaha to Denver flight.



Imperial, Nebraska, attracted thousands during the day. Stewardess Beverly Guess chit-chats with Senator Dale Erlwine on the inaugural flight from Kansas City to Omaha.

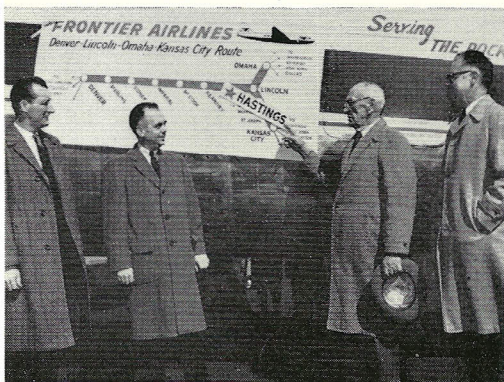


Lots of "big brass," in the form of marching bands, was everywhere during the pre-inaugural air fairs at each of the eight new stops across southern Nebraska, Sterling and St. Joseph.



John D. Lindsay, Vice President of Traffic and Sales, speaks over Station KRES to the citizens of Hastings about Frontier's new service to their city.

... NINE NEW CITIES



Mayor Fred Barth of Hastings discusses his city's star position on Frontier's new route across southern Nebraska with (left to right) Charles Dean, chamber of commerce manager; Dick Hunter, city attorney; and Bill Latta, airport manager.



At Sterling, Colorado, County Commissioner Pete Loos and Mayor Jim Walker engaged in a joint effort with Stewardess Delores Kidder and Harvey P. Barnard, Vice President of Operations, to cut the huge welcoming cake.



McCook was the scene for this flowery setting. Stewardess Ginny Booth pins a Colorado carnation on City Manager L. P. Cookingham as the cameras of KCMO-TV record the event.



Stewardesses Beverly Guess and Harlene Cook greeted passengers on the inaugural flights 52 and 2052 (a second section) on March 1.

Pre-inaugural ceremonies in Hastings got off to a foggy start. Frontier's two sightseeing aircraft had to over-fly Hastings; but, after making a later arrival in Hastings by chartered bus, the Frontier delegation got a real "red carpet" welcome. The red carpet rolled out for the Frontier crew and personnel at the bus entrance was the same red carpet used for Queen Elizabeth in the late 1930's when she journeyed to the United States. John Lindsay was also presented a woolen "blanket of fog" by the president of the Hastings Chamber of Commerce.

The air fairs, which attracted thousands at the local airports in McCook, Beatrice, Kearney, St. Joseph, Imperial, Sidney and Sterling, featured 91 flights in these cities which carried 1,847 sightseeing passengers.

At Kansas City, Missouri, a highly successful party for travel agents and representatives of the seven other airlines serving the city was capped by a dinner attended by the city's chamber of commerce and civic leaders.

Omaha saw the dedication of Frontier Airlines' newly built operations building, which received full treatment from the city's newspapers, television and radio stations.

At Lincoln, the official opening of Frontier Airlines' new ticket counter in the terminal building was celebrated. Up to this time, United Air Lines had been handling Frontier's reservations and ticketing for traffic on the route between Casper and Omaha.

Besides an excellent air fair at St. Joseph, the chamber of commerce lined up a luncheon group of 150 leading businessmen, plus the mayors of six other nearby cities in Missouri and Kansas.



Good weather assured good crowds during the pre-inaugural flights on Frontier's new routes between Denver and Omaha and Omaha and Kansas City.



Part of the welcoming committee at Sterling was attractive Laurae Fortner, drum majorette with the Sterling high school marching band, shown here with Stewardess LaDawn Noble.

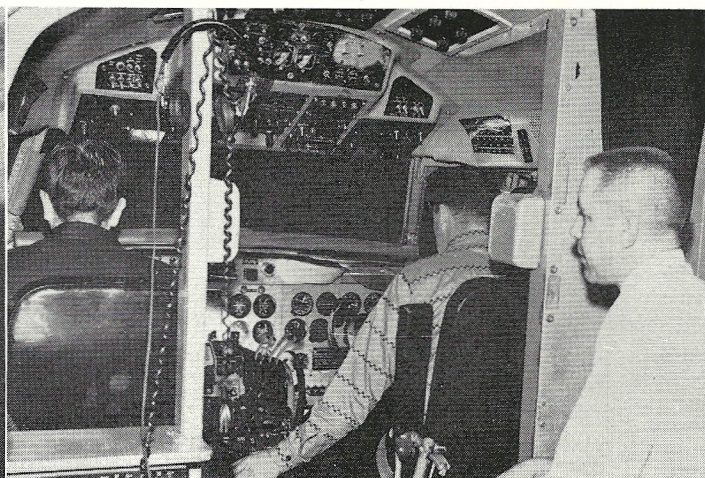


Stewardess Delores Kidder handed out thousands of balloons to the many kids who thronged the airports during the pre-inaugural ceremonies.

CONVAIR SERVICE READIED



Frontier's Convair 340 fleet will be a familiar sight over many Frontier routes beginning July 1. A new winged-arrow paint job will also go into effect with the inauguration of Convairst service.



Captain Ben Stuart of Billings handles the left seat position while Captain Dale Jella of Omaha assists in a simulated landing of the Convair 340. "Rick" Richenbach, United Air Lines flight instructor, checks the crew's performance.

A fleet of Convair 340's will soon be flying portions of Frontier's routes. On July 1, Convairst service will be flown between Denver-Omaha, Denver-Grand Junction, Denver-Tucson and Albuquerque-Salt Lake City. Actual flight crew training will get underway in late March with the delivery of the first of five Convairst.

A new paint job, conceived by Zick Burns, sheet metal mechanic in the Maintenance Department, will add to the streamlined effect and attractiveness of Frontier's Convair fleet.

For the past two months Frontier's pilots have been getting briefed on Convairst equipment. Most of the crews that will be flying the Convairst routes have attended the ground school and Convairst flight simulator course conducted by United Air Lines in Denver. Each pilot gets a total of ten hours in the Convair 340 flight simulator, which gives a crew member the actual feel of the controls of the aircraft in flight. A United Air Lines flight instructor can simulate turbulence, a rough engine and other flight conditions through a master control board which he operates during the instruction period.

In addition to the pilot training program, a similar training schedule has been worked

out for Frontier's mechanics and dispatchers, who are receiving training and supervision in United Air Lines' training schools.



'King for a Day'

John P. Scott of Winslow, Arizona, received a king-sized reception when he learned that he was the 1½ millionth passenger to fly Frontier Airlines. Stewardess Beverly Fahnestock (left) helps Scott light up his cigar, while Stewardess Beth Deedman adds her congratulations.

Scott has been a passenger on over 200 Frontier flights during the past eight years.

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Passenger travel increases

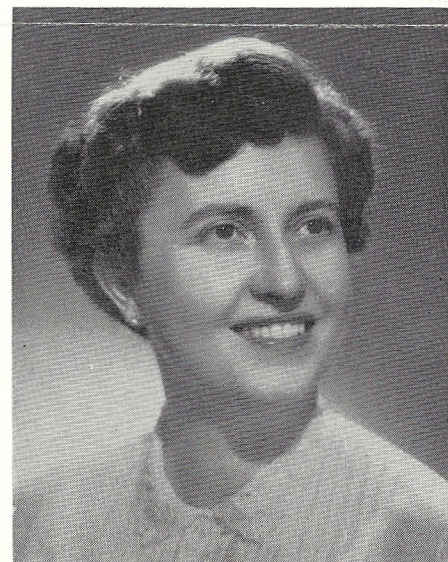
Growing prosperity in the ten-state area served by Frontier is reflected in the three and a half per cent increase in the number of passengers carried during the month of January . . . 18,400 passengers flew 4,963,000 revenue passenger miles in that period . . . and for the year ending January, 1959, 211,800 passengers traveled a distance of 62,129,000 revenue passenger miles.

Dolly Varden McDowell Joins Advertising Agency

Dolly Varden McDowell, editor of Frontier's SUNLINER NEWS for the past 3½ years, recently left the airline to join the Nita Rudduck advertising agency as an associate, specializing in public relations work.

Dolly lists as her activities president of the Western Industrial Press Association; member of the board of directors of the International Council of Industrial Editors; vice president of the Alpha Epsilon chapter of Beta Sigma Phi; Colorado Presswomen's Association publicity director; member of Zonta, a professional businesswomen's organization; and member of the Catholic Presswomen.

We wish Dolly every success in her new endeavor!



DOLLY VARDEN McDOWELL

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