



Sunliner News

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RADAR CONVAIRS NOW FLYING



Tasty snack trays are the highlight of "Frontiersman Service" featured on all Radar Convair flights. Stewardess Sandra Smith gives Henry Katzenberger, Braniff district sales manager in Omaha, his choice of sandwiches and cheese wedges.

New Radar Convair equipment—offering new "Frontiersman Service," flying a new route across central Nebraska, featuring new aircraft insignia, and scheduling new faster air service to 16 cities in five states—was made available to the traveling public on July 1.

Negotiations with United Air Lines resulted in the purchase of five CV-340 Convairs at the cost of approximately \$40,000 apiece. Adding to the pleasure of cruising at 275 miles an hour are the air-conditioned, pressurized cabins in which air passengers can relax while reclining in the spacious lounge-type seats.

For the past 13 years, the time-tested DC-3 has been the wings of Frontier's fleet over the Rocky Mountain West. With the expansion of Frontier's routes into the Mid West, and with an increased passenger demand for faster air travel, Frontier's management decided that the twin-engine Convair would be the best equipment to serve the airline's high-altitude operations and the long-stage lengths of its expanding routes.

Introduced on board all Radar Convair flights is the new "Frontiersman Service." After years of being nicknamed a "feeder airline" (because of the local service type of operation) without actually feeding anyone, Frontier now provides a tempting variety of sandwiches, crackers and cheese, fresh fruits and nuts, cookies and cakes to add



A striking insignia on Frontier Airlines' new Radar Convairs has been introduced to the traveling public. Sixteen cities along Frontier's routes are today enjoying the pleasure and comfort of travel on the 275-mile-per-hour aircraft.

to the air of hospitality on board these flights. Also, during the month of July, all Frontier passengers receive a souvenir of their flight in the form of Colorado carnations for the ladies and "Frontiersman" ties for the gentlemen decorated with Frontier crescent "brands."

The 44-passenger Radar Convair will also accommodate over 5,000 pounds of air cargo in its pits. Because of the isolated area served by Frontier, the movement of air cargo continues to be a vital service to the Rocky Mountain West and a major part of Frontier's total business.

Radar is one of the most important pieces of equipment in Frontier's Convair fleet. Its "electrical eye" can see 200 miles ahead of the flight to guide the flight crews over the smoothest routes during turbulent weather.

Sixteen cities along four of Frontier's routes are today receiving this new radar-equipped Convair service. Two daily round trips are scheduled between Albuquerque and Salt Lake City with intermediate service to Farmington, Cortez and Grand Junction. Another Radar Convair links Denver with Omaha with one daily round trip through the central Nebraska cities of Lincoln, Grand Island, North Platte and Scottsbluff. The eastern and western areas of Colorado feature two round trips between Denver and Grand Junction—one flight a non-stop and the second round trip also serving the Western Slope cities of Montrose and Gunnison. A brand new service between Tucson and Denver offers the first one-carrier one-aircraft operation between the "Sunny South West" and "Cool Colorful Colorado." This daily round trip also serves Phoenix, Farmington and Durango.



New air service to Jackson, Wyoming receives a royal welcome! Little Willma Elmore presents the key to the city to Wyoming's Secretary of State Jack Gage, while Frontier Stewardess Anita Walker of Billings proudly displays the beautiful bouquet of red roses which was presented to her.

Jackson Hole Vacationland Receives Frontier 'Sunliners'

June 15 was a "red-letter day" for Jackson, Wyoming and Idaho Falls, Idaho as well as Frontier Airlines. That day marked the beginning of new scheduled air service by Frontier and makes possible vacation travel into the "Switzerland of America," an apt description for the scenic attractions of the Jackson Hole country of Wyoming.

Immediate usage has been made of this new service into Jackson. The beginning of Frontier's flights coincided with the opening of the dude ranches in Jackson Hole and the summer season of the elaborate Jackson Lake Lodge and Jenny Lake Lodge. Besides the scenic grandeur of the Teton range, which forms the western boundary of Grand Teton National Park and the south border between Wyoming and Idaho, the area also offers some of the finest trout fishing in Jackson Lake and the productive waters of the Snake River. It is an

easy jump from the Jackson Hole country into Yellowstone National Park through the southern gateway along the Snake River.

Extensive use of the scheduled air service should bring hunters into the valley during the fall elk and bear seasons. During the winter months, skiing right at the edge of the town of Jackson and horse-drawn cutter races will attract additional sport enthusiasts. Jackson Hole is fast becoming a winter sports center. Skiers will find a bunny-tow for the beginner of all ages, a rope tow and the chair lift to help them enjoy this sport. ISA certified ski instructors are available for group or individual instruction daily, as well as guided ski tours throughout Jackson Hole which offers the finest ski touring in the West. Skating on an outdoor rink at the foot of Snow King Mountain, fishing through the ice and snowplaning round out a fine winter vacation.

The pre-inaugural flight on June 14 brought in Frontier officials, headed up by L. Preston Blatter, Frontier's Vice President of Finance and Controls, Wyoming state officials, led by Secretary of State Jack Gage, and news media representatives from Denver, Cheyenne, Casper, Billings and Salt Lake City.

To assure a full schedule of air service to Jackson through the summer months, the CAB granted Frontier Airlines an exemption to its certificate to begin operations on June 15. Air service to Jackson and to Idaho Falls was included in the *Montana Service Case*, in which the initial hearings had been conducted in Great Falls over two years ago. Two weeks following the Jackson-Idaho Falls inauguration of this new service, the CAB came through with its final decision in the *Montana Service Case* on July 2. This decision assured Jackson of permanent air service and it is expected that Frontier will offer year-around service over this route between Denver and Idaho Falls.

During the summer months Frontier Airlines is scheduling one daily round trip between Denver and Idaho Falls. This will also serve the Wyoming cities of Cheyenne, Laramie, Rawlins, Casper and Riverton. At Riverton connections can be made south into Salt Lake City and north to Billings on both the going and return portions of a vacation flight into western Wyoming. For West Coast visitors to the Jackson Hole country, a shuttle flight schedule connects at Idaho Falls with daily flights operated by Western Air Lines and West Coast Airlines.

With the addition of Frontier Airlines' service to Idaho Falls, this city became the first in the state of Idaho to be served by three scheduled airlines. Idaho Falls is the active trade center for the agriculturally rich eastern section of Idaho and receives additional business stimulation from the nuclear energy projects being conducted at the nearby Arco plant.

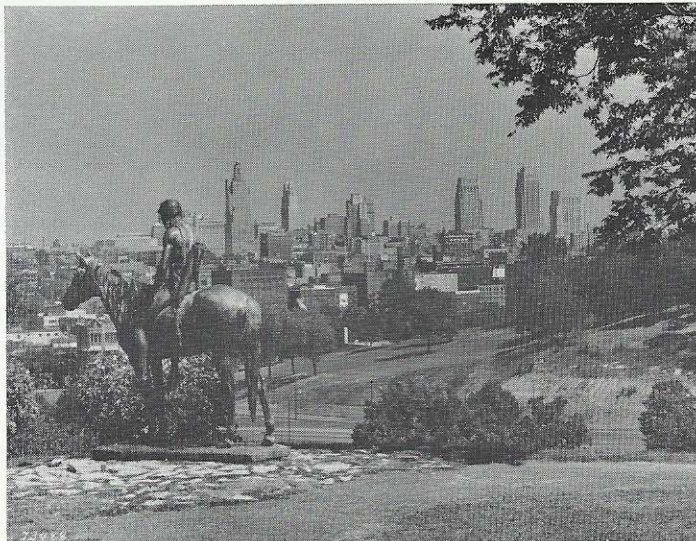


"Sunliners" of Frontier Airlines now connect Jackson, Wyoming with the rest of the U. S. Passengers from all parts of the country can fly Frontier into this scenic vacationland from either the east or the west.



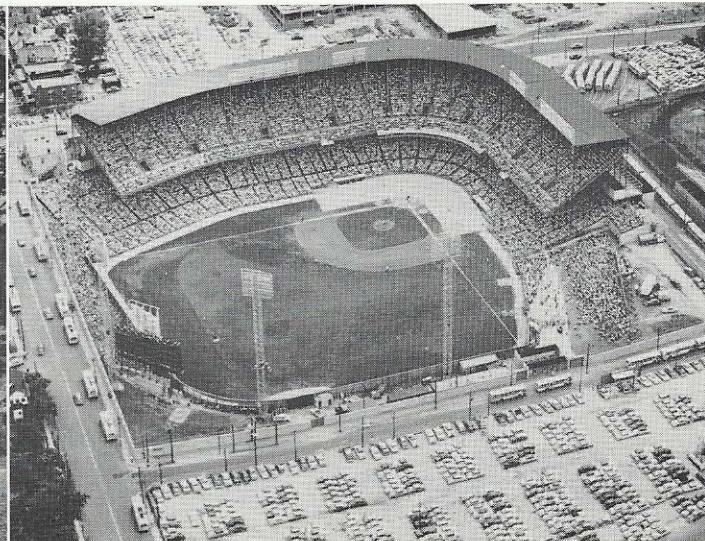
Idaho Falls is the first Idaho city to have three scheduled airlines serving its airport. Mel Brandt (center) hits the highlights of Frontier's "Sunliner" service to a receptive audience made up of (left to right) Lyle Elwood, district sales manager for West Coast; Stewardess Judy Hayes of West Coast; Frontier Stewardess Jeanette Crumpler, and Western Air Lines Sales Manager Ralph Cole.

PROFILE: KANSAS CITY



The Scout, Cyrus Edwin Dallin's statue of the Indian scout, is in Penn Valley Park overlooking downtown Kansas City.

PHOTO COURTESY KANSAS CITY CHAMBER OF COMMERCE



This is the large, newly modernized baseball property where the Kansas City Athletics perform before their hometown "rooters."

PHOTO COURTESY KANSAS CITY CHAMBER OF COMMERCE

Kansas City, the colorful midwestern center of industry, night-life, fashion, culture and sports, is the largest city to be served by Frontier Airlines, with a total population of nearly 1,500,000.

Sprawled on the Missouri river front in the Heart of the Nation, the city combines beauty with vital factories, giant oil refineries, busy transportation centers, skyscrapers, grain elevators, and stockyards from which come the famous cornfed "Kansas City steaks."

Kansas City's municipal airport is only a five-minute ride from downtown. Trans World Airlines' home office is located in Kansas City, which is also served by Braniff, Central, Continental, Delta, Ozark and United. Frontier was awarded service to this bustling city in the Seven States Case, and has flown three daily round trips there from Lincoln since March 1. Barry Klingsmith, Frontier's sales representative in Kansas City, reports that the service has been extremely well-received by commuting businessmen from Frontier-served cities throughout Nebraska. In fact, since the service was inaugurated, the Lincoln-Kansas City route has ranked consistently among the five top route segments on Frontier's system.

Kansas City, in the span of a few short years, has changed from a farming and distributing area to a city which employs approximately 113,500 factory workers. It ranks second only to Detroit as an automobile assembly point, and first in the distribution of farm equipment and the manufacture of automatic vending machines. Kansas City is also a booming railroad center.

But Kansas City isn't all work-a-day minded. Over the years, it has established itself as an American jazz center. The "Twelfth Street Rag," inspired by the gaily lighted street which features many spots where jazz music is played, captures the tempo of Kansas City at play. The city also boasts three legitimate theatres for year-around entertainment and the beautiful Starlight Theatre in Swope Park, which offers music in a breath-taking outdoor setting during the summer season.

Every seventh woman in the United States wears Kansas City fashions. In the woman's ready-to-wear field, Kansas City ranks sixth in the nation, producing mostly coats and suits, dresses and sportswear. Famous "Petticoat Lane," in downtown Kansas City, is lined with many exclusive shops for the smartly-dressed woman.

William Rockhill Nelson Gallery of Art and Mary Atkins Museum of Fine Arts are nationally recognized, highly lauded institutions. And the Kansas City Art Institute is famous internationally for its fine art instruction. Classical music lovers can rely on the fine performances of the Phil-

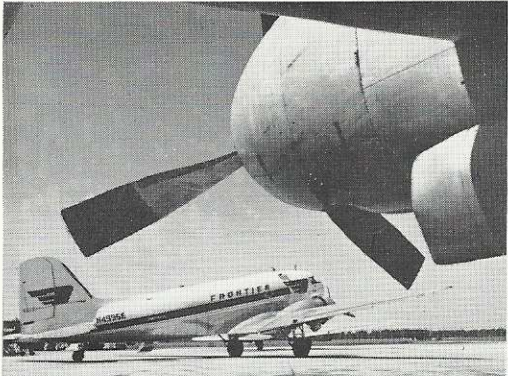
harmonic orchestra and the municipal orchestra, which performs throughout the summer. Architecturally, the beautiful Spanish type motif of the Country Club Plaza shopping district is cited by city planners the world over.

The Kansas City Athletics comprise the farthest west major league baseball team. Spirited fans can watch the A's in action in the newly enlarged and modernized baseball park. With many lakes in the area, there is also great enthusiasm for water sports. Many of these lakes are only a short drive from the city; and the famous lakes of the Ozarks, a day's drive away, form one of the finest recreational areas of the nation.

Citizens of Kansas City have proudly adopted a song from the musical "Oklahoma!" which claims "Everything's Up to Date in Kansas City." And, from all appearances, Rodgers and Hammerstein hit the nail on the head!



Gathering for a chat at Kansas City's municipal airport are (left to right) Frontier Sales Representative Barry Klingsmith, American Aviation Publications Publisher Wayne Parrish, Co-Pilot Ed Morgigno, Captain "Fech" Fechner and Frontier Station Manager in Kansas City Lloyd Redmer. Parrish flew on a Frontier "Sunliner" from Lincoln to Kansas City as part of his project to fly over all of Frontier's newly-inaugurated routes.



Square-bladed props on Frontier's new Radar Convairs mark the transition of aircraft in Frontier's fleet. Twenty-five DC-3s still serve the vast majority of cities on Frontier's system.



Frontier's Executive Vice President G. Ray Woody records his views on what Radar Convair service will mean to the traveling public of the West. Frank Toomey, of KIUP in Durango, conducts the interview.



High in the sky over central Nebraska, Stewardess Lina Schow provides a variety of beverages for the guests of Frontier on board introduction flights of the new Radar Convair.

SIXTEEN CITIES CELEBRATE

"It should be an excellent operation!" . . . "Frontiersman Service' is tops in eye and taste appeal!" . . . "Flight schedules are readily usable in my future travel plans!" . . . "That new paint job is a real beauty!"

These and a hundred other favorable comments greeted the first public showing of Frontier's Radar Convair equipment in pre-inaugural programs. At 16 cities, Frontier Airlines officials played host to local vip's, the city government, chambers of commerce, news media, business firms, travel agencies, and connecting airlines. At each of these 16 cities, one or two full planeloads of enthusiastic guests took an hour-long flight over their city and the surrounding countryside. In flight, they had a sample of the new "Frontiersman Service," a chance to ask questions of Frontier's representatives who circulated throughout the cabin, and an opportunity to go "up front" to view the radar in operation. Everyone indicated that Frontier Airlines was taking a giant step forward in introducing Radar Convair equipment over many of its routes.

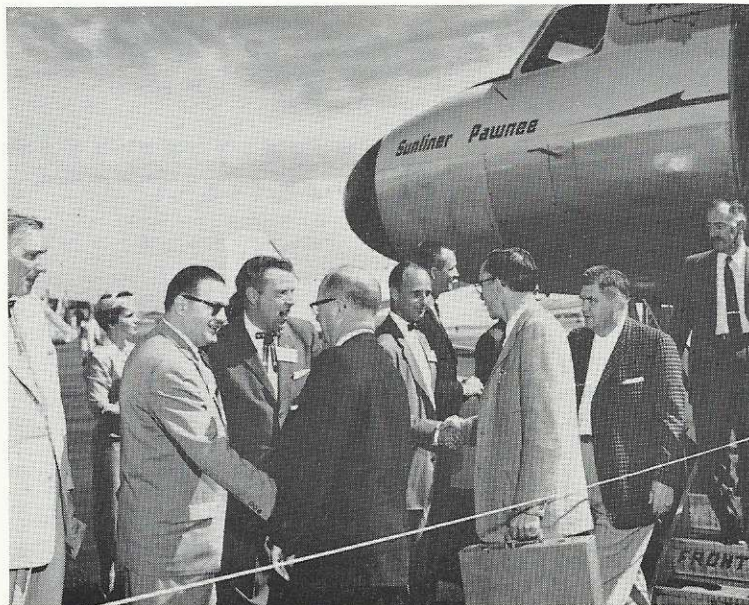
In Arizona, Secretary of State Wes Bolin and the Director of Arizona's Aviation Authority James Vercellino were particularly enthusiastic about the expanding use which could be made of Frontier's new service. Colorado's Lieutenant Governor William Knous

had a good chance to sample Radar Convair operations across the Continental Divide on a trip from Denver to Grand Junction. Pressurized cabins during these high altitude flights added much to the enjoyment of air travel, Knous stated. During the guest flight over Lincoln, Nebraska's Director of Aeronautics Jack Obbink expressed personal approval in the central Nebraska service which received radar equipped flights. Down in the Four Corners area, Tom Bolack, who acted as spokesman for the natural gas, oil and uranium interests of the area, said that Frontier's four-way Radar Convair service gives the cities in the Four Corners country the finest transportation in their entire history.

In addition to the pre-inaugural flights for the vip's in 16 cities, there were more representatives of these communities who traveled into Denver and into Salt Lake City when the first actual operations began on July 1. All of them spoke with enthusiastic superlatives when they met with representatives from Frontier and chamber of commerce representatives who played host on the inauguration of Radar Convair service.

Highly successful air fairs were carried out at Farmington, Grand Junction, Grand Island and North Platte as part of the celebration heralding Frontier's new Convair service.

At Farmington, New Mexico, a tremendously impressive display of military aircraft, both in the air and on the ground, attracted thousands of men, women and children. The very latest in jet fighters from the U. S. Navy, U. S. Air Force and the New Mexico Air



Denver's chamber of commerce president, John C. Davis III, and chamber manager, Calvin Snyder, greeted the first passengers deplaning in Denver on the flight from Colorado's Western Slope.



Grand Island, Nebraska's welcoming to Frontier was highlighted by the presentation of the key to the city by Mayor Frank Ryder to Harvey P. Barnard, Frontier's Vice President of Operations. Stewardess Jill Cassidy, Lina Schow and Barbara Bostick added their charms to the ceremony.



Comments were all favorable when Frontier's President Lewis B. Maytag, Jr., checked with Preston Walker of the GRAND JUNCTION SENTINEL and Dr. Charles Lumley during the pre-inaugural flight into Grand Junction.

Nebraska's Assistant Attorney General Rush Clarke of North Platte sums up his impressions of the "Frontiersman Service" in flight to Vern Carlson, traffic and sales coordinator for Frontier.

First one-carrier air service between Tucson and Denver prepares for take-off from Tucson's municipal airport. Just four hours by air links Tucson with Denver.

RADAR CONVAIR SERVICE

National Guard tore through the air over Farmington as their afterburners blasted into a roar. A mighty B-52 trailed black exhaust streamers as it majestically zoomed over Farmington's terminal building, inspiring the crowds that gathered below. Numerous parachute jumps added color and thrills to the afternoon. Frontier's contribution to the successful air fair at Farmington was flying 11 sightseeing flights carrying 471 passengers.

At Grand Junction, climaxing a week-long jubilee, an excellent aerial program combined with an interesting static display of aircraft and equipment attracted thousands to Walker Field. Passengers numbering 439 climbed aboard Frontier's Radar Convair "Navajo" on the ten flights which were conducted over the Grand Valley. Colorado's celebrated Pink Poodle Posse, comprised of twenty attractive girls and their pink-hued poodles, helped make the day rosy. The posse and their poodles did all their traveling between Denver and Grand Junction via Radar Convair, of course.

With the introduction of Frontier's service to Grand Island, four sightseeing flights carried 181 passengers, who took a three-dimensional look at their home and the surrounding countryside. After the day of air fair activities, "tragedy" struck in the form of giant hail stones which completely clobbered the Grand Island airport. Frontier's new Radar Convair "Navajo" suffered \$100,000 worth of damage. The entire fuselage, wing area and control surfaces were beaten and bent as a result of ten minutes of fury from the skies. Before the "Navajo" can again fly scheduled operations approxi-

mately half of the aircraft will have to be reskinned by a Van Nuys, California, firm. Target date for including the "Navajo" into scheduled operations is September 1.

Following the destructive visit to Grand Island, the decision was made by Frontier's top management to ferry a second Radar Convair, the "Sioux," from Denver to Grand Island to pick up Frontier personnel and enable them to carry out plans for an air fair in North Platte the following day. Beautiful sunny skies assured a record-breaking turnout at the North Platte Lee Bird Field. Frontier conducted ten sight-seeing flights which carried 414 of the folks from North Platte. A well-planned program of speeches, jet fly-over, talented dancing and musical reviews, and a KC-97 static display rounded out the day. To top all this, there was an enthusiastic acceptance of the proposed Frontier plans to serve central Nebraska, and North Platte in particular.

This extensive program of pre-inaugural promotions, air fairs, intensive advertising and sales contact work climaxed with the inauguration of Radar Convair "Frontiersman Service" on July 1 proved to be a successful introduction of Frontier Airlines' new equipment and service.



Another Frontier "first," Colorado's famed "Pink Poodle Posse" complete with real pink poodles flew Frontier's Radar Convair to Grand Junction for air fair ceremonies.



Everyone turned out to see the first Radar Convair fly through their city. At Farmington, colorfully garbed Navajos appreciated the naming of the first Convair flight to the Four Corners area after their tribe.



ALLEY OOP! Stewardess Joyce Darby of Omaha hoists herself into the air for a correct landing in evacuating from the service exit of Frontier's Radar Convair.

"COME ON GIRLS — JUMP AND SIT"

Under the patient supervision of Jerry Fox, Frontier's Supervisor of Station Training, and Chief Stewardess Donna Mans, all stewardesses based in Denver, Omaha, Phoenix and Salt Lake City have been given training in emergency evacuations from Frontier's Radar Convairs.

In deplaning from the rear service entrance, the directions couldn't be more simple. Jerry merely instructs the girls to "jump and sit," enabling them to land, posterior first, into a rubberized chute held at the bottom by an eager masculine "catching crew." And so, with these instructions firmly in mind, each stalwart stewardess poses prettily at the entrance, receives a friendly nudge from Chief Stewardess Donna Mans, and gracefully leaps into the air with flailing arms and legs and facial expressions ranging from solid glee to grim determination.

Evacuating from the cabin windows and sliding off the trailing edge of the wing is as easily done as zooming down a playground slide. The fetching females' only worry is how to keep their knees from showing when climbing out of the window in uniform. Observing males, of course, are entertaining an opposite train of thought.



WHEEEEE! Sliding from the wing of Frontier's Radar Convair brings excited giggles from Omaha Stewardesses Carol Burns and Beverly Guess.

FIRST AIR SERVICE TO MOAB AND NEWCASTLE



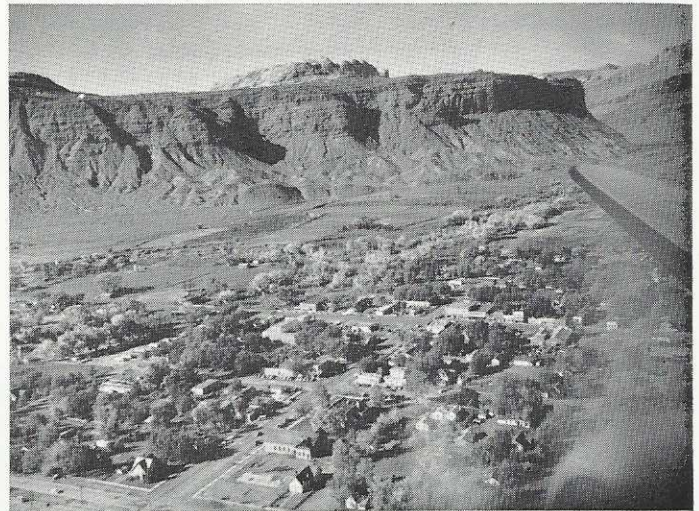
Oil has played an important part in the development of Newcastle, Wyoming. The Sioux Oil Company west of town is an easily identifiable landmark when seen from the air.

July 1 was also a day of excitement for both Newcastle, Wyoming and Moab, Utah, which received their first scheduled air service on that date.

Newcastle, Wyoming is on a new route operated between Casper and Rapid City. Newcastle was assured of Frontier's service as a result of the Seven States Case decision. Moab, Utah, which is being served once a day as a terminal point via Grand Junction, was awarded to Frontier in the Kanab-Page-Glen Canyon Area Investigation.

In recent years, Newcastle has been the center of an intensified program of search for and development of the "liquid black gold," which was to be found in the sedimentary rock of northeastern Wyoming. The Sioux Oil Company is a sizeable refinery in Newcastle and other oil products are processed in Casper. The population of approximately 5,000 is primarily engaged in the production of oil or in the supplying of drilling needs.

In addition, Newcastle is a major auction center for cattle and sheep sales and a buying station for wool. For tourists to Newcastle, the city is known as the southern gateway to the Black Hills



Red sandstone bluffs shelter the thriving uranium center of Moab, Utah. Spectacular scenery, newly discovered potash deposits, and producing oil fields in the adjacent area all contribute to the growth of what was once a sleepy little community.

and is the starting place for travelers who are taking in the scenic attractions of Devils Tower National Monument.

Moab, Utah has become internationally known recently as the center of the fabulous mining and milling activities of the Colorado plateau country. Over \$125 million uranium industry made overnight millionaires of men like Vernon Pick and Charles Steen.

Besides being a good place to make money, Moab has also been regarded as a major tourist center serving nearby Arches National Monument and the scenic Dead Horse Point overlooking the sheer-sided walls of the colorful Colorado River. Five major movie companies have filmed this scenic country, using especially the La Sal mountain area, as the backdrop for their story locations. Recently, extensive potash deposits have been discovered which are expected to develop into a \$100 million production in the near future.

Just a few years ago, Moab was a quiet rural community of 1,200. Few of its citizens thought of traveling elsewhere. Since the industrialization of its natural resources, Moab has become nationally recognized and there is a real need for their air service which Frontier provides to Grand Junction, Salt Lake City, Denver and Albuquerque.

Frontier Advertisement Wins National Award

A colorful, humorous Frontier Airlines outdoor advertisement won Honorable Mention, which is the equivalent of fourth place, in a recent nationwide judging.

The billboard was designed by Phil Hayward of Rippey, Henderson, Bucknum and Company. Art Magee, of that company, is Frontier's advertising account executive, competently handling this portion of Frontier's sales program.

Each year the Art Directors Club of Chicago in association with Outdoor Advertising, Inc., the national sales organization for all outdoor companies in the United States, holds an annual poster and painted board show. All advertisers and agencies in the country are invited to participate—and most of the big ones do. This showing each year is the one big national outdoor advertising contest in the nation.



Art Magee (left), Frontier's advertising account executive from Rippey, Henderson, Bucknum and Company, proudly displays the award presented to Phil Hayward, also of the advertising agency, at the Annual Exhibition of Outdoor Advertising Art. Hayward's clever billboard depicts a haggard highway traveler peering enviously at an obviously unruffled gentleman who had the good sense to "Fly Frontier."

Frontierites Star on KREX-TV Panel Show

Scenic photography, which can add much to the pleasure of flying Frontier's colorful routes in the Rocky Mountain West, was the subject for a television program over KREX-TV in Grand Junction during the first part of June.

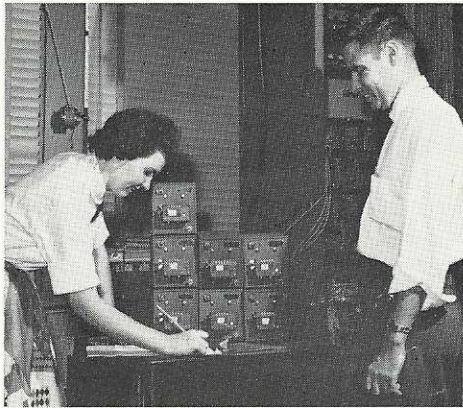
Frontier's Manager of Publicity Ed Gearhardt, assisted by Roy Peterson, owner of Midwest Photo in Grand Junction, the show's sponsor, discusses the tricks involved in getting the best results from camera and film in photographing the high country of the West.

Frontier's new Radar Convair service to Grand Junction and the Western Slope was commented upon by Frontier's crew members (left to right) Co-Pilot Bob Leghorn, Stewardess Sarah Wirkner and Captain Jerry Francis.



This official ribbon cutting formally opened Frontier's new city ticket office in Grand Junction. Preston Walker, publisher of the GRAND JUNCTION SENTINEL and a member of Frontier's board of directors, wields the scissors. Lending moral support are (left to right) Lowell Linville, another Frontier board member; Lewis B. Maytag, Jr., Frontier's president and chairman of the board; Ouita Elliott, senior passenger agent in Grand

Junction, and David Burr, Grand Junction station manager. Frontier's combination city ticket and reservations office presents an appealing modern theme with gray driftwood panelling covering the walls. Elton L. Snoke, Frontier's manager of stations, can proudly take the bows for designing and decorating this beautiful office. The new city ticket office is staffed by six girls.



Taking an hourly check from the seven impulse counters, Nellie Wood gives a recap of her findings to Bill Marquez, administrative assistant to the superintendent of ground facilities.



Feeding tape into the transmitter, Darlene Wiley has her hands full with the numerous messages for Frontier's seven circuits. Relaying tapes to the tape bank, Agnes Lantz takes the tapes to be cut before their transmission.

Official Count Made of Frontier's Teletype Messages

Frontier's operations and reservations systems center around well-run communications. With the expansion of Frontier's system over the past few months, there has been a tremendous increase in the number of messages sent and received over every one of the airline's seven teletype circuits.

To better evaluate peak periods for message transmission, an official count was made of all teletype communications during a two-week period in June. An impulse counter from Mountain States Telephone and Telegraph monitored each circuit. Each hour, a record was made of messages sent and this check was conducted for a 24-hour period for each day between June 1 through June 8 and again between June 22 and June 30.

The result of the impulse counter checks determined that "F" circuit is the busiest of the seven. The line from Denver to Omaha and between Denver and Rapid City carries the largest message load. Circuit "E" between Denver, Grand Junction and Salt Lake City had the highest number of words per hour during the survey when close to 4,000 words per hour were recorded. On all circuits, the heaviest peak periods were between 8:00 a.m. and noon and again from 5:00 p.m. to 8:00 p.m. At the time the survey was made, "G" circuit was the only one which did not have an overloaded period. This circuit runs

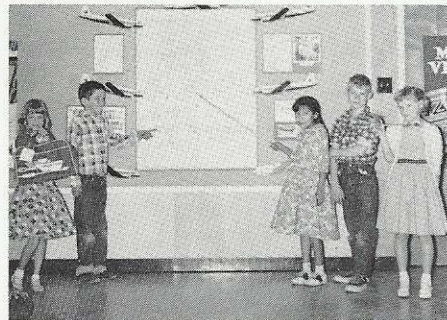
across southern and central Nebraska and the situation probably changed with the inauguration of service on July 1.

Frank Davidson, superintendent of ground facilities, says that American Telephone and Telegraph is continually working with Frontier to better the teletype communications system.

Air Age Education Progresses in Flagstaff

For many years, Mrs. Ramona S. Glade, a teacher in the Kinsey Elementary School in Flagstaff, Arizona, has included an air age education unit for her fourth graders. Mrs. Glade's intense interest in aviation inspired her to develop an air education kit, which is being used by teachers in other schools throughout the West. The kit has also been given favorable attention by the Arizona State College in their student teacher training.

Recently, one of Mrs. Glade's students, ten-year-old Judy Ellen Slayton, won first prize for her essay, "What Frontier Means in Flagstaff, My Hometown." Judy's prize was a trip on a Frontier "Sunliner" for herself and her mother to take in the sights in Phoenix. Judy's essay was part of the ten-week air age study conducted by her teacher, Mrs. Glade.



Studies can be fun when they're kept lively with information on the latest progress in aviation! Four fourth-grade students in Flagstaff's Kinsey Elementary School are well-acquainted with the routes flown by Frontier "Sunliners." Studying Frontier's route map are (left to right) Judy Slayton, Ken Haydis, Cindy Littleman, Roger Stephens and Linda Tuckfield.

How Do You Like The New Masthead?

This is the first issue in which the front-page masthead has been changed. The new design, based upon the crescent-arrow insignia now in use on Frontier's Radar Convairs, was conceived by artists at Rippey, Henderson, Bucknum and Company advertising agency.

On-Time Operations Awards to Be Presented

As part of the new on-time departure program now going into effect, three monthly station awards will be presented—one for originating stations, the second for transfer stations, and the third for on-line stations. These on-time awards will be based upon 100 per cent on-time operations or will be presented to the station attaining the highest percentage of on-time operations within the classification. The award winners will receive a "Frontiersman Station-of-the-Month" plaque.

Frontier Airlines is making an all-out effort to attain the highest percentage of on-time operations in the airline industry. To eliminate delayed departures for whatever cause, Frontier's Traffic Department, headed up by J. Dan Brock, Vice President of Traffic and Sales, is completely revising reservations, counter and ramp procedures to assure the highest degree of passenger service with a prompt operation.

When a passenger is contacted at the time he makes his reservation, he will be given an exact check-in time for claiming his reservation and obtaining his ticket. Failure to be at the ticket counter at least five minutes before the departure of any flight will probably result in the cancellation of the reservation. In no case will a flight return to the ramp to pick-up late-arriving local passengers.

At originating stations, all flights will be called 15 minutes before a scheduled departure. This will give passengers an opportunity to get to the gate position where they will be boarded. At on-line stations, departure announcements of the flight will be made as soon as any deplaning passenger has left the aircraft. For connecting passengers, either on-line or interline, the passenger's seat will be held until the published departure time. Handling of standby or waitlisted passengers will consist of checking them in as they arrive at the counter. Baggage will be identified so that it can be boarded quickly if the passenger is cleared for the flight. Substitution of standby or waitlisted passengers will be made at five minutes before a scheduled departure.



FOREIGN VISITORS FLY FRONTIER. A group of 25 geologists, in the U. S. to attend the Fifth World Petroleum Congress in New York, got a birds-eye view of Wyoming's geologically interesting wide-open spaces by flying Frontier. The group, pictured above on its Worland stop, represented France, Germany, Italy, Belgium, Turkey and Algeria. Gathering at Riverton on May 24, visitors took in Jackson, the Tetons, and Yellowstone Park. Later their charter flight took them on tour of oil-rich Big Horn Basin with stops for visits to outstanding points of geological interest. Party flew east from Billings on May 28 for opening of World Petroleum Congress.

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