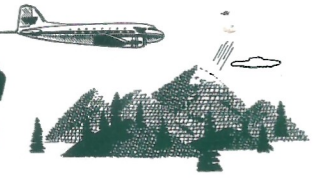




# Sunliner News

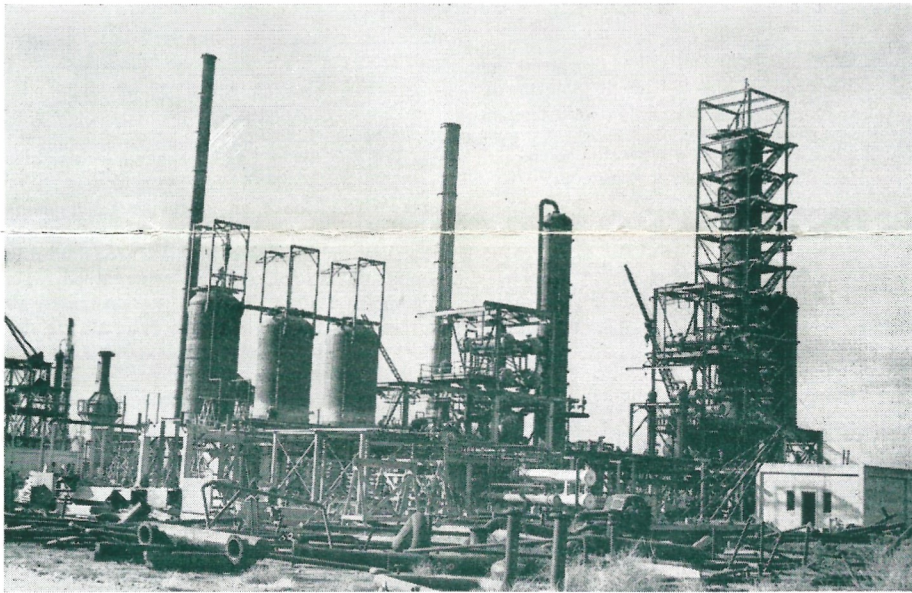


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## FRONTIER LOOKS AT '54



Rather than a refinery, the above picture is a symbol of the wealth the oil industry represents throughout the Rocky Mountain West. It takes fast transportation to keep such an operation running and Frontier planes have transported tons of parts and hundreds of skilled technicians to trouble spots.

### A DECISIVE YEAR IN FRONTIER'S HISTORY

The experts have agreed on one thing. The next eleven months represent one of the most important periods in our country's history. International developments, economic trends and the attitude of the American people are going to determine the course of events during the balance of this year.

From the hundreds of articles being written it can be generally said that the outlook is good. But underlying this is an ominous warning that the future is in the hands of the people. If normal buying continues and a positive attitude prevails, there isn't too much to worry about. If an air of pessimism develops, buying stops and a dangerous cycle starts. A drop in sales eventually results in extensive lay-offs, plant closings and a general disruption of our economy. Frontier, like thousands of other companies, has a great stake in the future. The purveyors of gloom can be stopped cold if everyone realizes the unlimited future that lies ahead and if he takes full advantage of every opportunity to tell others of his very logical position.

The outlook for the area served by Frontier is even better than the general national picture. Mineral and oil developments continue to make headlines and the population curve is well ahead of national averages. Vast new uranium discoveries have opened new sources of wealth and employment to hundreds of people. The oil industry will vastly expand their local operations during 1954. Many of the major oil companies will move offices and employees into the Rocky Mountain area from other parts of the United States. The same trends in other lines of business seem to indicate that 1954 could be a big one for Frontier.

A decision on the Williston Basin case is expected sometime early this spring. A strong case in support of the need for Frontier's service has been submitted by the cities concerned and it is now in the hands of the C.A.B. for a decision.

Jackson, Wyoming, is rapidly becoming one of the major vacation areas in the United States. New developments, sponsored by the Rockefeller interests, will result in new hotels and lodges and a total expenditure of some five million dollars. Frontier is presently preparing an application to extend its service to Jackson.

During the year 1954, Frontier will file an application for the renewal of its certificate of public convenience and necessity, which expires on March 31, 1955. Special surveys and other work is already started for

*(Continued on Page 4, Col. 1)*

### Chairman and Vice Chairman of C.A.B. Are Designated

The Civil Aeronautics Board announced today that President Dwight D. Eisenhower has designated Chan Gurney as Chairman of the Board for 1954, and at the same time designated Harmar D. Denny as Vice Chairman of the Board.

Mr. Gurney, formerly United States Senator from South Dakota, has served as member of the Board since March, 1951, and was reappointed at the end of 1952 for a full six-year term. Mr. Gurney, elected to the U. S. Senate in 1938, served for 12 years, during which time he was a member of the Armed Services and Appropriations Committees, and of the Senate Interstate and Foreign Commerce Committee. During World War I he served in the U. S. Army as a sergeant in the 34th Engineers. On returning to Yankton, S. D., he was instrumental in building one of the first radio stations in the northwest, and later established the Chan Gurney Oil Company at Sioux Falls, S. D. He was born in Yankton, S. D., is married and has three children.

Harmar D. Denny was appointed in 1953 to fill an unexpired term as member, and was designated to serve as Vice Chairman of the Board. He was reappointed by President Eisenhower the first of this year as Board member for a full six-year term. He is a

former Congressman from Pennsylvania, served in the 82nd Congress and served on the Interstate and Foreign Commerce Committee. He has been active as an attorney and has served as Director of the Department of Public Safety in the city of Pittsburgh, in 1933-34. He is also active in many national organizations, including the Executive Board, Boy Scouts of America; American Legion; Society of the Cincinnati; and Sons of the American Revolution. He was born in Allegheny, Pa., is married and has three children.

### Yellowstone Park Tours Plan for '54

A new package tour featuring Yellowstone and the services of Frontier and United Airlines will go into operation for the first time this year, according to D. T. Cook, Director of Sales Administration.

The tours will be operated by Frontier but will be marketed thru the many United Airlines offices throughout the country. Tour passengers will fly Frontier to Cody where they will transfer to buses for a 2½-day trip through the park with overnight stops at Canyon Hotel and Old Faithful Inn.



## Hough Comments on Frontier Application to Serve Williston

The following article by Henry Hough, Publisher of Rocky Mountain Oil Reporter, appeared in the January, 1954, issue of his magazine.

**AIRLINE POLITICS.** Instead of speedily approving the application of Frontier Air Lines to institute a new schedule of daily flights from Billings to Williston and elsewhere in the Williston Basin, the matter is delayed while the Civil Aeronautics Board considers the opinion of a C.A.B. counsel that the application should be turned down. That counsel thinks Northwest Airlines should be ordered to serve Williston and Miles City and that Braniff Airlines should be ordered to continue to serve Minot. This blithely ignores the realities of the situation, namely that improved north-south communication with the rest of the Rocky Mountain area (especially its oil industry) is the big need in the Williston Basin and the rest of the area. Breaking that east-west transportation stranglehold on Montana and North Dakota is a monumental undertaking. The railroads failed to do it, but it has seemed that the airlines would meet today's needs without too much regard to historic precedent. The reason North Dakota keeps losing population in spite of the oil activity is that the old patterns fail to meet the needs of today.

Until more north-south transportation is provided, North Dakota's population will shrink. There is already plenty of transportation to Minnesota and Wisconsin.



John Vincamp, Frontier agent at Worland, doesn't give up. In 1951 it was learned that he was going to stalk a deer with a bow and arrow. We can now report the above results. John got his deer, which dressed out at 150 pounds, with a 55-pound pull bow from about 75 yards.

## EARL PASSWATER JOINS SALES STAFF

Mr. Earl H. Passwater has just been appointed Sales Representative in the Denver District according to John D. Lindsay, Vice President Traffic and Sales.

During the past six years Mr. Passwater has been associated with Airborne Flower & Freight Traffic, Inc., and assisted in pioneering air traffic in New York, Boston, Detroit, in fact nearly every major metropolitan area in the United States. He was District Manager in Denver at the time he resigned to join Frontier.

The new Sales Representative will work with District Sales Manager Chet Lubben in the Denver District which includes Pueblo, Cheyenne and Casper in addition to Denver.



Stewardess Lee Mitchell demonstrates the ingredients of a good cup of coffee. Just the right amount of coffee in a foil bag plus a cup of hot water.

## MAXWELL HOUSE COFFEE FETES FRONTIER OFFICIALS

When Passenger Superintendent Jim Montgomery started heckling various coffee distributors for a "one cup instant pack," he little realized that he was starting something that would grow to national proportions.

One of the men contacted was H. A. Bahr, Institution Representative of the General Foods Corporation, and Mr. Bahr acted. He contacted the Maxwell House Division of his company, explained his problem and the wheels started turning. In a short time the first shipment of Maxwell House Coffee, packed in one cup foil bags was received. It was another first for Frontier, as the entire program was tested on Frontier's system.

We are happy to report that the whole program met with complete approval. The Stewardess on each flight always had a cup of hot coffee for her passengers, it was always the same so the customers liked it. To celebrate the success of "something new in coffee and airlines," Frontier officials were invited to a luncheon with Mr. Bahr and representatives of his company.

From way back east, New York, came John Lorch, Asst. Natl. Sales Manager of the Maxwell House Division of General Foods and Douglas C. Manson, Vice President of Benton & Bowles, Inc., the advertising agency that handles the General Foods Account.

During the time the men were in Denver they had an opportunity to get first hand information on the advantages of their new development from those in the best position to know, members of the Frontier Stewardess Department. They were unanimous in their opinions. "We love it."

Now that another idea has become a reality, Frontier can be proud of something no other airline can offer, a cup of Instant Maxwell House coffee with just the right amount in each individual package.



Saturday Night—Tincup.

## Frontier Assists March of Dimes

Polio—a word that has meant years of suffering to thousands and has brought terror to the hearts of parents and loved ones—is being licked by "THE MARCH OF DIMES."

A lot of progress has been made during the past several years but several skirmishes remain before this dread crippler is finally and completely relegated to the past. New vaccines have been developed and will be used extensively for the first time this year. More research is necessary and polio patients of past years must be cared for. This takes money, not just a few hundred but millions, and it must come through the March of Dimes.

To call attention to the drive and also collect as much as possible, Frontier is taking a sealed Samsonite bag to every Frontier city in Colorado. The message on the luggage leaves little doubt as to its purpose. It is hoped that it will not only assist in calling attention to the drive but that considerable money will be collected as it is relayed from city to city. Each Frontier station manager will insert a slip giving an estimate of the amount of money collected at his station and this amount will be returned for local use.

By supporting the March of Dimes now we may eliminate the need for it in future years.

## SHORT HOPS

The story of Frontier Airlines will reach some forty thousand Exide battery dealers in the very near future when a story on Frontier is featured in "Exide News." Along with the pictures and copy, the article will mention the fact that Frontier is an Exide aircraft battery user.

And while we are speaking of such things, a letter has just been received from O. D. Kennard, Western Regional Interline and Agency Manager of National Airlines, who would like material for a story on Frontier for their company publication. Needless to say, the material was furnished, via Air Mail of course.

Tincup is a little town nestled high in the mountains above Gunnison where nobody lives in the winter time. It is also the locale of a radio and TV show which originates over KOA in Denver. The "Tincup General Store" program is a folksy show where M. C. Pete Smythe, or Ben Avery and Ed Bowman when Pete's "snowed in," gives a weather report, plays records, interviews people, and in general everyone has a good time. They were very apologetic the other morning because they didn't have the weather. Frontier Agent Chuck Hinkson at Gunnison happened to be tuned in, so, being a man of direct action, he called KOA and gave them the information they needed, and Frontier was prominently mentioned throughout the show. It has been necessary to notify several people that Frontier does not go to Tincup. The only way to get there now is to fly Frontier to Gunnison, ski about twenty miles and pick up a team of king sized snow shoe rabbits for the balance of the trip. Since "we want to be alone" is the only possible reason anyone could have for going there and since it would be impossible without a guide, let's drop the whole thing.



# FRONTIER NEWS IN PICTURES . . .



Personnel at Phoenix, one of the busiest stations on the system, take time out for a picture during a recent station meeting. The heavy winter traffic is just starting, and Station Manager Love and his staff are doing an outstanding job in handling the business.



Purchasing Agent Barney Foster, left, has to be shown; so Ann Wheatley of Van Nelson's restaurant in Denver demonstrates the Instant Maxwell House one-cup pack. Sales Manager John Lorch, right, was very happy that the demonstration could be termed "completely successful." (See story, page 2.)



This area near Durango is typical of the mining country that is now supplying our country with uranium. The mountain in the background is typical of the reasons men and material fly.



They thought of everything when the Flying "T" Ranch at Phoenix was built. The glass window in the swimming pool enables the camera fan to get underwater shots as this picture of Rosalie Craig demonstrates.



Frontier Stewardess Elsa Vickrey, left, and Continental Hostess, "Birdie" Bertram, weigh the "March of Dimes" before it leaves Denver for a tour of their company's stations in Colorado. While money was collected at the various stops, the primary purpose was to call attention to the campaign. (See story, page 2.)



Members of Frontier's Stewardess Department brought happiness to hospital patients during the past holiday season by taking care of their Christmas card lists, decorating hospital Christmas trees or reading. Nellie Jimenez gives Wanda Foster an address while Gwen Speece, E. Pierce and Betty Broadston stand by with more cards. All the girls are based in Phoenix.



Durango's "Outstanding Citizen," Postmaster Schuyler Parker is a regular visitor to his local airport but especially if something big is happening. Mr. Parker, left, was on hand for the arrival of the first load of surface mail to reach Durango during the recent experiment. Station Manager Fred Klatt, in plane, and the Postmaster have developed one of the best "Air Mail" teams on Frontier's entire system.



## Frontier Looks at '54

(Continued from Page 1, Col. 3)

the preparation of exhibits which will be submitted to the Civil Aeronautics Board in support of the renewal application. The record established by Frontier will be the strongest argument that can be presented. It is incumbent on every Frontier employee to make this coming important year the best yet.

The first class mail by air experiment during the Christmas holidays proved very beneficial to the postal service and the cities served. The Post Office Department is presently making new studies on certain segments of Frontier's system and it is expected that the expedited mail program will go into effect on certain segments in the very near future.

### Financial Outlook

Frontier's financial picture for 1954 can be as favorable as it has been during the past two years; however, to accomplish this goal will require the concerted effort of every employee.

For the last few years business has been booming. The needle on the economic barometer has been bouncing in the high pressure areas, employment pay rolls, sales, savings are close to all time highs but so are costs.

It is clear that competition is going to get rougher and new revenue more difficult to find. The company that has forgotten about costs will find the profit and loss statement does not add up right.

The two major problems facing Frontier, and every employee, during the coming year are: 1—Reduction of costs, and 2—Increasing revenues.

### Equipment

Failure of the aircraft industry to produce a local service plane had added greatly to the financial burden of the entire industry. At this time there does not seem to be a logical replacement for the DC-3 even close to production any place in the United States. Some European manufacturers seem to be making progress and it might be necessary to go abroad for the right kind of equipment. Suitable planes would do more than anything else to solve the ever-increasing cost problem.

In summary it can be said that the outlook is good; but every Frontier employee should take a positive stand, appreciate the problems ahead and do all he can to help keep costs down and generate additional revenue.

## 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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Ed Gerhardt, New Field Director of Sales and Service.

## GERHARDT AND MAY PROMOTED

Ed Gerhardt, formerly Regional Sales Manager at Phoenix, has been promoted to the newly created position of Field Director of Sales & Service according to an announcement just released by John D. Lindsay, Vice President of Traffic and Sales. Edna B. May, formerly Sales Representative in Phoenix, has been elevated to District Sales Manager and thus becomes one of the few women in the country to hold such a position.

Both people are well qualified for their new responsibilities. Gerhardt has handled sales and promotional work throughout Frontier's far-flung system and helped pioneer the Arizona operation. He is well known throughout the company and his many friends in the Central and Northern divisions are anxious to welcome Ed and his family back to Denver.



Edna B. May, New District Sales Manager—Phoenix.

Edna May has been in the airline business for several years and got her start with American before joining Frontier. For the past two years she has very ably handled the "Associated Desert Lodges" promotion throughout the area served by Frontier in addition to handling her regular sales activities.

Both of these well-deserved promotions are another indication of the progress Frontier is making in building a sound and effective sales organization.

## Durango Postmaster Honored

In its annual "Outstanding Citizens" Award, the Durango Herald-News recognized Postmaster Schuyler Parker for the outstanding work he has done since he became postmaster in 1950.

Dr. Parker, a dentist, came to Durango in 1925 and except for the time spent in the armed forces during World War II maintained his dental practice until he was appointed postmaster.

His citation states, in part, that—"He has consistently worked on improvement of mail service in Durango and the San Juan Basin in the face of transportation difficulties almost insurmountable." Mr. Parker was one of the first postmasters to utilize the benefits of the recent "surface mail by air" experiment and managed to keep mail flowing to and from Durango with a minimum of congestion. His office has consistently received one of the highest efficiency rating among those of the same class in the United States.

Frontier joins the Durango Herald-News in saluting an outstanding individual and postmaster.

## NEW PERSONNEL

- GERALD L. SMITH—Station Agent—Farming-ton, New Mexico.
- MARY A. O'LEARY—Secretary—Denver, Colorado.
- MARIAN V. WELLS—Secretary—Denver, Colorado.
- ROLAND R. PAHL—Station Agent—Casper, Wyoming.
- WILLIAM E. MCCLELLAN—Station Agent Trainee—Denver, Colorado.
- JAMES E. GRAY—Station Agent Trainee—Billings, Montana.
- WILMER L. BARGMAN—Station Agent Trainee—Denver, Colorado.
- BRUCE H. ANDERSON—Station Agent Trainee—Salt Lake City, Utah.
- RUSSELL E. BOYCE—Station Agent—Farming-ton, New Mexico.
- WARREN E. YOCUM—Multigraph Operator—Denver, Colorado.
- EARL H. PASSWATER—Sales Representative—Denver, Colorado.
- WILLIAM R. BATES—Station Agent Trainee—Denver, Colorado.
- BONNIE M. CLAASSEN—Secretary—Denver, Colorado.
- BETTY M. YEOMANS—Stewardess—Salt Lake City, Utah.
- MARY J. KELLY—Stewardess—Phoenix, Arizona.
- MARY A. GILES—Stewardess—Phoenix, Arizona.
- CAROL L. PLANK—Accounting Clerk—Denver, Colorado.
- VIRGINIA N. PERRY—Secretary—Denver, Colorado.

### PROMOTIONS

- D. T. COOK—Director of Sales Administration from Administrative Sales Asst., Denver, Colorado.
- EDNA B. MAY—District Sales Manager, from Sales Representative, Phoenix, Arizona.
- EDWARD H. GERHARDT—Field Director, Sales and Service from Regional Sales Manager, Phoenix, Arizona.
- FLOYD LAUDERMAN—Chief Storekeeper from Senior Stock Clerk, Denver, Colorado.
- MAXINE COMBS—Senior Clerk from Log Clerk, Denver, Colorado.