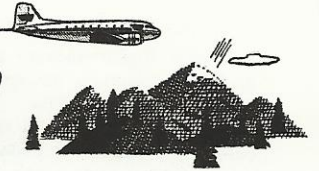




Sunliner News

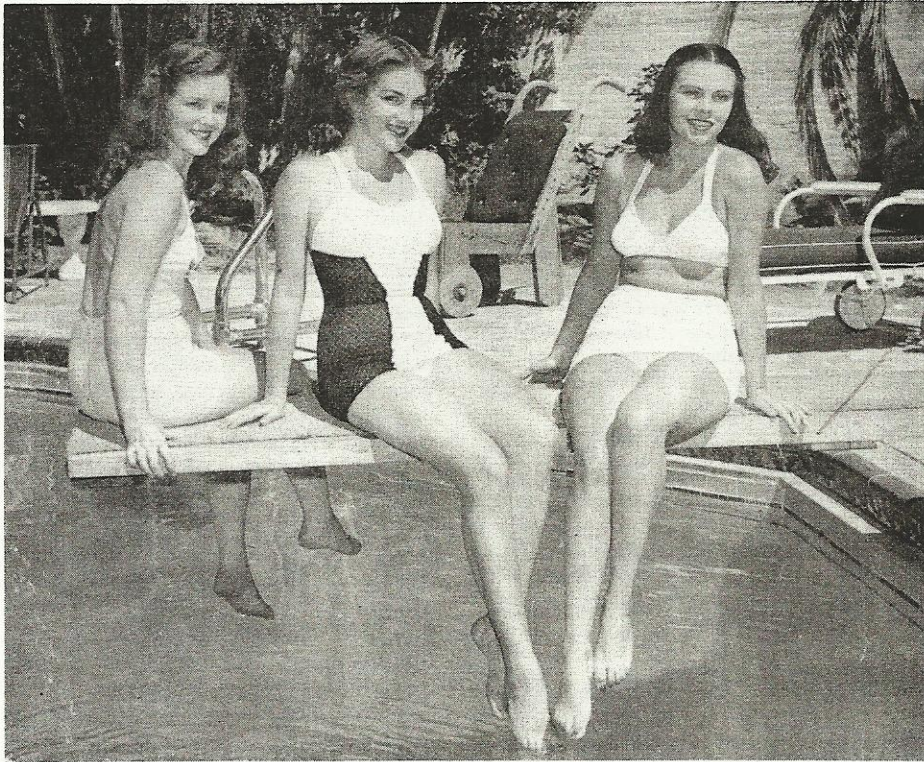


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FRONTIER TRAFFIC SHOWS 63% GAIN



Three Phoenix beauties soak up the health-giving Arizona sunshine at the pool of one of the many luxurious Phoenix resorts. Frontier's all-expense Phoenix vacation offers four excellent resorts for guests to choose from.

Frontier Announces New All-Expense Vacations in Phoenix

Frontier's finest all-expense vacation to date was announced last week by Ed Gerhardt, tour director. It's a six-day Phoenix, Arizona, vacation which includes a stopover at Flagstaff and a Nava-Hopi motor tour to the Grand Canyon for southbound tour passengers on their way to Phoenix.

The Phoenix vacation is priced \$83.50 plus air transportation during the off-season periods, October 15 to December 31 and April 1 to May 15. The same all-expense vacation during the regular season, January 1 to March 31, is priced \$96 per person plus air transportation to Phoenix.

While in Phoenix, guests stay at any one of four famous resorts... Arizona Manor, Cudia City, The Desert Lodge, and Arizona Ranch House. On the first day in Phoenix they enjoy a limousine tour of the city and the Valley of the Sun, including Scottsdale, Tempe-Mesa, and Chandler. On the fourth day guests are taken on a Tanner Tour scenic bus trip over the famous Apache Trail...

with stops at Marble Canyon Lake, Apache Lake, the Globe-Miami mining district, Roosevelt Dam, and the Superstition Mountains.

The rest of the time is spent seeing Phoenix, playing golf, swimming, riding, and just soaking up the healthy Arizona sun at the resort. All four resorts have swimming pools for the pleasure of their guests.

The price of the all-expense vacation includes 16 meals, 6 nights' lodging, 3 motor tours, transportation to and from the airports, and all taxes. The price is based on two persons sharing a double room. Single occupancy is \$11.25 more per person.

Frontier is using every regular medium of advertising and publicity to promote this outstanding vacation. Three-color brochures, posters, displays, newspaper ads, radio commercials, and many publicity releases are being employed.

SILVER CITY SERVICE STARTS

A huge crowd attended inaugural services on Dec. 1 at the Grant County Airport and saw the first scheduled Frontier airplane land. The Silver City-Hurley area will be served by two daily flights running between Phoenix and El Paso.

More than 200 people paid \$2.50 each to take sightseeing flights on November 30 at the new Grant County Airport.

Frontier's traffic in all categories has shown substantial gains for the first nine months of 1951 against a similar period last year, it has been announced by D. A. Duff, Vice President, Traffic and Sales, of the Company. On the basis of dollar volume, total revenues for the nine months of the current year were \$2,992,803.66. Even though air mail compensation still constitutes in excess of 50% of Frontier's total revenues, non-mail revenues during the 1951 period accounted for almost \$1,200,000.00. On this basis, non-mail revenues are very rapidly approaching equalization with air mail income.

Duff pointed out that the \$1,194,000-odd dollars taken in as non-mail revenue during 1951 is 63.7% gain over figures for the similar period in 1950. According to Accounting Department statistics, 76,776 passengers have been transported through September 30 of this year, over a total of 20,675,000 revenue passenger miles. 2,128,000 lbs. of air freight were transported during the same period over 453,306,000 freight pound miles. 257 tons of air express were transported a total of 57,310 express ton miles.

Duff attributed the traffic gains to a number of causes. In addition to increased economic activity in the Rocky Mountain Region, he feels that improvements to Frontier's schedules and equipment accomplished since June of last year, and the cumulative effect of vigorous advertising and sales promotion activities carried on since last October, are beginning to show effective results.

Inaugural Issue!

Just before we went to press, Don Duff, FAL vice president of traffic and sales, said, "This newspaper has always been a dream of mine. Our more than 500 Frontier people want to know more about 'what's going on' over our huge, spread-out system. I hope everyone reads 'SUNLINER NEWS' and likes it. I am sure it will improve in size and content as the months go by. The next issue will contain an insert sheet of personal 'chit chat' about Frontier people. I think everyone will get a kick out of it."

Advertising Manager Gene Pilz has spent countless hours "burning the midnight oil" developing an effective promotional program of a heavy impact type. Such advertising as special newspaper campaigns with each schedule change, colorful all-expense vacation folders, large three-dimensional window displays, five-color posters, innumerable posters with localized flight times and fares, the new

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souvenir flight packet, air freight stickers, and this company newspaper were designed and produced by Pilz.

"For the first time in the history of predecessor companies of Frontier, I feel that the sales and promotion phases of the company's activities have reached a maximum of effectiveness in promoting our services," Duff said. "In my view we are now well equipped with promotional tools and a most effective advertising department, and the character and quality of our promotional material has reached a level sufficient to be the envy of larger airlines. The accomplishments of the Sales Task Force activities conducted last winter have proven to our satisfaction to have been of outstanding effectiveness. Much credit for the improved sales record of Frontier should go to all the individual salesmen who participated in this "mass selling" effort which has contributed so substantially to Frontier's becoming better known throughout its own territory and better known to other air carriers and travel agents in large population centers that are the source of considerable interline business."

Dubbed "Sales Task Force," the Frontier field sales team descended en masse upon every Frontier city for the purpose of making personal calls upon commercial companies, small business firms, professional men, government agencies, merchants, city officials, and civic leaders, and ordinary citizens that constitute John Q. Public.

While this "Flying Squadron"-type of sales effort is not new, having been used by eastern air carriers ten to twelve years ago, Don Duff has been a leading exponent of this type of sales activity with other airlines previous to his affiliation with Frontier. He has found it to be the most successful way to reach sources of airline traffic, with such activities being fully supported and supplemented by effective newspaper, radio, and direct-mail advertising.

Led by Frontier's Passenger Sales Manager, John D. Lindsay, this "Commando Group" spent almost five solid months away from home, telling the facts about Frontier's service in 36 on-line cities and 22 major communities from Seattle to San Diego and from the Twin Cities to Houston.

The Task Force, in the course of last winter's work, called upon approximately 5000 business firms, 20,000 individuals, distributed more than 30,000 Frontier timetables, and a like amount of other promotional items, including the most effective Frontier booklet, "LET'S BECOME BETTER ACQUAINTED."

The salesmen, which included Chet Lubben DEN, Vern Carlson GJT, Ed Gerhardt PHX, Sam Parkinson ELP, Mac MacDonald BIL, Mike Cook SLC, Dick White ABQ (now replaced by Dick Ellis), Bob Evans and Brooke Burnham (Temporary), Gerry Kitchen, and John Lindsay, attended and were introduced at 60 luncheon and dinner meetings of civic organizations which were held for the purpose of welcoming and meeting the Frontier sales group. They made 40 air travel movie showings to groups numbering variously from 35 to 450 people; delivered speeches at over 50 such luncheon and dinner meetings; made appearances for 10 to 15-minute round-table radio discussions concerning air transportation generally, and Frontier service specifically, over more than 75 different radio stations. This group stimulated and accomplished more than 20 newspaper picture

stories concerning the activities of the Task Force of Frontier; obtained more than 100 newspaper items and a like amount of radio news items concerning our activities in the various cities.

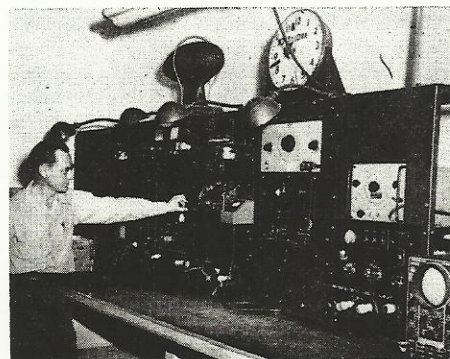
On the inter-line phase of the campaign, the "GET ACQUAINTED" booklet was distributed personally to several thousand airline reservation and sales personnel of major airlines on the West Coast and throughout the Mississippi Valley.

The streamlining that has been made possible in Frontier's schedule since November 13, with the elimination of a number of stops that proved to be non-productive, Frontier's service should be more attractive to the travelling public during the coming winter season, and the Traffic and Sales Department confidently expects continuing increased patronage as a result of this development.

"With the experience that has been gained by both our sales and service personnel throughout the last year, our production of increased non-mail revenue should continue to improve the efficiency," Duff observed. "Our passenger service has reached a commendable point—our flight crews, in my opinion, are doing a most commendable job of pleasing our customers and our stewardesses as a group have stimulated many expressions of praise from our patrons."

With a renewed lease on life that stems from the extension of our certificate of public convenience and necessity, the streamlining of our schedules, the improved proficiency of our sales efforts, and the performance of our employees, Frontier will become even more the envy of other airlines and the pride of our patrons.

Longhart Designs New Radio Test Bench



Clyde Longhart, Frontier's Radio Chief, points out some of the features on the new test bench which he has just completed. This new installation, believed to be the only one of its kind in existence, represents an exact duplicate of the actual radio installation in all Frontier aircraft. The new test bench, which was designed and constructed in Frontier's own shops, makes it possible to test new installations and equipment before they are actually placed on a plane. The new system not only eliminates many of the time-consuming steps which are a part of each change but also enables Frontier to use the aircraft while the tests are being conducted.

Your share right now, if all the gold in the world were distributed equally, would be \$21.39.

FRONTIER HISTORY

For many years north and south transportation throughout the Rocky Mountain Area has been a matter of grave concern to the travelling public, as well as public officials. While there was a great deal of complaining, little was done to improve the situation until a few men who had vision and faith in the future of the great Rocky Mountain Region conceived the idea of establishing north-south air service.

Ray Wilson, one of aviation's pioneers and nationally known figure in aviation circles, applied to the Civil Aeronautics Board for permission to operate an airline on a scheduled basis in Colorado and New Mexico, with main terminals in Denver, Salt Lake City and Albuquerque. At the same time, another one of the West's pioneer airmen was visualizing the same type service for Wyoming, with its main terminals in Denver, Salt Lake City and Billings. This man was the late Charles Hirsig, II. On March 28, 1946, Ray Wilson, Inc., was granted permission to operate air mail route 73, and on that same day Charles Hirsig was granted permission to operate air mail route 74.

On June 25, 1946, Ray Wilson, Inc., was changed to Monarch Air Lines, and on February 7, 1947, Summit Airways of Mr. Hirsig's company was changed to Challenger Airlines. These two companies operated as Monarch and Challenger airlines, respectively and independently, until the consolidation of the two companies on June 1, 1950, when the merged organizations became Frontier Airlines.

The first actual operation started on October 27, 1946, with one round trip a day between Denver and Durango, a total of some 600 daily miles. Service between Albuquerque and Salt Lake City was inaugurated on January 17, 1947, with one round trip daily. On February 1, 1947, the second Denver-Durango round trip was added, and on March 15, 1947, the second round trip between Salt Lake City and Albuquerque was put into service. On May 3, 1947, service between Denver and Salt Lake City, through Wyoming points, was started and was followed on June 10, 1947, with the inauguration of Billings-Salt Lake City service. On August 15, 1947, service between Denver and Grand Junction was inaugurated.

On February 10, 1947, Mr. H. S. Darr, now Frontier's President, assumed financial control of Monarch Air Lines. On March 2, 1947, Challenger Airlines was reorganized and Mr. D. A. Duff, a veteran airline executive, became president. From this time until the merger, both companies continued to show considerable progress in operating technics and in revenue.

February 15, 1949, service to Casper, Wyoming, was inaugurated, and on August 1, 1949, service to Vernal was started. The two companies continued their program of orderly development, and in the early part of 1950, were granted permission to purchase Arizona Airways, which had never actually started operation. On June 1, 1950, service to points in Arizona was integrated into the services of the two other predecessor companies and the entire airline became known as Frontier Airlines. Frontier has grown from an airline of 600 daily scheduled miles to its present size now flying 12,763 daily scheduled miles.

ERROR: MONARCH AIR LINES INAUGURATION OF SERVICE WAS NOVEMBER 27, 1946

CHALLENGER AIRLINES INAUGURATION OF SERVICE WAS MAY 3, 1947 - NOT MONARCH