



Sunliner News

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1962—BEST IN FRONTIER'S 16 YEARS

Traffic and Profits Hit Highs

Records were made to be broken! This truism has had a continuing test this past year of 1962 as record after record for passenger boardings and Frontier's financial showings has been established each month to eclipse previous records.

After vacation travel during the summer months established traffic figures which looked as if they would remain untouched for a long time, the tickets sold in September, October and November caused all previous records for the fall months to tumble by the wayside. Then along came the crowds in December to line the ticket counters and to fill up scheduled flights plus added sections to run up totals which made the twelfth month of 1962 the best in all sixteen years of Frontier Airlines' operation. Recent monthly boarding records which exceeded like months in 1961 were September's 33,645 passengers, an increase of 14 per cent, October with 33,790 for a 15 per cent hike, November's total of 34,362 up 19 per cent and then the 34,700 passengers of December up 22 per cent and flying a total of 10,145,000 passenger miles to make the best month in Frontier's entire history. During 1962 a total of 374,000 passengers flew with Frontier 101,114,000 passenger miles to make it our best year.

Nebraska Cities Set Pace

All 13 communities which Frontier serves in Nebraska showed sizable increases these past six months over the same period of a year ago. In both July and August traffic was up 13 per cent, in September it increased 26 per cent to be followed by October and November with jumps of 38 per cent each and finally to be topped with a spectacular 47 per cent increase for the month of December. The six Nebraska cities of Grand Island, Hastings, Lincoln, North Platte, Omaha and Scottsbluff set the pace for the Beef State.

In all of the nine other states served by Frontier, certain cities stood out in their increased usage of the "Sunliner"

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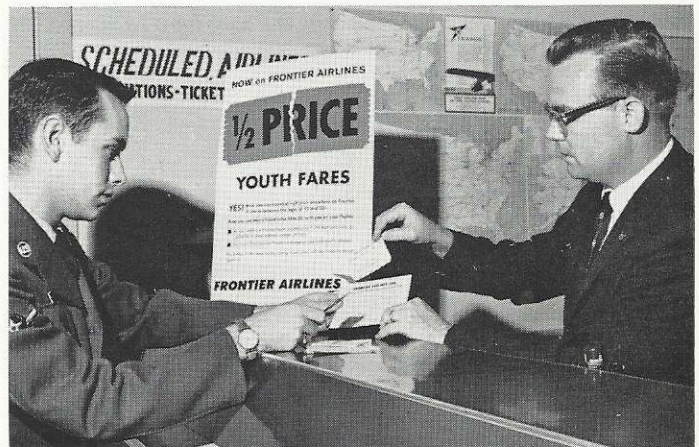
New Denver - El Paso Route Awarded Frontier

The long-awaited decision in the Southwestern Area Local Service Case awarded a new route between Denver and El Paso to Frontier Airlines. Also to be served are the intermediate Colorado cities of Colorado Springs, Pueblo and Alamosa and Santa Fe, Albuquerque and Alamogordo/Holloman AFB in New Mexico. Colorado Springs, Santa Fe, Alamogordo/Holloman AFB and El Paso are new additions to Frontier's system.

Non-stop authority was also granted to the airline by the CAB between Denver and Albuquerque and between Albuquerque and El Paso after all intermediate cities have received twice daily round trip service. Also to be provided by the decision is a through-plane service between El Paso and Salt Lake City via Farmington and Grand Junction. It will also make possible connecting service between Denver and the Arizona cities of Tucson and Phoenix via Albuquerque and Silver City.

Frontier hopes to inaugurate service over the new routes somewhere around the first part of May.

Promotional Fares Tap New Passenger Markets



HALF PRICE YOUTH FARE is attracting new military and college air travel. At Lowry AFB, Denver, A/3C Roger L. Poisson exchanges a five dollar bill for his identification card which enables him to cut his air fare on Frontier flights by 50 per cent. Earl D. Spivey, manager of the Joint Airline Military Traffic Office (JAMTO) at Lowry, handles the transaction.

In a far-reaching program for broadening the passenger market and thereby inducing more travelers to use Frontier Airlines, Mr. C. M. Britt, vice president of sales and service, has come up with a whole variety of new attractive passenger fares. These fares, tied in with improved scheduling, better interline connections and increased flights over the high density portions of our system, have contributed heavily to the recent spectacular increases being made in the use of "Sunliner" flights.

Group Developer and Youth Fare Plans Prove Popular

One of the first new promotional fares offered to the traveling public in Frontier's 10-state system was the $7 + 1 = 7$ or Group Developer Plan. Proving particularly useful to sales groups, athletic teams, church delegations, chambers of commerce, student organizations and various business associations, it made it possible for a group of seven or more persons who were traveling together to a common destination to have one additional person travel free. Since this plan went into effect five months ago, around 500 persons have made the most of its talking points while bringing in an additional \$15,000 in new passenger revenue.

Air minded young travelers from 12 to 22 years of age have been graphically demonstrating that they would use air service in getting around the country if the price was right. Over 3,500 of them have been exchanging five dollar bills for their youth identification cards in the past four months. This gives them the privilege of purchasing either one-way or round trip tickets on Frontier's system at half price. Another feature of the plan which is catching on fast is that a youth card holder can purchase a ticket for one other person, also under 22 years of age, who is traveling the same itinerary and on the same flight as the card holder. Over 7,000 trips have been made by college and high school students plus military personnel under this new plan.

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SERVICE BUILDS SALES...

"It is our intention to pursue vigorously a sales and community relations program directed toward the increase of traffic on all segments on Frontier's system," L. W. Dymond, president of Frontier, said.

To put this policy statement into action, your company has undertaken a bold new approach in customer service and sales philosophy. In a word, everything we do, every procedure we have, every contact we make with the public is measured against three standards: (1) How does it benefit our customers, (2) How does it benefit our revenues and (3) How does it affect our expenses?

In the furtherance of this program, we have introduced a number of changes in both our customer services functions and in our methods of selling. In the area of customer services, the thrust of our effort is in the direction of simplification, accompanied by an increased emphasis on friendly and warmhearted service and attention to the customers' needs. The value of simplicity, the ease with which a customer can do business with Frontier is best illustrated perhaps by drawing a parallel with another service business, the vast and eminently successful public utility industry. Because we can buy electric service by the mere flip of a switch and make payment by check after the service is rendered, many of us are buying more of this product than we realize.

Our goal in Frontier is to make it similarly simple to buy Frontier's products. We have already undertaken a number of projects to accomplish this goal and more are to come.

The marketing of our product is also being subjected to analysis and changes are being made. Our Station Managers are now responsible for service-sales calls, those ever so important contacts made with our regular customers and known sources of business. These regular and frequent discussions with regular and potential users of our service benefit both Frontier and the customer. From our point of view, it insures a volume of repeat business and an opportunity to obtain customer reaction to our services. The customer benefits because he knows that suggestions for improvement of our services will be heard and acted upon.

Under this revised concept, Frontier salesmen have become market development specialists. Theirs is the job of creating *new* business through improved knowledge of market potentials, development of *new* tariffs and pricing formula for *new* sources of business and the application of improved selling techniques to *new* sales opportunities.

Elsewhere in this issue of the SUNLINER NEWS are stories on new tariffs already devised and traffic results from them. These articles spell out the details of success experienced in these new programs, topped by new traffic records over the holidays.

Where do we go from here? Danny Foreman, our Station Manager at Jackson, Wyoming has expressed it eloquently in a recent report outlining his activities:

"... Since the Station Managers became involved in the sales-service program, I have found it to be very gratifying in both personal experience and in our traffic increases, particularly of new business that we have never seen before. A very good example of this happened just the other day. I was making some calls up the valley and called on Mr. Carl Johnson, who seemed to be tickled that I stopped in to see him. The result of this call was new business as the next day Mr. Johnson called our office and booked and used a round trip from Jackson to Silver City, one of the longest hauls we have had out of Jackson."

All of Frontier's 1,138 employees and its 1,443 stockholders have a personal interest in the success of this sales and service program. I feel that our recently-inaugurated, three-phase policy—an aggressive community relations program combined with an imaginative, hard-hitting sales campaign and followed up with effective sales-service contacts by our station managers—will assure that 1963 will be a year of new records of accomplishment.

C. M. BRITT,
Vice President—Sales and Service

MILLION MILES OF TRAVEL RECOGNIZED



MILLION MILE PLAQUE goes to Frontier's president Lewis W. Dymond for his extensive air travel in the past 25 years. Presentation was made by Mr. O. T. Larson, vice president customer services-West for United Air Lines in Denver.

COLLEGE REPS ON FOUR CAMPUSES



COLLEGE CAMPUS REPRESENTATIVES for Frontier Airlines (back row) Dan Hale, University of Colorado, Boulder; Tim Miles, University of Wyoming, Laramie; Mike Engler, Creighton University, Omaha; and Ed Connerly, University of Nebraska, Lincoln, get the final word on Frontier Airlines from Gordon Shaffer, personnel manager, and Dave Burr, supervisor of station training.

KNIGHT HEADS FAL CREDIT UNION



CREDIT UNION PLANS for the 10th annual meeting get a final going over by Patricia Selak, office secretary, and Treasurer Robert Knight. Over 300 persons attended.

Improved Civic and Company Relations Build Sales



PUTTING PUBLIC RELATIONS INTO ACTION, Frontier Airlines' Vice President of Sales and Service C. M. "Casey" Britt and President Lewis W. Dymond donned their Frontiersman outfits while making goodwill contacts in Wyoming.

Directly contributing to the spectacular gains being made in passenger traffic throughout Frontier Airlines' 10-state system were the improved relations both inside and outside the company resulting from the personal efforts of the company's officers.

It all began when Frontier's president, Lewis W. Dymond, shortly after taking over the reins of the airline last spring, undertook a personal program of getting acquainted with company personnel and customers while having a close up look at the 5,800 route miles of Frontier's system. He began by topping full, busy weeks with equally busy weekends traveling the system. Enroute he talked to flight personnel and passengers and during brief pauses at intermediate cities, he met many of the station agents on duty.

As a followup to this beginning, President Dymond, with a minimum of advance fanfare, worked in a series of down-to-earth visits with state, civic and business leaders in communities directly served by Frontier plus a few extra cities which are not on the airline's routes. To this fast paced schedule he also added personal contacts in Washington, D. C. visiting congressional delegations, Civil Aeronautics Board members and members of the Board's staff. In addition representatives from many communities flew to Denver to meet with President Dymond and his staff. As a result of these get-togethers, mutual problems were frankly discussed, answers were worked out and tangible steps were taken to put the proposals into action.

This program of personal approach to problems and their solutions was further augmented by C. M. Britt, vice president of sales and service, and Vern Carlson, assistant to the president. They too held meetings in Nebraska, Missouri, Wyoming, the Dakotas, Montana, Colorado, Utah, New Mexico and Arizona.

Here is an example of this cooperative effort in action. When the Civil Aeronautics Board planned to undertake its "Use It Or Lose It" investigations in areas where passenger usage had not previously been meeting minimum

standards, Frontier's management immediately asked the CAB for an extended period of experimentation. At the same time more frequent flight schedules, more attractive fares and improved services were added including the addition of four more 44-passenger Radar Convair 340 aircraft.

Frontier augmented this program with an intensified policy of working more closely with the communities which it serves backed up by a continuing program on intensified sales, advertising and promotion.

A heartening development from Frontier's efforts has been the ever-growing cooperative backing of public officials, business leaders and news media. One such case was the dismissal last fall of the \$12,000 contempt of court fine against Frontier Airlines which had been levied earlier in 1962 by a Nebraska district court. The fine was remitted by the Nebraska court because the airline's management was embarked on a new progressive policy of bettering air service over its three routes in the Beef State.

With such favorable responses passenger and cargo traffic began to make really tangible gains. Full details of this systemwide growth particularly in the last six months of 1962 are told in the "Traffic and Profits" story on page 1 of the *Sunliner News*.

Within the company management-employee relations have also improved with a resulting better cooperating spirit. In early fall a contract was signed with the International Association of Machinists, covering 176 employees, retroactive to April, 1962 and continuing through to April, 1964. On January 11 an agreement was signed between Frontier Airlines and the Air Line Pilots Association, which covers 183 pilots. A unique feature of this pilots' agreement was that it was signed almost two months before the old contract expired. It will run through December 31, 1964.

Through its 10-state system Frontier Airlines' services are more than ever filling a public need. The end result is ever-growing traffic and ever-improving financial showings such as wrapped up the Frontier Airlines story for 1962. Cooperation and understanding are paying off.



WORKING OUT ANSWERS to questions on service, twenty civic, chamber and county representatives from Durango flew to Denver to work with Frontier's officials. Here Nick Turner, spokesman for the group from La Plata County, Floyd Yacconi, chamber president, and Bob Rank, city manager, get together with Vern Carlson, assistant to the president of Frontier Airlines, and William Groody, treasurer for the carrier.

COFFEE BREAK . . .

BY JOANNE UERLING

As you might expect, the travel hints and experiences file in chock full. Phoenix has long stopped reeling from its very successful "Airline Sun Country Holiday" held the weekend of October 26-28 and beginning with the *Phoenix Sands Hotel's* introductory weekend for its \$9 per day, per person rates, including all three meals, Frontier Airlines' and its "Valley of the Sun" readied for the influx of resorters. And airline rates are offered for personnel at the *Executive House, Mountain Shadows, Safari and Sabara* (from our Phoenix-Tucson tour folder) plus many others.

Speaking of Phoenix and other system destinations, vacation travel-space available is wonderful. But in view of our increased passenger boardings there are times when it would benefit you to look into Frontier's new positive space air transportation offered you and other participating airlines' personnel at a 75 per cent reduced rate. This is a new idea for Frontier and might prove useful since no pass request is required. You simply present yourself and airline identification at the ticket counter and pay the 75 per cent reduced fare for positive space.

So much for online travel, let's get on to acquired offline information.

The new *Hollywood Knickerbocker Hotel* located at 1714 N. Ivar, right in the heart of Hollywood, might prove interesting for a different location on a stay in Hollywood and we've received word of a 10 per cent discount on accommodations. The *Grand Plaza Hotel* in Miami Beach offers special airline rates of \$3.00 per day, per person in February through April. Just write the manager at Indian Creek Drive at 31st.

Hawaii and Japan, the homelands of Tommy Matsumoto, Frontier's Engine Shop, and his wife Kay, have already been favored by a visit from the Matsumotos. Tommy and his family made their first trip to Tokyo combined with a third-time trip to Hawaii. The Matsumotos used a combination of *Continental, Pacific, British Overseas* and *Aloha Airlines* for their trip.

Going in a southerly direction we run into South America and both *Braniff Airways* and



Barges on the canals in Amsterdam, Holland.

Varig Airlines make it possible for you at 50 per cent reductions. Both have had interline tours available in the past and will be able to help you out again, probably with or without tours. The call of South America, if it hasn't already, will one day get to you and you'll have to see the continent just south of ours. As of now there are hotels offering airline rates in all the major cities in the fascinating countries of South America.

And last, but far from least as far as I'm concerned, is Europe. *KLM Royal Dutch Airlines* recently sent word of their always-available 75 per cent interline discount with positive reservations . . . but in addition, you can apply this to their 17-day excursion fares or the family plan discount through March 31, 1963. With KLM's multi-stopover plan, you can see as many as 37 different European destinations. Their 75 per cent interline discount also applies to the Caribbean and into South America.

My recent vacation included *KLM's* services to seven European countries plus Pan American to Berlin and Scandinavian Airlines to Oslo and London. The whole trip naturally (same as your vacation, I'm sure) was something never to be forgotten — the people, the problems, the places, the pace — everything rolled together and managed to keep me wide-eyed and about a thousand feet off the ground even when I wasn't in an airplane. Having traveled over half of my trip with a companion (Andrea Frande with *Continental* in Denver) and part of the trip without, my only possibly usable and maybe unusual advice would be, "Don't miss out on a trip to anywhere, if you desire the trip, just for lack of someone to travel with. It's just as much fun traveling alone and you observe much more without a friend along to confine you with conversation."

Four

FATHER AND SON FIGHT MUSCULAR DYSTROPHY



COLORADO'S POSTER CHILD for Muscular Dystrophy in 1961 and again in 1962 was Terry Fischer, 10-year-old son of Earl Fischer, foreman in ramp service, Denver. His dad also worked hard during the fund raising campaigns to help cure the disease. Earl was president of the Denver chapter and co-chairman of the March for Funds.

TRIM STYLING MARK OF NEW UNIFORMS



SMART NEW STEWARDESS UNIFORMS are modeled by Kathy Hines and Joyce Gonzales, both of Denver. A semi-fitted demi-jacket of Italian sharkskin of pecan brown rides over a suit skirt of matching material. A perky beret hat is ornamented with the new insignia of white and gold kid skin. Brown pumps, a white blouse, white gloves and a brown shade of hose complete the attractive ensemble.



TOTEM POLE OF FRONTIER EMPLOYEES line up during the Airline Sun Country Holiday at the Executive House in Phoenix, Arizona. From the top are Paul Glidewell, sales; Diane Terry, PBX; Gayle Pilgrim, accounting; Ed Gerhardt, publicity; Ann Yanulavich, sales, and Charlie Carper, station.

SERVICE AWARDS



15 Year Pins

DUE IN NOVEMBER, DECEMBER AND JANUARY.

Robert J. Bollinger, Captain, DEN.
Harry Cutler, Station Manager, MTJ
Andrew J. Hoshock, Captain, PHX
Eldon P. Lietz, Captain, PHX
Chet R. Lubben, Manager of AM&AE, DEN.
Walter C. Rea, Station Manager, ALS
Robert W. Eakle,
Foreman Accessory, DEN.

10 Year Pins

DUE IN NOVEMBER, DECEMBER AND JANUARY.

Carl W. Henderson, Station Manager, COD
Charles T. Rucker, Mechanic, DEN.
John L. Chapel, Manager of
Revenue Accounting, DEN.

5 Year Pins

DUE IN NOVEMBER, DECEMBER AND JANUARY.

Orval E. Bowen, Payload Controller, DEN
James W. Cahoy, Station Agent, PHX
B. Jill Cassidy, Stewardess, DEN
John K. Gauer, Copilot, PHX
Robert G. Krieger, Inspector, DEN
Francis J. Rottinghaus, Station Agent, LBF
James M. Snider, Senior Station Agent, CYS
Marion J. Tongish, Captain, DEN



RUBY-STUDED 15-YEAR PINS go to two Frontier stalwarts. Receiving their lapel pins from President Dymond are J. Clark Coe, director of economic controls, and M. Edward O'Neil, vice president of operations and maintenance.

Promotional Fares Tap New Passenger Markets

(Continued from Page One)

Family Plan and Vacationland Fares Attract Attention

Frontier's Family Plan is now effective every day of the week in contrast to the usual 3-day, mid-week qualification on such travel. By also cutting a wife's fare to 50 per cent of her husband's regular fare and giving their children, ages 2 through 21, a reduction of 75 per cent on their fares, the low-cost plan has proven particularly attractive in budget-stretching vacation dollars. Since the Family Plan was broadened in November over 5,400 persons have saved tangible dollars while adding \$100,000 to fare revenues.

Another dollar-saver plan is aimed primarily at the expanding market of foreign visitors who are participating in ever-greater numbers in the "Visit U.S.A." program of the United States government. Frontier's brand new Vacationland Area Fare provides an unlimited number of flight tickets for travel anywhere over the airline's 10-state system during a 30-day period for an amazingly low-cost, one-price air fare of \$100! The plan has also been expanded to apply to persons living in the states lying wholly east of the Mississippi river and the states of Alaska and Hawaii. At the time of purchase of the Vacationland Area ticket order the traveler needs to show proof of residence and proof of transportation on any form of common carrier—plane, train or bus.

Another feature of the area fare is a family plan of \$50 for all children through the age of 21 who are traveling with their parent or parents. In addition all ticket holders have a liberal free baggage allowance of 66 pounds which will help in simplifying "what to bring" for the vacation of a lifetime.

Word on the attractions of the Vacationland Area Fare was released to all travel editors in major metropolitan newspapers and travel publications both in this country and overseas plus full coverage by the two wire services. Response to this story has been terrific as dozens of additional inquiries come in with each day's mail asking for more particulars on the workings of the plan.

Already the first users of this plan have made trips across FAL's system and all indications are that Frontier Airlines will be hosting hundreds of new visitors to our area as they travel extensively on month-long vacations.



FAMILY PLAN TRAVEL costs are low. Eleven members of the Clem Conlin family of Williston, North Dakota duck the snowflakes as they head for Phoenix's Valley of the Sun. Eight of the children had quarter fare tickets, Mrs. Conlin went for half fare while Mr. Conlin bought a full fare ticket. Baby Colleen Conlin, of course, went free. All eleven flew for a total of only three and one half fares.

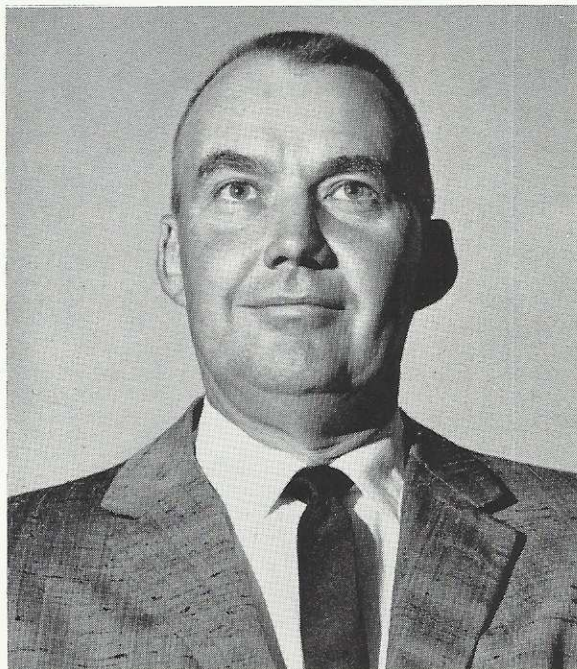
High on the list of Frontierland attractions are the six national parks which we serve including internationally-known Grand Teton, Yellowstone and Grand Canyon, the dozen or more national monuments such as the Petrified Forest, Sunset Crater, Black Canyon of the Gunnison and the Badlands plus many, many national monuments headed by inspiring Mount Rushmore in the Black Hills. To round out their visit there are dude ranches and resorts, fabulous fishing in sparkling lakes and streams, narrow gauge train trips high into the shining mountains and invigorating good living to be found everywhere in Frontier's vacationland area.



SEVEN PLUS ONE EQUALS SEVEN—fares, that is, when a party is traveling on Frontier's Group Plan. Making the most of such mathematics, Robert P. Curry, of the Atlantic Refining Company, picks up eight tickets from Ouita Elliott of Frontier's city ticket office for a meeting to be held in Durango.

Twenty-four Frontiersmen Appointed

O'NEIL-V. P. OPERATIONS



M. EDWARD O'NEIL—Vice President of Operations and Maintenance. Joined Monarch Air Lines, one of Frontier's predecessor companies, in early 1947. Formerly director of flight operations and prior to that Denver division chief pilot.

O'Neil is a native of Colorado Springs where he also attended Colorado College. During World War II he was with both the 12th and 15th Troop Carrier Commands in the European and Mediterranean theatres. In all he has logged approximately 15,000 hours in twin-engined aircraft. Active in the U. S. Air Force Reserve, O'Neil has attained the rank of Lieutenant Colonel.

FRANK L. DAVIDSON—
Director of Communications and General Support

A. E. OLINGER, JR.—
Technical Assistant to Director of Maintenance

KENNETH A. DEALY—
Director of Operations Training

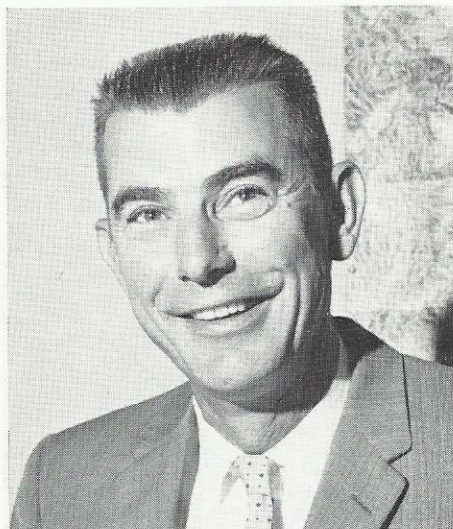
ARTHUR E. KRIEGER—
Operations Training Instructor

R. CLAYTON HOUSH—
Operations Training Instructor

ROBERT M. LAGUARDIA—
Air Freight Sales Representative

MARY E. PALKOWSKI—
Division Chief Stewardess—Salt Lake City

DANIEL E. FARLEY, JR.—
Economic Analyst



JOHN A. MYERS—Director of Flight Operations. Started with Monarch Air Lines as a line pilot 16 years ago. More recently he was Denver division chief pilot and supervisor of flight training.

Prior to World War II, Myers was an aerial photography instructor with the U. S. Army Air Corps and a flight instructor with the Ray Wilson Flying School in Denver. During the war he continued as a flight instructor at the Wilson-Bonfils Flying School, a U. S. Army Air Force contract school, at Chickasha, Oklahoma.



WARREN H. SCHULING—Director of Maintenance. Has a background of 22 years in maintenance starting with Pan American Airways. During World War II he was with a U. S. Navy aviation transport squadron.

Following service, Schuling joined National Airlines as a mechanic in Miami. With NAL he was a foreman, shift supervisor, manager of maintenance in New York, manager of maintenance investigation and service analysis, manager of quality control and finally manager of system maintenance before coming to Frontier Airlines.



ASA W. TOMPKINS—Director of Quality Control and Engineering. Joined the U. S. Army Air Corps in 1937 and during World War II he served with the 8th, 12th and 15th Air Force in Europe.

Following service, Tompkins graduated from Boston University with a degree in aeronautical engineering. For five years he was in engineering with Piedmont Airlines and then joined National Airlines in the same capacity. Tompkins finished his seven years with NAL as manager of quality control before joining Frontier Airlines.

ed To Head New Job Opportunities

FITZGERALD - LEGAL COUNSEL

JERRY F. WAPLES—
Superintendent of Fleet Maintenance Department

DONALD G. BRADY—
General Foreman, Heavy Service

HAROLD W. RUPPEL—
General Foreman, Ramp Service

OLIVER J. FRIGON—
General Foreman, Aircraft Overhaul

WILLIAM R. MONDAY—
Manager of Schedules

CHETNEY R. LUBBEN—
Manager of Air Mail and Air Express

MARVIN E. LARSON—
Manager of General Accounting

ARTHUR DAVIS—
Material Controller



RICHARD A. FITZGERALD—General Counsel and Corporate Secretary. Has over 21 years of aviation and legal experience. Before joining Frontier he was vice president-Washington affairs for Seaboard World Airlines, a trans-Atlantic cargo carrier.

For 20 years Fitzgerald was associated with National Airlines, the last six of which he was vice president in Washington. During that time he was also a member of the Washington law firm of Cummings, Stanley, Truitt and Cross. During World War II he served with the U. S. Navy.

Mr. Fitzgerald is a native of Franklin, Ohio. A graduate of Western Michigan University and George Washington University Law School, he is a member of the Bar of the District of Columbia and the Supreme Court of the United States.



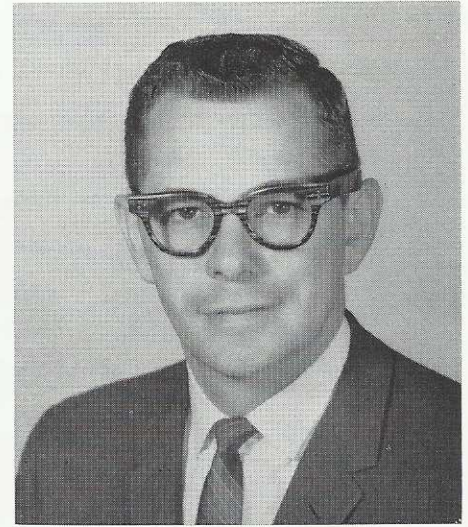
SHIRLEY M. BOLO—Chief Stewardess. Nearly ten years with Flying Tiger Line based out of Burbank, California. She was training instructor and senior flight attendant on contract passenger flights operated to all areas of the world.

For one year Miss Bolo was on leave from Flying Tiger and at that time she was a stewardess with Continental Air Lines based in El Paso. She got her start in aviation with Ozark Air Lines' passenger service department in St. Louis. Her home is Wood River, Illinois.



EUGENE L. LAMANSKY, JR. — Controller. Joined Frontier in 1959 as manager of general accounting. Previously he had been a staff accountant for the certified public accounting firm of Kirkley and Olson in Denver.

A native of Denver, Lamansky earned his degree in business administration from Regis College. He has also attended both Marquette University and the University of Denver. During service with the U. S. Air Force he was with the Intelligence Section while in Germany.



BILL G. ROWLEY — District Sales Manager in Phoenix. Began his career in aviation with Southern Airways in 1950. He was manager of the Joint Airlines Military Traffic Office (JAMTO) at Keesler AFB, Mississippi and later was station manager for Southern at Birmingham, Alabama and at Eglen AFB, Florida.

For the past three years Rowley had been Southern's district sales manager in New Orleans before moving to Frontier. He was raised in Sturgis, Kentucky and has attended Jacksonville State College in Alabama.

Careers In The Sky Begin On The Ground

After three hectic full weeks crammed with intensive ground school studies, exciting inflight training and nerve-straining, comprehensive tests another class of proud young ladies has earned the privilege of wearing the bright gold wings and the smart brown uniform of a Frontier Airlines' stewardess.

They were preceded by another class which gathered back in June, 1948 for graduation ceremonies held in Cheyenne, Wyoming. The twelve girls at that gathering were a changeover from the stewards of Challenger Airlines, one of the predecessor companies of Frontier Airlines, who had previously been picking up the tickets, passing out the coffee and checking the seatbelts for passengers on the first "Sunliner" flights. Since that beginning well over 500 trim, bright-eyed lovelies have completed their basic training courses to join the elite ranks of stewardesses with Frontier Airlines.

Now every three or four months another group of from ten to eighteen girls passes their initial interviews and comes to Denver to join a new class of aspiring stewardesses. After a first day of checking through the Personnel Department, taking their physicals and getting fitted for uniforms, they begin their ten days of ground school training under the guiding eye of Miss Vi Lester, division chief stewardess, Denver. Vi has been handling all stewardess training for the past three and a half years. She gets an assist on the technical side of aircraft familiarization and theory of flight from Art Krieger and Ted Van Steenburgh, both operations training instructors, and on emergency procedures and meteorology from Dave Burr, supervisor of station training.

During the two full weeks of classroom studies the new students get an insight on reports and forms, enroute procedures, safety precautions, cabin service and the importance of charm and poise in meeting the traveling public. Part way through this ground school the class gets a first hand familiarity on fire fighting procedures through the cooperation of the Denver Fire Department based at Stapleton Airfield.

After the completion of their ground school the fledgling stewardesses get their chance to try out while on actual flights the things which they had been learning during the previous two weeks. Working onboard scheduled flights with passengers, they are under the guidance of regular line stewardesses during their three training trips.

Coming down out of the clouds the girls are abruptly brought back to earth with one last full day of general review of all that they have been taught topped off with a pencil-nibbling final examination.

Then comes the big day of graduation toward which they had been working so strenuously for three weeks. Decked out in their new stylish shark-skin uniforms, their perky hats and a lovely corsage, they attempt to eat



COFFEE, TEA or Martini? DeLois Curl (left) gives Heidi Green her choice of beverage while instructor Vi Lester beams her approval.

their lunch while nervously awaiting the award for all of their days and nights of intensive effort. Finally each girl steps forward to receive her new wings from Mr. C. M. Britt, vice president of sales and service, as a flash bulb pops and a camera records the event for posterity and the hometown newspaper.

At the present time 93 stewardesses are flying the line for Frontier Airlines with Miss Shirley M. Bolo, chief stewardess, heading the group. Denver is the largest domicile with 58 girls based in the Mile High City. Vi Lester is in charge as division chief stewardess. In the Valley of the Sun at Phoenix there are 13 stewardesses with Marg Bussell, division chief stewardess, in charge. Both Salt Lake City and Billings have 11 stewardesses based at each domicile. Mary Palkowski is in charge at Utah's capital city while Ellie Bastar heads the group in Montana's oil capital.



EMERGENCY EXIT PROCEDURES are practiced by each trainee. Sharon Steadman makes a graceful slide off of the wing with an assist from Ted Van Steenburgh (on wing), Art Krieger and Vi Lester.



THREE WEEKS LATER another class of brand new stewardesses graduate and get their wings. Back row (left to right) are DeLois Curl, Mary Romans, Sandra Odegard, Carol Lilly, Beverly Brown, Patricia Lutz, Heidi Green, Sandra Lavin and Joan Hetzler. Front row (left to right) are Birdella Black, Bonnie Kistner, Linda Wilkinson, Sharon Steadman and Reba Murrell.

Cargo Shipments Break All Previous Records in 1962



NEW CARGO DOCK at Stapleton Field in Denver expedites deliveries and pickups of freight. Many shippers use the frequent scheduled runs of the Colorado Cartage Company for their needs.

Whether they were shipments of drill bits, fresh cut steaks, missile components, pizza pies, cut flowers or machinery parts, together they all added up to a whopping 6,585,000 pounds of air cargo being moved in the cargo pits of "Sunliners" in 1962.

Of this total, 5,465,000 pounds were air freight, up 10 per cent, and 1,120,000 pounds were air express, up 9 per cent over 1961's showings. The really big surge in cargo movements came in the last four months of the past year with much of it tied in with national emergencies, the Christmas season and a dry, warm fall season which permitted continued outdoor construction projects.

Here is an example of just what the 900,300 ton miles of air freight meant to Frontier Airlines. It brought into the company \$407,700 in revenue for an increase of 20 per cent over the previous year's income from this source.

To round out the cargo picture the U. S. Post Office pouched 1,665,000 pounds of air mail, up 8 per cent, plus 575,000 pounds of expedited first class mail to be forwarded by Frontier.



A NEW KENNEL now being used by Frontier to ship pets is readied for a tryout by "Tammy" after a few words of encouragement from her owner, Mrs. Betty Biro of the Revenue Accounting Department. Cargo agent Luther Evans assists in the demonstration.

Working diligently on prospective shippers to add wings to their cargo movements are Robert LaGuardia, air freight sales representative, and Chet Lubben, manager of air mail and air express. Both gentlemen are counting on ever-increasing volumes of cargo in all categories in the year of 1963.

Local Carriers Promote "Visit U.S.A."

The 12th Annual Interline Sales Conference, held this year in Paris during mid-November, was attended by one representative of each scheduled airline of the world. Its program was to promote the constant and growing interline sales volume exchanged worldwide between all carriers.

Tom Makurat, Frontier's director of sales, represented our airline in a joint presentation on behalf of all local service carriers of the United States including the Alaska and Hawaii carriers. The keynote of this program was "Your First Step to Everywhere" through the local service industry which exists in the United States. A slide narrative presentation was designed to graphically portray the growth of this portion of scheduled air transportation through its value in dollar revenue exchanged over the years between the trunk carriers and the local service carriers.

Following the Paris conference, the local service carrier group divided its members into two teams. One group promoted the program in Milan and Rome to travel agents, airline sales and international travel personnel and major tourist office personnel. The other team in which Tom Makurat was involved, made the pitch in London and Frankfurt.

The reaction to these slide narrations was intensely broad interest in the "interior United States." To most Europeans and many people in the travel industry as well, the United States consists of New York City, Washington, D. C., Niagara Falls, Chicago and Los Angeles. The rest of the United States also includes a wealth of industry, agriculture and scenic areas; but specific information about this "interior" is relatively scarce. Through the joint efforts of the local service presentation and the United States Travel Service offices located in these European cities, the local service carriers presented slides of the individual airline's scenic areas, route maps and aircraft fleet. The carriers also distributed menus and hotel rate sheets to prove the actual costs of visiting these areas.

In Frontier's case, emphasis was placed on our national park tours including Yellowstone Park, Grand Teton Park, Mesa Verde, Grand Canyon and Mount Rushmore.

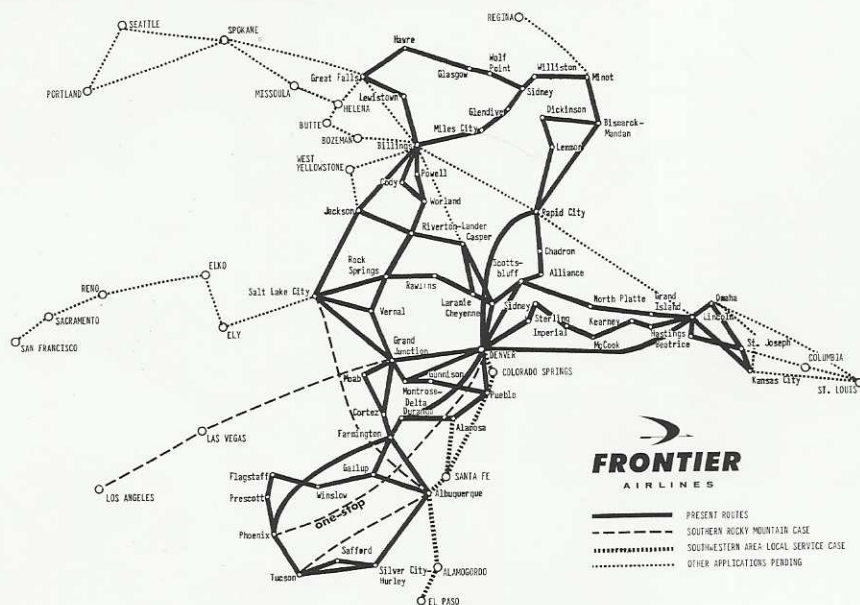
Individual interest ran exceedingly high in the especially unique area served so thoroughly by Frontier. "I would venture to say," says Tom, "that more questions were asked about the Frontier area than the rest of the travel seminar presentation combined."

FISHIN'S FINE IN COLORADO



DON'T PUT AWAY THE FISHING GEAR! Kokanee salmon are still being caught in Colorado as evidenced by part of the catch taken by Jim Montgomery, director of traffic, after working the waters of Granby Reservoir. Colorado now has year-round fishing.

Route Expansion Has Big Part in Frontier's Future



(Route map of Frontier's system and proposals for expansion.)

With time lags of years plus many months intervening between the initial beginnings of a route case investigation by the Civil Aeronautics Board and the final decision affecting the route, the general public, including most of the airline's own personnel, gets rather hazy as to the status of pending cases. To assist the readers of the *Sunliner News* in keeping their score cards current, here is a rundown on cases in which Frontier Airlines is a participant:

SOUTHWESTERN AREA CASE—Decision made known February 1. See details on page 1.

NEBRASKA "USE IT OR LOSE IT" CASE—To determine whether certain cities and routes in Nebraska and the Dakotas should be retained on Frontier's certificate. Frontier has asked for a one year extension. Oral arguments held July 18, 1962. Awaiting final decision by the CAB.

SOUTHERN ROCKY MOUNTAIN CASE—Frontier requested elimination of certain operating restrictions, the granting of non-stop authority between Tucson and Albuquerque, permanent renewal of the non-stop authority between Grand Junction and Denver and an extension of its Denver-Grand Junction route to Las Vegas, Nevada and Los Angeles, California. Oral argument held November 14, 1962, final decision by CAB expected in mid-1963.

MONTANA "USE IT OR LOSE IT" CASE—An investigation by the CAB to determine if certain cities and routes in Montana, North Dakota and Wyoming shall be retained on Frontier's certificate. Also in issue is an investigation placed in issue by the CAB to determine if Frontier's service to Cody-Powell-Lovell, Wyoming should be through one airport. Hearings are anticipated in the spring.

SERVICE TO SPOKANE—Frontier has filed an application for service to Spokane

from Salt Lake City and Denver, from Kansas City, Omaha, Lincoln, Rapid City, Billings and Great Falls, from Denver, Cheyenne, Casper and Billings and for the authority to serve the Montana cities of Bozeman, Helena, Butte and Missoula. Frontier's motion to consolidate this application into "The Spokane Case" has been denied. No date for hearings on Frontier's application has been set.

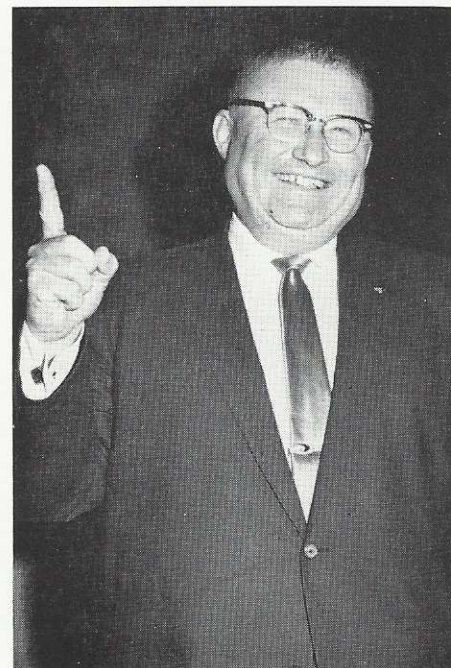
SERVICE FROM ST. LOUIS TO SEATTLE—Frontier has filed an application from present eastern terminals of Lincoln, Omaha, St. Joseph and Kansas City east to St. Louis via intermediate point Columbia, Missouri and west from St. Louis through these intermediate and terminal points: (1) To Denver, Salt Lake City, Spokane, Portland and Seattle and (2) To Rapid City, Billings, Great Falls, Spokane, Portland and Seattle. Petitions for leave to intervene are being filed by civic and other parties. This application has not been set for hearing date.

SERVICE FROM SALT LAKE CITY TO SAN FRANCISCO—Frontier has filed an application for service west of Salt Lake City, Utah to San Francisco/Oakland through Ely, Elko and Reno, and Sacramento. Petitions for leave to intervene are being filed by civic and other parties. This application has not been set for hearing date.

SERVICE TO REGINA CASE—Frontier has filed an application to extend its routes (without hearing) beyond Minot, North Dakota to Regina, Saskatchewan, Canada to replace the recently-suspended route of North Central Airlines. We are awaiting the Board's decision in this matter.

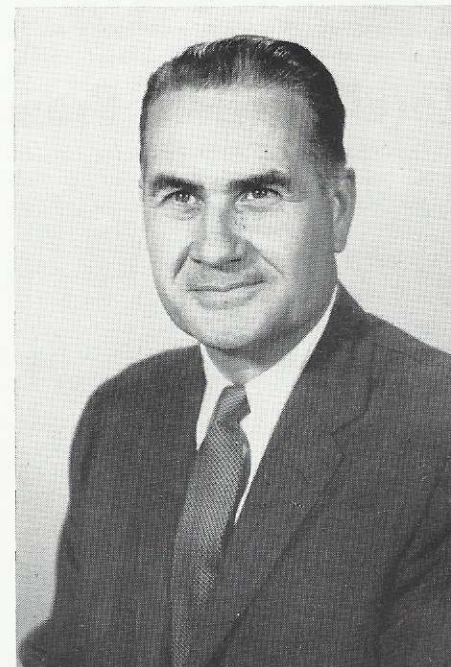
WEST YELLOWSTONE CASE—Frontier has filed an application to extend its present route Salt Lake City-Jackson-West Yellowstone-Billings with a new terminal at Great Falls. No date has yet been set for a hearing.

Congratulations SENATOR DEAN



STATE SENATOR from Pennington County, South Dakota is newly-elected Hoadley Dean. An active member of Frontier Airlines' board of directors, Senator Dean has long been contributing to the work of various state commissions in South Dakota while conducting numerous successful businesses in and around Rapid City and the Black Hills.

DIRECTOR ON THE MOVE



EXTENSIVELY TRAVELING Frontier's system, Mr. C. Whitcomb Alden, member of the airline's board of directors, is analyzing various methods for bettering the recreational facilities in national parks and similar attractions as a means of increasing passenger traffic for the company. He is chairman of this board of directors' study committee, made up of Robert Goldwater, Hoadley Dean, Wes Hamilton and Pres Walker, also on Frontier's board, which is developing this project.

Maintenance Revamps Procedures to Lower Costs, Up Utilization And Improve Service

After careful evaluation of measures which could be applied to the overhaul and maintenance of Frontier Airlines' twin-engined fleet, an entire new approach to procedures has been developed and put into action by the Maintenance Department.

To avoid unnecessary engine problems which result from cold weather starting during winter and spring months, a sizable investment has been made in new engine heaters, engine covers and oil immersion heaters. This winterizing program is expected to save the airline up to five engine replacements as well as add to passenger comfort in the cabins prior to takeoff.

Substantial 13 per cent gains in the extension of the flying period between maintenance inspections followed the Federal Aviation Agency's approval of Frontier Airlines' maintenance methods. Mid-period check times have been raised from 90 to 130 hours and heavy check periods from 165 to 240 hours. Because of increased know-how in the maintenance team members heavy checks are now taking only 7 hours in contrast to periods up to 18 hours in the recent past.

Allowable highs on Convair engines are up to 1800 hours, one of the peaks in the airline industry. This is in contrast to an average of 1400 hours in previous years. Better esprit-de-corps in the department has also been a factor in cutting major overhaul periods of Convairs down to 18 to 20 days in contrast with 4 weeks not too long ago.



TIME-TESTED DOUGLAS DC-3's are still part of the daily service to most of the 62 communities on Frontier's system. Presently 22 of these aircraft are in the fleet to back up the faster and more efficient Convair 340's.



TEN RADAR CONVAIR 340's are now in Frontier's fleet with another one to be added in May. Improved maintenance procedures have upped their utilization from 6 hours and 9 minutes in January, 1962 to 7 hours and 44 minutes this past January. Over 71 per cent of the 37,100 passengers flying "Sunliners" in January traveled on Convair flights.

Also worked into the new procedures was a policy of installing new factory cylinders on each engine overhaul at a cost of \$680 per cylinder. This has resulted in greater dependability of aircraft and a higher engine utilization of Frontier's 32 twin-engined fleet.

The 10 Convair 340's now average 7 hours 11 minutes' utilization per day compared with 6 hours 19 minutes of a year ago. Our fleet of 22 DC-3's averages 4 hours 50 minutes per day.

Much of the credit for the recently-established passenger records can be attributed in a large measure to excellent maintenance procedures and personal pride in a job well done by the 224 personnel in the Maintenance and Quality Control Departments.

Nearly 72 per cent of all passengers now traveling with Frontier make their trips on Convair-equipped flights. Close personal supervision by two veterans of the airline maintenance business has also been a tangible factor in the improved programs of today. Walter Schuling, director of maintenance, and Asa Tompkins, director of quality control and engineering, have both made an indelible mark on the results being obtained.

Included in Frontier's plans for improving service is the acquisition of an eleventh Convair 340 in May. Shortly thereafter a twelfth such aircraft will join Frontier's fleet to handle increased summer scheduling needs and the newly-approved Denver-El Paso route recently authorized by the Civil Aeronautics Board.

Justifiably proud of the results now being made, Edward O'Neil, vice president of maintenance and operations, said, "Frontier Airlines is well on its way to obtaining its goal of a 95 per cent ontime operation—within 15 minutes of schedule through all stops for the summer months. We have already accomplished much in lowering costs, making greater utilization of aircraft equipment and giving the traveling public a better product."

Santa Scored With Most Kids



TAKING A DIM VIEW of the gentleman with the flowing beard is Mike Morphis, son of Tom Morphis, senior sales representative. Moments later a sack of goodies helped to dry the tears.

Kids at first by the score and then later by the hundreds poured into a hangar cleared of aircraft a short while ago where they anxiously awaited the white bearded gentleman from the far North Pole country. Pending his arrival Frontier's employee association, the Sunliner Club, had provided a fire engine from an amusement park and a variety of movies.

Lacking snow the jolly old gent temporarily traded Dancer, Prancer and other members of the reindeer team for a seat in a chopper. He made a spectacular approach on the ramp before a goggling-eyed group of admirers. Some 450 children of all ages lined up to spill out the story of their wants. From the number of requests for Barbie dolls, bikes and helicopters, Santa had a big job just in filling the needs of Frontier's expanding family.

TRAFFIC AND PROFITS HIT HIGHS

(Continued from Page One)

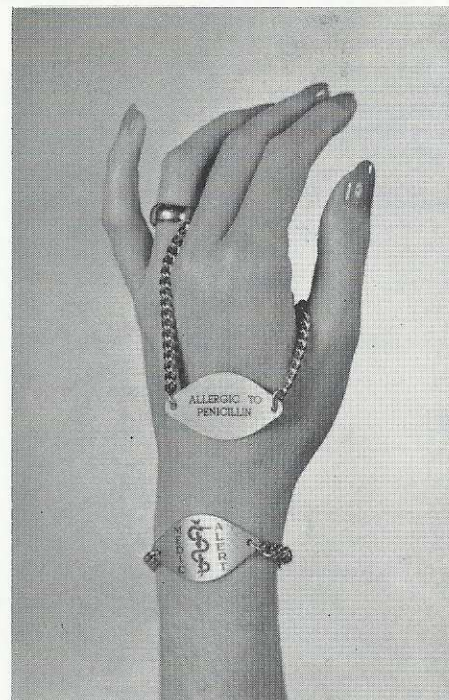
flights operating through their airports. In Arizona it was Flagstaff, Phoenix and Tucson. Colorado had Denver, Durango, Grand Junction and Pueblo coming through with new records. Kansas City, Missouri businessmen made exceedingly good use of Frontier's services while in Montana Billings and Great Falls both made good showings for 1962. Albuquerque and Silver City took top honors in New Mexico for increased passenger boardings while Bismarck and Minot came through for North Dakota with the addition of 44-passenger Radar Convair 340's to quickly airlink these cities with Rapid City which also broke old records in the use made of its frequent service north and south. Both Vernal and Salt Lake City in Utah kept pace with other systemwide leaders as the total increases for the past year were added up.

Profits Make Big Gains

Paralleling passenger traffic increases this past six months, Frontier's profit picture has also had its very bright side. In the third quarter of 1962 net profit was \$185,000 or up 56 per cent above the same period in 1961. Both October and November had healthy increases in operating revenues and in net profit. Then came December with revenues of \$1,532,000, up 20 per cent over 1961 showings. Net profit after taxes was \$132,000, a nice 85 per cent increase over the \$71,200 for the same month last year.

Total revenues were \$15,951,000, up 7 per cent over 1961. Net profit after taxes for the year was \$579,000, an increase of 73 per cent over the previous year. Earnings per share of stock outstanding were 61 cents as compared with 36 cents per share in 1961. Records set in 1962 have made some very high goals. With the same follow-through, these high records will tumble in 1963.

It Could Save Your Life



MEDIC ALERT EMBLEMS

One person in every family, on the average, has a hidden medical problem. In your family it could be diabetes, an allergy to a certain drug or drugs, a rare blood type or a cardiac condition. In case of an emergency these medical problems call for special aid.

Here is where Medic Alert emblems perform their important function. They carry the right signal for medical help to prevent well intended but possibly incorrect aid which could prove fatal.

Made of stainless steel or silver the serialized emblems have an engraved warning as to the wearer's medical problem. Any physician needing emergency medical information on the tag wearer may call collect, on a 24-hour basis, to the Medic Alert Foundation headquarters in Turlock, California and get the full answer.

Emblems are available through the Foundation's headquarters for the one-time-only fee of \$5. Included in the services of this non-profit organization is cross-filed information on its membership in the central office in Turlock, California.

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