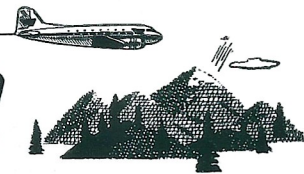




# Sunliner News



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## FAL REQUESTS WILLISTON ROUTE

### Frontier Delivers One-Two Punch to Forest Fires



Frontier Airlines and the Forest Service have been combining forces during the past several weeks to deliver the one-two punch in beating forest fires.

A record number of big game hunters, some 85,000, and extremely dry conditions in the heavily timbered hunting areas, has resulted in a series of forest fires.

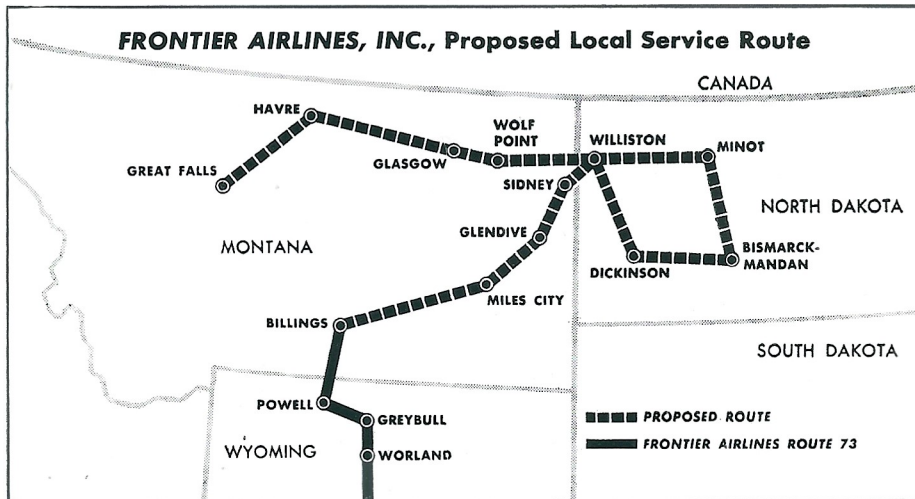
Since Frontier flies over the entire area on several flights daily, the forest service has asked that Frontier crews be on the alert for fires and report their location immediately. During the past season, Frontier crews spotted and reported 40 blazes which were quickly brought under control, but which could have resulted in the complete destruction of thousands of acres of valuable timber if not promptly detected.

Once the fire is spotted, the forest service officials immediately go into the area by jeep or horseback and endeavor to confine the flames to a small area. In many cases it is necessary to get crews of experienced and trained fire fighters into the area, and again speed is essential . . . and again the facilities of Frontier are used.

During the past months Frontier has flown several charters to take Navajo Indians to the scene of large fires. The Navajos are especially trained in the art of fire fighting and are recognized for their sincere hard work which makes them much more valuable in this role than any other group. Discipline is no problem because the crews work under the jurisdiction of the Tribal Chief, who is promptly obeyed. This makes for efficient teamwork in winning the important battle against forest fires.

### Phoenix Tops in Flying Weather

Flying is a year-round activity in Phoenix. A survey made recently by the Airport Operators Council, Washington, D. C., shows Phoenix has the most perfect flying weather in the country. You can fly contact 365 days of the year.



### NEW GRAND CANYON FOLDERS

A new three-color Grand Canyon folder was released by Frontier Airlines October 15 at a luncheon in Denver.

The photo-filled brochure has an unusual art cover produced by leading Denver artist Phil Hayward. A special page is devoted to the route map and a list of round-trip fares to Flagstaff from principal cities on FAL's system.

Copies of the new folder are being inserted in the flight packets, shipped to all Frontier stations, and mailed to travel agents and air line ticket offices throughout the nation.



Denver's handsome new AMF was dedicated last month by a host of top-ranking post office officials. The new AMF is an outstanding plant which will probably be used as a model for future AMF planning. Among those present at the dedication were, left to right, Tollie Graves, Asst. Gen. Supt., 14th Division, Omaha; V. A. Klein, Gen. Supt., 14th Division, Omaha; F. M. Siebold, Clerk in Charge, AMF, Denver; J. M. Redding, Asst. Postmaster General, Washington; Cliff Crosson, Asst. Dist. Supt., Denver; R. B. Dunbar, Inspector in Charge, Denver; and Ed Hillberger, Dist. Supt., Denver.

Frontier Airlines has filed an application with the Civil Aeronautics Board for an amendment to its Certificate of Public Convenience and Necessity requesting authority to extend its services to serve eleven additional cities in Montana and North Dakota, according to an announcement made today by C. A. Myhre, Executive Vice President.

"The proposed service," Myhre said, "is intended to join the Williston basin communities with Billings and provide northern Montana with east-west air service." Under the new proposal, Frontier would extend its service from Billings to Miles City, Glendive, Sidney, Williston, Minot, and Dickinson, terminating the flight at Bismarck-Mandan. Flights would extend west from Williston to Wolf Point, Glasgow and Havre, terminating in Great Falls. If granted, the new extension would add approximately 900 route miles to Frontier's present system.

"This application was filed," Myhre pointed out, "at the express request of the cities concerned because of the acute need they feel for the proposed service." The cities concerned have submitted extensive exhibits to the C.A.B. pointing out the isolation and lack of transportation services to the communities requesting air service.

The Billings Commercial Club and the congressional delegates have strongly endorsed the extension to Frontier's system and have asked for expedited action to get the service started at the earliest possible date.

"It is impossible to say at the present time when the Civil Aeronautics Board might take action on our application," Myhre said.

**BE SURE TO CAST YOUR VOTE NOVEMBER 4**

# C. A. B. NEWS

The Civil Aeronautics Board, on September 25, 1952, issued their order, No. E-6831, granting Western Air Lines' request for Los Angeles-Minneapolis thru service via Salt Lake City, Casper and Rapid City. This means that Western is authorized to grant nonstop service between Salt Lake City and Casper.

Although Frontier was unsuccessful in opposing this case, it is planned to file a Petition for Reconstruction with the Board in an attempt to restrict in some manner the damage that nonstop service between Casper and Salt Lake would do to Frontier in the way of diversion of passenger traffic.

The Examiner issued his initial decision on October 6, 1952, and recommended as follows:

The suspension of Frontier service on the entire Phoenix-Douglas segment; the suspension of Frontier service on the entire Phoenix-El Paso segment; the suspension of Frontier at Prescott; and the suspension of Trans World Airlines at Winslow.

Exceptions to the Examiner's findings are being prepared by Frontier and the cities affected are being contacted and will also file objections to the Examiner's findings.

Under the present rules of procedure of the Board, the Examiner's initial decision becomes final unless exceptions are filed opposing his findings. If exceptions are filed in opposition to the Examiner's report, then a period of approximately forty-five days is allowed for filing briefs with the Board. At the close of this period, the Board will then schedule the case for oral argument and following oral argument, the Board will issue its final findings in an official order.

The time involved to complete the above steps is dependent entirely upon the workload of the Board and it appears that it will be some time in early 1953 before a final decision will be reached in this case.

*(The following editorial appeared in the Arizona Republic, Thursday, Oct. 9)*

## Frontier Needs a Chance

Recommendations of a Civil Aeronautics Board examiner that Frontier Airlines be forced to discontinue service to 11 southern Arizona and New Mexico towns, and El Paso, Texas, are premature and must be strongly opposed.

It has been customary for the CAB to grant new airlines three years in which to prove their need, and their value to the towns they serve. Frontier had been operating in Arizona less than 18 months, and had just begun service at some points, when the examiner conducted the hearing on which his recommendations are based.

In the six months which have elapsed since the hearing last March, passenger traffic has increased 27 per cent and air freight has climbed 56 per cent. What does the CAB expect an airline to do to prove its service?

Frontier officials say that it took five years for their business to reach paying proportions in most Colorado, Utah, and Wyoming communities. In fact, the poorest point of the 11 which would now be abandoned does more business than at least 10 being served in the above three states where the operation

has been established several times as long. Silver City, N. M., one of the better points to which service would be discontinued, has been on the line well under a year.

Why, then, is CAB so impatient? The truth is that Frontier is being penalized for having picked up the certificate granted to the former Arizona Airways. That company had held the certificate nearly two years when Frontier took it over. But is it fair to charge Frontier with the failures of the company it absorbed?

It is true that Frontier has depended on an air mail subsidy to get started. All of the big airlines had this help in getting under way. The amount of this subsidy will be reduced as other business increases. Current business, for example, would cut the subsidy with the granting of a new certificate.

Frontier is providing air transportation to communities which are difficult to reach by train. This includes commuter service for business men, speedy handling of emergency parts needed by industrial plants, and air mail service to points otherwise isolated.

Frontier should be given a chance to succeed. Arizonans should demand it of CAB.

## Arizona Apache Trail Memorable Scenic Trip



East of Phoenix, through the shadows of the purple superstition mountains, runs the Apache Trail, famed pathway of modern travel. Mystery, romance, beauty . . . these are entwined in the sunshine and mountain majesty that form this trail, which leads the Twentieth Century adventurer over the desert through legendary mountains, past lakes and dams that appear like precious jewels and through a region of regal peaks.

President Theodore Roosevelt once said "The Apache Trail combines the grandeur of the Alps, the glory of the Rockies and the magnificence of the Grand Canyon, and adds an indefinable something that none of the others has. To me it is the most awe-inspiring and sublimely beautiful panorama nature has ever created."

The Apache Trail tour is a must for all visitors to the Valley of the Sun. Tanner Tours in Phoenix provide regularly scheduled bus trips over this scenic trail. Information about Tanner Tours may be obtained at any Frontier Airlines ticket office.

## SALES PROGRAM INCREASES INTERLINE TRAFFIC

Pointing out the advantages of routing passengers over Frontier's system to personnel of other scheduled airlines has resulted in substantial increases in interline revenue according to figures just released by John D. Lindsay, Manager of Traffic and Sales.

To accomplish this, a careful study was made of connecting schedules and traffic flows. Armed with this information and sales literature, a "Task Force" composed of sales personnel called on all the airline offices in the major cities of the United States which could logically be expected to develop business that might be routed via Frontier. This started the program and it has been followed by newspaper, radio, display, and direct mail campaigns.

The effectiveness of the program can be demonstrated by an analysis of traffic from the Pacific Northwest to Albuquerque and southwestern Texas via the Salt Lake City-Albuquerque "short cut." A check of traffic handled over this segment shows a 400% increase in business since the start of the interline sales program.

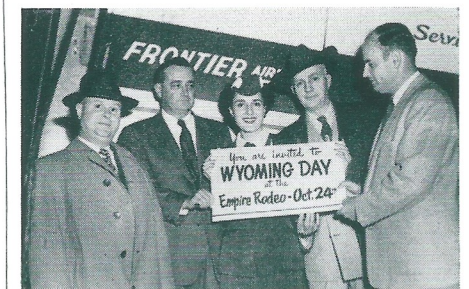
Military installations and the motion picture industry represent sources of interline revenue which have been "sold" during the past several months. While this program has been in effect for some time, the increased military activity in the bases throughout the Rocky Mountain area has resulted in greatly increased military traffic over the entire system. The growing popularity of Colorado for motion picture locations has added considerable revenue to the treasury and lots of glamor to the passenger lists.

During August of this year, other airlines delivered 1,769 passengers to Frontier. During the same month, Frontier delivered 1,830 passengers to connecting airlines. These figures show the importance of interline traffic and every effort possible will be made to keep these figures increasing from month to month.

## Arizona Commercial Date Center

Arizona is one of only two states where dates are grown commercially in this country, and the harvest is about to begin. Phoenix is the center of the date-growing industry in Arizona. Most packing plants are open to visitors.

## Invitation to Rodeo



Frontier Stewardess Bessie Couzin delivers an invitation from The Denver Post to Wyoming officials to attend the Rocky Mountain Empire Rodeo on October 24, designated as Wyoming Day. Left to right, Paul Reiser, Cheyenne Chamber of Commerce; Willis Brewster, Frontier Days committeeman; Miss Couzin; C. J. "Doc" Rogers, Wyoming Secretary of State; and Don Dugan, Manager of the Cheyenne Chamber of Commerce. The Rodeo, starring Gene Autry, is a Denver Post Charity event.

# FRONTIER NEWS IN PICTURES . . .



Top officials of the Air Express Division of the Railway Express Agency and Cargo Sales Managers of the nation's airlines had a taste of Frontier hospitality during the meetings held in Denver recently. The group was entertained at the summer home of Frontier Director L. W. Linville. The dinner was sponsored jointly by Frontier and Continental. The host, "Lo" Linville, front center enjoys a rest after preparing Colorado-grown steaks for 40 people.



John Vincamp, Frontier agent at Worland, proudly displays the antelope he picked off during the recent season. John didn't actually shoot it on the airfield, although antelope are a frequent sight to Frontier passengers and crews landing and taking off at Worland, Riverton, Greybull, and Rawlins.



Air Express driver Dave Goldberg, left, receives congratulations from Commercial Agent Max Rothberg for his outstanding record in selling Air Express. Goldberg, who made the first Air Express delivery in Denver 25 years ago, will be featured in "Messenger," the Railway Express Agency publication.



Three generations of one family . . . all pursuing aviation careers. Jack Burnell, FAL's Supt. of Engineering and Maintenance, left; his father, A. F. "Pop" Burnell; and his son, Jack Burnell Jr. Young Jack is studying aeronautics at the University of Colorado. This picture was made during a tour of FAL's facilities by the University of Colorado School of Aeronautics.



"Here comes Flight 21 . . . and we're ready for it." Bozer, Greybull's chief mascot and assistant freight hustler, is in the harness ready to go just as soon as the port engine stops turning over and the cargo door opens.



Queen of the Hidalgo County Fair at Lordsburg receives the gift of transportation to Phoenix, Arizona, on FAL from the Lordsburg C. of C. Left to right: FAL's Ed Gerhardt; Miss Betty Bradfer, Queen's Attendant from Lordsburg; Queen Lucille Richins, and Mr. Jack Keidaish, member of the PHX Chamber.



Frontier's "great trout" display in the Denver airport ticket office. It's an actual 17-pound Loch Leven caught near Alamosa. The map shows best trout fishing areas on FAL's system and the photos are of fishing lakes and streams near on-line cities. Jerry Fox, DEN station manager, reported that the display created a tremendous amount of interest this summer.



Zuni Indian "red hats"—skilled forest fire fighters—board a "Sunliner" at Gallup for speedy transportation to California to snuff out a big blaze. These same fire fighters have flown Frontier several times this summer on a few hours' notice to battle forest fires throughout the West.



## Meet Frank Blair

Friendly Frank Blair, Superintendent of Flight Control, is one of those people who enjoy just about everything in life. He loves his work and he likes his fellow workers. "There's never a dull moment in my work," Frank says... "always something new and exciting to keep you on your toes and keep life interesting."

Frank has been in aviation since 1941 when he joined the W & B Flying School of Chickasha, Okla., managed by Ray Wilson. He started out as a mechanic, but moved into a dispatcher spot a few months later. When Monarch Air Lines was organized he became Chief Dispatcher, and when Frontier was organized in 1950 he was named Supt. of Flight Control.

He resides in Denver at 1566 Valencia with his wife, Audrey, and his 16-year-old son, Dwight, an East High School student. Frank is a hunter and fisherman, but his pet hobby is guns. He makes his own gun stocks out of American walnut, and has even built a few "wildcat" rifles. He also loads all his own rifle ammunition.

Right now Frank owns eight "prize" rifles, and is working on a new .270 with Springfield action which he expects will be his favorite of the lot. This gun has a custom stock and several alterations in the action. He believes it will "shoot a half-mile, and then throw rocks."

Frank enjoys deer hunting occasionally and would like to try his marksmanship on a Canadian or Alaskan bear some day. He's saving that one until after he "makes his first million."

## Sunliner News

SUNLINER NEWS is published every month by and for the personnel of Frontier Airlines, America's largest local service airline.

*Edited by the*

ADVERTISING AND PUBLICITY  
DEPARTMENTS OF FRONTIER

G. S. KITCHEN, *Mgr., Public Relations*  
GENE PILZ . *Advertising Manager*

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## Flight Dispatch Dept. Lifeline of the Airline

Frontier's Flight Dispatch Department maintains a vital chain of communications between 37 stations spread over seven vast western states. Denver dispatch, a part of Frank Blair's Flight Control Department, handles approximately 3,000 teletype transmissions every day. Without this steady stream of messages an airline—depending on split-second action in all phases of operation—cannot operate! These transmissions include flight releases, weather information, reservations, flight advisory messages, notams (information about field conditions and facilities), and fuel load information.

Flight dispatch, wholly located in Denver, is made up of 18 persons... 10 dispatchers, 5 dispatch clerks, and 3 communications operators. The department works on an around-the-clock basis—24 hours a day, 7 days a week. There are three dispatch shifts every day, with two dispatchers on every shift... one on the northern division teletype circuit and one on the southern.

Every longline message goes through Denver and is logged there. Messages between divisions must be relayed in Denver. If one teletype circuit should be crippled by mechanical failure, the other two can be combined into a giant loop:

"A dispatcher on duty is like a naval officer on watch," Frank Blair says. "He has a tremendous responsibility." Before signing on for his shift, a dispatcher must first check the weather bureau, check the ATC on aircraft movements, and finally obtain all necessary information from the dispatcher on duty. This includes field conditions, aircraft weights, gasoline loads, refueling points, etc. Dispatchers are licensed by the C.A.A. after much study and passing extremely difficult examinations.

Other members of the flight dispatch department also bear heavy responsibilities and must do everything "right now." Nothing can be put aside for future action. Dispatch clerks are assistants to both duty dispatchers and act as communications operators between 2200 and 0600. The communications operators transmit, receive, and disseminate longline messages.

Dispatch is a part of the Flight Control Department, which is charged with the careful and efficient planning and watch over operations. Flight Control is interested in present and future operations of the company. Dispatch is, in effect, a tool of operations and "the lifeline of the airline."

## New Legion Auxiliary Prexy Flies FAL Home to Vernal

One of the largest celebrations in Vernal's history Monday welcomed home Mrs. Rae (Eve) Ashton, recently installed national president of the American Legion Auxiliary.

With Mrs. Ashton was a large delegation of nationally prominent leaders of the Legion and Auxiliary including the new commander of the Legion, Lewis K. Gough.

Mrs. Ashton was greeted on her arrival on a Frontier Airlines plane by a number of city officials, including Mayor Henry B. Millecam Sr., who presented her a bouquet of red roses from the city of Vernal. The Uintah High School band, under direction of Lawrence Lee, played for ceremonies at the airport.

## NEW PERSONNEL

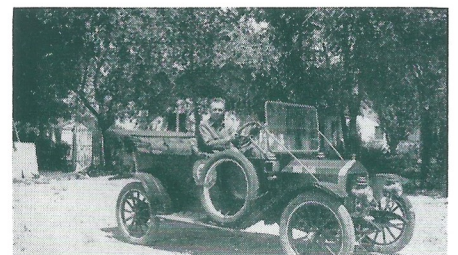
- IRENE J. ANDERSON—IBM Key Punch Operator—Denver, Colorado.  
JENNIE R. ANDREW—Stewardess Trainee—Denver, Colorado.  
IRIS L. ASHTON—Stewardess Trainee—Denver, Colorado.  
DAVID H. COATS—Station Agent—Phoenix, Arizona.  
RHETA M. DAHL—Stewardess Trainee—Denver, Colorado.  
WALTER A. GAIL—Station Agent—Rock Springs, Wyoming.  
LOUISE GUTSCH—Stewardess Trainee—Denver, Colorado.  
VERA JEAN KING—Cashier—Denver, Colorado.  
GEORGE A. JENNINGS—Station Agent Trainee—Denver, Colorado.  
JAMES P. LOCKHART—Station Agent Trainee—Salt Lake City, Utah.  
JAMES A. LYNCH—Stock Clerk (Returned from Military Leave)—Denver, Colorado.  
RICHARD E. MARSH—Station Agent—Phoenix, Arizona.  
LUCY R. MICHEL—Stewardess Trainee—Denver, Colorado.  
DORIS E. MILLER—Stewardess Trainee—Denver, Colorado.

## TICKETS FOR WYOMING U. GAMES

Tickets to the University of Wyoming home football games can be secured through any Frontier Airlines office, according to an announcement released today by G. S. Kitchen, Manager of Public Relations for the airline.

Arrangements between the University and Frontier have been completed which enables a football fan to call his nearest Frontier office and make his reservations. His ticket will be held for him at the Stadium box office in Laramie. Similar arrangements have been worked out for the coming basket ball season.

"While the service is intended primarily for Frontier passengers," Kitchen said, "anyone wishing to take advantage of the reservation service should feel perfectly free to do so."



## JOHNSON'S "VINTAGE STUDE"

Fifteen years ago, Leonard Johnson, Frontier mechanic at Salt Lake City, found a 1911 model Studebaker (convertible) in an apple orchard. Since the owner was anxious to raise enough money to buy into Johnson's Flying Club, a deal was made.

The new owner spent six months restoring the car and getting it in running condition. Since that time, he has spent a great deal of time locating authentic parts and accessories to keep it in its original shape.

Johnson is a member of the "Horseless Carriage Club" and his "Late Model Stude" is a familiar sight in the parades of the Salt Lake City area.