



# Sunliner News

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## FRONTIER PLANES CARRY NEW COLORS



### INDIAN PRINCESS AIDS VACATIONLAND PROMOTION

DENVER, Colorado—Frontier, with the aid of TWA and a Princess from the Arapahoe Indians, has launched the first stage of a nationwide promotional program for its \$100 Vacationland Fare. The first phase of the broad Frontier program opened in Pittsburgh, Pa., Columbus and Dayton, Ohio, and Indianapolis, Ind. in the middle of Sept.

Princess Elizabeth Whiteman of the Arapahoe Indians from Wind River Reservation near Riverton, Wyo., was selected by Frontier from a field of other Indian maidens to make the promotional tour of the East. Besides explaining the \$100 Fare she acted as an official good will ambassador from the people of the West to the people of the East.

The \$100 Vacationland Fare, good for 30 days of unlimited travel on Frontier's system, was designed to attract travelers from east of the Mississippi and foreign countries to the scenic West. It is part of the airline's participation in the Federal government's "Visit U. S. A." program.

The initial phase of the Frontier-TWA promotion was designed to better acquaint travel editors, travel agents, civic officials and the public in general with the benefits of the \$100 fare. First stop on the promotional tour was Pittsburgh where Princess Whiteman, Frontier stewardess La Vonne

*(Continued on page three)*

### New Frontier Look

Change has become an everyday word, especially in the field of aviation. Knowing this, Frontier Airlines asked its advertising agency, Broyles, Allebaugh & Davis, to explore the idea of modernizing the look of its aircraft. And that is what they and Donna Stine, chief artist for the new design, have done.

It didn't take just minutes. Time and work and ideas were involved. Artists sketched and designers gave their reactions and opinions. Then they had it. The agency came up with our New Look containing strong, contemporary colors and a sleeker, more forward appearance for our traditional crescent and arrow.

Frontier, too, liked the New Look and the new colors—fresh, rich turquoise complemented by metallic gold and black. We accepted the design and our operations and maintenance department immediately went to work. Frontier's Richard Cantwell, with the help of Miss Stine, scaled the paint job up from sketch size to full Convair size; then the painters went to work. The first two aircraft are now finished and another is in the shop. Others will follow until the job is completed.

So our New Look is now a reality. Plans are also underway for new interiors to coordinate with the all-new exteriors. Our new colors and symbols will soon be evident in our advertising material and displays, from our match books to billboards. There's been *another* change in the aviation field.

## CIVIL AERONAUTICS BOARD DEVELOPMENTS

We are told that the employees would like to have a better understanding of our route applications and other proposals pending before the Civil Aeronautics Board. Here is a summary.

The CAB decision in the *Southern Rocky Mountain Local Service Case* authorizes Frontier to operate one-stop services between Denver-Phoenix, Salt Lake City-Albuquerque and Phoenix-Albuquerque, and non-stop rights between Albuquerque and Tucson. On the other hand, the decision denied our request for extension of the Denver-Grand Junction route to Las Vegas and Los Angeles. We have asked the CAB to reconsider its denial of our route extension to Las Vegas. The award is not yet effective.

In February the CAB issued its decision in the *Nebraska "Use It Or Lose It" Case*, temporarily extending Frontier's authority to serve McCook, Kearney, Hastings, Alliance, Chadron and Sidney. The traffic development at the Nebraska cities has been so favorable that the CAB staff filed a motion requesting that these cities be renewed without further proceedings. We are confident that the CAB will approve the Staff proposal.

The Montana "Use It Or Lose It" Case involves the questions:

- i. whether Frontier shall continue to serve the Montana routes north of Billings;
- ii. the renewal of our temporary authority at Jackson, Wyoming;
- iii. the deletion of Rawlins; and
- iv. whether Cody and Powell should be served through one airport.

**Other CAB Proceedings.** We have a number of applications for route extensions on file with the CAB. One which may be heard in the near future is the proposal to extend the Denver-Minot segment into Regina, Saskatchewan, Canada. North Central Airlines has applied to abandon their Minot-Regina segment and the State of North Dakota is vigorously contending that Frontier's application be considered in the same proceeding.

Other important applications pending before the CAB—but with no indication as to when they will be taken up for hearing are:

1. The application of Routt County, Colorado for a new Frontier route between Denver and Salt Lake City via Steamboat Springs/Hayden/Craig (one airport) and Vernal, Utah. Routt County has requested expedited hearings on the proposal. Frontier is supporting the proposal.
2. Frontier's application for a new route between Great Falls-Billings-Omaha-Kansas City and St. Louis.
3. Frontier's application for an extension beyond Salt Lake City to San Francisco/Oakland via Ely, Elko, Winnemucca and Reno, Nevada and Sacramento, California.
4. Frontier's application for a route from Billings and Great Falls to Spokane and Seattle via Helena, Bozeman and Butte, Montana.
5. Frontier's application for extension of its present route from Omaha and Kansas City to St. Louis and from Salt Lake City to Spokane and Seattle.

In the Montana case, the CAB's Bureau of Economic Regulation has recommended that the present Montana routes be realigned so that the route would extend from Billings to Glasgow thence to Sidney, Williston, Minot and Bismarck. They also recommend the renewal of all of our Jackson authority, the deletion of Rawlins, and that Frontier serve Cody-Powell through one airport to be chosen by Frontier.

Since the close of the hearing, traffic over the Montana routes has grown at such a favorable rate that we believe the present routes will be continued.

There are a number of other applications for route extensions on file with the CAB which have not been set down for hearing. We plan to describe these applications in a later issue of the Sunliner News.

*Richard A. Fitzgerald*

Vice-President-Legal and Secretary

## Dual Billboard Program Launched By Frontier



A two-pronged billboard advertising campaign is currently being used by Frontier—one directed at drivers already on the highway; the other directed to drivers and pedestrians still within a city.

Frontier's "Highway Campaign" (above) will use billboards that stress the safety and economy of flying. (See page four for story on safety of flying.) The first one was erected last month just east of Casper, Wyoming.

Frontier's other billboard campaign uses one of the advertising industry's newest innovations—a rotating board. The interior of the billboard rotates enabling the same board to stress several different points. Frontier will use these boards in cities to stress its family plan and to call attention to the National Parks it serves (See sequence shots below.)



(Continued from page one)

## Indian Princess Aids Vacationland Fare

Peterson, News Bureau Manager Scott Dial and TWA's Pittsburgh Interline Manager Bill White were guests of the Chamber of Commerce for breakfast.

At the breakfast the Princess presented the Chamber's president, Malcolm Hay, with a western hat. Later at a press conference with Pittsburgh's Mayor Joseph Barr she presented another hat and extended the good wishes of the people of Wyoming and the West to all Pennsylvanians.

The Princess' handmade, buckskin dress was often the special feature on television or radio shows and in newspaper stories. The dress, made by Miss Whiteman's grandmother on Wind River Reservation, took two years to make and is valued at \$2,000. This authentic Arapahoe dress which was the origin of so much favorable publicity for Frontier and the Vacationland fare was also the source of some confusion for easterners.

For example, there was the little old lady who, with all the good intentions in the world, stopped the Princess on the

streets of Pittsburgh and gushed, "My, what a lovely dress. I'm just so glad you've come to Pittsburgh wearing it. . . I hope you like OUR United States."

After Pittsburgh the Princess and the Frontier-TWA promotion team moved to Columbus, Dayton and Indianapolis explaining the \$100 fare on radio and television shows, in newspaper interviews and at special receptions



PITTSBURGH'S MAYOR Joseph Barr receives his western hat from Princess Elizabeth.

for travel agents. The Princess also presented gifts to Mayors Somers of Dayton, Westlake of Columbus and Losche of Indianapolis.

TWA personnel on the promotion changed from city to city: In Pittsburgh it was District Sales Manager Charles Bilterman and Interline Manager Bill White; in Columbus, District Sales Manager James Bell and Senior Sales Representative Ken Green; in Dayton, District Sales Manager Paul Strahm and Senior Sales Representative Dave Johnson; and in Indianapolis, District Sales Manager Robert Kail and Senior Sales Representatives Norm Dornbusch and Bill Harris.

"The main objective of this first phase," explained Kenneth C. Smith, Director of Sales for Frontier, "was to stress our \$100 fare and emphasize the development of tours on Frontier Airlines. We feel that we accomplished most of these goals and will use the results to plan more extensive promotions at 'Outdoor Shows' in eastern cities later this winter."

Every eastern or foreign traveler using the Vacationland Fare has found it to be an exciting and inexpensive way of seeing the West. However, the real advantage of the \$100 fare can be seen in the case of individuals who use it. As a case in point look at Mr. and Mrs. Edson F. Gardner of Coningham, Pa.

During the month of August the Gardners flew 7,221 miles on planes operated by Frontier. At standard first class rates this mileage would have cost them \$1,010.49. But the Gardners paid only \$100 each.

Mr. and Mrs. Gardner first heard about the special fare while visiting their daughter, Mrs. M. W. Foote in Denver, Colo., and they extended their vacation to



RICHARD LEWIS listens to Princess Elizabeth and Frontier's stewardess La Vonne Peterson explain the Vacationland Fare. Lewis' office is located in Columbus, Ohio.



MR. AND MRS. Edson Gardner board a Frontier flight enroute to Durango, Colorado.

take advantage of it. "We had no idea we could make such a trip by air so inexpensively," explained Mrs. Gardner. "Altogether," she continued, "we visited 11 states on Frontier and saw about six national parks while making our tour. We'd never have been able to do that without the special fare."

Mr. Gardner, a retired school teacher and a crack amateur photographer, said he enjoyed the trip most because it afforded him a chance to shoot places like Yellowstone, the Grand Canyon, the Grand Tetons and Mesa Verde. He tells this story of how easy it is for photographers to use Frontier's \$100 fare. "We'd flown down to Durango, Colo. to see and take pictures of the cliff dwellings in Mesa Verde National Park. When we got there I discovered that I was out of film. We looked all over, but it was Sunday and there was no place to buy film. Well, normally that would have been the end of any hope of taking pictures, but things worked out differently."

"At the station manager's suggestion, we flew back to Denver on the next plane, then returned the next day to Durango and took our pictures. This involved a round trip of over 500 miles, but it didn't cost an extra cent—it was all part of that Frontier plan."

(Continued on next page)

(Continued from page three)

## FRONTIER'S VACATIONLAND FARE

The Gardners have returned to their home at 29 Main Street in Conyngham, but they intend to use Frontier's Vacationland fare again. Perhaps next year. And they are not the only Pennsylvanians or Midwesterners interested in this special fare. In just the past month more than 300 inquiries about the fare have been received in the airline's home office.

### ADDITIONAL FEATURES

An added feature of Frontier's area ticket tariff is that children under 22 may travel for half price when accompanying parents who pay full fare. Travelers using this special vacation plan will be given a liberal free baggage allowance of 66 pounds.

To qualify for the Vacationland Fare, travelers must be residents of states wholly east of the Mississippi or a foreign

country and must arrive at a city served by Frontier on public transportation. Those who travel by private car will not be eligible.

### FOREMOST VACATION AREA

Frontier serves America's foremost vacation area in the Rocky Mountain West, the Midwest and Southwest. In addition to serving eight National Parks and 30 National Monuments, the airline provides easy transportation to dude ranches in the summer and excellent skiing facilities in the winter.

Lewis W. Dymond, president of Frontier, commenting on the \$100 Vacationland fare, said, "Many easterners like the Gardners are now taking advantage of our special fares, and we hope more will follow. It is hoped that by combining the unlimited air travel of our airline with new, low-cost vacation package plans that a whole new travel market will be developed in the areas served by Frontier."

## Since Auto Accident Jennett's Prefer to Fly

OMAHA, Nebraska—Dr. Raymond Jennett and his family of nine firmly believe that flying is really seven times safer than driving. And, should you ask, they'll probably add that flying is often cheaper, if you use Frontier Airlines' Family Plan.

"We're all so thankful that we don't have to drive any more," reflected Mrs. Jennett just after she and her husband and seven of their eight children flew Frontier from Omaha, Nebraska back to their home in Phoenix.

### AIR TRAVEL BEST

The Jennetts had just finished a month-long vacation in Nevada, Iowa and highway travel held no appeal for them. A year ago they were in a serious car accident. Since then they've preferred to travel by air.

"None of us felt secure after the wreck," Mrs. Jennett explained. "We've driven around enough curves and met enough drivers on the wrong side of the road to last a lifetime. Safety is the main reason we prefer to fly on our vacations," she concluded.

Air travel is certainly not new to the family. Dr. Jennett is a pilot and a member of the Phoenix Airport Comision and son, J. R. is also a licensed pilot.

### FAMILY PLAN USED

By using the Frontier Family Plan, the nine Jennetts were able to fly round-trip from Phoenix to Omaha for the price of only three and a quarter regular first class fares. The Frontier plan enables a wife to travel for half fare when the husband pays full fare and the children may accompany them for only one quarter fare.

This plan is in effect seven days a week all around the Frontier system. Another special advantage of the travel plan offered by Frontier is that members of a family may depart on separate flights within the same 24-hour period.



BEFORE RETURNING to Phoenix on Frontier Airlines' Family Plan, Mrs. Raymond Jennett receives a corsage from Frontier's Omaha Station Manager George Slivka. Also pictured, from left, are J. R., Moira, Dr. Jennett, Marie, Mary, Melanie, Niles, Murile and stewardess Geri Stetson.

### STATISTICAL SUPPORT

Figures released by the Air Transportation Association show that 2.2 fatalities occur per every 100 million auto miles. The same report said that air fatalities in 1962 amounted to 0.35 per 100 million revenue passenger miles. This bears out the Jennetts' feeling that flying is safer than driving—seven times safer, in fact.

# COFFEE BREAK . . .

BY JOANNE HINKSON

Labor Day's fling at the Phoenix Sands will be hard to beat by any Interline Week-ends following. Besides being totally enjoyable, its mission to acquaint interliners with the facilities of the Phoenix Sands and the fun to be found in and around Phoenix was fully accomplished . . . with a minimum of words and a maximum of action. The Lolita Linn Travel Service is acting as agent for Royal Sands Vacations now available as a tour package for we interliners to promote.

More and more Frontiersmen are heading out to see the world nowadays. One of the recent ones was P. Kerry Allen and his wife LaRee who just returned from a trip to Copenhagen, Stockholm, Oslo and Helsinki. Kerry is our station manager in Flagstaff, Arizona, and the Allens made their trip via Scandinavian Airlines System.



**LAREE AND KERRY ALLEN, Station Manager, Flagstaff, admire Times Square in Copenhagen on a trip they took recently via Scandinavian Airlines System.**

If you weren't able, for one reason or another, to join up for Frontier's Interline Tour via TWA to Europe in November (which, by the way, is full unless there are cancellations), you should check into SAS which has an Area Ticket fare for \$80 which takes you from New York to Copenhagen including unlimited travel in Denmark, Norway, Sweden and Finland plus Glasgow and Hamburg. If you'd rather leave from Los Angeles, the cost is \$130. Maybe you've already seen that area, so for \$120 from New York or \$170 from Los Angeles, you can take in unlimited travel in all those points previously mentioned plus Austria, Belgium, England, France, Germany, Greece, Italy, Netherlands, Portugal, Spain and Switzerland . . . which sounds like a pretty good deal to me.

Air routes to the Orient too are becoming more heavily traveled by Interliners. Claudia

Schardt of Economic Controls and Vee Young of Personnel just returned via Pan American, British Overseas Airways and Japan Air Lines from Hong Kong, Tokyo, Kyoto and Honolulu with raves of enthusiasm.

BOAC has just put out an exclusive interline tour which includes 17 days for travel through Honolulu, Japan, Hong Kong and Bangkok. The cost per person from San Francisco is \$526.58 or \$591.98 from New York. This price takes care of two meals per day, tips and taxes, 75 per cent reduced rate air transportation, sightseeing and excursions plus all transfers to and from hotels and hotel accommodations.

This time of year, of course, all of the international airlines are coming out with their tour arrangements and if you're planning a trip it might be well to check around.

Japan Air Lines and Northwest Orient both regularly put together their own interline tours to the Orient and Air France has interline tours available to Europe, the Middle East, Greece, Austria, Yugoslavia and Italy, Spain and Morocco, Around-the-World, Tahiti, an Air-Sea Cruise and a Ski tour to Arosa and Chamonix in Switzerland.

A definite departure from the usual would be Alitalia's African tours consisting of either six days in Kenya for a total of \$358.45 or twelve days which continues on from Kenya into Masai territory and Namanga (where Hatari was filmed), on to Mount Kilimanjaro and on deeper into Africa's big game territory for \$548.45. Perhaps you've been waiting for something of this nature—it's just a thought.



**JUST A FEW of the Frontier people who convened at the Phoenix Sands over Labor Day are seated from left, Mary Lou Edinboro, Accounting; Mrs. Don Watson and Don, Station Manager, Rapid City; and Mrs. Charles McGinnis and Charles, Station Agent, Farmington.**

If you've taken a big trip lately and would like to let people know about it, let me know. Or if you need information on which hotels here in the States give airline rates, perhaps I could help since I get many brochures on information of this type. Let me hear from you.



**FRONTIER STEWARDESS Sue Howard models the fur-lined Alaskans by Kickerinos. These boots will allow Frontier stewardesses to be fashionable on and off duty.**

## Stewardesses Will Wear Fur-lined Winter Boots

DENVER, Colorado—Frontier Airlines is taking a Fashionable Step this winter. All 109 of its stewardesses are now being provided with the stylish "Princess" Alaskans by Kickerinos, a fur-lined, over-the-socking boot.

The Alaskans were chosen by Frontier because they combine the best elements of style and comfort in winter footwear. The boots have a warm pile lining and are available in a variety of colors. The scooped, fur-like collar of the boot makes it possible for a woman to step into it just as she would a regular street pump.

The boot used by Frontier stewardesses is of glove-soft leather and Otter in color. It also comes in suedes. The 15/8 inch heel of durable plastic places the boot in the dressy mid-heel style and makes it suitable for either flying duty or after-work wear. One of the distinguishing features of this boot, as with all Alaskans, is that it is manufactured in shoe sizes for a more comfortable fit.

Frontier is the first American airline to supply all of its stewardesses with a uniform winter boot by Kickerinos.

## New "Visit U. S. A." Program Accepted By Local Airlines

Frontier and 11 other local airlines kicked off an overseas promotion drive on a new phase of the "Visit U.S.A." air excursion fare at trade receptions in nine key cities during the month of September.

The broadened program, approved last month by the Civil Aeronautics Board, offers foreign travelers 15 days of unlimited, coast-to-coast travel on local airlines for \$100. The new program also offers the same unlimited travel plan to residents of foreign countries for 45 days at \$200.

Hilton Hotel International also participated in the meetings held in Rome, Paris, Frankfurt, London, Stockholm, Copenhagen, Zurich, Amsterdam and Tokyo. At each city the flag airlines of the country and the local United States Travel Service representative cooperated with the program.

Frontier's representative in the European cities was Thomas Morphis, Kansas City's District Sales Manager. Morphis said the response of travel agents and international airlines was enthusiastic.

"European travel agents and flag carriers," he explained, "see this new fare as opening up a whole new market of travel to the United States. They feel that it will present an almost unlimited opportunity to sell air tours to people who have never flown to the United States before."

To be eligible for the new fare the visitors must reside 100 or more miles from the United States. Those who qualify may purchase a "Visit U.S.A." exchange order from any scheduled airline or accredited travel agent in his native country or in the U. S. If he purchases the Exchange Order in the United States, he must do so within 30 days after his arrival in this country.

The "Visit U.S.A." plan follows Frontier's Vacationland Fare in that it permits travelers 66 pounds of baggage allowance; it also provides half fares for all travelers under 22 who are accompanying their parents.

## Welk Welcomed



TV'S FAVORITE band leader, Lawrence Welk, pauses after a flight from Billings to be interviewed by Frontier Sales Representative Al Best. Cameraman is Pat Murphy of Denver's KBTU. Mr. Welk was passing through Denver after attending a family reunion in Billings, Montana.



"VISIT USA" PLANNERS

Putting the final touches to the newest version of the "Visit USA" program are: from left, Kenneth C. Smith, director of sales, Frontier Airlines; C. M. Britt, vice president sales and service, Frontier; George Sahlin, assistant vice president and director agency interline sales, Alaska Airlines; Pat Green, Hilton Hotel International; Robert Giersdorf, assistant vice president and general sales manager, Alaska Airlines; and Larry Decker, vice president of traffic and sales, Bonanza Air Lines.

Frontier's vice president of sales and service, C. M. Britt was vice chairman of the committee of local service airlines that finalized the new "Visit U.S.A." program. He was one of the most instrumental planners of this new, far-reaching plan.

In addition to Frontier, other local airlines taking part in the program are: Allegheny, Bonanza, Central, Lake Central, Mohawk, North Central, Ozark, Pacific, Piedmont, Southern and West Coast.

Working with the local services, Hilton Hotel International, used the overseas receptions to introduce a new "Visit U.S.A." package program of its own. The chain has set four new rate categories for foreign visitors at its United States hotels.

Frontier intends to incorporate the Hilton plan and other new plans as it broadens its package tour program later this year.

## Nebraska State Court Holds CAB Has Jurisdiction

When Nebraska's Supreme Court, in July, held that the Nebraska State Railway Commission lacked authority to compel Frontier Airlines to operate routes in the state that the federal government authorized the airline to abandon, the court handed down a decision that is of major importance to the whole airline industry.

The court held that the Civil Aeronautics Board, rather than the state commission had jurisdiction in the case. In explaining its action the court said, "... the Nebraska State Railway Commission lacks authority to compel a carrier licensed by the Civil Aeronautics Board to continue operations over a segment which that Board has authorized to be discontinued, since the federal authority is paramount in this area and the conflicting directive of the state's agency interferes with the national policy."

"The commission had no authority in the matter and should have disclaimed jurisdiction."

This case grew out of the Railway Commission's order that Frontier continue service on routes between Omaha and Casper, Wyoming via Lincoln, Columbus, Norfolk, Ainsworth, Valentine and Chadron in Nebraska and Douglas and Lusk in Wyoming.

Nebraska's Supreme Court further explained its decision by adding, "Wherever interstate and intrastate transactions are so related that the government of one involves the control of the other, it is Congress and not the state that is entitled to prescribe the final and dominate rule; for otherwise, Congress would be denied the exercise of its constitutional authority and the state, and not the nation, would be supreme within the national field."

This case is of great importance to the airline industry. For with the decision, the court very forcefully held that Congress has emptied this field of air transportation to the exclusion of conflicting regulation by the states.

# PROFILE: Santa Fe, New Mexico

Nearly a dozen years before the Pilgrims stepped ashore at Plymouth Rock there was founded in the year 1610 along the pinon pine-covered foothills of the Sangre de Cristo mountains the little town of La Villa Real de Santa Fe de San Francisco de Assisi. Better known today as Santa Fe this oldest of capital cities in North America colorfully combines the cultures of Spain, Old Mexico, Pueblo Indians and modern America.

In the heart of this community its Palace of the Governors, facing a cottonwood shaded plaza, has been headquarters under the four flags of Spain, Mexico, Texas and the United States during its 350 years of everchanging history.

Now the sun-warmed adobe walls of this oldest of public buildings basks in the glory of its past. It contains the thoughtfully prepared archaeological story of Indian peoples past and present along with unusual historical exhibits of Spanish, Mexican and United States territorial periods. Under its viga-supported portal, blanketed Indians sit along its front wall offering their handicrafts of silver jewelry, tastefully-designed pottery and intricately-woven baskets.

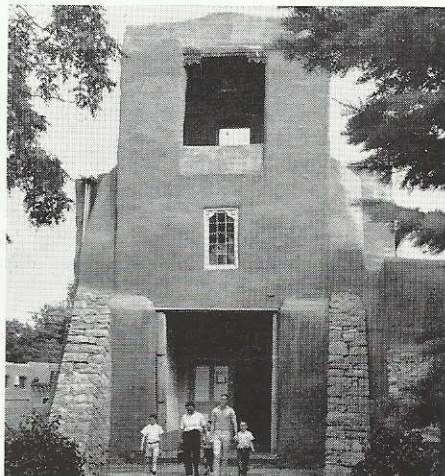
Just across the street a marker proclaims, "End of the Old Santa Fe Trail." Up until seventy-five years ago wagon trains and stage coaches unloaded assorted merchandise and dust-covered passengers following an arduous and dangerous trip which had its beginning back in Independence, Missouri. Then in the 1880's track was laid for the Atchison, Topeka and Santa Fe Railroad. Because of the steep grade needed to reach Santa Fe which is at a 7,000 foot elevation, the main line of the "Santa Fe" bypassed the city whose name it bears. Even today train passengers use a bus between Santa Fe and Lamy seventeen miles away.

Most of the 35,000 blessed and contented Santa Feans work either for the New Mexican government in the modern state capitol buildings or else they own and operate the many shops and galleries featuring arts and crafts for the enraptured tourist who wanders along the narrow, winding, tree-lined streets. A beginning has also been made in attracting research and small industry. For the resident or the vacationist in town for a holiday or to attend one of the performances of the world famous Santa Fe Opera there is always the haunting fragrant scent of burning pinon logs and glimpses of flower-filled patios.

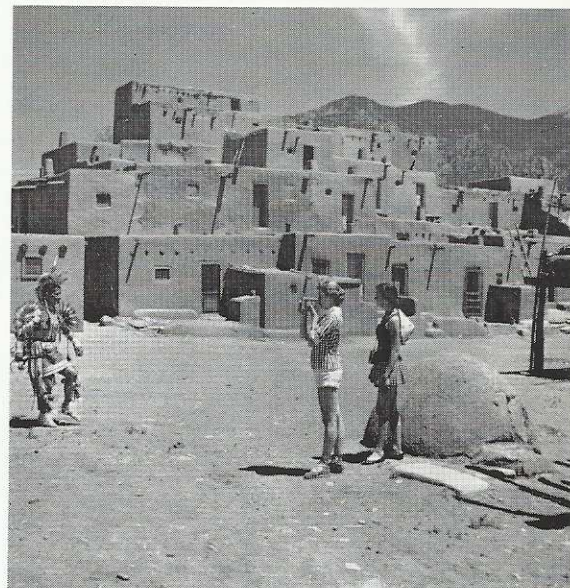
Part of the fun of Santa Fe is to sample the offerings of the many fine eating places. For "Mexican" food there are a number of well run restaurants featuring dishes of enchiladas and tacos with guacamole and sopapillas as added taste attractions. The well known "Pink Adobe" specializes in shrimp creole and is famous for its French apple pie. At the "Three Cities of Spain" crab meat Roberto is high on the recommended list. Over at "Claude's" its followers are attracted by the informal candlelite atmosphere with steak Maison rating four stars. Newest attraction is the plush "Palace" on Burro Alley with a menu made up of the finest of French and American cuisine.

DERIVED from the architecture of New Mexico pueblos the appealing Fine Arts Museum highlights the fine arts of the Southwest. There are continuous shows of regional painters and sculptors and Indian art is given special encouragement. →

SHORTLY after Santa Fe was founded in 1610 the adobe walls of San Miguel Church were erected. Now the oldest church in the United States San Miguel has withstood fire, damage during the Pueblo Indian Rebellion and partial destruction from strong winds. It is still in use as a chapel today. →



ONE OF THE most picturesque adobe dwellings in the Southwest is the Taos Pueblo. It is one of the eight pueblos in the Santa Fe area which add so much color to a vacation or a weekend in this Land of Enchantment. →



DAILY ROUND trip Convair-equipped flights airlink Santa Fe with Frontier's terminal cities of Denver, Albuquerque, El Paso and Tucson. Connecting service is also available to Salt Lake City and to intermediate cities.

Overnighting or staying for a long-to-be-remembered holiday there is the luxurious Southwestern atmosphere of the La Fonda Hotel in the heart of Santa Fe. Just two blocks from the Plaza is the charm and informality of the La Posada Inn rambling around a swimming pool and offering suites with fireplaces and private patios. A few miles above town is famed Bishop's Lodge, an excellent resort, where Willa Cather wrote "Death Comes for the Archbishop." All three places are good basing points for skiers trying out the runs of the Santa Fe Ski Basin

which offers the best in skiing from December thru April.

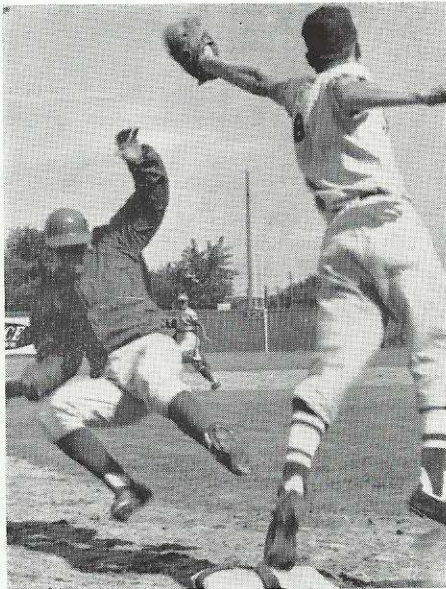
Frontier Airlines began serving this fabulous city this past July. There has been excellent acceptance of the airlines' three daily round trip flights over its newly-acquired route between Denver and El Paso which serves "The City Different." Station Manager Gary Vandenberg heads the five man Frontier team which also handles the Frontier-Ferrin Motor Rentals for cars and "Cortez" motor homes. Frontier Airlines is pleased to now be an integral part of this community with its glorious past and its challenging future.

# Farmington Hosts Babe Ruth World Series

FARMINGTON, New Mexico — Except for the mesa-broken skyline, Farmington, last August, might have been mistaken for some suburb of Milwaukee during the pennant days of the Braves or any corner of Brooklyn when the Dodgers still played in Ebbets Field. It was a baseball town. The Babe Ruth League was holding its World Series there.

The Babe Ruth League was organized for youngsters between 13 and 15 and named, of course, after the immortal BABE. During the past season, 147,215 boys played on 9,681 Babe Ruth teams all around the free world. But by the middle of August all those teams had been whittled down to the 10 that clashed in the Babe Ruth World Series in Farmington.

"These people of Farmington have been wonderful to us," said John Nelson, public relations director for the Babe Ruth League. "We've never had such strong support before," he added.



PUERTO RICAN pitcher Miguel Morales slides feet first into third during the Championship game with Tulsa.

"The Babe Ruth League," Nelson explained, "fills a void that existed for years for boys between 13 and 15 who wanted to play baseball. You might say they were orphans of organized baseball. They were too old for the Little League and too young for American Legion. That's why the Babe Ruth League was formed and lots of sportsmen all around the country say it's the greatest League ever established.

Certainly it should be—it was named for the greatest player who ever lived."

## FRONTIER'S HELP

Nelson also called attention to Frontier's help with the series. "The Frontier people here, Paul Almquist, Larry Mordow, Ed Nelson and all the others have really gone out of their way to provide anything we needed. Actually, you know, this is the second Frontier city in which we've held the Babe Ruth Series. Two years ago we were up in Glendive, Montana for the Series. That was 1961, the year that young Steve Caria spun a four hitter and pitched San Carlos, California to the championship."

Scouts from six major league teams were in Farmington searching for new talent or maybe even a new Babe. In past years the Babe Ruth League produced such stars as: Cletis

Boyer and Al Downing of the Yankees; Vada Pinson of the Reds; Carl Yasktrzemski of the Red Sox and dozens of others.

## TEN TEAMS

The ten teams that played in the series at Farmington were representative of every section of the United States. From the Middle Atlantic States came the team from Frederick, Maryland; the Pacific Southwest sent Oakland, California; the Pacific Northwest, Klamath Falls, Oregon; the Ohio Valley, Oak Lawn, Illinois; the team from the Southwest, Tulsa, Oklahoma; the Midwest Plains sent Joplin, Missouri; KeKalb, Georgia represented the Southeast; a team from Puerto Nueve, Puerto Rico, represented New England; and Farmington acted as host team. The series was given an international atmosphere by the entry of the European Champions from Frankfurt, Germany.

## CHAMPIONSHIP GAME

Tulsa took the championship game from Puerto Rico 9 to 0. This was the second Babe Ruth World Series won by a Tulsa team. The first title was won in 1959 at Stockton, California.



THE FRONTIER charter flight for the team from Oaklawn, Illinois.

## FROM THE PAST

The most moving moment of the series came the night before the first umpire yelled "Play Ball." That evening thousands jammed the Farmington airport and waited for the arrival of Frontier's Convair. They stood rather quietly until

Mrs. Babe Ruth made her way down the ramp, then the welcome was deafening.



Babe Ruth

Mrs. Ruth stood at the bottom of the stairs as the red carpet was rolled out and roses were presented to her. She was visibly moved, but managed to speak, "This is truly amazing . . . it's wonderful . . . it's something like it used to be . . ."

Some of the fans there remembered "how it used to be" but to most she was some part of a legend told only on sports pages.

It was right that a series named for Babe Ruth should begin by honoring his wife. Babe would have liked it that way.



## Teachers' Fare



**TEACHERS' FARES**, proposed by Frontier Airlines to give teachers a 40 per cent discount when flying Frontier's routes, come in for evaluation during hearings conducted by the Civil Aeronautics Board in Denver. Seated is Hearing Examiner Herbert K. Bryan. (Left to right) Bureau Counsel, V. Michael Straus, Vice President-Legal and Secretary for Frontier, Richard Fitzgerald, and for Western, Attorney Gordon Pearce.

## James E. Meals Named Industrial Relations Director

DENVER—Named to fill the newly-created position of Director of Industrial Relations for Frontier Airlines is James E. Meals. His appointment was announced in Denver by Lewis W. Dymond, president of the airline.

### AIRLINE EXPERIENCE

Mr. Meals returns to the airline industry after three years as Personnel and Public Relations Director for Soraban Engineering Company of Melbourne, Florida, an organization which designs and manufactures data processing devices and systems. Previously he had been with Pan American World Airways from 1957 to 1960 in the Industrial Relations Department, Latin American Division, with offices in Miami, Florida. While with Pan American, Meals had handled labor relations for the flight service, mechanic, ground service and flight engineer groups.



**MEALS**

Ten years previously Meals had conducted a general law practice in Springfield, Ohio, representing various local firms in their labor and real estate programs.

A native of Springfield, Ohio, Mr. Meals received his pre-law training at Miami University, Oxford, Ohio. He graduated with his degree in law from Ohio Northern University.

During World War II he served with the United States Army for five years.

Meal's wife, Joan, and two sons, James Jr., and Jeff, are still in Melbourne, Florida. They will join him in Denver at the end of this school year.

## Frontier Promotes Larry Sills To New Post

DENVER—Lawrence C. Sills was recently named Manager of Agency, Tour and Interline Sales to facilitate Frontier Airlines' increased emphasis on tour development.

Since 1960, Mr. Sills had been District Sales Manager for Frontier in Denver where he headed all sales activity in eastern Colorado, northern Nebraska, southern Wyoming and North and South Dakota. He joined Frontier in 1959 as a sales representative and was later named senior sales representative in Denver. He had been associated with the Colorado Transportation Company for five years before joining Frontier.



**SILLS**

A native of Denver, Sills attended the University of Colorado in Boulder for four years majoring in business administration and political science. He is a veteran of the United States Army during which time he served as an investigator of the Hawaiian Armed Services Police.

Mr. Sills is a member of the Denver Chamber of Commerce, Chairman of the Commercial Airlines Committee and Vice Chairman of the Denvoys Committee of the Chamber. He also holds memberships in the Chamber's Keystone Club, Sales and Marketing Executives and the Greater Denver Chapter of the National Defense Transportation Association in Colorado Springs.

## Airline Beauties



**REIGNING ROYALTY** at the recent Airline Ball in Kansas City pictured above are: Frontier's Princess Lynn Settles, right; Queen Rosemary Crockett of Braniff Airways, center; and Princess Pauline Muller of Central Airlines. Miss Settles is a stewardess with Frontier and is based in Denver.

# JOE PASQUA: A STUDY IN COURAGE

TO: C. R. Meisenbach

FROM: W. H. Schuling

SUBJECT: Joe Pasqua's Wage Adjustment

DATE: Sept. 30, 1963

This is to advise you that I have put through, this date, personnel Action Form 6790 increasing Joe Pasqua's pay from 86% of the mechanic's pay plus longevity to 93% of the full journeyman's rate for a mechanic, including longevity, effective October 1, 1963.

W. H. Schuling  
Director of Maintenance

There's really nothing unusual about this notice except that the mechanic, Joe Pasqua, who earned the pay increase is blind.

That's right. Joe, though he went blind two years ago, has worked his way back to the status of full-fledged mechanic. It was a long way back, but he made it. There is a word to describe the reason for the success of Joe's struggle. Desire.

Today, watching him tear down one of the giant 1400-horsepower, radial engines in Frontier's maintenance shop, it's almost impossible to comprehend that darkness has shut all sight from his eyes. But Joe has let this blindness prove only a slight handicap to him. He has taught his skilled hands and sensitive ears to make up for sightless eyes.

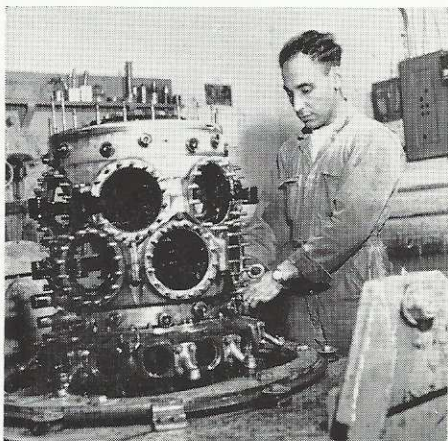
His blindness wasn't a sudden thing—he knew the world of sight for more than 30 years. And for more than half of those years he made his living as a mechanic.

When his blindness started several years ago, it came slowly and with heart-breaking surety. Then a little over two years ago, save for a slight light perception in his left eye, Joe was blind. His right eye was removed.

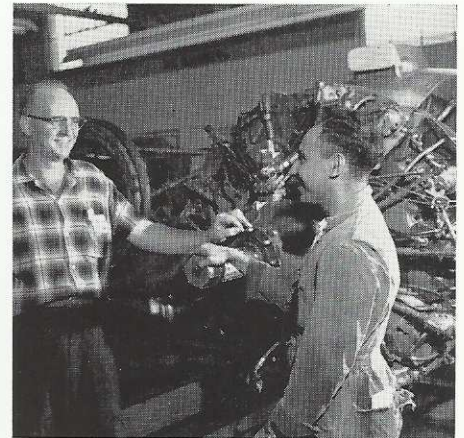
Despondency was a normal reaction and it nearly flattened Joe.

"For someone blind from birth or early childhood, the shock isn't so great. But for an adult and a skilled craftsman like Joe, it was a terrible thing," the doctor said.

The despondent Joe had just about had it when two men stepped into his life: Charles G. Ritter, supervisor of rehabilitation for Colorado State Department of Rehabilitation



**EVEN** without his sight, Joe Pasqua is right at home with the giant 1400 horsepower engine he is disassembling.



**JOE** discusses his work with Walt Scott, engine overhaul foreman for Frontier.

and Service for the Blind, and Bryant Moore, placement specialist for the Department. Moore was a special inspiration for Joe. The placement specialist, blind himself since childhood, gave the mechanic hope—hope in himself and his rehabilitation.

Joe started his long road back on June 20, 1962. And with the help of men like Moore and Walter Scott, engine overhaul foreman for Frontier, he was able to come all the way back to the status of a full-fledged mechanic.

The doctor explained Joe's struggle this way, "He didn't just sit around and wait for miracles. As his other senses began to quicken to compensate for the loss of sight, he found new enthusiasm."

In the beginning progress was slow. The first few times he worked on the giant 1400-horsepower engine it was terrifying. In his new, dark world, familiar objects were deadly hazards. But he managed.

"Somehow, Joe began to picture the engines in his mind," Scott explained. "He learned to handle the engine and himself with confidence."

And Joe did more than just learn. He improved the operation of the whole maintenance shop. Because darkness limited him to certain areas he redesigned his tool boards. This change was later adopted by the whole shop and resulted in improved all-around operations.

Now Pasqua is in full stride again, stripping down about five engines a month. He is driven to and from work by a fellow mechanic.

Joe lives with his wife, Dorothy, and their three spirited youngsters, Kathleen, 8, Chris, 6, and Kevin, 2, at 2179 Syracuse in Denver.

But Joe is not satisfied merely to have "come back." He wants to continue to develop his mechanical talents. He's looking forward to the day when Frontier flies turbo-jets and he's preparing himself for that. Right now he is making plans for retraining classes on the turbo-jets.

"When Frontier gets its new planes," Scott points out, "Joe will be ready to service them."

# SERVICE AWARDS SITES SELECTED BY FRONTIER-WEST



EARNED IN OCTOBER

### 15 Year Pins

RUBEN AVAKIAN, Captain, PHX  
ZICK BURNS, Mechanic, DEN

### 10 Year Pins

ROBERT L. CADY,  
Station Manager, ALM  
CLAY S. TANNER, Station Agent, SLC

### 5 Year Pins

DONALD L. BERRIDGE,  
Radio Mechanic, DEN  
WAYNE D. BRANDHORST,  
Mechanic, DEN  
RALPH D. BROTT, Station Agent, STJ  
JOYCE B. DARBY, Stewardess, PHX  
ARTHUR DAVIS, Superintendent  
of Stores, DEN  
JAMES E. DAWSON,  
Station Agent, WRL  
ROBERT L. FEDEL, Mechanic, DEN  
LONNY L. GARDNER, Mechanic, DEN  
HOMER O. GARRISON, Mechanic, DEN  
HENRY B. HECKERT, Mechanic, DEN  
KENNETH E. HENDRICK,  
Mechanic, DEN  
STEVEN K. HORTON,  
Assistant Dispatcher, DEN  
FRANK L. JESMER, Mechanic, DEN  
JAMES A. KALBACH, Mechanic, DEN  
ROGER W. LIENAU, Station Agent, CYS  
MERLE D. MENNENGA,  
Radio Mechanic, DEN  
RICHARD L. ROHRIG, Mechanic, DEN  
GERALD L. SCHROEDER,  
Mechanic, DEN  
THOMAS A. STADLER, Mechanic, DEN  
ROBERT W. ULRICH, Mechanic, DEN  
HAROLD G. WAGNER, Mechanic, DEN



BILLINGS' DIVISION Chief Stewardess, Ellie C. Bastar, receives her 15 year pin from C. M. Britt, Frontier's vice president of sales and service.

Frontier-West, the multi-million dollar tourist program of The Goldfield Corporation, has designated Thompson Park in the southwestern corner of Colorado as one of the 32 sites designed to "tap the here-to-fore unclaimed \$2 billion overseas tourist market." Disclosure of this and other site information as well as more advanced plans for Frontier-West was made last month by Richard C. Pistell, chairman of the project, in Cortez, Colo.

The Thompson Park site, located just east of Mancos, is one of five Frontier-West centers to be built in southwestern Colorado, northern Arizona and northern New Mexico next year. Pistell pointed out that these centers would constitute the first phase of the \$60 million project consisting of 32 centers to be built in eight states of the Southwest and Rocky Mountain West.

Pistell said that Frontier-West has already purchased a site in Thompson Park. He added that, if engineer estimates show it feasible and if matching funds come through from the Area Redevelopment Administration, construction will begin in June of 1964 with completion slated for the following year.

### PROJECT FINANCING

Financing of the project will be through The Goldfield Corporation with an initial \$5 million investment. "And to further the program," explained John Dahl, president, "Frontier-West has on file an application for an assisting loan with the Area Redevelopment Administration of the United States Department of Commerce." The approval of the ARA bill by Congress should automatically mean approval of the Frontier-West application.

In addition to Thompson Park, other potential sites visited were: Sanders and Flagstaff, Ariz.; Albuquerque, Santa Fe and Taos, N. M.

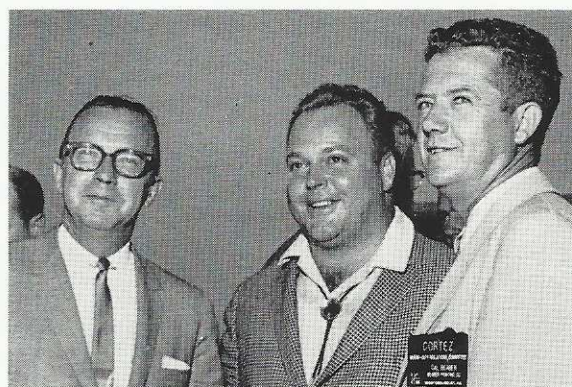
Each of the 32 centers will be patterned after outposts which were centers of the West 100 years ago. They will provide complete, low-cost "bunkhouse" facilities for large families, students and conventioners. There will also be more luxurious housing for

those who wish it. And all the sites will be built adjacent to spectacular scenic attractions of the West such as Mesa Verde, Grand Canyon and Yellowstone.

### FRONTIER-FERRIN

Frontier-West will also make available the Frontier-Ferrin Motor Homes at center sites or airports served by Frontier Airlines. These motor homes, called Clark-Cortez, will sleep four persons comfortably and provide luxurious living and traveling accommodations by day and night. They rent for \$105 per week plus 12 cents per mile.

Dispelling any worries that Frontier-West may detract trade from tourist



FRONTIER-WEST'S board members John Dahl, left, and Richard Pistell, center, discuss the Thompson Park site with Cal Beaber of Cortez.

establishments already operating, Edward H. Gerhardt, publicity director for the project, promised, "This will be a year-round program, but the centers will not pull the tourists away from motel and hotel establishments already in the area. The housing will all be pre-sold in the East and overseas in Europe, Asia and Central and South America. Our project will be directed toward tourists from overseas who will be coming here through the U. S. Travel Service's new "Visit U.S.A." program"

In addition to Pistell, Dahl and Gerhardt other members of Frontier-West making the tour were: Earl G. Brooks, project architect; Ted Keefer, operational coordinator; Donald Julio, real estate broker; and Richard Woellhaf, historical research division.

When all of the Frontier-West centers are operational, they will bring in an excess of \$25 million in annual payrolls to persons employed by the project. It is estimated that 90 per cent of all services including food and labor will be from local personnel in the regions where the centers are built.

# Names In The News Seen On Frontier



ANDRE TAHON of the Folies Bergeres, left, and friend, look over a Tomichi Village Motel brochure with Gene Columbus.



ENJOYING a full weekend of hunting and fishing are: from left, James P. Sloss, Roger Perry, John Melfi of TV's "Arrest and Trial", Kenneth C. Smith, director of sales for Frontier Airlines and Andre Tahon of the Folies Bergeres. The party also took advantage of Tomichi's heated swimming pool and sight-seeing tours of the Rocky Mountains and nearby ski resorts.



AUTHOR JOHN SHERLOCK and actress Ann Helm of TV's "Route 66" enroute to a Tomichi weekend.

## A WEEKEND WITH TV STARS

With the opening of the grouse and sage hen season in Gunnison County, Colorado last month a group of ABC stars flew from Hollywood to Denver, then to Gunnison via Frontier for the Grand Opening of the luxurious new Tomichi Village Motel. In addition to the Hollywood stars, Andre Tahon, puppeteer from the Folies Bergeres, flew directly from Paris and joined the Frontier flight so that his famed puppet would have a chance to participate in the Gunnison Games.



FRONTIER'S president Lewis W. Dymond, left, actress Charlotte Stewart of "My Three Sons", singer Johnny Rebel and author John Sherlock, pause before boarding a Frontier flight.

Sunliner News

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