

POST STRIKE  
EDITION

# EXTRA

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## FRONTIER NEWS

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### Frontier Builds "Air Bridge" During Airline Strike

Frontier Airlines became the first unstruck carrier to begin flying emergency flights to assist stranded and inconvenienced air travelers during the recent airline strike.

Within 30 minutes after the walkout by the International Association of Machinists in Denver—6 a.m. MDT—Frontier's first of 30 extra section flights had lifted off the ground to begin relief services, which lasted 43 days. During this six week period, Frontier revamped its flight operations, worked a 24-hour day in all departments and expanded its services throughout its own system and to offline cities. It virtually established an "air bridge" to relieve the inconvenience to the traveling public.

Approximately 50 per cent of Frontier's regular passengers make interline connections to and from other airlines. As a result of the strike, much of the normal business conducted by Frontier had been drastically reduced. At the same time, important city pairs on the system were without the needed services of the struck carriers. By consolidating certain flights in areas which normally depended on interline traffic to fill seats, Frontier was able to reroute aircraft to strengthen the services needed between certain terminal cities on its system, while maintaining adequate air services at all cities systemwide.

#### NEW NON-STOP SERVICES

With relaxed operating authority from the Civil Aeronautics Board, Frontier was able to establish new non-stop services between Denver-Salt Lake City, Denver-Omaha, Denver-Las Vegas, Kansas City-Phoenix via Albuquerque.

Everyone, from Frontier's president to the newest hired reservations agent, had been putting in 12 to 16 hour days with some general office personnel working completely around-the-clock the first few days of the emergency. Forty new personnel were hired, 20 additional phones were installed to handle the influx of inquiries and many personnel volunteered their free time to assist in the distribution of 100,000 emergency flight schedules.

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LAS VEGAS SUN PHOTO

WAVING A HEARTY "Hello Las Vegas" after touching down for the first time at McCarran Field is the crew of Frontier's first emergency scheduled flight into Las Vegas during the airline strike. Left to right are: Captain Jim Carney, DEN; Stewardess Janet Jackson, DEN; and First Officer Boyd Stevens, DEN. Frontier operated three daily round trip flights between Denver and Las Vegas throughout the duration of the airline strike.



PASSENGERS, IN RECORD NUMBERS, boarded 30 extra non-stop flights daily between Denver and the cities of Las Vegas, Salt Lake City and Omaha and between Kansas City and Albuquerque through to Phoenix/Tucson. Passenger records were also set on all regularly scheduled Frontier flights.



## FRONTIER RESPONDS TO NEEDS CAUSED BY AIRLINE STRIKE

It was unfortunate that so much hardship and inconvenience were caused travelers and shippers during the recent nationwide strike, which grounded five major airlines for over six weeks.

Normally, Frontier Airlines exchanges about 50% of its business with other carriers. This strike, coming during the peak summer season, therefore posed a major threat to much of Frontier's normal business, which depends upon a flow of interline connections.

To alleviate some of the inconvenience to the public and to assure Frontier's continued pattern of growth, the airline put into operation within a half hour after the strike commenced, an earlier formulated plan to fill the void.



LEWIS W. DYMOND  
President

Because of diminished normal interline traffic, certain consolidations of flights were effected. This, plus the deferral of planned added schedules, made it possible to conserve aircraft and pilot time for the operation of 30 new non-stop special flights. These were flown between major cities which otherwise would have been without airline service, or would have had service seriously below continuing needs. A co-operative plan was then worked out with connecting regional and trunk carriers unaffected by the strike to form an "air bridge" between the Pacific Coast and Great Lakes areas.

All of Frontier's non-stop special flights were operated under the temporary authority granted by the Civil Aeronautics Board (CAB). They were flown subsidy free.

During this transportation emergency, all of Frontier's 1600 employees enthusiastically supported this all-out effort to fill the vital need of air transportation. This special issue of the FRONTIER NEWS tells the story of these extra efforts to keep America flying.

*Lewis W. Dymond*

LEWIS W. DYMOND, President

### AIR-BRIDGE (continued)

A special force of salesmen phoned every hour, travel agencies, military bases and traffic offices of regular volume users of Frontier's services. In this way the airline was able to handle these reservation needs in case the carrier's phone lines were busy during incoming calls.

As Frontier's plans for new emergency operations unfolded, all news media: wire services; newspapers; radio and television stations, helped to disseminate news of these extra flights as a public service to travelers who had been either stranded or inconvenienced.

### PACIFIC COAST TO CHICAGO

Meanwhile, arrangements were made with connecting regional and operating trunk carriers to dovetail their operations with the new Frontier flight schedules being operated. This made it possible for travelers originating in Los Angeles, San Francisco, Seattle, Chicago and other midwest cities as well as on Frontier's own 11-state system to use the "air bridge" to make direct connections to and from Frontier at Salt Lake City, Las Vegas, Phoenix, Denver, Albuquerque, Omaha and Kansas City.

To fill the void across its own system, Frontier operated six daily, round trip, non-stop flights between Denver and Salt Lake City; four daily non-stop, round trip flights between Denver and Omaha; three daily, round trip flights between Denver and Las Vegas including two non-stops and one round trip via Grand Junction, Colorado and two daily, round trip flights between Phoenix and Kansas City via Albuquerque and Tucson.

Because vacations were postponed and pilot personnel called back from vacations, Frontier's rescheduling of pilot time made it possible to cover all flying operations during the strike. Meanwhile, Frontier's training program for pilots, mechanics and electronic personnel for the planned operation of new 96-passenger, Boeing 727 tri-jets to be introduced by Frontier late this fall continued as scheduled.



FLIGHT INFORMATION about FAL's 30 extra scheduled non-stop services and regularly scheduled departures and arrivals was supplied to travelers in an even flow with the carrier's new closed circuit TV at Denver's Stapleton International Airport. News media, as a public service, also circulated the flight information.



# 30 EXTRA NON-STOP FLIGHTS PUT INTO SERVICE

## INFORMATION

DAILY NON-STOP SERVICE

**LAS VEGAS  
SALT LAKE CITY  
OMAHA**

**FRONTIER AIRLINES**

**C.A.B. GRANTS  
AUTHORITY FOR  
FRONTIER TO  
PROVIDE NEW  
SERVICE FOR  
DURATION OF  
AIRLINE STRIKE**

## FAL FILLS STRIKE GAP QUICKLY

As the walkout deadline neared for the nation's longest and most crippling airline strike to begin, Frontier Airlines, the evening before had already shifted into high gear ready to become the first airline to fly extra services.

Emergency meetings called by Frontier's President Dymond brought to the planning tables all FAL personnel in sales/service, flight operations/maintenance and customer services. All worked around the clock, through the early morning hours, up to the time when the Colorado sun streaked across the sky beginning the day when five of the nation's airlines would be grounded by the most paralyzing work stoppage in airline industry history.

By 6 A.M. MDT — the hour of the walkout in Denver — Frontier's operations and sales had taken on a totally new look and method of operation. Crews were in the ready room waiting for the "go sign" from dispatch. At 6:30 A.M. the carrier's first extra section had lifted off the ground to establish Frontier as the first air carrier to take definite action toward relief service during the strike.

The entire fleet of 17 new jet-prop Convair 580 aircraft were made ready by maintenance crews, who reported to work the evening before setting up new operating time schedules for each aircraft, shift changes and other maintenance procedures pertinent to the emergency flight operations.

Delivery trucks, at sun rise, began unloading at Frontier's general office over 100,000 emergency flight schedules, posters and signs which were designed and printed during the pre-strike evening hours. That day volunteer personnel from many departments within the airline assisted the sales department in hand delivering system-wide the printed matter to travel agencies, connecting airlines, taxi cab companies, rental car agencies and hotels.

A special contact team made up of the sales department set to work phoning travel agencies, hotels and other key businesses with large volume air travel needs alerting them to Frontier's new additional non-stop flights. This special phone contacting also helped those persons who were unable to reach Frontier because of busy phone lines in spite of the additional 20 incoming lines, which were installed to help lessen the volume of busy phones.

In anticipation of receiving authority to serve Las Vegas during the strike, seven personnel were flown to that Nevada city. They set up, with the full co-operation of Pacific Airlines, reservations, ticket counter and ground operations facilities. Pacific Air-

**FRONTIER AIRLINES  
IS FLYING**  
AND OFFERING EXTRA SERVICES

**TO SALT LAKE CITY**  
SIX NON-STOP CV-580 JET-PROP FLIGHTS DAILY

FLIGHT NO.	LEAVE DENVER	ARRIVE SALT LAKE CITY
901	6:35 a.m.	7:01 a.m.
909	11:20 a.m.	11:46 a.m.
907	2:30 p.m.	2:56 p.m.
979	4:30 p.m.	4:56 p.m.
915	7:15 p.m.	7:41 p.m.
977	10:10 p.m.	10:36 p.m.

EXCELLENT CONNECTIONS AT SALT LAKE CITY TO THE WEST COAST

**TO OMAHA**  
FOUR NON-STOP CV-580 JET-PROP FLIGHTS DAILY

FLIGHT NO.	LEAVE DENVER	ARRIVE OMAHA
910	7:00 a.m.	8:34 a.m.
902	10:15 a.m.	11:49 a.m.
962	3:00 p.m.	4:34 p.m.
904	6:20 p.m.	7:49 p.m.

EXCELLENT CONNECTIONS AT OMAHA TO CHICAGO AND EAST

SPECIAL RESERVATIONS NUMBER  
FOR THESE FLIGHTS ONLY  
**398-4985**

FOR RESERVATIONS OR INFORMATION ON ADDITIONAL SCHEDULES CALL 398-5811

**FRONTIER AIRLINES**

lines, demonstrating the best of interline relations, shared their facilities with the Frontier team at McCarran Airport. Meanwhile, special advertising appeared daily throughout Las Vegas in newspapers, on TV and radio, informing stranded or inconvenienced air travelers of the new non-stop services by Frontier.

*(Continued on Page 4)*

**FRONTIER AIRLINE  
IS**  
OFFERING NEW SERVICE

**OMAHA - DENVER - GRAND JUNCTION  
TO LAS VEGAS**

	FLIGHT 909	FLIGHT 911	FLIGHT 905
Lv. OMAHA	9:10 a.m.		8:20 p.m.
Ar. DENVER	10:46 a.m.		9:56 p.m.
Lv. DENVER		11:40 a.m.	10:25 p.m.
Ar. GRAND JUNCTION		12:30 p.m.	
Lv. GRAND JUNCTION		12:50 p.m.	
Ar. LAS VEGAS		1:20 p.m.	11:38 p.m.

EXCELLENT CONNECTIONS AT LAS VEGAS  
TO  
SAN DIEGO - LOS ANGELES - SAN FRANCISCO

**FRONTIER AIRLINES**  
... GOING PLACES

SPECIAL FLIGHT information signs and posters like those pictured above were printed and positioned in public meeting areas. In addition, over 100,000 emergency flight schedules were printed and hand distributed by personnel throughout cities where new flights were added.



## DYMOND EXAMINES LAS VEGAS EMERGENCY SERVICE



FAL PRESIDENT Lewis W. Dymond, fourth from left, visits Las Vegas to examine Frontier inflight service and talk with community leaders in that Nevada city. Left to right are Ken O'Connell, Managing Director, Las Vegas Chamber of Commerce; Frank Scott, President, Chamber of Commerce; William Briare, Chairman, Clark County Commission; Lewis Dymond; John Cahlan, Managing Director of Southern Nevada Industrial Foundation and Las Vegas Mayor, Oran Gragson.

at the airport, other cabs were already discharging passengers in front of Frontier's area.

Another yardstick with which to measure the need for air service came about when the phone company installed Frontier's reservation lines at Las Vegas. During the installation process, as phone wires made contact with main terminal posts, the phones automatically began ringing. There were no exceptions. Once installed and each call completed, the phones would then ring again as they were replaced on the receivers.

News media across the nation were notified as Frontier added new scheduled operations. Newspapers, radio and TV stations, as well as the wire services, were contacted in key cities upon which the carrier's new service would have a relief effect. These media in turn printed and broadcasted this information as a public service which strengthened Frontier's "Air Bridge."

## UNITED DIRECTS TRAVELERS TO FRONTIER



REVIEW-JOURNAL PHOTO

THE FIRST OF THREE daily flights (two non-stop) from Denver by Frontier to help inconvenienced air travelers during the strike was welcomed by Lynn Dennis, left, Director, Customer Service, FAL; William Briare, Chairman, Clark County Commission and Earle Taylor, right, Manager, McCarran Airport.

### FAL FILLS STRIKE GAP QUICKLY (Continued from Page 3)

Lynn Dennis, Director of Customer Service for FAL, had an unusual assist in getting out the word on Frontier's new beginning service. The day FAL service was to begin in Las Vegas, Dennis, who arrived a day ahead, flagged a cab to the airport from his hotel. "Which airline?" asked the driver. "Frontier," answered Dennis. With that, the cab came to an abrupt stop. "There's no Frontier in Vegas, pal," came the bellow from the corner of the driver's mouth. "There will be by the time we get to the airport," smiled Dennis. "You're kiddin'!" "Nope, we start today for the duration of the strike." — On they went with the cabby handing the microphone to Dennis to relay all flight information to the dispatcher who in turn broadcast this vital information to all his units in the Las Vegas area. When they arrived



FRONTIER AIRLINES flight information was provided to air travelers by United Air Lines, over UAL's closed circuit flight information TV at Denver.



# EMERGENCY FLIGHTS BOOST PASSENGER MILES 103%

Passenger traffic, swelled by business, rerouted over its system because of the 24 strike affected days in July, set 20 year highs for Frontier.

Taking off from a very good first week pre-strike growth of 54% over last year, the average 117% growth during the remainder of July brought about a 103% increase in revenue passenger miles over July of 1965. Passengers totaling 101,982 were carried, compared to 65,459 last year, up 56%. Although total passengers carried exceeded Frontier's pre-strike quota by only 3,178 or 3%, revenue, passenger miles were up 31% over projection because of a longer average trip per passenger. Average length of haul increased some 30% to 389 miles from 299 miles a year earlier.

During the 24 days in July effected by the strike, 27,571 passengers flew 12,269,000 revenue passenger miles for an average of 445 miles per passenger on the special non-stop services.

During the 19 days in August also effected by the strike 23,066 passengers were flown on the car-



ADDITIONAL STAFFING of reservations and passenger information agents assisted the large number of travelers with Frontier as long lines stretched from ticket counters at peak periods.

rier's special non-stop flights. Revenue passenger miles during this period totaled 10,490,000. The average length of trip per passenger during the 43-day strike period amounted to 450 miles. Aircraft load factor during the transportation emergency rose to 75%.

July traffic increases resulted in new record breaking net profit for the month and for the year-to-date. President Lewis W. Dymond, while reporting this, expressed his appreciation for the response of the traveling public to Frontier's spec-

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## FAL REACHES AGREEMENT WITH 650 EMPLOYEES

Frontier Airlines and employee representatives of the Air Line Employees Association (ALEA) reached an amicable agreement covering improved salaries, vacations and other working conditions for the 650 station, reservations and stores personnel represented by ALEA. The agreement provides for a 45-month uninterrupted contract with stipulated periodic improvements in both salary and fringe benefits. This represents one of the longest contracts ever negotiated with this group. One of the more important employee benefits added to this agreement was a pension plan patterned after that now covering managerial employees.

Lewis W. Dymond, board chairman and president of Frontier, stated: "It is most gratifying to negotiate harmoniously with our employees in reaching this agreement which is mutually satisfactory to both sides. This, following similar long-term agreements—32 months reached with our pilots a few months ago and a 36-month one

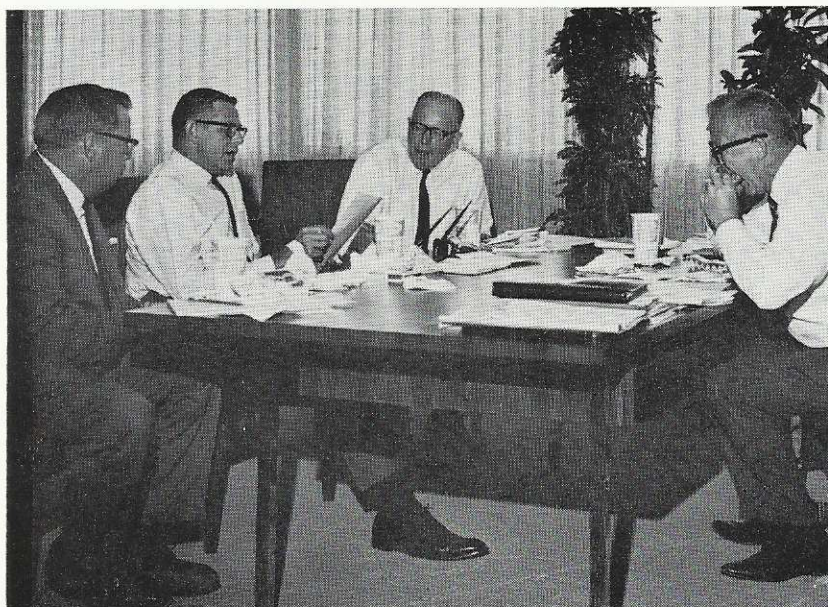


WILLIAM J. MITCHELL, Vice President of Sales and Service puts his signature to a new 45-month contract between Frontier Airlines and employees as represented by the Air Line Employees Association (ALEA). Others participating in contract negotiations include, left to right standing: Gordon Linkon, Director of Industrial Relations, FAL; Hearold Elmer, negotiating committee and Sales/Service Manager-Winslow; Donald Koughn, negotiating committee and Senior Station Agent-Tucson. Seated left to right: Luther G. Wyatt, Mediator; Mr. Mitchell; M. B. Wigderson, ALEA Director of Employment Agreements and John Scott, Chairman of negotiating committee and Station Agent-Denver.

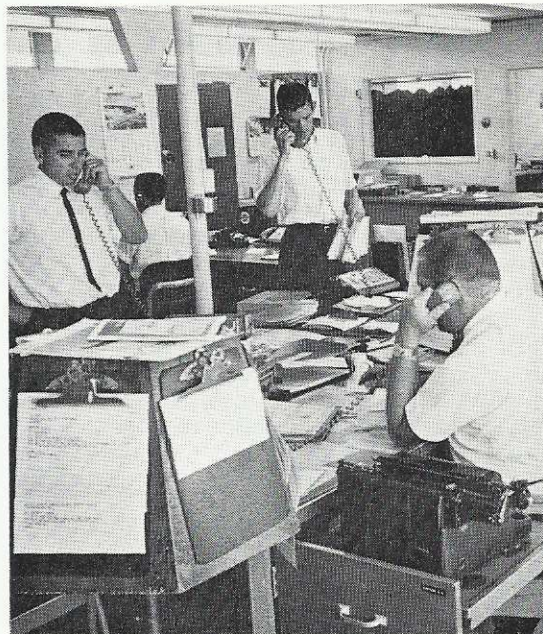
with our flight dispatchers last May, demonstrates the fine employee-management relations existing throughout Frontier."



# ALL FAL DEPARTMENTS TO BE COMMENDED



LEWIS DYMOND, right, President and Chairman of Frontier takes hurried bites as he and members of executive staff work 'round the clock setting up emergency programs. Staff members include, left to right: Vern A. Carlson, Assistant to Mr. Dymond; William J. Mitchell, Vice President of Sales and Service and Richard A. Fitzgerald, Sr. Vice President-Secretary and Legal.



FOR DISPATCH, the flight crew's right arm for additional navigational aides, the 43-day strike period meant an extra 1,260 flights to which a constant flow of information had to be provided for flight operations.

## EMERGENCY MARKETING PLANNED



MARKETING PLANS for the carrier's new additional relief flights were drawn up at shirt sleeve sessions by the sales department. Lawrence Sills, center, Director of Sales, discusses emergency sales programs with the carrier's regional sales managers, left to right, Charles Demoney, Phoenix; Thomas Morphis, Denver; Herbert Schmidt, Kansas City and Robert Boyle, Salt Lake City. As new services were added across Frontier's system, emergency timetables, signs, posters and bulletins were hand delivered by the sales staff alerting the public of relief scheduling.



NEWSPAPERS ACROSS the nation cranked out praise for Frontier, such as that pictured above. The carrier became the first airline to take action in putting on additional service to meet strike demands.

## EMERGENCY FLIGHTS BOOST PASSENGER MILES 103% — (Continued from Page 5)

ial emergency efforts during the strike period.

July's passenger traffic helped produce total revenues of \$3,167,153 for a 47% increase over the \$2,150,573 generated in July, 1965, in spite of a \$270,378 reduction in subsidy. Operating profit of \$748,566 for the month of July, 1966, compared with \$313,966 for the same

month last year resulted in a net profit of \$241,112. This was a 114% increase over the net profit of \$112,512 earned in July, 1965.

For the seven-month period ending July, 1966, total revenues amounted to \$17,036,327, a 24% increase over the \$13,739,800 earned during the first seven months of 1965. This increase was obtained despite a subsidy reduction of \$1,-

003,612 when compared with last year. Operating profit during the current seven-month period amounted to \$2,556,615 compared to the \$1,509,457 earned during the same period in 1965 for a 69% increase. Net profit after taxes and interest of \$1,026,885 is up 71% from the \$599,372 earned during the same period last year.

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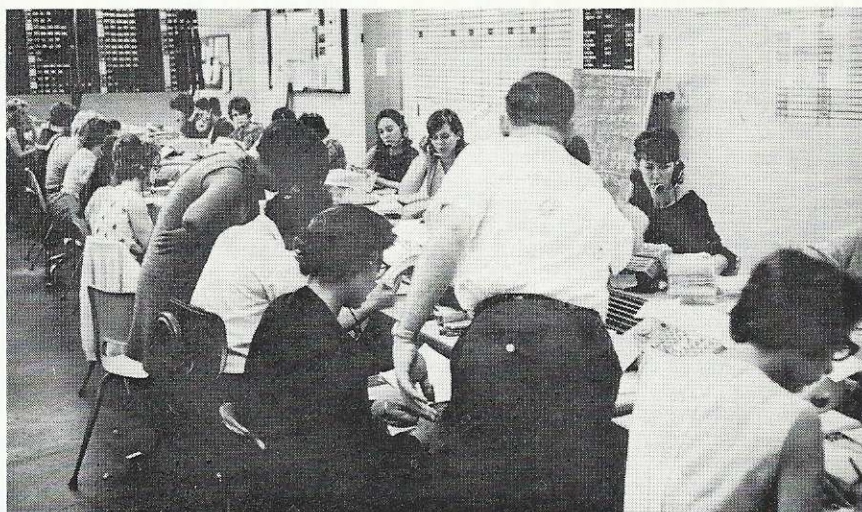


## FLIGHTS BOOST PASSENGER MILES 103%

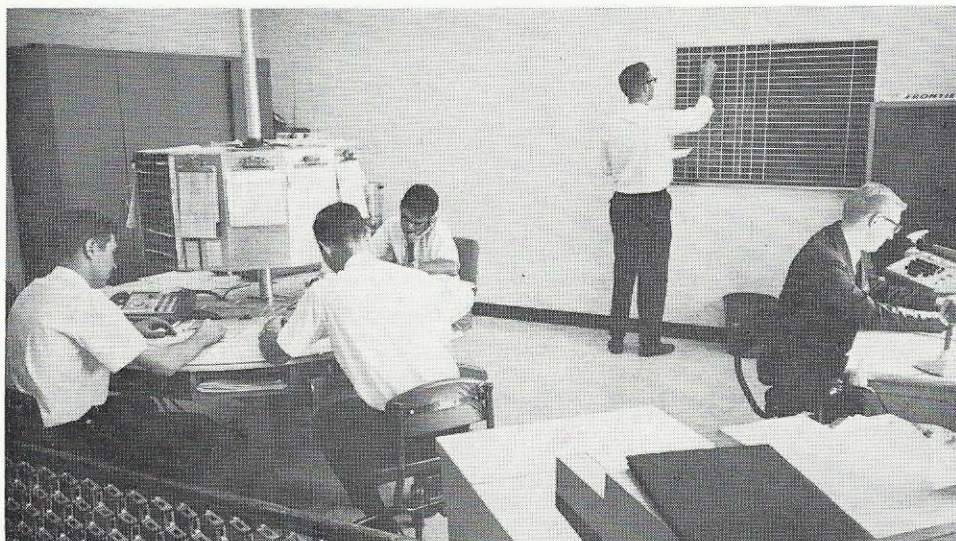
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Earnings per share based on the 1,384,469 shares outstanding as of July 31, 1966, amounted to 74 cents per share as compared with 43 cents per share for the same period last year.

Traffic for the first fifteen days of August, 1966, is up 101% over the revenue passenger miles flown the first fifteen days during August, 1965. Much of this increase is the result of Frontier Airlines' thirty special non-stop daily flights operated during the strike.



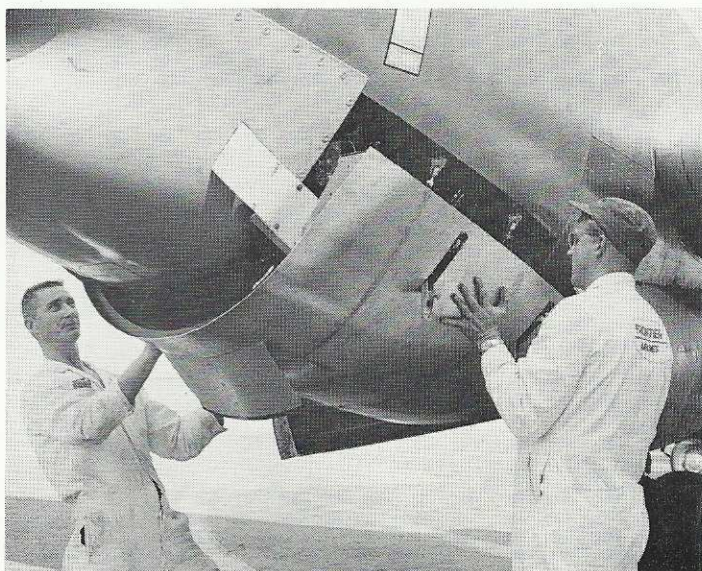
**RESERVATIONS ANSWERED** over 8,000 phone calls daily—almost twice the normal daily average. To help lessen the number of busy lines, 24 additional phones were added as were additional reservation agents.



**INCREASED WORK** loads through the strike period were also handled by the operations department. Keeping record of flight crew time, updating the constant flow of arrival/departure information, and working closely with pilots on informing them of aircraft load factors as to weight and distribution of same are only a few of the important jobs worked by operations.



**ASSISTANT DIVISION CHIEF STEWARDESS**, Miss Julie oats, seated, points out new non-stop flight schedules to be flown by stewardesses left to right; Beverly Brown, Betty Heinrich and Rita Thomas, all Denver based FAL stewardesses.



**METICULOUS PREVENTATIVE MAINTENANCE** kept Frontier's Convair 580 jet-props and piston-powered aircraft at peak operating performance throughout the strike period. Mike Hunter, inspector-quality control, and Bob Krieger, mechanic-line service, finish up inspection of Convair 580 before flight is dispatched.





# FAL ASSISTS STRUCK CARRIERS WITH REINSTATEMENT OF SERVICE

As United, TWA and Northwest airlines reinstated flights grounded by the strike, Frontier Airlines transferred to these carriers its passengers holding reservations to destinations normally served directly by these airlines.

Passengers who were holding reservations after Friday, August 19 on non-stop Frontier flights were notified by the carrier that their confirmed reservations were transferred to the flights of airlines resuming operations. These carriers, United, TWA and Northwest, normally provide non-stop service between and beyond the city pairs served specially by Frontier during the strike.

Over three weeks ago Frontier worked out this plan with the struck connecting carriers to assist in an orderly resumption of services. Frontier cut back on the 30 special non-stop flights which it operated between Denver-Salt Lake City, Denver-Las Vegas, Denver-

Omaha and Kansas City-Phoenix via Albuquerque as normal service was resumed by the struck airlines.

Frontier also offered its full cooperative assistance to the struck airlines by providing transportation to their employees needing to get back to their home bases for the resumption of air services.



BETTER THAN 110 originating Frontier flights were dispatched system-wide each day during the strike. Here Ramp Coordinator Harry Cook waves Las Vegas bound flight on its way.



RECORD AMOUNTS of air cargo in the form of re-routed traffic were flown in the pits of Frontier planes.

## AIR CARGO UP DURING STRIKE

Air cargo carried on the 30 special, daily non-stop flights operated by Frontier included 382,000 pounds of airmail, 65,000 pounds of air express and 230,000 pounds of air freight. This was in addition to the cargo moving on Frontier's regular flights throughout an 11-state system of the Rocky Mountain West, Southwest and Midwest.



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