





Jetting Ahead Into a New Era

With the introduction of 96-passenger Boeing 727 jets on Frontier's system and with the delivery of the 18th Convair 580 jet-prop, the image of Frontier Airlines as a DC-3 operation fades into the realm of things past. Today, five cities in Frontierland have daily round-trip service with the 600 mph B-727. Only eight of Frontier's cities, five of them in Montana and three in Nebraska, receive DC-3 service exclusively as local airports at some locations cannot yet accommodate the larger, heavier Convair 580. These include the Montana cities of Havre, Glasgow, Wolf Point, Sidney and Glendive and the Nebraska cities of Chadron, Alliance and Sidney.

The stimulating effect of replacing DC-3 service with CV-580 aircraft has best been demonstrated in southern Nebraska over a route which was formerly in jeopardy by "use it or lose it" standards of the Civil Aeronautics Board. In the past year, faster, larger, more passenger-appealing 580's were introduced across this segment with one daily round-trip being operated with the jet-powered Convairs. This passenger traffic, which used to be below the 150 passengers needed by "use it or lose it" standards was up to 523 passengers in Hastings, 485 passengers in Kearney and 358 passengers in McCook this past October.

On October 30, a second round-trip service with CV-580's replaced the remaining DC-3 operations, and also provided Columbus, Nebraska with CV-580 service for the first time following a runway lengthening program. With a second round-trip operated with jet-powered aircraft, Nebraska cities on this route can be expected to increase boardings 30 to 40%.

In cities where the larger jet-powered Boeing 727 has been introduced, there has been similar stimulation of passenger traffic. As this new jet service is further extended throughout Frontier's system with the acquiring of additional 727's in the spring of 1967, we may expect a continuing of record-breaking months.

Lawrence C. Sills

LAWRENCE C. SILLS
Director of Sales

TWO FRONTIER BOEIN

Official First Flight Welcomed at Billings



BILLINGS MAYOR WILLARD FRASER (left) and Butte Mayor Thomas Powers (right) greet and talk with Frontier's President Lewis W. Dymond at Billings during the carrier's official first flight for the Federal Aviation Agency.

FRONTIER JOINS JE

Delivery to Frontier Airlines of the first 96-passenger Boeing 727 jet aircraft has been made at Boeing Field in Seattle, Washington. The 600 mph tri-jet aircraft, called "Arrow-Jet" by Frontier was officially turned over to a team of company officers participating in the ceremonies at Seattle headed by President Dymond.

Frontier is the first regional carrier in the United States to buy the Boeing 727. It has an order for five of the aircraft with an option for five more of the \$5 million jets.

Both first class and coach services are provided on the 727 with 24 seats making up the first class section and 72 seats in the coach section. The "Arrow-Jet" also carries over 10,000 pounds of mail, express, and air freight in two

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G-727 ARROW-JETS NOW IN SERVICE—FAL



LEWIS W. DYMOND, (seated right) Frontier's President and Board Chairman, signs final contracts and shakes hands with J. O. Yeasting, Vice President-General Manager, Commercial Airplane Division, Boeing Company, in a ceremony of acceptance of Frontier Airlines' first of five Boeing 727's. Also participating in the acceptance on behalf of FAL are (standing left to right) Richard A. Fitzgerald, Sr. Vice President-Legal and Secretary; Preston Walker, Board Member and Hoadley Dean, Board Member, Frontier Airlines.



AMONG THE MANY DISTINGUISHED persons on hand at the Lincoln Airport to welcome the carrier's first "Arrow-Jet" on its maiden flight is Nebraska's First Lady, Mrs. Frank Morrison, who offers congratulations to President Dymond.

ET SET

surized and heated cargo holds in the lower deck of aircraft.

Following delivery of the first 727 the Frontier group Boeing representatives flew the aircraft on an official flight from Seattle to Great Falls, Billings, Omaha, Kansas City, Lincoln, Albuquerque, El Paso and Denver.

On September 30, regularly scheduled passenger and cargo service began between Denver, Lincoln and Kansas City, Mo. In mid-October, the carrier's second Boeing 727 aircraft was received. Until more extensive passenger service scheduling begins with the new "Arrow-Jets," the aircraft will be used for additional pilot training and familiarization for flight crews, ground maintenance, and other personnel.



AT SEATTLE, STEWARDESSES (left to right) JoAnn Evatz, Susan Kutscheid and Pat O'Neill board their new aircraft with which a new image of Frontiersman service is being provided in Frontierland.

FIRST REGIONAL TO PURCHASE TRI-JET

Kansas City/Lincoln/ Denver 727 Service Is Inaugurated

EVERYTHING'S UP TO DATE IN KANSAS CITY. There to prove it are (left to right) Herb Schmidt, Regional Sales Manager in Kansas City for FAL; Jack Watkins, FAL Sales Representative; William J. Mitchell, Vice President - Sales/Service, FAL; L. B. Abrams, Executive Vice President, Kansas City, Mo. Chamber of Commerce; Richard A. Fitzgerald, Senior Vice President - Legal, FAL; Lewis W. Dymond, President, FAL; John Latshaw, immediate past president, Kansas City, Mo. Chamber of Commerce; Aurora, Colorado Mayor Norma Walker; D. Peter Newquist, Assistant to Mayor of Kansas City, Mo.; Mayor Tom Curigan of Denver and Frank Pittinger, Aviation Director-Kansas City, Mo.

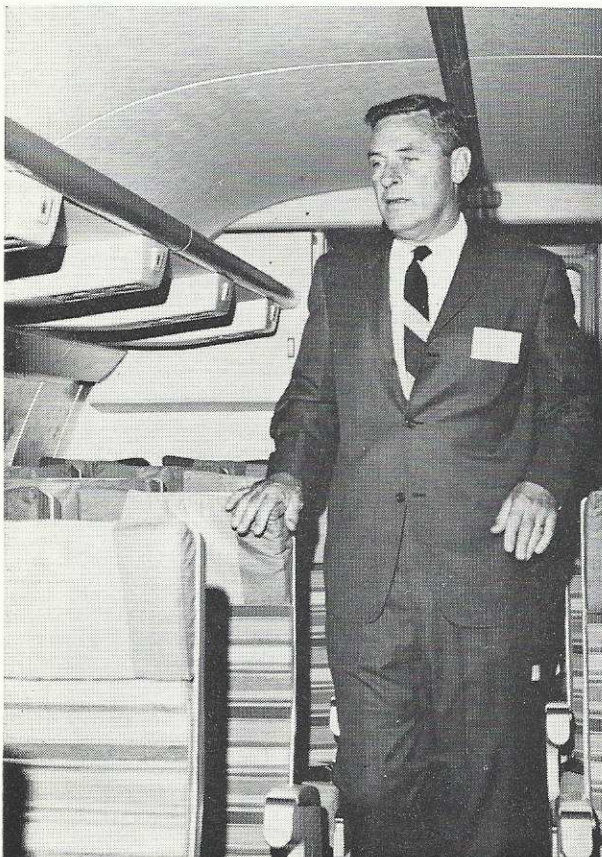


NEBRASKA'S CAPITAL CITY, LINCOLN, receives its first commercial airline jet service. Fifty minutes after takeoff from Denver's Stapleton International Airfield, FAL's "Arrow-Jet" and its 90 passengers touched down at Lincoln Municipal Airport. Nebraska Governor Frank B. Morrison (second from left) stepped from the sleek B-727 joined by (third from left to right) FAL President L. W. Dymond; Aurora, Colorado Mayor Norma Walker; Denver Mayor Tom Curigan and Lincoln Mayor Dean Peterson. T. Robert Boyle (left), Regional Sales Manager in Salt Lake City for FAL, was in Lincoln along with other dignitaries to welcome the new aircraft and its passengers.

FAL FIRST IN LINCOLN WITH JETS



Colorado Governor John A. Love Makes A Personal Tour Of "Arrow-Jet"



DURING "ARROW-JET" INAUGURAL CEREMONIES in Denver, Colorado, Governor John A. Love enjoys a personal tour of the 96-passenger, tri-jet, which is helping all the more to further strengthen Denver as FAL's transportation hub.



A VERY PROUD FIRST B-727 FRONTIER CREW prepare to board the new tri-jet in Seattle to fly it to its new home in Frontierland. Left to right are Captains Robert Nicholson, DEN, Scott Keller, SLC, James Carney and Chick Stevens, DEN.

NINE NEW JET-PROP SERVICES INAUGURATED



WITH THREE NEW JET-PROP SERVICES being inaugurated in Billings—non-stop to Salt Lake City, two stops to Minot, North Dakota and two stops to Denver, local city officials have field day cutting ribbons. Billings' Mayor, Willard E. Fraser, with scissors (second from left) behind center ribbon leads the inaugural group. Represented are the Chamber of Commerce Aviation Committee and airport management.



AFTER WELCOMING NEW JET-PROP CV-580 service to Miles City, Montana for the first time, Kenneth Rudolph (left), member of Miles City Chamber of Commerce Aviation Committee and Miles City Mayor Herbert D. Crone, enjoy that service as they chat en route to Billings.



CHEYENNE'S NEW ONE-STOP SERVICE to Billings is celebrated by (left to right) Oliver Brunz, Sales/Service Manager of Frontier Airlines; Cheyenne Mayor, Herbert Kingham; Tom Morris, Regional Sales Manager of Frontier Airlines in Denver; Marvin Stevenson, Wyoming Aeronautical Director; V. M. Nelson, Cheyenne Airport Manager; Carrol Orrison, Chamber of Commerce Aviation Committee Chairman and Richard Cummins, City Sales Manager, FAL in Lincoln.



MAYOR C. D. "CLINK" JOHNSON (second from left) of Minot, South Dakota starts new two-stop service to Billings. Assisting Mayor Johnson are (left to right) David H. Burr, Manager of Training & Publications, Ronald MacLeod, Regional Manager of Stations-Denver, and Lawrence C. Sills, Director of Sales, all with Frontier Airlines.



SNIP! AND NEW JET-PROP CV-580 service is inaugurated at Williston, North Dakota. Left to right are Ivan Newell, Sales/Service Manager, FAL; Clifford M. Oylee, Williston Airport Commissioner; L. C. Sills, Director of Sales, FAL; Charles L. Scofield, Chairman, Chamber of Commerce Aviation Committee and John W. (Jack) Snyder, Williston City Commission President.



IN SALT LAKE CITY, SHARING THE HONORS OF INAUGURATING NEW NON-STOP JET-PROP SERVICE TO BILLINGS, are (left to right) Weston E. Hamilton, Frontier Airlines' board member and Senior Vice President, Zions First National Bank, Salt Lake City; Scott Keller, Chief Pilot in Salt Lake City; Phyllis Geck, Stewardess; General Maxwell E. Rich, Executive Vice President of Salt Lake City Chamber of Commerce and Bobby Walker, Director of Aeronautics in Salt Lake City.

Highest Quarterly Earnings Recorded In 20-Year History

SEPTEMBER TRAFFIC UP 38%

September net earnings for Frontier Airlines amounted to \$310,034 raising the third quarter total to \$817,229 for a 120% increase over \$370,649 reported during the same period in 1965. This was the highest financial quarter in the carrier's twenty-year history.

Total year-to-date revenues of \$22,717,000 jumped 25% above the \$18,149,000 made during the same nine months last year. Operating expenses amounted to \$19,294,000, a 21% increase over last year. Net profit for the nine months amounted to \$1,603,000, an 87% increase over the \$857,500 earned during the same nine months one year ago.

Earnings based on the 1,385,706 shares outstanding as of September 30, 1966, amounted to \$1.16 per share as compared to \$.62 per share for the same period last year.

These strong financial gains are supported by the carrier's September passenger traffic which showed a 38% gain.

This increase was reflected in the 25,772,000 revenue passenger miles flown during the month compared with 18,640,000 revenue passenger miles totaled in September a year ago. It was the result of 85,021 passengers using Frontier in September; a jump of 34% over the 63,558 passengers of a year ago.

Nearly 5,000 of these passengers in September used the carrier's unique Standby Half Fare Plan. Recently, this fare was made more appealing to standby passengers by assuring them a positive seat on the next available flight, should they have been unable to get on the first flight of their choice.

INSURANCE BENEFITS INCREASED FOR FAL EMPLOYEES

Frontier employees insured by the company's group insurance program through American General Life Insurance Company are receiving three additions and improvements thereby keeping this program one of the finest and most complete in the airline industry.

The new improvements now in effect include:

- An increase in daily room and board from \$20 to \$25 per day.
- An extension from 70 to 120 days for which the increased rate for room and board will be paid.

- Increased from \$350 to \$600 is the payment for services of a physician during hospital confinement.

These important improvements have been made without increasing the insurance contribution by employees. All increased insurance costs resulting from these improvements are being paid solely by Frontier Airlines, Inc.

President Dymond, during his announcement of the increased benefits also stated: "It has been and will continue to be Frontier's policy to provide its employees with a complete group insurance program and coverage for which we can all be very proud."

Promotional Fares Used By 180,000 Passengers

Special promotional fares attracted nearly 180,000 passengers, which made up 38% of Frontier Airlines' passenger traffic during the first six months of 1966. It also produced \$10,178,782 in passenger revenues.

Four years ago, Frontier began an extensive program introducing low cost fares. The aim of the carrier was to attract new users to air service provided in the 11-state region of the west which it serves. This Frontier-served area comprises nearly 30% of the geography of the continental United States, but the 61 cities and communities which it serves have a total of only 2% of the nation's population. The airline felt that to attract a larger number of passengers, it would be necessary to stimulate the interest among non-air travelers by making air fares competitive with surface transportation.

In the past four years, a dozen different fares have been introduced to appeal to the family, college stu-

dent, the clergy, the military, the vacationist and to everyone who is interested in reducing their travel costs.

Most successful of these reduced fare plans is the Family Plan. During the first six months of 1966, a total of 56,780 family members bought \$1,067,000 in tickets on Frontier. The big appeal of the plan was that any day of the week a wife travels for only one-half fare and all children under 22 years for only one-quarter fare when the husband buys a regular first class ticket. Use of this fare produced a 44% increase in passengers and a 41% gain in revenues over 1965 showings for the same period.

College students and young business travelers under the age of 22 totaling 28,140 passengers bought over \$527,700 in youth fares in the first half of 1966. This was a 66% increase in both passengers and revenues over last year's results for the same six months.

(Continued on Page Ten)

Frontier Files Brief With CAB In Northwest/Southwest Case

Frontier offered to forego all subsidy for its 61 city, 11 state operation now costing \$5.8 million annually if its application for long haul routes in the Pacific Northwest/Southwest Case is approved by the CAB. This offer highlighted the fifty pages of persuasive reasons why the airline should receive major new long-haul routes filed in a brief submitted to the CAB. At stake for Frontier are new routes between Seattle and New Orleans via Utah, Colorado, New Mexico and Texas intermediate cities and between Seattle and St. Louis via Utah, Colorado and Missouri cities.

Frontier contends that through major route strengthening, the carrier could eliminate its need for \$5.8 million annually in federal subsidy. Frontier's position supports the publicly stated policy of the CAB that it should strengthen smaller carriers with profitable new routes, eliminating need for further subsidy.

The airline argues that, with its background of experienced management, an industry recognized record for low fare innovations and traffic development, combined with an intense incentive to develop new routes, it could best serve the major interests of the traveling public. The carrier's brief also points out that the new routes involved in the Northwest/Southwest Case could best be integrated into Frontier's present system in the Rocky Mountain West, Southwest and Midwest, making the best possible one carrier service between Frontier's present system and any new area which it would serve.

Frontier would operate any or all of Pacific Northwest/Southwest routes subsidy-free and would apply all profits from new routes in excess of a reasonable return to the reduction of subsidy needed for its local service operations. If granted the routes as requested, Frontier further offers to accept a completely subsidy-free status for the entire airline within 18 months of start of service. The carrier also pledges that it would accept a condition in its local service operating certificate that it would not reduce or curtail existing local services.

Should Frontier be awarded new routes in this case, it would immediately begin service with 96-passenger Boeing 727 jets.

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Your FRONTIER NEWS Staff is pleased to present a new look with this issue of FRONTIER NEWS by deviating from the regular front cover single page format.

This issue's front cover two page fold-out is your personal color print copy, suitable for framing, of Frontier Airlines' new 96 passenger Boeing 727 "Arrow-Jet."

The front cover color photograph was taken above the Front Range of the Rocky Mountains between Denver and Colorado Springs, Colorado.

FAL Seeks Service For Missoula And Bozeman

First direct airline service between the Montana cities of Missoula and Bozeman and the metropolitan centers of Salt Lake City and Denver has been proposed by Frontier. The carrier would also provide additional flights between these Montana cities and Great Falls and Billings. Frontier's proposals were submitted in its exhibits to the Civil Aeronautics Board (CAB) in the pending Western Montana Service Case.

One daily round-trip would be operated between Great Falls-Missoula-Bozeman-Salt Lake City. Frontier would also extend its present Denver-Billings round trip, via Cheyenne and Casper, to Bozeman and Missoula. The airline would extend its presently operated Billings-Great Falls round-trip to Missoula.

These services would provide through service without change of aircraft between Missoula, Bozeman, Salt Lake City/Denver. Frontier's proposed schedules will also make possible excellent connections to and from the east . . . Chicago, New York City and Washington, D.C., and to and from the west . . . San Francisco and Los Angeles.

In addition to Frontier's basic proposal for new Montana service to the south, the carrier introduced in its exhibits a plan for a first direct air service to Boise, Idaho from Great Falls, Missoula, Billings and Bozeman. The airline would operate one daily, round-trip between Billings-Bozeman-Boise plus one daily, round-trip between Great Falls-Missoula-Boise. Besides one plane service with important savings in travel time and fare, the operation would also provide direct connecting service to San Francisco and Los Angeles.

New Routes Applied For South Of The Border

Two new South-of-the-Border routes to five cities in Mexico were applied for by Frontier Airlines. The routes would be operated from El Paso, Texas and Tucson, Arizona. Frontier's proposals would provide needed air service for the growing community of interests between the airline's 11-state system and the important business and vacation centers of Guaymas, Sonora; LaPaz, Baja California Sur; Mazatlan, Sinaloa; Guadalajara, Jalisco; and Puerto Vallarta, Jalisco; all in the Republic of Mexico.

One of the routes would operate daily service carrying passengers, cargo and mail between Tucson and Puerto Vallarta via Guaymas, LaPaz, Mazatlan and Guadalajara.

A second route would be flown between El Paso and Puerto Vallarta via the intermediate cities of Mazatlan and Guadalajara.

NATION'S FIRST LADY FLYS FRONTIER THROUGH "HER KIND OF COUNTRY"

LADY BIRD DEDICATES GLEN CANYON DAM

Continuing the National Beautification Program across the nation, Mrs. Lyndon B. Johnson and members of her staff boarded two chartered Frontier CV-580 prop-jets at San Simeon, California bound for, what she termed as "her kind of country," the Glen Canyon Dam in Arizona and Santa Fe, New Mexico. At the Glen Canyon in Page, Arizona, Mrs. Johnson officially dedicated the new and majestic Glen Canyon Dam.

Later, Lady Bird and members of her traveling staff flew Frontier on to Santa Fe to visit and meet new and old friends, while at the same time promoting the National Beautification Program.



"I AM PROUD TO DEDICATE such a significant and beautiful man-made resource." With this, Mrs. Lyndon B. Johnson unveils the Glen Canyon Dam plaque in an official dedication ceremony.



LADY BIRD, BEAMING WITH PLEASURE in acknowledgement of the loud cheers and lively music from greeters and high school bands, steps from a Frontier jet-prop, CV-580 in Page, Arizona.



THRONGS OF PEOPLE GATHER shoulder to shoulder on top of the high, majestic Glen Canyon Dam to witness official dedication ceremonies being performed with much dignity by this nation's First Lady.

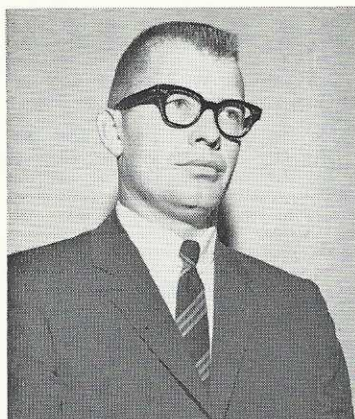


SECRETARY OF INTERIOR, Stewart Udall, leads Mrs. Johnson through a crowd of friends and curious admirers at Page, Arizona Airport en route to Glen Canyon Dam.



LADY BIRD TAKES TIME from her busy schedule to talk with a young citizen in Santa Fe.

Moving Up With Frontier . . .



PAUL J. MCCLURE
Supervisor of Stewardesses
and Cabin Services

McClure Named As Supervisor

Newly named Supervisor of Stewardesses and Cabin Services for Frontier Airlines is Paul J. McClure.

In his new position, Mr. McClure is in charge of the airline's 120 Denver/Phoenix and Salt Lake City-based stewardesses and inflight cabin services. McClure will be working under the direction of James B. Montgomery, Manager - Inflight Services for the airline.

During the past seven and one-half years, McClure worked as sales/service manager at Frontier's Minot, North Dakota station. He joined the carrier in 1954 as a station agent at Riverton, Wyoming, later transferring to the Frontier-served cities of Laramie, Wyoming and Pueblo, Colorado.

McClure transfers to Frontier's general offices in Denver to assume his new responsibilities.

Lenahan Is New Division Chief Stewardess

Named as Division Chief Stewardess in Denver for Frontier Airlines is Mrs. Roberta L. Lenahan.

Mrs. Lenahan will be in charge of the flight scheduling and inflight services performed by the 105 stewardesses based in Denver. She is a former stewardess for United Airlines and for the past five years has taught various courses in airline training at the Airline Training School, Denver, Colorado.



ROBERTA L. LENAHA
Chief Stewardess, Denver Division

Three New Sales Representatives Appointed

NEIL AVERETT is FAL's new Sales Representative in Salt Lake City. He is working with T. Robert Boyle, regional sales manager for Frontier in that Utah city.

Mr. Averett joins the Airline with nine years of prior airline experience. As a Frontier sales representative, Averett is calling on air travelers in the cities of Salt Lake City and Vernal, Utah; Montrose, Colorado and Rock Springs and Riverton, Wyoming.

DONALD BROOKS has been named to Frontier's sales staff as a representative in Denver.

Mr. Brooks joined Frontier in 1963 as a station agent in Farmington, New Mexico. In 1965, he transferred to Omaha as a Joint Airline Military Ticket Office (JAMTO) representative for the carrier. He worked in this position up to this latest assignment.

In Denver, Mr. Brooks will work with Thomas Morphis, regional sales manager for Frontier. As a sales representative, Brooks will call on air travelers in the cities of Denver, Durango and Pueblo in Colorado and Chadron and Alliance, Nebraska.

JACK WATKINS is the carrier's new Sales Representative in Kansas City where he is working with Herbert Schmidt, regional sales manager of the Kansas City area for FAL.

Mr. Watkins comes to Frontier from a business manager's position with a winter sporting goods company in Denver, Colorado. The Kansas City-St. Joseph, Missouri area is Watkins' sales territory.

SERVICE AWARDS



20 YEAR SERVICE PINS— AUGUST

Bergen, T.G., Insp., DEN
Greenmeier, C., Ld. Mech., DEN
Longhart, C. C., Supt. Avionics, DEN
Ashworth, A. L., Capt., DEN
Hurt, W. R. Capt., DEN
Libby, H. O., Foreman, DEN

SEPTEMBER

Frigon, D. J., Supt., Aircraft Overhaul, DEN
Carlson, V. A., Asst. to Pres., DEN
Tompson, V. R., Ld. Mech., DEN

OCTOBER

Pellerin, E. P., Mech., DEN

15 YEAR SERVICE PINS— AUGUST

Dikeman, W. L., Ground Rad. Mech., DEN

OCTOBER

Werbelow, H. H., Stn. Agt., COD
Fish, R. W., Sr. Agent., PHX

10 YEAR SERVICE PINS— AUGUST

Butler, G. L., Mech., DEN
Petrie, E. G., Mech., DEN
Hillis, A., Capt., DEN
Godfrey, D. R., Insp., DEN
Wrasse, H. B., Copilot, PHX
Ashley, J. W., Sr. Agt., LNK
Head, D. F., Stn. Agt., GRI
White, O. L., Sls. Svc. Mgr., GDV
Norton, C. K., Sls. Svc. Mgr., LWT

SEPTEMBER

Kroeplin, E. C., Stn. Agt., TUS
Williams, O. W., Jr., Stn. Agt., ABQ

OCTOBER

Worl, B. H., Exec. Sec., DEN
Beek, A. R., Stn. Agt., COS
Goode, O. L., Sls. Svc. Mgr., JAC
Hildebrand, J. E., Stn. Agt., ABQ
Hendrickson, N. A., Stk. Clk., DEN

5 YEAR SERVICE PINS— AUGUST

Thompson, R. D., Stn. Agt., CYS
Heinz, L. M., Clrk. Typst., DEN
Frandsen, J. M., Stew., DEN
Key, J., Stew., DEN

SEPTEMBER

Villegas, F. P., Multilith Opr., DEN
Salmons, E. L., Mech., MKC
Barker, C. E., Copilot, DEN

OCTOBER

Baker, J. E., Copilot, DEN
Hoffmann, F. C., Copilot, DEN
Morris, E. R., Copilot, SLC
Hanes, J. D., Mech., DEN
Allen, T. C., Stn. Agt., FMN
Grant, U. S., Mech., DEN
Woolenzien, D. M., Foreman, DEN
Mickel, D. R., Stew., SLC
Keutzer, W. E., Mech., DEN

MOVING UP WITH FRONTIER. (Continued from Page 9)

KERRY ALLEN is FAL's new Sales/Service Manager in Kansas City, Missouri. He transfers from Flagstaff, Arizona, where he was Sales/Service Manager.

GERALD BOONE, formerly Sales/Service Manager in Wolf Point, Montana, is the new Sales/Service Manager at Sidney, Montana.

DOYLE JOHNSON is the new Sales/Service Manager in the carrier's Grand Canyon gateway city of Flagstaff, Arizona. Previously, he was Sales/Service Manager at Moab, Utah, gateway to Canyonlands National Park.

LEON NORTHPROP moves to Minot, North Dakota as Sales/Service Manager. Prior to this, he was Sales/Service Manager at the carrier's Sidney, Montana station.

LLOYD REDMER changes from Kansas City, Missouri where he was Sales/Service Manager to Frontier's new Ski Town U.S.A.—Steamboat Springs, Colorado (Hayden) station, where he is Sales/Service Manager.

31 NEW STEWS FLYING FOR FAL



↑
RECENT STEWARDESS GRADUATES from Frontier's own Stewardess Training School in Denver include: (left to right seated) Geraldine Marshall, Neola Gregersen and Sandra Swingle. (Left to right standing are) Janice Johnson, Vicky Maholm, Ginger Derksen, Sharon Jones, Paulette Tyma, Constance Gibson and Lynn Fisher.



◀ CLASS OF 21 GRADS IS CARRIER'S LARGEST

FRONTIER'S LARGEST GRADUATING STEWARDESS class includes (seated left to right) Agneta Forssell, Joan Stahley, Betsy Rautsaw, Mary Williams, Kathleen Keller, Sally Irthum and Linda Holden. Standing (left to right) are: Delona Beamer, Patricia Boechler, Sharon Stoddard, Diane Hall, Jacqueline Moody, Barbara Bouska, Diane Wright, Cynthia Johnson, Ruth Nau, Joanne Wemlinger, Velma Stamps, Joan Kurth, Arlene Battles and Carol Pickett.

180,000 USE PROMOTIONAL FARES . . .

(Continued from Page 6)

FAL Only Airline With Half-Fare Plan For Everyone

Third most used fare plan was the Half-Fare Standby. This became available last January and could be used by anyone, anytime, any age between 20 city pairs served by Frontier. Over 28,000 passengers speculated on empty seats being available at flight time. For their efforts, they were able to fly for only one-half fare at a price less than bus transportation in many instances. This plan brought in over \$503,200 in revenue to Frontier for the first six months of this year.

Recently, the Civil Aeronautics Board (CAB) permitted Frontier to make this fare additionally appealing. Standby passengers using the Half-Fare will have confirmed reservations on the next flight which it has available space on should they be unable to board the first flight of their choice. In the first six months of 1966, less than one-half of 1% had not been able to travel on the first flight of their choice.

Another fare which had strong appeal was the Military Half-Fare Standby which attracted over 26,500 passengers. Frontier is the only carrier which will not

bump a military passenger once he boards a flight. Recently, the CAB approved Frontier's request to grant military personnel a seat on the next flight where there is a seat available should they not be able to get on the first flight of their choice.

A variety of reduced fares attracted 23,639 vacationists. Available to them were the \$100 Vacationland Fare and "Discover America" fare, "Visit USA" fare or special 30-day and 7-day round trip fares. Users of these various fares bought a total of \$597,620 in tickets from Frontier in the first half of this year.

By these low cost fare attractions, Frontier has had an 89% increase on the 12 promotional fares along with 86% gain in revenues over showings for the first half of 1965. Total passengers traveling either first class or on promotional fares numbered 474,981. This was a 44% increase over 1965 traffic for the same six month period. By such unique approaches to inducing greater air travel, Frontier has been leading the entire airline industry during 1966 in passenger growth.

EMPLOYEES PROUDLY VIEW FIRST B-727



LONG LINES OF FAL EMPLOYEES AND FAMILIES anxiously wait to step aboard the carrier's first new Boeing-727 during a special company viewing and familiarization program.



ONE BY ONE employees and family members de-plane through the forward door after a "walkthrough" of the 96 passenger "Arrow-Jet." Aircraft boarding is made through the rear ventral stairway below the tail section.

Arrow-Jet Evacuation Test Highly Successful

In conjunction with the Federal Aviation Agency, Frontier Airlines successfully completed two evacuation tests under simulated emergency incidents.

In the first evacuation test, a simulated landing with the wheels up, 104 passengers plus a crew of 6 easily evacuated the aircraft in 100 seconds using only 2 of 7 emergency exits. The FAA maximum time requirement is 120 seconds.

The second evacuation test, a simulated aborted take off, was completed in only 72 seconds. In this test, 3 of 7 exits were used, the galley door and two windows. Here again, maximum evacuation time set by the FAA is 120 seconds.



OFFICIAL TIMERS from the Federal Aviation Agency and Frontier Airlines closely watch 104 passengers plus 6 crew members successfully evacuate B-727 in 100 seconds using only 2 of 7 emergency exits.



IN SIMULATED WHEELS UP LANDING, passengers exit through windows and briskly step down ramp away from aircraft.



THE FEDERAL AVIATION AGENCY requires all commercial airlines to demonstrate ability to successfully evacuate each new type aircraft, under maximum passenger capacity conditions, within 120 seconds. Frontier completed two tests, one in 72 seconds, the other in 100 seconds, both well below the required maximum time limit.

TIPS FOR TRIPS

BY ANN YANULAVICH

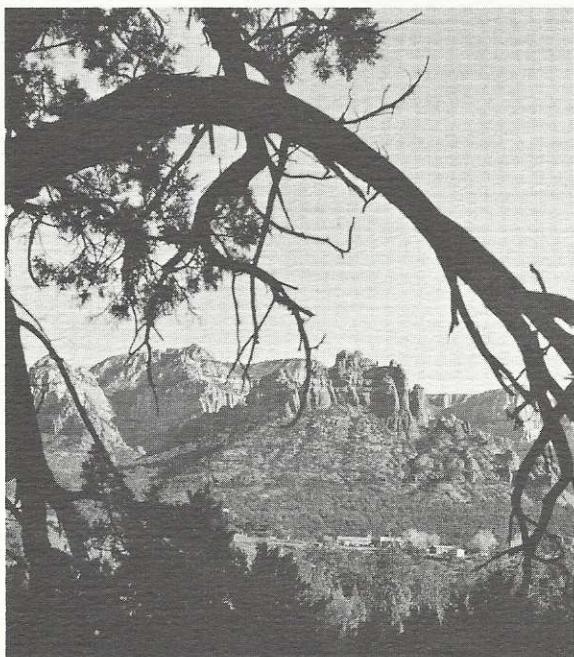
Tired of the big city and all its hustle-bustle? How about trying someplace a bit off the beaten path for this month's rendezvous to "get away from it all"?

Climb aboard Frontier and fly down to Flagstaff, Arizona where Nava-Hopi Tours (part of the Gray-Line Sightseeing organization), managed by "Bill" Davis, offer a number of interesting tours into the area surrounding this Arizona community including daily transportation to the Grand Canyon. One of their most popular tours is the all-day trip to Oak Creek Canyon/Sedona and on through the Verde Valley and Beaver Creek Canyon to Jerome, Arizona.

After a good night's rest in one of Flagstaff's many fine motor hotels, a friendly Nava-Hopi driver will pick you up right at your doorstep as he did for us.

As we started down Schnebly Hill Road (in beautiful Coconino National Forest) into the Canyon, the many Ponderosa Pine, wild flowers and beautiful vegetation somewhat new to me—prickly pear cactus and century trees—soon made one forget all about the work-a-day world and transports one quickly to the great outdoors. The first lookout point we stopped at was right on the rim, the beginning of a mighty fault that created this beautiful canyon. The walls are capped by basalt of the first volcanic period and as one continues down, it is truly fascinating to note that every turn in the road offers a completely different view, starting with formations in grey and pink limestone and continuing to redwall limestone and Supai red sandstone.

At the bottom is beautiful Sedona, Arizona, a retirement community and artist colony. This charming little town, where many western movies were filmed, was once a tiny village and now boasts several motels, including the beautiful "King's Ransom," fine restaurants and art galleries where one may view samples of work done by the many writers, painters, craftsmen and other creative people who live here.



OAK CREEK CANYON, north of the all-year resort of Phoenix is a favorite vacation retreat with both residents and tourists. Its brilliant red rock formations have become favorite back-grounds for many western movies.



SPORTSMEN around the all-year resort of Phoenix, Ariz., and the Valley of the Sun especially like the abundance of fishing nearby. One of the favorite locales is Oak Creek Canyon, shown here, where the main stream and several tributaries provide fine trout angling.

On the outskirts of Sedona and atop a switchback hill is the breathtaking Chapel of the Holy Cross which rises from a thousand-foot red rock cliff. As one steps into the little chapel, one immediately has a feeling of intimacy and yet also a feeling of immensity as one's eyes are drawn toward the glass front of the chapel to the beautiful red-rock country beyond. The main feature of the chapel is the cross which viewed from the outside seems to reach heavenward, and from the interior bears a black and tortured figure of Christ. This moving piece of sculpturework cannot be described, as everyone who has seen it has their own opinion. I feel the best way to describe it would be—thought provoking.

On to Montezuma Castle, one of the best preserved cliff ruins in the Southwest, built by Pueblo Indians was abandoned over 600 years ago. This immense dwelling, castle-like in appearance and incidentally, never lived in by the Aztec Emperor, Montezuma, is still in its original form except for several columns built in recent years to support the lower portion. Several ladders are built along the terrace, which enables one to climb up into several of the caves. The museum offers an insight as to the people who once inhabited this area.

Another short drive took us to Jerome, the largest "ghost" city, propped on a 30-degree mountainside 2,000 feet over the Verde Valley. I doubt that you've ever seen a town so precariously anchored on a mountainside that 1,500 vertical feet separate the upper-level homes from the lower-level homes. The pre-historic Indians started mining here about 1,000 years ago; it was the site of two of Arizona's richest bonanzas which operated off and on until 1953. While the early Indians were mainly interested in the blue azurite and pigments found here which they used in painting pottery, in the later years this ore was found to be rich with copper as well as silver and gold. The main street of Jerome is now lined with souvenir shops and several stops to wet your whistle.

On the return trip through Oak Creek Canyon, we stopped at an area which completely fascinated me—Slide Rock. The favorite sport here is sliding down the sheer, mossy rocks and into the swimming hole below which looks mighty cold. So enthusiastic were some of these "sliders" that they wore levis with carpeting reinforcing the most crucial area. It was easy to understand why a swimming suit would be out of the question.



NEW MEXICO LIEUTENANT GOVERNOR Mack Easley reads official proclamation declaring "Iowa Day" in New Mexico, after accepting 3,000 ears of corn from Iowa Governor Harold E. Hughes. The corn was flown to ABQ on Frontier for the Cornbelt Fiesta picnic at the N.M. State Fair Grounds. With the Lt. Governor are (left to right) Mick Pessler, Chairman—Iowa Alumni Committee; Mrs. Pessler, Mrs. Easley and Art Giffin, City Sales Manager, ABQ for FAL.

BUSINESS WEEK

September 3, 1966

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Don't miss this story of progress which tells of growth, subsidy issues, route strengthening and profit for Frontier.

"The Monroes" Filmed in Frontierland

"The Monroes," filmed in Frontierland with a background of the majestic Grand Teton Range and the Big Sky Country of Jackson Hole, Wyoming is one of the newest television series of the 1966 season.

Produced by ABC TV, the story is a human interest drama of five orphaned youngsters matched against the wilderness of the early American West. It appears in color.

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"THE MONROES," A NEW WESTERN DRAMA, tells the great story on the struggles of a family of orphaned brothers and sisters who make their mark on the Wyoming wilderness of the 1870's. Starring in the series which was filmed on location in Jackson Hole, Wyoming are (left to right) Michael Anderson, Jr., Keith Schultz, Tammy Locke, Kevin Schultz and Barbara Hershey.



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