



Sunliner News



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RAY WILSON BEGINS 31st YEAR IN AVIATION

FAL-Central City Music Contest Big Success

The first annual Colorado High School Music Talent Competition, co-sponsored by Frontier Airlines and the Central City Opera House Association, was a big success according to G. S. Kitchen, FAL's director of public relations.

The final competition was held in Central City on Music Day, Saturday, August 16. A special 30-minute show, featuring the three winning performances, was broadcast over KLZ Denver, at 8:30 p.m. that same night.

Participating in the final competition were the winners of the six final auditions in Colorado cities served by Frontier. The finalists were: James Tenney, pianist, selected in Denver; Patricia Mramor, soprano, Pueblo; Carla Dayle Smith, pianist, Alamosa; Louis Baudino, pianist, Durango; Anne Cox, pianist, Gunnison; and Patricia Mahan, pianist, Grand Junction.

Patricia Mramor won the first place plaque, Louis Baudino won the second place trophy, and James Tenney was awarded the third place trophy. The awards were presented by Helen Hayes, first lady of the American stage and star of "Mrs. McThing," currently playing in Central City. In addition, the three winners were invited to perform as soloists with the Denver Symphony Orchestra at a family concert during the 1952-53 season.

Judges for the final contest were Saul Caston, conductor of the Denver Symphony Orchestra; Mrs. Florence Lamont Hinman, director of the Lamont School of Music; Mrs. Emmy Brady Rogers, music critic of the Rocky Mountain News; and Alex Murphree, music editor of The Denver Post.

After the winners were announced, Mr. Caston told the audience, "The calibre of musical ability here today is truly remarkable. I once judged 100 young musicians at a Chicago contest . . . and the talent exhibited there does not measure up to these Central City contestants."

NEW REFINING MILL FOR GUNNISON AREA

Officials of the American Smelting and Refining Company from Salt Lake City announced the planned construction of a 200-ton-a-day refining mill 32 miles north of Gunnison, Colorado, near Crested Butte.

After telephone service is brought to the construction site, roads and foundations will be laid. Then actual construction of the mill will begin. When completed, the mill will employ 80 men full time. This new industry is expected to be a valuable source of income to the Gunnison Area. Gunnison is served by Frontier flights every day.

A Leading Pioneer of Rocky Mountain Air Service Looks Back On An Exciting 30 Years



Ray Wilson

Ray Wilson, FAL's Vice President of Operations and a recognized pioneer of Rocky Mountain aeronautics, will celebrate 30 years in aviation next month.

Mr. Wilson's friendly personality and untiring enthusiasm about the future of the airline business in this region are well known to thousands of Western people. Those who know "Ray" know that aviation is his life. Those who watched him struggle to bring the West scheduled airline service now applaud him for the recent successes of Frontier Airlines, the company he helped make possible.

Recalls His First Plane Ride

It all began one clear sunny day back in 1922 at Chanute Field, Illinois. Ray was a student at the University of Illinois participating in the R.O.T.C. As a part of his regular training he spent a day looking over the Army Air Corps' infant operations. An observation pilot, who was about to push off in an ancient De Haviland biplane, invited Ray to go along for the ride. He accepted. "As soon as we got off the ground," Ray recalls, "the hot rod pilot decided to show me a trick or two. We went into a big dive, then pulled out sharply. Centrifugal force pulled my head and shoulders down. I tried to raise up but couldn't. I'll never forget it! Then we leveled off and floated gently over the green Illinois countryside. I realized that flying was a wonderful thing. I had the feeling that I was alone up there with God. That was when I decided to make flying my career."

After graduating from Illinois, Ray Wilson was appointed to the Army Air Corps primary flight school at Brooks Field, Texas, finishing in 1924 with the rating of Junior Airplane Pilot.

Shortly thereafter he moved to Denver where he became personal pilot for A. E. Humphreys, who owned a tri-motored Bach. Ray flew Mr. Humphreys to remote areas of Colorado, landing on rough strips and mountain meadows. He also made mercy flights when called upon. In 1934 he was test pilot for Tom Sheldon, and flew the revolutionary "tear-drop" Sheldon plane.

First Instructing Job in Denver

In 1929 Ray Wilson was employed as a flight instructor by the Curtis-Wright Flying Service in Denver. In 1935 he started his own flying school at Park Hill Airport. These were the "lean years" of aviation. In fact, these were the depression days for all America. Ray Wilson and other hardy pioneers of aviation had to struggle to buy gas-

(Continued on Page 2, Col. 1)

Air Express Celebrates 25th Anniversary

On September 1, the air express industry will reach the age of 25 years . . . a mature age in the young, virile, fast-growing aviation business.

In 1927, scheduled air express service was inaugurated at 26 airports throughout the United States. Equipment was the single-engine, open-cockpit biplane.

In 1928, a total of 17,000 air express shipments was carried. From then on American business and industry utilized air express increasingly until, in 1951, there were 4,300,000 shipments flown with a revenue of about thirty million dollars. Today, air express is sped over 32 certificated airlines with 106,885 miles of domestic routes.

As most of America is always in a hurry a good part of the time—especially in the business world—the partnership of the airplane with industry through the services of air express has long been a close one. Recent growth of air express has been great . . . and the future growth potential is tremendous.

JACKIE EMORY TO PLAY IN INTL. SOFTBALL GAMES IN TORONTO

Jackie Emory, of the DEN cto, who has been the leading hitter on the King Soopers Girls' Softball Team, will depart Saturday, August 30, for Toronto, Canada, to play in the International Girls' Softball Tournament starting on Labor Day. Jackie has also been selected as one of the three most consistent hitters in the Denver league.

(Continued from Page 1, Col. 3)

line for their next flying lesson. They taught everybody and anybody how to fly because they sincerely believed in the future of this wonderful new form of transportation.

In 1941 the Ray Wilson Flying School was given contracts under the Civilian Pilot Training Program to operate schools at Lamar, Boulder, Fort Morgan, and Gunnison. At this time he sold the operation and formed a partnership with Major F. W. Bonfils to run a Primary Army Flying School at Chickasha, Oklahoma. This school operated until Army contracts were terminated in 1945.

Inaugurates Monarch in 1946

A great dream of Ray Wilson's to bring scheduled airline service to the Rocky Mountain states was realized in March, 1946, when he was granted a certificate under the name of Ray Wilson, Inc. Later the name was changed to Monarch Air Lines.

In 1950, when Monarch, Arizona Airways, and Challenger merged to form Frontier Airlines, Ray Wilson assumed his present position of Vice President of Operations.

Proud of Frontier Today

The national recognition Frontier has gained recently—and which Ray Wilson has done so much to bring—gives Ray a great feeling of pride. Not personal pride so much as company pride. He is proud of the many FAL pilots, mechanics, dispatchers and others who started out with predecessor companies in 1946 and worked hard for the growth the company is now experiencing. "We have a great bunch of fellows at Frontier," Ray tells everyone. "We have a team of co-operative, hard-working men who want Frontier to be the very best in everything."

Once a glint in the eyes of a young man who believed in the future of aviation, Frontier is today America's largest—and one of its fastest growing—local service airlines. Ray Wilson is proud of Frontier... and Frontier is proud of Ray Wilson, the man who brought modern air service to the vast Rocky Mountain region!

9-Year-Old ABQ Boy Earns Sunliner Trip

Nine-year-old George Atkinson is one young man who knows what he wants and is not, according to his parents, easily dissuaded.

George, son of Mr. and Mrs. John H. Atkinson, of Albuquerque, decided sometime ago that he wanted to take a plane trip. After studying all the folders available and asking lots of questions, he decided that his best travel bargain would be the trip from Albuquerque to Salt Lake City and return. "That's the longest flight for the shortest layover," he explained.

He started saving the money he earned by raking lawns and pulling weeds even before he had his parents' consent to make the trip. When he had saved the \$42.26 necessary for his ticket, the pressure became terrific and on August 6, they capitulated. On August 7, George was en route.

Just to make certain that no time was wasted, Dex Alger, Frontier's sales representative in Salt Lake City, used the three-hour layover to show George some of the sights of Salt Lake City.

When asked about his trip, George's only comment was "Oh boy!"

FAL On Arizona Public Service Co. TV Show



Jack McDonald, the Arizona Public Service director of special services, and Edna B. May, FAL's Phoenix sales and public relations representative, pose a model Hopi Snake Dancer (Ho-Ho Tuki Zuki) for the TV camera.

The high cool mountain country of northern and southern Arizona served by Frontier has been highlighted during the summer on the Arizona Public Service television show over KPHO-TV, Phoenix. Frontier Airlines is cooperating in presenting Arizona travel suggestions on a portion of the program... "Arizona Youth Service." Arrangements for this tie-in promotion were made by Edna B. May, FAL's Arizona Sales and Public Relations representative.

Through this show, the public is being informed about Arizona's summer calendar for travel to rodeos, celebrations and Indian dances. Outstanding events are Frontier Days and Mormon celebrations, the Indian Pow-Wow at Flagstaff, Smoki dances at Prescott and the dramatic Hopi Indian snake dance in the Indian country north of Winslow. Frontier Airlines schedules make it possible for many to attend these events. Coupled with the Avis rental cars, Nava-Hopi and ground transportation side trips to the Grand Canyon, various Monuments, National Parks and into the Navaho and Hopi Indian Reservation can be combined in the same week-end.

This television tie-in has been a boon to Frontier Airlines. We have been able to publicize our air service to the events in the cities served, along with our flying time and schedules, all as a courtesy from Arizona Public Service. The Grand Canyon FAL poster televises beautifully and has been highlighted each time. On July 4th Stewardess Willie Edwards appeared on the show to comment on the vacation possibilities along Frontier's route and the week-end celebrations in Arizona communities.

The "Arizona Youth Service" program is planned to encourage people to develop hobbies and participate in recreational activities for the entire family. The travel portion is actually a campaign to urge Phoenicians to see and enjoy the wonders of Arizona and especially to take advantage of week-end vacations. Air travel by Frontier Airlines is emphasized; however, all modes of travel are suggested.

Jack McDonald, Producer of the TV "Youth Service Program," is Director of Special Services for his company. The joint efforts of two organizations to promote their service is in keeping with the current trends of advertising. The inter-cooperation of the facilities of both Arizona Public Service and Frontier Airlines makes possible a production of greater interest.

GENERAL SALES MEETING "BEST IN HISTORY"

A 3-day General Sales Meeting was held in Denver on August 13-15. The meeting was attended by all members of Frontier's field sales force and the entire traffic and sales general office staff.

Attending from out on Frontier's system were: Dex Alger, District Sales Rep., SLC; Dick White, DSM, BIL; Chet Lubben, DSM, DEN; Dee Kener, new Sales Rep., DEN; Vern Carlson, DSM, GJT; Dick Ellis, DSM, ABQ; Ed Gerhardt, RSM, PHX; and Edna B. May, Sales Rep., PHX.

An innovation of this general meeting was the devotion of the entire first day to separate sessions with Operations, Maintenance, Station Administration, Personnel, Accounting, Economics and Research, and Passenger Service. This will continue to be a regular part of sales meetings hereafter. The idea is to generate closer understanding and co-ordination between the field sales force and all other departments—to know each other's jobs better, to discuss mutual problems, to share an overall appraisal of our progress, to plan jointly for the future—so that everyone will realize how closely associated all departments actually are in the production and selling of airline service to the public.

After this highly successful beginning, the agenda of the meeting settled down to two days of discussion and planning of Frontier's programs for sales, advertising, promotions, cargo and airmail, publicity, charters, stewardess service, reservations and load control, station service, traffic, schedules, tariffs, and interline relations.

It was generally agreed that this meeting was one of the best in history. If enthusiasm, know-how and perseverance are any indication, Frontier's sales efforts should continue to pay off in higher load factors.

The meeting was conducted by John Lindsay, Mgr. of Traffic and Sales, and major portions were presented by Gene Pilz, Adv. Mgr.; Gerry Kitchen, Mgr. Public Relations; Mike Cook, Admin. Sales Asst.; Clair Almqvist, Superv. Tariffs and Industry Affairs; C. A. Myhre, Exec. Vice President; Ray Wilson, Vice President of Operations; Jack Burnell, Supt. of Maint. and Eng.; Harvey Barnard, Pers. Dir.; Elton Snoke, Supt. of Stations; and Bill Sexton, Asst. Treas.

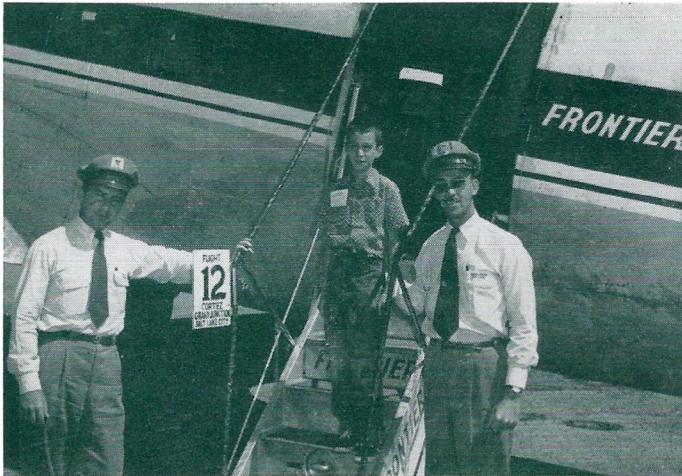
ALAMOSA SAND DUNES FASCINATE TOURISTS



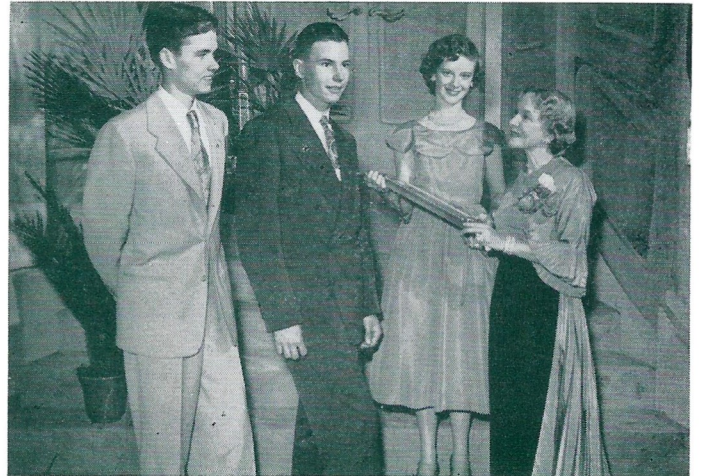
The mysterious "singing sands" of Alamosa in the San Luis Valley were once the bed of an ancient sea. Today, they are mountains of pure sand heaped up in rolling masses like giant sea waves. The glowing colored sand shifts silently, forming ever-changing knife-edged slopes and peaks. This fascinating spectacle covers nearly 50,000 acres at the base of the mighty Sangre de Cristo mountain range.

The Great Sand Dunes National Monument, the Sahara of Colorado, is located directly north of Alamosa, which is served by four Frontier Airlines flights every day.

FRONTIER NEWS IN PICTURES...



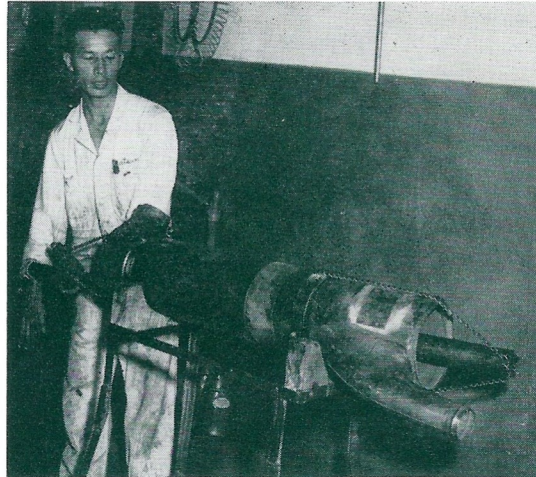
Ambitious, hard-working George Atkinson, 9, the ABQ boy who saved his money for a round trip ABQ-SLC (see story pg. 2), is given royal treatment during the stop at FMN by First Officer Isaacs, left, and Captain Bob Rich. George made the trip in one day and still didn't have his fill of flying. He was a favorite passenger of Isaacs and Rich.



Helen Hayes, first lady of the American Theater, presents trophies to the three winners of the Frontier Airlines-Central City Opera House Association High School Music Contest August 16 on the stage of the Opera House. Left to right, Jim Tenney, Louis Baudino, Patricia Mramer, and Helen Hayes. Miss Hayes is star of "Mrs. McThing," now playing in Central City.



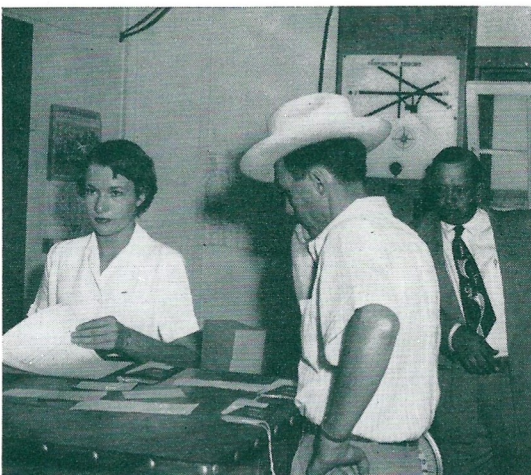
Movie star Jimmy Stewart, fly rod in hand, poses by a Frontier plane at Farmington. Mr. Stewart had just finished work on the MGM Western, "The Naked Spur," which was filmed in the Durango area, and was en route back to Hollywood when this picture was taken.



Tommy Matsumoto demonstrates a new "quickie" device used to pull exhaust stacks apart for overhaul. Clamps are attached to the ends of the stack, chains attached, and an ordinary jack inserted to provide the power to separate the two sections of the stack. This simple operation replaces the manual wrestling which previously took five hours.



This picture takes Ray Wilson, left, back to his National Guard days in the early 30's. Here he is shaking hands with Jack Carberry of The Denver Post while Dr. Nolie Mumey, left, and Bob Ainsworth look on. Mr. Wilson is starting his thirty-first year in aviation.



Virginia Kittell, Farmington ticket agent, probably sees more of Frontier's passengers than any other employee since all passengers take time to come into the terminal during the transfer at Farmington. Bill Hinkle of the Stanolind Company in Farmington checks in for a flight to Lubbock, Texas.

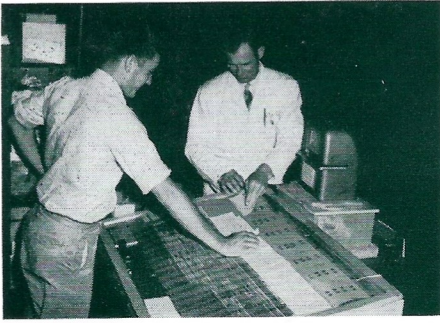


Everything flies Frontier these days, and this "Baby Mountain Canary" is no exception. Stewardess Lynne Florack of PHX makes certain that the burro is off to a "flying start." He was shipped from TUO to Alaska.



The hangar's really jumpin' as FAL Stewardess Shirley Allen and AAL ticket agent George Leonhardt jitterbug during the "Rebel Division" Second Anniversary Party in Phoenix. This was a genuine "humdinger" hangar party according to all reports.

New Production Control System



Robert Olds, production controller, left, looks on while Leonard Stuart, inspector, checks the progress of work on one of Frontier's DC-3's.

Although only 30 days old, this new production control system is greatly improving the overall efficiency of the maintenance department.

When a plane is brought into the overhaul dock for a phase of the progressive overhaul, each job to be done is described in detail on a card. A card may carry descriptions of several jobs if they are all in the same general area and represent the same type of work.

When the job is completed, the card is signed by the mechanic completing the job, and by the inspector after the job has been thoroughly checked. Time spent on the work is also included. In this way, production work can be carefully controlled at all times.

Gunnison Hereford Sale

The Swietzer and Field Hereford sale at Gunnison on Sept. 9, is expected to bring hundreds of prospective buyers from all over the world to one of the west's most famous ranches. Frontier is now making preparations to handle a record volume of business.

In order to provide the best possible service, Frontier will maintain a ticket and information booth at the ranch. A private line telephone will keep the ticket booth in constant communication with Frontier's office at the Gunnison airport.

Buyers from such distant points as Australia make the bidding interesting, and expensive, and it is not unusual for a prize bull to sell for \$50,000.

Sunliner News

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RAWLINS ANTELOPE DERBY SEPT. 3, 4 and 5

The Rawlins Antelope Derby will be held Sept. 3, 4 and 5 this year. The Derby, held in Rawlins annually, has gained national recognition and draws some of the top sportsmen of the country. The event also helps keep the antelope herds under control. During the past few years the antelope population of Wyoming has increased to such an extent that cattle and sheep men have complained about loss of pasture and damage to fences.

During recent years, Frontier has flown an increasing number of big game hunters to the Wyoming antelope country.

Flagstaff Station Setting New Traffic Records

W. R. Monday (Flagstaff station manager), Guy Lewis, Bob Link, Jim Eckman, and R. T. Lentall are the men who are hitting new highs in passenger boardings at Flagstaff.

Only Denver, Phoenix, Salt Lake City, and Albuquerque board more passengers than Flagstaff. During May, Flagstaff boarded 490 passengers; in June, 473, and in July, 590!

Flagstaff's large number of passengers is handled with a maximum of efficiency. To cut down lost time during the check-in prior to a flight's departure, all tickets, baggage tags, and forms pertaining to the flight are prepared well in advance of departure time. During the month of May this clean handling of passengers resulted in only fifteen minutes in delays attributed to the late arrival of passengers.

The Flagstaff station is rather unique in its layout. The airport is situated in a national forest area over seven thousand feet high. A single strip is made up of compact volcanic ash procured from nearby ash deposits which abound in the Flagstaff area. Recently new drainage ditches have been constructed to cut down on the number of pass-overs during the winter months resulting from field conditions attributed to melting snows. It is expected that another one thousand feet will be added to the runway length to make possible higher gross loads out of Flagstaff this fall.

The airport is located four and one-half miles southwest of the city of Flagstaff. Flagstaff itself is a city of eight thousand which derives the bulk of livelihood from the lumbering activities of the saw mills in the area.

One of the factors leading to heavy use of Frontier Airlines is the flying time between Flagstaff and Phoenix, seventy-two minutes, as against an average five and one-half hours of driving through mountainous areas. Flagstaff is also the gateway to the Grand Canyon National Park. Frontier Airlines has been very successful in promoting the use of the line service into Flagstaff for connections on Nava-Hopi Tours buses to and from Grand Canyon. These connections make possible one-day trips from either Phoenix or Albuquerque with a full six and one-half hours at Grand Canyon. Recently American Airlines joined with Frontier Airlines in the promotion of this one-day trip to Grand Canyon. As a result of this Grand Canyon promotion, some 450 passengers have connected with Nava-Hopi Tours from Frontier Airlines.

The Flagstaff area is full of tourist attractions. Just south of the airport is located beautiful Oak Creek Canyon, which is the sight of many technicolor motion picture epics of the West. Just north of Flagstaff is Arizona's highest point, San Francisco Peaks, with a high point of better than 12,000 feet. During the winter months a well prepared ski area has been much used by Arizonans. There are two rope tows operating in the Snow Bowl area. During the Fall many hunters use Frontier Airlines to Flagstaff, where they rent Avis Rent-a-Cars to get into the area abounding with deer, elk, and antelope.

GRAND JUNCTION AREA HAS BUMPER PEACH CROP

A bumper crop of peaches will start moving to the nation's markets soon when Colorado's famous "Hales" and "Elbertas" are ripe enough to pick. Grand Junction will be the center of the peach marketing activity.

Frontier Airlines is working closely with the growers in an effort to find new markets for tree-ripened fruit. The need for such markets is especially acute this year due to the lack of tin containers for canning the surplus crop.

The first shipment consisted of choice peaches from the E. F. Lewis orchards picked for the Phoenix Rotary Club. The peaches were attractively packaged and given to the Rotary Club members at one of their regular meetings. Each peach carried the "Flown Fresh From Cool Colorado via Frontier" flag. From all reports, the Rotarians were enthusiastic about Colorado peaches and this one introduction opened up several large new markets.

NEW PERSONNEL

DALE W. FERGUSON—*Station Agent*—Gunnison, Colorado
JOHN W. MORIN—*Station Agent*—Billings, Montana.
CARL G. WILLIAMS—*Station Agent Trainee*—Prescott, Arizona.
GENE R. HEYDORN—*Station Agent*—Prescott, Arizona.
VICTOR F. ARANA—*Station Agent*—Douglas, Arizona.
JOHN H. DOYLE—*Co-Pilot*—Denver, Colorado.
EVERETT L. COOPER—*Station Agent*—Phoenix, Arizona.
HENRY A. MORANDI—*Station Agent*—Phoenix, Arizona.
CLAYTON O. THOMPSON—*Station Agent*—Farmington, New Mexico.
HELEN G. CALDES—*Records Clerk—Personnel Department*—Denver, Colorado.
WILLIAM G. ANDERSON—*Station Agent*—Denver, Colorado.
OLIN F. COUK—*Station Agent*—Phoenix, Arizona.
HAROLD H. THURSTON—*Station Agent*—Safford, Arizona.
ROBERT O. BUCKLER—*Station Agent*—Albuquerque, New Mexico.

PROMOTIONS

J. L. FISHER—*Station Manager from Station Agent*—Lordsburg, New Mexico.
DONALD WADLEIGH—*Station Manager from Station Agent*—Gallup, New Mexico.
GUY LEWIS—*Senior Station Agent from Station Agent*—Flagstaff, Arizona.
HARLEY SPILLNER—*Senior Station Agent from Station Agent*—Casper, Wyoming.