



## EXECUTIVE EDITORIAL



**WILLIAM M. GROODY**  
Vice President and Treasurer

The Frontier Airlines' 1967 Annual Report has just been mailed to our stockholders. It contained a message of progress and growth. I will not burden you with statistics but must mention that, while operating revenues were up 24% over 1966, operating expenses were up 33%—which resulted in a substantial decrease in operating profits and net earnings. Some of the major reasons expenses increased over revenues were:

- A. Increase in depreciation due to fleet expansion and equipment upgrading.
- B. Increase in labor costs due to increased personnel and higher wages.
- C. Increase in material costs.
- D. Reorganization of departments, relocation of personnel, and integration of facilities brought about by Central merger.
- E. Increase in advertising and promotional costs.
- F. Increase in interest expense due to financing fleet expansion.

It is your Management's belief that all these expenditures, while affecting 1967 earnings, were in the interest of building a better balanced operation to give improved service to our passengers and the communities we serve. In other words, Frontier is investing in the future. Proper tools have been placed into competent personnel hands and with courteous service, on-time performance, and proper cost control, the investment made in the past should be reflected in future profits.

Under this philosophy, Frontier has established a strong position in the investment community which was borne out by the investors' reception to our financing during the past year.

It is now up to us, as employees, to continue this progressive movement by enthusiastically fulfilling our responsibilities and giving proper service to our customers — which in turn will generate more passenger revenues to off-set the additional expense and give your Company its just return on investment.

With this accomplishment, the long-term outlook for you and your Company is excellent. I have every confidence that this will be attained.

Sincerely,

William M. Groody  
Vice President-Treasurer



# LAS VEGAS SERVICE INCREASED TO FOUR FLIGHTS

A fourth round-trip flight between Las Vegas and Denver has been put into service by Frontier. This makes two new flights which have been added boosting the total to four to meet existing demands for travel to Las Vegas.

Frontier inaugurated twice-daily Las Vegas service non-stop from Denver with two 134-passenger Arrow-Jet Super 727 aircraft. Weekend demands required a third Arrow-Jet Super 727 flight to be put into schedule on Fridays and Sundays.

A fourth non-stop flight operated between Denver and Las Vegas with 53-passenger jet-prop Convair 580 aircraft began flying to the famed family recreational center April 28.

All four flights are timed to depart at times of the day which provide excellent connections from other Frontier flights providing service from Oklahoma, Kansas, Nebraska,

the Dakotas as well as Montana, Wyoming and New Mexico. Return service is also geared for convenient connections at the carrier's major cities.

The Arrow-Jet Super 727 flights provide both first class and coach accommodations. A wide variety of low-cost Frontier fares are applicable on all of the Las Vegas flights. Heading the list is the liberal seven-day-a-week Family Plan, Group Travel and Discover America Fares.



SYMBOLIZING THE VAST SKI COUNTRY served by Frontier Airlines, Lewis W. Dymond, President, cuts the Las Vegas inaugural ribbon with a pair of skis. With Mr. Dymond are (left to right): Bill Briare, Las Vegas County Commissioner; Oran Gragson, Mayor of Las Vegas; Mr. Dymond; Mrs. Dymond; Bruce Beckley, President, Las Vegas Chamber of Commerce; William Groody, Vice President-Treasurer, Frontier and William Novak, District Sales Manager-Las Vegas for Frontier.



NEW ARROW JET SUPER 727 jet service non-stop Denver-Las Vegas was inaugurated at Stapleton Field by, left to right, Vern A. Carlson, Vice President, Public Affairs, FAL, Jerry Robison, Executive Assistant, Denver Chamber of Commerce, James Hickman, past President, Denver Chamber of Commerce, William McNichols, Mgr., Transportation, Frontier President, Lewis W. Dymond, and William M. Groody, Vice President and Treasurer, Frontier.



KANSAS CITY AIR TRAVELERS can now boast new Arrow Jet Super 727 service by Frontier to Las Vegas as well as Omaha, Dallas and Fort Smith. On hand to inaugurate the new service are, left to right, John Yonts, Vice President, City National Bank, Kansas City, Robert L. Sicard, Vice President, FAL, Forrest Byars, Vice President, Commerce Trust Company, Kansas City, George Smith, Sr. Vice President-Administration, FAL, Aaron Wilson, Associate City Counselor, Kansas City, Carol Pohling, FAL Stewardess and Max Norman, Manager, Aviation/Transportation, Kansas City Chamber of Commerce.



FRONTIER'S LAS VEGAS INAUGURAL FLIGHT CREW included Stewardesses (top to bottom) Mariann Kutschied; Connie Gibson; Kathy Norris and Joyce Gonzalez. The flight crew was composed of (from top to bottom): Second Officer George Vega; First Officer Jim Freeman (left) and Captain R. "Ace" Avakian. In front of Captain Avakian is the Las Vegas Chamber of Commerce President, Bruce Beckley. Congratulating the crew is Mr. Dymond (dark suit). President's Assistant Terry Hanson, (bottom right) was also a member of the inaugural flight crew.

(More Inaugural Photos on Page 5)



# DISCOVER AMERICA BY DUDE RANCHING IN FRONTIERLAND

Having a tough time making up your mind as to which section of America you plan to personally "discover" this summer vacation?

To reduce the confusion, give some serious thought to a relaxed, informal unwinding in that most distinctively American section of these United States which makes up the Rocky Mountain West and high plains country. Dotted this vast land of snow-capped mountains, trout filled lakes and streams and broad vistas of colorful contrasts are some of the finest dude ranches in settings virtually unchanged from pioneer days. This is an unusual area devoid of jarring alarm clocks and persistently jangling telephones which are more than compensated for by an abundance of friendly hospitality and a satisfying feeling of well being.

Frontier has developed an all-inclusive cost, full week vacation plan with 42 of the dude ranches in the vast 15-state area which it serves. Package rates for seven nights, all meals during the week, horseback rides and pack trips, ground transportation to and from the ranch and all other ranch activities vary between \$100.00 and \$180.00 per person. Children's rates, age ten and under, are 10 to 25 per cent less than the adult rate. Ranches feature individual cabins grouped around a main lodge in wooded settings which generally have a nearby stream, pond or lake.

Low cost air fares which are available nationally combined with the speed of jet travel make it possible to get in more vacationing on a vacation West while making it easy on the budget. Discover America and Family Plan Fares are offered by all airlines which connect with Frontier at St. Louis, Denver, Salt Lake City and Billings. Then Frontier's liberal Family Plan with discounts of 50 per cent for the wife and 75 per cent for children takes over on the airline's fleet of Boeing 727 jets and Convair 580 jet-prop aircraft into the dude ranch country.

It all adds up to a great way to do something for your country while having a lot of personal fun "discovering" America at its best.



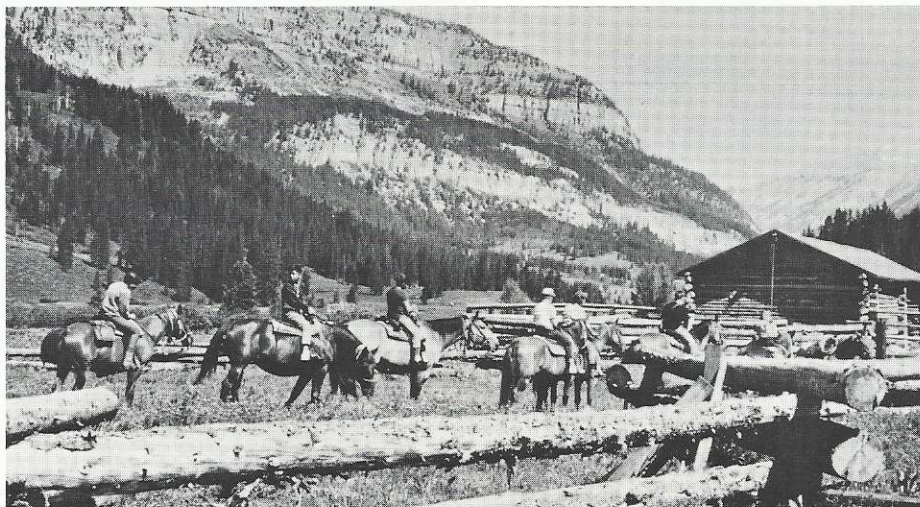
HIGH, RUGGED MOUNTAINS and lush green valleys distinguish the heartland of the Rocky Mountain West which forms the backyard for the finest in dude ranch country, where everyone learns to get on a first-name basis with newly formed friends while vacationing in Best of West country.

## FRONTIERLAND IS NAT'L PARKLAND

Ten national parks in which Frontier Airlines has arranged 29 different vacation packages make up one of the largest and without doubt the most fun-filled array of family vacations ever offered by an airline. All sight seeing, hotel charges and airport transfers are included.

Directly served by Frontier's jet-powered fleet of Boeing 727 and Convair 580 aircraft on which many of Frontier's low-cost inducement fares such as the liberal Family Plan are applicable are: Yellowstone and Grand Teton National Parks in Wyoming; Glacier National Park in Montana; Mesa Verde and Rocky Mountain National Parks in Colorado; Canyonlands National Park in Utah; Wind Cave and Mt. Rushmore Memorial in South Dakota; Grand Canyon National Park in Arizona, Carlsbad Caverns National Park in New Mexico and Hot Springs National Park in Arkansas.

Write now for free information about your 1968 summer/fall family vacation in Frontierland: Frontier Airlines, Tour Department, 5900 East 39th Avenue, Denver, Colorado 80207.



A DUDE RANCH VACATION in Frontierland is as you would want it. Enjoy the crisp, clear high mountain air while on scenic horseback trail rides and/or relax around a modern pool, try your skill at golfing, skeet shooting, or wet a line in nearby lakes or streams for some high mountain trout.



## RAPID GROWTH PROMPTS SALES/SERVICE EXPANSION NEW ADMINISTRATIVE POST FORMED



**LAWRENCE C. SILLS**  
General Mgr. Sales and Marketing

### SILLS PROMOTED TO GENERAL MANAGER- SALES/ MARKETING

With the rapid growth of our company during the past year, the Sales and Service Division has grown to the point that to operate with continued efficiency, a vast reorganization of the department has become necessary.

Working under Paul L. Bencoter, Vice President of Sales and Service is Lawrence C. Sills, whose new title is General Manager-Sales and Marketing. Mr. Sills is responsible to the Vice President for the over-all activities of the Directors of Cargo Sales and Service, Marketing, Field Sales, Schedule Planning and Manager of Advertising.

Responsible to Mr. Sills will be the Director of Marketing, Walter A. Rollins; Director of Field Sales, Gerald L. Bacon; Director of Cargo Sales and Service, A. Kenneth Stemler and Director of Traffic Planning, James C. Dixon (formerly with Central). Donald E. Grover, Manager Advertising, reports directly to Mr. Sills. Manager of Military and Government Sales, Clay R. Blaylock (formerly with Central) reports to the Director of Field Sales as does the Manager of

*(Continued on Page F-3)*

### DALLAS/FT. WORTH EMPLOYEES GET 727 PREVIEW FLIGHTS

To acquaint DAL/GSW employees with Frontier's new Arrow-Jet Super 727, special flights were operated to give all employees the opportunity of becoming familiar with the new jet service provided by Frontier. Following these special employee flights, inaugural ceremonies were held the next day at Dallas Love Field marking the beginning of this new jet service to Fort Smith, Kansas City and Omaha as well as for St. Louis.

Byers C. Rathbone, a veteran of nearly 30 years airline and aviation experience, has been named to the newly created position of Director of Administration.

Rathbone's primary duty is to improve on-time flight operations of the company and coordinate the efforts of all departments. His background of advanced planning and administration includes four years with Eastern Airlines, sixteen years with TWA and four years with the Boeing Aerospace Division. He has previously held positions of Director-Facilities Development and Design with Eastern, Director of Functional Planning and Development with TWA and Chief of Facilities, Budget Administration and Systems Control with Boeing.



**BYERS C. RATHBONE**  
Director of Administration

### ROLLINS NAMED NEW DIRECTOR OF MARKETING

Walter A. Rollins has been named as the new Director of Marketing for Frontier. He brings to the airline a 16-year background in advertising, sales promotion and marketing experience.

The new duties for Mr. Rollins will involve development of market objectives and new potential customer markets. During the past three years, he has been with Pacific Airlines where he was Vice President-Marketing. He has also held management positions with Seaboard World Airlines, Alaska Airlines and Central Airlines.



**PRESIDENT DYMOND WITH VICE PRESIDENT ROBERT SICARD, addresses Dallas/Ft. Worth employees regarding new Arrow-Jet 727 service for Dallas/Ft. Worth and many former Central-served cities.**



## REGIONAL SALES/SERVICE MANAGER APPOINTED

Oliver Brunz has been named to fill the position of Regional Sales/Service Manager. His specific region is to be announced later as

they are presently being reorganized. Mr. Brunz comes to his new position from Billings, where he was Sales/Service Manager.

## MORETZ-SALES/SERVICE MANAGER-GLASGOW

Wayne Moretz, formerly Station Agent at Bozeman, has been promoted to Sales/Service Manager at Glasgow. Mr. Moretz began with Frontier in September, 1958 as a Station Agent in Worland.

## ASSISTANT SALES/SERVICE MANAGER POSITION AWARDED DUFFEK

Ray Duffek, formerly Senior Station Agent in Rapid City, has been appointed Assistant Sales/Service Manager in Kansas City. Ray joined Frontier in August of 1956 as a Station Agent in Grand Junction.

## SENIOR AGENTS NAMED

### LAS VEGAS

**EUGENE PORTER**, formerly Relief Agent based at Albuquerque.

### OMAHA

**ARTHUR KEY**, had been Sales/Service Manager at Glasgow.

### RAPID CITY

**TOM CERETTO**, had been at Cheyenne as a Station Agent.

**FLORIN HYNES**, formerly at Rapid City.

### ST. LOUIS

**M. T. WALTERS**, has been at St. Louis as a Station Agent.

## CUSTOMER SERVICE SUPERVISORS ANNOUNCED

**TRUMAN JETER**, formerly Senior Station Agent in Kansas City, **GERALD QUARLES**, previously Sales/Service Manager at Ft. Leonard Wood and **DON HOLT**, who had been a Station Agent at Denver, have been appointed to the position of Customer Service Supervisors at St. Louis.

## FORTY-FOUR HOSTESSES RECEIVE FAL WINGS



GRADUATES of the February 23rd Stewardess class, include, seated, left to right, Priscilla Pemble, Carrie Rose, Susan Gross, Barbara Durfee, Judy Vigil, Lynne Hall, Kittie Skeen, Kay Weiss, Berna Hampton, Carin Moritz, Terry Mulligan; standing, left to right, Royce Hamilton SLC, Karen Glaspey, Kathy Claybrook, Jan McAllister, Lydia Wsyocek, Barbara Lubeck, Nina McCaw, Dianne Hustmyer, Marilee Dunne, Verna Cope, Ainsley McCaw, Karen Lewis.

## SERVICE AWARDS



### 20 YEAR SERVICE PINS — APRIL

Graham, G. G., Capt., DEN  
Cantwell, R. F., Ld. Mech., DEN  
Hill, W. E., Ld. Mech., DEN  
Fowler, L. B., Insp., DEN  
Holmes, K. R., Insp., DEN  
Simpson, L. E., Ld. Mech., DEN  
Lemme, B., Mech., DEN  
Livingston, W. E., Mech., PHX  
Lintz, E. L., Mech., DEN  
McNanis, I. C., Mech., DEN

### 15 YEAR SERVICE PINS — APRIL

Lamb, T. H., Reg. Sls. Svc. Mgr., DEN  
Pejko, E., Mech., DEN  
Blanford, D. V., Stn. Agt., PHX

### 10 YEAR SERVICE PINS — APRIL

Callahan, C. S., Capt., DEN  
Morgigno, E. J., Capt., DEN  
Banta, R. W., Capt., DEN  
Ceretto, T. L., Sr. Stn. Agt., RAP  
Blackerby, B. J., Tech. Asst., GSW  
Drinkard, J. L., Foreman, GSW  
Hardage, D. B., Foreman, GSW  
Perry, J. R., Aircraft Tech., LIT

### 5 YEAR SERVICE PINS — APRIL

Poling, C. D., Stew., DEN  
Witters, L. O., Stn. Agt., CYS  
Carlson, V. W., First Officer, DEN  
Gregory, W. J., Mech., DEN  
Martin, A. J., First Officer, SLC  
Poppers, D. A., First Officer, DEN  
Warinner, W. J., First Officer, DEN  
Beck, J. O., Insp., DEN  
Meroney, N. S., Res. Agt., DEN  
Carlson, B. J., Mach. Opr., DEN  
Briggs, P. A., Res. Agt., FTW  
Tuma, S. K., Stew., MKC



## RAPID GROWTH PROMPTS . . .

(Continued from Page F-1)

Agency and Interline Sales, Charles L. Demoney (formerly Regional Sales Manager-Denver). Kenneth L. Unruh (formerly with Central) is now Assistant Manager of Agency and Interline Sales.

Ronald R. Beaumont, Manager-Tour Sales, reports to the Director of Field Sales. William J. McKenney, formerly with Braniff Airlines, reports to the Director of Field Sales. Mr. McKenney joined Frontier in March of this year as Manager of Group and Convention Sales. He has a long qualified background in airline sales.

All regional sales managers system wide will report to Gerald Bacon, Director of Field Sales.

Manager of Cargo Sales, Neil Hawes and Manager of Cargo Service, yet to be named, report to A. Kenneth Stemler, Director of Cargo Sales and Service.

Oryal E. Bowen, Manager of Schedules, works with the Director of Traffic Planning, James Dixon. Also reporting to the Director of Traffic Planning is Claire M. Almquist, Manager of Tariffs.

On the customer and in-flight services side of Sales/Service is Director Lynn H. Dennis. He is responsible to Vice President Bencoter. Working under Mr. Dennis is Manager of In-flight Services, James B. Montgomery; Manager of Dining and Provisioning Services, Harry Rubbright and a soon to be named Manager-Customer Relations.

Vince Davis, Manager of the President's Assistants, also reports to Mr. Dennis. As Manager, Vince is responsible for the administration and direction of the on-board PA's program as well as for the training and scheduling of the PA's.

The third area of Sales/Service includes terminal services headed by Director M. C. Hank Lund. Working under Mr. Lund is the Manager of Terminal Services, David H. Burr; Manager of Customer Services, to be named; Manager of Station Training and Procedures, Roy Hilderman and the Manager of Fleet

Services and Manager of Facilities Design and Equipment, both of which are new assignments and are yet to be filled.

Frontier's five Regional Managers who are responsible for administration, inspection and supervision of all stations in their regions, report directly to Mr. Lund.

A fourth area of responsibility is System Reservations headed by John J. Vittal, Director. Under the direction of Mr. Vittal is the Manager of Reservations Training, to be filled in the near future; Manager of Reservations Computer Systems, William R. Monday and the CRO Office Managers: William Bates-Denver; Howard Sluder-Ft. Worth; John Stewart-Phoenix and John Morgan-St. Louis.

Director of Charter Sales is Kenneth C. Smith. Reporting to Mr. Smith is Birdella Stout, Charter Coordinator Supervisor and a Charter Sales Representative to be announced.

Formerly with Central Airlines is Frank Masi, who has been appointed to the position of Administrative Assistant to Vice President Bencoter.



**WILLIAM J. MCKENNEY**  
Mgr.-Group/Convention Sales



**KENNETH STEMLER**  
Director, Cargo Sales and Service



**21 NEW STEWARDESSES** graduated from the February 2nd class. They are, seated, left to right, Linda Saunders, Vicki Gunn, Kathy Gagan, Jan Hayward, Margaret Kirby, T-Gay Kuhlman, Avis Baumgardner, Sheila Aragon, Jan Knox; standing, left to right, Margaret Dow, Linda Shipley, Beverly Hall, Renee Johnson, Karen Bregenzer, Pat Farrell, Pat O'Connor, Lou Yoder, Diane Churchill, Pat Fineron, Beverly Orr, Lynn Elberg.



## 7 RECEIVE DISTRICT SALES MANAGER TITLES

Seven members of Frontier's sales staff, who had formerly represented the airline in the capacity of City Sales Manager have been promoted to District Sales Managers.

This change in title was prompted by the expansion and reorganization of the Sales/Service Department.

Receiving the District Sales Manager title are: Richard Cummins-Lincoln; Gail Godbey-Rapid City; Daniel Goodyear-Tucson; Daniel Kraber-Billings; Carl Ross - Omaha; Gary Suboter - Albuquerque and Jack Zabriskie-El Paso.

## NEW DIRECTOR-FLIGHT CONTROL ANNOUNCED

Jack Newland, who had been with the Flight Control Center of Central Airlines at Ft. Worth, is now Director of Flight Control for Frontier.

Newland has a 24-year background in aviation which includes sixteen years with Central Airlines, of which four included duties as Chief Dispatcher.

Prior to that, he had worked with Braniff and American Airlines.

## ROBINETTE RECEIVES TOP AWARD

Glen Robinette, Lead Mechanic-Denver, was recently awarded the Silver Beaver Award at the Denver Area Council, Boy Scouts of America, Annual Leaders Recognition Dinner.

The award is the highest honor given by a Boy Scout Council to an adult leader.

In addition to Robinette's active interest in youth through scouting, he currently holds the position of Institutional Representative with the First Christian Church, Aurora, Colorado, sponsors of Cub Scout Pack 100 and Boy Scout Troup 100. Robinette has received several other high awards over the eleven years in which he has been an active participant in scouting. He is also currently President of the Frontier Airline's Arrow-Jet Club.



GLENN ROBINETTE

## MANAGER-ECONOMIC ANALYSIS APPOINTED

Appointed as Manager of Economic Analysis is Stanley W. Larson. This was announced by John Clark Coe, Staff Vice President-Economic Planning. Larson had formerly worked under Mr. Coe as Economic Analyst on route cases.

## CREDIT UNION OFFICERS ELECTED

Results of the recent election of members to the Board of Directors for the Credit Union's Credit and Supervisory Committee find as President of the Credit Union Leonard Stuart; Vice President-Lawrence C. Sills; Treasurer-David Burr; Secretary-Frank Davidson and Director-Kenneth Dealy.

Elected to the Credit Committee are: Chairman-Harold Wagner; Secretary-Jeanne Rowell and Bobby Carter, Kenneth Cook and Clayton Housh as Members of the Committee. Elected to the Supervisory Committee are: President-Murry Vinson; Secretary-Max Carr and Member of the Supervisory Committee - Jim Brochers.

## SILENT FLYERS HOLD '68 VOTE

Newly elected officers for the Silent Flyers Denver Chapter for the year 1968 included: Tommie Kent Carter, President; Jan Curry Lamkin, Vice President; Rita Rathbun Eaton, Secretary; Nancy Schennum Larson, Treasurer and Julie Santangelo Grinstead, Publicity. These officers replace the outgoing 1967 slate who were: Helen Coons Miller, President; Tommie Kent Carter, Vice President; Judy Bolling Byer, Secretary; Libbey Richmond McWilliams, Treasurer and Lora Clawson Mullins, Publicity.

## FAL INTERLINE TOURS BEST EVER

Special interline employees tours to ten of the great national parks served by Frontier, a special Phoenix holiday tour and numerous dude ranch package plans have been skillfully put together to provide the utmost in vacation touring for interliners.

A new descriptive Frontierland Interline Employees Brochure is now available giving dates, rates and other vital information. This brochure is available through Frontier's Agency and Interline Sales Department, DENSI.

## TOMPERT RECEIVES PRESIDENT'S TROPHY FOR PHOTOGRAPHY

At the Annual Banquet of the Colorado Council of Camera Clubs, which is a state-wide organization of twenty clubs, Vernon Tomppert, Aircraft Lead Technician-Denver, was awarded the President's Trophy for his dedication and service to the promotion of amateur photography in Colorado.

Vernon and Mrs. Tomppert also presented a specially taped slide show which won an invitation for presentation at the Teton Regional Convention being held at Jackson Hole, Wyoming in the near future. This event is sponsored by the Photographic Society of America.



VERNON TOMPERT, Aircraft Lead Technician DEN, accepts President's Trophy awarded for promotion of amateur photography in Colorado. Presenting award is Harry Howard, left, Convention Chairman, Colorado Council of Camera Clubs.



# FOOTBALL HIGHLIGHT FILM PRODUCED BY BIG EIGHT AND FRONTIER

The Big Eight Conference and Frontier Airlines have announced plans for an extensive promotional program for Big Eight football to be kicked off with a 27-minute, sound, color football highlights film entitled "Big Eight Football At Its Best."

Frontier's President Lewis W. Dymond, and Big Eight Commissioner Wayne Duke, making the joint announcement described the effort as "one designed to emphasize the top-caliber football played by Big Eight institutions, as well as to provide the Conference's countless fans top-flight entertainment reflecting this outstanding competition."

Production of the film, first venture of its type for both Frontier and the Big Eight, was prompted by what Commissioner Duke labeled the "most thrilling and most successful football season in the 61-year history of the Big Eight."

In doing so, he cited the following factors:

- The Big Eight recorded the best winning percentage (nearly 67 per cent) of any major athletic conference in 1967, climaxed by Colorado's impressive 31-21 triumph over the University of Miami in the Bluebonnet Bowl and Oklahoma's thrilling 26-24 win over Southeastern Conference champion Tennessee in the Orange Bowl.

- The Conference achieved the greatest balance in its 61-year history of intercollegiate football with a six-and-one-half (6½) point average spread between winner and loser in 28 Conference games played during the 1967 season.

- Nearly two million (2,000,000) fans watched Big Eight football in 1967, approaching all-time attendance records set the previous season, when the Conference recorded the largest attendance increase of any major athletic conference.



**NINE CIVIC DELEGATES** representing Riverton, Wyoming paid a personal visit to Frontier's general offices in Denver to discuss flight schedules mutually beneficial for Riverton and Frontier. Vern Carlson, lower left, Vice President, Public Affairs, presents each of the delegation with Frontier mementos. At top of stairs, right, also joining in discussion is Paul Jones, Assistant to President-Community Affairs.



**BIG-8 CONFERENCE** Commissioner, Wayne Duke, and Frontier President, Lewis W. Dymond, discuss their joint announcement on the all-new "Big Eight Football at its Best" film.

Duke also cited the return in 1968 of 106 starting players from last fall's Big Eight teams, including seven of eight quarterbacks, as a factor in producing the film, noting that "the core of players contributing to this outstanding record will be back to play again next season."

(Continued on Page 8)

## SUPER 727 IS LARGEST PLANE TO LAND AT OMAHA'S EPPLEY FIELD



**INAUGURATING SERVICE** FOR THE LARGEST commercial aircraft to land at Eppley Field in Omaha are (left to right): Arthur Storz, Chairman-Aviation Committee-Omaha; Floyd F. Nebergall, Vice President-Transportation Council, Omaha Chamber of Commerce; Robert Sicard, Vice President-Administrative Services, Frontier; Omaha Mayor Al V. Sorensen; George Smith, Senior Vice President-Administration, Frontier; Paul Jones, Assistant to the President-Community Affairs, Frontier and Ron Gear, Executive Director, Omaha Airport Authority.



**THE ST. LOUIS DELEGATION** turned out in full to inaugurate that city's new Arrow Jet Super 727 service to Fort Smith, Dallas and Las Vegas. Left to right, are Thomas Grace, President, Ozark Airlines, Donald Briscoe, President, St. Louis Public Service Co., Milton Atkinson, Executive Vice President, St. Louis Chamber of Commerce, Dave Leigh, Airport Mgr., Lambert Field, St. Louis, James Idol, Director-Industrial Development, St. Louis Chamber of Commerce, Paul Jones, Asst. to President-Community Affairs, FAL, Paul L. Benscoter, Vice-President Sales/Service, FAL, and Roland C. Marquart, Transportation Commissioner, St. Louis.



# FAMILY PLAN ATTRACTS OVER 280,360 PASSENGERS

Air fares permitting four family members to fly for the price of two have been attracting thousands of passengers to air travel vacations through Frontier Airlines' liberal Family Plan.

280,363 passengers have used Frontier's Family Plan while generating over \$5¼ million in revenue during 1967. This is a 47% increase in passengers compared with the 190,626 Family Plan users during the 12 months of 1966 and a 49% increase in revenue compared with the \$3,537,899 derived during the 12-month period of 1966.

Liberal features of the plan permit travel seven days a week with up to a 75 per cent discount. The first family member pays full fare, the second member pays one half fare and all others up to age 22 pay only one quarter fare.

Additionally, a family traveling any day of the week may depart on separate flights within a 24-hour period. Separate flight returns are also permissible.

## RESERVATIONS OFFICE OPENS IN ST. LOUIS

Frontier Airlines Consolidated Reservations Office has been opened in St. Louis. Staffed with 15 personnel, at the beginning, this office will expand to employ fifty reservations people by June. Reservations phone calls originating in Topeka, Kansas and Joplin and St. Louis, Missouri will be handled by the new Gateway City complex.



ADDING MORE SCENIC BEAUTY to the swimming pool at the spacious Tropicana in Las Vegas are three of the Hotel's popular show girls. No wonder Frontier's Las Vegas flights are filled to capacity.

This feature allows the head of the family who may be on a business trip to be joined by his family on a later flight and also to return a day earlier or later while he finishes up business matters.

With the 1968 summer vacation season stepping into full swing, the Family Plan is again one of the main drawing cards for air travel throughout the 115-city 15-state system served by Frontier Airlines.

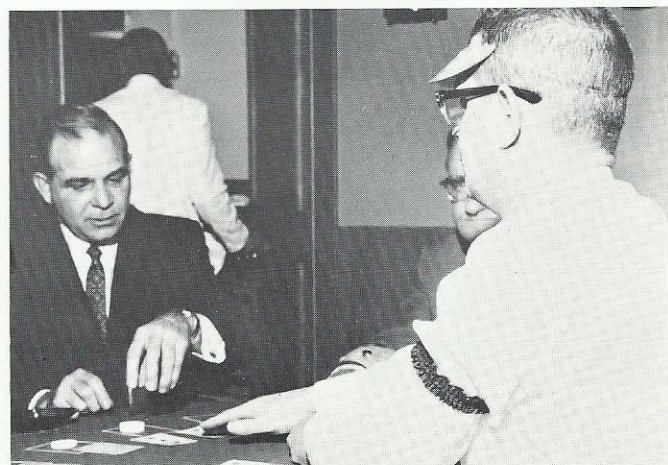
Making this plan even more attractive to air travelers has been the addition of Frontier Airlines' fleet of Arrow-Jet 727 and Super 727 pure jet aircraft.

## FRONTIER AIRLINES EMPLOYEES SHARPEN SKILLS FOR THE REAL THING

Employees of Frontier Airlines with the anticipation of new service to Las Vegas had a chance to sharpen their skills at drawing cards and throwing dice at the "Las Vegas Night" Party held at the 26 Club in Denver. The real surprise of the party was seeing many of our employees shuffling and dealing cards, raking in dice and calling for the ante as though they had been doing it all their life in Las Vegas.



AT THE 26 CLUB in Denver an exuberant Las Vegas night helped all to get in the mood for the carrier's new service to that Nevada gambling mecca. Here, Ronald Beaumont, Manager of Tour Sales for Frontier, peels off cards as though he had been doing it since a lad.



SR. SALES REPRESENTATIVE for Frontier in Denver, Charles Murray, right, tries his hand on the house's side at "21."





IN ADDITION to Information Officer with the British Counsel, Mr. Adrian MacDermott (left), on hand to observe and officiate were Frontier's Larry Nensteel, Sales Service Manager at Liberal, V. R. Westbrook, City Sales Manager, Oklahoma City, and Stewardess Ann Wood.

## ST. LOUIS RADIO WIL LAUNCHES LAS VEGAS PROMOTION

Allen Soukup (left), Frontier Airlines Sales Representative in St. Louis, and Arthur Giffin, Regional Sales Manager in St. Louis, look through a landslide of entry blanks derived from St. Louis radio station WIL's Las Vegas promotion. Round-trip tickets via Frontier Airlines and accommodations at the beautiful Riviera Hotel are going to winners of the WIL promotion. The winners receiving the trip are to fly to Las Vegas as reporters for WIL to cover the opening of Frontier Airlines' new Arrow-Jet service between St. Louis and Las Vegas.



OVER 1200 ENTRIES fill the arms of Arthur Giffin, District Sales Manager, FAL, in St. Louis. Allen Soukup, St. Louis sales representative, cheerfully empties carton of entries which were received through St. Louis Radio Station WIL promotion. Winners of the WIL promotion receive a jet trip for two, all expenses paid, to Las Vegas at the Riviera Hotel.

## Get 'Em While They're Hot . . .

### PANCAKE DAY COMES TO LIBERAL

Each year on Shrove Tuesday, the day before the Lenten fasting begins, International Pancake Day Races draw about 25,000 people in Liberal, Kansas.

Pancake racing began in England over 500 years ago. On Shrove Tuesday, history tells it that housewives customarily used up accumulated cooking fats by baking pancakes. One housewife in Olney, England, became so involved with her baking that she forgot the time until she heard church bells ringing out. In her haste, she ran out of the house with apron in tact and griddle in hand. From there on, it became an annual event. Liberal, Kansas got into the competition in 1950 and has been competing with the housewives of Olney annually. The score is now Olney — 10, Liberal — 9. This year's winner put Olney into first place by .3 of a second. This year's events at Liberal were filmed for a TV special "Discover America" with Jose Jimenez. Other dignitaries attending at Liberal this year included F. Stephen Miles, British Consul General; Adrian MacDermott, British Consul Information Office; Robert Docking, Governor of Kansas; Kande Kleen, Miss Kansas and Bill Harvey, ABC News Commentator.



ST. LOUIS MAYOR, A. J. Cervantis, (third from lower left) takes time from his busy schedule to welcome Frontier's new reservations personnel who are working in the new consolidated Reservations office at the Gateway city. Also extending a warm welcome to the girls are, left to right, Paul W. Lashly, President and General Mgr. of the well-known Mansion House Center, St. Louis, Shirley Bryan, Special Training, Frontier Reservations, Mayor Cervantis, Stewardess Karen Breganzner, and JoAnn Jackson, Public Relations, Mansion House Center.



ARROW JET SUPER 727 service is inaugurated at Ft. Smith by, left to right, Vern A. Carlson, Vice President, Public Affairs, FAL, Eual Toothaker, Mayor of Van Buren, Harry G. Barr, Chairman, Aviation Committee, Ft. Smith Chamber of Commerce, Frontier President Dymond, E. B. Sparks, President of Ft. Smith Chamber of Commerce, and Ft. Smith Mayor, Jack Freeze.



## MARCH TRAFFIC SETS RECORD

Passenger traffic increases of 43% in revenue passenger miles for both March and the first quarter of 1968 set new 21-year records for Frontier.

Revenue passenger miles during March totaled 69,264,000 compared with 48,420,000 recorded for that month last year. For the first quarter of 1968, revenue passenger miles totaled 181,624,000 in contrast with 127,210,000 flown in the first three months of 1967. Frontier's passengers flew an average trip of 349 miles in March compared with 293 miles a trip per passenger for March, 1967.

In addition to the record month for passenger travel, 198,312 passengers flying Frontier in March reflected a 20% increase over the 165,093 total of March one year ago. In the first quarter, the 536,586 passengers were a 21% increase over 1967 first quarter totals of 445,202 passengers.

An indication of Frontier's growth during the past six years is seen by comparing March boardings at Denver alone of 41,326 passengers with the total boarded then in 1962 in all of Frontier's 10-state area of 69 cities of only 28,539.

## ANNUAL REPORTS AVAILABLE UPON REQUEST

Frontier Airlines' 1967 Annual Reports are now available to the public upon request. Write to: William M. Groody, Vice President-Treasurer, Frontier Airlines, 5900 East 39th Avenue, Denver, Colorado 80207.

PLEASE PRINT

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## NEW ROUTES RECOMMENDED FOR FRONTIER

New routes recently recommended for Frontier included extension beyond Little Rock, Arkansas to Memphis, Tennessee; non-stop authority between Dallas/Ft. Worth and Oklahoma City and non-stop authority between Dallas/Ft. Worth and Tulsa.

These recommendations were made by the Civil Aeronautics Board (CAB) Hearing Examiner F. Merritt Ruhlen in the Central Airlines Route 81 Investigation. This investigation was initiated by Central Airlines prior to the merger of Central into Frontier in October, 1967.

The CAB Examiner also proposed a consolidation of route segments which would permit more flexibility in scheduling.

## FOOTBALL HIGHLIGHTS FILM . . .

(Continued from Page 5)

Mr. Dymond stated: "Frontier is pleased to become a teammate of the Big Eight and its member institutions in this project, as Frontierland is nearly synonymous with the Big Eight, with sixty-six of the 115 cities we serve located in the six-state Conference area."

The film, depicting highlights of the 1967 season and previews of 1968, is now available for public viewing. Premier showings, featuring the head football coaches of Big Eight institutions, are being held in major cities throughout the six-state Conference area as a means of directing attention to the film and the 1968 Conference football season.

Lindsey Nelson, nationally known television sports-caster for NCAA football telecasts and post-season bowl games, serves as narrator for the film, produced by Calvin Productions, Inc. of Kansas City.

Prints of the film are available cost-free for distribution through Frontier Airlines sales offices, athletic department personnel of Big Eight institutions, and Sterling Films, Inc. of Chicago, a professional film distributor.



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