

Sunliner News



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Gigantic Sales Trip Successful

Vacation attractions of the Rocky Mountain region were boosted by Frontier's Sixth Annual Interline Sales Task Force. Five teams, two salesmen each, toured twenty-one of the major travel markets throughout the United States.

During this gigantic sales trip, more than two thousand attended the screening of "Frontier Vacationland." It was shown to more than six hundred groups, representing salesmen of the major, regional and domestic trunk carriers of the nation.

Current information concerning the tour and vacation attractions along Frontier's system was given special attention by the teams when meeting with other airline tour and vacation consultants.

During the 1958 vacation season, American Airlines, United Air Line, Trans World Airlines, and Western Air Lines will sell package vacations over Frontier's system to Yellowstone, Mesa Verde, and Grand Canyon National Parks. Increased interest in these vacation attractions has resulted from the attention given by the trunk carriers to this new travel market.

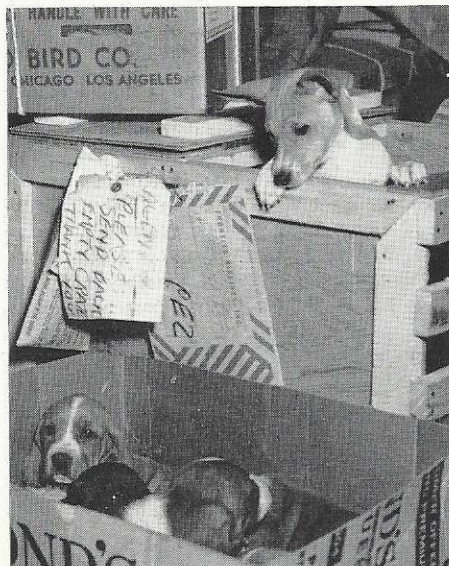
Suggestion Committee Reviews Ideas

"Wanted . . . Ideas." Workable ideas pay off handsomely for the individual who conceives them and for the company that puts them into operation. Frontier's Maintenance Suggestion Program, while not large, offers the chance for increasing the income, a way to make the job easier and more efficient, and the satisfaction of creative thinking.

Larry Keen's suggestion won for him the highest cash award in 1956, and has saved Frontier thousands of dollars.

Since the Suggestion Program was inaugurated in 1952, 489 ideas have been received and 261 were adopted. Between 1952 and 1957, Pete S. Pusede has made a total of forty-one suggestions of which a number were accepted. The highest average monthly payment for an idea has been \$25, which Raymond W. Long, Martin Rink, Joseph Cooper-smith and Pete S. Pusede have received. Depending on the idea, there are awards of ten dollars and five dollars.

Members of the Maintenance Suggestion Committee are Oliver Frigon, Conrad Greenermeier and William A. Maguire. The Committee is presently going over the ideas received in 1957 for the annual awards luncheon, which will soon be held.



Mr. Lonesome . . . Wanting to get to know the baby basset in the box below is the mournful-eyed basenji pup. He alone remains silent while the basenjis yelp during their lay-over at Denver's Frontier station.

Students Get Ready For Music Day

Parents of high school musicians in Colorado and Wyoming are undoubtedly surprised to find their sons and daughters industriously practicing these days. These high school students are getting ready for the preliminary auditions which will be held throughout these two states this spring.

This is the first year that Wyoming students have been included in the annual Central City Music Day program, which is co-sponsored by the Central City Opera House Association and Frontier Airlines.

Entry blanks have been distributed to Frontier's stations in these two states, as well as the high schools. On the back of the entry blanks is a list of where and when the preliminary auditions will be held. Final competition will be held Wednesday and Thursday, July 23 and 24, at Central City, Colorado.

Big Fishing Contest for Frontier Employees

See Page 4

Proposed Tax Repeal Means Much To Many

Washington sources inform us that there is presently an excellent opportunity to have the ten per cent excise tax on passenger travel and the three per cent tax on freight repealed.

This tax measure went into effect during World War II and was intended to discourage travel. It is the feeling of the transportation industry that the one thing we do not need at this time is a restrictive tax and this position is receiving a sympathetic ear in Congress. There is complete agreement among all carriers, air, rail and highway, regarding the urgency of these taxes to give the transportation the boost so badly needed at this time. The real benefactors, however, are the shipping and traveling public, who could be expected to make greater use of the nation's transportation facilities if these excise taxes were removed.

All persons, employees, stockholders and the public, are being urged to let their Senators and Congressmen know what they think of the proposed repeal of this war time measure.

Frontier Adds Flights to Phoenix

Several new flights were inaugurated to relieve the pressure and handle the additional traffic occasioned by the Western Air Lines pilot strike.

A two-stop flight between Denver and Phoenix made its first trip on February 26. The south-bound flight leaves Denver at 3 p.m., arriving at 7:49 p.m. in Phoenix. Because of the extra traffic demand, extra sections are operated north-bound when facilities and crews are available.

The Denver-Phoenix two-stop service is operated under the recent authority granted Frontier in the Phoenix Service Case. "These flights, however, will operate only during the Western strike," stated John D. Lindsay, Vice President—Traffic and Sales. Lindsay pointed out that these flights were not economically feasible before the strike and cannot see how they can be continued once Western resumes non-stop service.

Phoenix, resort capital of Arizona's famed Valley of the Sun, is the Southwest's leading center for glider enthusiasts. Visitors may see the motorless planes in action each weekend in the Paradise Valley area.

C.A.B. NEWS

Kansas-Oklahoma Case

In the pending Kansas-Oklahoma Local Service Case before the CAB, Frontier Airlines proposed a comprehensive plan for local air service to twenty-one cities in Colorado, Kansas and Nebraska. Under this plan, there are three proposals and are as follows:

- One segment of its design would provide air service from the Colorado cities of Colorado Springs, La Junta, Lamar and Pueblo, plus the Kansas cities of Dodge City, Emporia, Garden City, Goodland, Great Bend, Hays, Hutchinson, Manhattan, Fort Riley, Junction City and Topeka to these area's major trade cities of Denver, Wichita and Kansas City.
- The second route would tie in the recommendation for service to thirteen Nebraska communities made by CAB Examiner Curtis C. Henderson in the Seven States Case. Frontier would air-link these Nebraska cities to Kansas City on a route from Grand Island to Hastings, Manhattan, Fort Riley, Junction City and Topeka.
- Omaha and Wichita would connect with the cities of Lincoln, Grand Island, Hastings, Manhattan, Fort Riley, Junction City, Salina and Hutchinson in a third route.

Earlier Continental Air Lines requested the CAB to amend its present operating certificate on airline route 29 so that the airline would be allowed to specialize in trunkline service between Denver and Kansas City, with Colorado Springs as an intermediate stop; and between Denver and Tulsa with Colorado Springs and Wichita as intermediate cities.

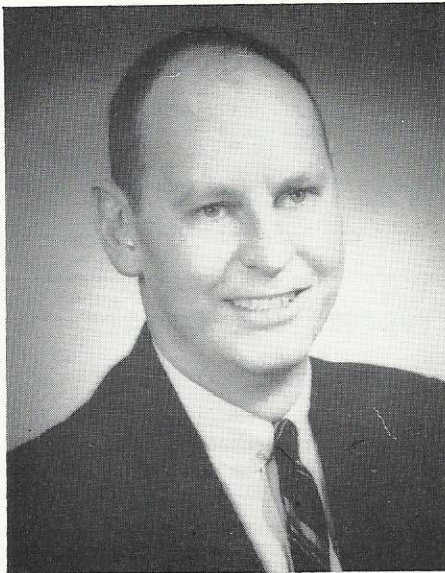
Continental suggested that many of its presently served intermediate communities in Colorado, Kansas and Oklahoma could be better served by local service airlines.

Denver Wins Air Express Contest

In the recent incentive program conducted by Air Express, the Denver division was the winner in the western region. Tollie Glaves, superintendent of mails, participated in the planning and judging of this project. He represented Frontier at a luncheon award meeting in which Superintendent C. D. Dooley was the recipient of the award. At the same time Dooley was honored for his forty-two years of service with the express company as he is soon retiring. Mr. Oren F. Lewis will succeed Mr. Dooley as superintendent. Congratulations to both.

Arizona's Valley of the Sun vacationland around the capital city of Phoenix now has 16 golf courses in use and another one under construction. The game is played year-round on green fairways.

Something "different" on a Phoenix, Ariz., and Valley of the Sun holiday are the polo games played each Sunday at the Judson School. Tourists may watch them at no charge.



Sam Kellogg

Pacific Paradise Ideal Vacation Spot

In the middle of the 17th Century Captain James Cook made a unique discovery—the Hawaiian Islands. He promptly named them the Sandwich Islands and was promptly slain.

Today the Hawaiian Islands are known the world over as the Pacific Paradise, enjoying year around temperatures of 75 degrees.

United flies to this Garden of Eden

United Air Lines became interested in this Garden of Eden and in 1946 queried the Civil Aeronautics Board to learn if it would be all right to serve Honolulu with DC-6 aircraft. On May 1, 1947, United inaugurated San Francisco-Honolulu service; three years later it introduced Stratocruiser service on this route. On October 9, 1950, United commenced Los Angeles-Honolulu service.

At the present, United has eight first class DC-7 and 14 DC-6B coach flights to Honolulu weekly. These Mainliner flights span the blue Pacific between the Mainland and the Island in approximately eight hours.

Last year United Air Lines carried over 101,000 passengers between Honolulu and San Francisco/Los Angeles.

Flying to Honolulu is made easy for residents of the Rocky Mountain Empire area. They can board a Frontier Airlines' Sunliner, transfer at Denver or Salt Lake City to United for either of the coastal cities, and then onward to a delightful vacation in Honolulu.

United's Denver District Sales Manager

United's Denver District Sales Manager is affable Sam Kellogg. He started as a reservationist in Los Angeles in 1940 and four years later became District Sales Manager at Salt Lake City. In 1954, he was transferred to Denver in the same position.

Kellogg is a native of Pasadena, California. He attended Stanford University, where he starred in track, football, and basketball. While attending the University, he also held the California state javelin throwing record.

While in Salt Lake City, Sam was named by the Junior Chamber of Commerce as being one of the outstanding young men of the year, 1948, for his services as General Chairman of the Red Cross drive and Community Chest fund. Here in Denver, Sam is active in Rotary, Chamber of Commerce, National Defense Transportation, Sales Executive Association, and is a director of the American Red Cross, and quite naturally in Scouting, as he has three sons: Dick, age 15; Jim, age 12, and Bob, age 9. His charming wife, Betty, is an active PTA member.

1957 Banner Year for Frontier

Frontier established new records in passengers and air cargo carried in 1957. The upward trend began during summer and continued into the early winter months.

During 1957, 213,446 passengers flew a total of 57,620,000 revenue passenger miles, which was an 11 per cent increase over 1956.

Air Freight hit an all-time high in 1957, with a total of 4,329,382 pounds. This was an increase of 11½ per cent. Mail volume was significant, for a total of 1,396,331 pounds: 832,276 air mail and 564,055 preferential mail. A total of 553,854 pounds of Air Express was carried.



Boating in the desert is a popular pastime around Phoenix, Ariz., and the Valley of the Sun where a half dozen lakes lie within an hour's driving time. Phoenix itself is the site of numerous boat manufacturers.



Deep sea fishing is an extra magnet on a vacation to Phoenix, Ariz., and the Valley of the Sun. Fish-filled waters of the Gulf of California are less than a day's drive away at angling locales like Puerto Penasco and Guaymas, Sonora, Mexico.



Mexico bound . . . Boarding a Frontier Sunliner is the Paustian family, who will vacation in Mexico City and Alcapulco. Up the stairs are Patricia, Mrs. Chris Paustian, Debra, Mr. Chris Paustian, and stewardess Ellie Bastar. That's Greybull's station manager, Lu Evans, seeing them off.

FRONTIER NEWS IN PICTURES . . .



"Frontier Vacationland" . . . Arthur F. Kelly, vice president of sales for Western Air Lines, receives a copy of Frontier's latest travel film from Chet Lubben, director of sales administration. Mel Brandt, district sales manager from Billings, was the other half on the annual Interline Sales promotion.



Gold plated copy . . . In Minneapolis, Vern Carlson, district sales manager from Grand Junction, presented another copy of "Frontier Vacationland" to Russell Collins, general sales manager for Northwest Airlines. Carlson's teammate was Gordon Dahl, district sales manager from Denver. Minneapolis was one of twenty-one major travel market cities to be visited by the sales force.



Checking . . . Frontier's sales team in Washington learn how Trans World Airlines does it. Left to right are Manning Kennedy—assistant to TWA's district sales manager, Mel Brandt—district sales manager from Billings, Betty Tapp—secretary at TWA, and Earl Passwater—district sales manager from Phoenix.



A hanging . . . Grant MacCurdy, manager of Prescott's airport, is assisted in the hanging of an air view of the airport by Jim Butler, station manager. MacCurdy stated it is one of the finest pictures he has seen of the area. (Prescott Courier Photo.)



Service and a smile . . . Stewardess Jill Cassidy helps to make Jack Tate of Grand Junction comfortable for his non-stop flight across central Colorado to Denver. Proof again that Frontier is ever ready to provide assistance in such emergencies.



Easter Parade . . . An aura of spring prevails as boxed chirping chicks and freshly-cut flowers pile up for shipment at Denver station's dock. Frontier agent Gary Vandenberg adds another shipment. A typical scene at any one of Frontier's stations.



Weather maneuvers . . . Fourteen new station agents receive the latest weather data from Frontier's weatherman Howard Fenner. These men will be assigned to various stations throughout Frontier's system. This is only part of an intensive two-week instruction program for new agents.



Serious business . . . Studying Frontier's proposed new air route linking the Rocky Mountain Empire with Las Vegas are its city officials (l. to r.) Earl Hartke, Ted Werner, Scott Whitney, Frontier's general counsel, Grant Stewart, George Abright, and Ralston Hawkins.

Who will represent Frontier Stewardesses at Miami?

Poise, personality and beauty are the three keys to the "Miss International Stewardess Contest."

On Friday night, April 4, at Taylor's in Denver, one of Frontier's lovely stewardesses will win the trip to Miami, where the contest is to be held. Denver Post Travel Editor Bruce Hamby, KOA News commentator Chuck Henning, and Bob Powell, photographer for Rippey, Henderson, Bucknum and Company, are the judges.

LA DAWN NOBEL of Billings. LaDawn became a stewardess in September, 1955, and is a graduate of Provo High School in Provo, Utah. Aside from certain sport activities, LaDawn also enjoys reading, music and sewing. She is the daughter of Mr. and Mrs. Alden D. Miner, and



has three brothers.

JOAN MARIE ROBERTS of Salt Lake City. Joan became a Frontier stewardess in September, 1957, and is a graduate of South High School in Salt Lake City, Utah. She enjoys swimming, horseback riding, water skiing, and modeling. Joan is the daughter of Mr. and Mrs. John Roberts, and has two brothers and a sister.



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VIRGINIA REITZ of Denver. Back in March, 1956, Virginia became a Frontier



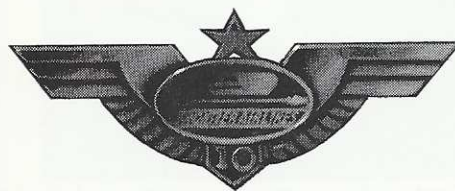
stewardess, and is a graduate of Princeton High School in Minnesota. When not working, Virginia enjoys swimming, bowling, skiing, skating, and sewing. Virginia has two sisters and a brother, and is the daughter of Mr. and Mrs. William Reitz.

RUTH DEEDMAN of Phoenix. In June, 1956, Ruth became a stewardess. She is a graduate of Gordon Bell High School in Winnipeg, Manitoba, Canada. Ruth's special after work activity is golfing. Like Virginia, she has two sisters and a brother, and is the daughter of



Mr. and Mrs. Joseph Deedman.

One of these girls will represent Frontier in the "Miss International Stewardess Contest" May 30 thru June 1, at the Barcelona Hotel in Miami.



10-year Service Pin

R. G. BOLLINGER—*Pilot*—Billings.
E. P. LIETZ—*Pilot*—Phoenix.
H. E. FASSETT, JR.—*Station Agent*—Durango.
W. C. REA—*Station Agent*—Durango.
W. E. KIRKWOOD—*Station Agent*—Rock Springs.

5-year Service Pin

G. L. BACON—*Station Agent*—Tucson.
J. F. SMITH—*Senior Agent*—Pueblo.
N. M. WOOD—*Communications Operator*—Denver.
P. V. VANBUSKIRK—*Janitor*—Denver.
MEREDITH DEXTER—*Station Agent*—Salt Lake City.
FRANK MERRILL—*Station Agent*—Vernal.
DEAN REYNOLDS—*Station Agent*—Vernal.
DALE KINDRED—*Station Agent*—Cheyenne.



New species of flora are still being discovered around Phoenix, Ariz., and the Valley of the Sun despite extensive exploration. Recently officials reported the finding of five new genera and 22 species in the state.

Rausch elected to Board of Directors

At the annual meeting of the Airlines Clearing House, Dale Rausch, chief accountant of the Treasury Department of Frontier, was elected to the Board of Directors.

Rausch stated that the total clearance exceeds \$65,000,000 a month and is operated by the Chase Manhattan Bank in New York City. The Airlines Clearing House settles all revenues among the carriers, and it publishes the rules and regulations regarding billings between the air carriers.

Company paper gets 3 awards

SUNLINER NEWS received three first place awards and an honorable mention in the annual Colorado Press Women's contest for outstanding newspaper and magazine writing and editing. These awards were for a magazine regularly edited, news story, and news picture in a magazine, and a feature story received the honorable mention.

Mrs. Gladys Johnson Arrance, contest chairman, presented the award certificates at the regular monthly luncheon meeting of the Colorado Press Women, Saturday, March 8. Sunliner News editor, Dolly Varden McDowell, was one of eighteen press women who received first place awards.

Mail news

At a recent meeting of the Air Mail Committee W. D. Dowlen, National Airlines, was elected chairman and Tollie Graves, Frontier Airlines, as vice chairman.

* * *

Experience gained in moving surface mails by air made it possible for the carriers serving the Boston-New York and Washington areas to expedite thousands of pouches of surface mail during the recent blizzard.

* * *

Frontier can be proud that in the month with the largest volume of air mail, December, it received no penalty assessment in its handling as irregularities were at a minimum. 1958 is off to a good start with a repeat performance in January.



O-o-p-s, Gals, that's not standard fishing procedure. It's one way to announce it's time to get that gear ready for Frontier's Employee Fishing Contest. It will begin May 15 and end October 31. That's Peggy Cullen, Personnel Department, who has hooked Lucy LaGuardia's, Log Office, skirt.

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G. S. KITCHEN, Mgr., Public Relations
DOLLY VARDEN MCDOWELL, Editor

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