



Frontier Launches New Advertising Campaign

A new and "different" Frontier Airlines advertising campaign, utilizing diversified media, will be launched October 1, it was announced by Gene Pilz, FAL's advertising manager.

"The new program will involve the use of newspapers, magazines, radio, television, folders, postcards, posters, animated displays, die-cut counter cards, and experimental billboards," Pilz said. "The material will be released on a monthly basis, so as to keep all copy seasonal."

Fourteen different newspaper ads (several of which are shown above), nine different magazine ads, and twelve different transcribed radio commercials were produced. Different ads were produced to sell varying local service. "For example," Pilz said, "Special ads were produced to sell commuter service in the Phoenix-Tucson-Flagstaff area. Others sell interline connections at El Paso and Phoenix. Others sell non-stop flights... and still other ads were designed to sell 'fly over ice and snow' in Wyoming, Montana, Colorado, and Utah. Two ads, to be used this winter, sell 'Arizona is near when you fly Frontier.' In the case of newspaper and radio advertising, all ads have local destinations, flight times and phone numbers. Enormous amounts of time are consumed in localizing the advertising. The fall campaign alone required the creation of 220 different sets of newspaper ads and 7,000 words of radio copy."

An unusual institutional newspaper advertising campaign, in conjunction with the regular program, will start late in October. This will be described in your October "SUNLINER NEWS."

Russ Air Service "Different"

Russian airlines do not serve meals in flight. Instead they stop on the average of an hour and twenty minutes so that at noon the passengers can eat on the ground.

Eliot Johnson Gains Mountain Climbing Fame

At a tender age, and in short pants, Eliot R. Johnson, Frontier stock clerk in Denver, climbed Mt. Washington, 6,290 feet above sea level and the highest mountain in the north-eastern part of the United States. The thrill of this experience stayed with him and several years later, when he moved to Colorado, the challenge of the high peaks of the Rocky Mountains got him started again.

Famous Long's Peak was his first effort. Since the first climb, he has made three additional ascents. In 1948 he joined the Colorado Mountain Club... then began climbing the various peaks at every available opportunity. During the past four years, Johnson has climbed 43 mountains, all of them over 14,000 feet above sea level. Included in this group is the third highest peak on the North American continent, Pico de Orizaba in Mexico. Four other Colorado mountain climbers accompanied him on this trip. "This trip was made," Johnson said, "to experience the thrill of standing higher at that moment than any one else on the continent and to view an enormous inactive volcano cone." It required 13 hours to go from timberline to its 18,096-foot summit. The return required only 1 hour and 45 minutes. "This was accomplished," Johnson explained, "by a 4,000-foot glissade (seat of the pants) down the snow slope which took only 12 minutes."

Perhaps his greatest thrill came from climbing Colorado's Lone Eagle Peak. While this little needle is only 1,000 feet above the valley floor, it is straight up. "This ridge has plenty of thrills," Johnson said, "as one inches along it with one leg hanging down the east side of the ridge and the other down the west side." "If you like to take pictures," he added, "it is a wonderful place to practice operating your camera with one hand."



Eliot R. Johnson

Frontier Participates in Laramie Merchants' Festival

The merchants of Laramie presented their annual festival in the University of Wyoming field house this month, and Frontier Airlines was one of the major participants. This annual event is sponsored by local business men to show local customers that they can get what they want in the local market and follows the "Trade at Home" theme.

Since Frontier follows a policy of participating in events that take place in cities along Frontier's system, a sizeable booth and display was maintained during the entire three-day festival. Miss Eleanor Caygill, Stewardess-in-charge at Denver was in attendance at all times to answer questions on Frontier's service, quote rates and answer hundreds of other queries about airline operations.

Travel films were shown continuously each day and travel folders were available to those interested in trips to any place in the world.

From the number of inquiries and the amount of material distributed, the festival was a complete success, not only for Frontier, but for the entire airline industry.

FALL-WINTER BASS FISHING BEST IN LAKE MEADE AREA

Guest Editorial by Charles Niehuis, Nationally Famous Outdoor Life Writer

Go to the Colorado River where it forms the mutual boundary between Nevada, California and Arizona. Here are Lakes Meade, Mojave, Havasu and Martinez. Take along your bass tackle and trout fishing gear. Don't forget to throw in all the pan fishing lures you have.

Here on this series of lakes you can have fishing—the best of it—during those fall and winter days when the rest of the country is snowbound.

Lake Meade, with its five hundred miles of bass plugging shoreline has produced many a lunker bass. It rarely fails to place a winner among the top ten listed in the Western Division of the Field and Stream Big Fish Contest which is held annually. Anything under seven pounds doesn't even score in the "within Arizona" bass derbies.

Below Hoover Dam is Lake Mojave. Eighteen pounds-plus rainbow trout have been caught here. It is considered one of the best trout fishing lakes in the southwest and this next year more than 100,000 angler visitations will be made by fishermen coming from all over the nation. Most of those will be hailing from California and will fish for trout. But, don't overlook the lower end of Lake Mojave. It is going to be tops in bass fishing water for the next ten years. And, here too, you can catch trout out of one side of the boat and bass from the other. That's no fisherman's wishful thinking. It happens at Searchlight Landing on the Nevada side and Katherine Wash Landing on the Arizona side of the lake.

Largemouth bass, crappie, bluegill, channel cats can all be caught in Lake Havasu, the Colorado River below Parker Dam and Martinez Lake which is just above Yuma, Arizona.

If you are thinking or talking fishing vacations take a look at this Colorado River and its four lakes. Here's where summer time anglers can do their winter time fishing.

Dee Kener Promoted

Vern Dee Kener, former station agent at Salt Lake City, has moved to Denver recently to fill the vacancy created when Mrs. Viola Miller left the Company. Dee will work very closely with Chet Lubben, Denver District Sales Manager, in his efforts to maintain a constant increase in all Frontier Airlines' revenues from sources within his assigned territory.