





# **Welcome to Frontierland... St Louis!**





## NEW GATEWAY OPEN TO GROWING FRONTIER

With the inauguration June 13 of direct air service by Frontier Airlines between St. Louis, Kansas City and Denver, a new era begins, further strengthening the stature and energizing the growth of our company.

The recent Civil Aeronautics Board order authorizing Frontier to extend its routes to St. Louis, with non-stop authority Denver-Kansas City and Denver-St. Louis, represents a real breakthrough for the regional airline industry and particularly for Frontier.

To all employees I extend a sincere "thank you" for this big win in our three-year battle for new routes in the Pacific Northwest/Southwest Case. Our selection as one of the airlines to receive new authority in this most important case was the result of many things, but most importantly, that of our image in the industry as a leader and as a highly efficient operator.

This image has emerged from the team efforts of all employees. Our traffic and profit growth, our merchandising success, our promotional fares, our courteous and efficient passenger handling, our modern, clean aircraft, have each—with other similar factors—contributed to our being given the first opportunity to prove that which we have been proclaiming for years—that the opportunity to serve productive trunk routes will enable Frontier to eliminate its dependence on subsidy.

Although the award in this case is less than that for which we applied and less in terms of total route miles than that granted certain other lines, it is one of the best in terms of present-day traffic. We also prevailed over a number of lines who received nothing in this case, including Western and United, with other majors such as Northwest and National also getting no more than favorable mention.

Additionally, a large portion of this case has been deferred. Routes from Denver and Salt Lake City to Seattle, Dallas, Houston and New Orleans are yet to be awarded, and we believe we are still the most logical contender for these.

Of great importance to us during the coming months will be our success in promptly, efficiently and profitably operating our new route to Kansas City and St. Louis.

Our performance in terms of on-time operation, courtesy and service, both on the ground and in the air, and our record in operating the new services efficiently and profitably will all be important factors in securing additional route grants in the future. Every employee has a part in maintaining our favorable image, which is all important in achieving future growth and development. I am sure we will all measure up to the challenge.

Our Board of Directors has recently authorized the purchase of such additional jet aircraft as your management believes necessary and desirable. We are currently reviewing this and expect to reach a decision shortly.

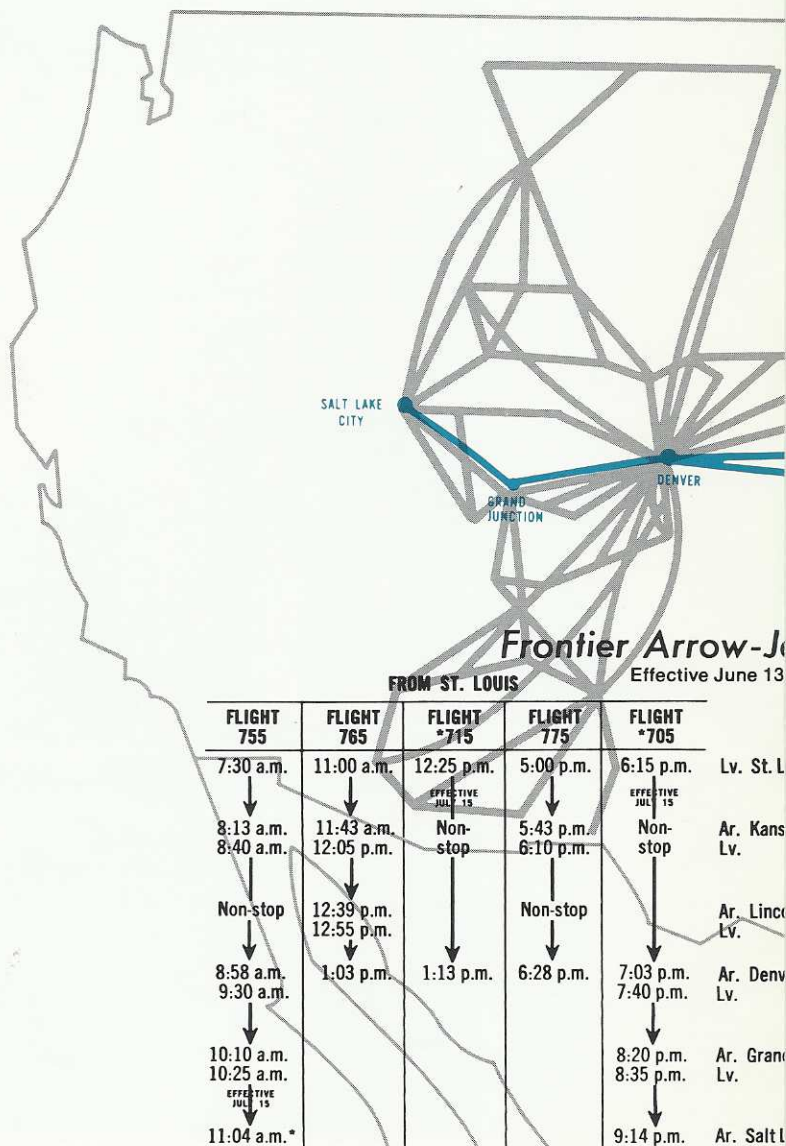
Many other expansion opportunities lie ahead of those already mentioned. This is our year. Let's make the most of it!

Lewis W. Dymond

## FRONTIER AWARD DENVER-ST. LOUIS

Frontier Airlines won new route authority to operate non-stop service between Denver and St. Louis and between Denver and St. Louis via Kansas City. This was the result of a long-awaited Civil Aeronautics Board (CAB) decision in the important Pacific Northwest/Southwest Area Investigation, which involved major routes across the Western half of the United States.

In commenting on the CAB decision, Lewis W. Dymond, FAL President said, "Frontier Airlines is gratified that the Board has awarded it a route from Denver to Kansas City and St. Louis, and that the Board recognized Frontier's ability to compete with trunk line carriers in larger markets. This is the culmination of Frontier's long fight for recognition of its ability to





# AWARDED NEW ST. LOUIS ROUTE

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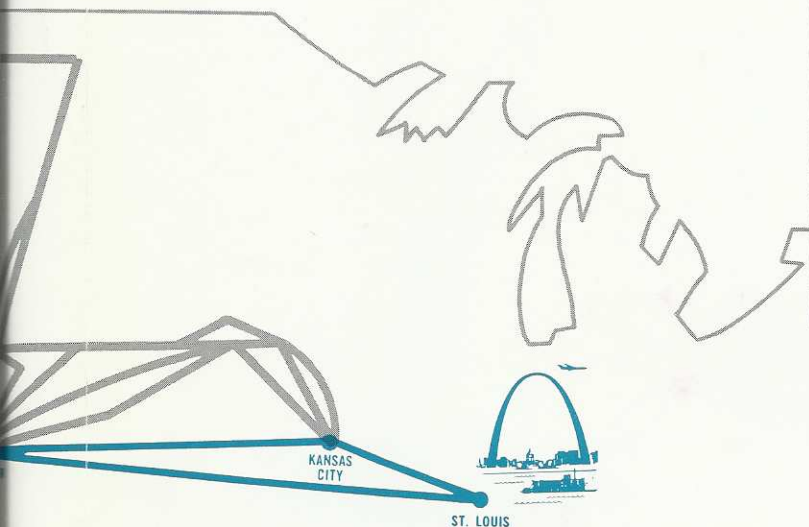
serve major airline markets effectively and efficiently. This newly awarded route will enable Frontier to reduce its subsidy requirement substantially.

The decision is of special significance since it constitutes recognition of Frontier's argument that local service carriers should not be barred from participating in so-called trunk line markets."

The Board's order reopens for further consideration the issue of service between Denver and Salt Lake City on the one hand and the Texas-New Orleans area on the other. Frontier is vigorously prosecuting its application to extend its routes from Denver and Salt Lake City to the Pacific Northwest and from Salt Lake City and Denver to the Southwest in the reopened proceeding.



NEW LYRICS ARE WRITTEN in St. Louis welcoming Frontier Airline's President, Lew... to establish St. Louis as the Gateway to Frontierland.



## PRESIDENT'S ASSISTANT PROGRAM ESTABLISHED

A new position has been established with Frontier which will provide a man on board all Arrow-Jet 727 flights on the Denver-Kansas City-St. Louis route to provide a superior service for Frontier passengers. These positions have been classified as "President's Assistant."

Purpose of this position is to provide a superior pre-departure, in-flight and post-arrival service to Frontier's passengers, over and above that normally associated with scheduled airline travel. The men selected for these positions will, in effect, reflect the office of the President. They will be qualified to answer passenger questions and to help with irregular passenger situations which may arise regarding connections, baggage and other passenger services.

## Arrow-Jet Schedule for St. Louis

Effective June 13, 1967 (unless otherwise noted)

TO ST. LOUIS

		FLIGHT 750	FLIGHT *710	FLIGHT 760	FLIGHT *760	FLIGHT *700	FLIGHT 780
Lv. St. Louis	Ar.	10:21 a.m.	11:30 a.m.	4:11 p.m.	5:21 p.m.	4:05 p.m.	9:31 p.m.
		↑	↑	↑	↑	↑	↑
Ar. Kansas City	Lv.	9:40 a.m.	Non-stop	3:30 p.m.	4:40 p.m.	Non-stop	8:50 p.m.
Lv.	Ar.	9:18 a.m.	↑	3:12 p.m.	4:22 p.m.	↑	8:28 p.m.
		↑	↑	↑	↑	↑	↑
Ar. Lincoln	Lv.	Non-stop	↑	2:40 p.m.	3:50 p.m.	Non-stop	↑
Lv.	Ar.	↑	↑	2:27 p.m.	3:37 p.m.	↑	↑
		↑	↑	↑	↑	↑	↑
Ar. Denver	Lv.	7:00 a.m.	8:55 a.m.	12:25 p.m.	1:35 p.m.	1:30 p.m.	6:15 p.m.
Lv.	Ar.	↑	8:29 a.m.	11:09 a.m.	↑	12:59 p.m.	↑
		↑	↑	↑	↑	↑	↑
Ar. Grand Junc.	Lv.	↑	7:50 a.m.	10:30 a.m.	↑	12:20 p.m.	↑
Lv.	Ar.	↑	7:38 a.m.	↑	↑	12:08 p.m.	↑
		↑	↑	↑	↑	↑	↑
Ar. Salt Lake City	Lv.	↑	7:00 a.m.	↑	↑	11:30 a.m.	↑

Between St. Louis and Denver, AND thru Arrow-Jet service—St. Louis to Salt Lake City



ARTHUR GIFFIN



DOYLE JOHNSON



TED SIMMONS



## ADDITIONAL AIR SERVICE FOR ST. LOUIS PLANNED BY FRONTIER

First direct airline service between St. Louis and Great Falls, Montana by way of Kansas City, Omaha, Rapid City and Billings has been proposed by Frontier in an application to the Civil Aeronautics Board (CAB).

This proposed route would provide direct air service between cities which are presently dependent on highly circuitous connecting carrier services involving unnecessarily lengthy travel times and high fares.

Two daily round-trip schedules would be operated over the new six-city route pattern without subsidy. In addition to those cities named on the newly proposed route, improved connecting services for other cities in the area near these major markets would make possible one-carrier direct service between St. Louis and Great Falls by way of the intermediate cities in South Dakota and Nebraska.

nt, Lewis W. Dymond and the airline's proposal



PLANS FOR AVIATION PROGRESS IN ST. LOUIS are outlined by Raymond Leisner, St. Louis Alderman and Chairman of the Airport Committee. Giving strict attention is Tom McGuire, City Attorney on Air Routes and Dave Leigh, Airport Manager at Lambert-St. Louis Municipal Airport.



ST. LOUIS AS THE GATEWAY TO FRONTIERLAND is emphasized by Lewis Dymond, President of Frontier (right) to three of the Gateway City's leaders: Aloys Kaufmann, President of the St. Louis Chamber of Commerce; Alfonso Servantes, Mayor of St. Louis and Bernard Dickmann, former Mayor of St. Louis, during the luncheon meeting held at the St. Louis Club.

## MEET FAL'S ST. LOUIS STAFF

ARTHUR GIFFIN has been named District Sales Manager in the Gateway City for FAL.

During the past year and a half, Mr. Giffin worked as City Sales Manager at the airline's Albuquerque station.

He joined Frontier in 1964 as a Sales Representative in Denver.

As District Sales Manager in St. Louis, Mr. Giffin works under the direction of Herbert Schmidt, Regional Sales Manager for the carrier in Kansas City. Mr. Giffin's office is located at 210 Mansion House Center, St. Louis, Phone GE6-3141.

### Johnson and Simmons Named as St. Louis Sales/Service Heads

Doyle Johnson has been named as Frontier Airline's Sales/Service Manager in St. Louis. Working with him is Ted Simmons, Assistant Sales/Service Manager.

As Sales/Service Manager in St. Louis, Mr. Johnson will oversee the carrier's sales and service activities at Lambert Field. Working with Mr. Johnson are 20 Customer Service Station Agents. During the past year, Mr. Johnson worked as Sales/Service Manager at Frontier's Flag-

staff, Arizona station. He joined the carrier in 1954 as a Station Agent. He gained experience while working at the airline's Colorado stations of Denver and Grand Junction. In 1959, he became Senior Station Agent at Lincoln, Nebraska. The position of Sales/Service Manager was obtained by Johnson in 1959.

Ted Simmons, Assistant Sales/Service Manager in St. Louis, has worked at the carrier's El Paso station for the past four years. Simmons began working for the airline in 1958 at Grand Junction, Colorado. He later transferred to Billings, Montana and then to El Paso, Texas.

### Three Senior Station Agents Chosen For St. Louis

SSA DEAN KIRKSEY transfers to St. Louis from the carrier's Albuquerque station. He joined Frontier in 1957.

SSA ARNOLD HADLER comes to St. Louis from Grand Island, Nebraska. He joined Frontier in 1957 and has since worked in Denver and Farmington, New Mexico.

SSA PAUL KREITMAN moves to St. Louis from Grand Island. Kreitman began with the carrier in 1957. In addition to Grand Island, he has worked at the carrier's Alamosa, Colorado station.



# TIPS FOR TRIPS

By Ann Yanulavich

Will you meet me in St. Louis soon? **WHY?** It's the newest city on the Frontier system served by our big new Boeing 727 Arrow-Jets and has much to offer to assure us a fun-filled interesting weekend.

First and foremost is magnificent Gateway Arch. "Gateway to Frontierland—The West." Located right on the St. Louis riverfront, Mississippi River, this beautiful structure is the focal point of the Jefferson National Expansion Memorial. The observation platform at the top of this 630 ft. high memorial offers a 40-mile view. Birdseye view of this area will have you convinced you want to get a closer look!

A one-hour trip aboard one of the 19th century style stern wheel boats will give you an opportunity to see the many sights of the St. Louis riverfront.

One of the most impressive landmarks in St. Louis is Carl Milles' sculpture "Wedding of the Waters" which depicts the joining of the Mississippi and Missouri Rivers. It is unique to find a sculpture of this type outside of Europe.

The Missouri Botanical Garden, better known as Shaw's Garden, is one of the most beautiful in the world. In addition to the beautiful grounds, the Climator greenhouse (so named to stress the climate-control facilities) houses many tropical flowers, a fish pool and an authentic Hawaiian waterfall.

Baseball anyone? If we're in luck, the St. Louis Cardinals will be playing a homegame in Busch Memorial Stadium located right downtown.

We've all visited many museums in our travels throughout the world but I must admit St. Louis has a new one on me—a museum of brewing. Sounds interesting! Another unique museum, the National Museum of Transport traces the history of transportation from the wheel to the rocket.

Not to be missed is Gaslight Square, featuring entertainment and cuisine to please everyone—authentic

French and Italian restaurants, great jazz, dancing, live theatre productions, go-go dancers, etc., etc.

Needless to say, I've hit on only a few of the highlights of this exciting city. There are many, many more places to go and things to see in the St. Louis area—Forest Park, Grant's Farm, McDonnell Planetarium, Meramec Caverns, the Art Museum, Our Lady of the Snows Shrine, Anheuser Busch Brewery, Chatillon-De Menil House (an architectural treasure) . . . plus a wide variety of outstanding restaurants with several located on boats on the riverfront.

You'll meet me? Great! We'll keep everyone up-to-date on the latest in St. Louis.



THE JEFFERSON NATIONAL EXPANSION MEMORIAL, covering some forty city blocks on the downtown riverfront, has for its center feature the 630-foot Gateway Arch, the nation's tallest monument. In the foreground is the 55,000-seat Busch Memorial Stadium, the stellar attraction of a new Civic Center redevelopment complex.



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