



Sunliner News

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FIRST CONVAIR 580 JOINS FRONTIER FLEET

History was made for Frontier Airlines on May 1. On that long-awaited day, the first jet-powered Convair 580 was delivered to the airline. An elated Frontier delegation, headed by M. Edward O'Neil, vice president of operations and maintenance, was on hand at the El Paso International Airport awaiting the arrival of the plane from Burbank, California being flown in by pilots of the Allison Division of General Motors. That afternoon jet-powered N73126 was officially accepted by Mr. O'Neil on behalf of the airline.

That night a proud Frontier crew consisting of Captain James G. Carney and Captain Robert J. Nicholson plus the Division Chief Stewardesses headed by Chief Stewardess Vi Lester flew the swift "580" across the skies of New Mexico and Colorado to Denver. Immediately the following morning work got under way in Hangar 5 at Stapleton Airfield to give the aircraft a brand new exterior paint job to further emphasize the superb performance of this fastest of twin-engine, jet-prop aircraft.

With the Convair 580, Frontier Airlines brings to the 11-state area which it serves assurance of the finest and fastest air service provided by any regional carrier in the country. Two powerful turbo-jet Allison engines developing 3,750 horsepower each, built by General Motors, geared to distinctive square-tipped, four-bladed Aeroproducts propellers and using a highly refined



SQUARE-TIPPED, FOUR-BLADED PROPELLERS and the big nacelles enclosing the turbine Allison engines distinguish the Convair 580 jet prop aircraft. The new color scheme consists of a band of turquoise in the mid-section of the fuselage with a thinner band of gold dividing the painted and unpainted sections and is completed by a gold crescent featured on the high vertical stabilizer with the addition of "Frontier" being incorporated in the design. Both the exterior and interior of the aircraft was designed by A. Baker Barnhart of New York City.

aviation type kerosene called Jet A fuel, give the Convair 580 a cruising speed of 355 miles per hour. Combining this speed, which is 100 miles per hour faster than the piston-powered Convair 340, with three times the rate of climb of the Convair 340 plus the hushed smoothness of prop-jet performance, this new aircraft will provide travelers in the high country of the West a new yardstick with which to measure passenger convenience and comfort.

Since the first of the year, a large number of Frontier's personnel have been participating in an extensive and intensive training program. Thus far, 132 Frontiersmen have completed two to four week training courses and are now prepared to knowingly operate and maintain the airline's Convair 580 fleet. Courses were conducted by the Allison Division of General Motors Corporation both at Indianapolis, Indiana and at Frontier's training center in Denver. Some 84 supervisors, foremen, mechanics, inspectors and quality control engineers plus 48 pilots and flight training personnel have taken this training. Additional pilot training was conducted throughout the month of May in the Denver and Cheyenne area.

Meanwhile back at the hangars of Pacific Aeromotive on Lockheed Air Terminal in Burbank, California, a Frontier crew of mechanics and inspectors headed by Bill Durlin as foreman have conducted the regular block overhaul on the Convairs undergoing modification. This saves time which might otherwise tie up the aircraft if the work was done in Denver prior to the installation of the Allison turbo-jet engines. At the present time this crew is winding up work on aircraft N73127 which becomes the second ship in Frontier's Convair 580 fleet.

June 1 will mark the beginning of scheduled operation with the Convair 580 turbo-jet aircraft. The three routes on Frontier's system which will first receive service with the "580" are between Great Falls and El Paso with intermediate service to Lewistown and Billings in Mon-



AMONG THE FIRST FRONTIERSMEN to see and try out the new form-fitting, jet age seats to be used in the Convair 580 are the sales team who manned the Frontier booth in the Los Angeles travel show. Playing passenger, from left to right, are Joan Hetzler, Denver stewardess, Bill Rowley, Phoenix regional sales manager, Carolyn Woodward, Phoenix Stewardess, and Jerry Bacon, Tucson city sales manager.

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CREATING AN IMPRESSION OF EXCELLENCE

With the introduction of Frontier Airlines' extra fast, extra smart, jet-prop Convair 580 aircraft, the traveling public of the nation will be taking a fresh, new look at both the company and its personnel.

In the past few years, Frontier Airlines has been making fast gains in recognition and increased stature both by the airline industry and the residents of the 11-state area which it serves. This has come about from the tangibles resulting from Frontier's improved scheduling, the general appeal of its promotional fares such as the liberalized family plan, youth fare and 30-day \$100 Vacationland Fare, its greater operating efficiency keyed to an improved maintenance program and the general increase in enthusiasm and team spirit of the airline's many dedicated personnel. This was climaxed in 1963 with Frontier Airlines leading the entire airline industry of the United States with a 51 per cent increase in passenger miles and a 44 per cent increase in passengers.

The word is out that Frontier is the carrier to watch, the carrier to investigate and the carrier to beat. Frontier Airlines, however, is not resting on past laurels. The company is going all out in its promotional, advertising and publicity efforts to sell the great scenic attractions in the national parks and in the historical heritage areas which are everywhere on its system. The response to our program to date has been overwhelmingly enthusiastic with inquiries pouring in by the thousands from all sections of the United States.

With increased patronage of our airline resulting from travelers new to our system plus additional traffic generated by the passenger appeal of the jet-prop Convair 580, Frontier personnel will need to double check themselves personally to see that these new and additional passengers are given superior handling in the year ahead. Individually we need to set our own sights higher in the goals that we hope to attain for ourselves and for our company. There is needed a greater emphasis on professionalism in the way we do our jobs and in the way we think of ourselves as part of the Frontier team with this "going places" airline. Each of us should go all out in creating an impression of professional excellence to attain the goals that we have set for ourselves in 1964.

William J. Mitchell

Vice President Sales and Service

AMERICAN EXCHANGE LISTS FAL



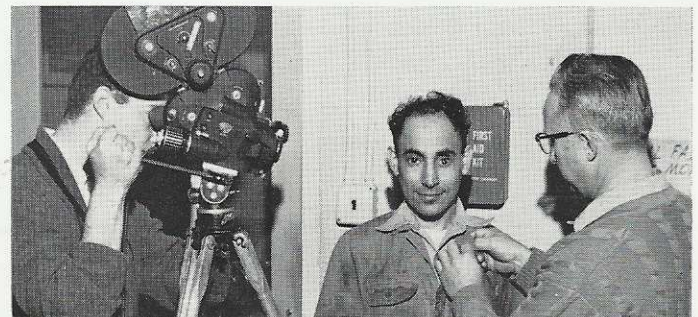
THE AMERICAN STOCK EXCHANGE opened Wednesday, April 15, in New York City traded 1,203,160 common shares of Frontier Airlines. Lewis W. Dymond, president of the airline, and Richard C. Pistell, Board chairman, explained the features of Frontier Airlines' Convair equipment to Edward A. O'Brien, stock specialist in New York City, who handled Frontier Airlines as a new issue.

BLACK HILLS' WELCOME EXTENDED



GOVERNOR PAUL FANNIN of Arizona (right) admires a bolo tie made of Black Hills native gold which was presented by Senator Hoadley Dean, Frontier's Board member from Rapid City (left). Senator Dean and Robert Goldwater, Frontier's Board member from Phoenix, visited Governor Fannin to invite Arizonians to summer in the cool Black Hills of South Dakota.

JOE PASQUA FEATURED IN FILM



DURING THE FILMING of the documentary on Joe Pasqua who overcame blindness to learn to handle the full-time job of tearing down a DC-3 engine, Bob Meisenbach, superintendent of engine overhaul, presented Joe with his 15-year pin. The film won second place in a nationwide contest conducted by the American Foundation for the Blind.

Stockholders

Get Progress Report On Frontier's Gains

Interest and enthusiasm about the excellent showing made by Frontier Airlines in 1963 and the continuing success story recorded in the first quarter of 1964 resulted in the largest turnout of stockholders and shares represented by proxy vote of any annual stockholders meeting held by Frontier Airlines.

Lewis W. Dymond, under whose leadership Frontier has made seven league gains in the past two years in all facets of the company's operations, told the very attentive stockholders of the achievement of new highs in traffic, revenues and profits during the past year. Said President Dymond, "The year's final tally of 163,602,000 passenger miles flown was a 51 per cent increase over 1962 showings. It was also the largest increase recorded by any of the 24 domestic airlines in the United States."

Frontier also had a record-breaking year in passengers carried with the 540,774 passengers a 44 per cent increase over the previous year's total. This was the first time that Frontier has ever carried over a half million passengers, and it was a greater number of passengers than the combined total of passengers carried in the first seven years of Frontier's operation. This gain for the year was also one which led the airline industry in 1963.

Mr. Dymond brought out that the increased use made of Frontier's service in 1963 was reflected in the company's improved earnings position. Operating income was \$2,025,501, a 153 per cent increase over the \$801,055 showing in 1962. Net earnings were reported as \$789,861, up 78 per cent from 1962. This was after provision for income taxes and Federal subsidy profit sharing totaling \$1,044,000. Earnings per share were 68¢ as compared



PRESIDENT LEWIS W. DYMOND reports to the assembled stockholders of Frontier Airlines of the progress made by the company in 1963. The annual meeting was held in Frontier's general offices in Denver.

with 38¢ in 1962. President Dymond also pointed out that this excellent showing includes adjustments for the 25 per cent stock dividend which was the first ever declared by the company.

With the first quarter of 1964 tallied, Frontier's president reported, the company was continuing the strides made in 1963. For the first quarter, operating revenues were \$5,363,600 compared with \$4,452,000 in 1963. "Frontier's net earnings for the first quarter were \$190,230 compared with \$181,421 last year. These net earnings were affected by an accrual of deferred taxes which had not been accounted for in 1963," President Dymond added. He also reported that passenger miles in the first three months of 1964 were up 36 per cent over the same period of a year ago.

During the meeting Mr. Dymond told stockholders and directors of the company that the airline's application for

trading its stock on the American Stock Exchange had been approved with trading beginning April 15.

All thirteen incumbent members of the airline's Board of Directors were re-elected at the stockholders meeting. These are Richard C. Pistell, Chairman of the Board, Joseph Friedman, Harris J. Ashton and Edwin C. McDonald, all of New York City; Col. William P. Howe, Jr., Pennington, New Jersey; C. Whitcomb Alden, Jr., Asheville, North Carolina; John P. Dahl, Santa Barbara, California; Senator Hoadley Dean, Rapid City, South Dakota; Robert W. Goldwater, Phoenix, Arizona; Weston E. Hamilton, Salt Lake City, Utah; Preston Walker, Grand Junction, Colorado; and Willis A. Swan and Lewis W. Dymond, Denver, Colorado.

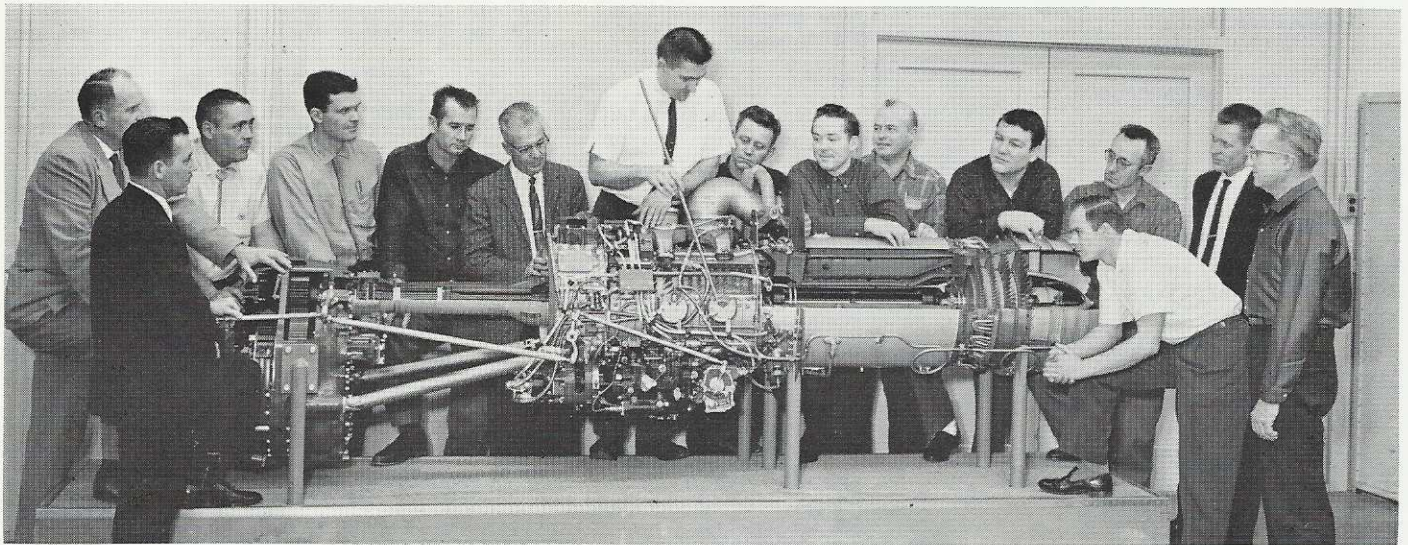
At the Board of Directors meeting which followed the meeting of stockholders, Eugene L. Lamansky was elected an officer of the company with the position of controller.



AN OVERFLOW CROWD OF STOCKHOLDERS, many of them Frontier Airlines employees, attended the annual meeting. They were particularly interested in the announcement that Frontier stock would now be listed on the American Stock Exchange with an added national interest in the progress being made by their "going places" airline.

First Convair 580 Joins Frontier Fleet

(Continued from Page 1)



LARGE GROUPS OF FRONTIER personnel have attended the 4-week ground school conducted by Allison in Indianapolis, Indiana. One of the groups taking in the training sessions on the maintenance of the Allison jet prop are (left to right) Lewis Simpson, John Randall, Jr., Jerry Hanes, Don Godfrey, Art Krieger, Robert Cook (Allison instructor), Spencer Crona, Jesse Franklin, Gene Smith, Al Trautmann, Harold Ruppel and Bill Gee plus (front row) Al Olinger, Jr., Larry Shackley and Bob Meisenbach.

tana; Jackson, Wyoming; Salt Lake City, Utah; Grand Junction and Cortez in Colorado and the New Mexico cities of Farmington, Albuquerque and Alamogordo, between Denver and El Paso via Albuquerque and Alamogordo and between Denver and Grand Junction via Montrose, Colorado. Later this fall with the addition of more of the fast Convair 580's, other cities on Frontier's routes in Missouri, Nebraska, North Dakota, South Dakota, Wyoming and Arizona will be receiving the advantages of these sleek, jet-powered aircraft.

When passengers board their Convair 580 flight their first impression will be of the eye-appealing cream and gold decorator scheme of the cabin with curtains in an off-white basket weave material. Facing the passengers on the front bulkhead are subtly done scenes of the Old West adding a distinctive touch to each aircraft. Fifty-two form-fitting, foam seats of a completely new jet age design add to in-flight enjoyment of the fully pressurized, air conditioned cabins. Alternating throughout the aircraft every three rows of seats are covered

with turquoise and gold fabrics to give a pleasing contrast of color. And when the smiling stewardess brings a passenger a hot cup of delicious coffee, it will come directly from a modern electric coffeemaker which instantly turns out fresh batches of the brew. Along with coffee or a choice of other beverages comes a wide variety of sandwiches and other appealing snacks which make up the tasty "Frontiersman Service."

Up front in the cockpit are two new navigational and air traffic control units which will contribute to better on-time performance and safety of the flight. Built by the Bendix Corporation, one unit is Distance Measuring Equipment. This DME unit provides pilots in a Convair 580 with a continuous indication of the aircraft's distance from a known ground station. Signals from the unit trigger responses from a VORTAC ground facility. The time interval between each question from the plane and the reply pulse from the ground is then measured, converted into miles and presented visually to the pilot on the instrument panel to give him highly accurate and instantaneous readings of his exact geographic location. The other unit is a small airborne radar receiver-transmitter known as a transponder. Used in connection with ground air route traffic control centers, it makes it possible for the ground controller to distinguish a Frontier flight using coded identification of the aircraft to pinpoint its position in the area being scanned by ground radar operated by the control station. These new units are an added part of the program of progress being made by Frontier Airlines to provide the finest of air service.

Combine Frontier Airlines' exciting, new jet-prop powered Convair 580's, the finest of in-flight service, the smartest of decorator cabin design and a variety of money-saving fares and you come out with the greatest inducement for greater air travel ever offered anywhere in the West.



HANDLING THE BLOCK OVERHAUL period during the conversion in Burbank, California were (left to right) Joe Craze, inspector; Robert White, mechanic; Oliver Frigon (holding plaque), general foreman airframe overhaul; Jerry Schroeder, mechanic; Slim Horton, mechanic and Dallas Mortensen, mechanic.

More Places To Go On The "Going Places" Airline

One of the most ambitious and extensive programs ever undertaken by a regional air carrier to promote the vacation attractions of the region which it serves is now fully underway by Frontier Airlines' Sales and Service Department.

During the month of May a seven-phase approach to advertising, publicizing and marketing the eight major national parks and the numerous other scenic areas of the Rocky Mountain West and Southwest was carried to completion. Commenting on the program, William J. Mitchell, vice president of sales and service, said, "Frontier's comprehensive plan will attract thousands of tourists to the vacation heartland of America by making more Americans aware of the historical and scenic heritage which is theirs in the big West."

A large scale mailing of a brand new, colorful vacation kit has been made to 6,400 travel agents in the United States and Canada. These kits include seven individual folders covering the details of Frontier's package tours to national parks and vacation areas of the West. Included in the 3 to 5 day package tours are geyser-filled Yellowstone and the snow-capped peaks and blue lakes of Grand Teton in Wyoming, the mysterious cliff dwellings of Mesa Verde along with a trip into history on the narrow-gauge railroad in the primitive mountain areas of southwest Colorado, the inspiring colorful chasm of Grand Canyon in Arizona, historical and picturesque Santa Fe and Taos in New Mexico, the uniquely-sculptured Shrine of Democracy of Mount Rushmore in the Black Hills of South Dakota and a fun-filled visit to the Mexican Border cities of Juarez and El Paso.

Response to this mailing has been tremendous as travel agents throughout the country returned order cards for additional brochures. "We are overwhelmed by the immediate, enthusiastic written response to this vacation kit," remarked Lawrence C. Sills, manager agency, tour and interline sales.

Supplementing information on the package tours and as a stimulant to additional interest in vacationing in the Continental Divide Country, Frontier is printing 100,000 copies of an 8-page, tabloid-size newspaper called the "Frontier Enterprise" which is printed in the style of the 1890's. Throughout the newspaper are background stories on the winning of the West and the major national parks and vacation areas served by Frontier. The paper is included as a part of the Frontierland vacation kit and is also mailed to newspaper and magazine readers who clip coupons from Frontier ads appearing in major metropolitan newspapers in the East and Midwest plus the Pacific Coast states. Response to these ads has also been most heartening.

Complementing these marketing efforts, Frontier's Publicity Department has mailed out detailed news stories on the national parks with localized copy for each of the geographical areas of the country. Additional news stories have also been sent to fish and game editors with 180 different publications highlighting fishing areas and non-resident license fees of Frontierland.

Also included in Frontier's program of promoting vacation areas is its participation in outdoor and travel shows in New York City, Chicago and Los Angeles. A portable booth was manned by Frontier sales and stewardess personnel with an assist from an attractive Navajo Indian girl from New Mexico at the New York show.

Two more sales teams have been working the larger metropolitan cities of the East, Midwest and West Coast during the entire month of May. These two teams consisted of Frontier



THOUSANDS OF FRONTIERLAND vacation kits being readied for mailing to travel agents throughout the United States and Canada are given a final check by part of Frontier Airlines' sales staff (left to right) William J. Mitchell, vice president of sales and service, Miss Pat Stutheit, secretary in sales, and Kenneth C. Smith, director of sales.

salesmen, a stewardess and an Arapahoe Indian girl from Wyoming. Throughout this month-long program these teams appeared on television shows, newspaper interviews and radio programs as well as calling on travel agencies and sales and reservations offices of various trunk airlines of the country. In each of the 20 cities visited, the Frontier packaged tour vacations and the \$100 Vacationland Fare were incorporated into the presentation being made.

Summing up the program, Mr. Mitchell said, "It all adds up to a hard-hitting, dynamic sales and promotion program. Responses already received by Frontier both in written requests and confirmed reservations give every indication that this program as well as calling on travel agencies and sales and reservations ever."



RESERVATIONS PERSONNEL in Denver get an orientation of Frontier's new package tour program. Lawrence C. Sills, manager of tour agency and interline sales, who developed the program, answers a question.



A LOT OF GIRL HOURS as well as man hours went into the packing and mailing of Frontier land tour kits. Denver-based stewardesses who pitched in with helping hands are Claudia Schardt, Nancy Brown and Stella Chapman.

ON-THE-JOB PROFESSIONALISM . .

THEME OF SALES MARKETING



WOW! THIS SIGN SPEAKS for itself as it blinks on and off during the sales and service marketing meeting as an indication of the enthusiasm generated during the 3-day sessions held in Denver.

An enthusiastic endorsement of the all encompassing program for a new high in excellence and professionalism in every aspect of Sales and Service activities distinguished the recent conference held at the Cosmopolitan Hotel in Denver.

For the first time in a long time all members of the sales and Service Department gathered for a full two-day conference which generated many thought-provoking sessions with officers and department heads of Frontier Airlines.

Keynoting the program was the emphasis placed by William J. Mitchell, Vice President of Sales and Service toward creating an impression of a high degree of excellence in each individual's work habits which would result in an air of professionalism in the day-to-day handling of duties and in working with the public and fellow workers. Other hard-hitting presentations were also made by other general office department heads. These included an excellent summing up of the progress being made in the Convair 580 program made by M. Ed O'Neil, Vice President of Operations, a recap of route case developments presented by Richard A. Fitzgerald, Vice President-Legal and Corporate Secretary and a broad picture of the strengthened financial position of the airline reported by William M. Groody, Treasurer. Other

reports were made by directors and managers of various departments in all aspects of the company's operations. Following these presentations there were lively exchanges of comments between the speakers and the assembled Sales and Service Managers, Regional Station Supervisors, Regional Sales Managers, City Sales Managers, Sales representatives and the Division Chief Stewardesses who were all present for the sessions.

During the conference the new responsibilities of the newly designated Sales and Service Managers were outlined. Particular emphasis was placed on superior customer handling techniques programmed in a new policy for personal follow-up checks in each city served by Frontier Airlines on the quality of its service. In these calls evaluations were to be asked of those who flew Frontier in their business and personal travels and those firms who either shipped or received cargo via the airline.

One of the features of the gathering was the very graphic presentation made by the team of William Mitchell and Kenneth C. Smith, Director of Sales, in establishing the goals for Frontier Airlines in 1964. A novel two-sided set of cards were strung across the front of the conference room giving the 1963 figures for passengers, mail, cargo and revenues and special promotional fares. Then as the presentation on 1964 goals were made the cards were flipped over to highlight each phase of the sales and service effort.

Goals for 1964 included: 655,000 passengers with passenger revenues of \$13,690,000 for a 28 per cent increase, nearly \$600,000 in air freight revenues are being pursued by Frontier. Family Plan travel, one of the best revenue producers in 1963 is expected to reach \$1,386,000 for a 27 per cent gain over last year. A healthy jump in interline passenger revenues to \$11,300,000 for a 30 per cent increase was the goal set for developing this rich source of passengers and profits.

Frontier's new program for developing convention sales revealed that since the project got under way last March under the direction of Chet Lubben, Supervisor of Convention Sales, that all 61 stations have sent in names of local representatives who have been contacted about a particular convention. A total

ALL SALES AND SERVICE managers, regional sales managers and city sales managers maintained a high degree of interest and enthusiasm through all parts of the varied programs presented during the meetings held in Denver. With eyes glued on the speaker are (left to right) Ken Houchens, GRI; Harry Cutler, MTJ; Ollie Brunz, PUB; Jim Sebastian, COS; Carl Henderson, COD-POY; Lloyd Redmer, MKC; Tom Morphis, MKCSA; H. E. Davis, DEN; Robert Anderson, CYS; Danny Foreman, JAC; Paul McClure, MOT; Kaye Burgon, ELPSA; Guy Lewis, DENRR; Merry Palkowski (standing), DENCS; Robert Boyle, SLCSA; Ray Seybold, GUP; John Morris, HVR; Don Jorgensen, LAR; Herb Schmidt (standing), BILSA; Jim Smith, MCK; Glenn Emmons, LNK and Les Bendickson, CPR.



S AND SERVICE CONFERENCE

of over 21,000 cards have been mailed out to these likely conventioners with much new passenger business using Frontier flights as a result of these contacts. Three Nebraska stations have turned in the largest number of convention prospects. Scottsbluff has worked on 35 conventions with Omaha and Lincoln coming through with hundreds of names and addresses for followup mailings out of Denver.

An unusual display was featured at the conference prepared by Chet Lubben. Piled high along one side of the room was an assortment of damaged luggage tagged with the cost of settling the claim with a passenger. In recent months Frontier Airlines has been making an all-out effort to reduce the number and cost of damaged luggage claims. The interiors of all cargo pits on aircraft are periodically inspected by Sales and Service and Maintenance personnel. All sharp edges on the floor or walls of the cargo areas are worked over and smoothed down. A kit of tools needed for on-the-spot repairs are used by ramp personnel to work over any rough spots which might damage cargo or baggage. Interline baggage accepted from other carriers is also inspected prior to boarding on Frontier flights with any apparent damage reported to the connecting carrier. By these various approaches to better baggage handling Frontier Airlines will improve its relations with its customers while reducing



KEYNOTING THE SALES AND SERVICE marketing conference with the theme "Creating an Impression of Excellence" is William J. Mitchell, vice president of sales and service. Fielding many of the questions from the floor is Elton Snoke, manager of stations.



RECOGNITION FOR OUTSTANDING personal effort on behalf of Frontier Airlines was given at the sales and service meeting. Salesman of the Year was Jerry Bacon, TUS; Sales and Service Manager of the Year was Robert Anderson, CYS; Stewardess of the Year was LaVonne Peterson, DEN; Pilot of the Year was G. H. "Swede" Nettleblad, DEN; and Mechanic of the Year was Edward Pellerin, DEN. Also recognized in appreciation for her 13 years of service as a stewardess was Dee Lanick, DEN. Dee is now using her background knowhow in Frontier's reservations office in Denver.

the expense of repairing or replacing damaged or lost luggage.

A wrapup feature of the conference were three different symposiums which covered an hour-long question and answer period going over the various subjects covered during the previous meetings. Sales and Service Managers and sales personnel were split up into three groups

and met in separate rooms with various department heads for greater clarification of presentations and for the answering of questions which needed further clarification. These were real nut and bolt sessions with almost everyone participating in the discussions.

In looking back over the conference the big impression which most of those par-

ticipating retained for future use was the increased feeling that Frontier Airlines was reaching a new high in stature as a company. More and more of us felt that "We" are Frontier Airlines to the general public and that each of us now held a more important position in our community as the direct representative of the airline. To create the impression of excellence in our dealings with others we all needed to do a better job of preplanning our work and by anticipating problems we go a long way in eliminating them before they actually developed. There also grew out of this conference a greater attitude of mutual respect for each individual in the company and the role which each department was playing in furthering the growth and progress of Frontier Airlines.

It all added up to the best prepared, best presented and most attentively participated conference ever held by Frontier Airlines. There was every indication that all those fortunate enough to attend the sessions went back to their jobs with a greater degree of pride in themselves and in their company.

COFFEE BREAK . . .

By Joanne Hinkson

Well, Sadly or gladly enough (at this point, I'm not sure which), this will be my last Coffee Break and my last Sunliner News. Since I'm about to become a mother, I'll be quitting the middle of May to settle down to the problems of a new career.

Enough of that, though, for the interline business goes on. People, and more specifically, Frontier people continue to travel and that's what I'm here to talk about. So on with it.

Alitalia Trip to the African Bush Country

Mention was made once before in this Column of the possibility of an African safari via Alitalia's special interline tour, and then I found that Wayman McElhaney, Albuquerque station agent, had just taken such a trip. Here is his firsthand account of that lifetime dream come true:

"Recently I took an extensive camera safari through the East African countries of Kenya and Tanganyika by taking ad-

"The following night, I slept through and missed the thrill of hearing elephant trumpeting nearby and knowing that a large pride of lion came into camp and prowled and growled around the tent. Something I didn't miss, however, was meeting three different people in remote areas of East Africa who had just flown on Frontier Airlines. One was a Belgian who flew from Tucson to Phoenix and the other two, Americans, had flown from Salt Lake City to Jackson and Denver to Grand Junction.

McElhaney says the entire trip cost less than \$800, so think about it. Could sure be a lot of fun for a hunter desirous of getting something larger than an elk.

SAS Scores Again

Everyone's flying SAS, us included. My husband and I took our last large interline fling a couple of months ago when we went again to Europe through the help of SAS. This time we took in Rome, Zurich, Madrid and Lisbon. Rome was wonderful as usual, Zurich was cold, but European and beautiful, Madrid, somewhat off the beaten path, was great fun and so inexpensive it is almost ridiculous, while Lisbon, again a little bit off the usual track, has great food, lovely scenery, Mardi Gras fun and wonderful weather all in one. My only thought is, I kind of hate to get out of the airline business—it makes travel so inexpensive and desirable.

Keep traveling. As you know, travel makes you a more capable, interesting and useful employee in your job, since your job is making air travel more attractive to others.



(PHOTO BY JAPAN AIR LINES)

MRS. MARY MARR (third from left) IBM, Frontier, and 28 other airline employees recently toured Japan and Hong Kong via JAL. Pictured are (left to right) Mike Walsh, tour conductor, JAL; Lee Brusse, UA; Mrs Marr; Pat Kerner, EA; Rosemary Niehouse, TW; Joyce Whitting, WA and Hiroko Furuya, JAL hostess. Similar JAL tours will begin November 20 and 27.

vantage of SAS's Area Fare No. 2 and Alitalia's reduced rates. Using these airlines, I flew to Nairobi, Kenya after spending a few days in Copenhagen and Athens and began preparations for my exciting trip into the African Bush country.

"After arrival my trip started off miles from downtown Nairobi, I photo the end of the trip, the safari was most graphed ostrich, zebra, giraffe, wildebeeste, baboon, cheetah and lion on a fresh kill (I was within 25 feet of these lion). But this was small game and for larger animals, my African driver-guide and I headed south to the Tsavo area. Here I photographed many species of antelope and, through the guide's careful vehicle maneuvering, we were able to get within thirty yards of many elephant where I took pictures again.

"The safari continued into Tanganyika, around Mt. Kilimanjaro and into the Rift Valley. Here I took many pictures of Cape buffalo, Africa's most dangerous game, from no further than fifty yards and at some distance from the vehicle. I understand this is somewhat risky, but certainly worth it. There are also many rhino, zebra and lion in this area. I photographed rhino in complete safety from forty feet and lion came into the camera rangefinder at twelve feet.



(PHOTO BY PHOENIX CHAMBER OF COMERCE)

WEATHER AND WATER'S FINE— and that is how it will be during the 3rd Annual Airline Sun Country Holiday in Phoenix October 22-25, 1964. Here, left to right, Gladys Warfel of TW, Vee Young of Frontier, Kit Manley of AA and Sue Delano of CO preview the Ramada Inn pool.

Boyle Eats His Hat



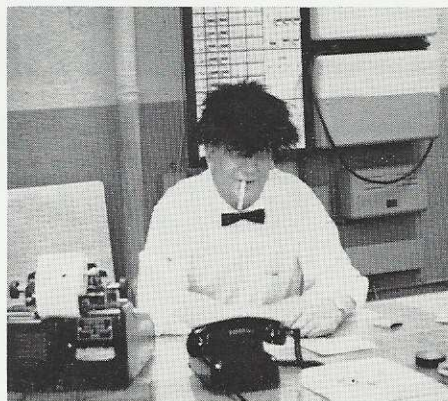
IN A BET WITH Ken Smith, director of sales, Robert Boyle, Frontier's regional sales manager in SLC, vowed he would eat his hat should it take less time than he thought to accomplish the goals of the Community Sales Program. A dash of salt and pepper makes his fedora a little more palatable.

HATS THAT BLOOM IN THE SPRING TRA-LA



ALL WORK AND NO PLAY? HUH-UH! Having a ball modeling the creations of co-worker Sally Vocke, Pat Stutheit, Helen Rasmussen, Betty Lavesque and Claire Almquist combine business with smiles and styles.

SWONGER GROWS HAIR



IF YOU HAVE DIFFICULTY recognizing this individual, it's George Swonger, supervisor production control, with hair. In a weak moment, he joined the Beetle craze with these startling results.

SERVICE AWARDS STEWARDESS GRADUATION SCORES IN ABQ



Earned in 1964 January through May

15 YEAR PINS

Charles H. Buckingham,
Dispatcher, DEN

Dewey C. Penley,
Station Agent, MTJ

James O. Seamster,
Station Manager, GJT

Clarence A. Beardsley,
Captain, DEN

James A. Lynch,
Senior Accountant, DEN

Romonis I. Markwart,
Captain, PHX

Calvin E. Reese,
Station Manager, PHX

Glenn C. Gettman,
Captain, DEN

Douglas N. Black,
Senior Accountant, DEN

10 YEAR PINS

P. Kerry Allen,
Station Manager, FLG

Glenn R. Emmons,
Station Manager, LNK

Leslie D. Bendickson,
Station Manager, LAR

Donald D. Bonds,
Assistant Dispatcher, DEN

Daniel H. Fink,
Dispatcher, DEN

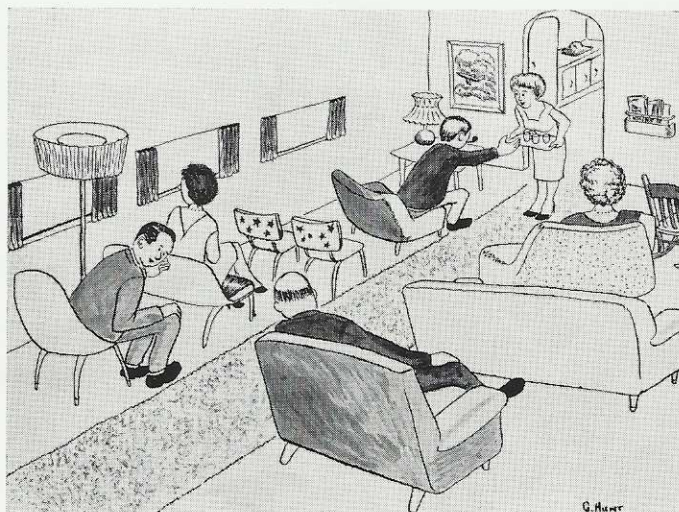
Glenn Robinette,
Mechanic, DEN



A GREAT DEAL OF favorable publicity accompanied the graduation of a class of Frontier stewardesses in Albuquerque. Besides being viewed on television, radio and in newspapers, a large billboard called attention to them in downtown Albuquerque. Framing the billboard are William J. Mitchell, vice president of sales and service; Nancy Brown, Irma Buss, Kathy Hoskins, Claudia Schardt, Jeanette Sciacca, Joann Evtatz and Vee Young plus Chief Stewardess Vi Lester and William S. Hepple with Markham.



DISPLAYING A MODEL are four recent graduates of one of the smaller Frontier stewardess groups. They are (left to right) Susan Tobin, Kay Warner, Kathryn Halter and Diane Smith.



SOMEHOW
YOU CAN
always tell a
former
stewardess of
Frontier Airlines.
Gordon Hunt, **BILLOO.**

Travel Shows Sell "Best In West" Attractions

For the first time in the history of Frontier Airlines, the company took part in three of the nation's largest travel and vacation shows. Starting in New York City on February 2, Chicago on March 21 and finishing in Los Angeles on April 2, the services of Frontier Airlines were exposed to an estimated 3.5 million people.

Our travel and vacation booth, which was decorated with pictures of the areas in which we offer tour programs, included a Frontier stewardess and an Indian Princess, both of which were well accepted.

Primary purpose of our participation in these travel shows was to expose people in America's three largest cities to the advantages of traveling with Frontier while using our now-famous \$100 Vacationland Area Fare. Regional sales managers LaGuardia, Morphis and Rowley, who were in charge of the booths, reported they handed out better than 35,000 information cards on the \$100 fare, plus Frontier's ski and Arizona package tours.



LOS ANGELES WAS THE THIRD city in which Frontier Airlines portable vacation booth was featured in the outdoor and travel show. Questions about the packaged tours came thick and fast from the crowds in front of Frontier's booth which kept (left to right) Carolyn Woodward, Phoenix stewardess; Bill Rowley, regional sales manager, Phoenix and Joan Hetzler, Denver stewardess extremely busy each day of the show.



DURING THE OUTDOOR and Travel show held in New York City, Wyoming's representatives from that state's neighboring booth join with Frontier Airlines for publicity pictures which are later circulated throughout that state. (Left to right) surrounding Navajo Indian June Martinez (center) who was Queen of the show are Jim Simon, assistant director Wyoming Travel Commission; George Veto, advertising publicity, State of Colorado; Bill Viehekamp, Goff Creek Lodge, Wapita, Wyoming; Hank Dais, Cody, Wyoming Chamber of Commerce; Jan Key, Frontier stewardess and Hal Haney, advertising publicity, State of Colorado.

For the past two years, Frontier has employed several Indian princesses to help on special promotions—and the rewards of having these girls in attendance were interviews and pictures in local newspapers in each city, as well as appearances on television and radio. Our Indian princess in the New York show was also named Queen of the Show.

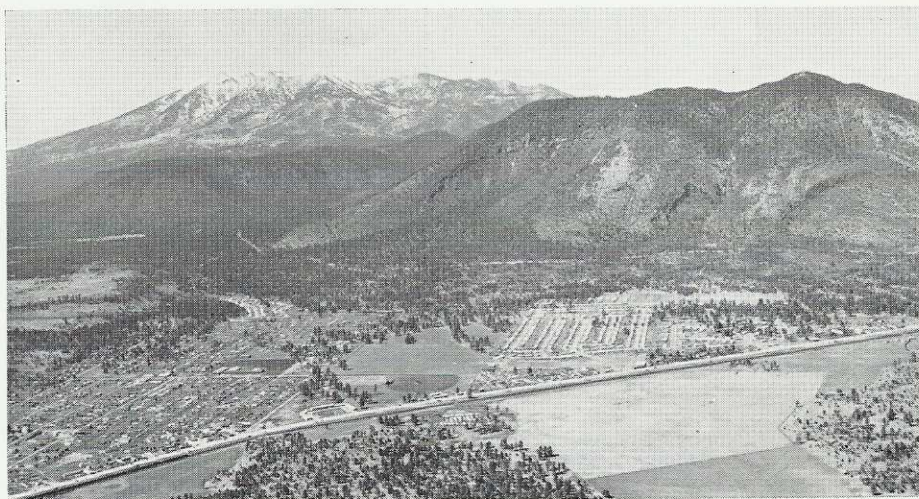
Frontier will continue to take an active part in shows of this type in the future as they afford us an opportunity to expose our services to many potential customers.

United Introduces 727 To Frontier Personnel



UNITED AIR LINES' welcome mat was out for Frontier Airlines personnel to get better acquainted with the new tri-jet Boeing 727. Mr. L. Elsworth Perry, United's Denver regional sales manager, extended the invitation following Frontier's sales and service conference at which he was a guest interline speaker. Backing up Mr. Perry is Lawrence C. Sills, Frontier's manager tour, agency and interline sales, (front row) and a pleneload of sales and service managers, regional and city sales managers and reservations personnel. All of them enjoyed the quiet, vibrationless ride at they sipped champagne high over the Rockies.

Profile — Flagstaff, Arizona



FLAGSTAFF, GATWAY TO THE GRAND CANYON and other scenic wonders in northern Arizona, is nestled at the foot of the San Francisco peaks, highest point in Arizona. Excellent skiing is a featured attraction at Mont Agassiz which is 12,200 feet, the second highest point in the range.

By P. KERRY ALLEN, FLGOO

A centennial celebration of Independence Day on July 4, 1876 at Old Town Springs in what was then part of New Mexico Territory brought about the re-naming of the community. One of the members of a wagon train climbed a nearby pine tree, lopped off its top branches and tied to it the American flag in commemoration of the holiday. This was the official beginning of Flagstaff, the transportation, trade and cultural hub of northern Arizona.

Flagstaff is the city of seven wonders. Thousands of visitors from all countries of the world use Flagstaff as a jumping off point to Grand Canyon National Park, the colorful Oak Creek Canyon, the national monuments of Walnut Canyon, Sunset crater and Wupatki, and the impressive San Francisco Range topped by Humphrey Peak with its 12,670 foot elevation the highest point in Arizona. Skiers know the mountain as the home of the Arizona Snow Bowl ski area.

The in-town campus of Arizona State College attracts students from across the nation particularly in the summer months which is capitalized on with the slogan "where the nation gathers for summer school." Nearby the telescope of world famous Lowell Astronomical Observatory made the most of the clear skies above Flagstaff to discover the Planet Pluto some years ago. The observatory is now assisting the United States Air Force in mapping out space for the future travel of our astronauts.

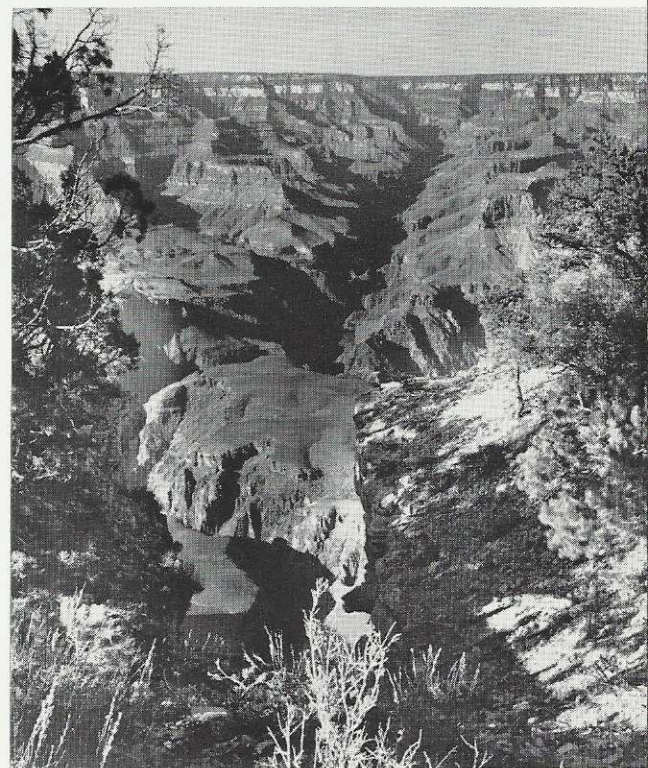
Because of its high altitude of over 7,000 feet, Flagstaff is a favorite summer gathering place for vacationists from the Southwest. The world's largest ponderosa pine forest, the Conconino National Forest not only provides shade and a scenic setting but much of the lumber for building homes throughout the Southwest. Lumber is one of the mainstays in the economy of Flagstaff.

For many years, the city of Flagstaff has also been the favorite trading post for the Indians of northern Arizona. The bright costumes and unusual silver and turquoise jewelry of the Navajo and Hopi peoples are to be seen daily on the streets of Flagstaff as they carry on their shopping.

Although Flagstaff was twice wiped out by fire in the 1880's, it is still one of Arizona's "hottest" towns. Residing within the city limits are 25,000 people and its shops and services cover a trading area of more than 100,000. There is much of the unusual, the colorful and the practical in the makeup and economy of Flagstaff which straddles U. S. Highway 66 and the Santa Fe Railroad. A third dimension of transportation was added in 1950 when Frontier Airlines began serving this fabulous city. For over 10 years Frontier has successfully packaged and promoted travel to Flagstaff for a trip to the South Rim of Grand Canyon National Park. This tour continues to be the most popular of all tours being sold by the airline. Frontier's five daily round trip flights connect fabulous Flagstaff with Frontier's gateway cities of Phoenix, Albuquerque, Denver and Salt Lake City.

A 5-man Frontier staff headed by P. Kerry Allen, sales and service manager, does an excellent job of representing the company in this community. Mr. Allen is assisted by Dennis Barner, H. Lee Davis, David McCall and George Silbernagel.

FRONTIER AIRLINES SERVES Flagstaff with five daily round trip flights each day of the year. Visitors from all parts of the world use the air service in their vacation plans to see Grand Canyon National Park. Flagstaff Airport is one of the highest on Frontier's system. The airport elevation is 7,200 feet.



GRAND CANYON OF THE COLORADO RIVER, one of the better known national parks of this country, is reached by Frontier Airlines through the Flagstaff gateway. The south rim of the Canyon is open all year round with excellent overnight accommodations at El Tovar Hotel and Bright Angel Lodge.



JIM LYNCH HEADS P. W. P.



Jim Lynch, senior accountant, and 15-year pin winner with Frontier Airlines, is the newly-elected president of the Denver Chapter of Parents Without Partners. Father of two sons, Terry, 10 and Mike 8, Jim joined the P.W.P. as a charter member two years ago and helped the organization grow to its present membership of 400. Parents Without Partners is an educational organization made up of parents (widowed, separated or divorced) who have joined together to develop a self-help program in rearing their families and adjusting to a new social situation. It is a national organization founded in 1957 with a total membership of over 15,000.

Three other Frontier personnel have joined Jim in the activities of Parents Without Partners. They are Chick Stevens, supervisor of flight operations training, Edward Willard, ground radio mechanic and Emily Bryant, accounting.

VIPs FLYING FRONTIER



EARTH ORBITING ASTRONAUT Wally Schirra had a birthday party at the Flagstaff Airport upon his arrival with fellow astronauts who are members of the Apollo and Mercury astronaut teams who will one day be making trips to the moon. All of the team members arrived Flagstaff via Frontier Airlines to carry out training programs which included a hike down into the Grand Canyon and studying the Meteor and Sunset Craters in northern Arizona to get them better acquainted with conditions that might be found on the moon. They are (left to right) Schirra (with cake), Donald K. (Deke) Slayton, Marvin (Gus) Grissom and Gordon Cooper with Flagstaff Mayor R. W. Wheeler (left) looking on.



MIKE GOLDWATER, son of presidential aspirant Senator Barry Goldwater of Arizona, flew Frontier in contacting college groups on Frontier's system in support of his dad's campaign. While in Denver, he was met by Vern Carlson, assistant to the president for Frontier.



ACTOR AND HUMORIST Hans Conreid, often on the Danny Thomas and Pantomime television shows, exchanged quips at Stapleton Airfield before boarding his flight for a presentation at North Dakota State Teachers College in Dickinson.

Sunliner News

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