

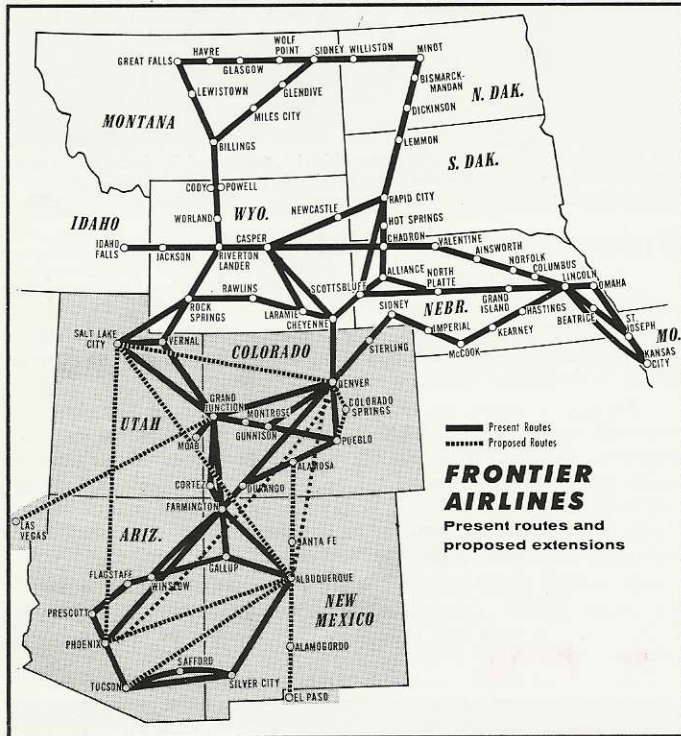


Sunliner News

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Seven new non-stop authorizations between presently served terminal cities on Frontier Airlines' system, an extension of Frontier's route between Denver and Grand Junction to Las Vegas, Nevada, and a new air service between Denver and El Paso, Texas, via intermediate Colorado and New Mexico cities are major considerations in Frontier's applications in the Southwestern Area Local Service Case and in the Southern Rocky Mountain Area Local Service Case.

FRONTIER ENGAGED IN TWO NEW ROUTE CASES

Recently, new Civil Aeronautics Board hearings on two involved local service area route cases in which Frontier Airlines is a participant got underway in Washington, D. C. Now under consideration by the Board are the SOUTHWESTERN AREA LOCAL SERVICE CASE and the SOUTHERN ROCKY MOUNTAIN AREA LOCAL SERVICE CASE.

Frontier has asked to be allowed to operate a new service between Denver and El Paso with intermediate air service to Colorado Springs, Pueblo, Alamosa, Santa Fe, Albuquerque and Alamo. This route would be along the western area limits of the SOUTHWESTERN AREA LOCAL SERVICE CASE. Involved in the hearing is the six-state area of Colorado, New Mexico, Texas, Oklahoma, Arkansas and Louisiana. The pre-hearing conference in the case was held in late February, with Herbert K. Bryan appointed hearing examiner. Next procedural step will be the exchange of exhibits of the airlines and the civic parties of the case in early summer. Hearings of civic parties are scheduled for September 27. Airline presentations will follow shortly thereafter.

A second investigation which would offer great promise for Frontier Airlines to achieve an economically sound pattern of local service is the SOUTHERN ROCKY MOUNTAIN AREA LOCAL SERVICE CASE. This investigation will include the entire southern half of Frontier's system, and will consider the needs for new and additional air service in the Frontier-served states of Arizona, Colorado, New Mexico and Utah, plus the states of Nevada and California.

Frontier has asked to be allowed to provide nonstop service to six pairs of terminal cities, all presently served by the airline. It is Frontier's position that such nonstop authorization between Albuquerque-Phoenix, Albuquerque-Tucson, Albuquerque-Salt Lake City, Denver-Phoenix, Denver-Salt Lake City and Salt Lake City-Phoenix, plus the authority to extend its present Denver-Grand Junction route to Las Vegas, Nevada, would be the opportunity needed by Frontier to prove that the airline could swiftly strengthen itself by developing the passenger traffic potentials in its own backyard. This would greatly enhance Frontier's financial position and contribute greatly to the reduction of subsidy needs for the airline.

Also in Frontier's application is the request for skip-stop authority, which would allow the overflying of intermediate points on any segment after a minimum of one or two round trips has been operated through all stops. This authority would be based upon the volume of passenger traffic over each segment involved. There is also a request that the Board change an antiquated condition in Frontier's certificate which would lift the restrictions on the airline to operate shuttle air service between Denver-Pueblo, Denver-Cheyenne and Pueblo-Cheyenne.

In recent years, Frontier has added considerable size to its system. Much of this growth has added route, miles through thinly-populated areas which have been slow in generating needed passenger traffic. Frontier feels that increased passenger growth is imperative—for ultimately it will determine the quality of air service which the airline wants to provide.

Joseph L. Fitzmaurice was appointed hearing examiner in the SOUTHERN ROCKY MOUNTAIN LOCAL SERVICE AREA CASE. A pre-hearing conference has been held in Washington, D. C. on March 22. Dates for the submission of exhibits and for the hearings of oral presentations by civic parties and the airlines will be established at a future date.

These two route cases are probably the last of the large area investigations to be conducted by the CAB. Frontier Airlines' hopes for gaining a position of self-sufficiency are directly tied in with a favorable consideration of its applications in these two cases.



Frontier Airlines' President Lewis B. Maytag, Jr., gets a warm welcome to Phoenix and the Valley of the Sun from Robert Field of the Intercity Relations Committee of the Phoenix Chamber of Commerce as well as from Arthur Atherton, President of the Albuquerque Chamber of Commerce, and from Donald Boyle, District Sales Manager for Frontier in Phoenix. The occasion was the arrival of two chartered Frontier aircraft carrying members of the Albuquerque Chamber of Commerce for two days of intercity goodwill meetings with the Phoenix Chamber of Commerce. The two Chambers jointly backed a resolution requesting Frontier to take some action through proper C.A.B. procedures to improve air service between the cities pending a decision in the Southern Rocky Mountain Local Service Case.

Yardstick For A Stronger Airline

In 1946 the government established a new policy for air transportation within the United States. It was decided that there should be two classes of airlines. One devoted to so-called trunk traffic and one devoted to local service or commuter type traffic.

A local service airline such as Frontier is designed to provide a commuter type service between small cities and over short distances. There is little doubt that this experiment in transportation has been an operational success. Growth of all the local airlines since their birth after World War II has been phenomenal. The route miles served by local carriers have increased 64% in the last ten years.

There are many examples of improved air service through the replacement of trunk lines by local airline operations. Flight frequency has increased and arrival and departure times are more tailored to the needs of the individual community. With the arrival of turbine equipment on the scenes the smaller cities of our country will depend more and more upon the locals for adequate frequency of service.

In spite of the apparent success of these airlines they do not, today, enjoy a healthy financial condition. This is because short-haul transportation today, with the equipment we must use, just cannot be financially successful. It is often said to me that my concern about reducing costs and increasing efficiency is unwarranted since the government is going to make up any deficits which we might incur. It has been pointed out to me, in all seriousness, that the only purpose of any airline is to serve the people and that a healthy financial condition was secondary.

This attempt to classify an airline separately from other business enterprises does not make sense. Under the free enterprise system, which is supposedly the backbone of the American economy, all businesses have one main object and that is to be profitable. If a business cannot be successful financially it certainly cannot be successful in producing whatever product it may offer.

We have over 700 stockholders in Frontier. They have invested in this company with the expectation that they will receive a return on their investment. Frontier has not paid them a dividend since its inception and has shown a profit in only one year out of the 13 it has been in existence. Because your new management has fought this complacent attitude and asked continually for more competitive freedom we have been attacked in many quarters. People sometimes lose sight of the fact that we have only one product to sell and that is air transportation.

Under free competition we must make our services attractive and efficient or fail. Under the present subsidy program we need make only a nominal effort and we can still survive. I feel that if Frontier is to build a sound air transport system and progress financially the Civil Aeronautics Board, Frontier's management and the communities Frontier serves must take a realistic view of this situation. It is clear that the obvious step is to withdraw service from those routes and cities that find such little need for service that they require ever-increasing and unreasonable amounts of subsidy to support air service.

We submit that Frontier can reduce subsidy and at the same time serve the preponderance of its area adequately. This can be done without detrimental effect on natural community growth or national defense. We would welcome the opportunity to subsidize our own multi-stop feeder service through expanded authority within the confines of our system.

With this in mind we have asked for increased operational flexibility in the forthcoming Southern Rocky Mountain Local Service Case. Our entire application in this proceeding is based on non-stop authority between strong terminal points. We have asked for the addition of only one new city at this time. These are profitable routes within our own area which are not now being served adequately.

We will continue to urge the Civil Aeronautics Board to look closely at the present situation, with its expanding subsidy needs, and to grant us more competitive freedom by sensible regulation as a real forward step in the reduction of government support to a potentially healthy industry.

John G. S. 2
 President and Chairman of the Board.



Jeff Mahan (right), Frontier's Director of Maintenance and Engineering, becomes acquainted with Fred Elliott, Frontier's newly-appointed Superintendent of Maintenance.

Mahan New Director Of Maintenance and Engineering

Jeff E. Mahan has been named Frontier Airlines' new Director of Maintenance and Engineering. Mahan will have direct supervision of the Maintenance and Engineering Departments.

Mahan, a native of Beaumont, Texas, recently completed 20 years of service with the U. S. Navy and with the Military Air Transport Service. With MATS, he was in charge of maintenance of his squadron's transport fleet, which included DC-3s, DC-6s and Constellations. During World War II, he served with a patrol squadron in both the Atlantic and Pacific commands. In recent years, Mahan has made his home in the San Francisco, California area.

A golfing and skiing enthusiast, Mahan served as an official in the recent Winter Olympic skiing competitions at Squaw Valley, California. His wife and two children will soon be joining him in Denver.



"VACATIONS WEST" Tours Promoted

Attractions featured in Frontier's "Vacation West" tour folder are explained by Larry Sills, Frontier's district sales manager in Denver, to Jo Drake, director of the AAA travel agency in Denver.

Four areas on Frontier's system — Yellowstone National Park, with Grand Teton National Park as an optional side trip, the Black Hills of South Dakota, featuring Mount Rushmore National Monument, Mesa Verde National Park and the narrow gauge railroad between Durango and Silverton, and the south rim of the Grand Canyon National Park—are all packaged in two to four-day tours. The cost of the tours are attractively low, and include ground transportation, tours and hotel accommodations. Over 100,000 copies of the "Vacations West" tour folder are being distributed to travel agencies and airline offices throughout the U. S.



Art Stoner, lead mechanic in the Radio Shop, and Merle Mennenga troubleshoot on a VHF communications receiver, which is used in Frontier's DC-3 equipment.



Weather radar antenna in the nose of a "Radar Convair" gets a check from Chuck Carter and Sylvester Cuellar, radio mechanics.

Reliable Radios and Instruments Assure Dependability and Safety of Flights

Quietly and effectively the fourteen radio mechanics and the six instrument mechanics in Frontier Airlines' Radio and Instrument Department make doubly sure that the airline's sixty-four daily flights arrive at their destinations safely and on time. Clyde C. Longhart, Superintendent of Communications, heads up the department coordinating the activities of the two specialties. Clyde is ably assisted by Arthur C. Stoner, lead mechanic in the radio shop and by Roy F. Deeming, lead mechanic in the instrument shop.

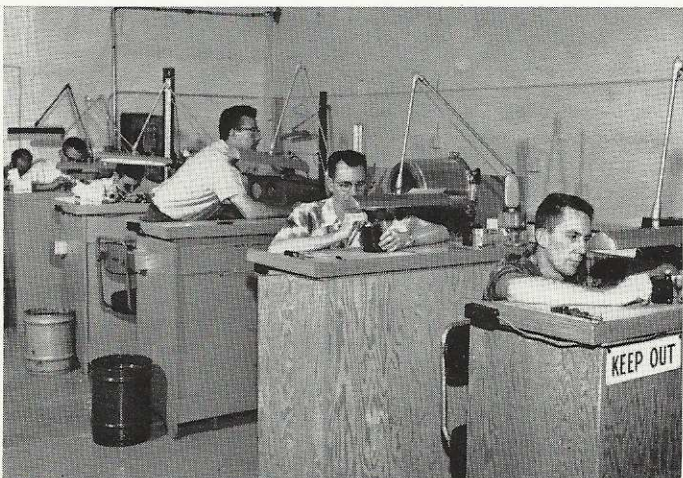
All of the ground radios in Frontier's sixty-eight stations, the twenty-two "H" Markers scattered throughout the airline's system and all of the aircraft radios and cockpit instruments of the fleet of twenty-five DC-3s are overhauled and maintained by the Radio and Instrument Department. It is expected that within the next six months the department will also take over the complete overhaul of the radios and instruments on Frontier's five "Radar Convairs." This work on the Convairs is now being done by United Airlines at their San Francisco overhaul base.

In the beginning days of Frontier Airlines' predecessor companies, Monarch Air Lines, Challenger Airlines and Arizona Airways, all flights had to be flown under visual flight rules (VFR) whenever the flights were operated off the established Federal Airways System. This meant a very limited operation during periods of weather and completely ruled out nighttime operations. To offset this operational limitation those airlines set up a network of "H" Markers or radio beacons on which the airline's aircraft could "home" in for enroute navigation information and for use in making

instrument approaches to an airport during periods of weather or during night-time operations. Today Frontier operates its own airways system with a net of twenty-two such "H" Markers. To maintain this system of radio navigational aids plus the ground radios in each of Frontier's stations a crew of four ground radio mechanics work the airline's eleven state system. George J. Bradley, Wayne L. Dikeman, Dale A. Schuster and Don W. Thoele are all based in Denver but spend 75 per cent of their time out on the system traveling either by plane or in one of the two radio trucks based in Billings and in Durango. When they are in Denver the four of them are busy overhauling ground radio equipment to be returned to the stations in the field.

Recently, the Radio and Instrument Department moved into new quarters on the west side of Hangar 5 in space formerly occupied by Jeppesen and Company. This move provided a fifty percent expansion of floor space for the department all of which will be fully utilized when the new program of overhauling radio and instruments of the Convairs is begun in Denver.

The fellows in the Radio and Instrument Department are not given to doing much bragging but there is one point which they like to highlight in this story. Over half of the team are the proud wearers of ten-year pins with many of them having started with the company at the very beginnings some thirteen and fourteen years ago. The fact that this important maintenance function is carried out by such competent hands is a basic reason for the continued dependability and safety of Frontier Airlines flights.



Instrument mechanics (left to right) Willard Myers, Ed Summers, Joe Burns, Bernie Langfield, Larry Keen, and lead mechanic Roy Deeming now overhaul Frontier's DC-3 instruments in the new Instrument Shop in Hangar 5.



Radio mechanic Bill Dryden and Clyde Longhart, Superintendent of Communications, discuss the circuit of a test panel for Frontier's Convair radio equipment.



Sawdust fills the air in the dining room of John Griffiths' home as he runs the electric router over the stenciled lettering of another "Frontiersman Award" plaque.

FRONTIERSMAN AWARDS MADE BY TWO FRONTIERSMEN

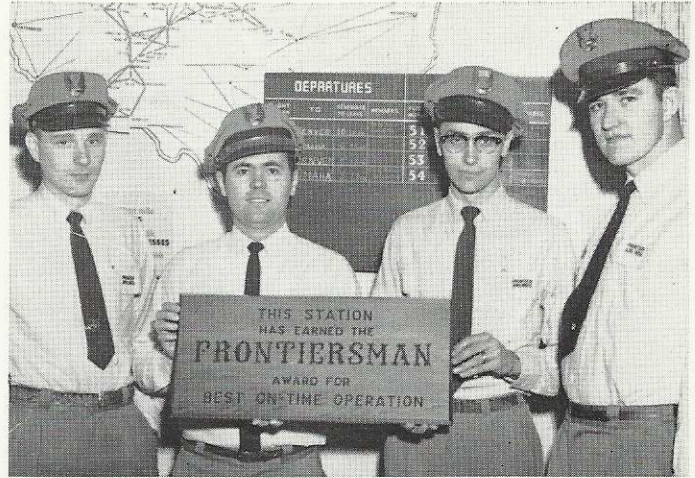
Ever wonder who made up those attractive "Frontiersman Award" plaques seen on the wall behind the counters of many a Frontier station? It all began last summer when J. Dan Brock, Vice President of Traffic and Sales, and Elton L. Snoke, Manager of Stations, worked up an idea to give recognition to the personnel of those stations who were making an all-out effort to improve the on-time operations of flights thru their stations. Elton designed the award and then teamed up with John G. Griffiths, Frontier's Assistant to the Vice President—Finance, to turn on the finished plaques. Griff has a knack for developing such signs and in addition owns an electric router to cut the lettering into the wood.

Working on their own time evenings and weekends, Elton and Griff cut and sanded the redwood stock, stenciled the working on the wood and then very painstakingly routed the inscription. Five coats of hand rubbed varnish were built up and finally a sixth coat of a "secret" finish was given each plaque by Snoke. In all the team of Snoke and Griffiths have turned out twenty very distinctive "Frontiersman Awards." A total of twenty-two different stations have won the award with some of the stations being honored two and three or more times for 100% showings for a full month of on-time operations.

That there is an ever-increasing awareness as to the need for working each flight within the ground time scheduled through each station is best attested by the fact that total systemwide delays chargeable to the stations has been cut down from an average of 55 delays per day in July to just 12 delays per day in March. There are more and more stations earning the recognition of a "Frontiersman Award" for the best on-time operation possible.



Mr. and Mrs. Alfred Lazare of Denver are one of four lucky couples to win a weekend in Phoenix's new Caravan Inn East and a flying trip via Frontier Airlines in a contest sponsored by the Public Service Company of Colorado during March. John Dalsant, of the Public Service, and Ann Williams, of Frontier's Denver city ticket office, present the airline tickets to the Lazares.



Proud winners of their first "Frontiersman Award" with a 100% on-time performance for the month are Sterling station crew, (left to right) Thurman Hunt, station manager Kerry Allen, Richard Funk and Marvin Eller.



IT'S RAINING SILVER SHOWERS OF STEEL at Frontier's general office building site during the month of April. Betty Moore observes the first of the steelwork, which is now nearing completion. Although progress on the new building was temporarily waylaid because of frigid weather, workers are now taking advantage of the warm spring sun to make rapid construction advancement.



Pert Frontier stewardesses Sarah Wirkner and Jeanette Crumpler point to the red-letter day when Frontier Airlines inaugurates its summer schedules over its entire system. The major portion of Frontier's flights are now designed to give better commuter service. An outstanding feature of the new schedules is one-plane "Radar Convair" service from Denver to Kansas City via Cheyenne, Scottsbluff, North Platte, Grand Island, Lincoln, Omaha and St. Joseph.

PROFILE: Phoenix . . .



Palm-bedecked Sky Harbor Airport shows off a Frontier "Radar Convair" to perfect advantage. Two Frontier crew members relax in the shade of the plane while discussing their trip to Denver.

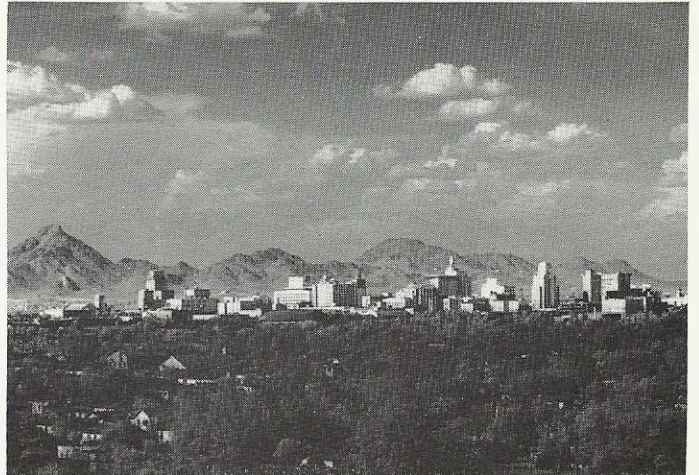
The phoenix, in the Egyptian religion, was a miraculous bird—the embodiment of the sun god. This bird was fabled to rise in youthful freshness from its own ashes, and became the symbol of immortality.

White settler Lord Darrel Duppa, an English adventurer and scholar, wisely named the now-flourishing city of Phoenix as he observed its beginning on the site of the ancient Hohokam Indian civilization. And on the warm Arizona desert, this city has blossomed forth from a lonely hay camp to the biggest city between the Rocky Mountains and the West Coast in less than a century! The spirit of youthful freshness abounds in new industry, luxurious modern resorts and dude ranches, and in the rapid influx of new residents.

The phenomenal growth of Phoenix, Arizona has cast a new light on the American way of living. The city attributes its growth not to the fact that it is an industrial center, but because the leisure opportunities of its natural desert setting—sunshine, open space and dramatic landscape—have caused a population boom.

Phoenix offers living advantages seldom found anywhere. An estimated 600 families are coming to live there each month. Beautiful residences—from charming Spanish-styled cottages to luxurious, modern cooperative apartment houses—provide airy spacious living at a price slightly below the national average. Cultural centers—libraries, universities, theaters, museums—combined with attractive shops and relaxing recreational entertainment give residents and visitors alike an aura of casual sophistication.

Climate in Phoenix has beckoned some five million visitors to the Valley each year! Besides offering an average of 209 sun-filled days each year for relaxing enjoyment, the climate is beneficial to sufferers of sinus conditions, arthritis, many hay fever types, and asthma. To accommodate these visitors, Phoenix offers the plushiest resorts and motor hotels to be found anywhere in the country, with prices to suit every pocketbook.



A modern desert oasis, Phoenix is presently the fastest growing city in the country. Here, the modern skyline is silhouetted against rugged Squaw Peak and Camelback Mountain.

Agriculture is the principal industry in the Valley of the Sun. Cotton, citrus fruits, olives, dates and other subtropical fruits and vegetables are plentiful. Cattle and sheep raising are both of major importance to the economy. The city of Phoenix has strived to attract light, compatible and smokeless industries into its fold. The core of Phoenix's new industrial growth is the electronics industry.

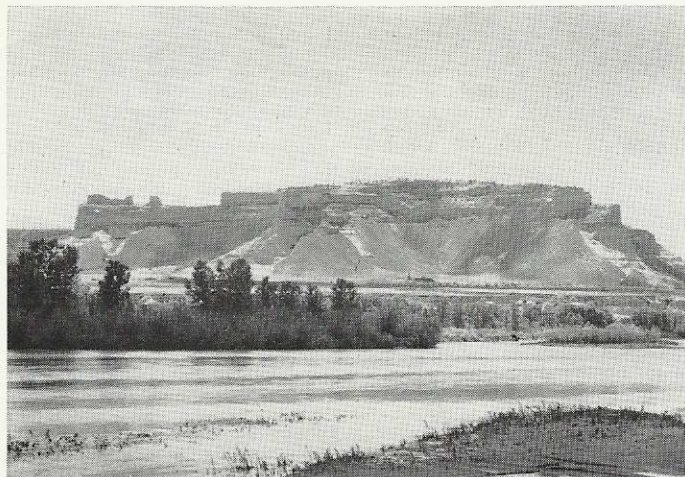
Frontier Airlines' operations at bustling Sky Harbor Airport in Phoenix are ably handled by Station Manager James Butler, Regional Supervisor of Stations Lou Berets, District Sales Manager Donald Boyle, Division Chief Pilot Elmer Burson, Division Chief Stewardess Marg Bussell and Lead Mechanic Al Garcia.

Traffic-wise, Phoenix is the number two city on Frontier's system in terms of passengers. Traffic, in fact, has doubled since the first year of service. The southwestern part of Frontier's system—specifically Arizona—is where the greatest economic growth is taking place in Frontier's entire route. Frontier, therefore, looks upon Phoenix and the rest of Arizona as being of utmost importance—for it is from this area that the airline expects much of its growth to emerge.



Basking in the year-around sun, Phoenix residents and vacationists can enjoy the beauty of green, lush lagoons like these in Encanto Park.

HISTORIC SCOTTS BLUFF—Monument to Resolute Courage



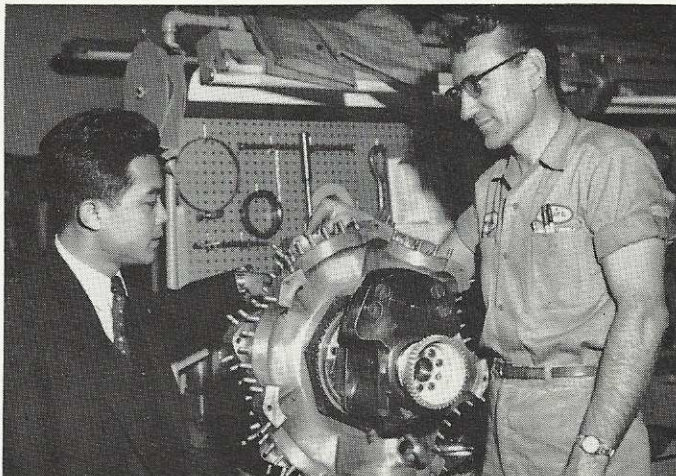
Flying into Scottsbluff, Nebraska, Frontier passengers have a good view of one of Nebraska's most conspicuous landmarks, which is also an established national monument. Just about the time that the "Fasten Seat Belts" sign flashes, notifying passengers that the landing at Scottsbluff is only minutes away, the silver wings of the plane dip a salute to the rugged bluff on the south side of the North Platte river. This bluff stands as a symbol to the 250,000 pioneers and emigrants who rode in white-topped covered wagons, passing this landmark to seek homes in Oregon, gold in California, or a religious haven in Utah.

Through the passes of the Scotts Bluffs and Wildcat Hills, thousands of prairie schooners cut deep ruts into the hard-packed soil and rock of the Oregon Trail. Even today, these wagon ruts made a hundred years ago still can be seen from the air. Here, too, thundered the hoofs of the Pony Express, soon to be followed by the stringers of wire for the first transcontinental telegraph line to the West Coast.

Scotts Bluff National Monument, one of the 29 national monuments scattered along Frontier's routes, is a shrine to the memory of those who passed through this natural gateway to the Far West. Just five miles to the east of this monument is the thriving city of Scottsbluff. Nebraska's youngest city, Scottsbluff had its beginnings early in 1900. It has since grown into a progressive community of modern, beautiful homes and 18,000 industrious people.

As the trade center for a surrounding area of 500,000 irrigated acres, Scottsbluff harvests additional wealth and importance from the rich crops of sugar beets and fine herds of cattle which come from the Valley of the North Platte. Adding to the pleasure of living or visiting in Scottsbluff is the excellent hunting for waterfowl, pheasant and deer, fishing for trout, bass, walleye and northern pike, and golfing on two fine courses.

In Scottsbluff, the memory of the determination, courage and confidence of the pioneers who came this way a hundred years ago serves as the inspiration for building a better tomorrow.



Royalty from Laos recently toured Frontier's Flight Operations and Maintenance Departments in Denver and flew as a passenger-observer on a "Sunliner" flight from Denver to Phoenix. Prince Tiao Sisouphannouvong, Director of the Royal Civil Aviation and son-in-law of the King of Laos, is shown here discussing the crank shaft and case assembly of an aircraft engine with Brice Garner of the Maintenance Department.



Obviously enjoying his work, Paul Glidewell, Frontier's agency and interline sales representative, describes the beauty and excitement of a western vacation to La Vonne Rohleder, assistant supervisor of reservations, and Judy Ferry, reservations agent for Continental Air Lines in Chicago. Paul has covered 23 major cities across the country since January. He has already begun to revisit airlines and travel agencies in California and Texas with emphasis on Frontier's packaged vacation tours to Yellowstone, Grand Teton, Mesa Verde, Grand Canyon, Mount Rushmore and Wind Cave.

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