

# Sunliner News

VOL. 14—NOS. 5 AND 6

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## FRONTIER BUYS FIVE BOEING 727's



**FIVE BOEING 727's** are on order with option for 5 more. The tri-jet aircraft will be used on Frontier's present system and will be available for new air routes for which the carrier has applied in the Pacific Northwest/Southwest case.

Frontier Airlines announced an agreement with the Boeing Company to purchase five 103-passenger pure jet Boeing 727 aircraft. The agreement also includes an option for five more of the tri-jet 600 mile per hour aircraft, according to Lewis W. Dymond, President, Frontier Airlines and William M. Allen, President of the Boeing Company.

The agreement calls for delivery of the first aircraft during January, 1967. One additional B-727 would be delivered each month thereafter.

Total purchase price of the ten B-727 fleet will approximate 55 million dollars.

Commented Mr. Dymond, "It is Frontier's intent to use the B-727 aircraft on our existing 11-state system in the west beginning March, 1967. The new 103-passenger jets will also be available to inaugurate service on the new routes under consideration in the Pacific Northwest/Southwest Service Case.

Frontier's application for new long-haul routes is currently being heard by the Civil Aeronautics Board. New one-plane, one-carrier service with B-727 equipment between Seattle and New Orleans is proposed.

### Elimination of all Subsidy — Goal of Frontier Airlines

"The opportunity to eliminate subsidy for Frontier Airline's eleven-states operation is one of the major goals of Frontier Airlines in the Pacific Northwest/Southwest Service Case," stated Lewis W. Dymond, President and Chairman of the Board of Frontier Airlines, in proceedings before the Civil Aeronautics Board.

It is Frontier Airlines' position in this important case that Frontier can provide an excellent scheduling of daily flights between all major markets involved in the hearing, operate the finest jet service with its Boeing-727 equipment while at the same time providing the best of local and longhaul service in the Western region of the United States on a self-sufficient basis.

In Frontier's original application in this case, the company made two pledges: First, "We pledge to continue our local service on a fully adequate basis." Secondly, "We also pledge to operate the proposed

*(Continued on Page 2)*



## **Pacific Northwest/Southwest Case**

The application of Frontier Airlines to the Civil Aeronautics Board for long-haul routes between the Pacific Northwest and Texas, New Orleans, Kansas City, and St. Louis via Salt Lake City, Denver, and Albuquerque is a major innovation in air transport development since it is the first time a local service carrier has applied for major long-haul routes which will have the effect of eliminating the need for subsidy on the existing local service routes. Frontier proposes to operate Boeing 727 jet aircraft between Seattle, Phoenix, Salt Lake City, Denver, Albuquerque, Dallas, San Antonio, Houston, and New Orleans; and between Seattle, Portland, Salt Lake City, Denver, Kansas City, and St. Louis under a service pattern which will provide fast and frequent services for all of the cities on the proposed route and for other Frontier cities which will be integrated into the proposed long-haul services.

Included in Frontier's schedule pattern are through services from Rapid City, Jackson, Farmington, and Grand Junction to points in Texas and Louisiana; from Phoenix, Tucson, and Colorado Springs to Lincoln, Kansas City, and St. Louis; and from Colorado Springs to Seattle.

The Boeing 727 aircraft is the best possible aircraft for this route. The 727 is second to none in terms of passenger comfort and speed; and it operates most economically over both short and long hauls without penalties with respect to range or payload. In addition, the 727 is well adapted for efficient operations over the prime segments of Frontier's existing routes.

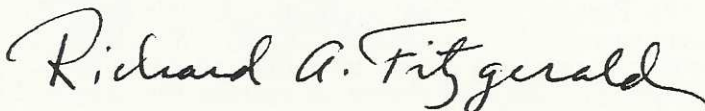
Frontier's President, Mr. L. W. Dymond, has pledged that the company will continue the same high quality of regional service which it presently provides and that all profits from the proposed route over and above a reasonable return will be applied to the reduction of subsidy need.

Ten major trunkline carriers have applied for the route in addition to Frontier, and the competition for the award will be very strenuous; however, no other applicant can show the benefit which is involved in the strengthening of its route system as can Frontier.

Hearings in the case began in Seattle on August 10 in Denver August 16, in Houston August 24, and in New Orleans on August 31. These field hearings were devoted to presentations by the civic parties. In early September, hearings began in Washington where the air carriers present their cases.

After the hearings, the parties will prepare and file briefs to the C.A.B. Examiner, who will in turn prepare an initial decision in which he will decide the routes to be established and the carrier or carriers to operate such routes. Thereafter, the parties will have the opportunity to petition the Civil Aeronautics Board to review the decision, and in all probability, the Board will receive briefs and hear oral argument on the case and thereafter make a final decision.

It is presently estimated that the decision will not be forthcoming until the end of 1966.



Vice President-Legal and Secretary.

## **Highest Passengers/Financial Gains Reported By FAL**

Record breaking passenger boardings during August produced the highest financial gains in the 19 year history of Frontier Airlines.

A total 74,245 passengers flew on Frontier flights during August for a 21 per cent increase over the 61,290 flown during the same month one year ago. This increase produced a record operating profit of \$524,970 for a 105 per cent increase over \$256,652 for August 1964. For the first eight months in 1965, operating profit amounted to \$2,102,426, a 41 per cent jump over \$1,495,899 for the first eight months of 1964.

The August net profit, after taxes, of \$145,168 is up 49 per cent over the \$97,425 of August 1964. Year-to-date figures of \$744,540 top by 20 per cent, the \$618,973 reported for the same period last year.

Total revenues during August of \$2,370,803 increased 21 per cent over the \$1,957,540 reported for August of 1964. Total revenues for the eight month period, 1965 amounted to \$16,178,603 as compared to \$14,766,955 in 1964 in spite of \$791,309 reduction in Federal subsidy.

Earnings per share for the year through August, equal \$.59 compared with \$.49 for the same period last year based on the 1,264,418 shares outstanding as of August 31, 1965.



## **Elimination of all Subsidy — Goal of Frontier Airlines**

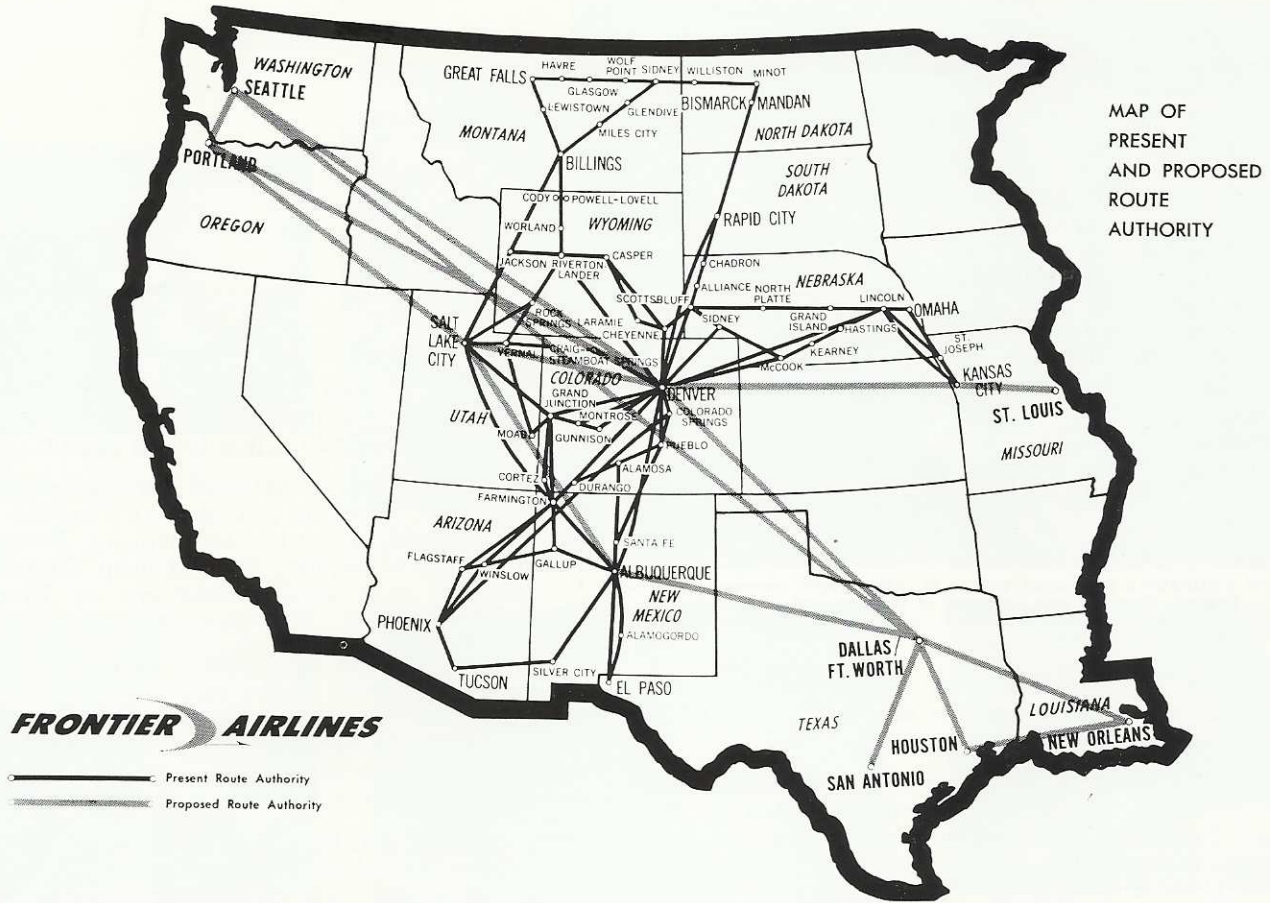
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route on a non-subsidy basis and to apply all profits, over and above a fair return on investment, to the reduction and elimination of our subsidy requirement for our local service routes."

In his testimony, Mr. Dymond remarked, "The fact that we can achieve a 260 per cent increase in commercial revenues with only a 21 per cent increase in departures and a 40 per cent increase in aircraft hours is the key reason why Frontier can go from a heavily subsidized to a subsidy-free status for operating the routes applied for in this case."



# C. A. B. Hearings Begun In Pacific NW/SW Case



NEBRASKA'S GOVERNOR Frank B. Morrison (right), outlines highlights of Nebraska's endorsement of Frontier Airlines' proposals in Pacific N/W-S/W Area Case for new major routes to Lewis W. Dymond, President and Chairman of the Board of the Denver-based carrier.

"There are exactly 6½ million good reasons why Frontier Airlines should win new air routes from the Pacific Northwest to the Gulf of Mexico and between St. Louis and Seattle. Each of these reasons is a dollar now coming from the American taxpayer to take care of the Federal subsidy presently needed by Frontier to serve the remote and sparsely settled communities which dot its present 11-state system."

This was the summing up of a basic premise of the airline's case by Frontier's President and Chairman of the Board, Lewis W. Dymond as the Civil Aeronautics Board began a full month of area hearings during August to determine the need for new routes and air service in the large and extremely important Pacific Northwest/Southwest Area Case. It is Frontier's position in this case that if the airline is awarded new routes it would be able to entirely eliminate Frontier's subsidy requirements. In the process, Frontier would become a strong regional carrier providing the best type of local and longhaul service in the western region of the United States on a self-sufficient basis.

Hearings were conducted in Seattle, Denver, Houston and New Orleans by Hearing Examiner Ross I. Newmann in which 110 pleadings for service were made by cities, states and interested individuals. Legal staffs of 13 airlines were also involved in the proceedings to evaluate testimony and carry on cross examination of witnesses.

Beginning on September 13, the CAB hearings move to Washington, D. C., at which time each of the air carriers in the case present testimony to support their position for new routes. These Washington hearings are expected to go on through the month of October.

(Continued on Page 6)



# Boeing 727 Jet Order And Option Totals \$55 Million



BOEING COMPANY'S PRESIDENT William M. Allen (right) expresses his pleasure to Lewis W. Dymond, President and Chairman of the Board of Frontier Airlines, on the announcement that Frontier would be buying five of the tri-jet Boeing 727 jets with an option for five additional aircraft.

"Frontier Buys Five Boeing 727s" was the front page, 8-column banner headline across the top of the Seattle Daily Times the evening of August 9.

At a luncheon meeting earlier that afternoon Lewis W. Dymond, President and Chairman of the airline's Board of Directors, had announced the carrier's intent to buy the five 103-passenger tri-jets for use on Frontier's present 11-state system. Should Frontier be successful in its application for new major routes in the Pacific Northwest/Southwest Area Case

it would also exercise its option for five additional 727s to bring the total investment for the passenger-appealing jets to \$55 million.

At the time of this jet purchase announcement Mr. Dymond stated that Frontier would undoubtedly go into the twin-jet Boeing 737 program to replace the jet-prop Convair 580 aircraft now used extensively on Frontier's present system.

Later in the afternoon a group of Frontier officials were present in the executive offices of the Boeing Company to witness the actual presentation of a check by Mr. Dymond to Mr. J. B. Connelly, Vice President and Assistant General Manager of the Commercial Airplane Division of The Boeing Company.

This was followed by a tour of the gigantic hangar areas where the tri-jet 727s are manufactured. Also highlighted was a look at the full scale mockup of the twin-engined Boeing 737 which would round out Frontier's plans for a pure jet fleet.



TOURING THE BOEING COMPANY PLANT where B-727s are being fabricated stewardesses Ellen Quinn and Diane Terry get a few pointers on the installation of the three turbine engines from Howard Quigg, Public Relations Representative with the Boeing Company.



FINAL AGREEMENTS FOR PURCHASE OF B-727s are witnessed by Frontier Airlines' officials meeting in Boeing's Commercial Airplane Division in Renton, Washington. (Front row, left to right) Boeing's Vice President and Asst. General Manager, J. B. Connelly, and Frontier's President, Lewis W. Dymond and Director John P. Dahl. (Back row): M. Edward O'Neil, Vice President, Operations and Maintenance, William J. Mitchell, Vice President, Sales and Service, Richard A. Fitzgerald, Vice President, Legal and Vern A. Carlson, Asst. to the President.



# Those Magnificent Men and Their Flying Machine

OR

(How We Flew From Houston To Denver In One Hour 29 Minutes)



**THOMAS F. O'NEIL**, Board of Directors  
Chairman of the Board, The General Tire  
and Rubber Company, RKO General, Inc.



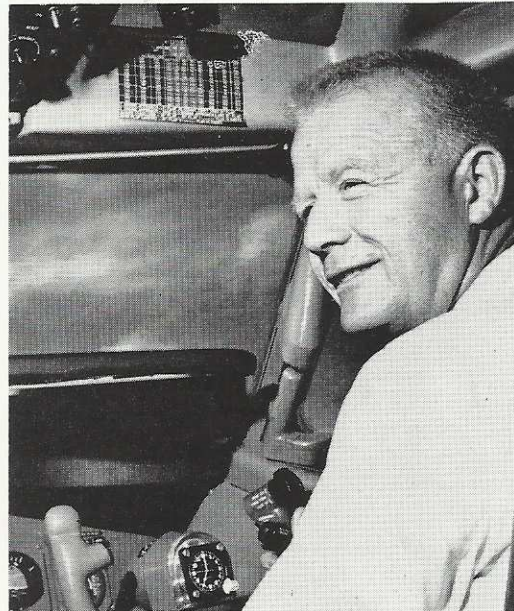
**GRAND TETON MOUNTAINS** backdrop the B-727 at Jackson, Wyoming. FAL will fly Denver-Jackson in less than one hour with the aircraft.



**JOHN B. POOR**, Board of Directors  
President, RKO General, Inc.



**EDWIN C. McDONALD**, Board of Directors  
Director,  
Metropolitan Life Insurance Company



**LEWIS W. DYMOND**, Chairman of the Board,  
President, Frontier Airlines, Inc.



**HOADLEY DEAN**, Board of Directors  
President, Western South Dakota  
Development Co.



**WESTON E. HAMILTON**, Board of Directors  
Vice President, Zions 1st  
National Bank



**JOHN P. DAHL**, Board of Directors  
President, Uncle John's Restaurants, Inc.



**WILLIAM J. MITCHELL**, Vice President  
Sales and Service Frontier Airlines, Inc.



**FIRST TIME** for a commercial aircraft of this size and type to land at Casper, Wyoming.



**WILLIAM M. GROODY**, Treasurer  
Frontier Airlines, Inc.



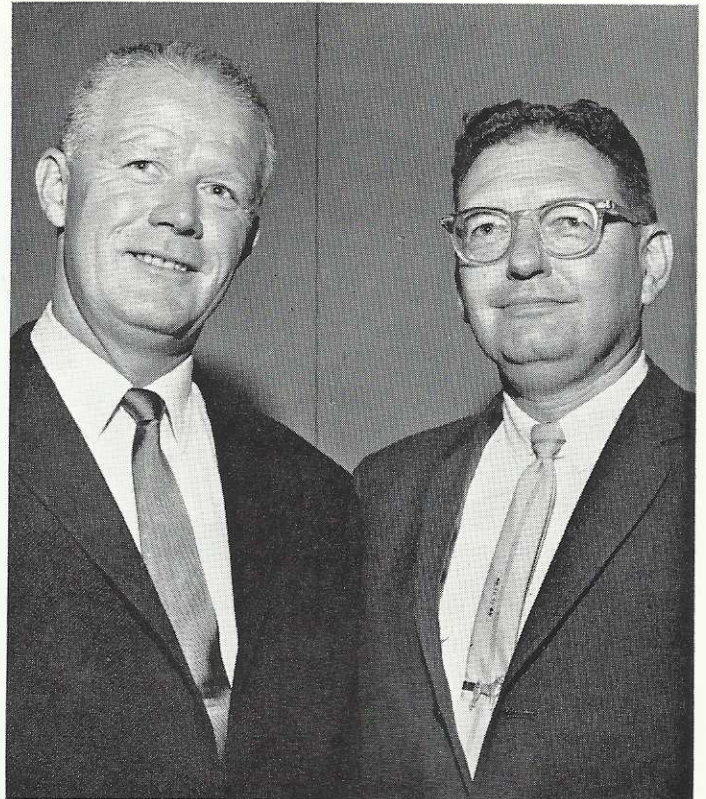
## C. A. B. Hearings Begun In Pacific NW/SW Case

(Continued from Page 3)

In testimony submitted by expert witnesses in each of the area hearings, it was emphasized time and time again that present air services were limited, necessary connecting services were time consuming and confusing and that the potential travel market involved in this hearing could best be served only by the certification of one-carrier service to all cities involved in the hearings.

Frontier Airlines proposes service between the Pacific Northwest cities of Seattle and Portland; the Southwest cities of Dallas/Ft. Worth, Houston, San Antonio and New Orleans and the St. Louis/Kansas City area via Denver and Salt Lake City. These routes would be operated with Boeing 727 tri-jet aircraft carrying 103 passengers, providing both first class and coach service. Also directly benefited by Frontier's plans would be the Frontier-served cities of Tucson, Phoenix, Farmington, Albuquerque, Rapid City, Lincoln and Jackson with improved connecting service affecting every city on Frontier's present system with all of the major markets involved in the case.

On the day before the beginning of the Seattle hearings, Frontier Airlines announced its order for five B-727 jet aircraft with an option for five additional planes for a total order of \$55 million. Frontier would begin using the new jet equipment in March, 1967 on its present system and would be in a position to immediately begin jet service over any new routes resulting from the Pacific Northwest/Southwest Case by the time that the CAB issues a new certificate of convenience and necessity to operate the routes. Adequate financing of Frontier's proposals will be avail-



**DURING C.A.B. HEARINGS IN HOUSTON** Lewis W. Dymond, Frontier's President, and Hearing Examiner Ross I. Newmann, meet for a moment before a full day of civic presentations get underway.

able in the form of equipment leases, bank loans and other financial sources. If needed, Frontier also has the full support of RKO General and its parent, General Tire and Rubber Company.

Frontier pledges in its application in this hearing to continue local service to the areas now served on a fully adequate basis. Frontier plans to improve service routes by replacing DC-3 equipment with jet-powered Convair 580s and by adding pure jet service over those segments which are suitable for service with small jets.



**HOUSTON'S MAYOR** Louis Welch outlines his city's needs for direct, one-carrier air service to the Pacific Northwest during hearings conducted by Ross I. Newmann of the Civil Aeronautics Board.

All twelve of the airlines in this case present their case before the Hearing Examiner Ross I. Newmann in Washington, D.C. With each carrier being heard in alphabetical order Frontier Airlines will present its witnesses in early October.

Final Civil Aeronautics Board decision in this important case is likely to be made in late 1966.



## Frontier Buys \$1.5 Million Information System

Purchase of a \$1.5 million total airline information system by Frontier Airlines was announced earlier this month. Frontier is the first air carrier to implement an all-inclusive computerized system of this kind.

A contract was signed with International Business Machines Corporation for delivery of two System/360, Model 40's. The two computers will handle all of Frontier's reservations, message switching and data processing functions. It will be one of the largest and most complex commercial data processing installations in the area.

Frontier's decision to incorporate its many detailed operations into one totally new electronic system was made following an 18 month study of the airline's fast growing requirements. Such requirements would include the present Pacific Northwest/Southwest air service case which would afford Frontier new air routes between Seattle, Washington and New Orleans, Louisiana by way of Portland, Salt Lake City, Denver, Phoenix, Albuquerque, Dallas, San Antonio and Houston and between St. Louis and Seattle via Kansas City, Denver and Salt Lake City.

The new system will be used primarily to provide the more than 600,000 passengers carried each year with up-to-the-second reservations information and confirmation.

The faster computer reservation service will be made possible by 24 devices much resembling home television sets with a typewriter keyboard. The device, IBM 2260 Visual Display units, will be used by Frontier reservation agents to answer queries about future flights. They are connected to the memory of the System/360 and provide a visual display on demand of flight information and complete passenger reservations records. Once a reservation is made by a passenger, the agent can enter the reservation into the computer memory with the keyboard on the 2260. This faster and more accurate reservation service will be available to all of the 64 cities served throughout Frontier's 11-state system.

Operational date for the new data processing system is scheduled for September, 1967. The data processing center will be located at Frontier's general offices in Denver. The System/360 will also be used in automatic handling of the airline's teletype traffic. This will include the routing of operational and administrative messages between all points on Frontier's system.

This message switching function will also be used for the collection of information required to generate daily management information reports. Other functions to be included in the new data processing system are—accounting, payroll, statistics, budgeting, aircraft operation and maintenance reports.

Frontier will be the first air carrier to operate a new system called FARS (Frontier Airlines Reservations System), now being developed by IBM.

## 17 New Faces Flying The Line



Sharon Anderson DEN; Delores Gibler DEN; Carol Meyer SLC; Betty Longstreet DEN; Carole Lord DEN; Linda Case PHX; Janice Savoy SLC; Yvonne Kelly DEN.



Sharon Swingler SLC; Colleen Gregg DEN; Ann Barton DEN; Kathleen O'Connor DEN; Joan Genaro DEN; Sandra Hurley DEN; Judy Petrucciani DEN; Ann Percival DEN; Rita Thomas DEN.

## Writers Take "Trip Into Yesterday"



Beginning their "trip into yesterday" aboard the Silverton Narrow Gauge Train in Durango, Colorado, Chicago travel writers personally tour FRONTIERLAND in a joint travel promotion between Frontier and Continental Airlines. The Silverton is the nation's last regularly scheduled steam powered narrow gauge train in operation. (Left to right are): Edward A. Roe, Director of Advertising, Denver Rio Grande Western Railroad; Arthur Giffin, FAL Sales Representative-Denver; Alfred Borcover, Assistant Travel Editor, Chicago Tribune; William Kiedaisch, Feature Writer, Chicago Daily News; Mrs. Bennett King; Mrs. James Martin and James E. Martin, District Sales Manager, Continental Airlines-Denver.



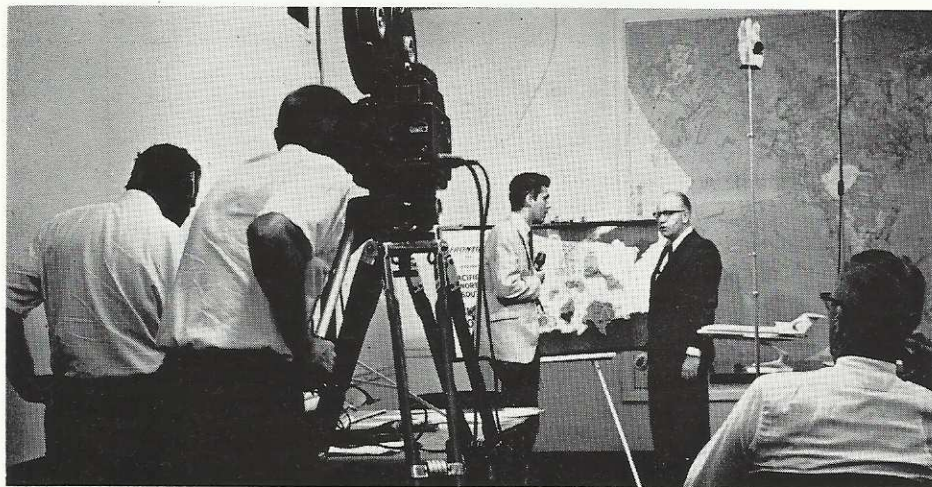
# NW/SW Route Case Presentations Made In Ten Cities



**SPEAKING TO HOUSTON BUSINESSMEN AND CIVIC LEADERS** Frontier's President Lewis W. Dymond outlines the carrier's proposals for new jet air service from Texas to the Pacific Northwest.

Intensive, hard hitting route case presentations were made during July and August by Frontier Airlines management teams in ten of the major cities involved in the Pacific Northwest/Southwest case for which Frontier Airlines has developed a master plan for new one-carrier service with tri-jet Boeing 727

aircraft. To add impact to the personal contacts a colorful eye-appealing flip chart was used to illustrate major points in Frontier Airline's proposals which would directly benefit any city receiving Frontier's service. By these methods, the Frontier story was graphically gotten across to civic leaders, Chamber of Commerce officials, aviation committees and local news media.



**TELEVISION COVERAGE IN ST. LOUIS** has KMOX-TV interviewing Richard A. Fitzgerald, Vice President, Legal on Frontier's plans for new jet service between the Midwest and the Northwest.

In most of these presentations, it was the first opportunity for Frontier officials to meet with city leaders regarding the Pacific Northwest/Southwest case. Many of the meetings were combined with a breakfast or luncheon with others scheduled for mid-morning and mid-afternoon sessions. Six of the presentations were made by Frontier's President and Chairman of the Board, Lewis W. Dymond. He was assisted by Richard A. Fitzgerald, Vice President-Legal, who is handling Frontier's case at both the city hearings held in Seattle, Denver, Houston and New Orleans and



the airline hearings conducted by the Civil Aeronautics Board in Washington, D.C.; Vern A. Carlson, Assistant to the President, and Edward H. Gerhardt, Director of Publicity. Four of the meetings were conducted by Mr. Fitzgerald assisted by Mr. Carlson.

In every instance there were heartening responses to Frontier's proposals. Keen interest was particularly expressed in Frontier's plan to completely eliminate the \$6.5 million in Federal subsidy should the airline be successful in winning major route awards in this case. In each presentation, particular emphasis was placed on Frontier's capabilities to operate major new routes with large pure jet equipment, on the airline's management team which has spearheaded phenomenal industry-pacing growth in revenue passenger miles, passengers and cargo these past three years, on the carrier's unflinching record to keep any promise which it made for improving service and on Frontier's ability to adequately finance any expanded operation.

Although Frontier Airlines did not ask any of the cities to directly endorse Frontier's proposals, there were many individual expressions of support from persons attending the meetings.

In every city, all news media fully covered the meetings and objectively reported the comments made by Mr. Dymond or Mr. Fitzgerald. Newspapers, television and radio all carried detailed accounts on Frontier's position with enumerable personal interviews conducted prior to or following the more formal meetings.

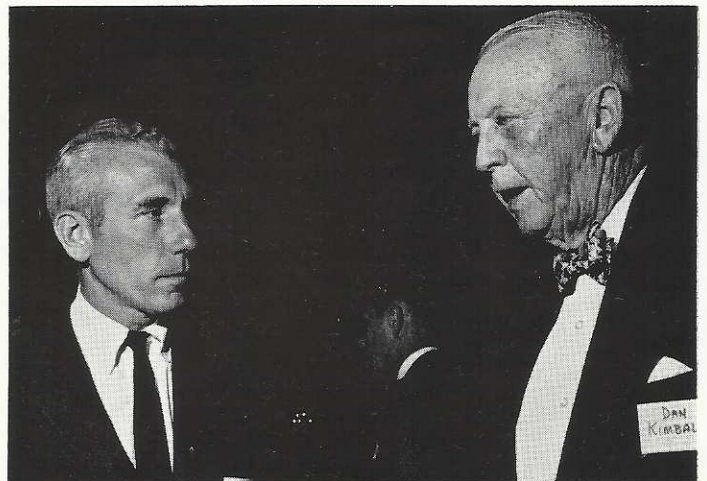
As a result of this direct personal approach telling the Frontier story, the airline made many converts to its proposals for new air service in every one of the cities visited. Frontier's management is now fully confident that the carrier is in an excellent position to receive valuable route awards in this case. In addition to providing much needed one-carrier service to new major markets involved in the case, Frontier's present 11-state system would be greatly strengthened and benefit from improved service.



**KANSAS CITY EXPRESSED A SINCERE INTEREST** in Frontier Airlines' plan for fast jet service to Denver and the Pacific Northwest. Chairman for the Chamber of Commerce's Aviation Committee L. Earl Smith (center), looks over a model of the B-727 with Vern A. Carlson and Richard A. Fitzgerald following a presentation to the city by the carrier.



**NEW ORLEANS AVIATION BOARD CHAIRMAN** Edward N. Lennox gets a preview of how Frontier Airlines' fleet of Boeing 727s will appear from President Lewis W. Dymond during the presentation made in the Crescent City.



**DIRECTORS OF FRONTIER AIRLINES** John B. Poor, President of RKO General, Inc. and Dan A. Kimball, Chairman of the Board of Aerojet General Corp., attended the Frontier Airlines' route case presentation during the quarterly meeting of the carrier's Board of Directors in Houston.



## taking off

William V. Henzey

**T**HE DOOR HAS BEEN OPENED to a new philosophy on local service air-line operations and things may never again be the same. The new thinking—some call it heresy—is that locals probably never will become subsidy-free if forced to continue serving the same short-haul types of routes they now have.

Conversely, the argument goes that locals can be taken off the subsidy list quickly and dramatically by applying the "route-strengthening" yardsticks used in the mid-1950s to build up the smaller trunk carriers. Pushing this idea the hardest is Lew Dymond's Frontier Airlines, which has applied for a trunk route in CAB's Pacific Northwest-Southwest Service Investigation.

This is somewhat of a daring move by a local line. For example, to support fully the trunk route bid, FAL must emphasize its slim chance of becoming self-sufficient under the present system. The carrot of ultimate self-sufficiency that has been held out to Congress for years is, accordingly, withdrawn by at least one carrier.

This is all the more courageous because it comes at a time when an otherwise stingy Congress is telling the locals, in effect, "if you're not getting enough subsidy, come back and we'll give you what you need."

Despite this, the Frontier move is not foolhardy. With more and more locals acquiring pure jet aircraft, their ability, and need, to service higher density routes becomes apparent.

It is not enough to throw a marginal trunk point to a local and feel the local has been strengthened. Nor is it necessary to add locals to markets where there are already a number of trunk operations. But there are areas in which CAB is looking at new routes—such as that sought by Frontier—where a local would seem to be as deserving of consideration as a trunk. And if the carrier can maintain its short-haul routes with revenues from a good trunk-type route, the whole system would benefit.

The trickle-down theory, where good routes support weak segments, is evident throughout the airline industry. If it can be used just to make one or two locals self-sufficient, it is worth a good hard look by CAB.

It was more than two decades ago that CAB adopted the policy that feeder airlines should be established to connect small towns with cities located on trunk routes. For good reasons—at the time—the agency also decreed that the new short-haul carriers should not compete with or be permitted to grow into trunk carriers. The trunk system was subsidized then and to double up on subsidy on competitive route segments would have been foolhardy.

But the picture has changed fantastically since that period. The local service system today is bigger by many key yardsticks than was the domestic trunk system 20 years ago. And this has occurred even with the shackles kept on the local carriers. With the trunk system now self-sufficient, it does not seem unreasonable for CAB to apply some imaginative thinking to help the locals achieve the same end.

To reduce the class rate basis for computing subsidy, which in turn forces service reductions, is a negative approach which Congress clearly has rejected. Even to keep the class rate at the same level and hope for subsidy reduction as traffic grows is a torturous approach with no guarantee of success.

Nor does it seem wise to delay the formulation of a new local service policy until there is a crisis such as hit the helicopter carriers this year.

It must be recognized that as long as the local service system requires subsidy, the opportunities for small commuter and taxi lines will be limited. This in itself is a vast jungle requiring direction. Not only must the private capital invested be protected, but aviation must be given the room it needs to expand at the bottom as well as into huge subsonic jets and supersonic transports at the top.

AMERICAN AVIATION

## SERVICE AWARDS



Earned in 1965  
July Through September

### 15 YEAR SERVICE PINS

S. W. ISAACS, Captain, SLC  
L. A. ALLEN, Captain, DEN

### 10 YEAR SERVICE PINS

M. F. WARD, Mechanic, DEN  
J. J. CRAZE, Inspector, DEN  
R. G. BRICKER,  
Sales/Service Manager, GUP  
F. M. EICHER, Senior Agent, GJT  
R. O. PHIFFER, Station Agent, LBF

### 5 YEAR SERVICE PINS

V. J. RUSSELL, Station Agent RIW  
E. L. ENRIGHT, Secretary, DEN

## Moving Up With Frontier

LOUIS BERETS, Grand Junction's new sales/service manager. Previously from Denver station.

ROYAL BURT, now Denver sales/service manager. Transferred from Frontier's Grand Junction station.

ORA L. GOODE is new sales/service manager in Jackson Hole, Wyoming. Formerly sales/service manager in Glasgow, Montana.

ARTHUR M. KEY now sales/service manager in Glasgow. Previously sales/service manager in Wolf Point, Montana.

RONALD WAGNER in Wolf Point, Montana as sales/service manager. Formerly senior station agent for Frontier in Omaha, Nebraska.

RICHARD T. CUMMINS is Frontier's new city sales manager in Lincoln. Previously FAL's sales representative in Kansas City.

DONALD BROOKS is new JAMTO Representative at Offutt AFB in Omaha. Formerly station agent for Frontier in Farmington, New Mexico.

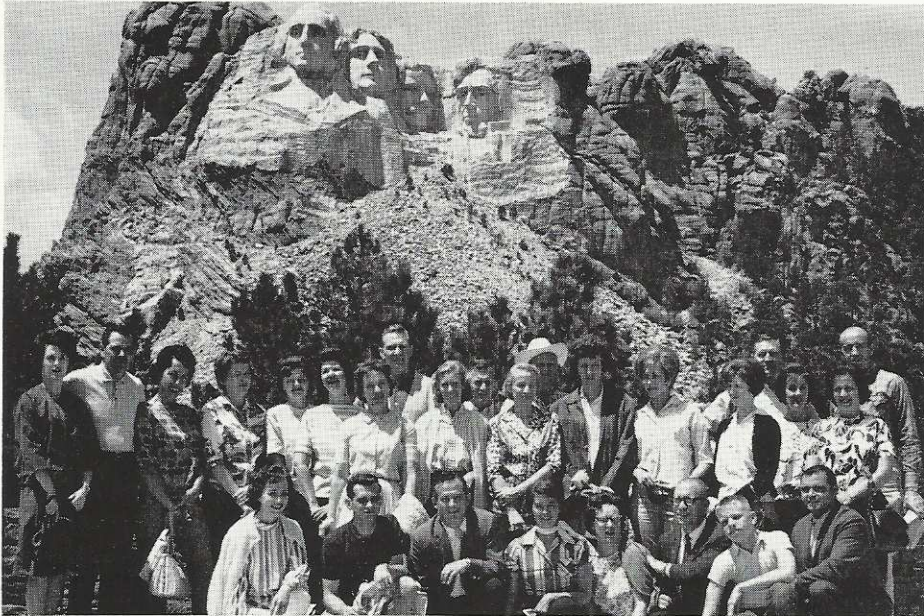
JOHN GLENDENNING is new JAMTO Representative at Hill AFB in Ogden, Utah. Formerly senior reservations agent in Denver.



# On-Line And Interline Around Frontierland

## New Faces Seen At Mount Rushmore

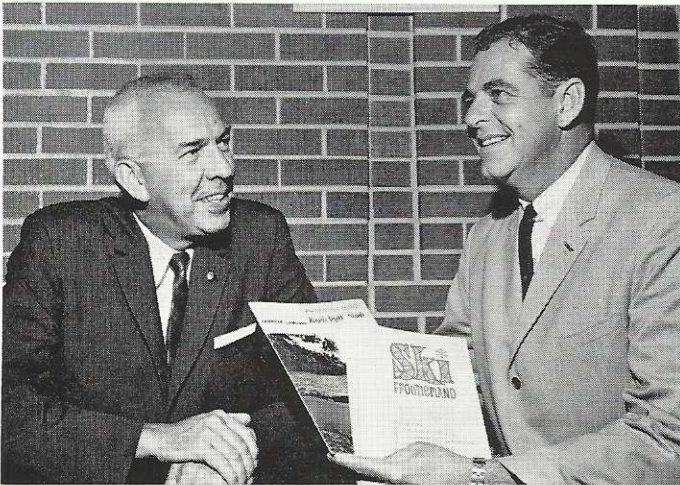
## "Cheyenne Autumn" Winners From Japan



MAJESTIC MOUNT RUSHMORE IN RAPID CITY, SOUTH DAKOTA is one of the many scenic attractions which highlighted the Frontier Party in the Black Hills. Special guests at the Dakota gathering include Dorothy Danker (left) Assistant Director of Publicity, South Dakota and Mrs. Charles Henneman (fourth from left standing) and husband Charles Henneman (third from left bottom) District Sales Manager, Denver for TWA. All other party goers are FAL personnel and families.



CHEYENNE AUTUMN CONTEST WINNERS from Japan Masaru Kakutani, TV news commentator; Kioko Takeshita, free lance writer and Jiro Uchino, junior high school teacher, all from Tokyo view one of many action packed scenes from Warner Brothers film production Cheyenne Autumn. As winners, they received a colorful vacation in the western United States touring Yellowstone and Grand Teton National Parks and the Black Hills of South Dakota, all served by Frontier Airlines.



## FAL Has Insert In Mainliner

← Frontier insert in United's Mainliner Magazine is reviewed by L. E. Perry, Regional Manager of Sales for United Air Lines in Denver and William J. Mitchell, Vice President, Sales and Service for Denver-based Frontier. MAINLINER is a top quality travel magazine which is distributed on all of United's flights. United is providing Frontier and other regional airlines with additional copies of MAINLINER to be used in the seat pockets of each carrier's flights. A special four-page insert is stapled in the center section of the magazine. Frontier is currently featuring the major ski attractions to be found in Frontierland this coming ski season.

## Royal Welcome To Denver



ROYAL BURT, NEW SALES/SERVICE MANAGER IN DENVER for Frontier Airlines, receives congratulations from Donald W. Martin (second from right), Director of Aviation, Stapleton International Airport, and representatives from other airlines and agencies. From left to right are: Harry Livingston, REA Air Express; Thomas Dawson, Passenger Service Manager, United Air Lines; Duane Coons, Continental Air Lines; Rex Beene, Reservations Manager, Braniff International Airways; M. B. Joyner, District Transportation Manager, Trans World Airlines; Mr. Martin and Royal J. Burt. All are Denver-based.

## Don't Forget Your Glasses!



FOR THE AIRLINE HOLIDAY IN PHOENIX be sure and bring your sun glasses! Reminding you to be there for the Sun Country Holiday, October 21-24 are these interline lovelies (left to right) Gail Staymen, American; Barbara Shadley, Western; Pattie Hearne, Frontier; Gladys Warfel, TWA; and Peggy Ferguson, Continental.



# PROFILE . . . Moab, Utah / Canyonlands —

## America's Newest National Park

CANYONLANDS NATIONAL PARK, celebrating its first birthday this September, was officially established September 12, 1964, under the signature of President Lyndon B. Johnson.

The President's signature was the final stamp of approval to set aside for posterity one of the first uninhabited frontiers, without a doubt destined to become one of the greatest scenic parks of the world.

The 250,000 acre park is the core of a vast and rugged scenic acreage in Southwestern Utah just minutes from Frontier Airline's gateway city, Moab. It is the newest and one of the largest and most spectacular parks in the nation, famous for its aesthetic beauty, long before the park status was attained one year ago.

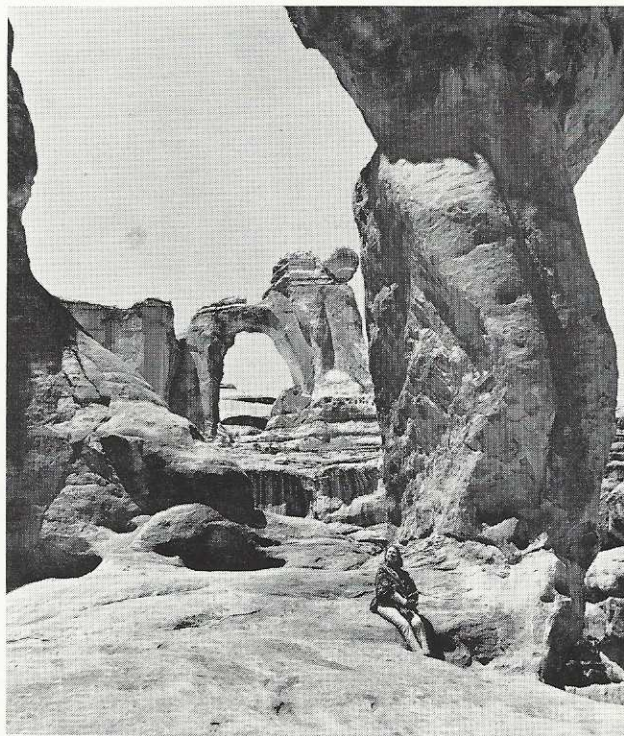
CANYONLANDS is scenically indescribable. It is a maze of brilliantly colored, eroded sandstone rocks, arches of immense majestic stature, awesome crevasses, sky-reaching spires, peaceful canyons and spectacular balancing rocks.

Rounding every turn and topping every hill presents an altogether different world of CANYONLANDS. Even to stand on one lookout point for any length of time unfolds unique changes in landscape moods as the sun rises and sets and sneaks behind high soft billows of white cloud.

Evidence of ancient man dwelling in CANYONLANDS about 1,200 to 1,500 years ago are well preserved. It was here the Anasazi—the Ancient Ones—reached their highest level of civilization. These early basketmakers were superseded by, or as is often believed, integrated with Indians who differed from them physically and had a more advanced culture—the Pueblo.

Thousands of Pueblo lived in CANYONLANDS from 700 to 1000 years ago, building their homes most often high on cliff shelves as well as in flat open areas as can be seen throughout the park.

The only way of getting into the beautiful scenic heart of CANYONLANDS, at this time, is by jeep, although, several outstanding and very popular lookout points are reached by way of good roads in auto.



**MAJESTIC ANGEL ARCH** (center background) located at the head of Salt Creek Canyon rises sharply to reign over CANYONLANDS. Angel is one of many arches and weird formations to be found in the park. Note mammoth size of balancing (cone shaped) rock in foreground.

Jeep tours into the park are available out of Moab year round. Moderate temperatures most of the year make touring in the park pleasant. During the summer months when the heat is on, TAG-A-LONG TOURS in Moab provide fully airconditioned jeeps for both daily and overnight tours into the area.

Park bound vacationers on FRONTIERLAND tours have their Frontier Flights met at the new CANYONLANDS FIELD by Mitch Williams of TAG-A-LONG TOURS. These adventure seekers are escorted off into CANYONLANDS within minutes of touch down where undoubtedly the most memorable vacation of all times will be enjoyed at a leisure pace, western style.

Moab itself is the "Heart of Canyonlands", being located midway between the two official entrances to the park. Settled in 1875 by the Mormon movement, Moab is one of Utah's most historical towns. The name Moab is a biblical term meaning "The Far Country".

Booms . . . Moab has them. It was the center of a gold rush in the La Sal Mountains during the turn of the century. In the mid-twenties, oil was discovered on the banks of the mighty Colorado. The biggest and most spectacular boom took place in 1952 when the famous "MiVida" mine produced \$60 million worth of uranium . . . and now, potash, the largest deposit in the United States, is being mined just west of Moab on the Colorado River.

The boom of 'em all, however, is CANYONLANDS NATIONAL PARK.



**DEAD HORSE POINT** 2,000 feet above the winding Colorado River offers one of the most spectacular views of CANYONLANDS. From this vantage point a view sweeps almost 360 degrees across breathtaking gorges, cliffs, buttes, mesas, spirals and graceful arches, all painted in shades of red.



# Jet Prop Service Comes To Four More Cities

Jet Prop Convair 580 aircraft now provide service for 41 Frontier cities throughout the carrier's 11-state system. FAL's tenth CV-580 put into scheduled operations on August 15 inaugurating jet power at the Wyoming cities of Powell, Worland, Rock Springs and Cody. Service to these Wyoming cities is received on the carrier's Great Falls, Montana-El Paso, Texas segment. Over 78 per cent of Frontier's passengers are flown on the sleek new jet-prop planes.

Leading civic leaders of each city and representatives from Frontier Airlines lined white streaming ribbons which were cut by the mayors of each city inaugurating a new step into the jet age.



↑ IN ROCK SPRINGS, Mayor Paul J. Wataha cuts inaugural ribbon marking the beginning of jet powered air service for that city. Left to right joining in ceremonies are Robert T. Boyle, FAL regional sales manager SLC; William R. Monday, FAL manager reservations/scheduling; "Doc Adams," Gunsmoke; Mayor Wataha; "Festus Haggen," Gunsmoke; James B. Montgomery, FAL director customer services and William Kirkwood, FAL sales/service manager Rock Springs.



← CODY MAYOR CARL KRUEGER cuts the ceremonial ribbon marking the inaugural flight of jet prop service to the city. Also on hand l. to r. are: Hank Dais, Cody Club Manager; Pete Black, FAL city sales manager, BIL; William Monday, FAL, DEN; Ray Seybold, FAL sales/service manager, Cody; Hugh Smith, Harry (Pete) McGee; Mac Taggart; Glen E. Neilson, Huskie Oil Company; "Doc Adams," Mayor Krueger; "Festus Haggen," Mrs. Carl Krueger; James Montgomery, FAL director customer services.

↓ "FESTUS AND DOC ADAMS" signed autographs for the many fans in the crowds waiting at the airport as the jet prop touched down.



CIVIC LEADERS AND RESIDENTS of each city made a personal inspection of the new larger 52-passenger CV-580.





# TIPS FOR TRIPS

BY ANN YANULAVICH

Want to try someplace a little bit different than the regular weekend sojourn to the mountains, lakes, etc.? How about Santa Fe/Taos, New Mexico—Land of Enchantment.

Arriving in Santa Fe (via Frontier Airlines, of course) is like entering another world for few cities in the United States can compare to its romance and history. Nestled at the foot of the Sangre de Cristo Mountains overlooking the Rio Grande Valley, Santa Fe will fascinate you with its ancient streets lined with brown adobe houses, towering cottonwoods and the colorful Indians from neighboring pueblos. A visit to one of the pueblos is a definite must. You are welcome at most of them until 6 p.m. The only restriction is that permission must be obtained from the Governor of the Pueblo at a very nominal fee. Most of the pueblos are located within a 30 mile radius of Santa Fe and make a real interesting afternoon side trip. Some of the most frequented are Santa Domingo and Santa Clara. The Santa Domingo Indians are specialists in turquoise jewelry and make excellent pottery while the Santa Clara pueblo is a sprawling and colorful community which offers much of interest to the casual visitor.

## Opera Under the Stars

Opera under the stars is presented for nine weeks each summer (mid-June through August) by the Santa Fe Opera Association, a young company that is already obtaining a national reputation.

The Plaza area downtown holds much fascination for the wandering tourist as you see the many Indians selling their jewelry, rugs, pottery, etc., under the portals of the Palace of Governors. If lunch time hits as you are wandering through this area, a short half-block walk from the Plaza will take you to the Shed, a popular restaurant featuring Mexican food which can't be beat.

## America's Oldest Festival

The Santa Fe Fiesta, America's oldest community festival, started in 1712, is held each year over Labor Day weekend. It begins on Friday evening with the burning of Zozabra (Old Man Gloom) and ends four event-filled days later in a gay swirl of street dancing.

The center of Santa Fe's famous art colony is Old Canyon Road. Here in the true old world atmosphere you will find an endless variety of shops, studios and workshops. A favorite stopping place of many visitors to this area is "Three Cities of Spain", a continental coffee house featuring American and European cuisine. "Our Man in New Mexico" will give this restaurant his highest recommendation.

## Renowned Taos Art Colony

Of course, world renowned Taos Art Colony is the greatest. No prospective buyer of art need ever leave Taos for lack of subject matter or variety of style. There are many, many galleries where you can enjoy the paintings done by the artists—some year round residents and others only summer residents—living

here. If the urge to own one of these originals becomes overwhelming, most shops can be talked into allowing a tourist a monthly payment plan.

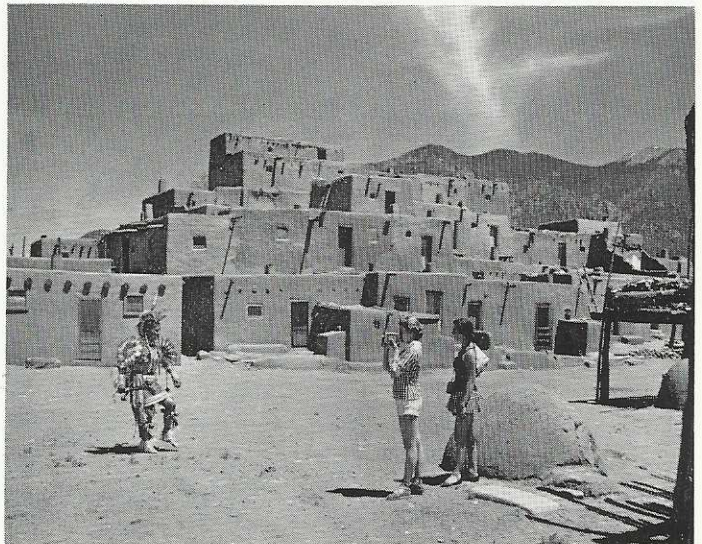
Taos Pueblo, inhabited for over 800 years, the authorities tell us, has changed little in the 400 years since the Spanish explorers first saw it. Its two large five-storied structures, the oldest "apartment buildings" in the United States are unlike any other Indian village. Since the early 1600's Taos has celebrated the Fiesta de San Geronimo at the Indian Pueblo September 29-30. The town is filled with gaiety and old Spanish customs featuring parades, street dancing and the famous Indian dances such as Humming Bird, the Hoop and others.

## Cross Glows in the Dark

The St. Francis of Assisi Mission in Ranchos de Taos has held continuous services since its erection more than 200 years ago. Plans for this building were drawn in Spain and construction in Taos, which took forty-five years to complete, was begun around 1710. This building built of sun-baked adobe and plastered with adobe mud and straw still stands in its original form and contains many valuable art treasures. One of the most famous treasures to be seen here is the mystery painting of Christ, "The Shadow of the Cross" which glows in the dark and changes its details. Scenic drives a few hours from Taos will bring you to other old historic missions such as the Trampas church with its bell of gold and silver and the famous chapel at Chimayo with its Santuario in which there is a spring which the Indians believe is medicinally healing.

## Some of the Best Skiing

Like to ski—come mid-November, the Taos Ski Valley and Santa Fe Ski Basin offer some of the best skiing available. Yes, you ski bums, the season is coming up fast. Watch this column next edition for lots of tips on the many ski areas located in FRONTIERLAND.



FAMED TAOS PUEBLO is little changed in the 400 years since the first Spanish explorers first saw it. Just two miles north of Taos, New Mexico the many colorful dances of the Taos Indians are performed throughout the year.



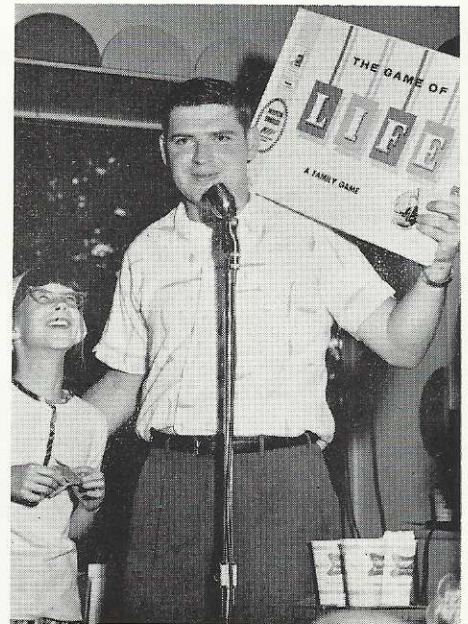
# Sunliner Picnic Reigns Over Summer Activities



**NO PICNIC** is complete without a balloon — Debora and Dale Berridge, children of Donald Berridge, FAL radio, DEN select their favorites from Kent Johnson at World Famous Elitch Gardens in Denver.



**LITTLE MISS TERRY GIFFIN**, daughter of sales representative Arthur Giffin, DEN is unmoved by all the clowning around. Barbara Stallings, credit union secretary, on the other hand—of Jingles—projects quite an opposite mood.



**DIANE GROODY**, daughter of William M. Groody, Treasurer, DEN turns up winning smile and ticket for MC Charles Turner, manager data processing and a board of director for Sunliner Club.



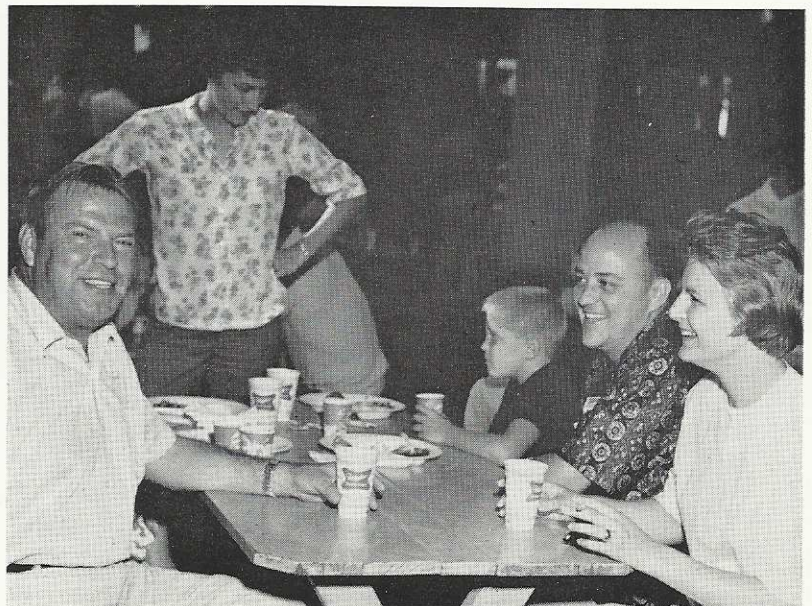
**JOE STUDER**, accountant, DEN and son Sheldon take advantage of a good sailing wind in a rub-a-dub-tub at Sunliner picnic.

**VERN CARLSON**, Assistant to the President, sparks the conversation for Lawrence C. Sills, Director of Sales and Carol Lawler, executive secretary. ➔

Big balloons, colorful clowns, fun prizes, exciting rides and plenty of eats . . . That's the Sunliner Picnic. Employees from every department and their families gathered for the fun at Elitches Gardens which lasted the entire day.

A record turnout made this summer affair the highlight of activities for Frontier employees.

Fun rides for the kiddies and grown-ups too coupled with hot dogs, ice cream, cotton candy and various other picnic winners kept everyone on the go go. A generous ticket drawing afternoon sent just about everyone home with a prize.

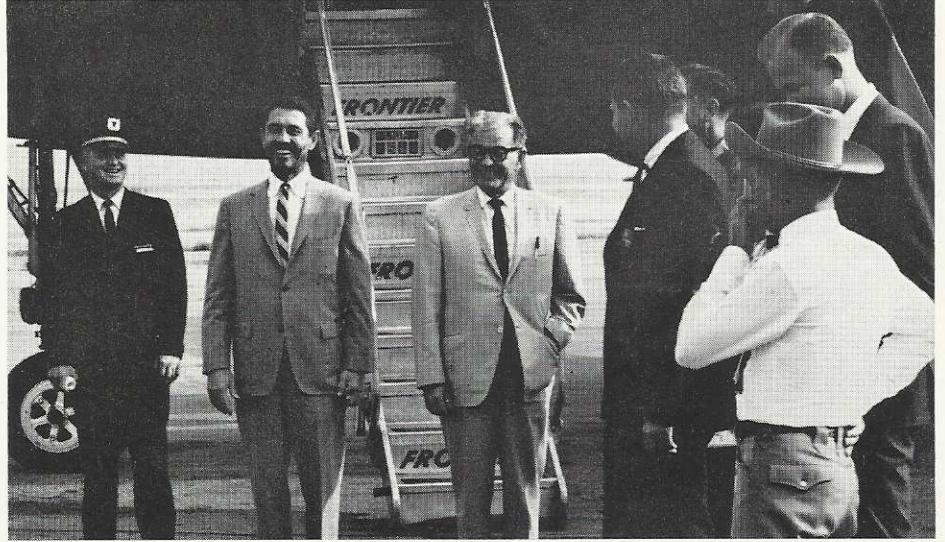




# Faces In The News Flying FRONTIER



LINDA BIRD JOHNSON, daughter of the President of the United States boards a Frontier Sunliner at Denver for Cheyenne joined by secret service agent.



STARS OF TV SHOW GUNSMOKE Ken Curtis (Festus Haggen) and Milburn Stone (Doc Adams) make surprise appearances at Frontier's Jet Prop Inaugural cities. Left, escorting the Gunsmoke pair is Ray Seybold, FAL sales/service manager Cody.



VJJNI VRABEL, Czechoslovakian Track and Field Coach added to the pleasure of the flight for stewardess Stella Chapman between Denver and Alamosa, Colorado.



TELEVISION STAR Jim Nabors who is viewed as Gomer Pyle, United States Marine Corp. on TV show by the same name flew Frontier's non-stop jet-prop Kansas City-Omaha.





GENERAL (RET.) AND Mrs. James H. Doolittle pause between planes at Denver's Stapleton International Airport while returning home from vacationing in Colorful Colorado.

**Sunliner News**

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