

# Sunliner News

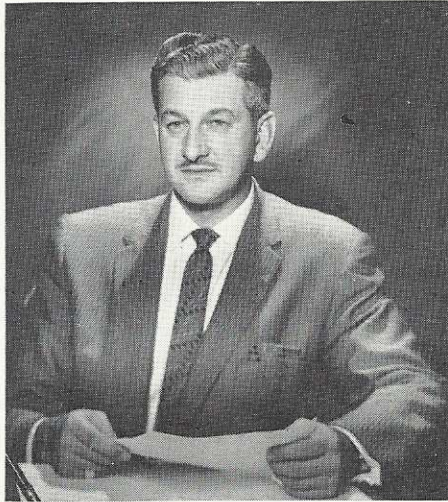


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## MAYTAG APPOINTS NEW EXECUTIVE VICE PRESIDENT



On May 1, George R. "Ray" Woody will assume his new duties as executive vice president of Frontier Airlines. Woody will act as assistant to Lewis B. Maytag, Jr., Frontier's president, handling administrative duties and coordinating Frontier's Operations, Traffic and Sales, and Treasury Departments.

Woody, who is 42 years old, has a solid aviation background. He has been executive vice president of TACA International Airlines, which serves points in Central America, for the past ten years. During this time, Woody has had his offices in New Orleans, Louisiana. During World War II, he served with the Naval Air Transport Command as command pilot and flight officer for Squadron VR-3, attaining the rank of lieutenant.

Born in Patrick County, Virginia, this native southerner is married and has three children.

## Renewal Hearings

Hearings were conducted in Denver during March concerning the Renewal of Frontier Airlines Temporary Intermediate Points Case. Witnesses from Billings, Miles City, Sidney, Wolf Point, Glasgow, Havre, Great Falls, Rawlins, Greybull, Gunnison, Montrose/Delta, Monte Vista, Safford and Clifton/Morenci, testified for the retention of scheduled airline service presently being provided by Frontier Airlines. Frontier feels that more time should be given to prove the passenger boardings at Wolf Point, Sidney, Miles City, Gunnison and Montrose/Delta, but that Greybull, Monte Vista and Clifton/Morenci can be conveniently served at nearby Frontier points.

## U. S. and Canada Approve Regina-North Dakota Route

During the past four years, Frontier Airlines has met with representatives of Regina, Saskatchewan, Canada, to establish a Frontier route from Williston, North Dakota, and the provincial capital of Saskatchewan. Although there was a community of interest between Regina, which is the center for oil activities in the Canadian portion of the Williston Basin Oil Development, and the oil field supply centers of Williston, Billings, Casper and Denver, these past meetings ran into the problem of expediting a border-crossing route with the State Departments of both countries.

On March 12 and 13, the Civil Aeronautics Board and the Air Transport Board of the Canadian Department of Transport met in Ottawa, Canada to discuss modifications of the Bi-Lateral Air Agreement between these two countries. At this meeting, the delegations of both Canada and the United States agreed to improved air service from Canada into the United States and from the United States into certain Canadian cities. One of these pairs of cities under discussion was Minot, North Dakota, and Regina, Saskatchewan.

On April 7, Frontier's President, Lewis B. Maytag, Jr., along with John Clark Coe, Frontier's Director of Economic Controls, met with civic officials in Regina to discuss Frontier's application for a route from Williston to Regina. Representing the Billings Chamber of Commerce was William L. Thompson, who has long championed Frontier's proposed route to connect the two countries.

"Since Frontier already serves Williston, the closest town to Saskatchewan, it would

*(Continued on Page 4)*



Looking over Frontier's annual report for 1958 are (left to right) John A. Love, Lewis B. Maytag, Jr., E. B. Stocum, Preston Walker and Lowell Linville, the gentlemen who comprise Frontier's Board of Directors.

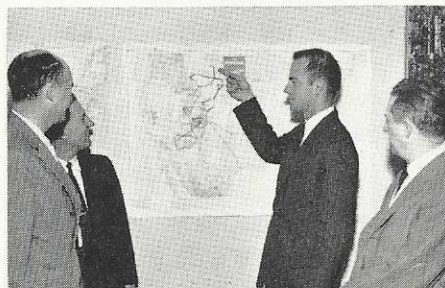
## Annual Stockholders Meeting Held

Frontier's annual stockholders' meeting was held at the Cosmopolitan hotel in Denver on April 14. Seventy-nine per cent of the airline's stock was represented at the meeting, either in person or by proxy.

During the meeting, L. Preston Blatter, Frontier's Vice President of Treasury, recapped Frontier Airlines' financial condition. Blatter emphasized that because Frontier has been on a temporary mail rate since 1957, there has been a lag of a year or more in the Civil Aeronautics Board's evaluation of the airline's break-even needs. This has been one of the factors in the \$69,431 loss during 1958. The CAB has been recently petitioned by Frontier for additional mail rate increases to cover our break-even needs. Over \$2½ million will be Frontier's investment in Convair 340 equipment, spare parts and necessary ground equipment and training of personnel. It is hoped that this expenditure can be adequately covered through a guaranteed loan and debenture notes.

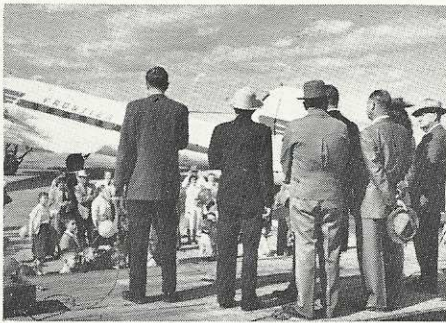
Lewis B. Maytag, Jr., Frontier's President and Chairman of the Board, reviewed the airline's route case growth in the Seven States Area, which added over 70 per cent to the route miles of the airline. Additional mileage will also be added as a result of the Montana Case and it is expected that the recommendations of the CAB in the Kansas-Oklahoma Case will expand the airline to an even greater degree. Maytag emphasized that the integration of Convair 340's over certain high-density routes of the airline will assist materially in adding to needed passenger revenues. He expressed a hope that the Convair operations, backed by an aggressive selling

*(Continued on Page 4)*



Meeting in Regina, Canada are (left to right) Julian Audette, chairman of the chamber of commerce Aviation Committee; Bill Thompson, Billings chamber of commerce; L. B. Maytag, Jr.; and M. I. "Mac" Chase, chairman of the Regina Municipal Air Board.

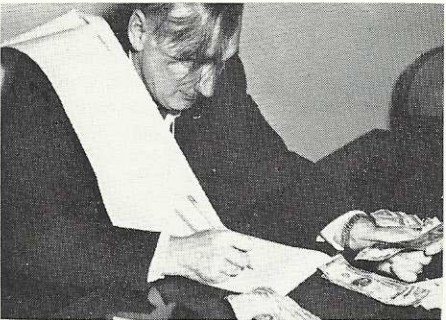
# NEW AIRLINK FROM



Jim Anderson, chairman of the Rapid City Aviation Committee, (left) and Mayor Fred Dusek, along with other city and Frontier representatives, addressed the throngs of citizens who gathered in front of a Frontier DC-3 during the warm sunny March 28.



Mayor William Walter of Scottsbluff makes an emphatic point as he greets the beginning of Frontier's service into his community. Members of the chamber of commerce and Frontier Airlines officials also participated in the airport ceremonies on March 29.



Earl Passwater, Frontier's district sales manager in Denver, appears to be literally "tearing out his hair" as he attempts to solve the financial problems involved in taking 1,620 passengers on sight-seeing flights.



Heralding the two daily round trip flights which will now be serving Dickinson on Frontier's new north-south route, the members of the Dickinson high school band filled the air with happy sounds during the afternoon of air fair activities in this North Dakota city.

"Sunliners" of Frontier Airlines are now flying the 774 miles between Colorado's "Mile High City"—Denver — and North Dakota's "Magic City"—Minot.

On April 1, five new cities were added to Frontier's system. There are now 62 cities on the 5,454-mile route wending through ten states served by Frontier in the "Growing West."

Frontier Airlines' twice-daily round trip commuter schedules replaced the one daily round trip operations flown by Western Air Lines between Denver and Rapid City, with service to the intermediate cities of Cheyenne, Scottsbluff, Alliance, Chadron and Hot Springs. Also on April 1, new north-south service was established for the first time between Bismarck and Rapid City, with twice daily intermediate service to Dickinson, North Dakota. Between Bismarck and Minot, one of Frontier's round trips connect Minot with the rest of the cities served on the new north-south route. This Bismarck-Minot segment is also a part of Frontier's route between Billings and Bismarck, with new service between Williston and Bismarck via Minot.

## First One-Plane Service

All of the ten cities on the Denver-Minot route had been previously served by Frontier, Western or Braniff airlines. This new north-south operation is the third new route to be added to Frontier's system as a result of the Seven States Case decision. It makes possible for the first time direct one-plane service between cities in North Dakota and communities in South Dakota, Nebraska, Wyoming and Colorado. This twice-daily commuter-type scheduling of flights should result in a buildup of air travel usage by the cities along the route.

## Pre-Inaugural Ceremonies

During the pre-inaugural ceremonies, held in all of the ten cities along the route, air fairs were conducted at airports in six of the communities. Seventy-one sight-seeing flights flown during these air fairs carried 1,620 passengers. Air fairs were held at Minot, Bismarck, Dickinson, Rapid City, Hot Springs and Scottsbluff during the period of March 21 through March 30.

Heavy snows at Alliance, Nebraska cancelled plans for an air fair. To fill the day planned in Alliance, Frontier Airlines Stewardesses and representatives of Frontier's Sales Department made calls at all stores and offices in the downtown business district.

At Chadron, Cheyenne and Denver, during dinner meetings attended by state, city and chamber of commerce officials, plus representatives of Frontier Airlines, plans were outlined for the new services which were inaugurated on April 1.



Babies and balloons go lene Mullen gives this y choice of colors.



Television panel shows and Dickinson. Here, C ager Lyle Swigart at l representatives, Harvey of Operations; District S Billings; Donna Mans, D at Salt Lake City, and over KXMC-TV in Minot.



South Dakota's ex-governor received Frontier Airlines Award" for his contribut of Spearfish, South Dako his 40,000 hours flown career. Presentations too



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Babies and balloons go together. Stewardess Charlene Mullen gives this young aviation enthusiast his choice of colors.



Television panel shows were highlights at Minot and Dickinson. Here, Chamber of Commerce Manager Lyle Swigart at Minot interviews Frontier's representatives, Harvey P. Barnard, Vice President of Operations; District Sales Manager Mel Brandt of Billings; Donna Mans, Division Stewardess-in-Charge at Salt Lake City, and Captain George Veldboon, over KXMC-TV in Minot.



South Dakota's ex-governor, Joe Foss (right), received Frontier Airlines' "Distinguished Citizen's Award" for his contributions to aviation. Clyde Ice of Spearfish, South Dakota, was also recognized for his 40,000 hours flown during his lengthy pilot career. Presentations took place in Rapid City.



The last of Western Air Lines' flights leaves Chadron, as Frontier's DC-3s take over the former Western route between Denver and Rapid City.

merce Aviation Committee distributed bunches of bananas along the route as a memento from the "Banana Belt Capital" of South Dakota.

### Scenic Tours

One of the featured highlights of the time spent in both Hot Springs and Rapid City, South Dakota was the opportunity for Frontier personnel to become better acquainted with the vacation attractions of the Black Hills. On a tour of Hot Springs, a visit was made to Wind Cave National Park, which is one of America's seven major cave attractions. In the area near Wind Cave, hundreds of wild buffalo roamed the ranges of Custer State Park. To the west of Rapid City, the Frontier group became familiar with one of the wonders of the world—impressive Mount Rushmore National Memorial, which is "America's Shrine of Democracy," featuring the stone-blasted images of George Washington, Thomas Jefferson, Theodore Roosevelt and Abraham Lincoln. Another less scenic but extremely interesting tour took Frontierites to Ellsworth Strategic Air Command Base for a look at the Boeing B-52 bombers.

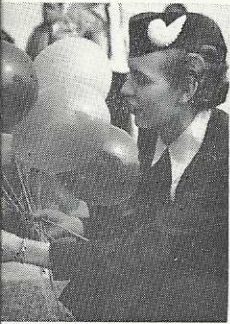
### "Get-Acquainted" Flights

On April 1, with the inauguration of service, representatives from Denver, Cheyenne, Scottsbluff, Alliance and Chadron flew into Rapid City on the first flight. Luncheon and dinner meetings introduced them to the town's "city fathers." The group also visited Mount Rushmore and Dinosaur Park. On a turn-about flight, a civic group from Rapid City and Hot Springs flew to Denver for a luncheon with the "Denvoys" of the Denver Chamber of Commerce and an exciting tour of the Martin Missile Plant, which produces the "Mighty Titan" ICBM missile.

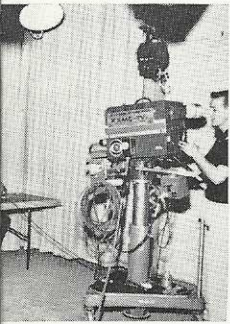
### Another Inauguration

No carefully planned pre-inaugural program would be complete without at least one unusual happening. Tom Makurat, Frontier's Director of Sales, was one of the main planners of the Denver-Minot pre-inaugural events. He did not plan, however, on an inauguration of his own! At 1:45 p.m. on March 28, Tom received word that his wife, Lee, had given birth to their second child in Denver 15 minutes earlier. Without giving the Denver-Minot route a second thought, Tom leaped on the next plane back to Denver. All's well that ends well, though. Frontier's DC-3s are now flying smoothly over their new route, and the Makurats have officially welcomed Michael David into their clan.

# DENVER TO MINOT



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At Minot and Dickinson, North Dakota, a panel of Frontier Airlines representatives highlighted Frontier's plans for service over the local television stations—KXMC-TV in Minot and KDIX-TV at Dickinson.

Representatives of Rapid City's Chamber of Commerce Aviation Committee distributed bunches of bananas along the route as a memento from the "Banana Belt Capital" of South Dakota.

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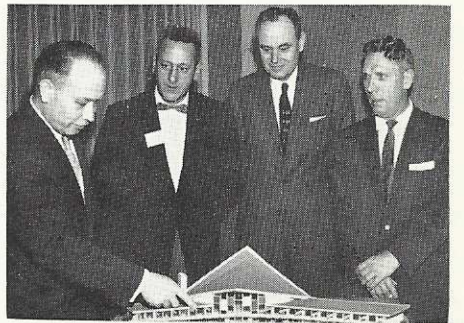
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Stewardess Donna Mans decorates the loud lapel of "Pepe the Clown," alias Leonard Glarum of Alliance as Tom Morris, district sales manager in Albuquerque, gazes in wonderment at the apparition.



To prove South Dakota's acceptance of Frontier, one of the airline's DC-3s is officially branded during ceremonies at Rapid City. The delicate operation is performed by Sandra Matz, rodeo queen from Sturgis, South Dakota, assisted by Sales Representative Don Frazee of Rapid City.



Cheyenne's Mayor Worth Story discusses one of the many attractive features of Cheyenne's proposed terminal building. John Lindsay of Frontier, along with Henry Kimball, airport engineer for FAA, and George Nelson, Wyoming's director of aeronautics, gaze appreciatively at a scale model of the \$300,000 project.



Masses of interested people, many of them "first riders" in any aircraft, boarded 71 sightseeing flights at air fairs held at Minot, Bismarck, Dickinson, Rapid City, Hot Springs and Scottsbluff during the pre-inaugural ceremonies.

# Frontier Stewardess is "Miss Arizona"



Arizona's representative in the 1959 "Miss Universe" contest, to be held during the latter part of June in Long Beach, California, is a beautiful Frontier Airlines stewardess—Patricia Fackenthall.

Pat captured the coveted "Miss Arizona" title during the regional "Miss Universe" contest held at the Safari hotel in Phoenix on April 5. As "Miss IMP," sponsored by the International Motor Plaza, foreign car distributor in Phoenix, Pat successfully competed with 19 other Arizona hopefuls.

Pat's victory is no surprise to those at Frontier who have been fortunate enough to make her acquaintance. Besides her obvious assets—tall, willowy figure; shining blond hair; long-lashed blue eyes; freshly-scrubbed complexion—Pat has a charming, friendly personality as unpretentious as apple pie. Since beginning her Frontier stewardess career, in March of 1958, she has received outstanding plaudits for her capabilities in serving the airline's passengers. A United Air Lines stewardess instructor, after flying Frontier, wrote that Pat's "nice personality is excelled only by her excellent service." In another congratulatory note written to Frontier, a lieutenant colonel in the Air Force claimed that, as a stewardess, Pat "adds dignity and inspires confidence in your company."

How does an attractive miss become a spoke in a worldwide beauty wheel? Well, in this particular case, Pat was advised by Frontier Co-Pilot Jed Mackenroth to consult his aunt, who owns a clothing shop in the Safari hotel, about a part-time modeling job. Jed's aunt, being familiar with the "Miss Universe" activities centered at the Safari, recognized Pat's possibilities and recommended that she enter the competition. After obtaining a sponsor, Pat was on her way!

The twenty-year-old miss is a native of Albuquerque, New Mexico and is the daughter

## New District Sales Manager Assignments

During the month of April, three Frontier Airlines district sales managers "exchanged" territories in the Phoenix, Denver and Omaha areas.

Donald Boyle, former district sales manager in Omaha, has been transferred to Phoenix. Boyle will have the Arizona cities of Winslow, Flagstaff, Prescott and Tucson under his jurisdiction in addition to Phoenix. A Frontier employee since June 1953, Boyle began as a station agent in Salt Lake City, his hometown. He became a sales representative in December 1955 in Denver, and was promoted to the position of district sales manager in Bismarck in April 1956. Boyle was transferred to Omaha as district sales manager in August 1958.



Boyle replaces Earl Passwater, formerly district sales manager in the Phoenix area, who will assume his duties in Denver. Passwater's territory will include the Colorado cities of Pueblo and Sterling and the Nebraska cities of North Platte, McCook, Imperial and Sidney. Passwater joined Frontier Airlines in December 1953 as a sales representative



in Denver. In August 1954 he was made sales manager of the Williston Basin Area and later, in April 1956, he transferred to Phoenix.

George Naglich, who had been district sales manager in Denver, will move to Omaha, replacing Don Boyle. In addition to Omaha, Naglich will supervise sales activities in Norfolk, Kearney, Grand Island, Hastings, Lincoln and Beatrice, Nebraska, and St. Joseph and Kansas City, Missouri. Naglich started with Frontier as a station agent in his hometown of Gallup in May 1951. In February 1957, he became a sales representative in Denver, and rapidly advanced to the position of district sales manager in that area by October 1958.



ter of Colonel and Mrs. W. Fackenthall of that city. She attended St. Vincent's Academy and the University of New Mexico, both in Albuquerque. During her schooling period, Pat received debate, dramatic reading, speech, English and history awards, swimming and diving trophies, and she also served as president of her high school senior class.

## Kansas-Oklahoma Brief To Be Filed

Briefs will be filed by Frontier Airlines and all interested parties on May 1 in the Kansas-Oklahoma Case.

In this case, Frontier has proposed a comprehensive route pattern in the area bounded by Denver, Pueblo, Wichita, Kansas City and Omaha, replacing Continental Air Lines' local service in the area and providing new north-south service to eastern Kansas and Nebraska cities.

## ANNUAL STOCKHOLDERS . . .

(Continued from Page 1)

program, would eventually see Frontier becoming a subsidy-free airline.

Maytag explained that the reason Frontier settled on Convair 340's instead of other available twin-engine aircraft was the fact that the Convair 340 is a time-tested aircraft, with ten years' operating experience of other airlines being available to Frontier in gauging the worth of the equipment. The Convair 340's also had a better performance record over many of Frontier's high-altitude routes, and its basic per mile costs and initial purchase costs would make this aircraft the most economical to meet Frontier's needs.

Frontier's Board of Directors, which was elected at this annual meeting, consists of: Lewis B. Maytag, Chairman; John A. Love, attorney from Colorado Springs, Secretary; E. B. "Ted" Slocum, Vice President of the Central Bank and Trust Company in Denver; Lowell Linville, Denver attorney; Preston Walker, publisher of the *Grand Junction Sentinel*.

## U. S. AND CANADA APPROVE . . .

(Continued from Page 1)

seem that this is the natural point to penetrate north of the border," stated Maytag. "Such a service would give travelers a chance to get into Regina and the rest of Saskatchewan from all parts of the United States."

It is expected that the agreements between federal agencies of both the Canadian and United States governments will be put into effect at an early date.

Frontier Airlines also has an application for a Minot to Regina route, as does North Central Airlines, which also serves that North Dakota city.

## Sunliner News

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