



# Sunliner News

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## New Salt Lake City-Billings Route Inaugurated



PHOTO—T. ROBERT BOYLE, SLC SALES

**BILLINGS' RECEPTION COMMITTEE** of civic and aviation leaders headed by Mayor Carl Clavadetscher (third from left) joined with Frontier's president L. B. Maytag, Jr. to extend the city's welcome on the first direct Convair flight from Salt Lake City. Getting into the act while snapping the official picture is Frontier's manager of publicity, Ed Gerhardt.

**SALT LAKE CITY WELL WISHERS** made up of civic, Chamber of Commerce and news media representatives gather with Frontier's president L. B. Maytag, Jr., vice president of traffic and sales J. Dan Brock and district sales manager Mel Brandt and Board of Directors members Preston Walker and Weston E. Hamilton prior to inauguration of direct air service from Salt Lake City to Jackson and Billings. This group was on board the first round trip flight between Salt Lake City and Billings.

A much needed, direct air route between Salt Lake City and Billings and year-round air service to Jackson, Wyoming, as an intermediate stop between the terminal cities, became a reality on September 24. On that sunny Sunday, Frontier Airlines began its first C.A.B.-authorized flights over this new route segment flying 44-passenger Convair 340 "Sunliners". Four days each week, Tuesday, Thursday, Saturday and Sunday, Flights 312 and 315 will fly non-stop between the Utah and Montana cities in less than two hours. Flagstop authorization on these days also permits landings at Jackson for either boarding or deplaning passengers. On Mondays, Wednesdays and Fridays, service to Jackson as an intermediate stop is scheduled on both daily flights.

With the inauguration of this new air service a delegation of Salt Lake City's civic leaders and news media representatives joined with officers and members of Frontier's Board of Directors headed by Mr. L. B. Maytag, Jr. to board the first flight to Jackson and Billings. Welcoming committees were at both airports to extend their city's well wishes for the success of the needed, new service.

For passengers from Montana and Jackson traveling south to Grand Junction, Farmington and Albuquerque, there are Convair flights operating directly to these Frontier-served destinations with through service to the Arizona winter resort centers of Phoenix and Tucson. Also available at Salt Lake City are excellent interline connections to the popular destinations of Las Vegas, Nevada, Los Angeles and San Francisco.

Frontier's non-stop operations between Salt Lake City and Billings were authorized by the Civil Aeronautics Board on a non-subsidy basis and was granted to the airline because of the isolation of Jackson, Wyoming, and because of public need for more direct air service between the terminals on the new route segment. Frontier's operation of the route is on an experimental, temporary basis.

## Profits Hit New High

Another new profit record is developing for Frontier Airlines in 1961. At a recent meeting of the Company's Board of Directors at Rapid City, South Dakota, Frontier's treasurer and recently-appointed vice president finance, E. F. Dolansky, revealed that the airline had an operating profit of \$603,000 for the first eight months of 1961. This compares to \$107,000 for the same period in 1960.

Final profit after income tax and non-operating items for these periods was \$217,000 in 1961 and \$86,000 in 1960. Income tax provisions in 1961 totaled \$288,000. There were no tax provisions for the 1960 period because of tax loss carry-forward credits.

Major factor contributing to the favorable result has been the 11 per cent increase in passenger miles traveled. This was attributed to Frontier's aggressive sales efforts. Continued tangible benefits also resulted from the Company's 2-year cost reduction program. Dolansky said that Frontier's total assets were \$7,400,000 August 31, 1961, and \$6,400,000 at the same time the previous year. This increase is due to the Company's equipment modernization program with 44-passenger Convair 340 aircraft and the profitable operations resulting from the acceptance by the traveling public.

For the year ending September, 1961, Frontier had carried 352,200 passengers a total of 95,501,000 passenger miles. This was a 6 per cent increase in passengers and a 10 per cent increase in the total mileages they flew aboard "Sunliners" over a similar 12 months a year ago.

## EXECUTIVE EDITORIAL

# REALISM NEEDED TO STABILIZE AIR INDUSTRY

In our industry the interim period of mastering new procedures or operating new equipment is referred to as the learning curve. The more experienced we are, the shorter the learning curve interim; conversely, less experience lengthens the curve interim. If the learning curve requires excessive time, procedural changes and new equipment acquisition become an extreme financial risk.

Modern jet equipment with new operating techniques and modified service patterns demands alert management and knowledgeable regulation to keep learning curve interims within the realm of reason, and assures adequate earnings and financial stability. Today our industry is far short of either goal, and it would appear that we will suffer the same fate as our nation's railroads. Managements must act now to reverse this trend, and government must assist by relaxing their inflexible regulations and interminable studies.

Neither industry nor government appears to have grasped the significant changes brought about by jet transport operation. Let us examine briefly some of these changes and their impact on operations today. At the beginning of World War II a fleet of seventy DC-3s could be acquired for the same capital as one DC-8 today. Such a fleet of DC-3 aircraft provided twice as many available seat miles, and scheduling flexibility that is beyond comparison. The jet, however, offers three times the speed, five times capacity, and almost unbelievable air travel luxury. To provide the public with this tremendous stride in air transport has cost industry nearly three billion dollars in capital, with current annual operating costs in excess of two billion. Ultimately these costs must be met by revenues, or carriers face bankruptcy.

The difference in size, speed, and capacity of the jet as compared to the DC-3 makes it abundantly clear that the operating concept of the former is completely unlike the concept for the latter. Yet our financial strength indicates that we are far from service pattern changes that would reflect this concept. The large jet operators—trunks—continue to maintain a tight grip on marginal and submarginal regional traffic points. Our regulatory agency apparently concurs with this pattern. When confronted with this, both point out the number of points transferred from trunk to local carriers. In numbers, transfers have been substantial. In real substance they have been something less than worthless, as attested by the steadily mounting subsidy for the locals and crushing losses for the trunks.

There continues an air of panic and feverish anxiety to resolve this problem. Mergers are proposed and accomplished. Committees have made studies and investigations until the industry is limp and reeling. Trunks maintain their grasp on submarginal traffic—losses continue. Locals continue with obsolete equipment and increasing subsidies. Committees continue their interminable studies and investigations. It certainly seems our learning curve interim is such that corporate survival is in question.

Your Frontier management urges that a more realistic view be taken as a first step in restoring earnings and stability to the industry. The compartmented thinking of what is long, intermediate, and short haul is, to say the least, antiquated. If progress is to be made, this thinking must be abandoned and the carriers—local and trunk—must complement each other. Each must have greater flexibility in service patterns. Locals must have considerably longer haul than exists today, and trunks must (if they survive) relinquish these points in order to concentrate on markets in which their equipment is efficient. They can no longer be all things to all men. Last, but certainly not least, it must be recognized that there are no more locals. We are regionals and must have the opportunity to serve adequately our regions. Only through reorientation of existing service patterns will both trunks and regionals be restored to the profit column and subsidy support eliminated.

*G. Woody*

Executive Vice President.

## Directors Meet in Rapid City



DIRECTORS OF FRONTIER'S BOARD and officers of the company began their meeting in the sunlit Sky Room of the Sheraton-Johnson Hotel at Rapid City. President and Chairman of the Board L. B. Maytag, Jr. leads off the discussions on the day's agenda.

All nine members of Frontier's Board of Directors met with officers of the airline for a special meeting held in Rapid City, South Dakota. This is part of the Company's policy to conduct meetings in various online cities that members of the Board can become better acquainted with the areas and business leaders in the cities served by Frontier.

At the meeting, E. F. Dolansky was named Vice President Finance-Treasurer. Also discussed was the favorable financial position of the Company during the first eight months of 1961. A progress report was made on the negotiations under way for the purchase of six twin-engined, jet turbine-powered BAC 1-11's.



ALL NINE MEMBERS who make up Frontier's Board of Directors were pictured together for the first time. Left to right are Robert W. Goldwater, PHX; E. B. Slocum, DEN; Weston E. Hamilton, SLC; Executive Vice President G. Ray Woody, DEN; President and Chairman of the Board L. B. Maytag, Jr.; Secretary John A. Love, COS; L. W. Linville, DEN; Hoadley Dean, RAP; and Preston Walker, GJT.

## Lincoln On-Time Winner



LINCOLN STATION has been a "Frontiersman Award" winner eight times in 1961. Left to right are station agents Elvin Hullet and Ray Duffek getting an assist from station manager Glenn Emmons in hanging the on-time performance plaque.

# CIVIL AERONAUTICS BOARD REALIGNS ECONOMIC STAFF

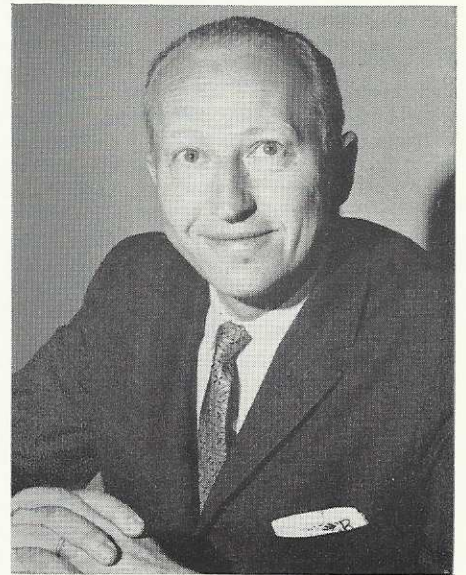


**JACOB W. ROSENTHAL, CHIEF**  
Routes and Agreements Division

C.A.B. Chairman Alan S. Boyd recently announced a major staff reorganization which has been approved by the Board. This strengthens the role of Executive Director Morris Chertkov in improving procedures and expediting the Board's ever-increasing workload. It also realigns the functions of the Economic Staff for more effective operations.

Under the C.A.B.'s Executive Director a new Bureau of Economic Regulations and a new Bureau of International Affairs supplant the former Bureau of Air Operations. The Bureau of Economic Regulations is headed by Mr. Irving Roth, an associate director of the former Bureau of Air Operations and a staff member of the C.A.B. since 1941. Reflecting the changing emphasis in economic regulations, this Bureau will have three divisions: rates, subsidy plus routes and agreements.

Chief of the Routes and Agreements Division is Mr. Jacob W. Rosenthal. He was formerly Chief of Special Authorities Division and has been a C.A.B. staff member for over 12 years. Mr. Rosenthal's division is concerned with the urgent need for more realistic and effective administration of all licensing and air carrier agreement activities.



**IRVING ROTH, DIRECTOR**  
Bureau of Economic Regulations

## Arizona Firm Cuts Costs With Charter Flights

Arizona Public Service Company solved the problem of transferring powerline construction crews between Phoenix and northern Arizona through a program of using chartered Frontier Airlines flights.

About a year ago when the Leupp-Cholla transmission line was being built, the first full loads of Phoenix-based linemen flew to Winslow. There they worked for a week in the field before returning home by air. Again this summer, when the new transmission line was being built from the power plant at Joseph City, Arizona, Frontier charters helped cut man-hour costs by carrying work crews to and from their jobs near Holbrook.

During the past year there have been 32 charters carrying 722 passengers between Phoenix and northern Arizona. Frontier's district sales manager in Phoenix, Don Boyle, has worked up the contracts. At the airports, Station Manager James Butler in Phoenix and Station Manager Hearold Elmer in Winslow, along with their competent staffs, have seen to it that departures of the charters have been without a hitch.



PHOTOS—ARIZONA PUBLIC SERVICE CO.

**BILL GLENNIE** of Arizona Public Service gets a big kiss from daughter Julie while wife Nadean and sons Steve and Mike wait their turns to get in their goodbyes before the flight leaves.



**LINEMEN AND CONSTRUCTION PERSONNEL** are in a happy mood as their FAL charter is readied for departure from Phoenix. Stewardess Julia Oats served the coffee on this flight to northern Arizona.

# COFFEE BREAK...

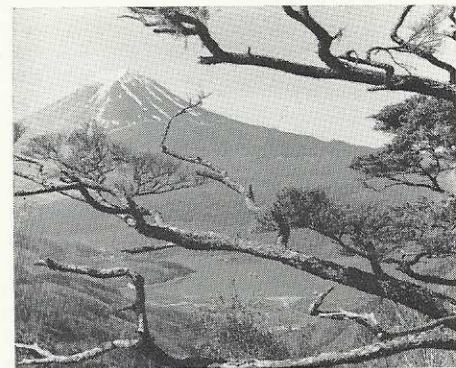
JOANNE UERLING

Through a very liberal pass and reduced fare exchange policy with our interline friends, Frontier's employees are finding it entirely possible that they too can be surfing in Hawaii, sightseeing in Europe, nightclubbing in Tokyo, bicycling in Nassau, shopping, seeing, doing and dreaming. We've talked before about the tours and trips you can take. Now for a few details on the traveling that Frontier people have done.

Beginning the last six months' vacation parade in May, DAVID LONG, DENO, his wife and son utilized travel benefits from Braniff, KLM, Pan American and Trans World on a trip to Europe through Amsterdam, Hamburg and Berlin. The LONGS advice is, "Take as many side trips as you can". Of particular interest is the fact that they were actually held in the Russian sector of Berlin, believed to be East Germans deflecting to the West.

In June, JOHN McDERMOTT from BISOO and his wife flew to Hawaii via Northwest Orient Airlines where surfboarding and nightclubs were their attraction. DONALD BONDS of Omaha and his wife (on their honeymoon trip) saw Nassau via Miami Beach, New Orleans and Fort Lauderdale flying Trans World, Mackey, National and Frontier. In Nassau, it's the curious natives, bargains on English goods and the food—it's excellent, but you might be inclined to wish for a simple American sirloin. LYDIA SCHIEMAN and ELSIE HENN, BILSS, flew to Europe; Germany, Switzerland, Austria and Italy via KLM, and LYDIA advises use of a tour for extras. The ALAN SCHLOSSERS of ABQOO made their self-planned trip to Europe in July using TWA, KLM, Alitalia and BEA to Paris, Rome, Geneva, Amsterdam, London and North Holland. In August, PAUL ALMQUIST of FMNOO and DON BOYLE of PHXSA got together for a trip to Copenhagen, Denmark and Stockholm. They flew Frontier, Trans World and SAS and among PAUL's suggestions were, "Do go!" and "Travel light". Continental and Pan American took MYRON KAMARAD of Tucson to Hawaii in August. He particularly mentioned the fact that he met Frontier stewardess BERTIE NELSON on the beach at Waikiki. It is a small world!

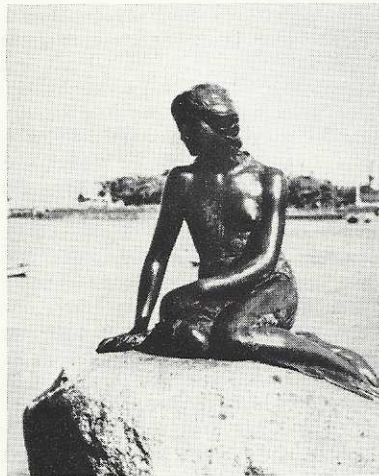
September brought more departures beginning with FLOYD EICHER of Grand Junction and his wife. Europe including Amsterdam, London, Paris, Zurich, Lucerne, Munich and Frankfurt was their destination using Trans World and KLM. FLOYD suggests lots of use of train service between cities and cites the beauty of Switzerland as especially memorable. Via Continental, Trans World and SAS, CLAIRE ALMQUIST of Traffic and Sales made her third trip to Europe and with a friend, Miss Jacque Emery of SAS, concentrated her time in the Scandinavian countries. Here she says it is advisable that advance reservations be made and notes the impressiveness of the contrasts of water, mountains, fjords and forests of Norway and the harbors of Helsinki. PAUL GLIDEWELL, interline and agency representative, HARV OSWALD, MKC's district sales manager, and GARY HEEREN, GJT's sales representative, flew Continental, Trans World and BOAC to Hawaii, Japan and China. PAUL advises you to save your money for shopping in Hong Kong with the tip that Tokyo is higher and Hong Kong cheaper than the United States while HARV especially enjoyed a fresh seafood dinner afloat in Aberdeen village in Hong Kong.



PHOTO—JAPAN AIR LINES

Travelers will see famed Mt. Fuji with identifying scrub pine in Japan.

WILLIAM O'MEARA, Denver captain, to Mexico; MARILYN RICKLI, Denver stewardess, to Europe; Jo SNELL, Denver stewardess, to Hawaii; and ALDON SPRENGER, Denver station, to Norway; Denmark, Germany, Switzerland and Egypt via Braniff and SAS. Also DORIS SUKOVATY and TWILA WELLMAN, reservations, will be leaving soon for Nassau, the TOM MAKURATS, Denver sales, in Hawaii; KENNETH WELLS, Denver copilot, now in the British Isles and Germany via BOAC, TWA, SAS and Pan American; the CHET LUBBENS, Denver scheduling, in Copenhagen, Zurich, Geneva, Rome, Paris, London and Glasgow; while "SWEDE" NETTLEBLAD, Denver captain, and his family are now on an extended trip throughout South America.



PHOTO—SAS, INC.

"The Little Mermaid" in Copenhagen Harbour is a vacationer's highlight.

## Europe Bound



PHOTO—SAS, INC.

SAS SNAPPED A PICTURE of three of Frontier Airlines' Denver-based stewardesses, (left to right), Janet Jackson, Elaine Dzingle and Ellen Quinn as they neared the point of departure for their trip to Europe including Glasgow, Copenhagen, Frankfurt and Madrid.

## Headed For A Happy Holiday



PHOTO—SAS, INC.

CHET LUBBEN, Frontier's Manager of Schedules and Charters, and his wife, Ramona, pause at Idlewild International Airport before boarding their SAS flight across the Atlantic. The Lubbens will include Copenhagen, Zurich, Geneva, Rome, Paris, London and Glasgow on their European holiday.

# Profile: Billings, Montana



"RANGE RIDER OF THE YELLOWSTONE" peers out over Billings from Rimrock Drive high above the city. This bronze sculpture, located in front of Billings' airport terminal, was modeled by old-time, western movie star William S. "Bill" Hart and his horse "Paint".

Not so very long ago, a mere 155 years to be exact, a flotilla of buffalo bull boats manned by bearded members of the Lewis & Clark expedition traveled down the Yellowstone river. As they charted the expanse and wealth newly acquired by the United States in the Louisiana Purchase, they had little realization of the bustling city which would someday mushroom beneath the 400-foot buff sandstone cliffs which they were passing.

Seventy-five years later a new town sprang from the fertile valley floor, full grown with newly-nailed frame buildings, an overnight population boom and a brand new name. Appropriately this new community was called Billings, Montana; thoughtfully named after Frederick Billings, former president of the Northern Pacific Railroad which had just finished laying bright, shining rails across eastern Montana into the busy new town.

High hopes for rich mineral finds in the snow-capped Beartooth mountains 60 miles to the southwest sparked the first surge in Billings' prosperity. Then in the intervening years a more solid growth was built around a cattle market with numerous livestock yards, two meat packing firms and an expanding 7½-million-dollar-a-year beef fattening industry. Extensive irrigation in this valley assured bumper crops to be processed in one of the world's largest sugar beet factories.

In trade Billings has become Montana's leading wholesale distribution center. Approximately 200 wholesalers have yearly sales of nearly 200 million dollars. In addition over 100 million dollars in retail trade adds to the economic wealth of the Midland Empire's capital city.

Much of the tremendous growth in the population and wealth of Billings in the past dozen years is directly tied to the discovery of oil in the Frannie

and Elk Basins' fields along the Montana-Wyoming border and later in the Williston Basin finds of eastern Montana and western North Dakota. Production from 3,700 oil wells and 600 gas wells ranks these minerals as the most valuable to be found in the underground vaults of the Treasure State. Two major pipelines send much of this oil into three large refineries in the Billings area. Continental Oil Company, Humble Oil Company and the Farmers Union Refinery together represent 80 per cent of Montana's refining capacity. Two pipelines carry finished oil products to markets in the East and the West. This combination of oil production, oil field supply houses plus regional land exploration and distribution offices has well earned the title of Oil Capital of this rich Northern Rocky Mountain area.

Transportation brought about Billings' beginnings in 1882. Today transportation still holds the Number 1 position of importance in employing the largest number of the city's citizens and paying them the largest payroll of any industry. Three railroads, three airlines, five bus lines and 12 truck lines assure Billings continued importance.

Billings' uniquely-situated Logan Airport on top of the picturesque Rimrocks is close to the heart of the city. Recently a smart, new \$700,000 terminal building and control tower added to the attractiveness of the airport setting. Here Frontier Airlines, Northwest and Western operate 16 daily flight arrivals and 16 daily flight departures. In addition over 200 locally-based private and company aircraft add to the business of the Municipal Airport. Together they carry on the tradition which began on Memorial Day in 1916 when Dr. Frank J. Bell flew the first aircraft over Billings in view of an awed citizenry. Frontier's Billings-based personnel total 30. The airline's five departments are headed by Station Manager Gordon Bost, Captain Ben Stuart, Stewardess Mary Ellen Geiger, Lead Mechanic Warren Hill and Sales Representative Herb Schmidt.

Besides offering a variety of opportunities for earning a healthy pay check, the Billings area also provides many worthwhile after-work activities. Excellent hunting and fishing as well as skiing in season is to be enjoyed in the nearby Beartooth Range. During the summer there is good drama at the Pioneer Playhouse or topnotch Class C baseball of the Pioneer league when the "Mustangs" are in town. During the winter season the Billings Symphony, Orchestra and Chorus presents a full program with internationally-known guest stars. Add it all up and Billings is a vital city which appreciates its colorful past but looks toward tomorrow for its real fulfillment.



FRONTIER'S FIRST SCHEDULED CONVAIR 340 into Billings arrives at Logan Field Terminal following inauguration of new direct air service from Salt Lake City and Jackson. Daily round trip service will be on a year-round basis.

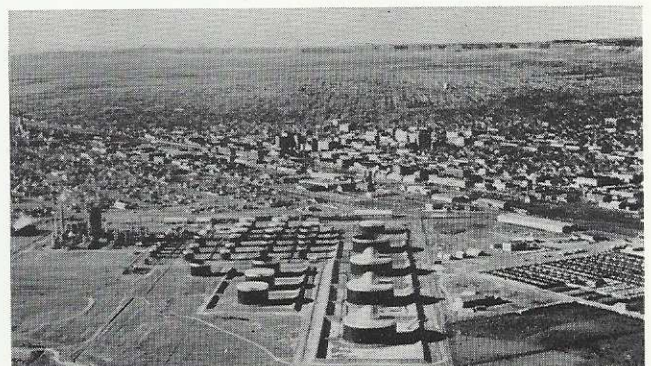


PHOTO-BILLINGS CHAMBER OF COMMERCE

OIL PRODUCTION AND OIL PROCESSING play a big role in the growing importance of Billings. Continental Oil Company's refinery is one of three large processing plants in the Billings area which account for 80 per cent of Montana's refining capacity.

# Convention Travel Leads Build Sales



THOUSANDS OF EXCELLENT passenger sales leads result from a direct mail and personal contact followup on national, regional and state conventions. Betty Biffle, Tariffs and Scheduling clerk, gives Sales Representative Steve Winchester a new batch of convention sales lead cards for contacts in his southern Colorado and southern Wyoming territory.

# Wayne Parrish Visits 634 Airports

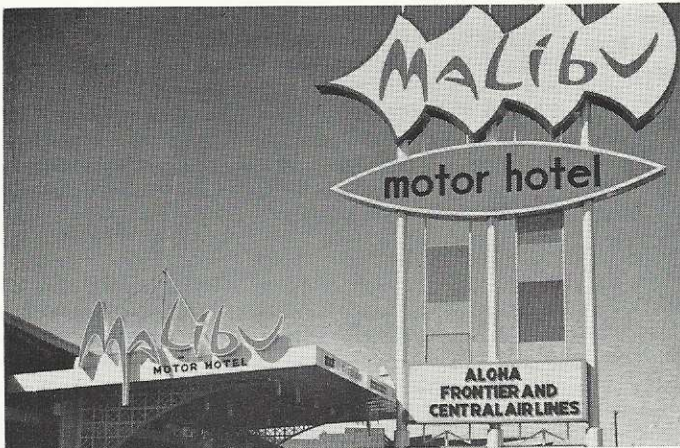


WAYNE PARRISH (center) gets a royal reception at Sterling, Colorado. (Left to right), Mayor James Walker and Frontier's president, L. B. Maytag, Jr., made the official presentation while Fair queens Kay Weakly and Sheila Hitch added their charms to the welcome.

Climaxing a unique 15-year hobby of visiting all 634 airports in the continental United States served by scheduled airlines, Wayne W. Parrish, publisher of 15 aviation and travel publications including AIRLIFT and the OFFICIAL AIRLINE GUIDE, finished up his one-man project at Sterling, Colorado. Arriving on a Frontier "Sunliner", Mr. Parrish was met by Sterling's Mayor James Walker and Frontier's president, L. B. Maytag, Jr. A commemorative trophy appropriately capped by the time-tested DC-3 along with a fine quality western hat were presented to Mr. Parrish at the airport.

Another hobby project of visiting all of the countries of the world is well on its way to completion. On last count, Mr. Parrish had visited over 115 countries during his worldwide travels.

Mr. Parrish's travels to date on commercial aircraft have totaled 1,300,000 miles and have given him a better look at the entire United States and most of the world than any other person in the country.



SHARING TOP BILLING, Frontier and Central Airlines have their names in lights on the highway sign of the Malibu Motor Hotel in Denver.

# V. I. P.s VISIT MESA VERDE



LOG OFFICE won the "Shop of the Month" award in September. George Swonger, Chief Log Clerk, Lucy Matthews and Judy Larson receive the trophy from James White, Manager of Production Control.



NATIONAL GEOGRAPHIC SOCIETY officers and trustees flew Frontier Airlines into Cortez to make an inspection tour of Mesa Verde National Park headed by Dr. Melville Bell Grosvenor, president and editor of the Society, and Conrad L. Wirth, director of the National Park Service. The group visited the archaeological restorations being made at Wetherill Mesa. This is a new area of the Park where additional cliff dwellings are soon to be open to Park visitors.

Sales Representative Tom Morphis, (center, right), shows members of the group Frontier's Mesa Verde poster. He explained that the airline has effectively promoted additional travel to this famed Four Corners vacation attraction.

# Aloha and Frontier Exchange Stewardesses



Darlene Patigayon, Aloha Airlines' month-long exchange for Frontier Airlines' stewardess, Birdie Nelson, gets in an extra hula lesson for the crew of her flight to Grand Junction. Left to right are First Officer Kenneth N. Wells, Stewardess Pat O'Neill, Captain Leonard W. Larson, all of Denver, Darlene, and Gary Heeren, Sales Representative in Grand Junction.



Birdie Nelson gets the lei-around-the-neck treatment from Aloha Airlines' Chief Stewardess Georgiana Aurand upon her arrival in Honolulu.



Frontier's Denver-based stewardesses get entertained by Aloha's exchange stewardess Darlene Patigayon at a luau. Left to right are (front row) Beth Madsen, Lori McLachlan, Jo Pershin, Vi Lester, Darlene Patigayon, Joan Frandsen, Mary Palkowski, Shirley Boyse and LaVonne Peterson plus (back row) Julie Santangelo, Ellen Quinn, Carolyn Jackson, Rachel Ross, Katherine Hines and Betty Riebling.

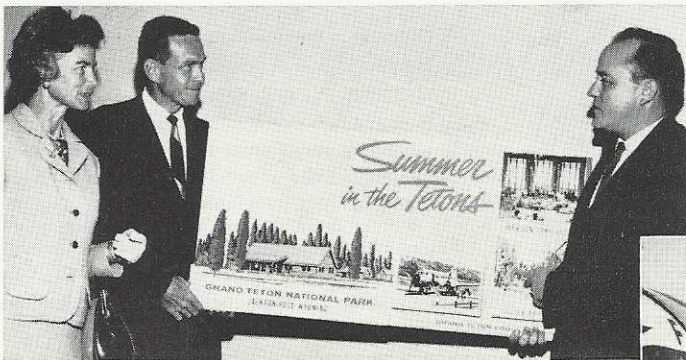
Frontier Airlines' Denver-based stewardess, Birdie Nelson, and Aloha Airlines' Honolulu-based stewardess, Darlene Patigayon, exchanged places during the month of September in a program of promotion for the vacationlands served by their airlines. Birdie flew the scheduled flights of Miss Patigayon on the islands of Hawaii in her regular uniform, all the time talking up the attractions of the Rocky Mountain West, while Darlene flew Birdie's flights in her sarong kekepa uniform, entertaining passengers on Frontier's routes with Hawaiian songs, the hula and ukulele accompaniment.

Besides entertaining and promoting vacation travel on their regularly scheduled trips, the girls participated in travel, radio and television programs. On the mainland, Darlene taught the hula and

plunked the ukulele to happy, enthusiastic learners in Grand Junction and Denver in Colorado, Scottsbluff and North Platte in Nebraska, Billings, Montana, Rapid City, South Dakota and Farmington, New Mexico.

Many delighted passengers deplaned from both Birdie's and Darlene's flights expressing interest in the stewardess exchange and praise for the girls' performances. The prime purpose of the exchange was to invoke an interchange of vacationers from the islands to the mainland and vice versa, and as both girls were totally impressed with the lands of their tours of duty—more like vacations than work—the results will most likely be continuing.

## "Visit U. S. A." PROGRAM GETS GREEN LIGHT



DIRECTOR OF THE NEW United States Travel Service, Voit Gilmore and his wife get an insight on the wonders of Grand Teton National Park from Frontier Airlines' district sales manager, Larry Sills. Mr. Gilmore flew to Jackson, Wyoming, to address the National Association of Travel Organizations on the rapidly-expanding "Visit U. S. A." program. Already underway to promote an informational program internationally, Mr. Gilmore is establishing U. S. Travel Service Bureaus in London, Paris, Frankfurt, Sydney, Tokyo, Caracas, Sao Paulo and Mexico City.

Hundreds of travel specialists representing state promotional agencies, large resort and hotel facilities, transportation companies and the editors of newspaper and magazine travel sections recently met at Jackson Lake Lodge near Jackson, Wyoming. Programmed was an overall plan to implement the international "Visit U. S. A." campaign. Explored by the group were joint advertising, educational and promotional schemes to arouse interest for a holiday in the U. S. A.

Special emphasis was placed on the immediate need to streamline United States customs and immigration procedures. It was felt that America's Red Tape Curtain at entry points must be replaced with an open door policy and a real greeting of welcome if any large number of world visitors were to be met at our shores.



FROM ALL SECTIONS of the country representatives of travel organizations flew into Jackson via Frontier to attend the N. A. T. O. conference. J. Dan Brock, Frontier's vice president of traffic and sales, and Thomas M. Makurat, director of sales, participated in this program.

# SAFE FLYING - 10 MILLION MILES



PHOTO—SALT LAKE TRIBUNE

AN ESTIMATED TOTAL of 10 million miles of accident and infraction free flying is represented by (left to right) Salt Lake City's Floyd Ririe, Kermit McKay, Frank Kelsey, Ronald Conrad and Edward Malm.

Utah State Aeronautics Commission recognized the safe-flying records of the state's licensed pilots at a recognition dinner in the Kitty Hawk Room of the new Salt Lake City municipal air terminal. Harlon Bement, Director of the Commission, presented plaques to five pilots who have flown more than a million miles without an accident or a violation. Among these pilots was Frontier Airlines' Captain Floyd H. Ririe. Captain Ririe began his flying career over 22 years ago and served four years with the Air Transport Command in World War II. Floyd proudly wears a Frontier 15-year pin and was in on the beginnings in organizing Challenger Airlines, one of Frontier's predecessor companies. Each of the five plaque winners also received 20-year pins for their safety records.

Also recognized for 20 years of safe flying were Frontier's Captains Calvin E. Cowley and David S. Cannon. Winner of a 10-year pin was Frontier's Captain L. "Scott" Keller.

# New Smiling Stews Earn Wings



A BAKER'S DOZEN of smiling beauties recently received diplomas from J. Dan Brock, vice president of traffic and sales, as new stewardesses. Left to right are (standing), Joan Frandsen, Janamarie Key, Beth Madsen, Theresa Torres, Carol Hinchman, Mary Jo Gouse and Dixie Mickel plus (sitting) Lori McLachlan, Bernie Schott, Charlene Coffey, Carol Gould, Jill Mileski and Pat Davenport.



RUNNER-UP in the Miss Press Photographer contest was Denver-based stewardess Elaine Dzingle who placed second among 36 contestants.

# SUNLINER WINS AWARD



SUNLINER NEWS STAFF, Joanne Uerling and Ed Gerhardt are pretty pleased about the Award won in the Southwest Conference of Industrial Editors evaluation in the general awards classification recently held in Tulsa, Oklahoma.

The colorful parchment award reads "In recognition of exceptional achievement in the field of industrial editing in competition with publications in eleven states".

**Sunliner News**

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