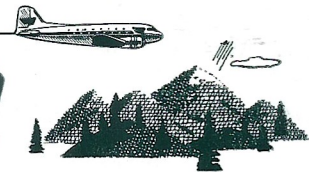




# Sunliner News



VOL. 2, NO. 2

Published by Frontier Airlines

JANUARY, 1953

## FAL 1952 TRAFFIC MAKES BIG GAINS



A "Sunliner" connects with United and Continental at Stapleton Airfield, Denver. This picture will be used in connection with the forthcoming interline sales task force that will visit airline offices in the midwest, southwest, coast, and northwest. This program is designed to increase FAL's interline business.

### FAL's 1953 Business Outlook Excellent

By C. A. MYHRE, Executive Vice President

"There's fair weather ahead," say Western economists looking at the prospects for continued development of the Rocky Mountain West. This also means good prospects for our Company.

Wall Street financial experts foresee a continued upward economic trend for at least the first quarter of 1953... and expect the year 1953 as a whole to be a good one for business.

The West's business outlook for 1953 is perhaps even better than the national prospects. More and more Eastern industrialists are "discovering" opportunity in the vast Rocky Mountain states. Fear of atomic war is forcing some "dispersion" or decentralization of certain industries to new Western locations. Water developments are bringing new farm lands under irrigation. In the meanwhile, oil development continues at a frenzied pace.

More business means more people... and more traffic for Frontier Airlines. During the past two years our Company's rapid growth has closely paralleled the growth of the region we serve. This gives us reason to believe that Frontier's future growth will also closely parallel area expansion... assuming that Frontier personnel exert every effort to forge ahead.

Frontier's recent progress is encouraging indeed—but we must not let ourselves fall into the erroneous belief that we have "made it." On the contrary, we still have a long way to go. We must make every effort to reduce our mail pay rate by increasing revenues and net profits.

Frontier's "teamwork spirit" has been demonstrated in recent months with gratifying results. This, too, inspires hope and confidence in the future of the Company.

This all adds up to a bright outlook for Frontier in 1953. The opportunity is apparent. It is up to all 550 of us to capitalize on it through well-organized hard work.

### GRAND JUNCTION NOW URANIUM HEADQUARTERS FOR ENTIRE U.S.

Grand Junction has become the principal headquarters for uranium exploration and production in the United States, it was reported by the Grand Junction Sentinel.

An operations office to consolidate uranium exploration and production activities of the AEC will be established in Grand Junction. This office will be managed by Sheldon P. Wimpfen, who has been assistant director of the division of raw materials in Washington.

Reason for the establishment of the operations office, according to Jesse C. Johnson, is the great increase in uranium production in the Colorado Plateau.

"The Colorado Plateau area has become an important factor in world uranium production since the commission established its domestic uranium program early in 1948," Mr. Johnson said.

"Today, exploration, mining, and processing operations far exceed those of any previous period in the history of the area, and plans call for further expansion of uranium production."

The AEC has maintained raw materials and exploration offices in Grand Junction, but they have operated independently of one another on the local level.

### Passenger Traffic Up 23% Freight Shows 38% Gain

Just one year ago C. A. Myhre, Executive Vice President, said, "If the early January trend continues, Frontier should have an excellent year in 1952." The trend did continue and Frontier wound up 1952 with substantial gains in passenger and freight business over 1951.

A new high in passengers boarded was reached in 1952 with a total of 125,525 passengers, an increase of 23% over the 102,394 enplaned in 1951. The passenger load factor for the year climbed to 34.2% as compared to 30% for the previous year... an increase of 14%. Denver was the number one station with a total of 18,499 passengers. Phoenix was a close second with 17,835.

Air freight volume continued to increase with a total in 1952 of 420,358 ton miles, an increase of 38% over the 303,611 ton miles carried in 1951.

In spite of the gains in passengers and freight, air express and air mail showed slight decreases. Air mail ton miles in 1952 totaled 109,740, a decrease of 14% over 1951. During 1951, snow slides stopped all surface travel and surface mail was diverted to air. This factor is partially responsible for the comparative decrease.

In spite of higher rates, air express ton miles decreased only 6%, 72,666 ton miles in 1952 compared to 76,990 in 1951.

If present trends continue, 1953 should be a repeat of 1952, with continued growth, more business and a greater future for Frontier and the 550 employees who are responsible for the company's progress.

### SPECIAL EDITION "LOOKING AHEAD"

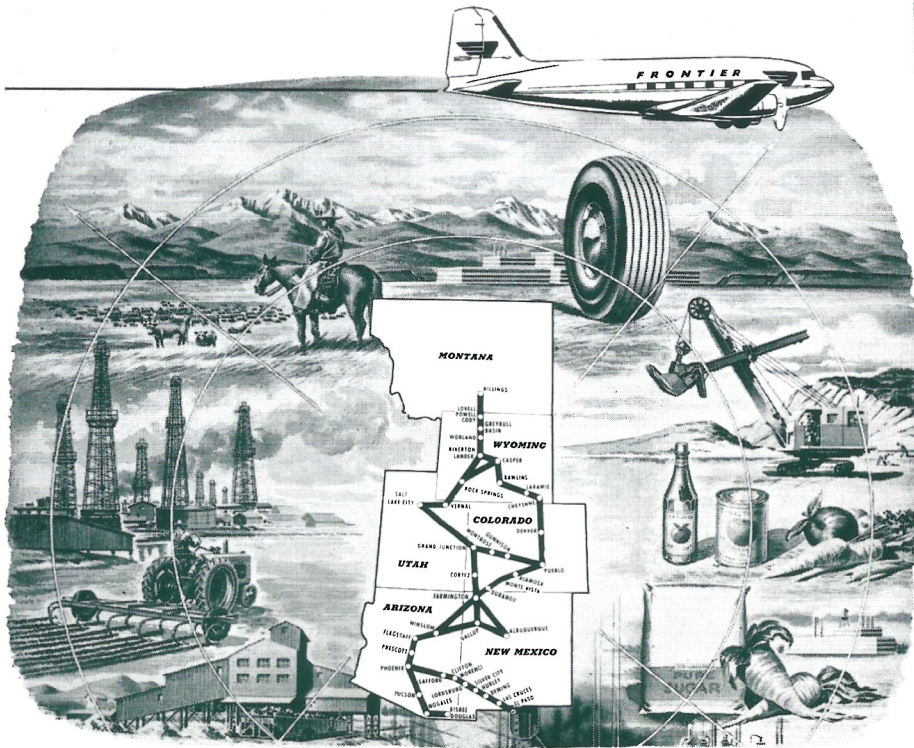
This eight-page edition gives you a forecast of Rocky Mountain growth. Leading journalists and business men tell you what the economic future looks like in their respective areas. This development, of course, is related to Frontier's opportunity for continued growth.

### PHOENIX HAS RECORD SEASON

Winter vacation resorts in the Valley of the Sun claim a record season in the number of guests now enjoying fun in the Arizona sun. Many resorts are "booked solid" through March.

Frontier is enjoying record traffic to the sun country.

# EXPERTS PREDICT



## ARIZONA

By HARRY MONTGOMERY

Assistant to the Publisher, The Arizona Republic and The Phoenix Gazette

(Harry Montgomery is a native of the Southwest and one of its better known newspapermen. Edited weekly at Memphis, Tex., 1920-24; co-founder of campus newspaper, The Toreador, at Texas Tech, Lubbock, 1925; reporter



on Gene Howe's newspapers in Amarillo, 1927-31, then spent 16 years with The Associated Press as chief of bureau in West Texas, New Mexico, Arizona, Minnesota, and the Dakotas. Became executive editor of The Arizona Republic and The Phoenix Gazette in 1947, assistant to the publisher in 1950.)

The fastest growing state in the nation needs modern air transportation.

Recognition of this fact has spurred Arizonans into united action to retain all of the Frontier Airlines routes which serve Arizona cities and connect the state with its friendly Rocky Mountain neighbors.

Despite the rapid growth of its chief cities and irrigated valleys, Arizona, like the rest of the Rocky Mountain empire, is a land of wide open spaces still. Frontier now spans the broad desert and high mountain gaps between widely separated communities of the eastern half of the state. Together with Bonanza, it provides one-day commuter service from Phoenix to all parts of the state and return. Only a matter of months ago some of these trips required several days.

Frontier also provides speedy, comfortable transportation and communication between Arizona and all the mountainous country which sprawls between Montana and the Mexican border—an area that requires days and weeks to cover by motor transportation and where rail connections are all but impossible.

That is why Arizona is militantly protesting the recommendation of a Civil Aeronautics Board examiner that Frontier cripple its fine service to the state by eliminating its flights to eight Arizona communities, four in New Mexico, and El Paso, Texas. Some of the most productive points, business-wise, of the 40 cities served by Frontier in six states would lose their air transportation service should the recommendation be upheld.

So Arizona is telling the CAB that it cannot afford to cripple this type of service in a state that leads the nation in growth of population, total income, farm income, retail trade, bank capital gains, and truck registrations, and is second in bank deposit gains.

The CAB has been told that Arizona is growing faster in the current decade than it did from 1940 to 1950 when its population gained 61.2 per cent. It has been told that it can't turn its back on a state whose manufacturing all but doubled in the first five years after World War II—from \$116 million in 1947 to \$228 million in 1951.

The board also will be told that Arizona retail trade in 1953 will top the billion mark for the first time, an increase of \$657,557,000 in 1948 (per business census), which in turn was a gain of 306 per cent from 1939.

The state's income growth was 386 per cent from 1940 to 1951, while its farm income growth was 573 per cent in the same period. Bank capital growth was 336 per cent from 1941 to 1951, and bank deposits in the same period jumped 392 per cent.

Frontier, the CAB has been advised, is just beginning to get established and to grow with the state. Its passenger service has increased 27 per cent and its freight business 56 per cent since the examiner, Paul N. Pfeiffer, conducted his hearing in Phoenix

last March. The line has not been given the usual three years in which to establish itself, independent of air mail subsidies.

The CAB also has been told that a ruling against Frontier would be indirectly a blow to the armament program. Arizona's mines, which place the state in the forefront of copper production and contribute numerous other metals, depend on Frontier for quick replacement of machinery and parts when breakdowns occur. In some instances, days and even weeks of needed production can be saved.

Arizona is battling to overcome isolation that is born of desert and mountain terrain. It is demanding that the CAB give Frontier and Arizona an opportunity to grow up together.

## NO. NEW MEXICO

By LINCOLN O'BRIEN

(Lincoln O'Brien, president of New Mexico Newspapers, Inc., came to New Mexico in 1949 because of far greater economic opportunities and more pleasant living. He started in newspaper business after graduating from Harvard Law School in 1932, as a reporter on Tulsa, Okla., Tribune. Mr. O'Brien owns four dailies: The Tucumcari Daily News, The Las Vegas Optic, The Farmington Daily Times and the Gallup Independent. These four dailies are 27 per cent of dailies in New Mexico. O'Brien and Charles L. Eberhardt, group editor, were in the first private plane to fly over vicinity of atom bomb explosion at Frenchman's Flat, Nevada. O'Brien never flies under instrument conditions but prefers to let Frontier pilots handle those assignments.)



The northern section of New Mexico has just completed a year of great economic expansion. Albuquerque, the metropolis of New Mexico, has shown an increase in population that cannot be equaled in New Mexico or in the entire United States. Farmington, located in the extreme northwestern corner of New Mexico, is surpassed in population growth in the state only by Albuquerque. This little village of 2300 population in 1950 has expanded to the fantastic population of 10,000 people in 1952. Gallup, located 123 miles southeast of Farmington, is also undergoing a series of economic developments, among them the increased activity in the search for and discovery of uranium, construction of largest ammunition storage depot in the world at Fort Wingate, and the new facilities of the El Paso Natural Gas Co.

This is a vast country with miles upon miles of land waiting for development of its mineral, agricultural and industrial possibilities. Although this land is rich in possibilities it has been hampered by the problem of

# ECONOMIC BOOM FOR MOUNTAIN STATES

transporting men and supplies in and out of the booming cities. For this reason, a large amount of state money has been allocated to highways in Northern New Mexico, and there is increasing talk of a standard gauge railroad from Gallup to Farmington to permit the expansion of the San Juan Basin's oil activity. At present Farmington is served by the narrow gauge line of the D. & R. G. W. which meets with the standard gauge at Alamosa, Colorado. Gallup is on the main line of the A. T. & S. F.

Air travel is probably the one mode of transportation which the Farmington-Gallup area could not possibly give up. At the Farmington Municipal Airport, which has been referred to as the "Little LaGuardia of the West," private planes by the dozen line the parking areas, and Frontier Airlines operates eight flights a day in all four directions and uses the Farmington airport as its terminal center. At both Farmington and Gallup the light plane is considered a must for those people who make it their business to work and operate oil and gas wells in the rugged terrain that surrounds both cities. Albuquerque is served by the A. T. & S. F. and four scheduled airlines, one of which is transcontinental.

Albuquerque's growth can be attributed to its ideal transportation facilities and central location to the rest of the state. Its biggest industry is the wholesale business which is located here because of Albuquerque's location. 1953 should see the city expand at approximately the same rate it has in the past two years.

The Gallup area is ready to pop wide open at any time. A boom is forecast by the recent lease of hundreds of acres of land on the Navajo Reservation for oil and gas development. 1953 should see a tremendous economic growth for this area. The first indications of this is the construction of a two and one-half million dollar cracking plant, which is starting immediately, for the El Paso Natural Gas Company. A pipeline north from the plant to the presently developed fields. Increased uranium development as a result of 9000 acres of land in the public domain which has just been set aside for uranium development. Sixty miles east of Gallup is located a principal ore buying plant and crushing facilities. Further expansion of the already mammoth Fort Wingate Ordnance depot should be another economic booster to this area in 1953. One major factor in the growth of this area is the increased political influence and economic stability of the Navajo Indians whose main body of population centers around Gallup (the Indian capital of the world). This political influence is just beginning to be shown by the tribe, and it is estimated that within the next ten years they will use it to much greater advantage. The Indians have already proved an economic advantage to the town through their buying power, and, of course, the nationally known "Indian Ceremonial" which is held here every year and which attracts about 20,000 visitors.

Farmington, which is sometimes termed the "Gas Capital of the San Juan Basin," is experiencing a similar development—only at a far more rapid pace.

A sleepy village in 1950, Farmington has grown so rapidly as to far surpass the wild-

est dreams of the first oil and gas men who came here. The town has outstripped its public utilities so often in the past two years that the town board has been constantly plagued by bond issues in an attempt to catch up.

In 1952 Farmington and the surrounding area was designated a critical defense area. Since then the federal government has allocated about \$300,000 to help with the solution of water and sewer problems—and this was money the town sorely needed.

And in 1952 Farmington began the construction of the largest single paving project ever attempted in New Mexico—a project that is scheduled for completion in 1953. More than 700 new homes in the \$9,000 to \$15,000 class have been constructed since the boom started and a complete new business street has erupted from what were formerly vacant lots.

As a terminal point for Frontier Airlines, the town is a center of transportation for the area. Tons of air freight for the oil and gas industry are landed at the Farmington airport.

The future seems to hold nothing but good for the area. At least 500 new wells are projected for the San Juan Basin in 1953, an irrigation project that has been in the fire for 30 years seems to be coming to a head, and talk is ever present about the possibility for new industry—particularly of the petro-chemistry type.

On the face of the facts it would seem that the entire northern New Mexico area is destined to be one of the more prosperous sections of the United States—at least when its small population is considered.

Already it has to its credit not only the private enterprise active in the oil and gas fields and in consumer supply, but it has huge government projects, like Sandia Base, Los Alamos, Kirtland Airforce Base, and the Atomic Energy Commission offices, to bolster and improve its economy.

In the opinion of we who live here, no place on earth has greater prospects for future development and greater facilities for fine living, due to a great extent to the fine cooperation of all agencies and people who are residents of the area.

## WESTERN COLORADO

By WALTER WALKER, *Publisher*  
*Grand Junction (Colo.) Daily Sentinel*

*(Walter Walker, publisher of the Grand Junction (Colo.) Daily Sentinel for more than forty years, has at all times been interested in air transportation, just as he has been interested personally and as the publisher of the largest daily paper in western Colorado and eastern Utah in all movements, projects, and*



*developments adding to the growth and prosperity of the large area in the Intermountain region of which Grand Junction has been the natural center. He was one of the pioneers in the development of aviation and air transportation in the Intermountain West. He was largely instrumental in making Grand Junction one of the key points on regional and transcontinental air transportation. The air field in Grand Junction, due to a movement started by the American Legion and the City of Grand Junction, bears his name—Walker Field.*

*Walter Walker has been a resident of Grand Junction for nearly half a century and during all of that time has been actively engaged in the daily newspaper business. He has a wide influence in western public, economic and political affairs.*

*Mr. Walker has given support to all movements having for their purpose the growth and development of Frontier Airlines. For several years, he has been a member of its Board of Directors.)*

The area served by Frontier Airlines in Western Colorado is one with rich and varied natural resources which are now being developed at a rapid rate. Through its linking of Grand Junction, Cortez, and Durango, Colo., with Salt Lake City and Denver and with Farmington and Gallup, New Mexico, and Winslow and Phoenix, Arizona, Frontier is playing a vital role in the region's development.

Some of the natural resources now being exploited for the welfare of the nation are uranium and other strategic minerals, natural gas, and oil, with vast deposits of oil shale and coal holding promise for future utilization.

America's chief uranium-producing region is the Colorado Plateau, which extends from Western Colorado south into New Mexico and Arizona, and west into Utah. The principal raw materials procurement office of the Atomic Energy Commission is located at Grand Junction, which is also the chief supply point for the 60,000 square miles of the Plateau. The uranium mining and processing industry is now spending an estimated \$30,000,000 or more annually in the Plateau, where the industry employs some 5,000 persons directly and indirectly. There are more than 200 producing uranium mines, with eight mills now operating, another under construction, and plans announced for two more.

The best known oil and gas fields are near Rangely and in the San Juan Basin, but exploration crews are working throughout the area. Gas and oil discoveries in the San Juan Basin have caused plans to be made for a pipeline which will take the gas to the Pacific Northwest.

In the mountain counties of Western Colorado, lead, zinc, molybdenum, and gold and silver mines are active. Near Rifle, Colo., northeast of Grand Junction, are the nation's greatest reserves of oil shale. A Bureau of Mines experimental plant at Rifle is developing methods to make commercial processing of the oil shales possible, and interest has been expressed in Western Colorado's coal deposits by firms working on coal hydrogenation processes. Both oil shale and coal

*(Continued on Next Page)*

deposits are expected to assume increasing importance to the region within the next few years.

Agriculture, of course, has been a mainstay of Western Colorado for many years, with cattle and sheep raising holding an important part in its economy. Peaches, cherries, apples, and other fruit crops grown in the many irrigated portions of Western Colorado are shipped throughout the nation.

With development of the Upper Colorado River through water storage and power projects, Western Colorado can anticipate continued industrial and agricultural growth. More than 150,000 persons now live in the 20 counties in Colorado west of the Continental Divide; in Grand Junction alone the working force increased 13 per cent in the year from November, 1951, to November, 1952.

Frontier Airlines plays an indispensable part in the development of Western Colorado because of the lack of other types of quick transportation north and south through the region. By connecting Grand Junction with Cortez, Durango, Gallup, and Winslow—as well as Denver and Salt Lake City—Frontier ties together the area producing America's domestic uranium.

Frequent trips to Grand Junction are necessary by uranium producers in every part of the Colorado Plateau both for supplies and because the Grand Junction Operations Office, AEC, directs uranium ore procurement in the region. Frontier saves valuable time for these uranium producers. For example, driving from Cortez to Grand Junction requires at least six hours under ideal conditions; flying by Frontier takes 55 minutes. From Grand Junction to Gallup, N. M., near the major uranium fields at Grants, is an all-day drive, but only 2½ hours by Frontier.

The rugged beauty of Western Colorado attracts hundreds of thousands of tourists and sight-seers each year, but its very ruggedness affords transportation obstacles which Frontier, fortunately, overcomes for the busy traveler.

## UTAH

By GUS P. BACKMAN

Secretary, Salt Lake City Chamber of Commerce

As the year 1952 draws to a close, we in the intermountain area may well be proud of the great economic advancement which has occurred during the past year. The economy of the intermountain area is based upon the development and fabrication of the great natural resources which are so abundant in our particular area.

We in the State of Utah have seen the further expansion of our basic industries and the introduction of many new operations for the processing of our raw materials. Further expansion of the great steel industry has occurred not only through the installation of additional facilities at the great Columbia Geneva Steel Plant, but through the expansion of existing fabricators and the entry into the field of new processors. The Kennecott Copper Company has put into production its new Copper Refinery, the Howe-Sand Cobalt Refinery has been placed in operation. Great Chemical Companies have entered the field with new plants and the oil industry has expanded beyond our fondest dreams with the construction of the great Phillips Plant at Woods Cross, the entry into the territory

of new pipe lines not only conveying the oils into the territory for refining but expanding the distribution systems from the area. These are but a few examples of the great expansion which has occurred.

Millions of dollars will be expended by great corporations in the State of Utah during the year 1953, under programs already announced and in some instances where work has commenced.

Frontier Airlines is an example of the type of businesses and people in the area, the largest and finest feeder air line in the country, with people associated with the line who feel not only a responsibility to sell transportation on their line, but feel the responsibility of selling the territory they serve. We salute Frontier for its contribution to the Intermountain Transportation System and thank them for the facilities they provide in bringing us closer together.

## BILLINGS, MONTANA

By PAUL COVERT

Even from the air it is readily apparent that Billings is a beehive of activity these days. Neat rows of new houses, schools, churches, and commercial buildings under construction are spilling over the perimeters

of what used to be Billings. Two huge catalytic refineries in Billings and another in adjacent Laurel give the clue to the newcomer just what the activity is all about before he sets foot on the ground.

The magic touch of the "black gold" being discovered in the nearby Williston Basin is sensed quickly by the new arrival in Billings. The principal coffee conversation is likely to revolve about oil, and its influence is felt in the crowded hotels, at the airport, the railroad station, and on the busy streets. While Billings hasn't the boom atmosphere of some oil field towns in the basin itself, crowded with exploration or drilling crews, its three big refineries mark its rise as an important oil center.

With a 1950 census count of 31,834 Billings is growing so fast that no one seems to know just how big it is today. The Billings Commercial Club estimates the present population at 41,216 but this is probably a conservative figure. It is a known fact, however, that Billings' population has more than doubled since 1930 making it the largest city in the state. The city has grown so fast that many new sub-divisions are not in the city limits. There are probably over 50,000 persons within a five-mile radius of the City Hall.

Billings has had a taste of oil for years from nearby fields in southern and central Montana, and the Elk Basin, Worland, and Frannie fields in northern Wyoming. The Commercial Club, keenly aware of what future oil development would mean to the economy of the state, started early in 1951 to interest petroleum firms and aid them in locating in Billings. One hundred and fifty independent or major oil firms now maintain



offices in the city. These are very welcome newcomers to Billings, and the Commercial Club is proud of its part in establishing Billings as the sixth oil center of the United States.

An accelerated building program is trying desperately to meet the increased demand for housing and office space requirements. Hotels have added 180 rooms in the last two years, but it is still difficult for them to meet the demands for reservations. Plans were announced recently for a new ultra-modern, 12-story office building to house oil firms exclusively. This will be the tallest building in the state.

Billings gives every indication of being as important to the oil industry in Montana and the Dakotas as Denver is to the industry in the southwest. Continental Oil Company recently announced that it will begin construction of a products pipeline from its Billings refinery to Spokane, Washington. Finished, this would probably result in their doubling the present refinery capacity, or the erection of another refinery by some large producer such as Texas or Shell.

In addition to its strategic location to the Williston Basin and Wyoming oil fields, Billings attracts new people for other reasons. Oil men like it here because it is a good family town. They like it because of its schools, of which it has two accredited colleges, its churches, its two big hospitals, and its milder climate. And Billings has excellent sports, its own professional baseball team, and top hunting and fishing facilities.

The city holds a high place among Montana cities in the development of its public school system. It also has an unusually large number of churches—42—representing nearly as many denominations.

Nestled in the fertile Yellowstone Valley, Billings is, in effect, air conditioned being regulated by natural phenomena for comfortable living in each of the four seasons. It is so situated with respect to the mountain region to the west and the plains to the east that it seldom experiences the extremes of weather usually associated with those areas. The sun shines 269 days a year on the average, or three out of every four days. The average year around temperature of 46.8 degrees is seldom matched by other cities of the same northerly latitude. Many call it the "Banana Belt" of the Rockies.

Because of an abundance of sunshine, lack of heavy precipitation, and a low relative humidity, it is a favorite spot for persons suffering from respiratory diseases. Its medical facilities provide treatment for much of eastern Montana and northern Wyoming.

Sometimes referred to as the "Magic City," Billings retail trade business is enjoying an unprecedented volume. One reason for this is the noted absence of cut-throat competition predominant in many large, metropolitan cities. Merchants have not had to resort to high-pressure selling methods to move merchandise. Although lacking few types of business, the opportunity to start a business and succeed is excellent because of the increasing demand for goods and services brought about by the tremendous influx of population.

One indication of the rapid acceptance of Billings as "home" is exemplified in the attitude of Texans, who for once have found something bigger to brag about than the Lone Star state. The oil industry has attracted large numbers of geologists and exploration men from the oil cities of Oklahoma and Texas.

The casual manner of dress is as free as the wide open spaces which are the city's natural boundaries. In spite of the sprightly activity, the pace of life is easy going. Many a cattle or oil deal is closed over coffee or a highball, and there's no way of telling a man's job by the clothes he's wearing. Billings has its society, but it is not concerned with the labels in a man's suit, nor the make of automobile he drives. It is much more interested in the part the newcomer will play in the development of Billings and Montana.

Montana faces a terrific responsibility in maintaining its resources on a competitive scale with other states. It has a serious handicap in that its entire population is less than the city of Denver. To build and maintain adequate highways systems and still hold taxes down is one of its biggest problems. It must provide these facilities to insure its tourist business which contributes in excess of \$70,000,000 annually.

Because Billings is a transportation hub—it is a division point or junction for three airlines, an equal number of railroads and highways—it already is one of the most important cities in the Rocky Mountain Empire. Municipal government works unceasingly to keep civic facilities as modern and up-to-date as possible. Spurred by the Commercial Club, proposals for a feeder airline service to facilitate travel between this oil center and the Williston Basin towns was started late last summer. When approved by CAB, Frontier Airlines will provide rapid daily schedules to and from the basin towns allowing oil men to conduct their business and return the same day.

The economy of Billings is varied and not dependent upon any one industry. It is the trade and distribution center for the vast Midland Empire and supported by both irrigated and dryland agriculture, cattle and sheep on the open range, and livestock feeding, sugar beet factories, and flour milling and feed plants, livestock marketing and packing plants for both meats and vegetables are other important industries. But ranking with agriculture and oil, Billings is the state's largest wholesale center for jobbing and distribution serving all of Montana and much of northern Wyoming.

With an abundance of natural gas and electric power, Billings is going after the petro-chemical industry with its chemicals, plastics, and synthetic products. The Yellowstone River provides a huge water supply plus unlimited cheap, electric power. Natural gas assures Billings of heavy industries. The petro-chemical industry has shown interest, and it is expected that it will start to build plants soon.

Rich in history, Billings is rich in opportunity. As the Crow Indian war chief Arapoolish once described this region, "The Crow Country is a good country. The Great Spirit has put it in exactly the right place; while you are in it you fare well."

## SALT LAKE CITY GATEWAY TO NEW MOVIE LOCATIONS

A Universal Picture location group has chosen Salt Lake as the gateway to Durango for production purposes, due to the direct connections between Frontier and Western Airlines from Los Angeles. The group was headed by Mr. Jesse Hibs, Assistant Director, and Mr. Art Siteman, Unit Manager, who were en route to find a suitable location for their new production, "Sioux Uprising."

## WYOMING

By KEITH OSBORN

*(Keith Osborn is editor of the Cheyenne Tribune. At the age of 34 he is one of the nation's youngest editors. Mr. Osborn graduated from the University of Wyoming School of Journalism... then went right to work for the Wyoming Newspapers, Inc.)*



Time is money.

And in the vast distances of Wyoming and other Rocky Mountain states, time—when translated into communications and transportation—can mean the difference between profit or loss, growth or failure for commerce and industry.

An idle oil rig on the Wyoming prairie awaiting shipment of parts for repairs can cost its operators heavily in lost time. Seasonable merchandise and produce won't bring their full dollar potential unless such goods can reach retailers when the markets are "hottest."

But, fortunately, there's a ready answer to these and other similar problems that arise from day to day in the conduct of commerce and industry in the Rocky Mountain West.

The answer is the commercial airlines.

Conquering Time and Distance, airlines are meeting the present day needs for fast communication and transportation. Moreover, they stand in the forefront for the development of the tremendous potential of the Great West.

Wyoming is a young state. Its vast natural resources have scarcely been tapped. Oil, timber, ore, livestock and farm produce, by reason of their bulk and weight, will continue to move mainly by rail, truck and pipeline, but airlines will play an increasingly larger role in the growth and expansion of the industries which have emerged from the development and exploitation of these resources.

Other industries in Wyoming and the West can and will be assisted immeasurably by the airlines and at the same time contribute extensively to the growth of the air transportation industry itself. An example is the tourist industry. The vacation resort or dude ranch visitor from New Orleans or Indianapolis will reach his destination faster, more safely and with more time for relaxation if he travels by commercial airliner, and at the same time he'll be spared the responsibilities and oftentimes physical and mental punishment of prolonged highway travel.

The conception of travel and transportation in the mountain and plains country since the Conestoga wagons first headed west from the banks of the Missouri and Mississippi has essentially been east to west and west to east. The great railroads that followed laid their gleaming rails east-west to meet the demands of the times. While the bulk of travel and transportation today is still in coast-to-coast directions, the pioneers of today's West are those scanning north-south horizons. They are the airlines. And with commercial aircraft on the threshold of jet-

propelled travel and the air freight business still in its infancy, the promise of the future is great indeed.

More than anything else, the airlines have served to "reduce" in size the vast area of the Rocky Mountain West—to bring its people, their business, their commerce and their play closer together for the mutual growth and progress of all. By airliner, a Billings businessman is less than a day away from an important conference in Phoenix; a Denver athletic team only a few hours away from a championship contest at Salt Lake City; fresh, Gulf Coast seafood and Arizona vegetables are common in Wyoming restaurants because of speedy air express and air freight. Because of its strategic routes serving all the major cities of the great western empire, Frontier Airlines is in a unique position to help promote the growth of this vast region and, in turn, to grow and develop with it.

Under far-sighted and industrious leaders the Rocky Mountain West can rank not only geographically above industrial New England and the "bread-basket" region of the Middle West, but economically and culturally as well.

## Reduction in No-Shows

American Airlines reports a reduction of fifty percent in the number of no-show passengers—as a result of the "reconfirmation rule" put into effect on July 1. It was pointed out that previously, the number of no-shows was about 16% of the total number of passengers, but by October 1 no-shows were down to 8% of the total. Net effect of the reconfirmation rule has been that more seats are made available in time for other passengers. R.E.S. Deichler, American's vice president in charge of sales, has called the plan a great success.

*(Quoted from American Aviation Daily, October 13, 1952.)*



We don't know how he found out about it but Mr. Frank McEvoy called us for stock show tickets. We are used to getting calls but he called from Rochester, N. Y.



## United's New Convair 340



This speedy new Convair 340 is now in regular service on United Air Lines' vast coast-to-coast system. It is the ultimate in luxurious, fast equipment. With the 340's inauguration, Frontier now connects with America's top aircraft... including the Constellation, DC-6B, Convair 240 and Martin 404.

# C. A. B. NEWS

The last procedural step in the process of requesting renewal for Route 93 was completed on January 13, 1953, in oral argument before the Civil Aeronautics Board.

Frontier presented a very strong position favoring renewal of the route as presently operated. Frontier's position was very ably supported by senators, congressmen and city representatives from both Arizona and New Mexico. Additional support was granted by the Colorado delegation.

It is anticipated that the Board will issue its final order within the next sixty days. It is also anticipated that the Board will find the public convenience and necessity require the renewal of this route and its consolidation with Route No. 73.

The following appearances were made by the state and local officials:

Senator Clayton Anderson—New Mexico.  
Senator Barry M. Goldwater—Arizona.  
Congressman Harold E. Patten—Arizona.  
Congressman John J. Rhodes—Arizona.  
Congressman John Dempsey—New Mexico.  
Congressman A. M. Fernandez (represented by Mr. McConnell)—New Mexico.  
Congressman Wayne Aspinall—Colorado.  
Colonel Matt Baird, Office Central Intelligence Agency, 2430 "E" Street N. W., Washington, D. C.

Mr. Robert Schmidt, Tucson Airport Authority, Tucson Municipal Airport.

Mrs. Mabel Nagel, Winslow Chamber of Commerce.

Mr. James Boyce Scott, Attorney at Law, 203 6th St., Clifton, Arizona.

Mr. O. Bryce Willis, Hill Street, Clifton, Arizona.

Mr. Robert Paulson, Manager of Prescott Chamber of Commerce.

Mr. Lawrence Whitlow, City Attorney—Phoenix City Hall.

Mr. Curtis Cooper, Valley National Bank Building, Phoenix.

Mr. William J. Upton, 607 Orchard, Bayard, New Mexico.

Mr. Gale Mitchler, Peoples Department Stores, Safford, Arizona.

Mr. James Mason, Pacific Brokerage Co., Nogales, Arizona.

Mr. George Oberdorf, Director of the Nogales International Airport.

Mr. Nasib Karam, Attorney at Law, Nogales, Arizona.

The Civil Aeronautics Board recently ruled that service should be reinstated into the City of Monte Vista. Present plans are to commence this service February 1, 1953.

The Board's finding that the public convenience and necessity require air service to the City of Monte Vista is a definite indication of their belief in the need for local air service in the Rocky Mountain Region.

We are indeed happy to welcome Monte Vista back into our family of stations.

The Montana State Aeronautics Commission has now filed its Petition to Intervene in Frontier's application for additional air service to Montana. Within recent weeks practically all cities affected have filed their petitions with the Civil Aeronautics Board.

The Board has indicated that a hearing will be scheduled just as soon as their work load will permit. The State of Montana, as

well as the various cities, have been carrying on a strong program to assure an early hearing in this case. It is indeed gratifying to report that the entire congressional delegation of the State of Montana wholeheartedly supports this application.

## Arizona Has Excellent Year-Round Fishing

It may come as a surprise to many who think of the southern Arizona Winter resort country as one vast expanse of desert to learn that there is fishing to be had.

Within easy drive of Phoenix are four well-stocked warm water lakes where bass, stripies, crappies, catfish and bluegill are fair game for the angler's bait the year-round. This year, to add interest to the sport and popularize the area's Sahuaro, Apache, Canyon and Roosevelt lakes, the Phoenix Chamber of Commerce is sponsoring a fish tag derby with prizes totaling \$4,000 for the lucky anglers. In addition, there will be a grand prize drawing for which every person catching a tagged fish will be eligible.

There are no entrance fees, no registration, no requirements of any kind. All you need is a little luck to snare a tagged fish at any one of the four lakes and bring them in or send in the tag to the chamber offices to claim a prize.



Every Trip is a Pleasure Trip

...when you fly FRONTIER AIRLINES

The attractive young lady supplying her passenger with a pillow is one of Frontier's more than 10 "Sunliner" stewardesses. She has adjusted the air foam reclining seat to just the right angle for the passenger's perfect comfort. In a very short time this man will be at his destination. He will have traveled in a comfortable hurry—thanks to Frontier's fast, comfortable "Sunliners" and friendly courteous service.

Frontier stewardesses—neat and trim in their handsome brown uniforms—are setting a new high standard of in-flight air-line service. They are all carefully selected and skillfully trained to serve you. Next time you take a business or pleasure trip, travel in a comfortable hurry—Fly FRONTIER! For reservations, call FRONTIER AIRLINES or any travel agency.

FRONTIER AIRLINES



## First of "Action" Ad. Series

This three-column newspaper ad is first of the "Your Airline in Action" series featuring behind-the-scenes phases of the airline industry which result in better, safer service. Ten ads make up this series. One will run each month in all FAL on-line cities. At the end of the campaign, all ten ads will be bound into a booklet.

## FRONTIER EMPLOYEES FORM CREDIT UNION

Employees of Frontier Airlines will soon have the advantages of a credit union, according to an announcement just released by Don Edwards, Chairman of the Credit Union Committee.

For some time it has been felt that a credit union would be most beneficial to Frontier employees. After serious study of the various plans available, the committee made formal application for a Federal Credit Union charter. The charter should be received within the next three weeks, but the credit union will not be in full operation for about two months. Approximately that much time will be required to organize, elect officers and accumulate the funds which are so necessary in operating any financial institution.

The credit union will provide a systematic savings system whereby any employee can save a given amount each month. Money is available to employees who are faced with emergencies. Such loans can be repaid over a predetermined length of time on a monthly basis.

It is interesting to note that credit unions are by no means new. The credit union movement in the United States is usually dated from 1909, when Massachusetts passed the first state credit union law. There are presently over 9,000 credit unions in the United States, whose 4,000,000 members have accumulated nearly \$700,000,000.

The Federal Credit Union Act was passed in 1934. Frontier's application was made under the terms and conditions of this Act. The rules and regulations are similar to those in most states. Provisions are made for bonding officers, audits of accounts and establishes rates of interest and earnings on investments.

Frontier employees, with the full cooperation of management, can look forward to a new and useful program in the very near future so 1953 is getting off to a good start.

## DENVER PILOTS ORGANIZE BASKETBALL TEAM

The Denver-based pilots have rented the Park Hill Grade School gym every Friday night from 7:30 to 9:30 for the purpose of playing basketball. On Friday, the 23rd, the DEN pilots will meet DEN maintenance. On Friday, the 30th, the pilots' team has challenged DEN dispatch to decide who really controls the flights!

Any department deciding to have a battle royal on the basketball floor with the DEN pilots please contact Glenn Gettman, DENO.

## GREYBULL MAN WINS HIGH NATIONAL POST IN ODD FELLOWS

One of Frontier's best customers, Mr. J. R. French, of Greybull, has just been elected Deputy Sovereign Grand Master of the International Order of Odd Fellows.

Mr. French has always been one of Frontier's staunchest boosters and promises to carry the "word" in the extensive traveling he will do in his new position. His latest itinerary calls for over 7,000 miles of air travel and a great deal of it will be over Frontier's system.

In 1954, Mr. French will become Grand Master, the highest office in the lodge and will probably travel even more.

# FRONTIER NEWS IN PICTURES...



Tom Makurat, former Frontier sales representative in SLC, is greeted by Mike Cook upon his return from two years of Army service "stateside" and in Europe. Tom will be sales representative at large, stationed in Denver. He will handle special sales chores throughout FAL's system. Tom is amazed at the great progress Frontier has made during recent months.



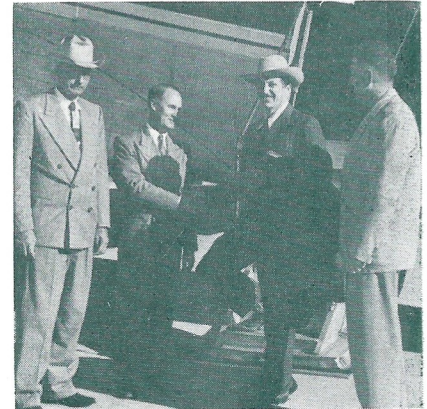
Captain Ray Harvey delivers a very important watermelon to Durango Herald News Reporter Mrs. Sally Snelling, who in turn presented it to little Jeanette Tapia, seven-year-old leukemia victim, who loves watermelon.



John T. Cain III, General Manager of the National Western Stock Show, gives FAL Stewardess Willie Edwards a few pointers on the care and grooming of prize Herefords expected to be shipped via Frontier to the big show at the Denver Coliseum. This is old stuff to Willie, whose folks own a Wyoming ranch.



Mr. and Mrs. Guy Leiper of Worland wave to friends who gave the couple a rousing send-off as they boarded a Frontier Sunliner for the first leg of a trip to Scotland. The couple left Worland on Saturday, spent a day in New York, and arrived in Prestewick on Monday. (Photo by John Vincamp.)



Gail Mishler of Safford had several of his fellow townsmen on hand upon his departure for Washington where he urged the C.A.B. to continue FAL service. Wishing him success are, left to right, Vic Christenson, County Supervisor; Emil Crockett, Councilman; Mishler, and Bill Lieurance.



January was "Aviation Month" for the Cub Scouts of America and Frontier cooperated by arranging tours of the Denver airport. Approximately 200 Cubs have toured Frontier's shops, the terminal and control tower. The above group, accompanied by Sales Representative Dee Kener, center, learn how the control tower operator handles traffic.



Representatives of other airlines helped Bonanza Airlines observe its third anniversary of scheduled air-service recently. The cake cutters at the Phoenix Terminal are left to right, Ed Gerhardt, Regional Sales Manager of FAL; Dave Martin of BAL; Ralph Radcliffe, AAL; Betty Lou Lindly, "Miss Arizona," and Dick Inderlieden of TWA.



## San Juans Typical of Colorado Mountain Barriers

This rugged wall of 14,000 ft. peaks between Grand Junction and Cortez is a typical reason why surface travel in the Colorado mountain areas is so difficult. Frontier Service is especially important here.

## ARIZONA SNOW BOWL POPULAR SKI AREA

Most visitors to Phoenix and the Valley of the Sun come here to dodge the wintry cold and snows of the north, but for the lover of winter sports, Arizona, too, has its attractions.

Only 75 minutes from Phoenix, via Frontier Airlines, is the Snow Bowl in Flagstaff, offering some of the best skiing in the West. It's a favorite week-end haunt of the Phoenix Ski Club, whose members water ski on Canyon Lake and the City's irrigation canals during the summer and take to the north for the snow-packed slopes of San Francisco Peaks in winter.

Official opening of the Snow Bowl was Dec. 13. First snow usually falls around Dec. 1, but this year, a heavy fall blanketed the area before Thanksgiving, drawing skiers weeks in advance of the official start of the season. There is skiing through April and after that in the higher areas to July.

The Phoenix Ski Club maintains a cabin for members and guests at the Snow Bowl, which is 14 miles northwest of Flagstaff. Overnight accommodations are available at the Ski and Spur Ranch, five miles from the ski area. Al and Ven Grasmoen, operators of the ranch, serve meals and also keep a good supply of ski equipment on hand.

## 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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## TOM MAKURAT RETURNS FROM ARMY

Another Frontier employee, Tom Makurat, finished his tour of duty in the army and returned to duty in the Sales Department. (See picture on page 7.)

Tom started his airline career with Challenger on Jan. 14, 1949, as a station agent at Laramie. He was transferred to Casper on March 1 and was promoted to Sales Representative at Casper on August 1. In April of 1950 he moved to Salt Lake City as Sales Representative and was handling this assignment when he was recalled to active duty.

Makurat was re-inducted on November 24, 1950, and was stationed at Camp McCoy. He held a Sergeant's rating and was attached to an 8-inch Howitzer unit. In February of 1951 he went to Europe where he was stationed at Ansbach, Germany. During his stay in Europe he found time to travel through Italy, Switzerland, Austria and Denmark. The trip to Denmark was for the dual purpose of seeing the country and visiting many relatives there. Tom's father is a native of Denmark and has many brothers and sisters still living there.

It seems that an airline employee can't stay away from the business regardless of where he is, and Tom is no exception. He spent some time visiting KLM in Copenhagen and SAS in Munich. He reports that he was very favorably impressed with the efficiency of their operation and the excellent condition of their equipment.

In his new assignment as Sales Representative at Denver, he will serve as the Sales Department's "pinch hitter" for the entire system. Any prospective European customer can get first hand information from "the man who has been there."

He is single.

## RODEO LINGO

*(Continued from previous issue)*

**BICYCLING**—The art of scratching with one foot and then the other in the manner of riding a bicycle.

**BITING THE DUST**—Cowboy term for being thrown from a horse.

**BLOWING A STIRRUP**—Losing a stirrup.

**BOGGING THEM IN**—When a rider fails to scratch a horse.

**BRONCHO**—A Spanish word applied to native Mexican horses, meaning rough and wild, now applied to any untamed range horse. Shortened to "bronc" in cowboy land.

**BROOM-TAIL**—Term used for wild mares.

**BUCKAROO**—Or a bronc-buster—or a cowboy. From the Spanish Vaquero, meaning cowboy.

**BULL-DOGGER**—A steer wrestler.

**CANTLE-BOARDING**—When a rider scratches back—to cantle.

**CATTALO**—Buffalo crossed with cattle.

**CAVY**—A band of saddle horses used on a round-up. From the Mexican word Caveata.

**CHUCK WAGON**—The rangeland cafeteria which follows the round-up and to which the cowboys come for their meals.

**COMMUNITY LOOP**—A slang expression to convey the idea that the roper threw an extra large loop or noose.

**CRITTER**—A man or beast.

**CROW-HOPS**—A term contemptuously applied to mild bucking motions.

**CUT-OUT**—To work out and separate animals from a herd.

**DOG-FALL**—Putting a steer down with his feet under him. The throw is not complete until steer is flat on side with all four feet out.

**FORE-FOOTING**—Roping an animal by the fore feet with a rope.

**GRABBIN' THE APPLE**—When a broncho rider grabs the horn of a saddle to keep from being thrown.

## Frontier Group Insurance Now With Occidental Life

The Occidental Life Insurance Company of California is now underwriting Frontier's employee group insurance program, according to a recent announcement by C. A. Myhre, Executive Vice President.

The change was effective Jan. 1, 1953. Any permanent employee who is presently employed and who was employed prior to October 1, 1952, can obtain the benefits of group insurance without further delay. Any employee interested should contact the Personnel Department in Denver at once.

It is interesting to note that 87% of Frontier's employees are participating in the group insurance program at the present time.

## NEW PERSONNEL

**DONALD BEAN**—*Return from Leave of Absence*—Salt Lake City Station Agent.

**HELEN M. MURPHY**—*Stewardess Trainee*—Denver.

**GWEN E. SPEECE**—*Stewardess Trainee*—Denver.

**WILLIAM G. VLAMING**—*Station Agent*—Phoenix.

**MARY M. EDEN**—*Accounting Clerk*—Denver, Colorado.

**HANNA M. RECHNITZER**—*Secretary*—Denver, Colorado.

**CARL G. WILLIAMS**—*Station Agent*—Prescott, Arizona.

**JERRY M. SHEME**—*Station Agent*—Powell, Wyoming.

**CARL W. HENDERSON**—*Station Agent*—Worland, Wyoming.

**MILES DAUGHERTY**—*Station Agent*—Greybull, Wyoming.

**TOM MAKURAT**—*T&S Representative-at-large* (Return from Military Leave)—Denver, Colorado.

**WILLIAM J. McGRATH**—*Station Agent*—Farmington, N. M.

**IRENE H. PECK**—*Secretary*—Phoenix, Arizona.

**ELDEN D. RASBAND**—*Station Agent*—Casper, Wyoming.

**ALBAN J. SCHMIDT**—*Training and Safety Manager*—(Return from Military Leave)—Denver, Colorado.

**JOSEPH E. STRAIGHT**—*Station Agent*—Billings, Montana.

**WARREN VENTERS**—*Station Agent Trainee*—Casper, Wyoming.

## PROMOTIONS

**DONALD FORDYCE**—*To Payload Controller from Payload Control Trainee.*