

APPEARING MARCH 1  
IN LAS VEGAS  
FRONTIER AIRLINES







M. E. O'NEIL

## On-Time Performance Is Frontier's Goal

Full scale efforts by all departments to assure on-time flight performance is now taking concrete form. From Frontier's customers and employees, comments and suggestions have been received and reviewed which have given management guidelines for putting together a program for action.

Here are the steps presently being taken to help us attain that most necessary goal of an on-time operation:

### FLIGHT OPERATIONS

A complete leg by leg study of en route operating times has been conducted for all types of aircraft, and wholesale adjustments have been made to provide more scheduled operating time.

### SALES AND SERVICE

The study of en route operating times was extended to cover the amount of ground time required at en route, connecting, and originating stations. These times were then expanded to provide "make-up" allowances for flights which might be delayed over the time allowed for en route operations.

Personnel quotas at stations were reviewed to reflect increased passenger and cargo loads, and a general over-all increase of 50 per cent was approved. These additional personnel are still being employed and have not yet all arrived in the field.

Ground equipment was inventoried at all stations and new allotments were established for practically all stations. As a result of this survey an expenditure of \$275,000.00 was authorized for new ground equipment such as tugs, baggage carts, lift bed trucks, ground power units, etc. It, of course, takes time for this equipment to be ordered and delivered, but it is now starting to arrive at designated stations.

To further assist in handling cargo expeditiously, revised size and weight limits were established for air freight shipments.

### FLIGHT CONTROL

This function was centralized at Denver on January 16, 1968 for the purpose of improving internal coordination. To further improve this coordination among Operations/Maintenance and Sales/Service we plan to add Duty Managers to the Flight Control function.

Their function will be to foresee and avoid irregular operations, or to assist in handling irregular operations which do develop.

### MAINTENANCE

Staffing quotas were reviewed and an authorization for approximately 150 additional maintenance personnel was granted. Some of these people are on-site and some are still being hired and trained, and the quota will be filled by June 1, 1968.

Aircraft turnaround times have been studied and increased allowances have been made in almost every case — especially at major maintenance points.

Additional back-up flight equipment has been set up in Denver and Dallas. On the March 1st schedule Dallas will be allocated a spare CV-600 and Denver will have 2½ spare CV-580's and 1 spare B-727. This will allow switching of aircraft to cover unscheduled maintenance requirements and allow flights to proceed on schedule.

A \$1,500,000.00 project to improve CV-580 reliability by installing modern, solid-state electronic equipment has been established and is proceeding on schedule.

The Denver main maintenance base is operating under severe handicaps with a minimum of hangar space and many aircraft parked overnight at the terminal and in unimproved areas on the airport. These conditions are improving gradually and will be solved when the \$9.5 million Central Operating Base is completed this fall.

### GROUND EQUIPMENT MAINTENANCE

To further improve the condition and reliability of ground equipment, an increase of seven mechanics was approved for this section.

### TRAINING

New Sales/Service and Maintenance personnel are being scheduled for increased training off-the-job to improve their immediate effectiveness.

Authorization for additional instructors in both Sales/Service and Maintenance has been granted to accelerate this program.

### RESERVATIONS

Although reservations plays an indirect part in on-time performance, several improvements are being made in that area. A Phoenix reservation office has been established, and a St. Louis office is being planned for April 1, 1968. Reservations staffs in Fort Worth and Denver have and are being enlarged.

The single, biggest, immediate effect which those of you in the field will see of these, and the many other projects which are in progress, is the March 1 operating schedule. This schedule reflects the changes in en route and ground times and will provide Sales/Service, and Operations and Maintenance a reasonable part of the help they need to get the job done.

We are in an important period in the development of Frontier, and our ability to do an effective job will directly affect how far that development will go. Your assistance in the field is needed, both in making the best use of these projects, and in keeping us advised of what other changes may be needed to really get us on time.

A handwritten signature in dark ink, reading "M. E. O'Neil".

Senior Vice President, Operations  
and Maintenance



# FRONTIER GRANTED LAS VEGAS ROUTE

## Inaugural Service Begins March 1

Frontier Airlines begins twice daily Boeing 727 jet service non-stop between Las Vegas and Denver with continuing service to Kansas City and St. Louis on March 1.

The carrier was awarded the route in a recent decision by the Civil Aeronautics Board (CAB). Round-trip daily flights will be operated with the carrier's newly acquired 131-passenger Boeing 727-200 jets offering first class and coach accommodations.

This new route, to be operated on a subsidy-free basis, includes morning and evening flights from St. Louis, Kansas City and Denver to Las Vegas and return service again morning and evening.

## '68 Begun With 39% Passenger Increase

An increase of 39% in revenue passenger miles began Frontier's passenger growth story for 1968. During January, passengers flew 58,047,000 revenue passenger miles over the carrier's 14-state system compared with 41,730,000 RPMs a year ago. Effective March 1, Las Vegas service will up the number of cities and states served to 115 cities in 15 states.

In January, 173,826 passengers established the passenger mile total. This was a 17% increase over the 148,267 passengers flying Frontier in January last year. These passengers flew an average of 334 miles per trip compared with an average trip of 281 miles last year.

## TWO NEW DIRECTORS NAMED AT LAS VEGAS MEETING

Frontier's Board of Directors elected Hathaway Watson and Hubert J. DeLynn, both of New York, to its board at the Winter Quarterly Board Meeting held in Las Vegas.

Hathaway Watson is president of RKO General Broadcasting Division and a member of the Board of Directors of RKO General, Inc. of New York. He has been associated with RKO General Broadcasting since 1959. Prior to joining the company, he had been a partner in a management consultant firm. A native of Chicago, he is a graduate of Harvard College and Harvard Business School and resides in Greenwich, Connecticut.

Hubert J. DeLynn is vice president - finance and legal for RKO General, Inc. He joined RKO in May of 1967. Previously, he had served with an international banking firm. Earlier, he had practiced law with the firm of Sullivan and Cromwell. A native of Morgantown, West Virginia, DeLynn is a graduate of West Virginia University and Harvard Law School. He resides in Merrick, New York.

Flight schedules call for morning service to depart St. Louis 7:00 a.m. (cst); Kansas City 8:10 a.m. (cst); and Denver 9:15 a.m. (mst) non-stop to Las Vegas, arriving 9:45 a.m. (pst).

Evening jet service to Las Vegas departs St. Louis 4:55 p.m., Kansas City 6:05 p.m. and Denver 6:55 p.m. flying non-stop to Las Vegas arriving 7:25 p.m.

Return jet flights leave Las Vegas 10:30 a.m., arriving Denver non-stop 12:55 p.m. continuing non-stop to St. Louis, arriving 3:55 p.m. Connections at Denver provide a return in Kansas City at 4:24 p.m. with through service to St. Louis.

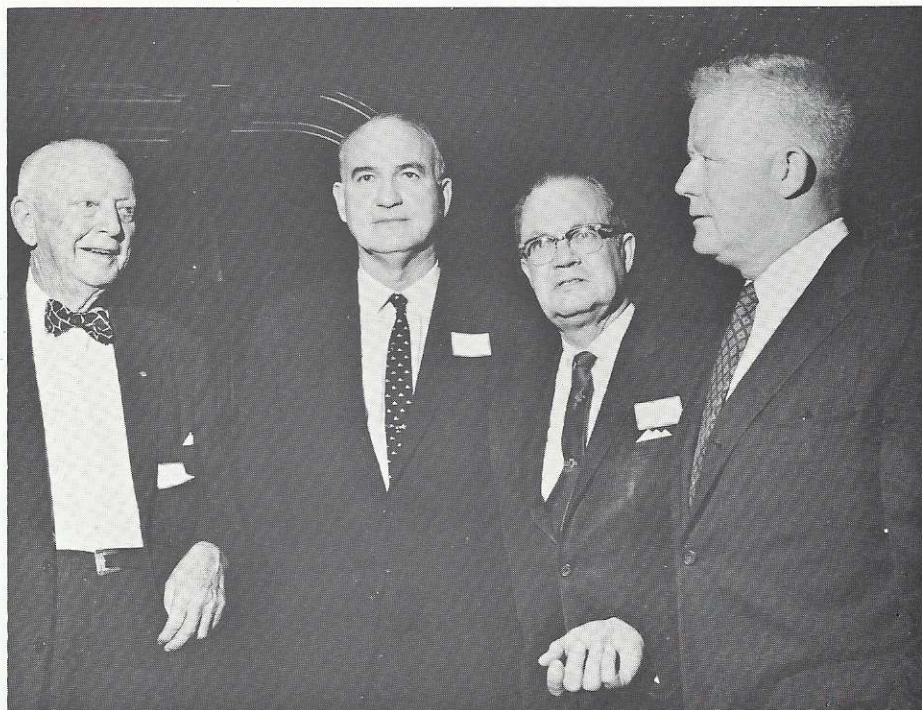
The second Las Vegas jet departure at 10:00 p.m. arrives non-stop in Denver at 12:25 a.m., Kansas City at 3:43 a.m. and St. Louis 5:01 a.m.

## SUBSIDY REDUCED . . . RESULT OF LAS VEGAS ROUTE

Frontier Airlines will reduce its subsidy payment by \$480,000 annually as the direct result of the recent Civil Aeronautics Board (CAB) award of the new non-stop Denver-Las Vegas route.

Commented Lewis W. Dymond, president, "This subsidy saving backs up Frontier's continuing pledge to substantially reduce subsidy when the carrier is granted profitable new routes."

Recent CAB route awards between Denver-St. Louis, Great Falls-St. Louis, Denver-Las Vegas, and the Frontier/Central merger, all in the past year, make it possible for Frontier to reduce its subsidy by an estimated \$1,867,000 annually or by \$5,115 daily during the coming year.



DISCUSSING NEW FRONTIER air service for Las Vegas at the Winter Quarterly Meeting of the Board of Directors held in Las Vegas are (left to right): Dan A. Kimball, Chairman of the Executive Committee, Aerojet-General Corporation and Board member; Thomas F. O'Neil, Chairman of the Board-RKO General, Inc., and Board member; Nevada Senator Alan Bible and Lewis W. Dymond, Board Chairman and President of Frontier.



# SUPER 727 JOINS FLEET

Frontier Airlines flew the first of its new "long-bodied" Super 727 jet aircraft on February 9 at the Boeing Company in Seattle.

Frontier has ordered five of the 727-200's. The second of these aircraft was delivered the last week in February. A third "long-bodied" jet will be delivered in March and the fourth and fifth aircraft will be delivered in late summer of 1968. In addition, Frontier has on order ten Boeing 737-200's, the twin engine pure jet which will complement the larger 727 fleet. The first of the 737 twin jets will be delivered in early 1969.

To provide greater comfort and a more highly improved in-flight service, an additional galley is being added to the Super 727 which will now provide four galleys — two in the forward portion of the cabin and two in the rear. This will enable passengers to receive their in-flight meal and beverage service more efficiently and quickly.

Also being added are cloak closets. One will be positioned in the front of the aircraft, while the other will be at the rear.



FRONTIER'S FIRST AND SECOND BOEING 727-200's fly in formation above the snow-capped mountains of Washington State for final checks. Number one aircraft (foreground) was delivered February 9 and the second aircraft, the last week in February.

As Frontier's first "Dash 200" was being checked out by Frontier executive personnel, the carrier's second "Dash 200" was receiving final checks from the Boeing Company. This provided the extraordinary photograph above of the first two "long-bodied" aircraft in a Frontier formation.

*(Continued on Page 5)*

**THIS IS THE LONG LOOK** of Frontier's new Boeing 727-200. It has a seating capacity for 131 passengers providing both first class and coach accommodations.





# Boeing 727 and 727-200 Jet Aircraft Comparison

The Boeing 727 jet airliner, built in Seattle, Washington, is designed specifically to bring jet speed, comfort and dependability to medium-range airline routes. It is the only three-engine jetliner in use in this country; it is also used in Europe, the Far East, the Middle East, Africa and Australia.

It is the most widely-used jetliner in the world. At the beginning of 1968, more than 500 of the tri-jets had been delivered and were in use by 43 airlines around the world, plus the U.S. Federal Aviation Administration.

Boeing offers three basic versions of the 727: the 727-100, the 727C/QC (Quick Change, cargo convertible), and the 727-200, all of which are now in service.

The 727-100, the original version, began service February 1, 1964. Able to carry a maximum of 131 passengers at speeds of more than 600 mph, it is designed for routes from 150 to 3,000 miles. The maximum gross weight of this airplane when ready to take off, which includes full fuel, passengers, and baggage, is set at 161,000 pounds.

Frontier Airlines received the first of its 727-100's in September, 1966. It now has five of these Arrow-Jets flying on system on routes between Denver and St. Louis, Den-

## SPECIFICATIONS

	727-100	727-200
<b>Dimensions:</b>	Wingspan 108' Overall length 133'2" Fuselage length 116'2" Height from ground 34' Fuselage width 12'4" Wing sweepback 32 degrees at quarter chord.	Same, except: Overall length 153'2" Fuselage length 136'2"
<b>Maximum Gross Weight:</b>	161,000 lbs. standard version; 170,000 lbs. available on cargo versions.	170,000 lbs.
<b>Landing Weight:</b>	135,000 lbs. standard version.	148,000 lbs.
<b>Power:</b>	Pratt & Whitney JT8D-1 turbofans (3) rated at 14,000 lbs. thrust each.	Pratt & Whitney JT8D-7 turbofans (3) rated at 14,000 lbs. thrust each; JT8D-9 rated at 14,500 lbs. optional.
<b>Cruising Speed:</b>	570 to 605 miles an hour.	Same.
<b>Cruising Altitude:</b>	15,000 to 35,000 feet.	Same.
<b>Operational Ceiling:</b>	37,100 feet.	35,200 feet.
<b>Range:</b>	3,000 miles.	2,300 miles.
<b>Passenger Capacity:</b>	Frontier — 24 first class; 75 coach; 99 total.	Frontier — 20 first class; 111 coach; 131 total.
<b>Fuel:</b>	7,174 United States gallons 7,680 United States gallons in alternate configuration.	7,680 United States gallons.
<b>Payload:</b>	32,336 lbs. standard; up to 42,360 lbs. in C optional.	42,275 lbs.
<b>Landing Gear:</b>	Tricycle: dual-wheel units.	Same.
<b>Crew:</b>	Three: pilot, co-pilot, and flight engineer.	Same.

(Continued on Page 6)





## Boeing 727-727-200 Comparison

(Continued from Page 5)

ver and Phoenix/Tucson, and Denver-Salt Lake City.

The 727-200 is almost identical to the 727-100 except that it is 20 feet longer and has a maximum gross weight of 170,000 pounds. It uses the same engines, same wing, and systems (air conditioning, avionics, etc.), reflecting only later developments in the state of the art. Because it is longer and heavier than the basic 727, and still carries the same amount of fuel, it can carry more people—but not as far.

The new aircraft is being used in inaugurating new non-stop jet service between Las Vegas and Denver with continuing through-plane service to Kansas City and St. Louis. The aircraft will also be used on jet runs between St. Louis and Dallas and between Dallas and Omaha by way of Fort Smith and Kansas City.

The "Dash 200," as it is called, can carry as many as 178 people, but its normal maximum range is about 2,300 miles. Even before the first Dash 200 had flown, a number of airlines had decided it was the present-day answer to high capaci-

ty, medium range needs. It is already proving its economic worth on high-density U.S. corridors such as Boston-New York-Washington-Miami, and along the California coast.

The Dash 200 operates at a cost some 20 per cent lower per seat mile than the standard 727 over routes up to 1,500 miles.

The first of these stretched versions was delivered December 11, 1967, and by mid-February, 17 were in service. Some minor differences on the Dash 200 include a rounded center engine inlet (compared with an oval shape for the Dash 100), a strengthened tail skid, three lower deck cargo doors instead of two, a "buffer" skid on the center engine to protect against over-rotation, and two galley areas instead of one, with extra doors to service them. There is also an optional growth version of the Pratt & Whitney JT8D jet engine which delivers 14,500 pounds of thrust compared to the 14,000 pounds now in use.

More than 700 of the 727 models have been sold in various versions, and more than 500 already delivered. Of the total sales, 189 are the long-body 727-200's, ordered by 11 airlines. Boeing's production line turns out about 15 tri-jets per month.

Frontier Airlines was the fourth scheduled carrier in the world to receive the 727-200. Five of these "long-bodied" jets will be flying Frontier's system by the fall of 1968.



RESERVATIONS AGENTS take a familiarization tour of the carrier's newest city, Las Vegas.

## LAS VEGAS PERSONNEL NAMED

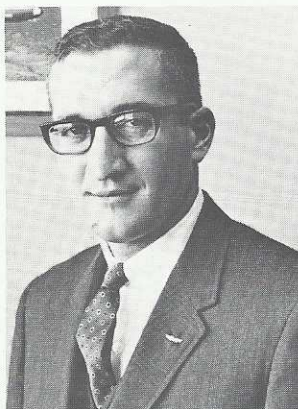
William Novak is Frontier's District Sales Manager in Las Vegas. In this position, Novak is responsible for all Frontier sales activities within the Las Vegas area.

During the past ten months, Novak worked as a Sales Representative in Kansas City for the carrier. He joined the airline in 1959 as a station agent. In addition to working at various Frontier-served cities in Nebraska, South Dakota, Montana and Arizona, he also gained sales experience as a Joint Airline Military Ticket Agent at White Sands, New Mexico.

Heading up the carrier's team at McCarran Field in Las Vegas is LaVerne Martin, Sales/Service Manager. Martin is responsible for all sales/service activities as they pertain to the carrier at McCarran Field.

During the past year, Martin worked as the airline's Sales Service Manager in Great Falls, Montana. He joined the airline in 1959 as a Station Agent in Farmington, New Mexico.

Also working at McCarran Field under the direction of LaVerne Martin are nine station agents. They include: Larry Clark, formerly at Kearney, Nebraska; Charles McGinnis, formerly at Farmington; Billy Towns, transferring from Hutchinson, Kansas; Norman Coldwell, moving from Omaha, Nebraska; Dennis Johnson, formerly from Kansas City, Missouri; Omer Brooks, transferring from St. Louis, Missouri; Charles Eason, moving from Pueblo, Colorado; Robert Miller, transferring from Kansas City, Missouri and Lester Duncan, moving from Dallas, Texas.



WILLIAM NOVAK



AN INCREASE FROM THREE TO FOUR galleys will be made aboard Frontier's new 727-200 to provide an even more efficient in-flight service. Stewardess Linda Crane discusses the benefits of the fourth galley with President Dymond.



## John A. Myers is Director - Special Operations

John A. Myers has been named director of special operations for Frontier.

During the past five and one half years, Mr. Myers worked as director of flight operations. He began his career with the airline in 1947 as a captain with Monarch Airlines, a predecessor company of Frontier.

Prior to becoming director of flight operations, Myers held positions as chief pilot and supervisor of flight training.

As director of special operations, Myers is responsible for all operational aspects of charter flights, both commercial and military. He will also serve as advisor to the flight operations department in administrative and personnel matters. Expansion of charter sales and operations warranted this new department and position.



JOHN A. MYERS

Additional Boeing 727 pure jet aircraft are being added to the charter division. These aircraft will operate daily exclusively for chartering groups.

## 18 New Gals Flying The System

Nearly every three weeks, a new stewardess class ranging between 20 to 30 girls graduates from Frontier's Denver stewardess training school. The 18 girls pictured below are already flying the line as a new class prepares to graduate.



(Left to right): Susanna Witaschek, Angela Scordo, Alexis Fry, Mary Louise Hill, Catherine Crotty, Janice Luntley, Pamela Duane, Nancy Lyster, Donna Lloyd, Edith Beatty, Roberta Brott, Jeraldine Blanchard, Jeanine Williams, Deneise Hoffman, Carol Moening, Seda Bohks, Mary Clarke and Kandi Lawler.

## FAL Credit Union Said "Y'all Come" ... And They Did

Nearly 1,200 Credit Union members attended the FAL CU gathering February 17 in Denver at the Hilton Hotel.

First impressions as one walked into the Grand Ballroom of the Hilton were probably, "Who are all these strangers?" The merger of Central Airlines into Frontier and the addition of new personnel have introduced many new faces and names within the organization. Introductions and handshakes were more than evident throughout the Grand Ballroom that evening as all contingents got together at a delightful affair, one at which employees really got to see just how large Frontier has become.

The executive staff was well represented, headed by President Dymond. Elections of new Board members were conducted and the results find three new members added to the Board with a fourth member being re-elected.

New FAL CU Board members include Dave Burr, DENST; Frank Davidson, DENXZ; Leonard Stuart, DENMH. Lawrence C. Sills, DENSD was re-elected, having previously served as Vice President of the Board of Directors for the past four years.

New Credit Committee members elected included Bobby Carter, DENDF; Clayton Housh, DENDT; and Jean Rowell, DENG0.

(Continued on Page F-3)



## Hess is Manager - General Computer Systems

Named as manager of general computer systems for Frontier is Clifford C. Hess.

In his new position, Hess is responsible for computer systems and programming as they relate to all departments within Frontier except for the reservations department. Prior to joining Frontier, Hess worked with Northwest Airlines for the past 22 years in the computer system/programming field.

Extensive growth through the acquisition of Central Airlines and new routes awarded the carrier by the Civil Aeronautics Board (CAB) have created the need for expanded computer systems and data processing installations.



CLIFFORD C. HESS

## Sales/Service Manager Transfers

**ROBERT BROWN** is the new SSM at Great Falls. He transfers from Kansas City where he was Assistant SSM.

**SAM CALES**, who had been SSM at Dallas is transferring to Phoenix as SSM.

**ED DUNAWAY** has been appointed SSM at Fort Leonard Wood. Ed was previously Senior Sales Representative at St. Louis. Ed requested the transfer to Fort Leonard Wood because of health reasons within his family. Larry Sills, Director of Sales, in learning of Ed's request, said that he will be missed by the Sales Department and it is hoped that Ed will be able to rejoin the sales force again soon.

**RICHARD GIBSON**, formerly Assistant SSM at Dallas now becomes SSM at Dallas.

**JOE MAX JOHNSON** is the new SSM at Alamosa. Joe Max worked as Assistant SSM at the Denver station during the past four months.

**PAUL KREITMAN** has been named SSM at Havre. He had been Senior Station Agent at St. Louis.

## Senior Agents Named

### ST. LOUIS

**E. J. CHLADEK** is now SSA at St. Louis. Previously, he had been Station Agent at St. Louis.

**ANTHONY WILMOTH** is now SSA at St. Louis. He had also previously been Station Agent at that city.

**DONALD SORENSEN** is now SSA at St. Louis. He was previously a Station Agent at St. Louis.

### LAS VEGAS

**DOYLE WILLHITE** is SSA at Las Vegas. He was formerly a Station Agent at Fort Smith.

**DARYLE HOLTE** is also a SSA at Las Vegas. Formerly, he was Station Agent at Williston.

### LAWTON

**JAROLD PICKERING** is a new SSA at Lawton. He had been Station Agent at Cheyenne.

### KANSAS CITY

**J. L. TELGREN** is a new SSA in Kansas City. He was formerly Station Agent at Hays.

**EUGENE IVERSON** is now SSA in Kansas City. Previously, he was Station Agent in Kansas City.

**TRUMAN JETER** becomes SSA at Kansas City transferring from Farmington.

### FAYETTEVILLE

**DELFORD CAUDLE** is now SSA at Fayetteville where he had been Station Agent.

### DENVER

Senior Station Agents at Denver include **Ronald Huet**, formerly Station Agent at Billings; **James Blackburn**, transferring from Fort Sam Houston where he was JAMTO Agent; **George Malizia**, who had been a Station Agent at Denver; **Robert Kunde**, who was formerly a Station Agent at Missoula; and **James Bogan**, who had been Station Agent at Denver.

## SERVICE AWARDS



### 20 YEAR SERVICE PINS

#### — MARCH

Aden, D. H., Svc. Eng., DEN  
Souчек, C. V., Ld. Mech., DEN

### 15 YEAR SERVICE PINS

#### — FEBRUARY

Reynolds, D. B., Stn. Agt., VEL  
Van Buskirk, P. R., Janitor, DEN  
Cruse, G. L., Supv. Prod. Control, GSW  
Gilbert, J. H., Jr., Sls. Svc. Mgr., HOT  
Johnson, J. M., Sls. Svc. Mgr., ALS  
O'Drain, J. F., Sys. Mgr. Voice & Data Comm., DEN

### 15 YEAR SERVICE PINS

#### — MARCH

Kindred, D. E., Sls. Svc. Mgr., SNY  
Koehler, J. D., Stn. Agt., PHX  
Donley, B. G., Aircraft Tech., GSW  
Jones, P. H., Asst. to Pres. Comm. Relat., DEN

### 10 YEAR SERVICE PINS

#### — FEBRUARY

Mackenroth, J. B., First Officer, DEN  
Carter, D. E., Stn. Agt., CPR  
Juengel, R. L., Sr. Stn. Agt., LNK  
Martenson, A. J., Sls. Svc. Mgr., OLF  
McGill, J. R., Stn. Agt., PHX  
Mertens, W. K., Sls. Svc. Mgr., BZN  
Bagshaw, B. B., Capt., SLC

### 10 YEAR SERVICE PINS

#### — MARCH

Choate, H. J., Capt., DEN  
Youngs, M. B., Clrk., DEN  
Frost, H. A., Capt., MKC  
Spencer, I. K., Sls. Svc. Mgr., GLD

### 5 YEAR SERVICE PINS

#### — FEBRUARY

Farley, D. E., Dir. Gen. Accting., DEN  
Walton, J. L., Stk. Clrk., DEN  
Barnes, D. A., Fueller, DEN  
Munro, E. S., Ld. Aircraft Tech., DEN  
Butler, R. L., Stn. Agt., LAW  
Gale, C. M., Res. Supv. Cro., GSW  
Hall, E. R., Jr., Stn. Agt., LAW  
House, E. P., Aircraft Tech., GSW  
Quarles, G. W., Cust. Svc. Supv., STL  
Sweeney, R. W., Ld. Aircraft Tech., GSW

### 5 YEAR SERVICE PINS

#### — MARCH

Pusey, B. B., Clrk., DEN  
Anderson, H. L., Asst. Mgr. Denver Cro., DEN  
Wyatt, S. F., Stew., DEN  
Howell, J., Crew Schldr., DEN  
Levine, C. A., First Officer, BIL  
Radford, E. L., First Officer, SLC  
Elder, B. S., Clrk., DEN  
Penner, K. H., First Officer, DEN  
Cash, C. E., Ld. Rdo. Mech., DEN  
Goodman, S. L., Sec., GSW  
Henderson, R. E., Dispatch Clrk., DEN



## FAL Credit Union Said . . .

(Continued from Page F-1)

Marv Larson, Treasurer, in his report stated that the financial strength of the Credit Union is sound. A good growth factor continued during 1967 with assets increasing by 11.8%, loans jumping 11.2%, savings (members' shares) increasing by 13.5% and a Credit Union income gain of 18%.

Larson went on to say that as of January 1, 1968, a significant step was accomplished with the merger of the former Central Credit Union into Frontier. This produced a much larger organization which will certainly benefit Frontier's entire membership.

Carl Jeffers, Credit Union Manager and Financial Officer along with the Board of Directors, Supervisory Committee and Credit Committee stand ready to provide the best of Credit Union service to all of its members.

A special vote of thanks is in order for the girls working at the Credit Union office: Susan West, Barbara Stallings, Glenda Howe and Gerry Neujahr (Nujar).

## EIGHT NEW APPOINTMENTS ANNOUNCED WITHIN FLIGHT OPERATIONS

L. Scott Keller, Vice President - Flight, has announced the following appointments within the Flight Operations Department. Mr. Keller said a formal organizational chart regarding the changes within the department will be published in the near future.

**ROBERT J. NICHOLSON** is Director of Flight Operations.

**MARK F. BURKE** becomes Assistant Director of Flight Operations-GSW.

**ANDY J. HOSHOCK** has been named System Chief Pilot.

**JIM A. STELTER** is Assistant System Chief Pilot.

**F. D. "JUG" JELLA** is now Division Chief Pilot-DEN.

**BASSEL L. KNIGHT** becomes Division Chief Pilot-MKC.

**WILLIAM A. McCHRYSTAL** was named Division Chief Pilot-SLC.

**ROBERT E. RICH** now becomes Division Chief Pilot, PHX.



**PAUL JONES**, Assistant to the President-Community Relations, receives his 15-year pin from President Dymond. Mr. Jones transferred to Denver from Dallas with the merger of Central into Frontier.

## PASS RIDER COMMENTS

### Abuse It 'N' Lose It

How fortunate we are to be employees of an air carrier which extends to us the privilege of such a liberal pass policy. And how unfortunate it would be if this privilege to use our magic wings—en route to skiing in the high country, or golfing or swimming in the warm sun country, or visiting the folks during the holidays—were to be taken from us.

Thoughtless actions on the part of a small number of NR's could endanger future use of FL's pass privileges by all employees. Embarrassingly enough, the complaints as they pertain to ill-mannered pass riders are coming from our passengers.

Take a moment to quiz yourself — Do you and/or members of your family know the rules governing pass privileges? Do you wait to board flights after all other passengers? (Blocking a seat or seats with an item prior to flight time, then waiting to board last is no fair either.) Do you select your seat and enjoy the flight in a responsible manner — that is, do you keep it to yourself that you are riding on pass, or do you let it be known to all passengers in a boisterous manner across or up and down the aisle to other members of your traveling party and even to strangers?

Do you avoid the ill-mannered greeting, "Hey Susie" or "Hey Mary" when ordering another sip of something from the stewardess? What about using the stewardess as your personal valet? Remember, our paying passengers desire equal time also, and more important, equal quality service, which can only come with enough time. — Do you voluntarily bypass on the meal or snack services when advised that an insufficient number of meals or snacks are on board? When the fasten seat belt sign is lighted, do you stay put or do you feel you have special dispensation because you are an employee?

Thankfully, these thoughtless incidents are in the minority. However, one rude impression is all a passenger needs. All employees then become "labeled." The few guidelines which apply to pass riders are really quite simple to live with. Let's all work more closely together in maintaining this given privilege.

It is hoped that all of us and members of our families (especially when riding by themselves) can answer the above simple guidelines to the affirmative, because the word is out—the skiing this year is better than ever, the weatherman said he will co-operate this coming summer with golfing and swimming weather, and there is still no place like home for the holidays.

## REESE TO MANAGE SYSTEM BAGGAGE SERVICE

Cal Reese, formerly SSM at Phoenix is taking over the new position of Manager, System Baggage Services at Denver.

In this position, Cal will be reporting to Jim Moore, Frontier's Manager-Customer Services.



## Hilo Is Setting For 1968 Regional Seminar



POSED MOMENTARILY before a coconut palm planted on the island by and named after Frontier Airlines as each of the other carriers had done are: (left to right) Hiram Naipo, Jr., Director-Interline and Agency, Aloha Airlines; Ken Unruh, Assistant Manager-Agency and Interline Sales, Frontier; Bill Davis, Manager of the Naniloa Hotel and Stan Kennedy, Vice President-Sales, Hawaiian Airlines.

The new Naniloa Hotel at Hilo on the big island of Hawaii was the setting for the 1968 Regional Airline Seminar organized by United Air Lines. At this Seminar, UAL presented its sales promotion plans for the current calendar year. Demonstrations involving displays, posters, brochures and other on-line materials were presented to members of the regional carriers.

### Judd New Sales Representative

JAMES JUDD, formerly JAMTO Agent at Ft. Leonard Wood, has been named to the sales staff as a representative for the carrier in the Dallas/Ft. Worth area.

### New Operations Supervisors Announced At Denver

Three former Senior Station Agents at Denver have been named to the position of Operations Supervisor at Denver.

The new Supervisors are Ben Gutierrez, Bob Foster and Charles Caruthers.

### Assistant Manager in Flight Provisioning Room Named

J. Abbott, formerly Sales/Service Manager at Alamosa since 1963, has been named Assistant Manager-Flight Provisioning Room in Denver.

In this position, Abbott will be responsible for food, beverage and related commissary supplies used on Frontier flights out of Denver.

### Arrow-Jet Club to Hold St. Patty's Day Dance

It's time again to reach into the bottom of your trunk for those 5" wide green ties, fluorescent colored snapdragons for the lapel or those chartreuse hair ribbons.

Saturday, March 16, the Arrow-Jet Employees Club is holding its St. Patrick's Day Dance at the Airport Holiday Inn at Denver.

The Jay Weider Combo will provide the music. There will also be cocktails, hors d'oeuvres and door prizes. One of these will include a three-day two-night stay at Las Vegas for two.

Tickets are available from Pat Stutheit, DENSX, extension 5100 and Glenn Robinette, DENMG, extension 4818.

\$1.50 - members; \$3.00 - non-members, but the \$3.00 admission fee for non-members will serve as their membership fee.

## Yellowstone Snowmobile Trips Available At Reduced Rates



Employees of Frontier Airlines can now enjoy exciting snowmobile trips into the winter wonderland of Yellowstone National Park.

Frontier Airlines employees wishing to visit the park are offered reduced rates for the snowmobiles and accommodations. Mammoth Inn, located at the North end of the park can be reached by open highway from Bozeman. Rental cars are available at Bozeman. Overnight accommodations are \$4.00 per person, single; and \$2.75 per person, double occupancy.

The snowmobile trip from Mammoth to Old Faithful is nine hours round-trip at \$10.00 per person. Contact Mr. Murray Cox, General Traffic Manager, Yellowstone Park Company, Yellowstone National Park, Wyoming 83020.



## **George A. Smith Promoted To Senior Vice President - Administration**

George A. Smith has been promoted to senior vice president-administration with Frontier.

Smith joined Frontier last August, coming to the carrier from Eastern Air Lines. At Eastern, he had been vice president-properties and facilities for seven years, guiding Eastern's expansion program of reservation centers, offices, terminal and ticketing facilities in key cities served by that airline. At Frontier, he has held the position of vice president-administration.

Smith reports directly to Dymond with the responsibility of co-ordinating activities of various departments of the airline.



GEORGE A. SMITH



L. SCOTT KELLER

## **Captain Scott Keller Named Vice President - Flight**

Captain L. Scott Keller has been promoted to vice president-flight.

Captain Keller, a 21-year veteran, began his career with Frontier in early 1947 as a pilot with Challenger Airlines. With Challenger, he became chief pilot for the Salt Lake City-based company. He later was named assistant chief pilot and Salt Lake City division chief pilot with the creation of Frontier Airlines in 1950 through the merger of Challenger, Arizona and Monarch airlines. With the addition of Boeing 727 jets to Frontier's fleet in the fall of 1966, Captain Keller has been a Boeing 727 training instructor in Denver.

During World War II, Captain Keller instructed and flew with the troop carrier command in the United States and the European theater of operations. Before joining Frontier, he was a pilot for Western Airlines for one year.

A native of Logan, Utah, Captain Keller is a graduate of Utah State University in Logan.

## **Edward H. Gerhardt Appointed Vice President - Public Relations**

Edward H. Gerhardt, a 21-year veteran of Frontier Airlines has been named to the newly created executive position of vice president-public relations for the carrier.

During the past eleven years, Gerhardt has headed the airline's Publicity Department as its director. He is one of the carrier's veteran employees starting as the first station manager in Denver in 1947 for Challenger Airlines, one of the predecessor companies of present-day Frontier. Later, he represented that carrier as district sales manager in Denver and southern Wyoming.

With the formation of Frontier Airlines through the merger of Challenger, Monarch and Arizona in 1950, he became regional sales manager in Phoenix for Arizona and southern New Mexico. Later, he organized the carrier's Publicity Department as its manager.

Although a native of Chicago, Gerhardt grew up and received most of his schooling in Grand Rapids, Michigan. He attended Michigan State University and later served five years in the United States Army Air Corps during World War II. Following military service, he came to Denver to get his BA degree in business administration while attending night school at the University of Denver and working days for Challenger Airlines.



EDWARD H. GERHARDT



# SIX CITIES RECEIVE NEW 727 JET SERVICE

## ADDED JET FLIGHTS SCHEDULED FOR MAJOR TRAFFIC POINTS

Receiving new Boeing 727 jet service for the first time on March 1 are the Frontier-served cities of Las Vegas, Dallas, Fort Smith, Omaha and Bismarck/Mandan and Minot in North Dakota.

Upgrading of Frontier service at these cities is a part of the airline's over-all program which is now providing the first of pure jet service into cities acquired by Frontier through the merger of Central Airlines into Frontier. As a result, cities formerly served by Frontier prior to the merger are also receiving pure jet service for the first time.

Additional jet service is also being added to many of Frontier's major traffic-producing cities which have been receiving jet service since September of 1966.

Effective March 1, two daily flights will provide jet service between Dallas and St. Louis by way of Fort Smith.

Jet service will also be provided between Dallas and Omaha by way of Fort Smith and Kansas City.

Bismarck/Mandan and Minot, North Dakota also receive Boeing 727 jet service March 1 as does Las Vegas.

The schedule will include non-stop service between Denver and Bismarck/Mandan with continuing through-plane jet service to Minot. South-bound jet flights from Minot, Bismarck/Mandan will continue beyond Denver to Phoenix and Tucson.

## Kenneth Smith Named Director-Charter Sales

Named to the new position of director-charter sales is Kenneth C. Smith.

Smith, with a 20-year background in the airline and the travel trade business, rejoins Frontier. He was formerly Frontier's director of sales from 1963 to 1965 until he became vice president of sales for Maritz Travel Company of Detroit, one of the largest sales incentive organizations in the country. In his new position, Smith will direct all sales activities in connection with charter flights. Frontier is expanding its charter activities to include world-wide coverage for travel of sales incentive, convention and tour groups.

Smith's previous airline experience includes seven years with Capital Airlines in Detroit and ten years with American Airlines in New York City, Dallas and Cincinnati. At one time, he headed American's Reservations Department in New York City.



KENNETH SMITH

Another attraction of this new jet schedule is the availability of good connections at Denver to another Frontier Boeing jet for Las Vegas.

Twice daily, morning and evening, service will be provided between Las Vegas and Denver with through service for Kansas City and St. Louis.

Additional pure jet service and jet-prop flights are being added to many other Frontier cities.

Passengers are reminded that several of Frontier's low-cost fares are available on these newly scheduled flights. Typical fares available include Frontier's unique Standby Fare, "Nighthawk" Fares, Family Plan, Clergy Fare, Youth Fare, Group Fares, "Discover America" Fare and Military Fares.

## Air Freight's Courier Service Expanded System-Wide

Expansion of Frontier Airline's Courier Service for shipments of small packages of less than five pounds will be made available over the carrier's entire 15-state system beginning March 16. A low rate of \$3.00 makes it possible to ship between any of the 115 Frontier-served cities throughout the Rocky Mountain West, Southwest and Midwest.

Under the expanded Courier Service program, any commodity weighing five pounds or less can be shipped. The cargo service had previously been restricted to certain city pairs and for certain types of commodities. All such restrictions will be lifted in mid-March.

With the increased cargo-carrying capacity of Frontier's new Boeing 727-200 fleet and the increased use of this jet equipment over additional routes on Frontier's system, it is expected that cargo will increase appreciably over the 51% gains made last year compared with 1966 results. During the past year, Frontier flew 5,755,000 ton miles of cargo compared with 3,822,000 ton miles in 1966.

## "Discover America By Air" Is Theme For Frontier Sales Team

Discovering the wonders of nature in ten of the nation's major national parks is the theme of the sales campaign being conducted by two dozen salesmen of Frontier Airlines in color slide presentations which they will make in eighteen cities in fourteen states across the country.

Beginning in early March and continuing into April, seventeen sales teams will call on reservations and sales offices of other airlines plus the offices of travel agents in major cities in the states of California, Georgia, Illinois, Iowa, Massachusetts, Michigan, Minnesota, New York, Ohio, Oregon, Pennsylvania, Washington, Washington, D.C. and Wisconsin.

In their presentations, FAL's representatives will highlight ten national parks in which Frontier has arranged 29 different vacation packages with all sight-

(Continued on Page 9)



## Phoenix To Be Base For New Reservations Office

Phoenix will be the base for a new Frontier consolidated reservations office.

The new Phoenix reservations center will handle all phone reservations for Tucson and Phoenix, Albuquerque, El Paso, Flagstaff and Las Vegas.

The reservations office in Phoenix is the first step in a program to decentralize the present Frontier central reservations office in Denver, which now employs over 300 persons. The new Phoenix office will employ 40 persons, and 25 of these are expected to transfer from Denver.

In recent months, Phoenix has grown into one of the largest passenger traffic generating points on Frontier's 15-state system. The introduction of Boeing 727 jets into the Phoenix-Tucson-Albuquerque markets has been a major factor in the growth of passenger traffic.

Named as Manager of the Reservations Sales Office in Phoenix is John D. Stewart.

During the past year, Mr. Stewart worked as Assistant Manager of the carrier's Reservations Office in Denver. He joined the airline in 1960 as a Station Agent in Cheyenne, Wyoming. In January, 1964, Stewart transferred to Denver working as a Payload Controller in the Operations Division.

## Air Service To Spokane Applied For

Frontier has applied for an extension of its Montana service into Spokane, Washington, to make that city a co-terminal with Missoula, Montana.

Spokane would receive one-carrier through-plane service to Billings, Montana, the Wyoming cities of Casper and Cheyenne, Denver, Colorado and Salt Lake City, Utah.

Jet-prop Convair 580, Boeing 727 and/or Boeing 737 jet aircraft will be flown on the proposed route.

## Family Plan Pays Off

Mr. and Mrs. J. Holton and family of St. Louis, Missouri, hit the Frontier jackpot when they used the carrier's Family Plan en route to a skiing vacation at Jackson Hole, Wyoming.

Frontier's Boeing 727 jet schedule provided excellent connections at Denver to the carrier's jet-prop service to famed Jackson Hole. As an added convenience, the carrier also provided free of charge sturdy, colorful, telescopic containers for the protection of skis and poles.

## Tour Folder Describes 29 Vacations In 10 National Parks

Twenty-nine three to six-day vacations throughout ten national parks are described in detail within a new 1968-69 Frontierland tour folder.

Contained within the folder are sample Frontier budget air fares with the family in mind, rates on overnight accommodations and specific information as it pertains to each individual vacation plan.

National parks served by Frontier are: Canyonlands National Park, Carlsbad Caverns National Park, Glacier National Park, Grand Canyon National Park, Grand Teton National Park, Hot Springs National Park, Mesa Verde National Park, Mt. Rushmore National Memorial, Rocky Mountain National Park and Yellowstone National Park.

Recently added to the carrier's host of great national parks are Glacier and Hot Springs. Service to Hot Springs National Park was made possible through the merger of Central Airlines into Frontier October 1, 1967.

In addition to national park vacations, Frontier will be offering dude ranch vacations from early spring to late fall at over 40 western ranches. Details about dude ranching vacations for the entire family and other family package plans will be made available mid-March.

## "Discover America By Air"

*(Continued from Page 8)*

seeing, hotel charges and airport transfers included. In addition, the carrier has packaged eight-day dude ranch vacations in 42 selected dude ranches in Colorado, Montana, Wyoming, Nebraska and Arkansas, including accommodations, meals, saddle horse riding, fishing and just plain western hospitality.





## NEW CODY-BILLINGS AIR SHUTTLE IN OPERATION

Arrangements have been made for a new air shuttle service between Cody and Billings, Montana operated by the Montana Aircraft Company of Billings. Connections can be made for Frontier flights providing expedited service to and from Denver and Salt Lake City.

The new shuttle service, already in operation, is operated with six-passenger twin-engine Aero Commander aircraft departing Billings early afternoon for Cody. Passengers from Oklahoma and Texas as well as Denver, Cheyenne, Casper and Salt Lake City can connect at Billings for this flight.

Out-bound shuttle service from Cody departs mid-afternoon for Billings with connections to Frontier flights operating to Salt Lake City by way of Jackson Hole and to Denver by way of Casper and Cheyenne with through service to Oklahoma City and Dallas/Ft. Worth.

## AIRLINES/TRAVEL AGENCY SKI BUFFS SCHUSS MT. WERNER

Fifty key sales and customer service personnel representing five airlines and several travel agencies from major eastern cities received a firsthand look at the popular Mt. Werner Ski Area located in Steamboat Springs.

Purpose of the trip was to familiarize the personnel, who live in other sections of the United States and who deal directly with vacationists, with the easy accessibility to and from skiing vacations. Also with the scenic and fun attractions and activities to be enjoyed by thousands of families who seek winter vacations in the high country of the Rocky Mountain West.

Making it more economical for families and ski groups to fly to Rocky Mountain ski areas, Frontier Airlines has established Ski/Fly package plans which provide as much as a 33 1/3 off the regular cost. Included are air travel, ground transportation, overnight accommodations, meals and lift tickets.

## GREAT SNOW/HOSPITALITY GREET INTERLINE SKIERS AT UTAH

Without a doubt, the Third Annual Interline Ski Party held mid-February at Utah was a smashing success.

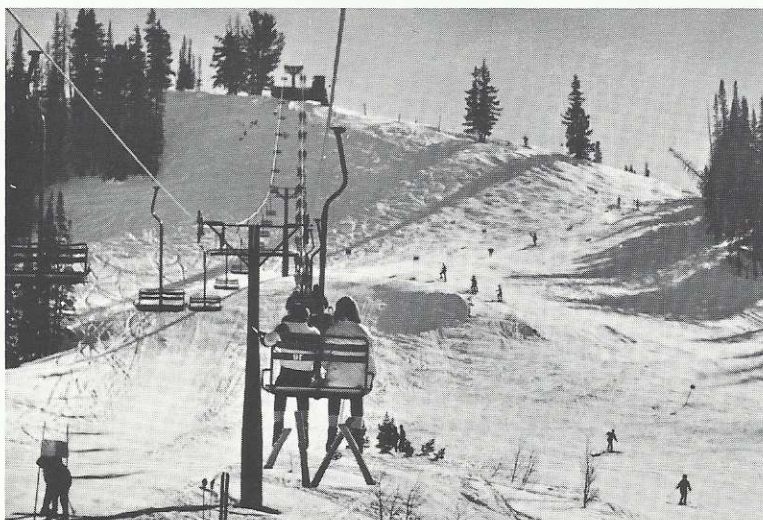
The Utah weatherman co-operated fully with new, fluffy white stuff and the group's hosts in Salt Lake City followed through with genuine Western hospitality.

Members of the Salt Lake City Chamber of Commerce and Winter Sports Committee as well as the motel managers put together a terrific package which spelled great fun in great Utah snow.

Many of the skiers arrived in Salt Lake City on Frontier's Boeing from St. Louis, Kansas City and Denver. Upon arriving in Salt Lake City, the schedule was well planned for the utmost of skiing.

Three areas were skied: Brighton, Alta and Park City. All were great. The first day got off to a good start at Brighton with members of the

*(Continued on Page 12)*



SHORT LIFT LINES and great snow allowed plenty of runs at Brighton.

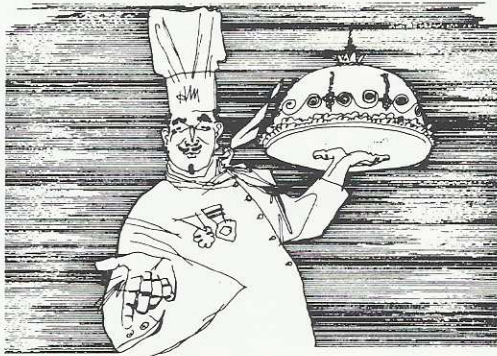


NEARLY 150 INTERLINERS turned out for the ski holiday at Utah. They represented Frontier, United, Western, Continental, Delta, North Central, Bonanza, American, West Coast, Ozark and SAS.



TERRY JACKSON, Frontier-Denver, gets a helping hand out of powder by Constance Stec (left), United Air Lines-Denver and Bobby Reynolds, Continental-Denver.





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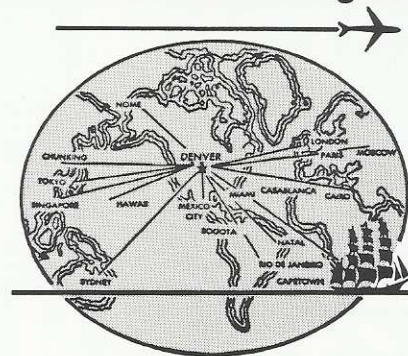
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# SPRING SKIING IS AROUND THE CORNER

Skiing in good corn snow under a true blue Western sky will be on the ski buffs in no time. Jackson Hole as well as Mt. Werner, Purgatory and over thirty other ski areas throughout Frontier Airline's system will provide the ultimate in spring skiing.

Frontier provides daily flights to all its ski areas with pure jet and jet-prop aircraft.

## Great Snow/Hospitality Greet Interline Skiers At Utah

*(Continued from Page 10)*

ski patrol as well as instructors showing the group the many varied runs and trails which offer different degrees of challenge. Brighton, located just 25 miles east of Salt Lake City in the big Cottonwood Canyon area offered plenty of fresh powder and ample pack. The after-ski fun at the lodge located right near the lift was a delightful end to a great day of skiing.

Onward to Alta, much powder was also encountered at this area located just 26 miles Southeast of Salt Lake City. The runs were long and varied as they were at Park City and provided a perfect setting for the Third Annual Interline Ski Party.

For those of you who were unable to attend, keep an ear tuned to Salt Lake City and to Frontier Airlines. You will be informed of the Fourth Annual Interline Ski Party well in advance.

Participating motels in this year's Interline Ski Party were Covey's Little America, North Temple Travel Lodge, Ramada Inn and the Roadway Inn.



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MARCH, 1968 • Vol. 17—No. 2

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*Frontier Airlines, Inc.*

*5900 East 39th Avenue*

*Denver, Colorado*

E. H. GERHARDT, Vice President-

Public Relations

NEAL AMARINO, Mgr. News Bureau

KANDEE STEPHENS



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FRONTIER AIRLINES  
5900 EAST 39TH AVENUE  
DENVER, COLORADO 80207