



Sunliner News

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Frontier's President Lewis B. Maytag, Jr., is the smiling recipient of the Denver Advertising Club's "Fame and Fortune Award" from President F. C. "Bud" Hilker and Awards Committee Chairman Orville Rennie.

Frontier Receives "Fame and Fortune Award"

"In recognition of its record of achievement in successfully building one of Colorado's outstanding organizations, through sound advertising, selling and merchandising. Further, in bringing credit to Denver and the Rocky Mountain Region for the excellence of its service."

Thus was the inscription accompanying the "Fame and Fortune Award," which was received by Frontier Airlines on December 17 from the Advertising Club of Denver. The award was presented to Frontier's President Lewis B. Maytag, Jr., who spoke in the airline's behalf:

"It is a real honor and pleasure for us to receive this award this year. We're especially proud because, coming from this group, it has real meaning for us. . . ."

"The merchandise that we have to sell is air travel. We have one big advantage here in Colorado, in that we have a terrific spot for vacations. We have emphasized this in selling to all other areas on our system and a good deal of our traffic is from people coming to Colorado for such purposes. The idea of a Colorado vacation is very attractive and has contributed in great amount to the economy of Denver and the Rocky Mountain Region"

Mr. Maytag accredited the fine job being done by Frontier's advertising agency, Rippey, Henderson & Bucknum, especially in the production of the movie "Frontier Vacationland," which has been shown to service clubs, employee groups, church groups, travel agents and airlines in 50 states and has been televised over 322 stations in the past year.

Stressing Frontier's goal to give good service profitably, Mr. Maytag concluded, "Our sincere efforts are and will be devoted to producing the finest and most dependable airline service that we can."

LEMMON WELCOMES FRONTIER SERVICE

The welcome mat was out for Frontier—despite chilly winds—when the airline inaugurated the first of scheduled air services into Lemmon, South Dakota on January 15.

As an indication of Lemmon's enthusiastic response to Frontier's service to their city, Lemmon's Mayor George G. Papke and a party of ten drove 200 miles to board flight 42 at Rapid City in order to be aboard the first flight into Lemmon. In that party was Arthur Svendby, who had also ridden the first train into Lemmon when he was a ten-year-old boy.

When the first scheduled flight taxied up on the ramp at Lemmon, a crowd of hundreds braved the cold of the morning to welcome the words of Mr. J. Dan Brock, Frontier's Vice President of Traffic and Sales.

During and following the inaugural ceremonies, Station Manager Don Jorgenson and his assistant, Don Miller, had their hands full answering questions about the new air service and making future reservations to all parts of the country.

The South Dakota community of 3,500, centered in the cattle-raising and wheat-farming areas of the northwestern part of the state, has long been isolated in its north and south travel routes. Before the coming of Frontier's twice-daily flights, there were no other means of traveling into either North or South Dakota except by private car.

Judging by the enthusiastic crowds at the terminal building on January 15, Lemmon should be a good user of its newly-established air service.



City and Frontier officials gather together in front of the plane that flew the first flight to Lemmon on January 15. Pictured here are (left to right) Mayor George G. Papke, District Sales Manager Mel Brandt, Chamber of Commerce President Al Bratzel and Vice President of Traffic and Sales J. Dan Brock.

SERVICE IS OUR PRODUCT . . .

Now that we of Frontier are aware of our ultimate goal — to become self-sustaining and free of subsidy — let's ask ourselves this question: What can we do as individuals in order to *further* the progress of our company?

First, we must consider the reason for Frontier's existence — in fact, the main reason for operating an airline. We are in business today because the public *needs and desires* a service for transporting people and products from one point to another. Therefore, our product is service. If we are to stay in business and increase the sale of our product, we must make sure that our product not only doesn't deteriorate, but is constantly improved.

The manufacture, packing and final presentation of this product in order to make it acceptable to the buying public is a process in which each and every employee in this organization must play a vital role.

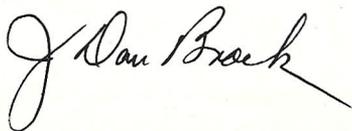
We must make sure our product — specifically furnishing transportation to the public — is always of the highest quality. There are many small facets which make up good airline service, but there are four major factors which are essential if our service is to achieve the highest quality — *accuracy, follow-through, on-time operation, and courtesy.*

All of us appreciate the importance of accuracy in maintenance of the aircraft in order that it may operate on schedule and safely. Accuracy is a necessity in planning the operational details of a flight. Determining the proper gas load insures every possible pound of passenger and cargo load may be placed aboard the aircraft. Accuracy in the proper handling of passengers' reservations down to the last detail allows a trip to be accomplished smoothly. With communications personnel, accuracy in handling messages prevents failures resulting in an inconvenienced passenger. Accuracy on the part of the ship's cleaner in placing on board necessary supplies make possible an unhampered and enjoyable trip for the passenger. Accuracy by *all* in the performance of our duties contributes to our finished product.

Follow-through also is a major point in our production of service. When a flight for some reason has been delayed, proper notification through Dispatch to all concerned will allow us to follow through — to keep the passenger well-informed. When a shipment of air freight has been delayed because of load restriction, the proper follow-through and notification, whenever possible, insures a high level of service to the customer. Ramp personnell's follow-through in seeing that a passenger's baggage has been properly loaded and dispatched is most necessary. If each of us always follows-through in our job, we will not only make it easier for the next individual in line, but will produce a condition through teamwork that will result in good service to our customers.

If we do not strive for a perfect on-time operation, we have no need for schedules and timetables! Too many of us have a tendency to throw the sole responsibility of the on-time operation on the airport agents. It is true that here lies the final responsibility for on-time operation; however, let's all strive to properly perform our duties in order that we deliver our share of the on-time product. Let the sales representative be sure to inform the passenger to be at the airport in sufficient time for check-in. Let the gas load and other such details be worked sufficiently far in advance to prevent incurring delays. Let the commissary be properly informed and coordinated so that supplies are promptly delivered. Again, each of us doing our part will contribute to building the finest record of on-time departures in the industry.

Courtesy is the essential embellishment of our product. Each of us along the line, in practicing courtesy with our customers and with each other, can build a spirit of teamwork and cooperation which can contribute to the production of the finest service offered by any airline! Courtesy pays dividends — not only in increasing the sale of our product, but in building good-will and happiness for all of us in our day-to-day duties. Courtesy is contagious. Let's start an epidemic!



Vice President—Traffic and Sales



Denver station agents (left to right, Don Goodyear and Linton Wince) unload part of the big shipment of holiday mail flown into Denver from Arizona and southern Colorado.

FRONTIER HOLIDAY MAIL BREAKS RECORD

During the 1959 holiday season, Frontier Airlines set new records in handling air mail and expedited first class mail throughout our entire system. During the month of December over 165,000 pounds of air mail and over 137,000 of first class mail were carried in the cargo pits of "Sunliner" flights. This was an increase of 57 per cent in air mail poundage and 37 per cent in first class mail poundage over a year ago.

The U. S. Post Office Department authorized Frontier's system-wide handling of first class and preferential mail, such as special handling and special delivery parcel post, plus newspapers, during the holiday season. This first class mail was carried on a space available basis on all Frontier flights.



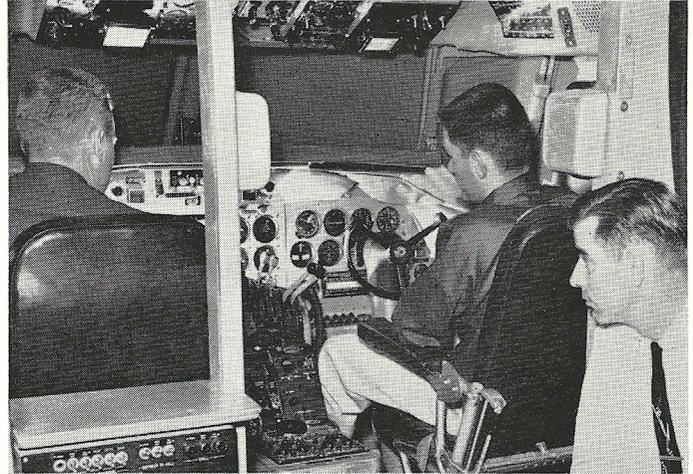
PAUL GLIDEWELL IS NEW INTERLINE AND AGENCY REP

The newly-created position of Interline and Agency Representative in the Traffic and Sales Department has been filled by E. Paul Glidewell. He will represent Frontier throughout the U. S. in personal contact work with travel agencies and the sales and reservations offices of all the airlines.

Glidewell, a native of Kansas City, Missouri and a graduate of Kansas City Junior College, joined Frontier as a station agent in 1955. Prior to his new position, he was sales representative for Frontier in Salt Lake City and Grand Junction.



Al Olinger, Frontier's Manager of Training, checks "Certificates of Accomplishment" with his Secretary, Bobbi Perlov.



Capt. C. A. "Chick" Stevens and Phoenix-based Co-Pilot John K. Gauer are checked out for a landing on Frontier's Convair 340 simulator by Capt. John Myers.

TIP-TOP TRAINING PROGRAM AIDS FRONTIER OPERATIONS

Familiarization, up-grading and refresher training of pilots, mechanics, station agents and stewardesses form a continuous program at Frontier Airlines.

Anticipating a vast expansion of Frontier's route system in the *Seven States Area Case* and the *Montana Service Case* pending before the Civil Aeronautics Board, Frontier began planning permanent training programs in Denver to develop a staff of competent personnel in Frontier's 68 stations and to maintain and operate a fleet of 25 DC-3s and five Convair 340s.

STATION TRAINING

Groundwork for a month-long familiarization program for station agents was laid three years ago. After an agent is assigned to a station, his training is continued under the supervision of the station manager, with the assistance of the Supervisor of Station Training and the Regional Station Supervisors. Telephone sales and reservations training is also conducted in the field. On January 25, David H. Burr will assume the duties of Supervisor of Station Training to program and conduct new training activities for Frontier's 413 station personnel.

MAINTENANCE TRAINING

To familiarize and up-grade Frontier's 182 mechanics, Al Olinger was designated to establish the training of mechanics in various aircraft electrical and hydraulic systems, plus its air frame and instruments. Recently, Olinger was appointed Manager of Training to coordinate the various training activities in the new Operations Training Center. Art Krieger, as Ground Instructor of Maintenance, assists Olinger in the classes, from which 141 maintenance personnel and 15 pilots have received "Certificates of Accomplishment."

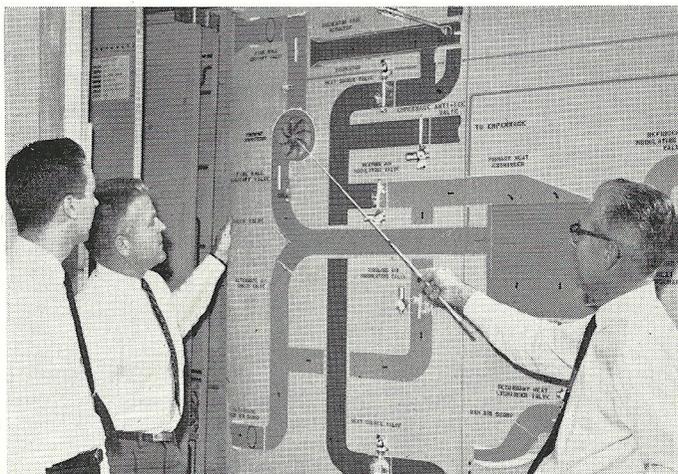
PILOT TRAINING

Another very important facet in Frontier's training program is Flight Operations training, established in August 1958. Captain John A. Myers then became Frontier's Supervisor of Flight Operations Training. Through the use of a Dehmel Convair 340 simulator, Captain Myers has checked out 21 captains and 23 first officers with six hours of training prior to their actual operation of Frontier's "Radar Convairs." In addition, crew members on Convair flights receive two hours of refresher training annually in the Convair 340 simulator. At the present time, Captain C. A. "Chick" Stevens is understudying the training methods used by Captain Myers preparatory to taking over the Flight Operations training in the near future.

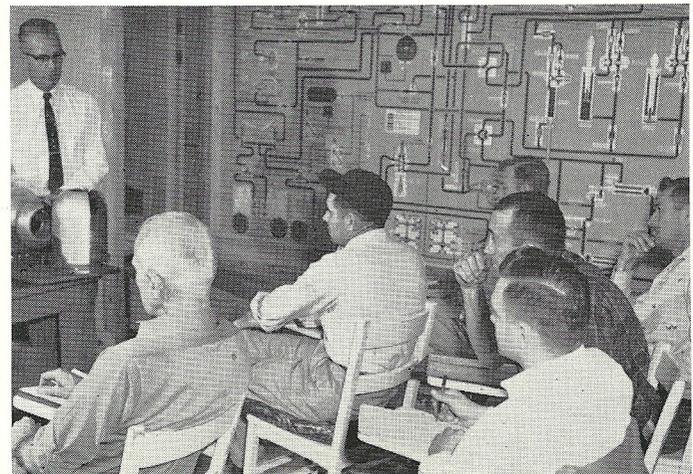
A large part of Flight Operations training in the next six months will be to grant Airline Transport Ratings to all of Frontier's co-pilots in addition to the commercial and instrument ratings, which they already possess.

STEWARDESS TRAINING

New stewardesses have always been trained in Denver under the supervision of the Chief Stewardess, plus one or more senior stewardesses based in Denver, who have the ability to conduct such training. Chief Stewardess Donna Mans, who heads up Frontier's staff of 80 "stews," says that Frontier's stewardess training program will consist of four large classes per year instead of six smaller classes, which had been trained in the past. Donna will conduct these three-week classes and is presently assisted by Denver Stewardess Vi Lester.

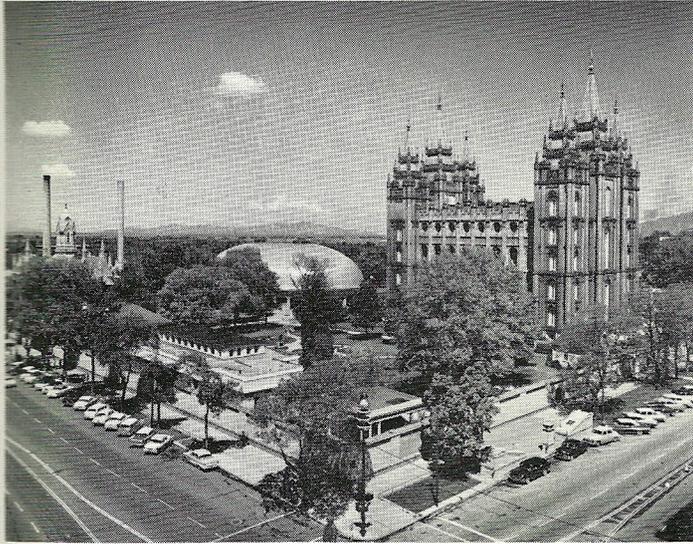


Art Krieger, Ground Instructor of Maintenance, explains the cabin pressurization control system to the chief pilot and a first officer of International Business Machines, who were in the first contract training class conducted by Frontier.



A class of Frontier mechanics receives instruction from Art Krieger in propeller maintenance as part of the Maintenance training program taking place at the new Operations Training Center.

Profile: SALT LAKE CITY



L.D.S. (Mormon) Temple Square, in the heart of Salt Lake City, is visited by over a million tourists every year. Within this walled ten-acre plot are the spired Temple, which required 40 years to build; the Tabernacle, with a seating capacity of 8,000; an Assembly Hall; and a museum.

In the Great Salt Lake Valley, formed by the Wasatch Range to the east and the Oquirrh Range and Great Salt Lake to the west, sprawls historically rich and imaginatively planned Salt Lake City.

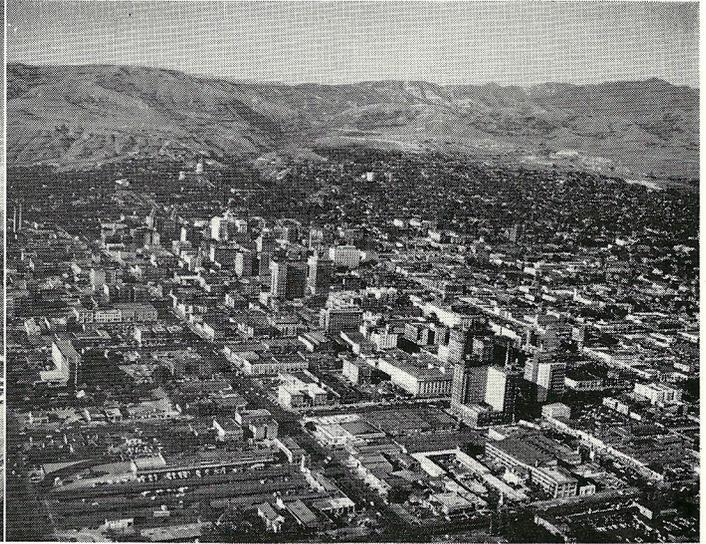
Salt Lake City was founded by Mormons seeking sanctuary from a world unfriendly to their faith. The small group of 148 Mormon pioneers, led by Brigham Young, came upon the valley after one of the most difficult and inspiring pioneer treks in the annals of American history. On July 24, 1847, Brigham Young uttered the words that have continued to hold so much meaning for the citizens of Salt Lake City—"This is the place."

Symbolically, the Temple Square forms the nucleus of Salt Lake City, from which the wide streets are numbered east, west, north and south. Here are found the historic Tabernacle and Temple, as well as the Assembly Hall, monuments, the oldest house now standing in Salt Lake City, a bureau of information, and a museum. The oval-roofed Tabernacle was constructed without the use of metal nails. Great artists of the world have performed here, benefiting from the outstanding acoustical qualities. The beautifully designed Temple took 40 years to construct. The stone used on its facade was hand-carried by the Mormon pioneers from surrounding mountains. Since its dedication, only members of the Church of Jesus Christ of Latter Day Saints in good standing have been permitted to enter.

The State Capitol, located on an upgrade at the north edge of town, impressively oversees Salt Lake City. The building, constructed of Utah granite and marble, is designed in pure Corinthian style and is recognized as one of the finest of its kind in the United States.

Rugged mountains surrounding Salt Lake City are a haven for skiers. Alta and Brighton, both an hour's drive from the city, boast a skiing season from November through May, lodge accommodations, and outstanding lift facilities and runs for both novice and expert. Alta has been described as the "Powder Snow Paradise of America."

Such places as Yellowstone, Jackson Hole, Zion, Bryce and Grand Canyon National Parks, Arches, Bridges, Cedar Breaks and Dinosaur National Monuments are easily reached from Salt Lake City. The Great Salt Lake, only a short drive from Salt Lake City, allows even the non-swimmer to stay comfortably afloat. In fact, the 25 per cent salt content makes it impossible to sink!



Salt Lake City is the largest city between Denver and the Pacific Coast. The beautiful city is noted for its wide streets, its historic shrines, its metropolitan character. Salt Lake City is one of the most popular tourist centers in America.

The University of Utah campus is located at the base of the Wasatch Mountains on the East Bench of Salt Lake City. It is made up of 13 colleges, schools and divisions, with the accent on an outstanding faculty. The University Theatre and Young People's Theatre present a well-rounded season of comedies, musicals and dramas each year for the entertainment of both students and Salt Lake City residents.

Salt Lake City is one of Frontier Airlines' five major domiciles. The airline's activities in Salt Lake City and surrounding Frontier-served communities are ably handled by E. W. "Andy" Stephenson, District Sales Manager, Carl Foster, Regional Manager of Stations, Delores Kidder, Division Chief Stewardess, and L. S. Keller, Division Chief Pilot. Gerald McClellan is Frontier's Sales Representative in Salt Lake City, while Richard Lohbeck serves as Station Manager. In addition to Frontier Airlines, Salt Lake City is served by United Air Lines, Western Air Lines, Bonanza Airlines and West Coast Airlines.



Salt Lake City plans to make this "Frontiersman Award" for December a permanent part of the station's decoration. (Left to right) Division Chief Stewardess Delores Kidder, Station Manager Dick Lohbeck, Director of Traffic Jim Montgomery and Regional Manager of Stations Carl Foster happily nail it to the wall.

Frontier Route Development and Regulatory Affairs . . .

BY WILLIAM A. NELSON
Director of Legal and Public Affairs.

Route development as it relates to new routes, route extension, suspension of cities, or changes in service patterns generally involves three inter-related areas of effort — legal, economic and political.



Nelson

All such efforts must be undertaken within the framework of rules and regulations established by the Civil Aeronautics Board. It is necessary that all employees have a general understanding of this regulation and its effect upon the route development planning of Frontier Airlines.

For a fuller understanding of some of the procedural aspects of this regulation, I have outlined the steps the company must take in the prosecution of a route case:

A civic body or governmental agency can request the Civil Aeronautics Board to investigate the adequacy of service or need for service to the area, or a carrier can apply to provide, delete or change the pattern of service to an area. The CAB itself can institute an investigation covering any phase of air transportation to any area.

The Board then places the request for investigation on its docket and assigns it a docket number. When the docket date is reached, the Board sets the date for pre-hearing conference and further procedural steps.

At the pre-hearing conference parties meet to discuss with an Examiner appointed by the Board the various issues which will be considered during the course of the proceeding. The parties are those who have filed applications, who are named by the Board in its orders, or who through petitions for leave to intervene can justify participation in the proceeding. Generally, these include air carriers, governmental agencies, chambers of commerce, airport authorities, and any other party whose interest in the proceeding warrants consideration.

After the pre-hearing conference, the Examiner issues a report in which the issues discussed at that conference are set forth and in which the further procedural steps are indicated.

The next step is ordinarily the date for exchange of initial or direct exhibits, which present the affirmative case of the applicant. Following the initial exhibits, rebuttal exhibits are exchanged. The rebuttal exhibits enable the parties to set forth their position with respect to the proposals advanced in the direct exhibits of other parties.

The date for hearing before the Board's Examiner is customarily a short time after the exchange of rebuttal exhibits. At the hearing, all parties are given the opportunity to present their case, based upon the exhibits already circulated and through oral testimony of witnesses supporting the position of the various parties.

Bureau Counsel, representing the Bureau of Air Operations of the CAB, presents the views of the Bureau and often the views of the Bureau of Air Operations are considered to represent the policy or position of the Board.

In route cases, witnesses representing cities or other governmental bodies appear to support or to oppose the position taken by the various parties.

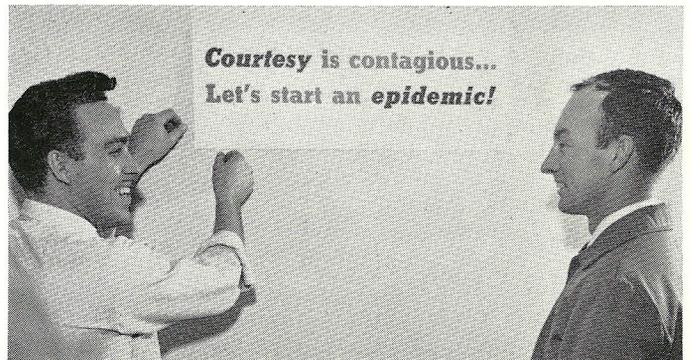
At the close of the hearing, a date is set for filing of briefs to the Examiner, in which all parties summarize the arguments and contentions advanced at the time of hearing. The Examiner, after examination of the official record and the exhibit material previously submitted, issues the initial decision.

The initial decision contains the recommendations of the Examiner with respect to the issues which have been considered during the course of the hearing. The initial decision also reflects the Examiner's reaction to the briefs submitted by the various parties.

When the parties have been served with the initial decision, time is granted for the filing of exceptions. The next step is the brief to the Board which is based upon the exceptions, and summarizes once



W. K. "Andy" Anderson, superintendent of construction on Frontier's new office building, dictates his New Year's resolution to do a speedy and efficient job to "Building Progress Girl" Betty Moore. At the time of this picture, the cement airways were being poured in the building's foundation. Betty, by the way, became Mrs. William Moore III, on New Year's Eve!



Omaha Station Agents Bruce Longnecker and Fred Miller vow to practice what this sign preaches. Vice President of Traffic and Sales J. Dan Brock has circulated this slogan to kick off a new courtesy campaign in every station in the system. And perhaps each of us can benefit from its advice, no matter what our job may be!



Busily filing away the old year is Kay Gustafson, secretary to J. Dan Brock. This ritual was observed by every secretary at Frontier's general office as 1959's correspondence is packed away for future reference and new files are prepared to handle the business papers for this first year of a new decade.

again the position taken by the various parties during the course of all the prior procedural steps. The Board's next move is to hold oral arguments, at which time counsel or representatives of the various parties summarize orally before the Board the arguments favoring their position. The Board considers the entire record, including the arguments advanced at oral argument and, in due course, issues its decision.

If any one of the parties is dissatisfied with the decision, he has the right to petition to Board for reconsideration. If the Board refuses to reconsider, the only recourse the party then has is to take the case to the Court of Appeals. If no such appeal is made, the decision then becomes final and binding and becomes effective on the date prescribed in the Board order.



Stewardess Sandra Smith checks the beckoning temperatures in Phoenix and Tucson before departing on a Frontier snow-to-sun trip.

Leave the Cold Behind!

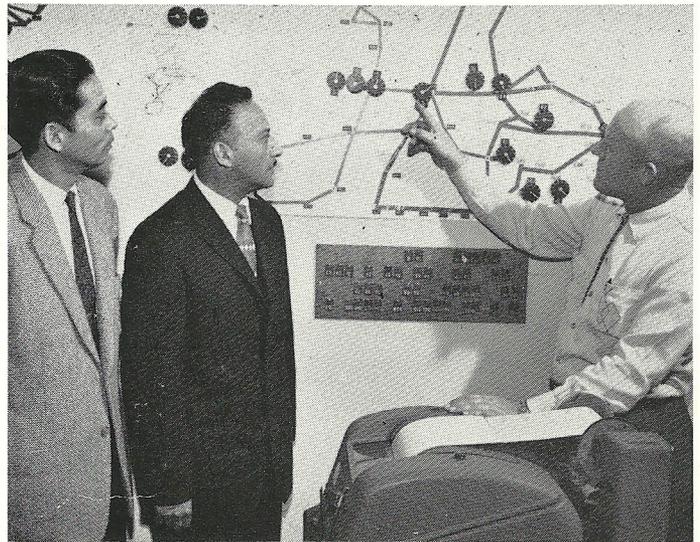
Head for Phoenix and Tucson

This winter, with the temperatures hovering around freezing in most of the Rocky Mountain Region and Mid West, more and more people are flocking to the warmth of Phoenix and Tucson.

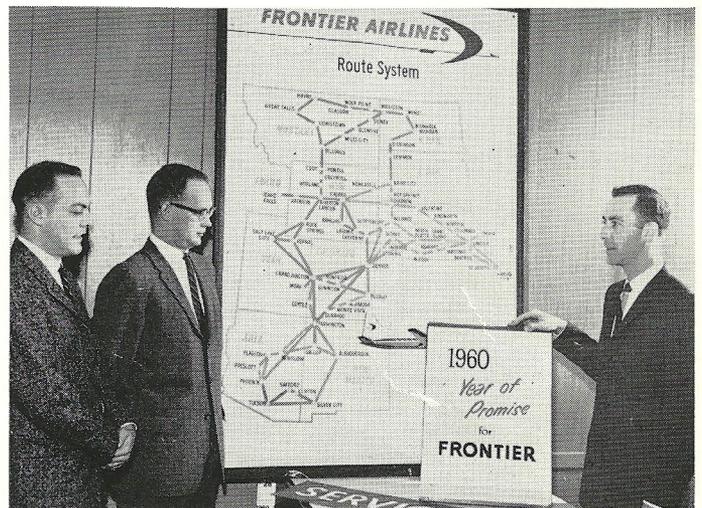
A deciding factor in the growing popularity of these winter vacation spas is faster, more direct air service, which Frontier has made possible with daily "Radar Convair" flights to both Arizona resort cities. Frontier is also offering special 30-day excursion passenger fares from all cities served by Frontier in Nebraska plus the Colorado cities of Sterling and Denver.

There is fun for everyone in the land of the sun! In dozens of attractive resorts and hotels, over-flowing with true western hospitality, there is a wide choice of daily activities in amazing Arizona. Visitors can relax near the ever-present swimming pool, which is part of every air-conditioned hotel or resort, or make daily excursions to the numerous golf courses, race tracks, smart shops, tennis courts, famous dining spots, or picturesque and historical areas near each resort center.

Fabulous Phoenix and terrific Tucson have been experiencing some of the most outstanding growth of any two communities in the United States. This year, many new resorts and hotels, styled to harmonize with the color and atmosphere of the sunny desert country, have opened their doors to cold-weather escapees. To make Frontier's service even more attractive to prospective sun-lovers, the airline has packaged some wonderful holiday bargains for vacationists desiring to stay a few days or a few weeks in these new hotels or long-established resorts. This, combined with an intensified selling and advertising program of Arizona's many attractions in those areas on Frontier's system where working-out with the snow shovel has become a daily regime, is expected to establish some record-breaking travel to Phoenix and Tucson this winter.



Two representatives of Japan and Chile visited Frontier during December to investigate flight operations, flight training, and the relationship of the Flight Operations Department to other departments at Frontier. Lt. Col. Roberto T. Araos, Group Commander of the Chilean Air Force in Santiago, and Mr. Yukiaki Kawata, Assistant Chief Airman Section and Senior Pilot Examiner of the Japanese Civil Aeronautics Board and FAA, shown here with Frontier's Superintendent of Flight Operations G. H. "Swede" Nettleblad, are sponsored by the International Civil Aviation Organization.



1960 is the year of promise for the newly-expanded sales force, which held its first meeting December 29 at the Kearney Motel in Denver. Since July, 1959, the complement of sales personnel has more than doubled in the all-out campaign to increase personal calls. Discussing future plans at the meeting are (left to right) Carl Butts, sales representative in Albuquerque, Don Boyle, district sales manager in Phoenix, and Sales Director Tom Makurat.

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Frontier Airlines, Inc.

Stapleton Airfield

Denver 7, Colorado

E. H. GERHARDT, Mgr., Publicity

GLORIA MENDEL

A member of the Airline Editors
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FRONTIER AIRLINES

STAPLETON AIRFIELD
DENVER 7, COLORADO