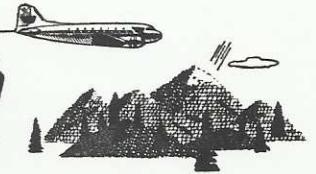




Sunliner News

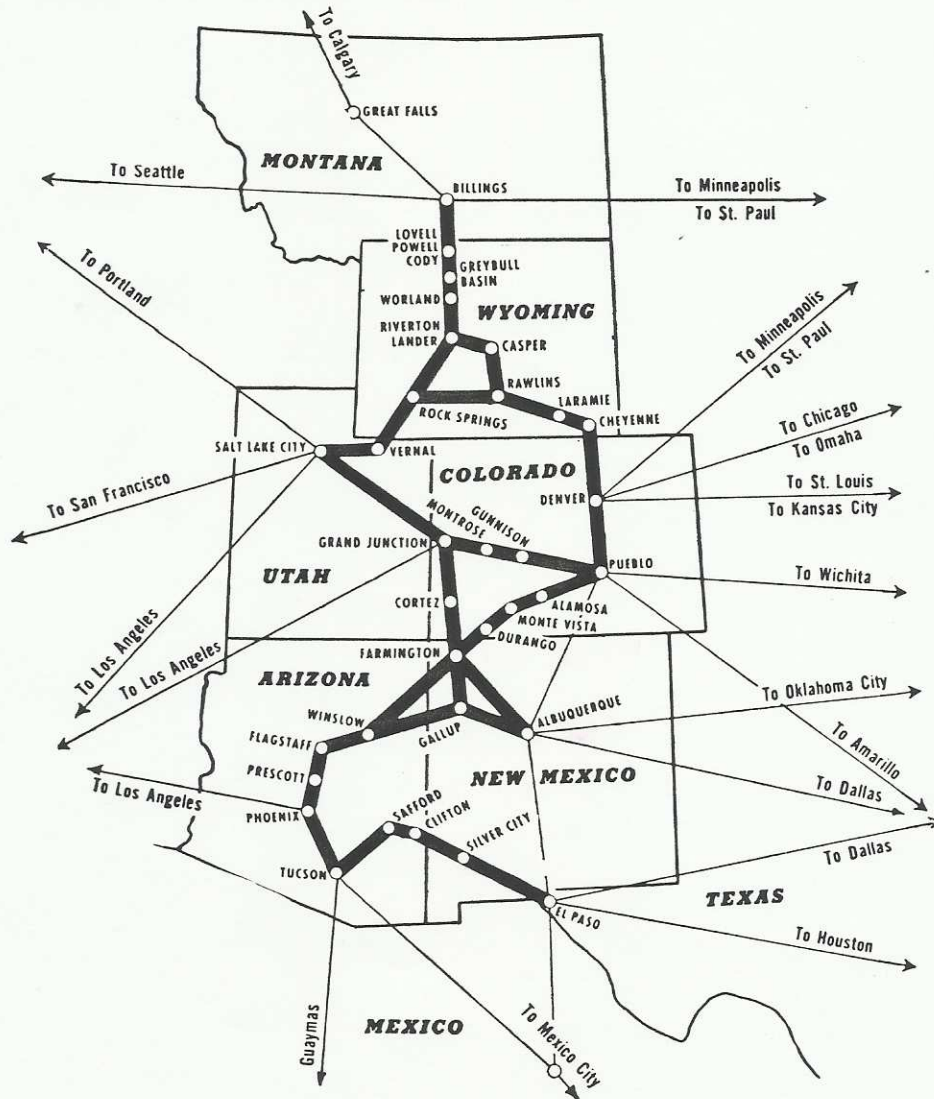


VOL. 2, NO. 5

Published by Frontier Airlines

APRIL, 1953

SUMMER SCHEDULES IMPROVE SERVICE



Several Much-Needed Commuter Services Added by Changes

New summer schedules over Frontier's entire system will become effective April 28, according to John D. Lindsay, Vice President, Traffic and Sales. The new schedules were filed to comply with a recent order of the C.A.B. eliminating service to Nogales, Douglas and other points on the Phoenix-El Paso segment and to improve service on other segments.

Flight 84 will operate from Phoenix to El Paso, via Tucson, in the late afternoon and remain over-night at El Paso to provide an early morning flight from El Paso to Phoenix. This schedule will provide much-needed commuter service from points on this segment to Phoenix and improve interline connections with American, TWA and Continental.

Flight 16, operating from Phoenix to Albuquerque, will operate one hour earlier and Flight 17, from Albuquerque to Phoenix, one hour later. Neither flight will stop at Prescott. Elimination of Prescott was done in the interest of economy and to improve the overall service of these flights. Since Bonanza Airlines provides service at nearly the same time as these two Frontier flights, no inconvenience to Prescott business will be caused by this change.

Base mileage restrictions do not permit the re-establishment of Flights 73 and 74 between Denver and Grand Junction. This means, in effect, that these flights would have to generate enough non-mail revenue to make them profitable and past experience has shown that this segment will not produce enough revenue to make this possible. Scheduling on this segment to produce maximum traffic is extremely difficult since all flights must be operated between the hours of daylight and darkness.

Other major changes will result in greatly improved service on the Northern division. Connections will be made at Riverton instead of Casper to improve the Salt Lake City-Billings service. The new schedules will give Rock Springs service to Denver via Rawlins, Laramie and Cheyenne and will provide commuter service to Denver for all of these cities. The addition of a new flight northbound out of Denver will also eliminate the congestion which now exists between Denver and Cheyenne.

"The new schedules," Lindsay pointed out, "are intended to improve overall service, provide much-needed commuter service where possible and make better interline connections."

Grand Canyon Promotions Paying Off in Big Way

Just a little over a year ago Frontier and American announced a joint promotion of travel to the Grand Canyon, and results for the first year are very encouraging.

Approximately 500 passengers used Frontier to Flagstaff and Nava-Hopi Tours to the Grand Canyon during 1952. There were many others, not included in the above figure, who deplaned at Flagstaff and took the Canyon trip later.

Business for the first quarter of 1953 was 225% ahead of the same period last year and it is expected this trend will continue for the rest of the year.

Will continue promotion, etc., etc.

SUNLINER NEWS WINS FIRST PLACE IN AD. CLUB CONTEST

Your company newspaper was awarded top honors in the Denver Advertising Club's annual "Ad. of the Year" competition in the internal house organ category.

Presentation of the award certificate was made in Denver Thursday, April 16th, by Al Ross of the West-Halliday Company. Gerry Kitchen, FAL public relations director, received the prize and gave a short talk to the Advertising Club about the objectives of "Sunliner News."

Last year, your "Sunliner News" won a special recognition award.