



Sunliner News

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"Thrifty Fares" BUILD NEW WEEKEND TRAVEL

Frontier Airlines' new money-saving thrifty fares were given a tremendous kick-off in mid-July to assure the greatest impact on the potential travel market in Frontierland. A triple barrage of sales calls, advertising and publicity was loosened during an introductory two-week period. The big story which was told on the special round-trip fares was the featured reduction of better than one-third off regular first-class fares for Saturday and Sunday travel. A team of 28 salesmen composed of the entire regular sales force plus all of the regional station supervisors and Denver department heads Elton L. Snoke, Manager of Stations, Guy L. Lewis, Supervisor Reservations and Payload and Thomas M. Makurat, Director of Sales, sweated their way in 100° temperatures down the main streets and most of the side streets of all 68 cities on Frontier's system. Better than 216,000 tailor-made leaflets were distributed along with other information on the airline and its operation.

During the two-week period red-headed Janet Jackson exchanged her stewardess uniform for an eye-catching Scotch plaid outfit which included a red tam and kilts. Janet called on the governors of Colorado, Wyoming and Arizona and city officials of many Frontier communities publicizing the fact that the money-saving fares would increase business, personal and vacation air travel throughout the West. In addition J. Dan Brock, Vice President Traffic and Sales, and Edward H. Gerhardt, Manager of Publicity, traveled throughout the system hitting the high spots for additional publicity in newspapers and over radio and television outlets.

Some misconceptions about the special fares were cleared up through the thousands of personal contacts made with the public. Round trips based upon thrifty fares can be started any Saturday or Sunday with the return flight coupon valid for weekend travel throughout a 30-day period. These fares are in effect for the remainder of 1960 and will probably be extended in 1961. This will make them particularly attractive this fall to fans traveling to football games. Frontier's weekend fares are now closely competitive with those of surface transportation services, and particularly for the traveler who would normally drive to his destination.

Response to the new fares was immediate. During the first four weekends during which the thrifty fares were actively promoted a total of 730 round-trips were sold. These additional passengers filled seats which would otherwise have been flown empty during the light travel days of Saturday and Sunday. It is expected that the thrifty fares will bring an additional 300 passengers each weekend.



In North Platte five members of the sales team (left to right) J. Dan Brock, Vice President Traffic and Sales, Harvey Oswald, sales representative, stewardess Janet Jackson, sales representative Bob Kauffman and Regional Station Manager Ron Gildea gathered with members of the station force (back row) Vern McMullen, station manager, and station agents Robert Phiffer and Arthur Key to work out the local campaign.



Governor Joseph Hickey of Wyoming learns of the dollar-saving "Thrifty Fares" from stewardess Janet Jackson.

To emphasize the money saved on these excursion fares, Janet used a large purse along with a replica of a silver dollar in her meetings with state and civic officials.

FRONTIER WINS NATIONAL SAFETY COUNCIL AWARD OF MERIT



Lewis B. Maytag, Jr., president of Frontier Airlines, proudly displays the Award of Merit. The airline was one of 21 domestic, territorial and overseas air carriers honored by the National Safety Council with its award for no fatal accidents during 1959. Since its beginnings 14 years ago, Frontier Airlines has flown two million passengers without a passenger injury.

You Pay For What You Get . . .

Now that the political conventions are past, we can examine the respective platforms and try to decide how we should vote.

On the basis of promises one can find little to distinguish the two parties from each other. In matter of degree it appears that the Kennedy-Johnson coalition are promising to spend more of our money than the Republicans. The very disturbing thing about both platforms is the tendency toward a paternalistic welfare state.

History is a great teacher. It should be apparent from observing American history that this nation grew to its superior position in the world through free enterprise principles as set down in its Constitution. Under this system, with the individual freedom which it provided, we produced great leaders. They were followed by men of foresight and courage, who built America into the most powerful and most abundant nation that the world has ever known. These men had the incentive of knowing that they could enjoy the fruits of their labor and that our Constitution would provide them with the freedom to make of their lives whatever they wished; that they would be limited only by their own abilities.

Personal incentive is always necessary before man can accomplish. This has long been recognized. Ralph Waldo Emerson put it this way, "Give no bounties, make equal laws, secure life and property and you will not need to give alms. Open the doors of opportunity to talent and virtue, and they do themselves justice and property will not be in bad hands. In a free and just commonwealth property rushes from the idle and imbecile to the industrious, brave and persevering."

This tried and proven philosophy has now been abandoned by both political parties. The platforms spell out an extremely liberal program of federal aid to everything. It will always be true that "you can't get something for nothing". Where, then, will the money come from to provide all these public benefits? It can only come from your pocket and mine. *The government can only give you what it first takes from you!* Your taxes will be drastically increased, a brokerage fee extracted from your payment and the remainder handed back in the form of welfare measures which you may or may not want but in which you have no choice.

It has been said that civilized man has exchanged some part of his chances of happiness for a measure of security. True security and happiness cannot be provided by your government or any other government; but your government can provide you with the freedom of choice and freedom of opportunity which makes it possible for you to better yourself through self-endeavor, thereby, attaining the only *real* security and happiness.

Personal responsibility is necessary for self-respect. Without self-respect we cannot hope for respect as a nation, and we will decline to the position of a second-class power. Let us resist the attempts of the politicians to buy our votes with glittering generalities of the socialist state and keep the United States strong and free for our children's inheritance.

John A. Carroll
President and Chairman
of the Board



Robert W. Goldwater of Phoenix, Arizona, has been named as a new member of Frontier Airlines' board of directors. A native of Phoenix, Goldwater is president of Goldwaters Incorporated, a chain of stores throughout Arizona. He also holds presidencies with the Scott Seat Company and the Moon Valley Golf Properties, Inc. Among others, he holds directorships with the Valley National Bank, the Arizona Development and Mortgage Company and the Phoenix Country Club.

Goldwater is a flying business pilot and has logged over 2,500 hours. At one time he served as a director of Arizona Airways, one of the predecessor companies of Frontier Airlines.

The addition of Goldwater to the board of directors brings the total membership of the board to eight members. Other members are Lewis B. Maytag, Jr., Loren W. Linville, E. B. "Ted" Slocum and G. Ray Woody, all of Denver, plus John A. Love of Colorado Springs, Preston Walker of Grand Junction and Hoadley Dean of Rapid City.



Electioneering boosts air travel as United States Senator John A. Carroll (Dem.) from Colorado is welcomed aboard Frontier's Convair flight to Durango by stewardess Mary Sue Larsen. Many senators and representatives are criss-crossing Frontier's system by air to meet more voters before Election Day in November.

Teamwork Builds High Standards of The Engine and Accessory Overhaul Shop



1—Executive Vice President G. Ray Woody presents Maintenance and Engineering Supervisor of the Month Award to C. R. (Bob) Meisenbach, General Foreman of Engine and Accessory Overhaul Shop. 2—Graham Butler, Mechanic. 3—George Moore, Mechanic, Richard Buethe, Lead Mechanic. 4—Gene Warren, Mechanic. 5—Bill Reynolds, Mechanic, "Red" Rickert, Lead Mechanic. 6—Harold Wagner, Mechanic, Leonard Nothafft, Lead Mechanic. 7—Tommy Matsumoto, Mechanic, Henry

Heckert, Mechanic. 8—Jack Mericle, Mechanic, Bob Eakle, Foreman. 9—Irwin McManis, Mechanic. 10—Bill Bowen, Cleaner. 11—Lee Gregory, Lead Mechanic, Sidney Redd, Mechanic. 12—"Tunie" Bergen, Inspector. 13—Arlee Bethel, Mechanic, Walt Scott, Foreman. 14—Bryce Garner, Lead Mechanic, "Charley" Souchek, Mechanic. 15—Harry Miller, Lead Mechanic, "Woody" Landis, Mechanic. 16—Elmer Petrie, Mechanic, Leonard Hoglund, Mechanic. 17—"Russ" Bliesner, Mechanic.



Answers From The President . . .

Mr. Lewis B. Maytag, Jr. will answer questions asked of him by Frontier employees. Forms for submitting your questions will be distributed with your copy of the **SUNLINER NEWS**. Names of employees should be signed to their questions, but all names will be considered confidential.

QUESTION: Do you think that in the near future Frontier will merge with another airline?

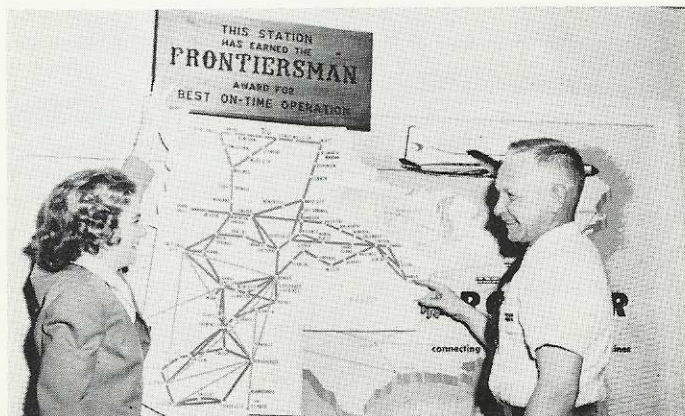
ANSWER: Although we may expect to see a rash of merger proposals among the trunk carriers in coming months, it is not likely that such a move is being contemplated by local service airlines. Because of CAB actions in putting too many carriers in the same market and the high cost of jet aircraft financing, it appears that certain of the trunks will be forced to merge in order to continue to operate successfully.

None of the thirteen local carriers enjoy a healthy financial condition today. The reasons for this situation should be well known to readers of the *Sunliner News* for they have been focused on in every issue for the past 18 months. Since none of the local airlines can operate their multi-stop, short-haul systems at a profit, a merger between two such carriers would merely compound the problem. Frontier now has 68 stations and the addition of another like number would make our airline completely unwieldy. I feel that a merger should only be contemplated when both parties can mutually benefit. The existing route systems, financial condition and a host of other problems such as workers' seniority rights make a merger proposition unattractive to Frontier for the foreseeable future.

QUESTION: Why is the negotiation period between each bargaining group and employer so long?

ANSWER: This is a question I have often asked myself. The interminable negotiation periods between employees and management can be a source of great irritation to both sides. It would seem that intelligent individuals could get together and work out an understanding fairly quickly. Too much emphasis is placed on "the way it's always done" at the bargaining table. Frontier's labor negotiations are regulated by the antiquated Railway Labor Act which provides for government mediation, arbitration and cooling-off periods along the road toward a contract. It is seldom that all legal steps are not exhausted before an agreement is finally reached.

A good faith effort by both parties could materially reduce the bargaining time, and the time saved would be of great benefit to all. Your management advocates this approach and all possible steps are being taken toward reducing negotiation periods.

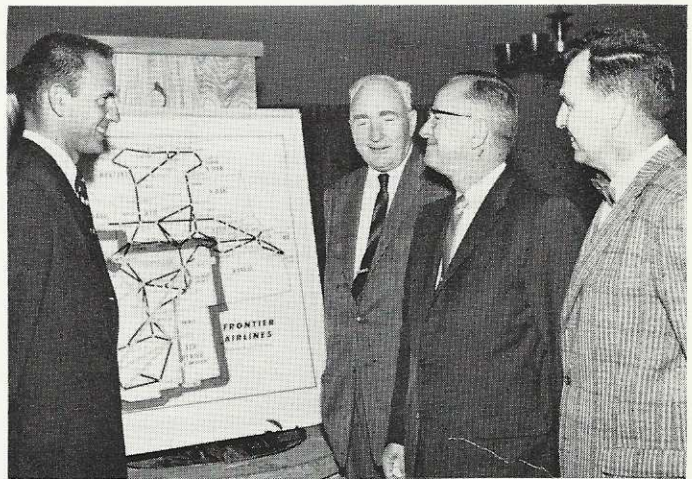


Big reason for the happy smiles on the faces of petite Susan Falin, passenger agent, and Lloyd Redmer, station manager at Kansas City, was the winning of the **Frontiersman Award** for the fourth straight month. All station personnel in Kansas City can be equally pleased with this accomplishment.



Wayne W. Parrish, president and publisher of American Aviation Publications, will soon be finishing up his personal project of visiting the 585 airports served by commercial airlines in the continental United States. Recently he added Havre, Glasgow, Wolf Point, Dickinson and Lemmon to his list which leaves only 27 more cities to visit before wrapping up a hobby begun some years ago. Only Hot Springs and Sterling remain on Frontier's system.

On hand to greet Mr. Parrish when he arrived in Denver were stewardesses Ellen Quinn and Jo Snell. They presented him with a "Moon-nik" to acquaint him with the little people he is likely to meet when he zooms off into outer space to touch each new interplanetary station as it is opened up for commercial travel.



Officials of Salt Lake City and the state of Utah became better acquainted with the officers of Frontier Airlines during a recent reception in Salt Lake City. Frontier's president, Lewis B. Maytag, Jr., explains Frontier's route extension plans in the Southern Rocky Mountain Local Service Case to Gerald Irvine, president of the Salt Lake City Chamber of Commerce, Mayor J. Bracken Lee and Harlan Bement, director of the Utah Aeronautics Commission.



Braniff International Airways teamed up with Frontier Airlines to provide attractive counter posters on the good interline connections through the Rocky Mountain West into Texas and Oklahoma via Denver, Omaha and Kansas City connections. Denver-based stewardess Mary Leady adds eye appeal to this interline sales promotion.

Profile: Farmington, New Mexico

Farmington, New Mexico, Energy Capital of the West, had its beginnings as a small agricultural and trade center at the junction of the San Juan, Animas and La Plata rivers. For the Navajo Indians who have lived in the San Juan Basin region for the past 600 years, the Farmington area is Totah, "where the three rivers meet".

Up until 1950 the population of a little over 3,500 people were mainly concerned with agricultural and ranching pursuits in the Basin. For years Farmington was known as the "city of the big red apple", and even today 400,000 bushels of this prize crop are shipped out annually.

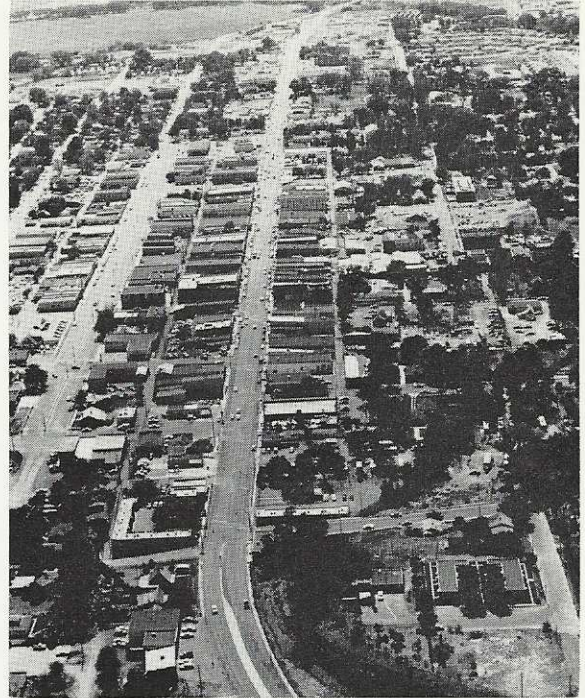
Beginning in 1950 major gas and oil discoveries kicked off the decade of the "fabulous 50's" which coupled with a uranium boom caused the population to grow to 23,664 persons by 1960. Dollar value of gas and oil products in the Farmington area has risen to where it now exceeds 55 million dollars a year. Each day hundreds of thousands of barrels of crude oil are piped from the Farmington area to refineries in southern California and Texas. In addition the El Paso Natural Gas Company has a pipeline system to gather, treat and transport natural gas from Farmington to California. Natural gas for homes and industry in the Pacific Northwest is carried in the pipelines of the Pacific Northwest Company.

Today Farmington is consolidating its gains of the past decade. Over 20 million dollars have been spent in municipal improvements which include a new municipal building, a new steam power plant, over one hundred miles of paved streets and a half a dozen new elementary schools plus a new high school. To attract additional industries into the San Juan Basin a non-profit Farmington Industrial Development Corporation was formed. Its function is to procure land, erect buildings and provide necessary facilities for any new industries wanting to locate in the area. One such new industry is the huge coal strip mining operation of the Utah Construction Company. It is developing new coal and electric power for New Mexico and Arizona from coal reserves estimated at over a billion tons.

During this decade of boom many thousands of young, energetic families have moved into Farmington. Not only were there plenty of good-paying jobs but the sunny, dry climate was an attraction for good living. These newcomers have built smart, new homes, they underwrote an ultra-modern, half-million-dollar Elks Club with 1,200 members, practically rebuilt and modernized the downtown business district and found time to build the cultural attractions of their new city which features a Community Concert Series, a Symphony Orchestra, a little theater group and a well-equipped library. All of this is a good yardstick to measure the impact of the prosperity and growth of Farmington.

Just 35 miles from the center of town the big 23-million-dollar Navajo Dam on the San Juan river is fast taking shape. With the completion of the dam in 1963 a lake 35 miles long will provide hundreds of thousands of acre-feet of water for irrigating new farm lands. The dam will also make available additional water for industrial and municipal developments. As a vacationer's paradise this man-made lake will provide the best in boating, fishing and other recreational activities.

As its contribution to the growth and importance of Farmington, Frontier Airlines schedules 14 daily flights both in and out of Farmington. On a high mesa



Downtown Farmington is full of bustling activity throughout the day and night. It is the regional district office and supply center for the ever-expanding oil and gas activity of the San Juan Basin.

just a mile from town the airline has developed an important air hub for its operations between the terminal cities of Denver, Salt Lake City, Phoenix and Albuquerque. The guiding light in running the Farmington station for the past 12 years has been Paul Almquist. Today Paul heads up a staff of 22 station agents and in his off-time presides as president of the Farmington Chamber of Commerce. When the new runway of 6,500 feet is completed this summer, Frontier's 44-passenger Convairs will be able to carry full loads out of Farmington.

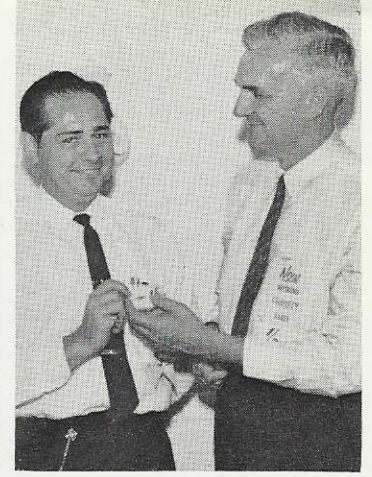
Farmington, in the heart of the Four Corners country, has prospered spectacularly as the natural resources of the San Juan Basin have been discovered and developed. In the years of the "spectacular 60's" it should grow to ever-greater importance as a good place to work, to live and to play.



Under Farmington's bright skies the silvery structures of a natural gas processing plant gleam in the sunlight.



In mid-morning and again in early evening five Frontier Airlines' "Sunliners" park in front of the Farmington terminal building to exchange mail, passengers and air cargo. These flights air link Farmington with the Frontierland of New Mexico, Arizona, Colorado and Utah.



Four more Frontiersmen receive their 10-year lapel pins. J. Dan Brock, Vice President of Traffic and Sales, officiates in the presentation to Oliver Brunz, Station Manager in Pueblo, Carl Foster, Regional Station Manager in Salt Lake

City, and Mel Brandt, District Sales Manager in Salt Lake City. Elton L. Snoke, Manager of Stations, made the presentation to David H. Burr, Supervisor of Station Training.



Eight of the nine new stewardesses recently completing their three-week's training in Denver were from the area served by Frontier Airlines. Though they finished their course before their uniforms arrived, they were very proud of the diplomas and wings which make them an official part of the "welcome aboard" staff on Frontier's "Sunliners". The management of the Thunderbird Motel where the

girls stayed during their training presented each of the girls with a beautiful orchid to add to the pleasure of the graduation ceremony. Shown with J. Dan Brock, Vice President Traffic and Sales, the new stewardesses are (left to right) Beverly Allison, Mary Van Sise, Nancy Schennum, Judy Bohling, Illene Jacobson, Sussie Scheerer, Beatrice Haman, Connie Werner and Joy Robinson.



Stewardess Charlene Turner welcomes Walt King of the Jackson Hole Chamber of Commerce and Bill Bragg of the DUDE RANCHER on their trip to bring back the Outdoor Writers Association of America Convention to be held in Jackson in June, 1961.

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