



Sunliner News

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Frontier Dedicates New Administration Offices



Lewis B. Maytag, Jr., Frontier's president and chairman of the board, gets some hungry assistance from the airline's officers as he prepares to cut the banquet cake. (Left to right) Edward F. Dolansky, treasurer, G. Ray Woody, executive vice president, Mr. Maytag, Ray P. Minniear, vice president of operations, and J. Dan Brock, vice president of traffic and sales.

New general offices for Frontier Airlines, located at 5900 East 39th Avenue, a mile west of Stapleton Airfield in Denver, were officially dedicated with two gala housewarming events on September 23 and again on October 1.

A year following the breaking of ground for the handsome two-story brick and tile building a fully impressed group of 60 VIPs (very important persons) gathered on September 23 to meet Frontier Airlines' officers and members of the Board of Directors during their inspection of the cheerfully lighted and air conditioned offices. Making up this luncheon group were representatives of the State of Colorado, the City of Denver, the Denver Chamber of Commerce's Aviation Committee, officers and executive board, news-

paper, radio and television, and members of the aviation and airline industry of the Denver area. Officially extending warm welcomes in Frontier's behalf were Lewis B. Maytag, Jr., president and chairman of the board, G. Ray Woody, executive vice president, J. Dan Brock, vice president of traffic and sales, Ray P. Minniear, vice president of operations, and Edward F. Dolansky, treasurer.

On October 1 the official open house was extended to Frontier's employees and their spouses. During the full afternoon and evening, close to 600 well-wishers crowded the 24,000 square feet of offices to inspect headquarters occupied by the executive offices and the departments of traffic, sales, treasury, legal, public affairs, economic controls, personnel and purchasing. Approximately 100 of the 525 Frontier personnel based in Denver work in these new offices.

Mr. Maytag, Frontier's president summed up the underlying need for enlarged general offices when he said, "Recent expansion in the last few years of Frontier Airlines' routes throughout the West and Midwest also necessitated expansion of the general office staffs to administer to this growing operation. The airline's new office building will eliminate the over-crowding which has previously existed. These modern facilities should contribute substantially to better employee morale and productivity."

Designed by Donald R. Hollis of the architectural firm of Hollis and Miller the building was constructed by the Richard T. Bickhard Company of Denver. The \$1 million building is leased from Van Schaack and Company which arranged for its financing with the Connecticut General Insurance Company.

Other departments of Frontier Airlines in Denver which are remaining in Hangar No. 5 at Stapleton Airfield will soon be operating from newly relocated and enlarged facilities in that building. These are the offices for maintenance, engineering, flight operations, dispatch, reservations, communications and stores. Early November is the target date for completing the move of all of these offices into new quarters.



Preston Walker, Frontier Board of Directors member from Grand Junction, accepts a pen from Dick Martin, Stapleton Field airport manager, as he prepares to sign the guest book during the VIP reception. Stewardesses Beverly Allison and Julie Santangelo distributed identification tags and programs.



Frontier Airlines' new administration building lobby has a smart, modern air featuring a suspended staircase in its center. Receptionist Renee Meadow (left) extends the welcome to Frontier's visitors and Joanne Uerling, Publicity Department, is caught going up the staircase.

EXECUTIVE EDITORIAL

Everyone A Salesman . . .

We in Frontier Airlines are aware of our aim to produce a perfect product and this product we all know is service. Realizing this, we often become more concerned with the production than the selling of this product. While it is necessary for us to make sure that we are sparing nothing in our effort to operate on time with courtesy and accuracy, we must remember the fact that even with the best product we have achieved very little if we do not sell it.

Having it, we must sell it; as the old adage "build a better mouse trap and the world will beat a path to your door" does not always apply in business today. A business which does not use aggressive selling and seize upon every opportunity to sell its product cannot survive in the competitive, free enterprise system of today.

I would like to quote a statement made by one of our Station Managers to his personnel which I feel expresses a goal for which all of us can strive.

"To us, each and every passenger we board out of our station is a major step toward job security and station permanence. From the moment the customer places a call with us for reservations or travel information, we accept the obligation to insure that person of our perfection in service. This obligation, coupled with knowledge and know-how will insure our ability to render service when called upon."

This is the right attitude. We cannot dismiss salesmen as that small group who devote their entire activity to sales work. If we are to achieve the highest possible goals in selling our product, each and every one of us must become a salesman.

You may ask yourself the question, "how can I in my particular position with Frontier be a salesman?" Let's take a look and see!

The *aircraft cleaner* who does a neat, complete job presents the customer with a comfortable airplane in which to fly, and sells the customer Frontier's comfort. The *mechanic* who helps to achieve a 100 per cent on-time, safe operation delivers one of the best sales arguments that we can possibly produce. He sells the customer safety. The *refueler* through fast, efficient handling of his job impresses the traveling public who often observes him in his work and becomes another salesman for our efficiency. The *ramp agent* and the *counter agent* with prompt, friendly and courteous handling of the customer and his problems sells the customer the advantages and pleasure of traveling with Frontier Airlines. The *dispatcher* who gives immediate notification of any irregular operations or weather interruptions sells the customer our dependability. We keep him properly advised in respect to his proposed trip. The *reservations agent* and *ticket agent* in the handling of reservations and in the selling of tickets can impress the customer with his desire to serve him and thus sells the customer on the benefits of traveling with Frontier. The *employee in the general office*, from Treasury to Traffic and Sales, through effective and immediate handling of his duties paves the way for our personnel at station levels to capably perform his duties, thereby selling the customer an effective organization's over-all teamwork. The *flight crew*, who have the advantage of being in contact with the customer for a longer period of time than anyone else in Frontier, sells a lasting, good impression. The Captain and Co-Pilot become salesmen when they as skilled professionals instill confidence in the traveler, while the stewardess who has the opportunity of planting the final impression sells the traveler on flying via Frontier with her pleasant manner and skillful handling of her duties while in flight.

Thus through working together as a team while building and producing our product which is service, we all become salesmen and share in the job of selling.

We in Traffic and Sales take this opportunity to thank each and every one of our Frontier team for his fine cooperation in the past, and we look forward to continued work with you as salesmen for the finest airline of all!

Vice President of
Traffic and Sales



New pass policies are developed by Mrs. Eleanor Randall, Dave Burr, supervisor of station training, and J. B. Montgomery, director of traffic.

Service Fees Eliminated on FAL Passes

Good news for Frontier's employees and their families is the November 1 pass policy change which eliminates all service fees for on-line passes. Employees of other airlines, however, will then pay a \$3 one-way and a \$6 round-trip charge except those who are traveling on annual passes.

New policy changes will simplify the issuing of on-line passes. A new form "Request and Authorization to Issue Free and Reduced Rate Transportation" will make it possible, after authorization of a request has been made by the Traffic Department, for stations to issue on-line trip passes. All Denver-based personnel will continue to receive passes directly from the Traffic Department. New pass forms will include an additional trip coupon to provide a going and returning portion. All employees, including annual pass holders, will be allowed a limit of ten on-line trips each year for personal travel.



Recently Billings station won the Frontiersman Award for the third time. Accepting the plaque from H. E. Davis, regional station supervisor (right) is Gordon Bost, station manager, and Irwin Humphrey, station agent.

Forty-Two Stations Win Frontiersman Award

By turning in perfect or nearly perfect monthly performances for working on-time flights through their stations a total of forty-two stations have earned the Frontiersman Award one or more times during the past year. As a result of these earnest efforts to assure the highest quality of passenger service, these stations have contributed greatly to the ever-growing public acceptance of their company's product—better air service.

Among terminal stations Kansas City took top honors on six different occasions with Albuquerque pushing close with five wins. In the transfer station classification both Farmington and Sidney, Montana, came in for six different plaque awards.

For on-line stations Beatrice has had the award presented to their station on eight occasions. The four stations of Lemmon, Sterling, Hot Springs and Safford have tied for second-place honors with five months in which they had 100 per cent on-time operations. Turn-around stations Idaho Falls and Moab were in first and second place with honors for eleven and ten wins respectively during the year.

Profile: Omaha, Nebraska

In the heartland of America straddling the crossroads of the nation is Omaha, hub of a growing market in the world's most productive agricultural area.

Here along the verdant hills and bluffs overlooking the Missouri river representatives of the Omaha and Missouri tribes met in 1804 with members of the Lewis and Clark Expedition who were charting the unknowns of the Louisiana Purchase. A half century later in anticipation of the migration which would settle this vast land area of the West, the cornerstone for the beginnings of Omaha was laid. By 1863 Union Pacific Railroad began stretching the shining steel rails westward across the plains to eventually link midland America with the West Coast. Today Omaha is the nation's fourth largest rail hub with four major railroads serving the city. Air travelers have a choice of five airlines which serve Omaha. Besides Frontier they are United, Braniff, Ozark and North Central. Rounding out the transportation story on Omaha are the fleets of 35 truck lines and a growing barge operation on the Missouri river.

Located between the cattle-growing ranches of the West and the feed-growing farms of the Midwest Omaha has assumed first place as the nation's largest market for livestock. Over six and three quarters million head of livestock with a dollar value of 680 million were handled through the Omaha stockyards in 1959. Much of the beef, lamb and hogs are processed in the 19 local packing plants in the city. With such a volume of choice cuts to choose from it is no wonder that Omaha's eating houses are world famous for mouth-watering steaks and chops.

Omaha's third claim to fame is its position as the insurance and finance center of the plains. Its 38 Omaha-based insurance companies are known world-wide. In the past year over \$350 million in policy premiums were handled by these companies. In the banking field the city's 10 banks along with the branch of the Federal Reserve bank assure the utmost in financial cooperation coupled with modern banking practices.

Since 1945 Omaha has taken giant strides in development of new industries. Value of manufactured products has soared from 460 million dollars at the end of World War II to over \$1,400,000,000 in the past year. Western Electric, Allied Chemical Corporation, Continental Can Company, Quaker Oats and Vickers Company have all built multi-million dollar plants employing thousands of new industrial workers.

Because of its central location Omaha has been since 1950 the home of the Strategic Air Command located at Offutt Air Force Base. This is the nerve center of the world's mightiest aero-space



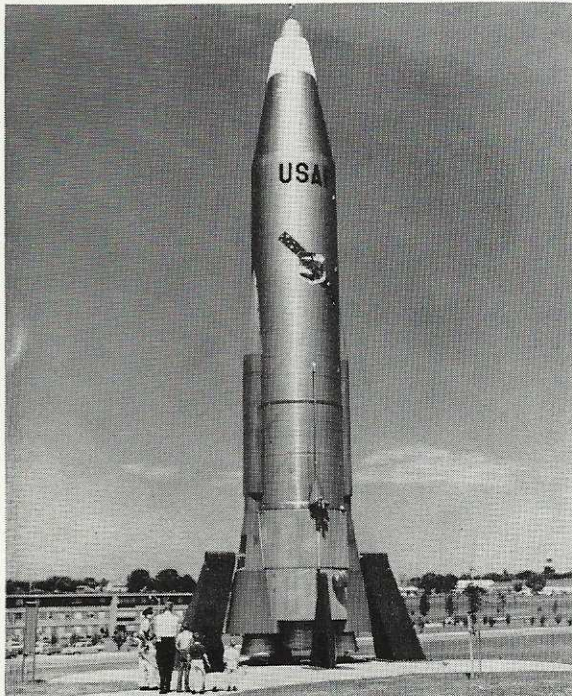
Omaha, a city of 308,000, is the busy headquarters for transportation, livestock sales and processing, S.A.C. headquarters and a growing industrial complex. Council Bluffs is its neighboring city on the east bank of the Missouri river.

force and is the heart of the United States' national, global defense system.

Higher education and the finer aspects of cultural pursuits have a top place in everyday Omaha. The University of Omaha, Creighton University and the University of Nebraska's Medical College plus two other colleges accent the emphasis placed on higher education. The cultural life of the city is highlighted by the year-round lectures, concerts and art exhibits which are enjoyed at the Joslyn Art Museum in the heart of the city. The Omaha Symphony Orchestra has a fine organization of 75 musicians.

Neighboring on Omaha to the West is the "city of little men." This is the famed Boys Town founded by Father Flanagan as a home and self-governing town of 1,000 boys ranging in age from 10 to 18. In the over 40 years of the school's operation its graduates have justified Father Flanagan's belief that there is no such thing as a bad boy.

Out at Omaha's Municipal Airport, Eppley Field, with its seven miles of runways and a brand new terminal building under construction, Frontier Airlines bases 58 personnel. Heading up the 25-man pilot group is division chief pilot, F. Dale Jella. Station manager George Slivka works with 17 station agents in handling Frontier's two originating, two terminating and two through flights at the Omaha station. Stewardess-in-charge of the 12 personable lovelies who extend the "Welcome aboard!" Frontier's "Sunliner" flights is Sandra Smith. During the past three months in which "Sandy" has been on leave of absence, pert Gloria Brant has been acting as stewardess-in-charge. Handling sales contacts in Omaha and the bulk of Nebraska is George Naglich, district sales manager. Ron Gildea is Omaha-based for his activities as regional station supervisor for 14 of the airline's station operations in Nebraska and Missouri. Assuring the on-time readiness of Frontier's flight equipment is mechanic Dale Buehrer. Together this team of Frontiersmen have built Omaha into one of Frontier Airlines' best passenger boarding points with over 1,200 passengers each month.



A mighty Atlas missile stands as a symbol of a war deterrent in front of the Strategic Air Command headquarters in south Omaha.



Twice daily Frontier's Radar Convairs serve Omaha on a route between Kansas City and Denver via central Nebraska. Four other Frontier flights also air-link Omaha to other Nebraska cities.

Open House For Everyone



IDENTIFICATIONS At Open House and VIP Reception



1. Main entrance of Frontier Airlines' new administration building.
2. Receptionist Renee Medow, Carl Foster, R.S.S.—SLC and Captain Scott Keller, div. chief pilot—SLC.
3. Lewis B. Maytag, president, and Aviation Committee of Denver Chamber.
4. Jo Pershin, stewardess in charge—DEN.
5. Mrs. Ed Gerhardt, publicity, Mrs. Scott Millis, dispatch, and Mrs. Earl Keene, dispatch.
6. Mrs. Jim Hanson, Co-pilot Don Rounds—DEN, Captain Jim Hanson—DEN and Vern Carlson, assistant director of public affairs.
7. Mr. and Mrs. J. Dan Brock, vice president of traffic and sales, and Bill Nelson, director of legal and public affairs.
8. President Maytag and Mrs. Pres Walker—GJT.
9. Stewardess Julie Santangelo and Gene Cervi of CERVY'S JOURNAL.
10. Jim Montgomery, dir. of traffic, and Mr. and Mrs. Dave Long—DEN with two-month-old Roger Allen Long.
11. Stewardess Beverly Allison, Jack Ashton and Gail Aydelott, vice presidents Denver Chamber, and stewardess Julie Santangelo.
12. Mr. and Mrs. Mel Brandt, D.S.M.—SLC, Mrs. and Mr. Gordon Shaffer, personnel manager, Mr. and Mrs. Frank Blair, dispatch, Mr. and Mrs. Ray Gies, credit union, and Ed Dolansky, treasurer.
13. Mr. and Mrs. Clark Coe, dir of economic controls.
14. Mrs. and Mr. Virg Alvey R.S.S.—DEN, Mrs. Carl Foster, SLC, Mrs. John Griffiths, DEN, and Mrs. Elton Snoko, DEN.
15. Ray Minniear, vice president of operations, John Myers, chief pilot, G. Ray Woody, executive vice president, Pres Walker, Board member—GJT, and Captain Bert Clark, PHX.

On-Time Air Service Is FAL'S Product



Each morning this sextet representing operations, maintenance, dispatch and traffic meets with Ray P. Minniear, vice president of operations, to review the day's flight program. (Left to right) John Myers, chief pilot, J. B. Montgomery, di-

rector of traffic, Jeff Mahan, director of maintenance, Ed O'Neil, director of flight operations, Vern Stever, chief dispatcher, and K. L. Maholland, superintendent of flight operations.

Except for an "Act of God" there is no acceptable reason for anything but an on-time performance for all of Frontier's 56 daily flights from their points of origin to their destinations. Working with this yardstick, representatives of the departments of maintenance, flight operations, dispatch and traffic hold a short briefing each morning with Ray P. Minniear, vice president of operations to measure the past day's flight performances. Should their findings indicate a need for corrective action it is put into effect that same morning to assure the most in a streamlined, on-time operation.

Backing up this program are the mechanics, inspectors, dispatchers, flight crews and station agents who have direct participation in the handling of every flight. There

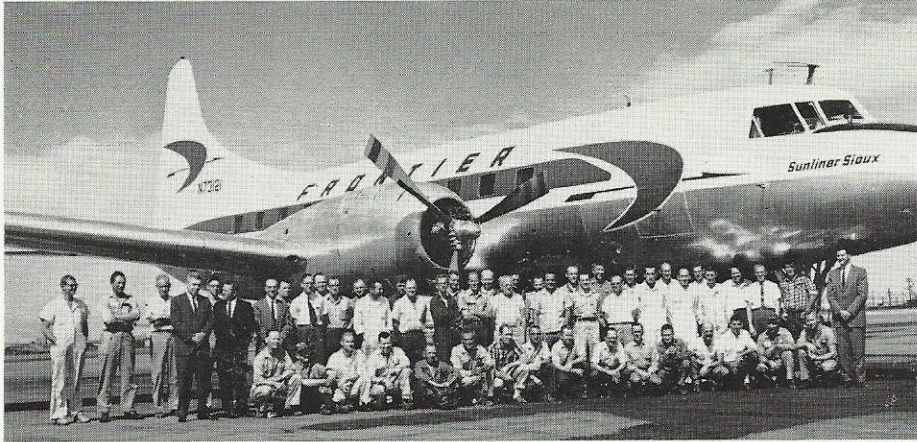
is an ever-growing, eager awareness on the part of each one who contributes individually and collectively in meeting scheduled flight operations. In the past year there has been a tremendous improvement over all route segments in the percentage of flights operating on-time or within five minutes of scheduled operations. The outstanding record of 42 of Frontier's stations having earned the coveted Frontiersman Award this past year for no attributable station delays in a month attests to the conscientious thinking and acting of these Frontiersmen. Twenty-six of these stations also have the proud distinction of having won this plaque from two to eleven times during the year.

Frontier's new esprit' de corps means a better air service for its customers in the West!



Maintenance and the Log Office work together in seeing that every "Sunliner" is ready to fly on schedule. (Left to right) George Swonger, chief log clerk, and Mike Kelly, maintenance scheduler, check an aircraft flight log with John Randall, lead mechanic, to see that all necessary maintenance has been performed.

First Convair Overhauled By FAL Maintenance Department



These fifty mechanics, inspectors and foremen in Frontier's Maintenance Department can take real personal satisfaction in their quality performance in processing the first complete airframe and accessory overhaul

of a Convair 340 in Frontier's own shops. A good indication of the first-rate job that this team turned out was the fact that the aircraft, Number 121, "Sunliner Sioux", went back into scheduled operation after

only one test flight. This is the first time in Frontier's experience with Convairs that this high performance record was achieved. The Purchasing Department can also take bows for their conscientious contribution of obtaining the necessary parts and materials to complete the overhaul of the electrical gear, instruments, accessories and repainting of the aircraft.

Preliminary studies were obtained from this first overhaul which show that costs of such work can be materially reduced over contracting such work to outside firms. These studies will also be the basis for future programing of a progressive overhaul program of the airline's Convair fleet.

By mid-November the second of Frontier's Convairs will go into Denver shops for a complete airframe overhaul. It is expected that aircraft number 156, "Sunliner Shoshone" will be back in scheduled service within three weeks after work is begun on it.



Frontier Airlines' "Outstanding Citizens Award" is presented by J. Dan Brock, vice president of traffic and sales, to DeWayne Wolf. Wolf is chairman of the Kearney, Nebraska, Chamber of Commerce Transportation Committee, who has worked diligently to promote the use of airline service in his city.



Charles Harman, left, chairman of the Beatrice, Nebraska, Chamber of Commerce Aviation Committee, received Frontier Airlines' "Outstanding Citizens Award" from J. Dan Brock, vice president of traffic and sales for Frontier. Presentation of the trophy, which is a silver globe topped by a 12-inch scale model of a Frontier "Sunliner" was made at a Chamber of Commerce meeting.



The latest class of Frontier Airline stewardesses learns the high points of Frontier's operations during a slide presentation made by Dave Burr, supervisor of station training, who is assisted in the presentation by Viola Lester, reserve division chief stewardess. (Left to right) back row, Shirley Boyse, Theodora Morganski, Kathleen Hawk and Carolyn Jo Blythe; front row, Bernell Anderson, Georgia Aspitarte, Luella Weiss and Nellie Flores.



Maintenance and Engineering Supervisor of the Month Award was presented to Frank L. Davidson, superintendent of ground facilities. The presentation was made by Ray P. Minniear, vice president of operations.



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: Will special arrangements be made to allow employees to vote in the national election?

ANSWER: We naturally hope that each and everyone of you will vote in the national election. It is not only your privilege but your duty as an American citizen. The polls will be open from 7 a.m. to 7 p.m. which should allow ample time for all FAL employees to cast their ballot. However, we plan to close the general offices at 4 p.m. on election day so that those of you working there will have plenty of time to get to the polls. Employees working on shifts will have more than enough time either before or after their shift.

The people in the world today who can cast a secret vote for their own representatives in government are a minute minority. I urge all of you not to allow personal plans or problems to interfere with your trip to the polls. This heritage is too sacred to neglect.

QUESTION: What is the status of FAL in the Kansas-Oklahoma Case?

ANSWER: In the Kansas-Oklahoma Case, which has been in progress for some years, Frontier applied to provide service between certain cities in Kansas and Nebraska on a north-south basis. We also asked for a route across central Kansas. The examiner's report in this case did not recommend FAL for a single new point. We can reasonably assume in view of this report and because of our tremendous expansion in the *Seven States Area Case* that Frontier will not be certificated for any new points as a result of this somewhat ancient route case.



The two-millionth passenger to board Frontier Airlines is 105-year-old Jeff King, a revered Navajo medicine man and the oldest living ex-Army scout in the United States. Carl Butts (left), sales representative for Frontier Airlines presented King with a trophy to commemorate the event when he recently flew from Albuquerque to Gallup. Traveling with King was his great nephew, Ernest D. Yazzie, who acts as interpreter for King who speaks only Navajo.

King and his nephew have been traveling by air in recent months throughout the United States calling attention to the Fort Wingate Centennial held in Gallup, New Mexico. King served with Cavalry troops of the United States Army for close to 30 years. He acted as a scout throughout the American Southwest with troops based at Fort Wingate.

Denver Football Featured in New Weekend Package



The hard-hitting Denver Broncos bring professional football to Denver Stadium for the first time. The team leads the Western Division of the newly organized American Football Association.

Pigskin enthusiasts can now plan a full weekend in the Mile High City of Denver enjoying the colorful thrills of both professional and college football.

With the newly organized Denver Broncos of the American Football League scheduling Sunday games at Bears Stadium through October, November and early December it is now possible to see them in action after a previous Saturday afternoon viewing the universities of Colorado, Denver, Nebraska, New Mexico, and the Air Force Academy running, passing and punting.

Frontier Airlines has worked up a package for groups of twenty or more to see both a college game on Saturday and a Broncos game on Sunday. Special buses will provide transportation to and from both games, to and from the airport and to and from the hotel. Overnight accommodations will be at the popular Cosmopolitan Hotel and an excellent box lunch enroute to the Saturday game with a delicious brunch before the Sunday game provided by Henriette's Restaurant.

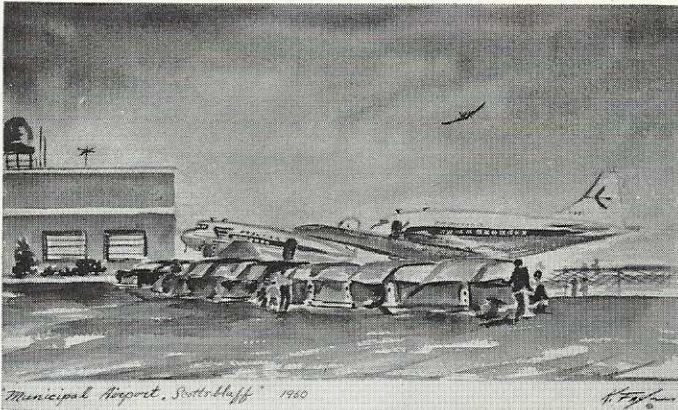
This weekend football package was developed by Larry Sills, Frontier's Senior Sales Representative in Denver and will be sold by the airline's staff of district sales managers and sales representatives throughout Frontierland. Besides loyal college alumni groups this football package will appeal to members of service clubs, Chambers of Commerce and sports followers everywhere.

Here is the schedule of doubleheader football weekends in Denver.

- Oct. 22—Colorado University vs. Nebraska (Homecoming)
- 23—Denver Broncos vs. Boston
- Oct. 28—Denver University vs. New Mexico
- 29—Colorado University vs. University of Oklahoma
- Air Force Academy vs. George Washington University
- 30—Denver Broncos vs. Dallas
- Nov. 5—Air Force Academy vs. University of Denver
- 6—Denver Broncos vs. Houston
- Nov. 26—Colorado University vs. Air Force Academy
- 27—Denver Broncos vs. Buffalo
- Dec. 4—Denver Broncos vs. New York



Frontier Airlines' year-around tour to Grand Canyon National Park is brought to the attention of the lovely ladies who handle the tour desks for American, Trans World and Continental Airlines in Chicago by Paul Glidewell, Frontier's interline sales representative, back row center, and Ralph Neff of the Fred Harvey Company which operates hotels at the Grand Canyon.



"Municipal Airport, Scottsbluff" is a water color by Keith Fay of Scottsbluff, Nebraska. A self-taught artist who has made painting his hobby for the past 10 years, Fay specializes in landscapes of the West.



The Denver Bears manager, Charlie Metro (right), points out to third baseman Steve Boros the stance taken by the club's mascot which decorates the fuselage of a Frontier DC-3. Boros was elected the team's most valuable and most popular player.



Captain Bert "Pappy" Clark, Phoenix, takes a look at the illustrated story which appeared in the Arizona Republic Magazine on his Convoir operations between Tuscon and Denver.



General Carlos P. Romulos, Phillipine ambassador to the United States, checks with Cal Reese, station manager in Denver, on his flight plans into Scottsbluff.



Stewardess Amanda Humpavli, Denver, flew KLM on a month's tour to Europe. She also visited her family in Sparta, Greece, where she was born.

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