



# Sunliner News

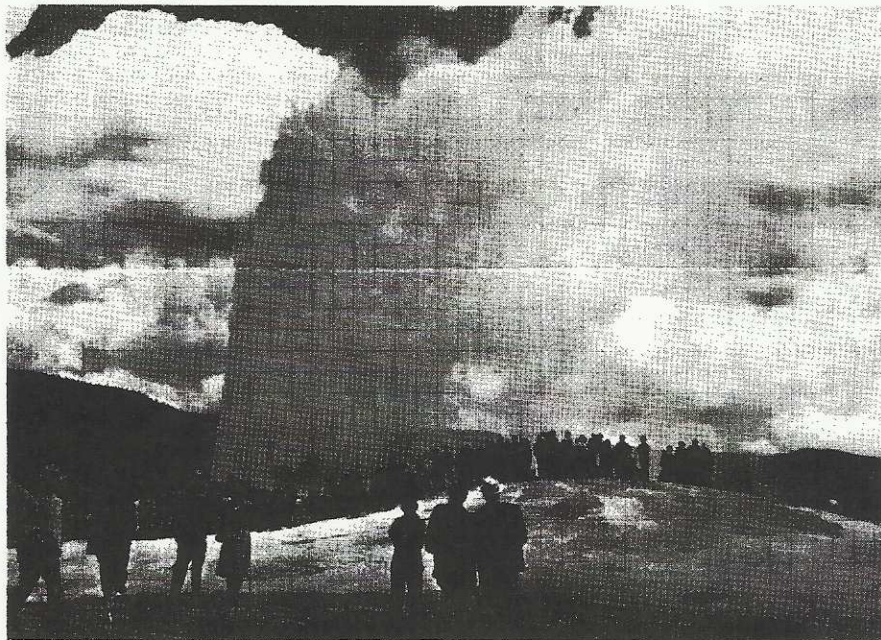


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## CODY SERVICE STARTS JUNE 1



Old Faithful geyser . . . most popular attraction in Yellowstone National Park, and perhaps one of America's best known natural phenomena. FAL's new service to Cody brings Yellowstone nearer to the nation's population centers.

## New Stamp Commemorates 50th Anniversary of Aviation

Postmaster Arthur E. Summerfield has announced that the 6-cent Fiftieth Anniversary of Aviation commemorative air mail stamp will be first placed on sale at Dayton, Ohio, the home of the Wright Brothers, on May 29, 1953, in conjunction with the annual convention and exhibition of the American Air Mail Society.

The central design of the stamp is a facsimile of the emblem created for the Fiftieth Anniversary of Aviation, showing in silhouette the first plane and a modern plane in powered flight. An outlined ribbon through the center of this emblem carries the wording "50th Anniversary of Powered Flight" in dark Gothic. The words "Progress" and "Security" in dark modified Gothic appear on the outside edge of the emblem. A palm branch forms a background for the emblem. In the upper left corner of the stamp are the words "Air Mail" in dark modified Gothic and in the lower right corners is the numeral "6c" in dark Gothic.

The stamp will be red in color. An initial printing order of 75,000,000 Fiftieth Anniversary stamps has been authorized.

## STAMY EDMISTEN PROMOTED TO AIR FORCE MAJOR

Stamy Edmisten was recently promoted to the rank of Major, according to information just received from Alamosa. Major Edmisten, now on military leave, was formerly Station Manager at Alamosa.

Edmisten, a veteran of World War II and a member of the reserve, returned to the Air Corps in April of 1952 and has been stationed at Rapid City, S. D.

The major has been flying B-36's, with a crew of 25, from Weaver Field to various points in the United States and Europe.

Major Edmisten, his wife and two children, are living at 714 Minnulusa Drive, Rapid City, S. D.

After many years of effort by the people of Cody and Frontier Airlines, service to this northwestern Wyoming city will become a reality on June 1.

With scheduled airline service to Cody, Frontier passengers will have easy access to one of the nation's most exciting towns and the eastern gateway to Yellowstone Park.

In the late 1890's Col. William F. Cody, better known as Buffalo Bill, formed an irrigation and land company and developed it as a model city and his home. Cody's wide streets and its ideal location on the eastern edge of the Rockies are monuments to Col. Cody's foresight and imagination. He built the Irma Hotel and established the TE Ranch, both still thriving businesses. The Irma is one of the few places left where one cannot escape the flavor of the "Old West", and a visitor can spend many fascinating hours browsing through the halls to study the many pictures depicting the life of one of the West's most famous scouts. As the clock turns back, a ghost of the past soon becomes a constant but welcome companion.

From its early beginning, Cody has been recognized as one of the nation's top vacation spots. Anything a person wants in the way of a Western vacation can be found in the Cody area. Some of the finest dude ranches in the nation pick up their mail, air of course, at Cody. For the fisherman there are many streams and lakes where a little effort, skill and luck will be rewarded with a limit catch of trout. The big game hunter has a wide variety of trophies that are his for the taking, which is not always so simple. Most hunters go after deer and elk but there are many who prefer the thrill of trailing a bear or stalking the elusive mountain sheep until a big ram is caught in the sights of his rifle. The pronghorn antelope, one of the fastest game animals in the nation, is found on the plains to the east of Cody. If none of these satisfy the hunter there is always the chance that he might take the largest of game animals, a moose. Even if he doesn't get anything he will have seen some very pretty country.

The summer visitor will perhaps be startled to see a parade of mounted cowboys coming down Cody's main street but this is just a part of the entertainment which is provided for the City's guests during the months of July and August. The parade is followed by a night "Wild West Show", complete with bronc riding, bulldogging, calf roping and all the events that will be found in any good rodeo. The show is a nightly event.

(Continued on Page 2, Col. 2)

## C.A.B. NEWS

The Civil Aeronautics Board has set May 21, 1953, as the date for the prehearing conference on the Service to Nogales, Arizona, by American Air Lines case—Docket No. 5984. This case was initiated when in renewing Frontier's Route 93, the C. A. B. instituted an investigation to determine whether the Public Convenience and Necessity required Nogales be designated as an intermediate point on American's route.

On May 22, C. A. B. will hold a Prehearing Conference in Washington, D. C., on the Williston Basin Area Case. The purpose of the Prehearing Conference is to determine the issues which will be discussed in succeeding procedural steps and, if possible, to determine a time and place for the Public Hearing.

## FAL Helps Reopen Vernal Merc. Store



Airline representatives honored Mrs. Eve Ashton at the recent re-opening of the Ashton store in Vernal. Dex Alger, left, Frontier District Sales Manager at Salt Lake City handled all arrangements. Others are, left to right, Dwight Manwaring, United Airlines, Salt Lake City, Miss Chris Mauvais, Frontier City Ticket Office, Salt Lake City, Mrs. Ashton, and Tom Makurat, Frontier Sales Representative, Denver.

The reopening of Ashton's Mercantile Store was the occasion for a joint Frontier-United Airline promotion in Vernal, Utah, recently.

The completely remodeled Ashton Store has been in business in Vernal since 1900. Since that time, three generations of the Ashton family have been in charge. The present manager, Mrs. Eve Ashton, is ably assisted by her two sons, Stewart and Ralph.

The Hawaiian theme was carried throughout the store, with attractive displays calling attention to the beauties of the "Islands" and baskets of exotic flowers which were flown fresh from Hawaii by United.

"Highway to Hawaii," United's beautiful color film depicting a Mainliner trip to the "Enchanted Land" was shown each hour throughout the day.

Vanda orchids, furnished by United, were presented to each lady who visited the store. All the traditions of the Islands were observed. The presentation was accompanied with the full treatment, a kiss on each cheek, administered by one, or all, of the airline traffic men in attendance. It is reliably reported that several guests left with more than one flower. The big event succeeded in bringing air service to the attention of the residents of the Vernal area and if preliminary inquiries are any indication, business to Hawaii, via Frontier and United, should show a decided increase.

(Continued from Page 1, Col. 3)

Cody is one of the main gateways to fabulous Yellowstone Park. Yellowstone Park Company busses leave Cody daily and rental cars are available. The Yellowstone Park Company offers a variety of all-expense tours through the park. Information and prices can be obtained through Frontier Airlines or a travel agent. A person who has never visited Yellowstone should not pass through Cody without taking advantage of the opportunity to see Old Faithful, Yellowstone Falls, Yellowstone Lake and the hundreds of wild animals which can be found within the protected boundaries of the park.

Cody officials and Frontier representatives are now making plans to make the opening of scheduled airline service to Cody one of the biggest events in the history of the city.

## First Quarter Business Well Ahead of '52

Business for the first quarter of 1953 was well ahead of the same period of last year, according to figures just released by L. Preston Blatter, Frontier's Treasurer.

In 1952 Frontier flew 6,621,000 passenger miles during the first three months of the year. This increased to 7,629,000 in 1953, an increase of 15.22%.

Frontier flew a total of 139,759 ton miles of cargo this year, an increase of 4.69% over the 133,500 ton miles handled during the same period of 1952. These figures include Air Mail, Air Express and Air Freight.

For the first time in its history, Frontier showed a net profit for the first quarter of a calendar year. Net profit, after taxes, for the first quarter of 1953 was \$6,814.

With new improved schedules, better service and the opening of such cities as Cody, Wyo., Frontier's non-mail revenues should continue to increase throughout the balance of the year.

## ALL FAL PLANES NOW EQUIPPED WITH VOR

Frontier's radio department has just completed the installation of dual VOR (VHF omnidirectional range) navigation equipment in all of the company's aircraft.

According to Clyde Longhart, Supt. of Communications, the new VOR installation is the latest in navigation systems and will eventually replace the low frequency system in use at the present time. One of the main advantages is the ability to make an approach from any point of the compass as compared to the four "legs" which are available under the present system. The new radio installation can also be used for company communications and ILS approaches.

The radio department has been working on this project for the past seven months and during this time have become thoroughly familiar with the operation and maintenance of the new equipment. The entire program required the expenditure of over \$78,000 but will pay for itself in a short time by improving the overall operation of Frontier Airlines.

## Big Game Flying Watch in GUC Area Success

The "Flying Watch" kept on big game in the Gunnison area last winter was more successful than anticipated, according to the Colorado State Game and Fish Commission.

Frontier crews were provided with Forest Service maps to more readily locate big game herds during the winter months. When a herd was spotted that appeared to be in need of supplementary feed, the information was relayed to Gunnison where everything was in readiness to get feed to the snow-bound deer and elk.

During the winter months, Frontier crews spotted about 800 head of animals. Due to the very mild winter it was not necessary to do much supplementary feeding.

One advantage developed which was not expected. Information supplied by Frontier pilots, when correlated with ground obtained figures, gave the Game and Fish Department one of the most accurate game counts in many years.

Because of the many advantages of such a program, it is expected that the "Flying Watch" will be an annual program in which Frontier is very glad to participate.

## Frontier Awards Five-Year Pins

*"The skill and loyalty of our older employees are major factors in Frontier's success."*

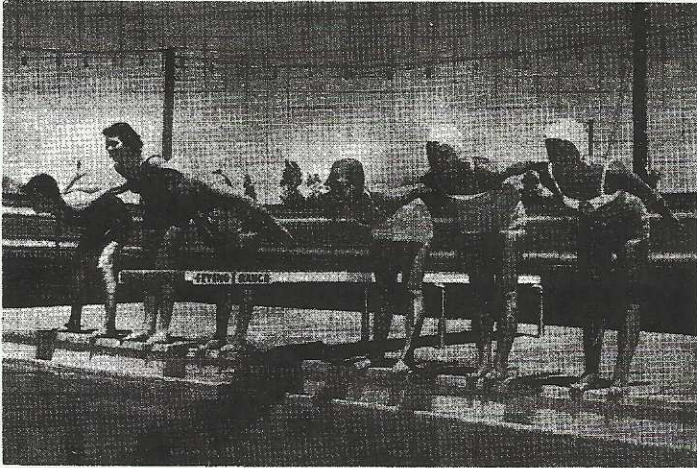
Five-year pins were awarded to twenty-two more Frontier employees at a luncheon held at Denver's Town House on May 25th.

In making the awards, C. A. Myhre, Frontier's president, stated that, "the backbone of the company is formed by the men and women who wear five-year pins." Approximately 35% of Frontier's employees have been with the company five or more years and a high percentage of these people had several years of airline experience before joining Frontier.

Those who received the five-year award at the most recent presentation were:

- E. W. Sexton, Jr.—Assistant Treasurer
- R. B. Snyder—Accountant
- J. A. Doussard—Dispatcher
- S. S. Millis—Dispatcher
- D. H. Aden—Mechanic
- A. A. Benson—Mechanic
- R. L. Biddle—Mechanic
- L. B. Fowler—Mechanic
- W. Durlin—Mechanic
- K. R. Holmes—Mechanic
- D. L. Jimerson—Mechanic
- B. Lemme—Mechanic
- E. L. Lintz—Mechanic
- W. E. Livingston—Mechanic
- K. R. Martin—Mechanic
- I. C. McManis—Mechanic
- E. A. Patterson—Mechanic
- L. E. Simpson—Mechanic
- C. V. Soucek—Mechanic
- W. J. Baldwin—Reserve Captain
- W. H. Crouch—Kardex Clerk
- B. E. Foster—Purchasing Agent

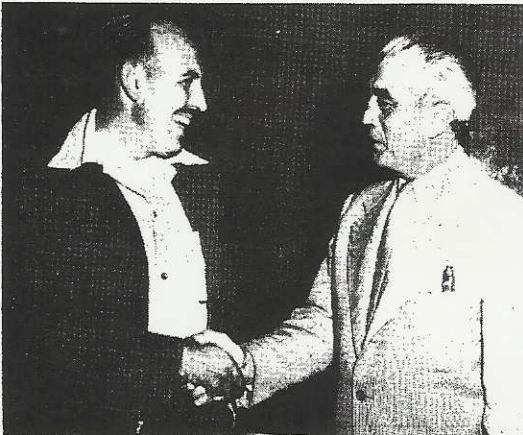
# FRONTIER NEWS IN PICTURES . . .



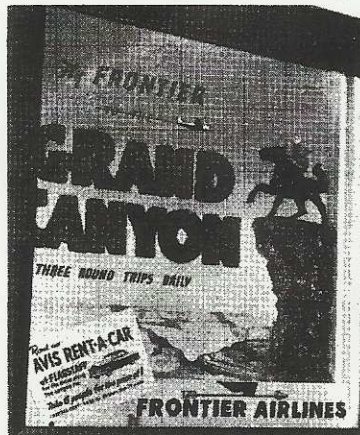
Frontier and Bonanza Airlines' Phoenix-based stewardesses held a swimming meet at the Flying T Ranch near Scottsdale recently. Participants were, left to right, Mitzi Browning, Grace Morgan, Shirley Allen, Helene Schulte, Gwen Speece and Jenny Carson. Mitzi Browning won first with Frontier's Shirley Allen coming in second. Miss Allen was awarded the crown of "Miss Desert Mermaid."



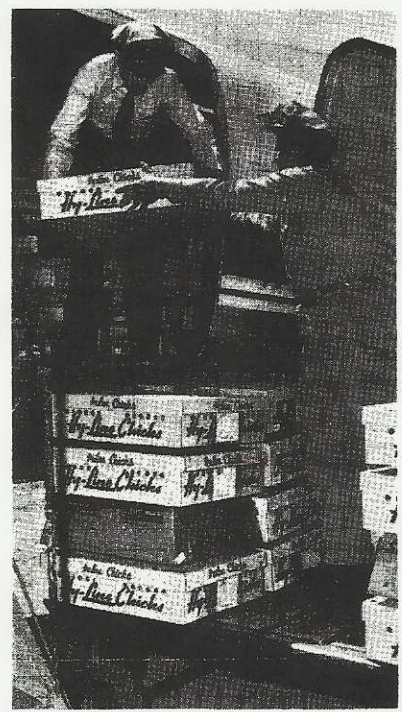
If customers of the Laramie, Wyo., post office are not acquainted with Air Mail and Air Parcel Post, it certainly isn't the fault of Postmaster Pat O'Dea, left, and Frontier Station Manager Duane Phelps, right. The two Air Mail promoters combined talents and material and came up with the above lobby display. Postmaster O'Dea has done a great deal to increase Air Mail out of Laramie and is recognized as one of the best Air Mail salesmen in the 14th District.



Fred Klatt, left, station manager at Durango is congratulated by Ray Wilson, Vice President of Operations, on receiving his 5-year pin. The award was made during the Station Managers meeting held in Denver recently. Fred is at home in Durango because it is his birthplace. He is known as the "unofficial governor of the San Juan Basin."



The Frontier-Avis display in the lobby of Sky Harbor Airport, Phoenix. It jointly promotes FAL service to Flagstaff and Avis Rent-a-Car service to the Grand Canyon. This is a 3-dimensional display.



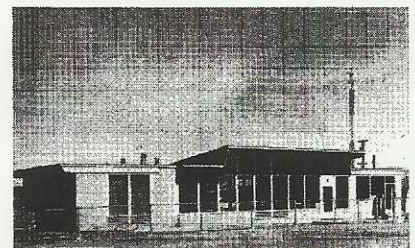
There was plenty of fried chicken forecast for Cortez as approximately 3,500 baby chicks were unloaded at the Montezuma County Airport recently. Station Manager Dave Burr and Agent Bill Hill are shown handling the shipment. The consignee, Farmers Supply Co., took advantage of the service and advertised "Delivered in Peak Condition—Just 5 Hours by Air from Denver."



Howard Sharp, left, secretary-manager of the Wyoming Commerce and Industry Commission, received the Midwest Travel Writers Association plaque from Leonard Barnes, vice president of the association. The Wyoming Commission and Frontier are now working on plans for selling Frontier's new Yellowstone service through the Cody entrance.



Jim Light, Denver station, was the victim of some bad luck recently when a fire broke out in his home and destroyed a large part of the building and furniture. Frontier employees "passed the hat" and the gift of some \$200, presented by Station Manager Jerry Fox, right, came as a complete surprise to the very pleased recipient.



The new terminal building at Durango will be one of the first of many new buildings to be dedicated along Frontier's system during the summer months. The new building takes advantage of the natural beauty of the country.



Dick Moore, center, Wildlife Editor of the Denver Post, combined Frontier service to Laramie and a Kaiser Traveler to Saratoga for a completely successful fishing trip. Moore and his two young friends, Jerry Kitchen, left, and Bob Babb, right, display a part of the Rainbows taken from a lake near Saratoga. The catch averaged over two pounds with some of the larger trout weighing about three pounds.

## Wyoming Season Opens With Good Fishing

Wyoming greeted the 1953 fishing season on May 1 with snow, wind, low temperatures and lots of fish for the stout hearted angler.

Many Coloradoans, anxious to wet a line before Colorado's opening on May 23, flew to Wyoming and braved the spring storms for a chance to get in some of the best fishing they have ever experienced. Many picked the Saratoga area, where the plush Saratoga Inn provides good food and accommodations and also that most important "they're hitin' spinners at—" information which is so vital to a full creel. Nearly all of them got their limit, mostly rainbows.

From early indications, fishing throughout the Rocky Mountain area will continue to be good during the coming summer months. Streams and lakes have been well stocked and the winter loss was lower during the past year than previously.

The opening of the Colorado season, May 23rd, will find an estimated 150,000 anglers along, and in, the state's streams and lakes.

During the opening week-end, many Frontier passengers will take "business trips" to Gunnison or Durango, with the sincere hope that the boss doesn't offer to take them to the airport as it is extremely difficult to hide a creel in one's pocket.

### Sunliner News

SUNLINER NEWS is published every month by and for the personnel of Frontier Airlines.

*Edited by the*

PUBLIC RELATIONS  
DEPARTMENT OF FRONTIER

G. S. KITCHEN, *Mgr., Public Relations*

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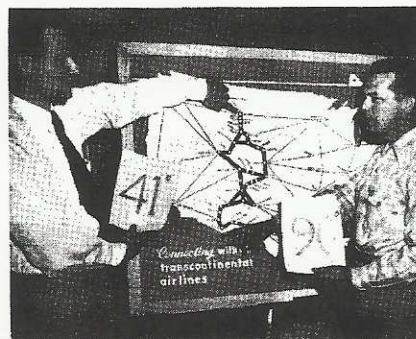
## PILZ LEAVES FOR K. C., MAGEE TAKES OVER

Gene Pilz, Frontier Airlines advertising manager and Arthur G. Rippey and Company account executive, will leave the agency on June 1 to take a position with an advertising agency in Kansas City. Arthur K. Magee, new Rippey executive from New York, will assume his Frontier Airlines responsibilities.

Pilz will join R. J. Potts, Calkins & Holden, where he will be account executive for Braniff International Airways. He has worked with Frontier Airlines during the past two and one-half years. Pilz expressed deep regret in leaving all his FAL friends. "I never worked with a more cooperative, capable, or inspired group of people. That goes for everyone. . . sales, operations, maintenance, and office," Pilz said.

Art Magee has 18 years of advertising experience behind him, including account executive work for Eastern Airlines. He is an Army veteran with combat experience in the Philippines and New Guinea.

## SYSTEM-WIDE STATION MANAGERS MEETING HUGE SUCCESS



Mel Barnard, left, Billings Station Manager, and Don Clem, Tucson manager, point out the fact that it is a long ways from one end of Frontier's system to the other and that there is also quite a difference in temperatures. The demonstration was a part of the recent station managers meeting held in Denver when the temperature at Billings was 41 and Tucson 90 degrees.

Station managers from all of Frontier's stations just completed one of the most successful meetings in the company's history, according to Elton Snoko, Superintendent of Stations. The meeting was held in Denver.

The three day session was scheduled to give every department head an opportunity to discuss his problems with the managers and outline his program for the balance of the year. Station problems of general nature were discussed and time was provided to enable a manager to settle matters of a purely local nature.

Frontier's new load control system was the subject of a full and complete discussion since it appears that the coming summer months will present some very acute load problems. The new system is designed to enable Denver load control to plan a flight from origination to destination and advise each station what space, both passenger and cargo, will be available through every stop.

The climax of the meeting came Friday night when all the visiting officials were guests of Frontier at the company's 7th Anniversary party.

## Mrs. L. J. Schuster Named "Colo. Mother of Year"

Mrs. Leo J. Schuster, mother of Frontier radio mechanic Leo Schuster, was named Colorado's Mother of the Year and was honored at a special luncheon in Denver during the early part of May.

In reviewing the many activities in which Mrs. Schuster has actively participated, it is easy to see how she won her award but it is very difficult to find where she found sufficient time and still supervise the growing activities of five children.

Mrs. Schuster has been active in Parent-Teachers association work for many years. She is also a supply teacher for the Alameda district schools, is a very active member of St. Anthony's Catholic church, is a member of the child advisory board of the Jefferson county board of welfare, an officer of the St. Thomas Seminary auxiliary and has been active in Boy and Girl Scout work. She has also worked diligently on various charity drives such as Community Chest, Polio drive, Red Cross and Mobile X-ray campaigns.

The above no doubt explains how son Leo can put in a full day's work, play one basketball game, referee another and still be ready for a few sets of tennis.

## NEW PERSONNEL

- DON V. BLANFORD—*Station Agent*—Winslow, Ariz.
- JEAN L. CLOW—*Stewardess*—Denver, Colo.
- WILLIAM W. HUNTER—*Station Agent*—Winslow, Ariz.
- BARBARA L. JORDAN—*Records Clerk*—Denver, Colo.
- BILL E. LUCKIE—*Station Agent*—Clifton, Ariz.
- MARY L. MITCHELL—*Stewardess*—Denver, Colo.
- REX J. MARBLE—*Station Agent*—Winslow, Ariz.
- ROY E. SCOTT—*Station Agent*—Farmington, New Mexico.
- EMORY P. SKIPPER—*Station Agent*—Winslow, Ariz.
- THOMAS O. SLOAN—*Station Agent*—Albuquerque, N. M.
- CALVIN E. WALDMEIER—*Station Agent*—Riverton, Wyo.

### PROMOTIONS

- DAVID H. BURR—*Station Manager, Cortez, from Station Agent, Montrose.*
- C. G. SHAFFER—*Employment Manager from Personnel Representative.*
- JOHN CLARK COE—*Director, Economics and Research, from Assistant Director.*
- GUY LEWIS—*Pay Load Controller, from Senior Station Agent, Flagstaff.*
- FRANCIS DUFF—*Pay Load Controller, from Station Agent, Denver.*
- JOHN A. CASHEL—*Pay Load Controller, from Station Agent, Denver.*
- ELEANOR WHOWELL—*Senior Clerk from Stenographer, Denver Personnel.*
- FRAN ABENHEIMER—*Secretary from Records Clerk, Denver Personnel.*

- RETURN FROM MILITARY LEAVE
- RONALD M. GILDEA—*Senior Agent*—Salt Lake City.
- CLARENCE A. BEARDSLEY—*Co-Pilot*—Salt Lake City.