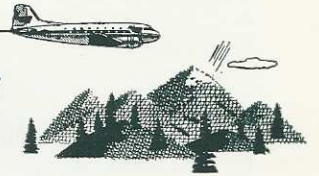




Sunliner News



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WILLISTON BASIN SERVICE STARTED

Cities Enthusiastic About New Service

According to those who should know, the welcome extended to Frontier during the pre-inaugural festivities in the Williston Basin "beat anything we have ever seen before." The Post Office Department officials and press people who made this comment were joined by Frontier officials who were in complete agreement.

The entire program was organized with but one thought in mind. Acquaint the new members of the "Frontier family" with the company, equipment, and sell the people of the community on flying. Not a small order.

A great deal of planning went into the project which, in retrospect, can be proclaimed a "complete success."

A full day was spent in each of the new communities. During this time it was possible for Frontier officials to meet with the Chamber of Commerce, various city officials and the leading business and civic leaders of the community. Such meetings not only bring the city and Frontier much closer together, they are also invaluable in establishing a pattern for future service.

One of the big events of each day took place at the airport. A Frontier Sunliner was on display, enabling prospective customers to personally inspect the equipment which is now flying to and from their city. At each city, weather permitting, sight-seeing flights were operated. While approximately 80% of the people who went up were first riders, many veteran airline customers took rides just "so we can see what this place looks like from the air."

It would be impossible to single out the people who created such a success. While some had to lead, it is indeed a tribute to their leadership to find their entire communities solidly behind them.

Frontier takes this opportunity to publicly thank the people of Bismarck-Mandan, Dickinson, Sidney, Glendive, Miles City, and Billings for their wonderful support and assistance and further pledges to do everything possible to provide these thriving communities with the best in scheduled air transportation—the kind they deserve.

Because the start of service to the Williston Basin is one of the most important events in the history of Frontier Airlines, we feel completely justified in devoting most of the space in this issue of "Sunliner News" to the inauguration of this new service.

See "The Williston Basin Story" on Page 4



On the morning of September 15, 1954, Governor J. Hugo Aronson of Montana, right, and C. A. Myhre, President of Frontier Airlines, "tie the ribbon" symbolizing the new transportation service between the several cities in Montana and North Dakota. Shortly after this brief ceremony, scheduled airline service to the Williston Basin was officially started as Frontier flight 32 departed from Billings at 7:30 a.m. to open still another chapter in the progress of the West.

Badlands Country Rich in Early History

Back in 1883 the Marquis de Mores, a titled Frenchman, arrived in Dakota with a head full of dreams and a pocket full of money. Three short years later he left with considerable less of each.

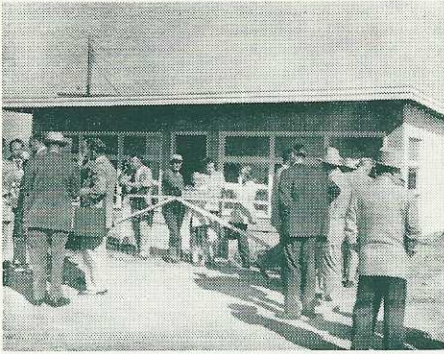
Although his career in the Badlands area was brief, during these few years the Marquis launched several business enterprises, founded a town, was charged with murder and acquitted.

De Mores felt that a packing plant could be operated much closer to the source of supply and picked a spot just west of Dickinson where he promptly founded the town of Medora, named after his wife. He immediately started construction of his packing plant. The influx of workmen, and speculators, created a minor building boom in this new city. Although the plant was completed and started the slaughter of cattle, the Marquis suffered severe financial losses. He was unable to compete with the eastern packers. Not one to be discouraged by a minor setback, he established his own outlets in the east but for some reason these did not work out and the plan was soon abandoned.

It was only natural that such a dynamic person build up some resentment among the local citizens. Fences across hunting trails which had been used for many years brought things to a climax. Historians say that three local hunters, nice fellows when sober, spent the day in Medora in a futile attempt to consume all the liquor in town. During this time one of the men made the statement that he would "shoot the Marquis on sight." When advised of this threat, the Marquis prepared for action and when he saw the hunters headed his way "with rifles ready for action" a small battle took place and one of the hunters was killed. Since de Mores had asked for law enforcement officers and was acting only in self defense, he was acquitted when tried for murder.

If the Marquis de Mores were living today he would probably be one of aviation's staunchest boosters. When he decided transportation facilities were inadequate, he did something about it. He started a stage line from Medora to Deadwood, a distance of some 215 miles. His stages operated on a

(Continued on Page 2, Col. 3)



Airport terminal in Sidney, Montana—an outstanding example of what can be done in three weeks.

Sidney Erects Terminal In Record Time

When the people of Sidney learned they could have air service in just three weeks if they only had a terminal building, they did not quietly fold. They went right to work because they didn't have anything that even came close to being a terminal building. Air service is important to this community. The city is served only by spur lines of the Northern Pacific and Great Northern railroads and has only south-bound bus service.

Extending the runway and constructing a terminal building would have discouraged many cities, but not Sidney. The call went out for help and the response was wonderful. Contractors put their entire crews to work on the project and many individuals donated their time. Many also contributed money. Work continued around the clock under flood lights.

In a matter of weeks these enterprising people could look upon these accomplishments: a 1300-foot addition to the runway, new lights, a rotating beacon and a 32x25 terminal building complete with offices, waiting room and rest rooms. While there are a few minor details to finish, for all practical purposes, the job has been completed.

To the people of Sidney, Frontier wishes to extend a special "thanks a million," not only for making air service possible but for the demonstration of a "we'll do it" attitude which might well serve as an inspiration and pattern for companies and communities in the future.

High and Mighty

BY HOLMES ALEXANDER

DENVER, Colorado—What's in a name? Isolation in political parlance is a term of caution and stay-put, but in the language of Rocky Mountain aviation it means challenge and opportunity.

When a village in these picturesque American highlands is found to be "isolated" by the absence of railroad service or the handicap of circuitous highways, airline pioneers start rubbing their hands with glee. Maybe they can "penetrate" the rugged terrain for new air passengers.

Maybe so, but it's no work for the faint-hearted. The business risks are writ large on this spectacular landscape of tumbled peaks and windy canyons. A lot of skill and ingenuity is invested for precious little profit.

The population of this region is sparse, the businesses are all small, the perils of the game are so obvious that they're rarely mentioned. But the old American itch for enterprise, plus the dynamics of our burgeoning Air Age, are compulsive motives.

Frontier Airlines, on which I'm riding, serves six Rocky Mountain states with a total of 34 "cities," several of them under 3000 population. I find from the notes made before leaving, that this 2882-mile system averages only 400 persons per mile. Some of the tiny airports are perched in the sky without benefit of wings. Alamosa, Colo., is 7531 feet above sea level; Laramie, Wyo., is 7270; Gunnison, Colo., is 7683. In order to get to Gunnison, we cross a mountain range of 12,000 feet. Frontier has 12 war-surplus DC-3's, a team of work horses which takes passengers and cargo across the Continental Divide 10 times a day. Almost all the 84 Frontier pilots, I'm told, have been with the firm since its inception in June, 1950. The seasoned flyers do this tricky work expertly, but the recruitment and training of new personnel come hard. I was glad to see in the front office before take-off a safety certificate showing no passenger or crew fatalities since the firm began.

The spirit of the West is traditionally venturesome, and the people here didn't earn that reputation by staying put. Western cities are far more air-minded than those in the East, but these small Rocky Mountain towns have taken to air transportation en masse. As a glimpse of the Air Age future, consider these four villages in four separate states:

Cortez, Colo., population 2800, puts an average of 190 passengers on planes per month. This means that 82 per cent of the populace fly each year. In New York City and Chicago the average is one per cent. In Denver four per cent of the people fly.

Vernal, Utah, population 2800, has 176 plane-boardings a month, meaning that 77 per cent of the population fly. The metropolis of Utah, Salt Lake City, puts an average of only five per cent.

Flagstaff, Arizona, 8000 population, is also 77 per cent air-minded, while Phoenix, the state metropolis, is 14 per cent.

Farmington, New Mexico, a boom town of 12,000, is 50 per cent airborne, while Albuquerque of the same state is only seven per cent.

What's happening, of course, is that the small-town West is enjoying growth and activity which is not often noted by the rest of the country. Regional aviation is part of the postwar push. Practically all the Rocky Mountain towns have increased by immigration since the 1950 census, although most are hard to reach by surface transportation. Cortez and Vernal, farming villages without railroad outlets, are thriving because they have new access to the markets and packing houses of Denver and Salt Lake City. Farmington, also off the railroads and with nothing to offer to tourists, has increased from a 1947 population of 3000 to a present estimate of 12,000. Oil, gas and uranium prospectors have poured in, but no small part of Farmington's growth is that it's become the distribution center of air traffic for the whole boom area.

There are 14 regional airlines around the nation which serve something over 500 American small towns. The lines operate under temporary certificates, good for an average of five years, from the Civil Aeronautics Board. Not one of these regional lines makes a living, strictly speaking. The taxpayer this year is

giving about \$23 million in subsidies to keep the lines alive, the fares relatively low and the safety standards high. When I left Washington a few days ago, the House had passed and the Senate was considering a bill (H. R. 8898) to change the temporary certificates to permanent ones. The administration, through the CAB and the Commerce Department, was resisting final passage of the bill on the grounds that permanent certification might mean permanent subsidization.

In Washington, I know, the administration argument is persuasive. We must cut expenditures. We must stop the giveaways. We must get the government out of business.

But, as always, the grassroots view is very different. From where I write this piece, \$23 million a year looks like peanuts to pay for revitalizing the small-town segment of American economy. And the argument for temporary certificates sounds like a hay-seed prediction that the flying machine may not be here to stay.

My guess is that regional airlines, given a few more years of protection, will repay the nation many fold.

C.A.B. NEWS

Frontier Airlines inaugurated service to cities on the Billings-Bismarck segment on September 15, 1954, and the company has filed an application with the Civil Aeronautics Board for a mail rate for this new service.

Braniff Airways has appealed for reconsideration of the Board's decision in the Williston Basin Case, restating its request for suspension of service between Bismarck and Minot to be replaced by Frontier Airlines. This appeal is still pending before the Board.

Frontier is expecting the Board to set a date in the near future for the pre-hearing conference on Frontier's certificate renewal application, Docket No. 6584.

Badlands Country Rich In Early History

(Continued from Page 1, Col. 2)

tri-weekly basis and he built quite a reputation for on-time schedules. A stage left Medora at 8:30 a.m. on Monday, for example, and arrived in Deadwood at 6:00 p.m. on Tuesday. Passenger fares were ten cents a mile and express was ten cents per pound. In spite of good equipment, a safe operation and lots of business, the line failed because "he failed to get the mail contract."

The de Mores family left for Europe in 1886 and during his travels the Marquis was killed. He was 38 at the time of his death.

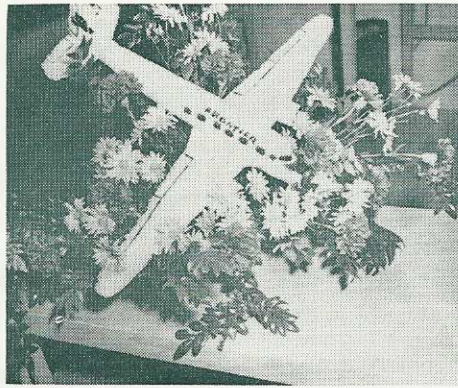
His heirs have very generously donated a thirty-room chateau, the de Mores home at Medora, to North Dakota. Interested visitors may now visit the well furnished rooms and turn back the pages of history on one of the most interesting chapters of the colorful Badlands country of North Dakota.

Those wishing additional details may write the State Historical Society of North Dakota, at Bismarck, for "The Career of Marquis de Mores in the Bad Lands of North Dakota," and other literature which is available at a nominal cost.

FRONTIER NEWS IN PICTURES . . .



It was progress in reverse when civic leaders from various cities and Frontier officials returned to Billings. Never one to miss checking any kind of transportation, O. A. Willoughby, rear seat facing camera, Assistant General Superintendent, Post Office Department in San Francisco, together with Oliver Seaman, of Seattle, accompanied the group during the entire trip. Mr. Willoughby took full advantage of every opportunity to talk about Air Mail and Air Parcel Post.



The centerpiece at the Williston luncheon is a good example of the welcome received during "Frontier Days" in that community. The centerpiece was the creation and idea of W. C. Robb, Manager of the Plainsman Hotel in Williston. It will become a permanent display at the hotel. Other hotel banquet rooms were renamed "The Frontier Room" in honor of the airline's newly inaugurated service.



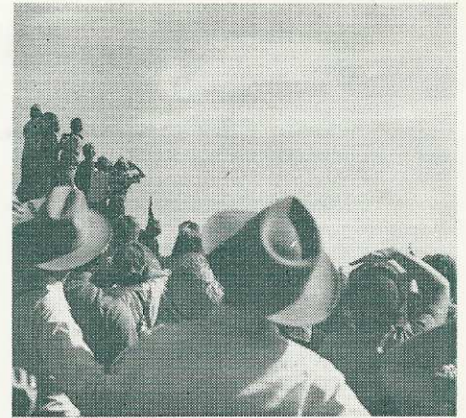
A post office at the airport, complete with drop-box and sales material, is one reason why Frontier Superintendent of Mails, Tollie Graves, was able to generate some 25,000 first flight covers from the towns in the Williston Basin area. Pictured above are, left to right: A. E. Crombie, Assistant Postmaster, Sidney; A. O. Willoughby, Assistant Director, Air Mail Service; Tollie Graves; Orville Simonson, P. T. S., Seattle; Keith Carpenter, Postmaster, Sidney.



Sightseeing flights not only enabled Mayor Earl Knight of Billings to get his entire family airborne, they also were interviewed. During this particular flight, radio station KBYM taped a program for later broadcast. While airplanes are old stuff to the Mayor, it was a new experience for the younger members of his family. Approximately 80% of some 2,000 passengers on sightseeing flights had never flown before.



Bill Thompson, spark-plug of the Sidney group who constructed a terminal building in three weeks, had to reach deep for some well-chosen "ad libs," and answers, while the announcer for Station KG CX waits patiently for an answer to his question. This was one of the hour-long daily broadcasts arranged by radio station KOOK in Billings.



"Jets" and with all eyes in the sky, this picture might well symbolize the true beginning of the air age. While the jet planes cannot be seen, it takes little imagination to know they are there. It was largely through the complete co-operation of the Air National Guard in North Dakota and Montana that such large crowds were on hand when Frontier arrived. A few low passes over the airport and the entire town started moving in that direction.



No report would be complete without recognition of Russ Hart, Chairman of the Billings Chamber of Commerce Aviation Committee. Russ, left, and his committee worked tirelessly and spent a great deal of their own money to make Frontier's new service a reality instead of just a dream.



Stewardess Jane Travis, left, and Chief Stewardess Pat Larsen, obliged the Montana Air National Guard pilots by posing in this T-33 which was on display at the Miles City Airport.



Clear skies and balmy weather helped get crowds such as this one at Dickinson to the airport for an inspection of Frontier's equipment and later on, to take a sightseeing flight. It is estimated that some 20,000 people took a quick look inside this DC-3 in about a week.

The Williston Basin Story

What is this so-called Williston Basin which Frontier Airlines is now serving?

The Williston Basin is oil country!

With the discovery of high gravity oil in early 1951 at Tioga, North Dakota, fifty miles east of Williston, one of the biggest oil booms got under way. In these past 3½ years additional oil discoveries have enlarged the known extent of this Williston Oil Basin to include western North Dakota, eastern Montana, southern Saskatchewan, Canada and southwestern Manitoba, Canada. Sixty-six separate oil fields with seven hundred producing wells tap an estimated oil reserve of a billion barrels. Along Frontier's new route in Montana and North Dakota oil exploration and production is being carried on around Miles City, Glendive, Sidney, Wolf Point, Williston and Dickinson. A pipe line carries oil from the Tioga Field near Williston to Mandan. There a brand new 30,000-barrel per day capacity refinery has been put into operation by Standard Oil Company. Smaller refineries at Dickinson and Williston partially take care of local needs for refined oil products.

The Williston Basin is farm and ranch country!

Six hundred million dollars is the annual income from North Dakota's farms and ranches. First place honors in the quantity and quality production of hard winter wheat, durum wheat, barley, and flax make much of this high income possible. In eastern Montana thousands of irrigated acres along the valley of the Yellowstone River produce some of the largest crops of sugar beets and alfalfa in the country. The \$500 million farm and ranch income in Montana amounts to 70% of Montana's total gross income from all sources.

The rich range lands of North Dakota and Montana grow and fatten some of the finest beef herds in the United States. Miles City, Glendive, Sidney, Wolf Point, Williston, Dickinson, and Bismarck are headquarters for good-sized feed lots and sales yards to handle thousands of head of choice livestock each year. Sidney alone fattens 60% of all Montana's lamb crop each year.

The Williston Basin is recreation and sportsman country!

Along the North Dakota-Montana state line lies the colorfully fantastic Bad Lands country. Part of this scenery has become the newly created Theodore Roosevelt National Monument Park. An easy hour of driving

from either Dickinson or Glendive will put the park visitor into the heart of the Bad Lands. Throughout this area mule deer, red deer, and antelope are in abundance.

Impounded behind Fort Peck Dam, fifty miles west of Wolf Point, is a two hundred mile long lake. For the fisherman this lake teems with trout, walleye pike, channel cat and all varieties of pan fish. Seventy-five miles north of Bismarck gigantic Garrison Dam will also back up a huge lake across half the state of North Dakota to the doorsteps of the city of Williston. This, too, will be a fisherman's paradise.

And the Williston Basin also is:

Lignite coal. Six hundred billion tons are to be found in western North Dakota alone with eastern Montana also abounding in vast stores of these easily strip mined beds of coal. From it is manufactured tons of briquettes and coal tar products from plants in Dickinson, Miles City, and Bismarck. Recently uranium has been found in the ash of lignite coal. As a result Dickinson has recorded the first of the uranium claims to be made in the lignite beds west of that city.

Sodium sulphate deposits in northwest North Dakota contain an estimated 20 million tons of this chemical. It is used extensively in the manufacturing of paper, glass, and various other chemical needs in industry.

This Williston Basin needs air transportation!

The major surface transportation of the area, railways and highways, is geared to an east-west flow of traffic. Like much of the other country in the Rocky Mountain West that Frontier Airlines serves there is little or inadequate north-south transportation. With flights of Frontier Airlines the newly served cities in North Dakota and Montana will grow closer to those in Wyoming, Colorado, and Utah. The interests and economies of these states are closely interwoven already. With frequent and fast air service these bonds will be welded together to form a strong and ever-growing Frontier with a future!

SHORT HOPS

Postmaster General Arthur E. Summerfield announced recently that a new 20-cent Special Delivery stamp will be released on Wednesday, October 13, 1954, at Boston, Massachusetts, on the occasion of the Convention of the Direct Mail Advertising Association, Inc., of America.

Postmaster General Summerfield stated that the Special Delivery stamp design has not been changed since 1925 and he felt that a more attractive and colorful stamp would focus attention on the stamp itself and result in better service to the public.

The design of the stamp illustrates a special delivery letter being delivered hand to hand by the messenger to the recipient.

The Civil Aeronautics Board recently authorized additional air service by Central Airlines, Inc., to Kansas City, Missouri; Little Rock, Arkansas; Joplin, Missouri; and Fayetteville and Hot Springs, Arkansas.

The Board's authorization will provide new north-south and east-west services to the thriving communities being added to Central's route and also meet the need of these points for commuter services, and also provide new services to points on Central's present routes in Oklahoma, Texas, and Kansas.

Central City Music Day Contest



First prize winners in Central City Music Day Contest: Sylvia Anderson, vocalist; Sherman Sullivan, pianist; and Jean Wilson, violinist.

Talented youth of Colorado vied on Saturday afternoon, August 14, in the Fourth Annual Central City Music Day Contest sponsored jointly by Frontier Airlines and the Central City Opera Association.

First place winners were Sylvia Anderson, soprano, 450 York Street; Sherman Sullivan, pianist, 2900 Hooker Street; and Jean Wilson, violinist, of Cortez.

The contest was established several years ago to enable talented young music students of the area to perform before professionals in the musical and theatrical world.

SHORT HOPS (cont.)

Continental Air Lines has inaugurated air service to Alamogordo-Holloman Air Force Base, New Mexico, located eighty-six miles northwest of El Paso, Texas, effective September 1. Alamogordo is known as the "Rocket City" since Holloman Guided Missile base is located there, and also because of its nearness to the White Sands Proving Ground. One daily round-trip DC-3 flight is scheduled between Denver-Albuquerque and El Paso:

Flight 21		Flight 22	
Lv. Denver	1:00 p.m.	Ar. 11:56 a.m.	
Lv. Alb'qr'q'e	4:45 p.m.	Lv. 9:00 a.m.	
Ar. Alam'g'do	5:45 p.m.	Lv. 7:41 a.m.	
Lv. Alam'g'do	5:48 p.m.	Ar. 7:38 a.m.	
Ar. El Paso	6:26 p.m.	Lv. 7:00 a.m.	

By an exchange of parallel notes signed in Washington, D. C., agreement has been reached between the Governments of Denmark, Norway and Sweden, respectively, and the Government of the United States on the establishment of a new air route between Scandinavia and the United States, by way of Greenland.

The agreement provides that, for an experimental period of three years, a Scandinavian airline or airlines may operate on a route from Denmark, Norway, and Sweden via Greenland to Los Angeles in both directions, and that an airline or airlines to be designated by the Government of the United States may exercise reciprocal rights.

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Edited by the

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