



Sunliner News

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Frontier Plans BAC 1-11 Twin-Jet Fleet



FRONTIER AIRLINES' president, L. B. Maytag, Jr. (right) holds a model of the new BAC One-Eleven fan turbo-jet aircraft which the company has recently ordered. David Sykes, (left) representative of the British Aircraft Corporation, Ltd. of England, looks over Frontier's letter of intent to purchase six of the 540-mile-per-hour jets.

SIX TWIN TURBO-JET powered BAC One-Eleven aircraft will be flying with Frontier Airlines' insignia as the result of President L. B. Maytag, Jr.'s notifying the British Aircraft Corporation recently of the company's intent to purchase these planes.

Jet pods mounted on each side of the rear fuselage section house Rolls Royce Spey RB-163 engines. Maximum cruising speed of the aircraft will be 540 miles per hour. The new jet is designed to cruise and maintain altitudes in excess of 20,000 feet while operating on one engine. This feature is of particular importance in Frontier's operations over the high country of the Rocky Mountains.

The BAC One-Eleven has an overall length of 93 feet 8 inches with a wing span of 88 feet 9 inches. Maximum take-off weight is 68,240 pounds with a maximum payload of 14,000 pounds. Frontier has tentatively decided on a mixed configuration providing 62 passenger seats. These will be divided between first-class and tourist passengers.

Current price of the BAC One-Eleven is \$2,300,000. The aircraft is designed for short-haul route segments and will operate cheaper than the Viscount 810 turbo-prop on segments of 300 miles or over. This low cost per available seat mile requires fewer passengers to break even than any comparable airplane on the market today.

Contractual negotiations with British Aircraft Corporation will begin this coming fall. It is anticipated that the contract will be concluded in January of 1962. Earliest delivery to Frontier Airlines would be in the summer of 1965 with the first prototype being built next summer.

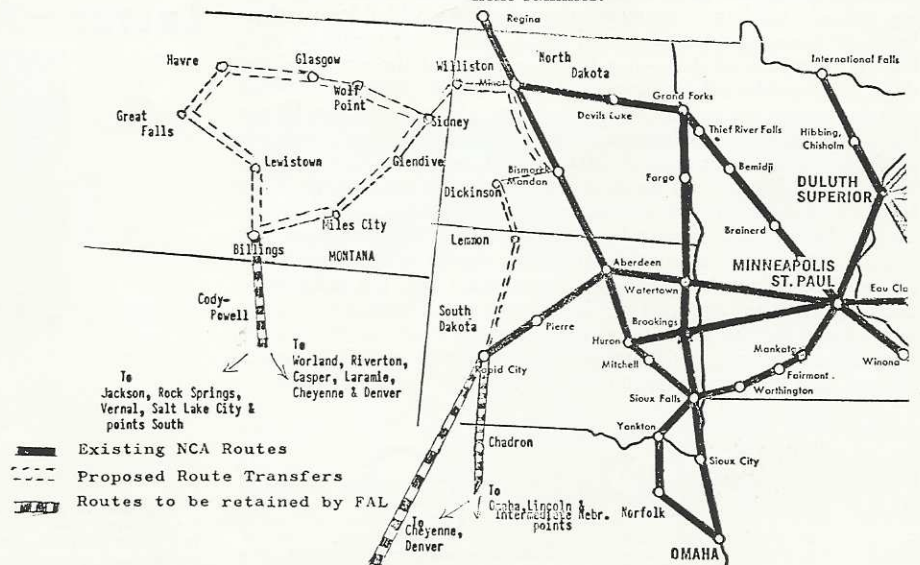
FAL-NCA ROUTE SALE PROPOSED

SALE AND TRANSFER of certain northern route segments of Frontier Airlines to North Central Airlines was proposed jointly by the two airlines to the Civil Aeronautics Board in late July.

Basis for the sale is the historically strong, east-west community of interest existing between 13 towns and cities served by Frontier in Montana, North Dakota and South Dakota and the Twin Cities of Minneapolis and St. Paul. In Montana, these communities are Lewistown, Great Falls, Havre, Glasgow, Wolf Point, Sidney, Glendive and Miles City. In North Dakota, they are Williston, Minot, Bismarck/Mandan and Dickinson plus Lemmon in South Dakota. Frontier has been serving these cities on north-south routes through gateways to the rest of the company's system in the Rocky Mountains and Great Plains areas. North Central Airlines, with headquarters in Minneapolis, serves eastern North Dakota and South Dakota as well as eight other states of the Midwest and Great Lakes areas.

Frontier's Federal subsidy over these segments will be reduced by approximately \$1,300,000. Although North Central's subsidy will be increased, it is estimated that the overall annual savings in subsidy will be

\$450,000. In addition, these communities will receive improved air service by North Central due to the airline's east-west traffic flow and its ability to feature one-carrier service.



ROUTE SEGMENTS to Be Transferred from FRONTIER to NORTH CENTRAL

COMMUNITY RELATIONS AFFECT ALL OF US . . .

The announcement of my joining Frontier Airlines carried the information that I would work on management programs at the federal, state and city levels. Undoubtedly, this statement caused some company employees to wonder what Frontier's new programs are and how we plan to approach them.

The field with which I have been closely associated during my time in air transportation has had many names; e.g., administration, sales, public relations, public affairs, community relations, governmental affairs, legislative affairs, etc. Regardless of what name is used to designate any activity, the end results are the combined efforts and team play of every associate who works at making such activities successful.

Stories are carried in the *Sunliner News* on new route applications. This action warrants continuing work at all levels—city, state and federal governments. This means contacts with city officials, state officials, and finally to Washington before the Civil Aeronautics Board. Likewise, when towns fail to meet the CAB's "Use It or Lose It" standard, it is the company's responsibility to file for suspension of service. This action, as one might suspect, causes towns to rise up to protest and protect the certificate authorizing air transportation to operate through their towns. This is not a popular action and results in many meetings with people in the field and in Washington to resolve the issues.

Another phase of our program constitutes the activities of the president's office of Frontier Airlines—activities to broaden constantly the base of communications with others, not only within the company but on the outside. This area is vast and demands constant attention due to ever-changing times. Frontier must keep abreast of the thinking of our representatives in Washington and in the 10 states and the 65 towns and cities served by Frontier; consequently, a wide acquaintanceship must be maintained. In Washington, the Civil Aeronautics Board, in addition to the Federal Aviation Agency, Post Office Department, and other federal agencies, must be seen frequently on current problems.

One of the most difficult problems one faces in today's business world is maintaining a favorable image of one's company and keeping it favorable. The second problem is communications within one's company and to one's market. These two problems are common to all companies.

The image of Frontier is brightened or caused to become more favorable when company employees take an active part in community affairs, react favorably at work to sound progressive ideas, treat customers with genuine sincerity and make each trip comfortable with due regard for safety. Honesty of expression is another avenue to increasing the prestige of company affairs.

Years ago, your management was aware of the need of a favorable company image and good communications, as evidenced by developing manuals, holding company meetings, having stockholder meetings, building a strong sales force and using advertising media to make known Frontier's services—just to name a few of the worthy things done. Our public affairs program is but another phase in different areas not easily reached by the above-mentioned activities but by personal contact, which is familiar to most people active in community affairs or at work in personal-contact assignments.

I would like to end my first contribution to the *Sunliner News* by making these favorable observations of Frontier Airlines: Employees have made Frontier by their wonderful spirit of team play which has brought it along to today's high standards. Its size makes it a most interesting air carrier—not large, not small, but sufficient in size to make it an important cog in the over-all air transportation system scheme for the present and the future . . . and, by its past and present performance, highly respected in the financial field as well as its own field, air transportation.

Thank you.



Vice President — Assistant
to the President.

Anthony—New SLC Chief



VIRGINIA ANTHONY heads Salt Lake City's stewardess group as Chief Stewardess. Born and raised in the shadow of the Wasatch Range, Ginny was happy to move back to Salt Lake following close to two years in Denver. Before joining Frontier she worked in her home town for Mountain States Telephone & Telegraph, the Lang Company and a public relations firm, Paul F. Royall and Associates.

Oswald Named Acting DSM



NEW ACTING DISTRICT SALES MANAGER is Harvey E. Oswald covering the Eastern Sales District from his base in Kansas City. Harvey's sales efforts will take him into North Platte, Grand Island, Lincoln, Omaha, Imperial, McCook, Kearney, Hastings and Beatrice in Nebraska plus St. Joseph and Kansas City in Missouri.

A native of Grinnell, Iowa, Oswald served with the Sixth Fleet during his hitch with the U. S. Navy. Following his graduation from the National School of Aeronautics in Kansas City, he joined Frontier and worked in the Gallup and Lincoln stations before getting into the Sales Department two years ago.

Lester—Asst. Chief in Denver



VI LESTER is new Assistant Division Chief Stewardess in Denver. She will work closely with Division Chief Jo Pershin and continue her work of the past two years of training new stewardess classes.

Vi hails from Bismarck, North Dakota. She has been based in Denver during all four of the years that she has been with Frontier.

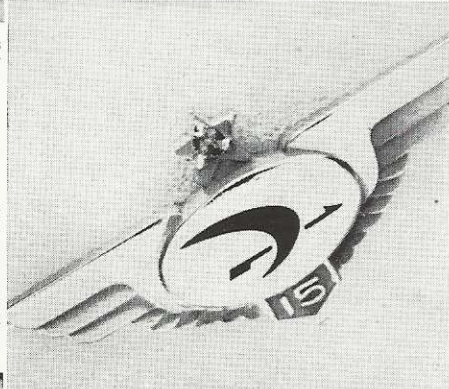
FIFTEEN YEAR PINS AWARDED TO 39 FRONTIERSMEN



↑ FIRST 15-YEAR PINS go to Captain John Myers and Captain Bert Clark. Both joined the company on January 1, 1946. President L. B. Maytag, Jr. makes the presentation.

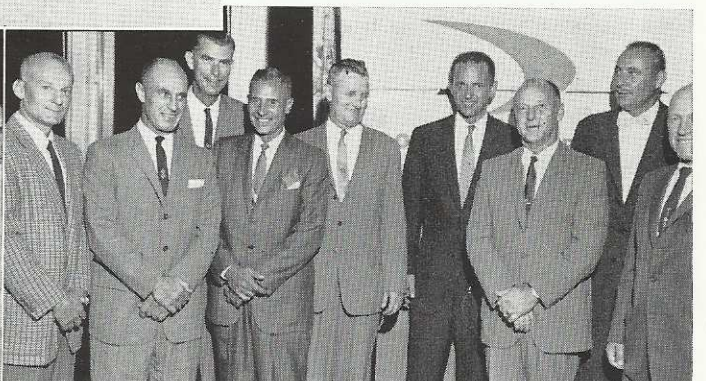


↑ RUBY-STARRED PINS also went to (left to right) Vern Stever, Dispatch; Bill Hamilton, Material; Virgil Alvey, Traffic; President Maytag, Ella Tanko Cleaning; and Vern Carlson, Public Affairs.



↓ TWENTY-THREE MAINTENANCE personnel received 15-year pins. Pictured from left to right are Al Garcia, Fred Elliott, Harry Duff, Hugh Gulliksen, Len Nothhaft, President Maytag, Jack Mericle, Earl Fischer, Lee Gregory, George Cramton, Ed Pellerin, Dick Buethe, Harold French, Luther Barnes, Vern Tomppert and Clyde Longhart. Absent were Teunis bergen, Conrad Greenemeier, Harold Libby, Oliver Frigon, Bob Meisenbach and Beulah Stull.

↓ ELEVEN CAPTAINS pilot "Sunliners" wearing 15-year pins. Pictured left to right are Bill Hays, Joe Romano, John Myers, Floyd Ririe, Ray Harvey, President Maytag, Bert Clark, Ev Aden and "Swede" Nettleblad. Absent were Bert Hall, Art Ashworth and Willie Hurt.



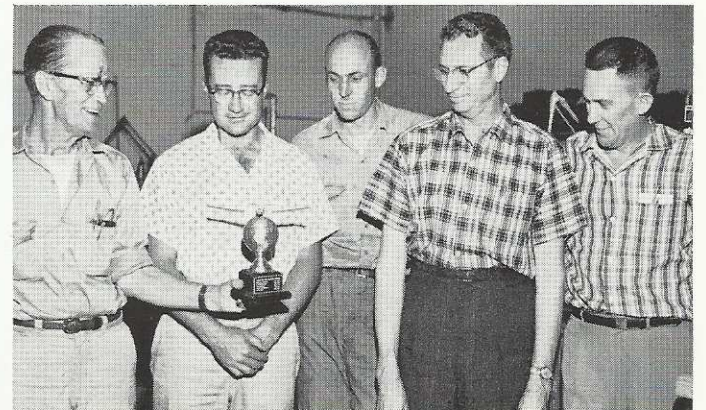
Bright, new ruby-studded gold wings have recently appeared on the jacket lapels of 39 Frontiersmen. These are in recognition of their 15 years of service with Frontier Airlines.

At a special award dinner held at the 26 Club in Denver, most of these 15-year veterans, including those based in Phoenix, Salt Lake City and Albuquerque, attended with their wives. Presentations of the 15-year-service pins were made by Frontier's president, Mr. L. B. Maytag, Jr., who presented each award with a personal summing up of each individual's background in aviation and with the company.

These 39, now proudly wearing their new wings, represent a total of 585 years of airline experience. Most of them began the first of their 15 years of service with Monarch Air Lines in Denver. Captains John Myers and Bert Clark date their service from January 1, 1946, as Monarch laid its first organizational plans. Also dating their 15 years from early 1946 were Captains Floyd Ririe and Bert Hall, both of Salt Lake City, who were in on the beginnings of Challenger Airlines, another predecessor company of Frontier Airlines.

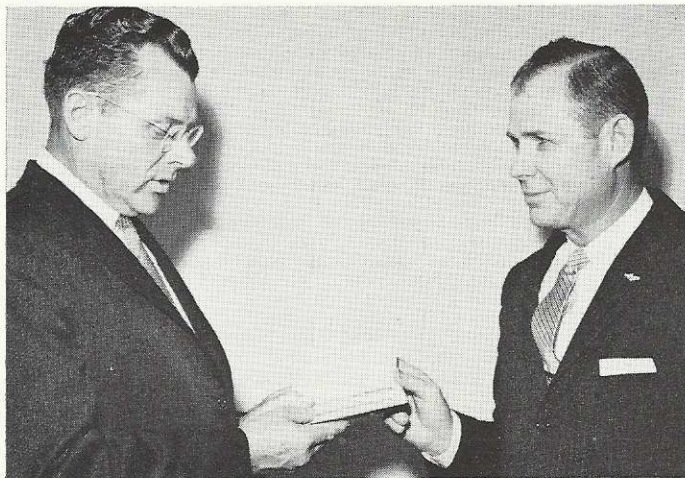


↓ GUNNISON WINS the "Frontiersman Award" for the seventh time this year. Best on-time operations for an intermediate station was earned by these personnel (left to right) Kenneth Hunt, Darwin Kerr and Station Manager Art Trevithick. Kerr has recently transferred to the Montrose station.



↓ INSTRUMENT SHOP wins the "Shop of the Month" award for the second time. Proud of their accomplishments are (left to right) Willard Myers, Bernie Langfield, Dean Aden, Larry Keen and Roy Deeming, foreman.

4,475 LOANS OKAYED IN 7 YEARS



PEN AND PENCIL SET was presented to Len Stuart, Maintenance Inspector, (right) for his personal interest and efforts as Chairman of the Credit Committee of Frontier Airlines Federal Credit Union for these past two years and for his seven years of work with the Committee. Jim Montgomery, president of the Credit Union, made the presentation. During Stuart's years at this most demanding of duties, his Committees have okayed 4,475 loans totaling \$215,385 to Frontier personnel.



SMILING CHET LUBBEN, Manager of Scheduling and Charters, needed an extra cup of coffee following a surprise at coffee-break time. Members of Traffic and Sales presenting Chet and his new wife, Ramona, with a complete fire place set were (left to right) Jim Montgomery, Vern Carlson, Paul Glidewell, Larry Sills, "Red" Davis, Betty Biffle, Joanne Uerling, Chet, Mr. Dan Brock, Mary Jane Glantz, Kay Gustafson and Claire Almquist.



(Photo—Grand Junction Sentinel)

FILM-MAKING IN MOAB has Pat Wayne with an arrow in the back as cameras roll in the Twentieth Century-Fox epic of the West, "Comancheros." John Wayne co-stars with his son Pat and Stuart Whitman in the action-packed film.

Award of Honor Won by Frontier Airlines



AWARD OF HONOR is proudly displayed by Frontier Airlines' president, L. B. Maytag, Jr. Frontier was among nine airlines in the United States to receive this highest of recognition from the National Safety Council for its outstanding 1960 safety record. The airline received the Award of Honor for having flown over 75,000 aircraft hours without a fatal accident in 1960. In addition, Frontier has a lower major accident rate than the average for the local service industry during the past three years.

During its 15 years of air service in the Rocky Mountain West and Midwest, Frontier has flown nearly two and a half million passengers. It has never had a fatal accident to a passenger or to a crew member.

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FAL/CAL AID MOVIE MAKERS

IT TAKES PLENTY of advance arranging to assure a smoothly coordinated handling of all the details in making a big-budgeted motion picture. Frontier's Interline Sales Representative Paul Glidewell checks with Virginia Weathergood and Thomas Krause of Twentieth Century-Fox in Hollywood on the routing of actors, production personnel and equipment into Moab for the filming of "Comancheros." Jack O'Brien of Continental Airlines (right) assisted in the plans for tying in the schedules of the two airlines in this important project.



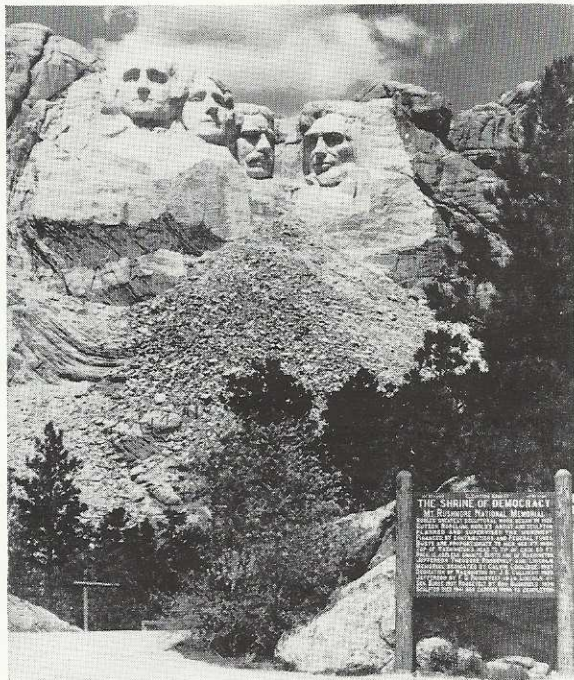
Profile: Rapid City, South Dakota

Long considered the exclusive dwelling place of the Gods by the Cheyenne and Sioux who roamed the plains of the Dakota Territory, the pine-covered, purple-hued Black Hills remained quiet and uninhabited by man until August 2, 1874. On that date, as members of General George A. Custer's Cavalry Troop on a scouting expedition in this unexplored land poked along creeks in the southern part of the Black Hills, the cry of "Gold!" broke the eternal silence. As the nation's pulse quickened to this discovery, hundreds and then thousands of fortune seekers poured into the hills.

In the year 1876 a group of discouraged prospectors chatting around their campfire on banks of Rapid Creek conceived the idea to build a town which would act as the distribution center for hay, lumber, hardware and food stuff to be used by the mining camps up in the Hills. From these beginnings was born Rapid City. By summer 200 residents had settled in the newly-formed community. Despite ambushings and raids during that first year by Indians who considered the white settlers as trespassers, the population and activity of Rapid City continued to grow.

The largest factor in the development of Rapid City was probably transportation. Stagecoaches from Ft. Pierre and Sidney, Nebraska, gradually built up its importance. In 1886 the first railroad, the Fremont, Elkhorn & Missouri River, chugged into town. Then in 1907, two more sets of rails brought in the Chicago & North Western and the Chicago, Milwaukee, St. Paul & Pacific from the Midwest. Today, three major bus lines also serve the city along with important trucking operations. Via air, Rapid City is linked to all sections of the United States and the world with the daily flights of Frontier Airlines, North Central and Western.

Rapid City came into national prominence in 1927 when President Calvin Coolidge made the State Game Lodge at Custer State Park his Summer White House. After the president's visit, thousands of additional visitors were attracted to Rapid City and the Black Hills to watch



SHRINE OF DEMOCRACY best identifies the meaning of the Mount Rushmore National Memorial. It attracts over a million visitors each year who reflect on the personal contributions made by Presidents Washington, Jefferson, Roosevelt and Lincoln to the greatness which is America.



DINOSAUR PARK overlooks booming Rapid City. Tyrannosaurus rex is one of five life-size, prehistoric reptiles which can be seen silhouetted on the skyline above the picturesque city of 43,000.

sculptor Gutzon Borglum direct the blasting and cutting of his immortal monument in the granite face of Mount Rushmore. High on this mountain side the likenesses of four of America's greatest men, Presidents George Washington, Thomas Jefferson, Abraham Lincoln and Theodore Roosevelt, gradually took their shape. The Shrine of Democracy was finally completed in 1941 after 16 years of devoted work.

Tourism has now become an important part of the economy of Rapid City and the nearby Black Hills. In 1960 the area was the vacation playground of over 2 million visitors who spent over \$77 million. Besides the Mount Rushmore National Memorial there are the attractions of thousands of wild buffalo roaming Custer State Park, the underground sights in Wind Cave National Park, the gigantic carving of Chief Crazy Horse on Thunderhead Mountain, tours through the Homestake Mine, largest producing gold mine in the United States, the impressive Passion Play in Spearfish, trout fishing in sparkling lakes and along the many picturesque streams everywhere in the Hills, a trip into yesterday over the narrow-gauge Black Hills Central Railroad, the world's largest reptile gardens and to the east of Rapid City the weird, eroded formations in the Bad Lands National Monument.

During World War II a new industry came to Rapid City with the establishment of Ellsworth Air Force Base, one of the nation's largest. After training thousands of B-17 bomber crews during the war, the Base continued to produce crews for squadrons of B-29's, B-36's and now the giant B-52's of the Strategic Air Command. Also to play a vital role in the nation's defenses are the three Titan missile installations under construction 25 miles from Rapid City plus the new \$50 million program for 150 Minuteman intercontinental missiles to be based in the Rapid City area.

Rapid City, with its moderate winters and cool summer evenings, is a pleasant place to live the year around. New housing developments accommodate themselves to the valleys and hillsides which make up the landscape of this interesting city. It is a big jump in 85 years from a hay camp for the wagon trains of the mines to the fastest growing city in South Dakota. Rapid City is taking strides to be the state's largest and most progressive city of 1970.



SEVEN DAILY FLIGHTS flown by Frontier Airlines serve Rapid City. Non-stop Convair 340 operations to Denver connect with other services from Minot and Bismarck with additional flights to western Nebraska and connections to Lincoln, Omaha and Kansas City. Don Watson manages the 8-man station.

COFFEE BREAK...

JOANNE UERLING

Summer's nearly over, but you still have time to see Mesa Verde National Park in the fabulous Four Corners country of the Southwest. And as you might expect, Frontier's "Vacations West" tour folder knows the way. Here's how it goes.

First you arrive in Durango, Colorado, airtlinked to you via Frontier, and this becomes your center of a 100-mile radius of activity. Then with a deluxe bus directly to Mesa Verde

National Park, activity soon starts and so must you. Here the vacationer finds Mesa Verde—the green tableland—and deep within the canyons are the deserted cliff cities of an ancient people of a thousand years ago. As pictured at right, one of the largest of the many preserved cliff dwellings with 200 rooms, Cliff Palace gives an idea of the architecture of an advanced but bygone day. Climbing is not necessary for the earlier mesa top ruins while a complete history of Indian life can still be found, but there is added exciting harassment in climbing high, scary ladders to the cliff houses. For a full history of the early civilization, there are museums containing dioramas of Mesa Verde life with authentic relics located in the Park. After you've seen a bit of each, you may return to overnight in Durango unless you wish to spend another day at the Park and choose to use accommodations there including both Spruce Tree Lodge or the free campground. Evenings include around-the-campfire sessions where informational archaeological talks and eerie Indian tribal dances will appeal—the first to your must-know-it-all attitude, the second to your esthetic sense.



Cliff Palace

When you do return to Durango, the next day is an especial thrill as you can take one of the Rio Grande Railroad's few remaining narrow-gauge trains through the "Switzerland of America" in the San Juan Range to Silverton, Colorado. Narrow-gauge, by the way, differs from standard-gauge by one foot eight and a half inches which gives you some idea of the width of the small train. The shot at the left shows the little train panting practically unnoticed through Nature's beauty on its way to Silverton, almost without leaving a mark. You'll want your camera and a window seat for these awesome sights over the Las Animas river, for here in the Four Corners country where the borders of Arizona, Colorado, New Mexico and Utah meet, there are truly some of the most different and interesting views in the nation.



Narrow-gauge Railroad

Want to stay longer? The next several days could be spent doing a variety of bonafide vacationer things. From Silverton there are jeep trips to ghost towns left over from the silver boom days and tours through metal and gold mines. Or there is an all-day over the Continental Divide jeep trip from Silverton to Lake City, Colorado, for beauty seekers, camera luggers and rock collectors. Too, a

three-day, non-resident Colorado fishing license for \$3 plus all the necessary equipment including rod, reel, line and bait for \$1 a day are available from the Grand Imperial Hotel in Silverton. Nearby rivers and streams have large fighting trout and all you have to do is wait for them to strike and then the excitement begins.

Possibilities for this Mesa Verde vacation could go on for some time, but you'll want to see for yourself. This "Vacations West" trip is available with no planning problems attached through any travel agent or your nearest airline office. Everybody better go. You have just enough time to see the fabulous Four Corners country.

IN MEMORIA

All of us with Frontier Airlines extend our deepest sympathies to the family of Douglas H. McDonald of Phoenix—a fine husband, a devoted father and a sincere friend to all who were fortunate in knowing him.

Captain McDonald's doctor describes Doug's death as caused by squamous carcinoma. Most of us would better understand it as malignant cancer.

Doug joined Monarch Air Lines in November, 1946. Later in June, 1947, he signed on with Challenger Airlines in Salt Lake City. Then in June, 1950, when the newly merger-formed Frontier Airlines began operations in Phoenix, he was an original member of the crews domiciled there. For one and a half years in the mid-50's Doug was based in Billings before transferring back to Phoenix. Captain McDonald flew his last flight on January 30, 1961. He is survived by his wife, Virginia, two daughters, Dawn and Diann, and two sons, Scott and Stuart.

Identifications of SALT LAKE CITY Personnel



1. Salt Lake City's new Municipal Air Terminal.
2. Copilot Dick Ure, Captain Fred Blakeley and Captain Bill McChrystal.
3. Copilot Bobbie Bagshaw.
4. Stewardess Mary Van Sise.
5. Division Chief Stewardess Virginia Anthony.
6. Senior Station Agent Merle Beeler.
7. Stewardess Ginney Booth.
8. Captain Jack Schade.
9. Station Agent Donald Borchard.
10. Copilot T. E. Searle.
11. Station Agent John Klonizos.
12. Captain C. A. Beardsley.
13. Copilot Charles Thomas.
14. Station Agent Delbert Zusman.
15. Captain Floyd Ririe.
16. Copilot Joe Hightower.
17. Station Agent Michael Caldwell.
18. Station Manager Dick Lohbeck.
19. Stewardess Deloros Kidder.
20. Senior Station Agent Don Anderton.
21. Deana Webster, City Ticket Office.
22. Stewardesses Kay Knudson and Katharine Kennedy.
23. Station Agents Stanley Covington and Orel Buethe.
24. Copilot John Iverson.
25. Stewardess Ruth Agnew.
26. Stewardess Jeannette Linnarz.
27. Captain Sam Grande.
28. Sales Representative Bob Boyle and District Sales Manager Mel Brandt.
29. Copilot S. M. Isaacs and Division Chief Pilot Scott Keller.
30. Station Agent Albert Martinson.
31. Mechanic Gene Smith.

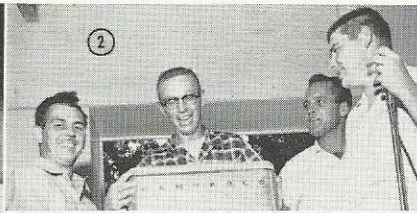
NEW SLC TERMINAL—BASE FOR 49 FRONTIER PERSONNEL



FUN FOR EVERYONE AT SUNLINER CLUB PICNIC



No. 1 . . . JANIE SAID, "The ice cream was yummy!" as she received an assist from her dad, Tom Makurat.



No. 2 . . . JIM WILLEY made plans for a camping trip when he won the Kamp-kold cooler. Al Olinger (left) teamed up with Leo Schuster (right) and Chuck Turner as the door prize Awarding Committee following lunch.



No. 3 . . . DAVE SET A NEW RECORD for devouring hotdogs while his dad, Glenn Miller, checks on his technique.



No. 4 . . . MEISENBACH AND GULLIKSEN linger over a tall, cool brew before daring the heights of the high rides later in the afternoon.



No. 5 . . . HOWARD JONES, his daughter Nadine and his son Wendell take deep breaths just before the roller coaster starts down that first big hill.



No. 6 . . . BOBO THE CLOWN prepares a tontorial operation on Tommy Gerhardt's carrot top.

Picnics are always happy affairs and particularly so when 380 of the gang from Frontier Airlines plus their wives and children make up the party. Elych Park in Denver was the setting for the Sunliner Club-sponsored outing. Free buffet lunches, soft drinks, beer and ice cream along with 18 door prizes started the day off right. Later there were reduced-fare tickets on all of the Park's rides and amusements to assure an afternoon of fun for everyone.

Interline Group Tours Jackson

"Fabulous and unforgettable—", "A vacation wonderland—" and "Delightfully different—". These were a few of the well-chosen words contained in the "thank you" letters received from the eleven sales and reservations personnel of connecting carriers who accepted Frontier Airlines' invitation to personally get better acquainted with Grand Teton and Yellowstone National Parks.



CINERAMA PARTY was well attended by dozens of Frontiersmen and their families who gathered at the Cooper Theatre in Denver for an evening of third-dimensional thrills. Left to right are Everett Peck, John Randall and family, Chet and Mrs. Lubben, "Pat" Patterson and daughters, Matthew Ward and his wife, Eliot Johnson and Gene and Mrs. Lamansky.



Standing left to right are Jan Collins, CO/LAX; Betty Rucker, CO/DAL; Gen Fonzen, CATO/CHI; Mrs. Makurat, Tom Makurat, FL/DEN; Annette Von, AA/LGA; Paul Glidewell, FL/DEN; Kay Rose, UA/DEN; and kneeling left to right are Bill Fox, WA/SFO; Harold Ottensman, BN/DAL; Roger Fleck, CO/HOU; Kevin Nowland, CO/CHI; and John Harvey, BN/HOU.

Sunliner News

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Frontier Airlines, Inc.
5900 East 39th Avenue
Denver 7, Colorado
E. H. GERHARDT, Mgr., Publicity
JOANNE UERLING

A member of the Airline Editors
Conference of ATA.

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