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FRONTIER OPENS TWO EL PASO ROUTES



FRONTIER'S PRESIDENT, Lewis W. Dymond, cuts the ribbon of the airline's first flight from El Paso to Salt Lake City. Also pictured are representatives from the two cities: from El Paso, Elsworth Green, executive vice president and general manager Chamber of Commerce; Maurice Hill, first vice president of Chamber of Commerce; and Walter Schade, vice chairman of the Aviation Board; and from Salt Lake City, Marion M. Fidler, member of the Chamber of Commerce Governors Board; and R. W. Harris, vice president of El Paso Natural Gas.

Board Directors Told Profits Reach Record

Frontier Airlines' net profit, after taxes, for the first six months of 1963 soared 137 per cent to a total of \$402,814 as compared with \$170,309 for the same period in 1962, Lewis W. Dymond told company board members at a meeting in El Paso, Texas. This is the best six months' financial report ever received by the airline in its 16-year history, he said.

PASSENGER LOADS INCREASE

Dymond stated that Frontier's amazing profit could be traced to increased passenger loads and improved efficiencies within the company. He pointed out that Frontier's passenger load had an increase of 37 per cent to 234,074 during the first half of 1963 as opposed to 171,623 for the same period of 1962. It was also noted that operating profits spiraled upwards 374 per cent from \$193,076 last year to \$914,605 for the first half of 1963.

Referring to Frontier's financial picture as compared with all airlines, Dymond stated that Frontier was one of only two local carriers to show a profit in the first quarter of 1963 and after the first five months of the year ranked second among all local airlines on a comparative profit basis.

(Continued on Page Eleven)

New Service Airlinks Four Cities To System

With inaugural flights on July 10 Frontier Airlines successfully added the long-awaited airlinks between Denver and Salt Lake City to El Paso to its system. This new service is part of the Southwestern Area Local Service Case awarded to Frontier earlier this year by the Civil Aeronautics Board.

In addition to El Paso, Alamogordo/Holloman Air Force Base, Colorado Springs and Santa Fe were awarded to Frontier by the CAB decision—a decision almost three years in the making.

CONVAIR SERVICE

El Paso, the keystone city of the new service, is now air-linked through Convair service to Salt Lake City and Billings via Farmington and Grand Junction on the western edge of Frontier's system and Denver via intermediate stops on the eastern edge.

Alamogordo/Holloman Air Force Base will also be air-linked by Convairs to Salt Lake City and to Denver, via intermediate points.

Colorado Springs is, of course, airlinked with Denver and other Frontier points north. It also has direct Convair service to Phoenix and Tucson.

Santa Fe, Frontier's fourth new city, is now provided with daily Convair flights to Denver and to Tucson and Phoenix in the Valley of the Sun, plus other convenient services.

On the eve of Frontier's first flight from El Paso the city's Chamber of Commerce hosted a dinner for airline officials and some 150 civic leaders. Among the Frontier personnel who attended were Lewis W. Dymond, president; C. M. Britt, vice president of sales and service; Richard Fitzgerald, vice president-legal and secretary; William Groody, treasurer; Vern Carlson, assistant to the president; Edward H. Gerhardt, director of publicity; Kenneth Smith, director of sales; James Montgomery, director-customer service; Elton Snoke, manager of stations and Bill Rowley, district sales manager for the El Paso area.

DYMOND'S ADDRESS

Climaxing the dinner program were the remarks of Mr. Dymond. He pointed out that Frontier has enjoyed outstanding financial success during the past months and that he expected the addition of El Paso and the other new cities would help the airline's progress. He emphasized Frontier's confidence in El Paso's support by stressing that the airline had accepted the new El Paso routes on a non-subsidy basis.

(Continued on Page Nine)

FRONTIER WITH A FUTURE . . .

Dynamic growth in passenger traffic and in the financial position of Frontier Airlines has characterized this year's operation. Traffic through this July is up 45 per cent in passenger miles and 39 per cent in passengers boarded over the 1962 period. Revenue passenger miles total 79,055,000 while passengers carried number 282,138 during this seven-month period.

July was the fifth consecutive month in which all previous records were broken with a 60 per cent increase in passenger miles and a 52 per cent increase in passengers boarded over last year.

Playing an important role in these records are the several promotional fares which have been tapping an entirely new source of passenger traffic. During the first seven months of 1963 these fares have attracted over 45,500 passengers with revenue over \$687,000. Only on Frontier does the Family Plan offer the inducements of being usable *all* days of the week including Sunday, with half fare for the wife, quarter fares for any children under 22 years of age and the option for the family to travel other than together on the same flight.

The half fare feature of Frontier's Youth Fare, which enables anyone 21 or under to fly on a confirmed basis, has been most favorably received. With the advent of summer vacation travel, extensive use has been made of Frontier's \$100 Area Fare available to those arriving in Frontierland from overseas or from the eastern half of the United States plus Alaska and Hawaii. To round out the other special fares offered by Frontier, the airline's Clergy and Military 50 per cent rates have attracted many new customers.

Our financial picture reflects the effect of these traffic increases. Operating profit for the year to date totals \$1,068,000, nearly four times the \$267,557 generated in the 1962 period. Net earnings after taxes are \$470,822, before special items, as compared with \$178,148 in 1962. Under the terms of the profit sharing formula established by the Civil Aeronautics Board, we have this year already set aside \$202,000 to be returned to the CAB. In contrast there was no profit sharing in 1962. Instead there was an addition to income of \$35,614 representing a carry-forward credit of subsidy due from 1961.

New air service between Denver-El Paso and Salt Lake City-El Paso was inaugurated on July 10, forming a new airlink to the Mexico border. The new service also permits Frontier, for the first time, to serve the cities of Colorado Springs, Santa Fe, Alamogordo and El Paso. Operated without subsidy, the new routes have already shown good passenger-generating ability and are expected to become one of the most important segments of Frontier's 11-state system.

Agreements with the flight dispatchers and station personnel were reached recently for three-year periods. This is further manifestation of the fine management-employee relationship existing throughout Frontier.

In mid-August the fourteenth 44-passenger Convair 340 aircraft joined Frontier's fleet doubling those of a year ago. Seventy-five per cent of all Frontier passengers today travel aboard twin-engined Convairs.

Frontier Airlines is now on the move to even greater accomplishments. Continued enthusiasm and teamwork will assure us of a larger and better airline.



LEWIS W. DYMOND
President

McDONALD NEW DIRECTOR



Edwin C. McDonald of New York City, executive vice president of Metropolitan Life Insurance Company, has been named as a new member of Frontier Airlines' Board of Directors.

McDonald is also a member of Metropolitan Life's Board of Directors and has been an officer of that company since 1929. In the insurance field he is widely recognized as an authority on group insurance and pension plans.

Before joining Metropolitan Life, Mr. McDonald was treasurer of Otis Hann, Inc., Consulting Actuaries of Chicago, Illinois. For six years during the 1940's he headed Metropolitan Life's head office in Canada. While in Canada he was elected president of the Canadian Life Insurance Officers Administration. This is a group embracing over 60 Canadian, European and United States companies actively doing business in the Dominion. He is the only person from the United States to hold that office.

Among his many other activities, Mr. McDonald is also a director of the Royal Bank of Canada, Celanese Corporation of America, General Bakeries, Columbia Cellulose Co. of Vancouver, Union Bank of Los Angeles, Pacific Petroleum of Calgary and the Thomson Newspaper Organization of Toronto, Canada. He is also a member of the Advisory Committee of the Bankers Trust Company of New York. Recently he served as General Chairman of the Red Cross Campaign for Greater New York.

Born in Columbus, Ohio, Mr. McDonald was educated at Culver Military Academy and Ohio State University. He served with the United States Marine Corps during World War I attaining the rank of captain.

The addition of Mr. McDonald to Frontier's Board brings the total membership to 14. Other members include Richard C. Pistell, Joseph Friedman, Gordon D. Brown and Harris J. Ashton, New York City; Lowell Thomas, Pawling, New York; C. Whitcomb Alden, Asheville, North Carolina; John P. Dahl, Santa Barbara, California; Hoadley Dean, Rapid City, South Dakota; Robert W. Goldwater, Phoenix, Arizona; Preston Walker, Grand Junction, Colorado; Weston E. Hamilton, Salt Lake City, Utah and Willis A. Swan and Lewis W. Dymond, Denver, Colorado.

WALL STREET JOURNAL LISTS FRONTIER STOCK

Frontier Airlines was advised in June by the National Association of Securities Dealers, Inc. that its application for "Quotation Releases to the Press" had been approved and that its stock is now listed in the Wall Street Journal. William M. Goody, Frontier's treasurer, confirmed this announcement from his Denver office.

With the approval of the application, Frontier's stock is now listed in the Over the Counter Market section of the Journal and the Digest of Earnings which periodically appears as a feature in the paper.

A New Boost for U. S. A. Tourism: FRONTIER-WEST

Plans for Frontier-West, a \$60 million tourist and recreational project for eight states in the Southwest and Rocky Mountain West, were unveiled simultaneously in the offices of the governors of Arizona, Colorado and New Mexico. The response to Frontier-West by these three governors was enthusiastic.



RICHARD C. PISTELL, right, Chairman of the Board for Frontier-West, Frontier Airlines and the Goldfield Corporation, and Earl G. Brooks, Frontier-West project architect, present plans for the multi-million dollar tourist program to Colorado's Governor John A. Love (center).

Basically Frontier-West calls for the construction of 32 self-contained tourist recreational centers, the first five of which are to be ready in time for the 1964 summer vacation season. These initial sites will be located in northern Arizona, northern New Mexico and southwestern Colorado. Later the program will be expanded into Montana, South Dakota, North Dakota, Utah and Wyoming. When completed the centers will be capable of housing 24,800 guests, bring in an estimated \$48 million annually in tourist-spent money and employ 7,950 people with an annual payroll in excess of \$33 million.

Governor John Love of Colorado echoed the approval of the other two, Governors Paul Fannin of Arizona and Jack Campbell of New Mexico, when he said: "A program that explains and dramatizes not only the scenery, but the history, the heritage of the West, is the kind of program and activity that I am sure will add immeasurably to the enjoyment of the West by all of our people and will, of course, add immeasurably to our commercial activity in the West. . . . This program sounds to me like it has been approached with tremendous imagination and detail. I wish it every good luck."

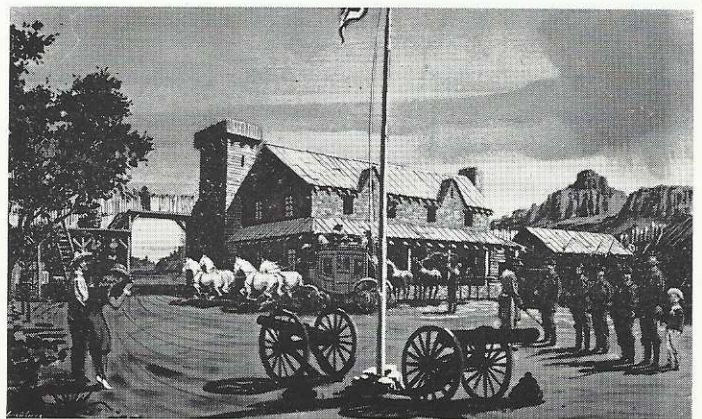
Frontier-West's scope was outlined by the Project Director, John P. Dahl of Santa Barbara, California who stated: "Our program will combine the best in vacation facilities in areas adjacent to such spectacular scenic attractions as eight national parks including Grand Canyon, Yellowstone and Mesa Verde and dozens of national monuments like inspiring Mount Rushmore in the Black Hills, all of which are located in the colorful land of the Indian, the explorer, the mountain men, the goldseeker and the pioneer.

"Main theme for the project will be 'Getting to Know America Better,'" Dahl continued. "Each center will provide outstanding presentations by trained personnel who will integrate local lore with history, geology, anthropology, geography, biology, botany and zoology. The subject matter will be combined with illustrated talks, pageants depicting the history of the West and guided tours to nearby points of interest. The whole program is geared to give Mr. and Mrs. American a clearer picture of their western heritage and to provide foreign visitors, who are participating in the U. S. Government's "Visit U.S.A." program, with an insight into the character of the people and the land that has made the West great," Dahl concluded.

Mr. Earl G. Brooks, project architect, plans for architecturally distinctive tourist centers built of local materials by local artisans and authentically patterned after the Outposts which dotted the vast expanse of the West one hundred years ago. Mr. William Sieberts is arranging to obtain room furnishings which will accurately reflect the design elements found in each area.

Native craftsmen will work in silver, weave rugs, fire pottery and fashion leather products in shops making up the Trading Post area. Overnight accommodations for 24,800 persons will be provided when all tourist centers are in operation. One unusual feature of each center is the "bunkhouses" which can be partitioned and will sleep up to six persons to provide low-cost overnight facilities for large families, vacationing student groups and conventioners.

Special consideration has been made in the plans for each tourist center for those vacationists renting Frontier-Ferrin Motor Homes for travel between "Outposts" and "Remount Stations." Attractive parking sites will be grouped around a large fire circle where chuckwagon dinners and western entertainment will add to end-of-the-day fun. Low-cost package vacations will also be developed for those tourists from overseas or residents of states from the eastern half of the United States eligible to use such promotional fares as Frontier Airlines' \$100 vacationland fare for 30 days of unlimited travel and the \$99 special fares offered by the nation's bus lines for cross-country sightseeing and vacations.



AN ARTIST'S conception of a Frontier-West "Remount Station."

Financing for the project will be by the Goldfield Corporation of Denver and New York City with an initial \$5 million investment. To further this "Getting to Know America Better" program, the Frontier-West Corporation also has on file an application for an assisting loan with the Area Redevelopment Administration of the United States Department of Commerce in Washington, D. C.

Officers of the Frontier-West Corporation are: president, C. Whitcomb Alden, Asheville, North Carolina; treasurer, Willis A. Swan, Denver, Colorado; and chairman of the board, Richard C. Pistell, New York City.

COFFEE BREAK

BY JOANNE HINKSON

Frontier Airlines in conjunction with Trans World Airlines, has for the first time set up an all-Frontier Interline Tour to Europe. This two-week tour, to be November 10 to 19, will include the cities of Madrid, Spain; Rome, Italy; plus a motorcoach tour to Naples, Sorrento and Pompeii and then on to Paris, France and return. These three major cities were chosen after a careful study found them to be the most popular places to visit for a first or a fifth European visit.

For the tour which includes a positive round-trip TWA pass from your connecting city to New York and return (service charge exempt), the cost is an all-inclusive \$249.50 per person. By all-inclusive, we mean everything; i.e., twin-bedded hotel rooms with private bath at superior-class hotels, sightseeing tours by deluxe motorcoaches with expert English-speaking guides, evening surprises, Continental breakfasts, special lunches, dinners and transfers by motorcoach between airports and hotels.



TAKING ADVANTAGE of our transportation privileges, Ann Yanulavich, sales, and Joan Fohn and Diane Terry, stewardesses, stop to relax in front of the Fountain of Trevi in Rome on a recent European vacation.

Now then, to be a part of this once-in-a-lifetime chance to see the Big Three cities of Europe along with your friends at a low, low cost, you must make your reservations *NOW* by writing Paul Glidewell, interline and agency supervisor, at DENSI and including a \$25 per person deposit (checks made payable to Frontier Airlines). Tell Paul your name, job title, city and home address and the name of your spouse if traveling with you. As with a pass request, your supervisor must sign your letter.

As you may have guessed, the number of employees making this trip has been necessarily limited to 30 so you had better hurry with your own request. If the requests should outnumber this total, attempts will be made to up the number of seats available.

Here is an added tip, remember you can arrange a convenient payment plan through our own Credit Union by contacting Robert Knight at DENCU.

Phoenix-Sands Hotel begins the whirl of fall interline activities with their Sands Free-loaders Weekend August 30 through September 2 for airline employees in sales, reservations, ticketing and flight operations. At the convenient cost of only \$3.75 per day, per person charge on a two per room basis (\$1.50 each additional person in a room), the Sands presently plans to provide their Free-loaders with (1) cocktail party on the house (2) visit to the miniature Disneyland called Legend City with all rides and amusements gratis (3) dinner for all as guests (4) square dancing and prizes (5) midnight hay-ride through the desert and a barbecue (6) caravan trip through beautiful Oak Creek Canyon in 1963 air-conditioned Chevies to Sedona, Arizona for a rodeo (7) steak fry in Sedona as guests of Sedona Westerns and (8) western poolside brunch before leaving the Sands.

As a Charter Member of the Sands Free-loaders Club, I can strongly recommend this as a good-time weekend. So write Hal D. Cantin, executive director, Sands-Phoenix Hotel, 3320 East Van Buren Street in Phoenix right away.

Miami Beach's Fabulous Fall Festival September 28 to October 6 for airline personnel and their spouses is second on the party-time schedule. Through the nine days and eight nights there is a \$5 registration fee plus \$5 daily per person (without meals) double occupancy charge at the Carillon Hotel. Your days' entertainments are hosted by KLM Royal Dutch Airlines, Northeast Airlines, Bahama Airways, United Airlines, Stevens Tours, National Airlines, The Carillon and Olins Rent-A-Car plus a car for a day by Hertz Rent-A-Car.

Make your reservations by writing to Fabulous Fall Festival c/o Carillon Hotel, Oceanfront at 68th Street in Miami Beach. There is a deposit of \$10 per room made payable to the Carillon required to confirm a reservation.

The Second Annual Sun Country Holiday for airline employees and their families sponsored by the Phoenix Airlines Committee and the Phoenix Chamber of Commerce is also coming up soon. It will be held October 17 through 20. With the \$10 registration fee there are included beginning Thursday, a reception and cocktail party, Safari Hotel; Friday, a poolside buffet, Mountain Shadows Resort; Saturday, a western steak fry, Camelback Inn; and Sunday, brunch at Sky Chef Restaurant, Sky Harbor Airport. Special hotel rate at the Executive Arizonian and Safari Hotels is \$4 per person, double occupancy. There are optional added events at special low rates such as golf, tennis and horseback riding at Scottsdale Country Club and a Tanner Gray Line Valley Tour and/or Oak Creek Canyon Tour.

For your reservations write to Housing Bureau, Airline Sun Country Holiday, c/o Phoenix Chamber of Commerce, Phoenix 4, Arizona.

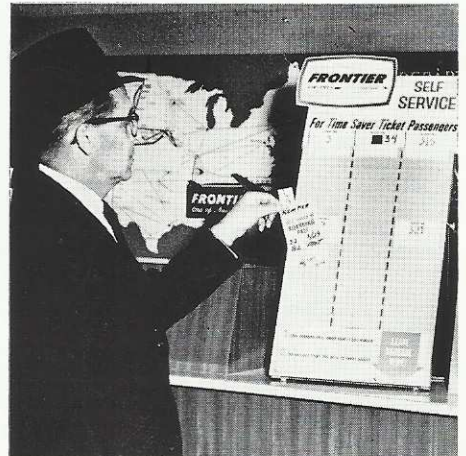
There, that's four different ways to spend your vacation or weekend time. Make your choice and your reservations and then look forward to a fun time with interline friends.

Newly Added Frontier Passenger Service

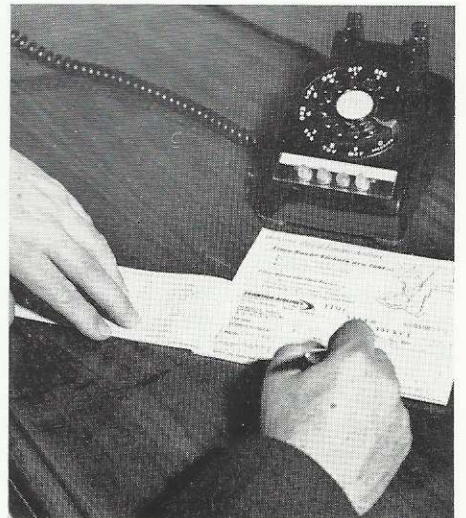
Time Saver Tickets, a new write-your-own ticket concept developed by Frontier, is now being used throughout its 11-state system. The novel ticketing plan has as its major feature the elimination of the time-consuming wait in line to purchase tickets prior to boarding a flight.

On request, Frontier passengers will be provided a book of tickets similar to bank checks and, after telephoning for reservations, will write their own tickets, inserting only flight origin, destination and flight number. At the airport they go directly to the departure gate without further checking in for their flight. Luggage may be either carried aboard or checked through to their destination without lost time. Tickets are picked up later by the stewardess on board the flight.

In addition to saving time prior to a flight's departure, the Time Saver Ticket serves as an automatic charge account and gives the business traveler a detailed monthly record of his air travel and charges.



MR. DELL KEMPER of Minot, North Dakota picks up his TST boarding pass. Mr. Kemper is an agency director of National Insurance Company of America and possibly the biggest single user of Frontier Airlines. Each week he averages 1,200 to 1,500 flying miles while covering business points in North Dakota and Montana.



USERS OF TST can save time by phoning for reservations and then writing their own tickets out by filling in flight origin, destination and flight number.



STRANGE CARGO, a 231-pound log wrapped in plastic, glides up the loading ramp enroute to mills in Suolahti, Finland. Watching the loading are: (from left) Chuck Lien, president of Rapid City Industries; Charles L. Demoney, city sales manager; Donald Watson, station manager; Peggy Bailey, Stewardess, Hoadley Dean, Frontier's Board member; and Larry Jacobson, a Black Hills forester.

Finland To Assist Rapid City Industry

If Hoadley Dean has his way, Rapid City, with an assist from Suolahti, Finland, will soon be the center of a thriving new industry based on pine logs from the Black Hills. Dean, a member of Frontier's Board of Directors, has long felt that the Ponderosa pine could be used in the manufacturing of plywood, and now he is doing something about his belief.

Ponderosa pine has been neglected in the manufacturing of plywood in the past, Dean points out, because of its small size. Milling equipment in the United States is designed for the larger western and southern logs. And this is where the Finns come in—they have machines suited to Black Hills Ponderosa.

The Finns are experts in plywood production and the manufacture of special machinery to make it. They are presently testing Ponderosa pine logs that Dean had flown to Finland. When the tests are completed, the Finns will provide the machinery and help install a plywood plant in Rapid City on a term basis.

Dean pointed out that recent tests in Montana and on the West Coast have proved that Ponderosa pine can be used successfully in the manufacture of plywood. These pines are already used as building materials and Dean says that the new use as plywood will give a substantial boost to the depressed lumber business in the Rapid City area.

The plant, when completed, will involve an investment of upwards of a million dollars and give full-time employment to about 75 persons. Dean noted that the plant will be called Sioux Plywood.

Collaborating with Dean on the project has been Leonard Lungren.

The Ponderosa logs flown to Finland were specially cut, measured and wrapped in heavy plastic. A cup of water was inserted into each wrapper to keep the logs from drying out enroute.

Dean accompanied the logs to Finland and later visited Russia. Commenting on his Russian visit, Dean called attention to the lack of tourist traffic in Moscow, "They boast of 900,000 visitors a year to the Citadel of Communism while here we have one and a half million visitors annually to Mount Rushmore." Finns and other Scandinavians have little interest in going to Russia, Dean noted, but he said there is a lot of interest in the U.S.A.

Perhaps Dean might have an idea of stimulating Scandinavian tourist traffic into the Rapid City area as well as building up a plywood business. He is well qualified at that too; he is past public relations man for the Black Hills.

Scott E. Dial Named To Manage News Bureau

Scott E. Dial has been named to the newly-created position of Manager of News Bureau for Frontier Airlines. This was announced by Edward H. Gerhardt, Frontier's Director of Publicity.

Dial, a native of Shreveport, Louisiana, has been in the public relations publicity field for the past nine years. Before joining Frontier he had handled promotional programs in the Dallas/Fort Worth area for the Dallas Texans football team, WFAA Radio and Central Airlines.

Dial is a graduate in journalism from Mexico City College, Mexico City, Mexico, and veteran of the U. S. Army.

FRONTIER'S KING SIZE SCHEDULE



C. M. BRITT, Frontier's vice president of sales and service, shows the airline's jumbo schedule to (from left) Larry Decker, vice president of traffic and sales for Bonanza Air Lines; Ken Smith, Frontier's director of sales; George Sahlin, assistant vice president and director agency interline sales; and Robert Giersdorf, assistant vice president and general sales manager, both of Alaska Airlines. In the meeting that followed the interline group discussed Frontier's further participation in the "Visit U.S.A." program.

FIRST FERRIN MOTOR HOME



THIS CLARK CORTEZ will be one of the fleet of Frontier-Ferrin Motor Homes soon used by travelers in the Vacationland area. The Cortez will provide luxurious living and traveling accommodations by day and night. It will offer sleeping accommodations for four, a functional kitchen and bathroom. Rates run \$105 per week plus 12 cents per mile.

FRONTIER'S FLEXIBLE PROMOTIONAL PROGRAMS

At the beginning of 1963 Frontier embarked on a series of extremely ambitious promotional programs and after seven months the airline has realized or surpassed almost every goal. The scope of Frontier's program encompasses promotional ventures with leading domestic and foreign carriers, the world's largest tourist agency and a national beauty contest.

Frontier and TWA completed a successful Sales Incentive Program in July designed to increase local boardings and stimulate international sales. This program was specifically designed so that every Frontier station employee, regardless of the size of his station, stood a chance of being a winner.

During the contests points were awarded to stations on the basis of the number of Frontier-TWA window displays exhibited, the number of promotional releases of Frontier or TWA appearing in local news media and the number of TWA films shown to private gatherings or over television.

Scottsbluff, Nebraska was the top station with 89,335 points followed by Bismarck, North Dakota with 51,610 and Lincoln, Nebraska with 29,418.

Individual winners were determined at a drawing on August 7 by TWA officials. First place winner was Marvin Johanson. He and his wife Judy will receive an all-expense paid tour of Madrid, Rome and Paris.

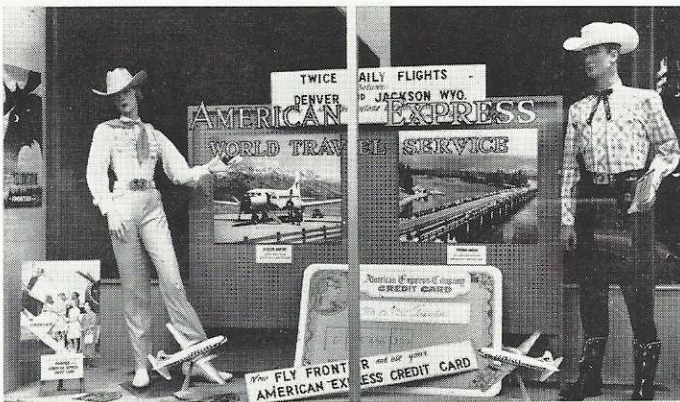
Second place winner to be chosen from Bismarck, North Dakota will have his choice of an all-expense paid trip for two to either New York City, Los Angeles, San Francisco or Las Vegas and third place winner from Lincoln, Nebraska will win positive space passes for two to any TWA city in the United States. In Scottsbluff after the first place winner was chosen to be Marvin Johanson, Station Manager Royal Burt awarded a week's vacation to Agent Robert Grover and Agent Dave Rice and wife Carol won a weekend in Denver to be accompanied by Mr. Burt and his wife at Mr. Burt's expense.

Individual prizes to be given by Frontier were won by Flagstaff, Arizona for best FL/TWA window display to be awarded hotel accommodations for a weekend in Phoenix for two including a Frontier-Ferrin car, by Scottsbluff, Nebraska by Agent William Johnson and wife Silvia for most TWA film showings to be awarded lodge accommodations for a weekend in Jackson, Wyoming including a Frontier-Ferrin car and by Winslow, Arizona for presenting a TWA film and short talk on joint services before largest group. The winner chosen from Winslow will win a Frontier-Ferrin Motor Home for use in Denver one weekend.

In addition to these prizes, any agent who sold international travel tickets during the promotion received a two per cent commission of the amount of the ticket paid Frontier by TWA.

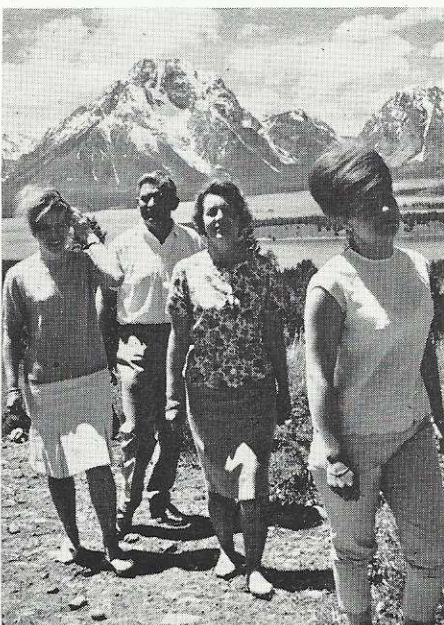


ABOVE — From left, Al Beek, Lee Brenizer and Bob Johnson of Frontier ready prize-winning Scottsbluff Frontier-TWA window display. LEFT — Frontier's ticket winners to the All Star Football Game in Chicago, Paul Glidewell, interline and agency supervisor, kneeling, Dan Goodyear, sales representative, left, and Scottsbluff station manager, Royal Burt get in the spirit of the game.



ABOVE one of the 30 Frontier - American Express window displays as seen in 30 leading United States cities.

LEFT — The German Schroeder family in the Grand Tetons.



To better acquaint residents east of the Mississippi River and in foreign countries with Frontier's \$100 Vacationland Area Fare, the airline has collaborated with American Express to exhibit appropriate window displays in eastern cities and overseas. (American Express, with its system of 400 offices girdling the globe, is the largest tourist agency in the world.)

Frontier's displays have appeared in the windows of 30 American Express offices in the east including Washington and New York in the United States and Montreal in Canada. These exhibits are currently being moved to Europe and will be displayed in American Express offices in London, Paris, Rome and 27 other leading European cities. Plans are also underway to exhibit the displays in Japan.

Frontier's \$100 Vacationland plan will be further publicized in Europe through picture stories of Lufthansa's District Sales Manager from Berlin, Fritz Schroeder and family who toured the national parks in the Rocky Mountain West and Southwest under the special fare. Articles about Schroeder, his wife Elsa and daughters Karen and Ingrid are scheduled to appear in German, Swiss, Italian and other European publications.

The stories were written and photographed by Walter Fischer who accompanied the Schroeders and other Lufthansa personnel on their tour.

Mexico is being made aware of the Vacationland Area Fare through a Frontier-Braniff promotion. Paul Glidewell, Frontier's interline and agency supervisor, flew to Mexico City recently to work out plans for a package proposal with Braniff personnel. Plans are also underway to coordinate a similar Vacationland plan with Aeronaves de Mexico through Frontier's new terminal city, El Paso.

When Frontier was named the official air carrier for the National Press Photographers Association Convention in Jackson, Wyoming the airline took part in a different and very pleasant publicity program. In addition to carrying the photographers on scheduled flights to Jackson, Frontier was chartered to fly in a dozen "City Queens" from all parts of the nation who vied for the title "Miss NPPA 1963". The eventual winner was an 18-year-old, honey blond from Houston, Texas, Karen Marney. She weighs 122 pounds and measures 36-23-36 in the right places.

Earlier this year Frontier entered into an Exchange Stewardess Program with Scandinavian Airlines System. During this program Frontier's Jill Cassidy went to Europe to work SAS's flights while SAS sent Birte Hansen to the United States to handle Frontier's flights.

In addition to working SAS DC-8 flights to leading European cities, Miss Cassidy took part in "Visit U.S.A." promotions one of which involved an audience with the King of Denmark. Her counterpart in the United States, Miss Hansen, took her turn working Frontier flights and participated in promotional activities including meeting the Governors of many of the states served by Frontier.

In the future Frontier looks forward to continued strong promotional programs. Presently plans are being made for promotions with Japan Airlines and Air France.

RIGHT — Frontier's Paul Glidewell, left, in Mexico City with Braniff personnel Hugo F. Gomez, Jim Davie, Michel Sauve and Esther de Luis.

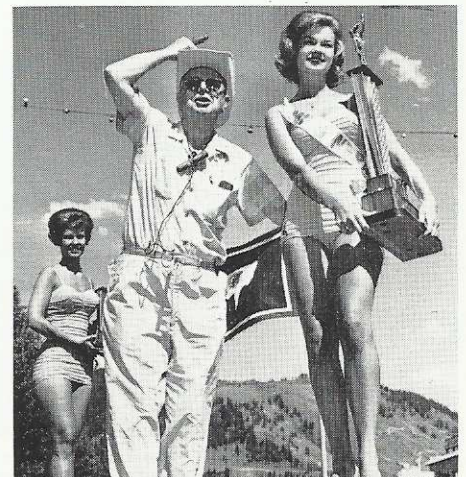


ABOVE—SAS Stewardess Birte Hansen receives a corsage from SAS's Denver sales manager George Catchpole as Frontier's director of sales, Ken Smith, and Stewardess Jimi Foster look on.

BELOW—Frontier's Stewardess Jill Cassidy presents a Stetson hat to King Fredrick of Denmark. Also pictured are SAS's G. Hagege and Chief Stewardess M. Audiens.



RIGHT — Comedian Ken Murray names Karen Marney "Miss NPPA". To the left is Sherri Eikenberry, second runner up and Miss Ohio.



PROFILE: EL PASO

El Paso has determined the course of transportation in the south-western part of North America for over four hundred years. The Spanish Conquistadores first used the all-year, snow-free "El Paso del Norte", the north pass, to pursue the fabled Seven Cities of Cibola, and they continued to use it for three hundred years as a control point on El Camino Real (the royal highway) which tied Mexico City with the old Spanish Empire in New Mexico. In later years the stagecoach and then the railroad routes twisted their way through the pass. Today five airlines including Frontier Airlink El Paso to other important cities in the United States and the Republic of Mexico.



EL PASO'S modern skyline is sharply contrasted against the rugged backdrop of Mount Franklin.

This unique combination of history and progress has left its imprint on El Paso—it is at once both a bustling business city and an exciting tourist attraction.

El Paso's principal resources are cotton, copper, cattle and climate, the four big C's. Industry is represented by copper smelting and refining, oil refining and refining and transporting of natural gas; the manufacture of cotton garments; meat packing and food processing; railroad shops and numerous other businesses.

On the other hand El Paso is devoted to the idea of getting the most out of life and it has the climate to enable complete life enjoyment. Swank motels and hotels abound where tourists may lounge by the warm waters of a swimming pool or engage in sports or pleasures. And from the standpoint of sports and pleasures, you can take your choice: lake and stream fishing, horse racing, dog racing and hunting.

El Paso with 276,687 is the largest American city on the Mexican border, and across the Rio Grande is Juarez, a city of 315,000 citizens and the largest Mexican city on the American border.



FRONTIER CONVAIRS will offer convenient service for fans who want to attend the Sun Bowl game played each year in El Paso.



TOURISTS FROM all parts of the nation flock to Juarez to see top matadors of Spain and Mexico fight the bulls.

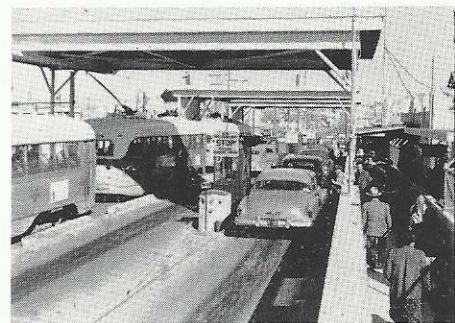
Juarez is a must for every tourist to the Sunland. It offers everything for his taste: small shops, sprawling markets, famous restaurants and small bars and night clubs; and of course on Sunday it's time for corrida de toros—the bullfight. Juarez has two bullrings and any Sunday will see one or more of the top Mexican or Spanish matadors appearing there.

The two cities have worked closely together on international matters since Mexico won her independence from Spain. This was proven true, again, recently with the settling of the Chamizal (little thicket) dispute—a problem that fostered a century of friction over the United States-Mexico border before it was settled on July 18.

The history of the dispute goes back to 1867 when the Mexican government first claimed the Chamizal area as a result of sudden change in course of the Rio Grande to the south. By treaty such avulsive action would leave the boundary at the river's former location, although a gradual erosion movement would continue the center of the river as boundary.

A formal claim to the land was made by Mexico in 1895 and shortly afterwards a commission was named to consider the question. The commission held the Chamizal south of the 1864 bed of the river should remain Mexican. However, nobody could say where the Rio Grande had run 45 years earlier and so the dispute was on.

Every U. S. president since 1911 has tried to solve the Chamizal dilemma, but it remained for President Kennedy and President Adolfo Lopez Mateos of Mexico to settle the matter.



THESE ARE the only streetcars still serving as international transportation carriers along the Mexican border. They also offer travelers the only nickel ride to a foreign country.

Under the terms of the settlement, 366 acres of the Chamizal will be given to Mexico which in turn will pay four million dollars for all the buildings involved. All United States citizens will be relocated in equal or better housing than they now own.

Frontier Airlines' operations in El Paso are directed by Area Sales and Service Manager L. A. Berets. He is assisted by Gerald L. Smith, Gary Bollschweiler, Jim Morris and Ted Simons.

Maintenance of aircraft at International Airport is under the supervision of Lead Mechanic Tink Thiese. Sales activities in the area are under the direction of Bill Rowley, district sales manager.

SERVICE AWARDS NEW FRONTIER ROUTES

(Continued from Page One)



Earned in May, June, July, August and September

15 YEAR PINS

WILLIAM B. DURLIN,
Foreman Quality Control, DEN
ARTHUR A. BENSON, Mechanic, DEN
JOSEPH A. DOUSSARD, Dispatcher, DEN
DONALD W. THOEL, Lead Mechanic, DEN
GEORGE SLIVKA, JR., Station Manager, OMA
KENNETH L. BENISH, Mechanic, ELP
DAVID S. CANNON, Captain, SLC
WILLIAM E. GEE, Manual Writer and Time Control Analyst, DEN
AUGUST EHRE, Mechanic, DEN
ROBERT E. RICH, Captain, PHX
C. K. LOGUE, Captain, DEN
PETE S. PUSEDE, Mechanic, DEN
DALE R. WELLING, Captain, DEN
ELEANORA C. BASTAR, Division Chief Stewardess, BIL
CHARLES A. STEVENS, Supervisor of Flight Operations Training, DEN
JACK W. SHANKS, Mechanic, DEN
IRENE G. SCOTT, Cleaner, DEN
ALVIN E. OLINGER, JR., Technical Assistant, DEN
THOMAS S. MATSUMOTO, Mechanic, DEN
EVERETT A. PATTERSON, Mechanic, DEN
FRANK L. DAVIDSON, Director of Communications & Ground Support, DEN
WAYNE N. ASPINALL, Captain, DEN

10 YEAR PINS

ALVIN M. MOSLEY, Senior Agent, PHX
WILLIAM R. BATES, Senior Payload Controller, DEN
JACK T. ROGERS, Dispatcher, DEN
JOHN E. GARDNER, Captain, DEN
WILLIAM A. MARQUEZ, Administrative Assistant, DEN
EDGAR B. JOHNSON, Station Agent, ABQ
LLOYD I. REDMER, Station Manager, MKC
J. LOOMIS ABBOTT, Station Manager, ALS
DONALD E. KOUGHAN, Station Agent, PHX

Referring to Frontier's expanded service, Dymond said that there may be local airlines which fly more miles per day than Frontier, but there are none with a longer, unduplicated route structure. Specifically Dymond noted that Frontier routes stretch over 6,455 miles and encompass more than 30 per cent of the continental United States.

INAUGURAL CEREMONIES

To commemorate air service to Salt Lake City, El Paso's vice chairman of the Aviation Board, Walter Schade, first vice president Chamber of Commerce Maurice Hill and executive vice president and general manager of Chamber of Commerce, Elsworth Green, took part in a ribbon-cutting ceremony at International Airport. They also became three of Frontier's first passengers to the Utah state capital. As a gesture of goodwill the El Pasoans presented Mexican sombreros to the mayors of Grand Junction and Farmington during stopovers enroute to Salt Lake City. A sombrero was given to the Salt Lake City mayor and one was sent to the mayors of Jackson and Billings.

Frontier's vice president-legal and secretary, Richard A. Fitzgerald, represented the airline on the inaugural flight to Salt Lake City and at ceremonies in cities enroute. In the Utah capital city he spoke to a gathering of civic leaders and later took part in the presentation of a sombrero to Salt Lake City's mayor, J. Bracken Lee.

On the eastern leg of Frontier's new service, Frontier personnel participated in first day ceremonies at cities enroute to Denver. C. M. Britt deplaned in Alamosa and addressed civic leaders there that night, Mr. Dymond left the plane at Albuquerque, later went to Santa Fe to address a luncheon and returned to Albuquerque to be the after-dinner speaker; Messrs. Smith and Carlson deplaned in Colorado Springs and took an active part in inaugural ceremonies there.

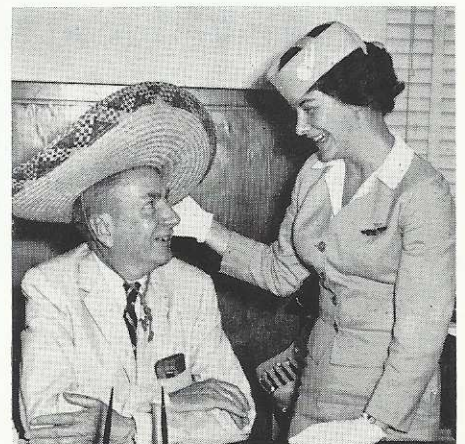
With the inclusion of these new cities and routes Frontier now spans the United States from Mexico virtually to the Canadian border. Its system structure is larger than it has ever been and its financial picture is brighter than ever before.



RICHARD A. FITZGERALD, left, Frontier's vice president-legal and secretary, and Board member Weston E. Hamilton examine a trophy and model of the airline's Convair with L. C. Rommey, prominent Salt Lake City aviation authority.



C. V. FORREST, left, president of the Albuquerque Chamber of Commerce, and Shelby Harper, right, general manager of Denver's Chamber of Commerce discuss Frontier's new service with its president, Lewis W. Dymond.



STEWARDESS BETH DEEDMAN presents a Mexican sombrero to Billings Mayor Willard E. Fraser commemorating Frontier's new service which connects the Montana city with El Paso.

SUNLINER CLUB SPONSORS SOIREEES



Having a membership in Frontier Airlines' employee social group, the Sunliner Club, has been paying off in many fine extra dividends this summer. Fringe benefits have included free dinners, dances, picnics and an assortment of discounts on such day necessities as gasoline, car repairs, dry cleaning and an evening out at one of Denver's nicest night spots.

For some 155 of these card-carrying Frontiersmen and their guests things were off to a fine stomach-filling start for the "June Jump" when the line formed for heaping plates loaded with roast beef, ham, chicken and all of the fixings. An hour or so later the man with the horn started everybody jumping as he opened up with the first selection of the evening from the "Blue Notes" for an all-

night session of twisting, waltzing, cha cha-ing and just plain, ordinary shuffling at the Officers' Club at Rocky Mountain Arsenal just north of Denver.

Came mid-July and a 530-hot-dog-eating, beer-and-pop-guzzling gang from Frontier crowded into Elitch's Park one Saturday afternoon to make it the biggest and most fun picnic ever staged by the Club. Three dozen door prizes went to lucky ticket holders to round out a day full of the excitement of thrills on the roller coaster, scares in the haunted house and sticky faces from cones of pink cotton candy.

In August the faithful will be guests of the Embers Club in east Denver for an evening of snacks, refreshments and dancing to round out a full program of summer good

fellowship under the able guidance of President Al Olinger with an assist from the Club's board of directors.

IDENTIFICATIONS

1. Captain D. K. and Helen Miller; 2. Jerry Lynch, Stock Room, Al Olinger, Maintenance, Chuck Turner, IBM, and Carolyn Lynch; 3. Warren Kothenbeutel, IBM, Captains Leo Dorsey and Jim Hanson and Colleene and Michael Dorsey; 4. Whooping it up on the Roller Coaster; 5. Lining up for food and beer; 6. Maureen and Diane Schuster, daughters of Leo Schuster in Maintenance; 7. Al Olinger, Maintenance, Ora Somers, Maintenance and Chuck Turner, IBM; 8. Captain Dick and Jan Koplitz; 9. Elaine and William Meguire, Maintenance; 10. Nadine and Dick Cantwell, Maintenance; 11. Dorothy and Warren Schuling, Maintenance.

Frontier Ranks Second On Profit Basis

(Continued from Page One)

NEBRASKA GROWTH

During the meeting Dymond discussed Frontier's cities in southern Nebraska which Civil Aeronautics Board examiners have recommended be dropped from the system. All of the cities—McCook, Kearney, Hastings, Chadron, Sidney and Alliance—are now meeting the five-passenger-a-day requirement for air service and should continue to grow passengerwise, he said.

MONTANA SUPPORT

In Montana, and especially in Billings, Dymond stated, Frontier has received strong support during the past few months. This support has been stimulated by two Sales Blitzes and improved schedules by Frontier. If continued, this support should enable Frontier to save all of the Montana routes now under fire from the CAB's "Use It Or Lose It" plan although some of the cities may still lose service, he concluded.

MORE CONVAIRS ADDED

Since the first of the year, Frontier has purchased two more Convairs and another is anticipated in August. This will bring Frontier's Convair fleet to a total of 14 and enable more cities around the system to enjoy Convair service.



THREE FRONTIER Board of Director members confer with El Paso's Mayor Pro Tem, Oliver Nordmarker, second right. Board members are from left, John P. Dahl, President Lewis W. Dymond and C. Whitcomb Alden.

of 14 and enable more cities around the system to enjoy Convair service.

EL PASO SELECTED

El Paso was chosen as a Board meeting site in keeping with Frontier's policy of acquainting its members with various cities around the system. This rotating system, Frontier feels, is the best way of acquainting Board members with local station personnel, civic leaders and members of the press and, at the same time, attending to company business.

SIX PROMOTED TO NEW POSITIONS

VIOLA LESTER has been named chief stewardess. Previously Denver division chief stewardess, Vi joined Frontier as a stewardess but has held supervisory stewardess positions for four of her six years. She now heads the 102 stewardesses employed by Frontier and supervises all new stewardess training classes. Vi came to Frontier from Bismarck, North Dakota.

HERBERT SCHMIDT became district sales manager in the newly-designated Billings district. Herb, formerly a sales representative in Billings, began his Frontier employment in 1959 as a station agent in Denver. Herb is active in civic affairs in Billings as a director of the Billings Jaycees and member of the Chamber of Commerce. He hails from Hays, Kansas.

THOMAS MORPHIS moved up to district sales manager in the Kansas City area. Previously based in Denver as a senior sales representative, Tom, in his four years with Frontier, has also held the positions of sales representative in Salt Lake City and Denver and station agent in McCook, Nebraska. While in Denver as a Denver Chamber member, he was named Diplomat of the Month.

ROBERT LAGUARDIA stepped into Tom Morphis' former position as city sales manager in Denver. Bob had been air freight and cargo representative in Denver and since joining Frontier in 1959 has been a sales representative in Phoenix and Denver and senior sales representative in Billings. Bob is a native of Denver and attended Regis College here.

KENNETH STEMLER takes over for Bob LaGuardia with the new title supervisor of military and cargo sales. Ken had been senior sales representative in Kansas City and, prior to that, sales representative in Omaha since he began with Frontier in 1960. In his new position, Ken will be developing new, additional military and cargo business throughout the system.

CHARLES DEMONEY is now city sales manager in Rapid City to cover South and North Dakota. Employed by Frontier for five years, Chuck has been a station agent in Denver, Joint Airline Military Traffic Office representative at Lowry Air Force Base and sales representative in Denver. With his experience in military sales, Chuck is especially suited to handle the heavy military traffic in Rapid City.

FRONTIER'S FINANCE DEPARTMENT



Shortly before the annual Frontier picnic, the Finance Department posed for this picture. Shown above are:

FRONT ROW RIGHT—Coleen Lang, Carole Foster, Jeanette Sciacca, Carol Roy, Lizzie May Heinz, Patty McIntyre, Patty Fredrick, Linda Weldon, Blanch Pusey, Manita C. Fowler, Peg Youngs, Margie Barletta, Emily Bryant, Carrie Massey, Liz Enright. **SECOND ROW RIGHT**—Pat Salm, Judy Bunn, Mary Lou Edinboro, Gayle Pilgrim, Betty Roberts, Lesta Shiviley, Mary Wiggins, Barbara Miskey, Mary Marr, Judy Edwards, Ethel Field, Elmajene Yanforno, Carol L. Snively, Gene Lamansky. **THIRD ROW RIGHT**—Jeanne Rowell, Vee Young, Sue Elder, Penny Conrad, Shirley Bredehoeff, Dalcy Montgomery, Barbara Carlson, Veronica Ungefug, Carol Iolal, Eleanor Natali, William M. Groody. **BACK ROW RIGHT**—C. G. Shaffer, Blaine Liles, J. L. Schmidtko, John Chapel, Marv Larson, Ed Beauvais, J. P. Studer, Karl Leonard, Wayne L. Johnston, Jim Lynch, Douglas Black, Arlie Munsie, Jack Nichol, W. K. Kothenbeutel.

Station Agents Sign New Pact

Early in July Frontier Airlines concluded a new working agreement with its 500 station agents, reservation clerks and stock clerks.

The new contract, retroactive to June, provides for wage increases, vacation improvements and other fringe benefits.

This is the third long-term agreement reached between Frontier and its employee groups this year. Last January a 22-month agreement was signed with the pilots and in May a three-year agreement was reached with the flight dispatchers.

Names In The News Seen On Frontier



A GROUP of 26 United Nations delegates flew Frontier to the Rodeo in Cheyenne, Wyoming. This was part of Frontier's participation in the U. S. Government's "Visit U.S.A." program. After the Cheyenne Rodeo, the U. N. delegates flew Frontier to Jackson, Wyoming and toured the Grand Tetons.



FAMED GENERAL James H. Doolittle and cowboy star Roy Rogers pose between flights with Stewardess Joan Frandsen.



THE FOUR FRESHMEN, starting third left, Bob Flanigan, Ross Barbour, Bill Comstock and Ken Albers chat with students Jay Marston, left, and Leon Roland after show at Eastern Montana College in Billings. The Four Freshmen flew Frontier to Billings from Salt Lake City.



TEN NEW YORK journalists and investors were special guests of Frontier on a tour to inspect western recreation areas and natural resources. They used Frontier to tour points in Colorado, New Mexico, Utah and Arizona. Frontier was represented on the tour by Edward H. Gerhardt, director of publicity for the airline.

Sunliner News

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