

Sunliner News



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Montana Service Case Hearing Held In Great Falls

During the last three weeks of May the involved Montana Service Case hearing was held in Great Falls, Montana, before the Civil Aeronautics Board Examiner F. Merritt Ruhlen. He was assisted by Bureau Counsel Howard Boros and Economic Analyst Robert Cook from the Bureau of Air Operations.

At stake in the hearing is a program for local airline service to the states of Montana and Idaho. Frontier Airlines and West Coast Airlines presented strong cases for new and additional services. Additional service is proposed for Spokane, Washington, and a new service between Denver, Colorado, and Jackson, Wyoming, with stops at Cheyenne, Laramie, Casper and Riverton, and a continuing service out of Jackson into Idaho Falls, Sun Valley and Boise, all Idaho communities.

The three trunk carriers (Northwest Airlines, United Air Lines and Western Air Lines) have a lesser interest in the case since they are either trying to retain presently operated services or plan to eliminate air operations to certain communities.

Northwest Airlines desires to retain their present service to cities now being served through southern and central Montana, except Kalispell. United Air Lines would like to drop service to Ogden, Utah, and Twin Falls, Idaho. Western Air Lines would like to retain its present operation along route 19 between Salt Lake City, Utah, and Great Falls, Montana, but they wish to drop service to Jackson, Wyoming, Logan and Ogden, Utah, and the Montana cities of Lewistown and Cutbank.



TESTIMONY . . . Three weeks of mountainous testimony in the Montana Local Service Case gets a thorough investigation by (l. to r.) Bureau Counsel Howard Boros, Examiner F. Merritt Ruhlen, and Economic Analyst Robert Cook.

Civic witnesses gave strong support for Frontier's "Montana Plan." Along with the Montana cities presently served by Frontier, witnesses came from Glasgow, Havre, Shelby, Cutbank, Lewistown, Livingston, Kalispell and Great Falls. Idaho cities giving support to Frontier were Boise, Ketchum, Hailey and Idaho Falls. Testifying in behalf of the proposal for new service into Jackson and beyond to Idaho were the Wyoming communities presently served by Frontier, and Jackson, Wyoming. Denver's Chamber of Commerce also endorsed Frontier's plan for service to Jackson and Sun Valley, Idaho.

Frontier's case was handled by Attorney Scott Whitney, who was assisted by Andrew Macdonald, legal representative from Washington, D. C. Among others were Colin McIntosh, Economic Researcher from Washington, D. C., and Frontier's Director of Economic Research John Clark Coe and Treasurer L. P. Blatter.

Latest Booklet On Frontier

"Best Way To Travel The West" is the title of a simplified descriptive pamphlet recently produced to describe Frontier's unique airline operation. This illustrated pamphlet depicts some of the important phases of our operation and describes the complicated routine of an airline so that children as well as adults may understand the combination of knowledge and experience that makes up a seemingly routine flight.

General information about our rates, personnel, maintenance, equipment and services are all described in this brochure. In addition to the factual background information it contains, the pamphlet also does a selling job in an indirect manner. This pamphlet is distributed to individuals taking airport tours, it is mailed to persons requesting information about our airline, and is also given to all sightseeing passengers.

C. A. B. Renders Preliminary Vote On Phoenix Case

Announcement was received on the vote of the Civil Aeronautics Board in regard to the Phoenix Service Case recently. Western Air Lines received authorization for new trunkline service between Denver and San Diego as terminal points with a mandatory stop at Phoenix. Bonanza Air Lines is authorized to provide non-stop and local service between Phoenix and Salt Lake City.

The Board also voted to authorize Frontier Air Lines to provide two-stop service after two daily round trips to all intermediate points on its present routing system between Denver and Phoenix. Intermediate points are Prescott, Flagstaff, Winslow, Gallup, Farmington, Durango, Monte Vista, Alamosa and Pueblo.

It was pointed out by the Board that this announcement does not constitute the Board's decision in this case, which will be entered and issued at a later date.

FRONTIER OFFERS EXCITING TOUR

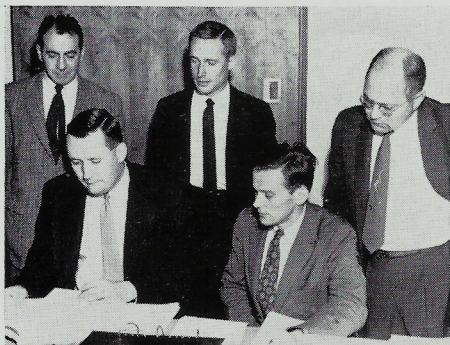
By TOM MAKURAT
Sales Promotion Manager

One of the most unique tours to be offered will be sold by Frontier this summer. A two-day package tour including Mesa Verde National Park and a day-long exciting trip on the only narrow gauge passenger railroad in operation in these United States will be sold by all travel agents in the country and through the tour facilities of American Airlines, Trans-World Airlines and United Air Lines.

Join me on a tour. Upon arriving at Durango on one of Frontier's Sunliners in the evening, our tour commences with a limousine drive to the Strater Hotel. Our hotel accommodations are comfortable and modern, with private bath, and based on double room occupancy. The Strater's central location offers us an opportunity to see downtown Durango and perhaps choose a restaurant for breakfast.

At 9 a.m. we board a bus to Mesa Verde National Park. Arriving at Spruce Tree Lodge, we begin to feel the past which surrounds us. Twelve hundred years ago a now extinct Indian tribe farmed the mesa tops where we are standing. The entire day is free for browsing through the Park Service Museum and for visiting the nearby cliff dwellings. Park Service Rangers are on hand to answer our questions; they will guide us

(Continued on Page 2, Col. 3)



CHECKING . . . Frontier's legal and economic advisors check the data to be presented in the Montana Local Service Case at Great Falls. Seated (l. to r.) Scott Whitney and Andrew Macdonald. Standing (l. to r.) Colin McIntosh, Clark Coe and L. P. Blatter.

RODEO ROUND-UP

ARIZONA

July 4-6	Flagstaff	POW-WOW CELEBRATION
July 4-6	Prescott	FRONTIER DAYS

COLORADO

June 21-23	Cortez	UTE MOUNTAIN ROUND-UP
July 18-21	Gunnison	SPANISH TRAILS FIESTA
July 30-31 Aug. 1	Monte Vista	ANNUAL SKI HI STAMPEDE
Aug. 9-11	Durango	CATTLEMEN'S DAYS
Aug. 15-17	Littleton	LITTLE BRITCHES

MONTANA

July 12-14	Wolf Point	STAMPEDE DAYS
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NORTH DAKOTA

July 4-5	Dickinson	TEDDY ROOSEVELT RODEO
Aug. 11	Dickinson	COWBOY MATCH OF CHAMPIONS

UTAH

July 15-24	Salt Lake City	DAYS OF '47
July 18-20	Vernal	DAYS OF '47

WYOMING

June 15-16	Greybull	'49ER DAYS
July 3-4	Lander	LANDER PIONEER DAYS
July 4-5	Cody	CODY STAMPEDE
July 12-14	Laramie	JUBILEE DAYS
July 22-27	Cheyenne	CHEYENNE FRONTIER DAYS
Aug. 23-24	Rawlins	CARBON COUNTY FAIR

An exciting tour

(Continued from Page 1, Col. 3)

through these ancient apartment dwellings and explain the civilization these people developed. Square Tower House, The Sun Palace and many unexplored ruins are within walking distance of the museum. Our lunch and the view from Spruce Tree Lodge will make this a most memorable interlude in the trip. After sunset our bus returns us to another welcome evening at the Strater Hotel.

The hotel's Diamond Belle Saloon offers an intriguing replica of the past seldom equaled in its authenticity and charm. True Western hospitality, a modern present combined with a progressive outlook, have made Durango a famous city with a solid future.

After a hearty breakfast, we take another step into the past and board the only narrow gauge passenger train in the United States. The Denver and Rio Grande Western Railroad's famous train follows the Animas River north through a verdant valley used as a location for many of Hollywood's well-known film productions. As we wend our way through the fabulous silver mining area, we realize the reason for the establishment of this railroad. With cameras clicking and eyes straining to take in all the scenery, we approach Silverton, Colorado. Several hours are provided for lunch, sightseeing, and visiting such historic landmarks as the Grand Imperial Hotel before our return to Durango.

And so ends a delightful tour of Colorado's famous scenic vacation spots when we board a Frontier Sunliner for home.

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Airline Editors' Conference Held In Washington

Airline editors throughout the United States and Alaska met in Washington, D. C., May 16-17. Mr. Alex Ormsbee, Public Relations-Air Transport Association, arranged an interesting program on problems related to company publications, use of color, and included a tour of the Air Traffic Control Center.

Through the kindness of Mr. Ben Regan, Chairman of Frontier's Board of Directors, and Nationwide Food Service, Inc., the editors had lunch in the Vandenburg dining-room of the Senate. Colorado's Senator Gordon C. Allott was an honored guest, and after the luncheon took the group on a personally conducted tour of the capitol building.

Mr. Ray Silvius, editor of Western Air Lines Flight Times, was elected chairman. The airline editors will meet in Los Angeles next year. Frontier's editor of SUNLINER NEWS, Dolly Varden McDowell, was the first chairman of the Airline Editors Conference.

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Ten-year service pins awarded

CLAIRE ALMQUIST—*Supervisor-Tariffs*—Denver.

L. L. BERGSTROM—*Mechanic*—Denver.

R. F. DEEMING—*Mechanic*—Denver.

J. M. HIGGINS—*Mechanic*—Denver.

L. E. SCHAFFER—*Captain*—Billings.

A. C. STONER—*Lead Mechanic*—Denver.

E. L. WALKER—*Div. Chief Pilot*—Denver.

Meet Lucy Conkey

A little list . . . depending upon the category this is true, but when it comes to mailing time tables more than 30,000 are processed by Frontier's addressograph system. Though it is a mechanical machine, it is operated by Miss Lucy Ann Conkey.

Time being of the essence, this machine cuts down the man hours that would be consumed in typing addresses on various mailings, or doing it by hand. For instance, the time table, which has the largest mailing, takes only ten hours to do on the addressograph machine. This eliminates sending batches to district sales managers or station managers for hand addressing and then returning them to the general office for mailing.

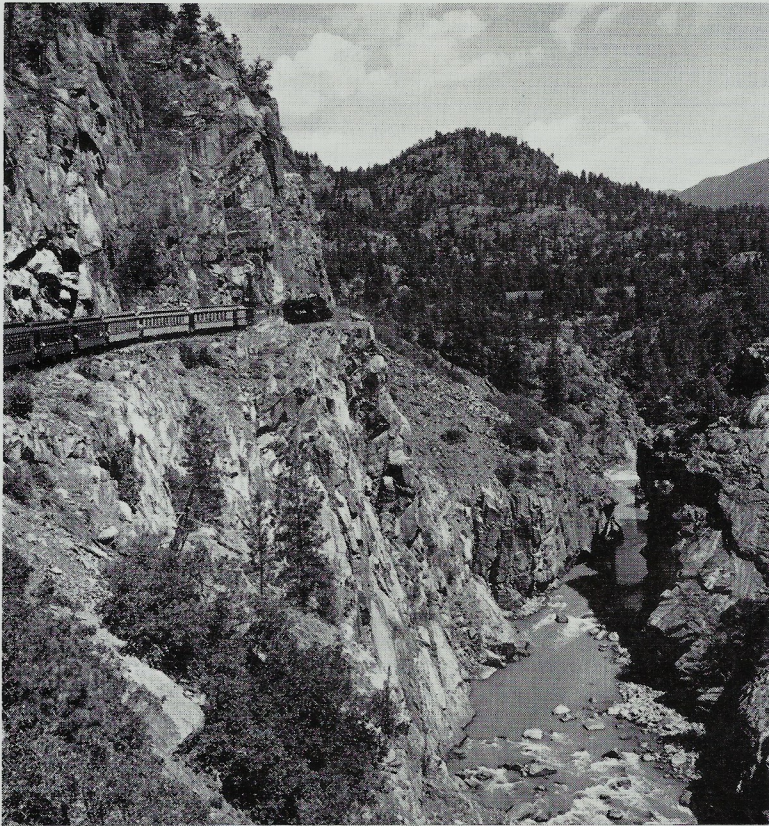
These lists are controlled by a card file system, showing the category in which the plates are kept and tabbed. At any time Miss Conkey can run off any list for a special mailing for any department within Frontier. Another frequent user of this valuable system is Public Relations which mails approximately 4000 SUNLINER NEWS a month, having some 30-odd categories in its distribution alone. Traffic and Sales, Personnel, Publicity, and occasionally the Executive Office use this system.

Lucy Conkey, who has been with Frontier since July, 1955, is the keeper of this machine. Not only does she operate it, but on occasion when it gets obstinate adjusts or corrects whatever small malfunction has taken place. Her patience in handling this machine undoubtedly plays a part in her good luck when fishing.



30,000 . . . These time tables are but one of the many mailing pieces that go through the addressograph machine, which is operated by serious-minded Lucy Conkey.

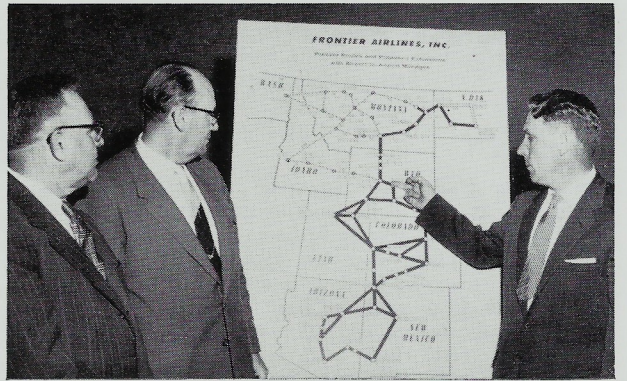
FRONTIER NEWS IN PICTURES . . .



HEAD'N ROUND THE BEND . . . Tourist, through a Frontier tour plan, will have the opportunity of taking a trip on this famous narrow gauge railroad of the Denver and Rio Grande Western. Just fly Frontier to Durango.—D. & R. G. W. Photo.



INDIAN APARTMENTS . . . Another part of this tour plan will be a day's visit to Mesa Verde National Park, known for the cliff dwellings, dating back to about 1050 A.D.



A NEW ROUTE . . . Wyoming's Director of Aeronautics George Nelson (right) goes over Frontier's proposed route in the Montana Service Case with Riverton's civic witnesses (l. to r.) Don Spiker and Walt Rhodes.



HUGE SHIPMENT . . . This is just a portion of the annual 2,000,000-carton shipment of citrus at the Desert Citrus Growers Co. in Phoenix. Taking part in this are (l. to r.) Asst. Manager Ralph G. Kelly, Frontier stewardess Nancy Cooper, Manager C. E. Pietsch, and stewardess Beth Deedman.



ON TV AT ALBUQUERQUE . . . Frontier's District Sales Manager Tom Morris' wife, Rosalie Morris, models a beautiful fur stole which was recently given away during a joint sales promotion in Albuquerque, New Mexico.



IN THE AIR . . . Balloons and "Scorpion" jet fighters drew the interest of the children at Great Falls municipal airport during dedication ceremonies. Stewardess Louise Herrman, Billings, had fun giving the balloons away.



EDUCATION BY AIR . . . Cheyenne Mountain Junior High School students of Colorado Springs took a tour aboard a Frontier Sunliner to Grand Junction. Shown shaking hands are teacher Bill Patterson and District Sales Manager Vern Carlson. Mrs. Carl Fonte was the other teacher on the trip. Grand Junction Daily Sentinel photo.

Traffic Stopper At Vernal, Utah

Dipolodocus has arrived in this 20th century of man. It's a real "traffic stopper" in front of the Utah Field House of Natural History in Vernal, according to Director G. E. Unterman. This spectacular outdoor exhibit will be dedicated on June 8 during the Utah State Lions convention at Vernal, Utah.

As far as is known, this is the only cement skeleton of Dipolodocus cast for outdoor use. In its own time, some 140 million years ago, it is estimated to have weighed 30 tons when it roamed the Vernal area. The skeleton weighs 8 tons, is 76 feet long, and the head stands 21 feet above the ground. It is made up of 700 separate pieces, which the staff assembled and erected.

Director Unterman stated that it took three years to complete the project of reconstructing this saurpauud dinosaur, Dipolodocus. The molds for this skeleton had gathered dust and soot from the steel mills in the basement of the Carnegie Museum in Pittsburgh, Pennsylvania, for more than 40 years.

When the Utah Field House of Natural History was completed in the dinosaur country of Vernal, the Carnegie Museum offered the molds to the state museum, as a gift, if they would come and haul them away. The Vernal Lions Club paid the tariff required for the transportation, and upon receipt of the molds the Field House staff cleaned them up for casting. Actual casting was done by Mr. Grant Merrell at the Otto Buehner Concrete Products Company, Salt Lake City, who made their plant facilities available to the museum.

Thanks to the late Andrew Carnegie, famous steel magnate and builder of public libraries, these plaster molds were made of the original skeleton, which is one of the outstanding exhibits in the dinosaur hall at the Carnegie Museum. The original created a great deal of interest around the world, so Mr. Carnegie had 10 plaster replicas cast, presenting them as gifts to European, South American and Mexican museums. The molds at Vernal will not be relegated to the basement for many other museums and schools are interested in making plaster replicas for their own institutions.



TRAFFIC STOPPER . . . Dipolodocus stops the traffic in Vernal, Utah, gateway to Dinosaur National Monument. This is one of many scenic and fascinating places along Frontier's route.

Only 19 miles east of Vernal, at Dinosaur Quarry, in Dinosaur National Monument, the Park Service is fulfilling one of the late Dr. Henry Fairfield Osborn's quotations: "The hunter of live game, thorough sportsman though he may be, is constantly bringing present day animals nearer to death and extinction, while the fossil hunter is bringing extinct animals to life."

Since its discovery in August, 1909, by Professor Earl Douglass of the Carnegie Museum a vast quantity of fossil material, comprised of 23 nearly complete skeletons and tons of fragmental bones have been recovered. Fossils so far recovered represent 12 different species of dinosaurs, 11 herbivorous types, and one carnivorous.

The fossil material remaining on the quarry wall is being etched out in bold relief to form an in-place exhibit, over which the present visitor center is being constructed. This will be completed by the beginning of the tourist season in 1958, stated Director Unterman.

Billie R. Untermann, staff scientist and technician, and Grant Merrell, preparator, assisted Director G. E. Unterman on this project, which many tourists will be seeing this summer.

Vernal, the gateway to the Dinosaur National Monument, is one of the scenic communities into which Frontier Sunliners go daily.



Music Day Interest Tripled

Interest in the Central City Music Day Award has tripled this year, according to Daniel Moe, Chairman. Where there have been only fourteen contestants in the preliminaries more than fifty have entered in each of the communities where auditions were held this year.

This is the 6th annual Central City Music Day Award co-sponsored by the Central City Opera House Association and Frontier Airlines. The final competition will be held on Friday and Saturday, July 19 and 20, at Central City. Preliminary competitions were held the last week of May in Alamosa, Colorado Springs, Denver, Durango and Grand Junction.

Captain . . . or Slave?

It's a strange thing about an "accident." Before it happens — maybe a mere moment before — you're the top man, the one who's got the say, the "captain of your soul."

But the split-second it happens, everything changes. All at once you're the bottom man, the poor devil who gets it. Either you're not a whole man any more, or you're in for a long stretch of pain and costly repairs . . . or you're nothing!

An "accident" can be as final as the firing squad, as complete as the gas chamber, as efficient as the hangman's noose. Yet, in those moments before it happens — when you're still top man — there are probably a number of things you could do to prevent it. Sometimes it's the mere lifting of a finger, the glance of an eye, the decision to do, or not to do. Sometimes it's walking a few feet to lock out a switch, or get a better tool . . . or a better look. Maybe it's spending a few seconds to wait for the "walk" signal . . . or to ask a question of someone who knows . . . or to get a long, clear view before you pass the car ahead.

But — if you fail to do the right thing, or blunder ahead with the wrong thing — then comes that exploding moment of shock, agony, blackness. And after that, too often there isn't a power on earth that can undo what's been done. The scientist, the surgeon, the greatest of human intelligence and skill can do nothing more than mop up the mess.

And the main point is that now — while you read this — it's BEFORE the "accident." You're top man right now. You've got the final say. It's all pretty much in your hands. So — which is it going to be: "Captain of your soul" . . . or slave to suffering and sorrow? SAFELY SPEAKING by Employers Mutuals of Wausau.

Editor's note: Safety at work, at home, or on the road means the difference between life and death or being a cripple for life.



Today there are over 11,500 licensed women pilots in the U. S.

Sunliner News

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BOWLING TROPHIES . . . Frontier's bowling teams received three new trophies for the Trophy cabinet in the main hall of the general offices. The Denver Bowling Assn. of the American Bowling Congress presented them with a plaque. Mary Warhaver, Captain of Comats, and Mike Kelly, Captain of the Falcons, hold their trophies.