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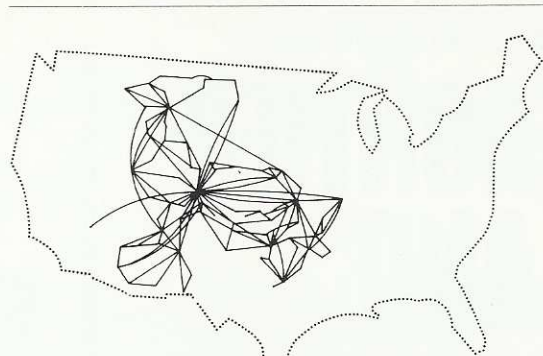
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EXECUTIVE EDITORIAL



Frontier Airlines — Serving 116 cities
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Welcome to Frontierland — and to this issue of the FRONTIER NEWS which presents for the first time a new format and content.

FRONTIER NEWS is a monthly magazine published by the Public Relations Department of Frontier Airlines exclusively for the enjoyment of passengers, employees and friends of the carrier.

Be it skiing, hunting or fishing in the high country of the Rockies, or golfing, swimming or dude ranching in the sun country of the Southwest, you will read about and see it pictorially here in the "new" FRONTIER NEWS.

We at Frontier trust you will welcome this new content of features among which are exclusive travel suggestions on where throughout Frontierland to enjoy treasured days of leisurely relaxation and fun.

A few short items about the airline's rapid growth will also be included. For instance, did you know that Memphis, Tennessee on October 27 became the 116th city and 16th state to be served by Frontier? Page 15 in this issue has it. FAL as a matter of fact, is the second largest air carrier in the United States in terms of number of cities served.

Watch for the FRONTIER NEWS to grow with lively color throughout the publication as well as additional travel features and short items of interest designed to provide relaxing and informative reading.

We invite you to take this copy of FRONTIER NEWS with you for your reading pleasure, and perhaps, for family members or friends at your destination.



EDWARD H. GERHARDT
Vice President - Public Relations

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FEATURED IN THIS ISSUE



Big Eight Football At Its Best Page Five
A hard-hitting look at gridiron facts which spell out that this is the year for the Big Eight.



Gridiron Spectaculars Captured on Frontier Film . Page Nine
Twenty-seven minutes of spectacular action guaranteed to make any fan wish the grid season would never end.



**Mormon Tabernacle Choir —
From Frontier to Frontier** Page Ten
Choir trips — via horse and buggy in the early frontier days to present-day high-flying via Frontier Airlines.



Denver's Historic Larimer Square Page Eleven
In addition to those in Chicago, Philadelphia and San Francisco, Denver now boasts one.



Southwest Holiday Page Twelve
Comes the snow, those palm trees and golf greens of the Southwest will be a welcome sight.

Frontiersman Page Fifteen
Items of interest about fast-growing Frontier Airlines.

NOVEMBER, 1968 **FRONTIER NEWS** VOL. 17, NO. 4

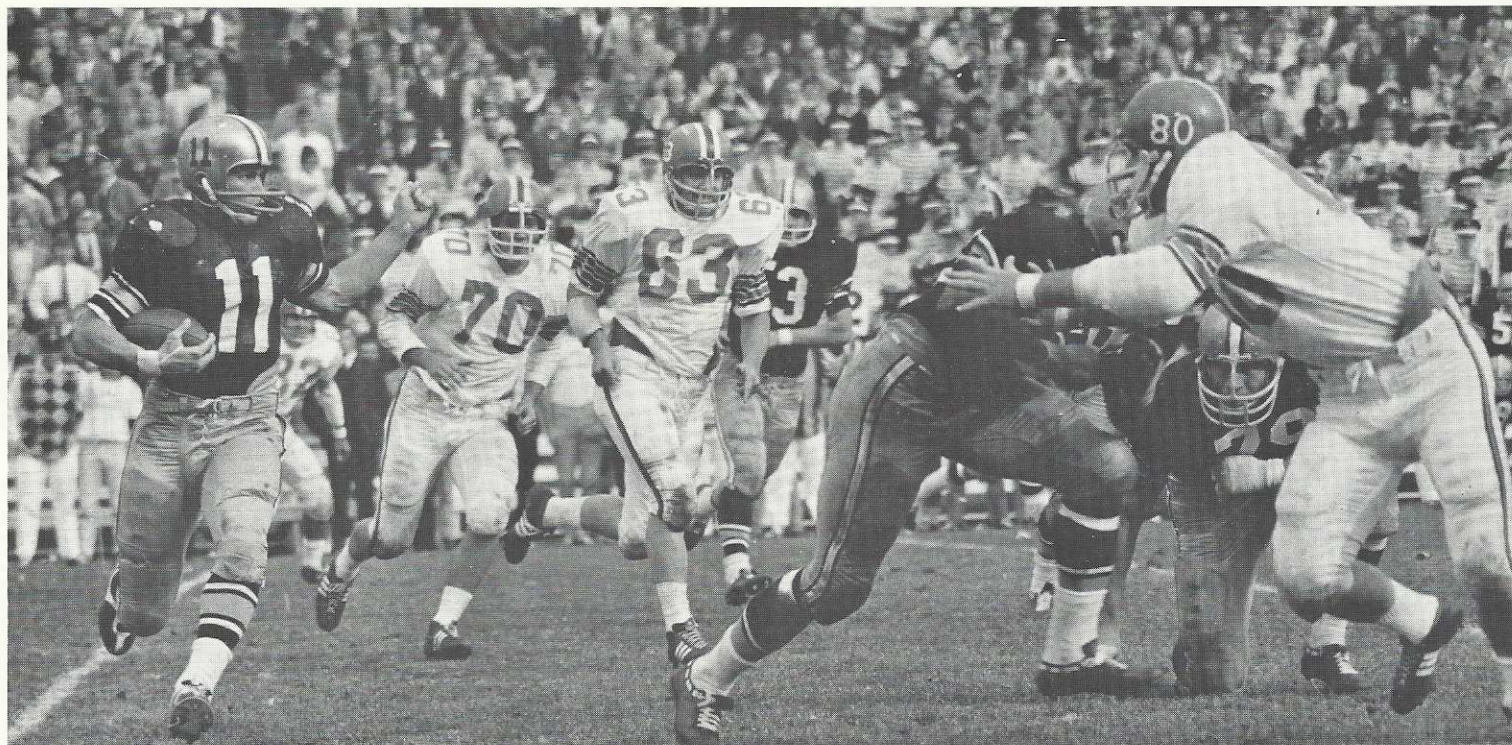
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Colorado's Bob Anderson (11), the most valuable player in last year's Bluebonnet Bowl after the Buffs skipped past Miami (Florida), 31-21, moves outside for another long gainer during a sophomore season in which he gained over 1,300 total yards.



at its best

This is it, the year of Big Eight Conference Football. Why? Seven of the eight starting quarterbacks and 21 of the top 32 backs are mixed in with over 110 returning starters. No less than five teams have gained mention as "top ten nationally" material.

All of this and it comes the year after the Big Eight reigned as No. 1. Members had a 16-9-1 record against outside competition — the best in the country. And, with Colorado winning the Bluebonnet Bowl (31-21 over Miami) and Oklahoma the Orange Bowl (26-24), that season had a very fitting climax with the Big Eight becoming the only major conference to win a pair of the prestige-providing post-season games.

However, no matter how great 1967 might have been, that is the season that was. There is much more this time to create the air of optimism which shrouds the area within Frontierland where Iowa State, Kansas State, Oklahoma State, Colorado, Kansas, Missouri, Nebraska, and Oklahoma are all beginning their moves to the title in the 62nd year of Big Eight football.

The balance of the Conference and the potential of the teams has been best outlined by Colorado's Eddie Crowder with his: "For the fans, those who aren't

totally wrapped up in one club, this should be the best season ever in the Big Eight.

I wish it could be as enjoyable for those who coach in it."

The looking ahead to 1968 for the Big Eight began right after the two big bowl wins. Then came the production of a picture window from which to preview 1968 football, Big Eight Style, with Frontier Airlines' "Best of Big Eight Football," a highlights film which provides a very vivid look at the best who returned this fall, playing in Big Eight surroundings.

A look at this 27-minute montage of colorful football action quickly reflects the reason for the optimistic outlook of league partisans. This enthusiastically accepted preview quickly calls attention to just why this won't be an enjoyable year for Conference coaches.

Efforts displayed by such returning stalwarts as all-Big Eight backs Bob Douglass of Kansas, Bob Warmack and Steve Owens of Oklahoma, and Dick Davis of Nebraska, as well as plays executed by Colorado's Bob Anderson, Oklahoma State's Ronnie Johnson, Kansas State's Bill Nossek, Missouri's Jon Staggers, Nebraska's Frank Patrick, and Iowa State's John Warder, make up the main backdrop of this film.

These athletes make up the main backdrop for this season, too, as they, when added to over 100 other returning starters, provide the pre-season pickers with so many more variables than usual with which to work.

After becoming absorbed in numerous long sessions arguing the merits of the eight teams, the gen-

(Continued on Page 6)

BIG 8 CONFERENCE

(Continued from Page 5)

eral consensus of opinion generated is that any team could win the title and a trip to a bowl of its choice.

Who will it be? Too often, since the start of the 60's, the pickers have been plucked. Evolution has changed the old monicker of the league from "Oklahoma and the Seven Dwarfs" (hung on the Conference back in the days of Bud Wilkinson's domination) to "Oklahoma and the Seven Giants."

It is the continual development of the "seven giants" that has turned guessing into the lost art of the Big Eight. This talent balance in the Conference also puts the Sooner movement toward a second straight championship in serious jeopardy.


Oklahoma rightfully does deserve to be an early favorite. But as one coach put it: "I can't see anyone in the league who won't be better than last year. It is still a time until the end of the season."

The lean toward the Sooners was possible with a glance at the returning backfield. First, there is Bob Warmack, the "Wicked Worm" (photo left) who has become, in just two seasons, the greatest quarterback in Oklahoma history (yes, his figures top even those of Darrell Royal, Jack Mitchell, Eddie Crowder, and Jimmie Harris). Then there are Steve Owens, the Big Eight's leading ground gainer and scorer last year, Eddie Hinton, an exceptional receiver and break-away threat, and Mike Harper, the hard-blocking fullback.

Veteran Steve Zabel, Byron Bigby, Ed Lancaster, Ken Mendenhall, and Joe Killingsworth return up front on offense. Defensively, the Sooners suffered a few more losses, including all-American Granville Liggins, but do have linebacker Don Pfrimmer, safety Steve Barrett, and linemen Jim Files and Dick Paaso returning.

A grueling schedule faced the Sooners this time. Any team opening against Notre Dame, North Carolina State, and Texas, before hitting the strength of the Big Eight, deserves every point it can get.

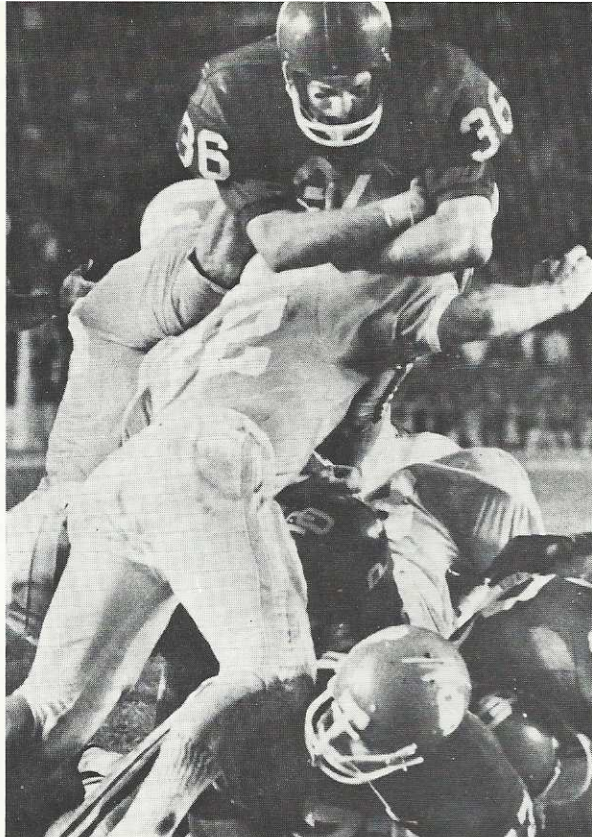
Most figure that if the Sooners falter, either up-



Oklahoma's Bobby Warmack, the leading quarterback in Sooner history, hurls the winning touchdown pass in 14-10 win over Kansas last year, sending Oklahoma to the Orange bowl, where it beat Tennessee, 26-24, for one of two bowl game wins by Big Eight Conference football teams.

Behind a fleet of blockers, Kansas' returning all-Big Eight quarterback Bobby Douglass (10) shows why he was named the Big Eight's most improved player last fall when he led surprising Kansas to a tie for second in the Conference. Douglass rose from obscurity as a junior to lead the league in total offense, coming within eight yards of the Big Eight's seasonal record with his 1,741-yard accumulation.





Oklahoma's Steve Owens (36), going over the top for the third touchdown against Tennessee in Sooners' 26-24 Orange Bowl win, was the Big Eight Conference's leading runner with over 800 yards, and went on to make all the all-Conference teams as a sophomore, though he never started a game for the Oklahomans.

start Kansas or powerful Missouri will be waiting to take over as the Big Eight's titlist. The Jayhawks were the surprise last year and should be even better this year. Main reason for the Hawks wishing to look through crimson-colored glasses is a lanky lefthander, Bobby Douglass (photo bottom page six, number 10), who came within eight yards last year of stamping himself as the greatest total-offense producer in the history of the league.

Douglass can run with the ball, either inside or outside, showing deceptive maneuverability and speed. He can also pass — and how! His top receivers, John Mosier and John Jackson, return. Also present is a new catching phenom, George McGowan, a split end. John Zook, a potential all-American defensive end, Mickey Doyle, Pat Hutchens, Orville Turgeon, and Emery Hicks anchor the opponent-stopping platoon.

Missouri was the only team in the Conference missing a starting quarterback. But Dan Devine, not overly worried, has last year's back-up man, Garnett Phelps, and transfer Terry McMillan, plus sophomore Mike Farmer (he missed spring practice because of an injury).

Jon Staggers is back at halfback, though, giving the Tigers one of the most exciting backs in the league. And, with junior college transfers Tyrone Walls and Mel Gray (yes, he is the one who set a new juco standard for 100 meters at the Kansas Relays last spring), Missouri could have the speediest backfield in the league.

Nebraska, many figure, could turn out as good an offensive team as it has had in years. It is built around the biggest of the collegiate quarterbacks, 6-7 Frank Patrick, who passes downhill and does it quite

(Continued on Page 8)

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BIG EIGHT CONFERENCE

(Continued from Page 7)

Orduna and Mike Green, who have the added ability of being able to run for daylight.

At fullback is Dick Davis, an all-Conference performer. All three like to field Patrick's pitches, too, as Orduna and Davis, in particular, helped Patrick break all Big Eight throwing records for sophomores — he led the Conference with 1,449 aerial yards and 116 completions. Defensively, some shoring has to be done — gone is all-American Wayne Meylan.

Bluebonnet Bowl champions Colorado seem to have completed a major rebuilding job to be post-season repeaters. The Buffs pulled in the slack created by a massive injury problem last year with a highly touted group of sophomores. Thus, a great deal more experience returns than might be expected. Proof of the pudding was shown by Buff victory over the Sooners this season 41-27. Of course, the two offensive mainstays for the Herd were sophomores Bob Anderson, a do-everything quarterback, and Monte Huber, a sharp receiver.

A good chance of breaking into this fivesome appears to belong to Oklahoma State. The cowboys lost only two part-time starting linemen off their potent offensive unit, which features quarterback Ronnie Johnson, halfback Jack Reynolds and blocking-center Jon Kolb. Defensively Larry Gosney, now at linebacker after two illustrious years at tailback, John Little, and Joe Esch are good as they come.

Speed and overall offensive ability projects Kansas State into at least the role of the spoiler this year. Newcomers Mack Herron and Charlie Collins can flat fly. Not only that, they can catch and carry the ball, too.

Bill Nosseck returned to his quarterbacking spot, but is sharing it with an outstanding sophomore, Lynn Dickey. Dave Jones is destined to become the all-time leading receiver in Big Eight history, and main running back Cornelius Davis will quickly become one of

14 in league annals to gain over 2,000 yards — he also has a real good shot at Gale Sayers' all-time rushing mark if he duplicates his 1,000-plus sophomore season.

"We're going to be better, and I honestly think we're on our way to being good," says the Cat's Vince Gibson. "However, in this league, you have to win the national title to win the Conference."

Iowa State, with a new coach and the start of a new era, could be playing more sophomores than the rest. Still stability is provided offensively with the return of quarterback John Warder and halfback Ben King. Coach Johnny Majors, an all-American at Tennessee during his collegiate days, could end up using such outstanding sophomores as Jock Johnson, John Griglione, Otto Stowe, Bill Easter, Tom Lorenz, Roger Guge, and Jerry Berna in key offensive and defensive spots. However, these are good yearlings and are figured to be the big names if Cyclone football rises in the near future.

The demonstration of talent of those in the Conference's leadership roles has been spliced into "Big Eight Football at Its Best" to whet the grid appetites of Frontierland fans.

Last year's race featured the best balance between teams in the history of the league. This year's Big Eight race, with such a preponderance of talent can be viewed no differently.



1968 BIG 8 CONFERENCE FOOTBALL SCHEDULE

SHADED AREA DENOTES CONFERENCE GAMES

PLAYING DATES	IOWA STATE	KANSAS STATE	OKLAHOMA ST.	COLORADO	KANSAS	MISSOURI	NEBRASKA	OKLAHOMA
September 14	BUFFALO Home						WYOMING Home	
September 21	ARIZONA Home	COLORADO ST. Home	ARKANSAS Little Rock—N	OREGON Home	ILLINOIS Away	KENTUCKY Away	UTAH Home	NOTRE DAME Away
September 28	BRIGHAM YOUNG Away—N	PENN STATE Away		CALIFORNIA Away	INDIANA Home	ILLINOIS Away	MINNESOTA Away	N. CAROLINA ST. Home
October 5	COLORADO Home	VIRGINIA TECH Away	TEXAS Away—N	IOWA STATE Away	NEW MEXICO Home	ARMY Home		
October 12	KANSAS STATE Away	IOWA STATE Home	HOUSTON Away—N	MISSOURI Away	NEBRASKA Away	COLORADO Home	KANSAS Home	TEXAS Dallas
October 19	OKLAHOMA Away	COLORADO Away	KANSAS Away	KANSAS STATE Home	OKLAHOMA ST. Home	NEBRASKA Home	MISSOURI Home	IOWA STATE Home
October 26	KANSAS Home	MISSOURI Home	NEBRASKA Home	OKLAHOMA Home	IOWA STATE Away	KANSAS STATE Away	OKLAHOMA ST. Away	COLORADO Away
November 2	NEBRASKA Home	OKLAHOMA Away	MISSOURI Away	KANSAS Away	COLORADO Home	OKLAHOMA ST. Home	IOWA STATE Away	KANSAS STATE Home
November 9	MISSOURI Away	NEBRASKA Away	COLORADO Home	OKLAHOMA ST. Away	OKLAHOMA Home	IOWA STATE Home	KANSAS STATE Home	KANSAS Away
November 16	OKLAHOMA ST. Away	KANSAS Home	IOWA STATE Home	NEBRASKA Home	KANSAS STATE Away	OKLAHOMA Away	COLORADO Away	MISSOURI Home
November 23		OKLAHOMA ST. Home	KANSAS STATE Away	AIR FORCE Home	MISSOURI Away	KANSAS Home	OKLAHOMA Away	NEBRASKA Home
November 30			OKLAHOMA Home					OKLAHOMA ST. Away

grid spectaculars captured on frontier big eight film

Who has been watching Frontier's "Big Eight Football at Its Best" and what has been the reaction to the film?

Ever since the release of the 27-minute color highlights movie of Big Eight football, presented by Frontier Airlines, it is estimated that well over three million persons have seen the film, whether it be at one of the premiere showings, on television (so far, over 40 stations in eight Frontier-served states have programmed it), a quarterback club meeting, or during a service club program.

The reactions to the film have been many, but virtually all boil down to "excellent," making this initial joint venture of Frontier Airlines and the Big Eight Conference a success in the eyes of all.

A sampling of comments regarding the film include the following (all are taken from reviews of the film by Frontierland sports writers or from audience report cards, filed after the film's showing):



Conference Commissioner Wayne Duke (left) and Lewis W. Dymond, President and Chairman of the Board for Frontier, talk over highlights of the film at a premiere showing.

"It is 27 minutes of spectacular action guaranteed to make any football fan wish another long, hot summer were over," writes Dick Wade, assistant sports editor of the Kansas City Star.

"Frontier's interest has allowed the production of the best football film I've ever seen," claims Dan Devine, head football coach at Missouri. "We're extremely pleased to know that our football programs have the support of such an outstanding organization."

"They have tediously spliced up 150,000 feet of film into a highly selective 970 feet of spectacular football excitement," starts Chet Nelson, sports editor of Denver's Rocky Mountain News. "It is a credit to Frontier Airlines and the Big Eight Conference."

"This film provides a great stimulant for high school footballers," says a high school football coach. "Frontier Airlines should be commended for its foresight by becoming involved in a project to benefit youth."

"Excellent," starts another. "This film was edited outstandingly — the audience can hardly wait for fall."

"Most reactions were of excitement to this very colorful film," adds a service club program chairman. "Our special thanks goes to Frontier Airlines for making this tremendous film available."

"This is a very well done representation of good football," begins another viewer. "Frontier and the Big Eight should be congratulated for collaborating on this outstanding film and making it available to the public."

So the comments go. The universal form of positive acceptance has been pleasing to Frontier President Lewis W. Dymond and Big Eight Commissioner Wayne Duke, too.

"We felt from the beginning that the association of the Big Eight and Frontier Airlines would be good," says President Dymond. "Frankly, however, the interest in this initial joint venture has far exceeded our expectations."

"This association of the Big Eight and Frontier Airlines has been quite beneficial to all," says Duke. "With Frontier's good help, we've been able to emphasize the high caliber of football played by Big Eight institutions, as well as to provide the Conference's countless fans top-flight entertainment reflecting this outstanding competition with the production of this film."

Available without charge, for use by service organizations, educational and church groups, and other organizations, "Big Eight Football at Its Best" can be booked through any of the 116 Frontier Airlines stations, athletic department personnel of Big Eight Institutions, and the Big Eight office in Kansas City.



Discussing Big Eight Conference highlights at the premiere showing in St. Louis are (left to right): Al Onofrio, Head Assistant Coach, Missouri; Wayne Duke, Commissioner-Big Eight Conference; Dan Devine, Head Coach, Missouri; and Prentice Gautt, Assistant Coach, Missouri.

Mormon tabernacle choir...

from

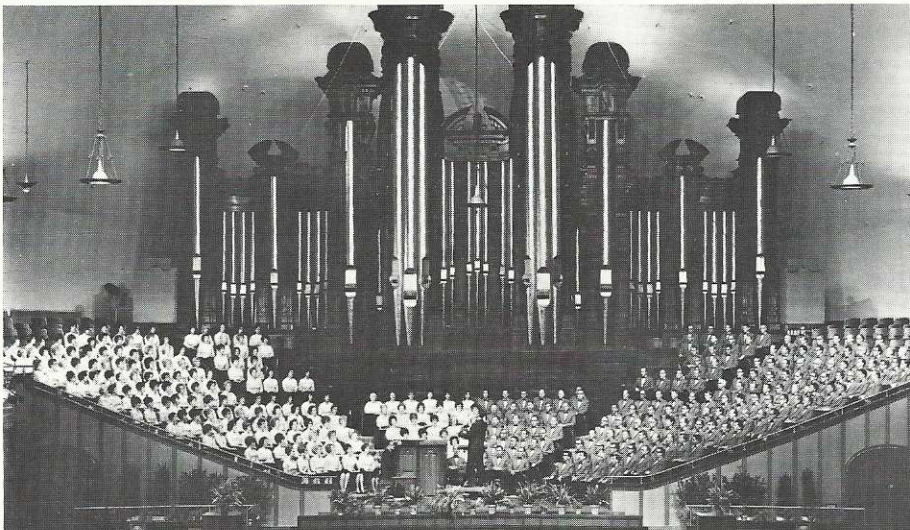
frontier to Frontier

Transporting 450 performers 4,000 miles on a six-day concert tour would have been considered a pipe dream by those members of the Salt Lake City Mormon Tabernacle Choir (photo lower left) of 1893. But just as sure as the Mormons trekked via wagon across this nation of ours and built their capital at water's edge of the Great Salt Lake, man spearheaded a technical drive which today provides the world's peoples with comfort and luxury at a time-saving 600 miles per hour and more at altitudes of 30,000 feet and higher.

How wonderful this accomplishment is, not only with regard to the



Frontier Airlines' Boeing 727 Arrow-Jets stand ready to air lift the Mormon Tabernacle Choir on Tour.



The Salt Lake Mormon Tabernacle Choir at home in the famous 101-year-old Tabernacle in Salt Lake City. Richard P. Condie conducts.

end product of man's intellectual mind, but for a far more basic reason. Now thousands upon thousands of individuals may sit in deep communion of thought, as they often do, listening in person, thanks to our jet age, to the vibrant sounds of the world-famed Mormon Tabernacle Choir.

For this outstanding group of 450 singers, technicians and aids, a performance before a packed house of thousands in Dallas one day with another in San Antonio the following morning, and the next in Mexico City the third day, and yet another back home in Salt Lake City for thousands more through the voice of radio is all in a few days schedule. How much more impressive this crisscrossing of the nation in so few hours is for the elder members of the Choir, who vividly recall the days of the horse and buggy tours.

For those who have not had a chance to hear the famed Choir in concert, they may listen to the weekly radio broadcasts aired every Sunday morning on the CBS network as they have been continuously since 1929. To hear this group is a privilege and a moving experience.



Seventy-five years ago in 1893, this was the scene when the Mormon Tabernacle Choir train departed from Union Pacific depot on August 29 en route to Chicago.

DENVER'S HISTORIC

LARIMER SQUARE

If you are a fun-loving type, history buff, gourmet, shopper-browser, art lover or small fry, you will find your nitch in Denver at Larimer Square. Made up of a preservation project, Larimer Square consists of buildings 80 to 100 years old refurbished and tastefully blended with restaurants, shops and galleries.

Back in 1858, a fellow named General William P. Larimer put up Denver's first "permanent" building — a log cabin located at what is now 15th and Larimer Streets in lower downtown. The city grew on the spot with two and three story gingerbread-like structures. The first territorial legislature met here — and so did the Vigilantes. One could buy a haircut, furniture, saddles, fancy goods and booze in the burgeoning commercial block between 14th and 15th Streets on Larimer. During the Gold Rush into the turn of the century, Denver got the reputation as a boisterous, fun-loving place to be.

But the city, like most, got busy booming elsewhere and moved away from Larimer Street. The area of Larimer became "Skid Row" when skyscrapers sprouted uptown. Further along on Capitol Hill, expanders leveled the huge mansions of the old mining barons and replaced them with apartment complexes. Many other downtown landmarks vanished as well.

Mrs. Dana Crawford, originally a flatlander from Kansas, viewed Denver's demolition and decided to do something about it. She and her husband, John, a consulting geologist, searched under the decaying facades of Denver and came up with a single block of Larimer Street — the city's most historic and architecturally significant block, and conveniently located just a short stroll from your downtown hotel.

The Crawford's project for preservation and profit was formed as a corporation in late 1964. Larimer Square opened a year later. Workmen sandblasted and painted the brick buildings, installed gaslights and modernized interiors complete with electricity, central heating and air conditioning. In some areas, courtyards, arcades and malls were carved out among the buildings keeping the original Victorian trim and adding artifacts salvaged from demolished Denver landmarks.

First tenant was an old fashioned beer and banjo parlor. Today, there are also other choices such as Mexican and German specialties. Also fun to visit is a sunken sidewalk cafe, with a wide range continental menu. This is coupled with a Sarsaparilla and Sandwich Shoppe which is a gay turn-of-the-century ice cream parlor.

As for entertainment, you'll generally find an art show (the

(Continued on Page 14)



C'EST

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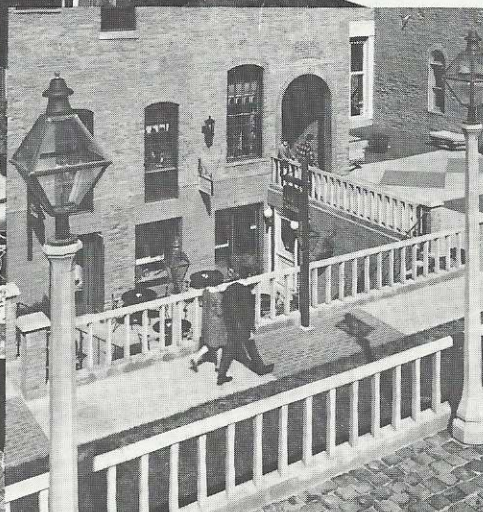
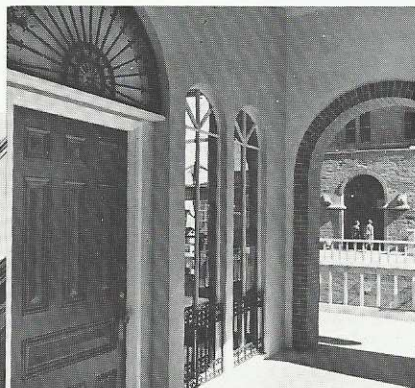
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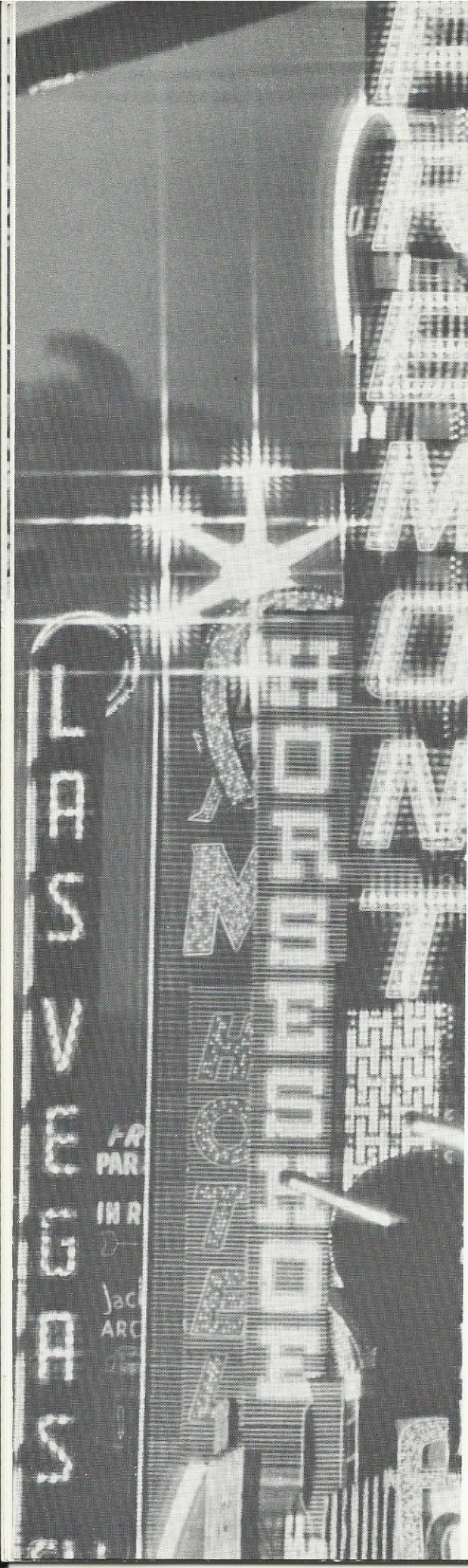
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those palm trees and golf
greens of the southwest
will be a welcome sight

If you think a good vacation should be filled with a warming sun, swimming, spectacular scenery and a leisurely pace, then you should seriously consider a Frontier Airlines' Southwest Holiday at Las Vegas, Palm Springs and Phoenix/Scottsdale.

Set in what was once barren desert, these four family-oriented fun cities are now ranked among the most popular resorts in the world. Gone is the dry waste land and in its place stands resort hotels, motels, dude ranches and inns gracefully laced with lush green golf courses, swimming pools and endless breathtaking vistas of Southwestern scenery.

A 300 mile circle drawn in the heart of the Southwest marks the three-state area easily accessible by Frontier Airlines and its interline partners.

Las Vegas, combining a pleasurable blend of daytime sunshine fun with glittering nighttime marquees and stage lights, is an uninhibited city that pays little attention to the clock. Appropriately called "The Broadway of the Desert," the many plush resort hotels along the famous "Strip" come alive at sundown with the gayest array of top-notch talent from the world over. In that three-mile stretch, one can easily see the current top names in entertainment playing to enthusiastic audiences in the theater restaurants, while at the same time spectacles like earthquakes, waterfalls, battles at sea and numerous variety acts are being performed in the several outstanding production shows

(Continued on next page)

(Continued from page 12)

offered. Daytime Las Vegas is more than meets the eye of the casual observer. A dozen lush green golf courses are within minutes of the "Strip" and several are on the grounds of the resort hotels. Tennis courts, an international motor speedway and vivacious show girls sunning themselves by swimming pools are nearby.

Located in the backyard of Las Vegas is scenic Lake Mead and Hoover Dam. This complex is well worth a visit. Guided tours of the Dam and powerhouse are conducted daily affording the visitor a firsthand look at one of the engineering marvels of the Twentieth Century.

Famed Lake Mead, nearly 100 miles long, provides one of the finest bass fishing spots in America and each year plays host to thousands of boaters and water skiers.



KEEPIN' COOL — Kicking up a cool spray, water skiers carve their wakes over the smooth waters of Lake Mead, just outside Las Vegas, from early Spring to late Fall. Over 500 miles of shoreline offer many sandy beaches and secluded coves.

Palm Springs was from the beginning a quiet city with excellent climate and a casual atmosphere. Today, it is virtually a community built around swimming pools and golf courses. Located at the foot of the lofty Mount San Jacinto, Palm Springs boasts more than 3,000 swimming pools and a score of well-groomed golf courses. If sun, swimming and golfing isn't enough to fill the book, there are numerous canyons branching off the valley floor that sparkle with crystal-clear icy streams and waterfalls, which are lined with palm-shaded glens filled with hard-fighting trout.

The city itself, in sharp contrast to many resort cities, is without the garish neon and billboard signs often seen at other areas. Instead, hundreds of palm trees form a symmetrical path making a serene setting along its main thoroughfare.

From the largest club to the smallest motel including the dude ranches, the accent is on air conditioned comfort and gracious, yet casual Western living.

Nearby Salton Sea has several fine marinas from which one can launch boats for fishing, water skiing and sight-seeing.

Scottsdale, in Arizona's Valley of the Sun, is dubbed the West's most Western town. Lying adjacent to Phoenix at the foot of Camelback Mountain, Scottsdale has purposely maintained the atmosphere and

(Continued on Page 14)



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**HOTEL
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(Continued from Page 13)

traditions of the Old West and at the same time, blended all of the modern comforts into its scheme.

The architecture reflects the Old West with rambling ranch-style buildings, shake roofs and white rail fences. Hitching posts and riding trails have been maintained and the horse is as common in Scottsdale today as it was in the days of the Old West.

In another part of the lush valley is the expanse of the fabulous city of Phoenix. Well supplied with a list of blue chip industries, Phoenix has retained the name of a key resort town equipped to cater to every need of the tourist. Spread throughout the broad valley are deluxe dude ranches where the warm cloudless days and cool nights warrant each visitor to experience the fun and excitement of riding the many miles of desert trail.

Phoenix and its entire area, generally known as the Valley of the Sun, offers a host of tourist attractions all within easy reach. Ghost towns, Indian dwellings and artifacts, horse and dog racing tracks, magnificent commercial flower gardens and a unique desert botanical garden, are recommended to be high on the visitor's must-see list. Add to this boating, fishing and water skiing, fascinating side trips into the surrounding desert country, and year-round swimming and golfing, and one begins to see the really complete scope of activities offered.

Las Vegas, Palm Springs, and Phoenix/Scottsdale are within easy air reach from all parts of the United States. Frontier Airlines provides Boeing 727 service to Las Vegas from St. Louis, Kansas City and Denver and to Phoenix/Scottsdale from many major terminal cities served by Frontier. Service to Palm Springs is provided beyond Las Vegas by Frontier's interline

partners, Air West and Western Airlines. Frontier also offers a low-cost Circle Tour originating at either Denver or Palm Springs which includes service for Las Vegas, Palm Springs and Phoenix.

Leave from Denver or Palm Springs, stop over in Phoenix or Las Vegas (or both), stay as long as you wish, enjoy all the golf, sun and night life each city has to offer, then fly on to one or more of the other fabulous Vacationland areas (ten national parks) served directly by Frontier.

Going to Los Angeles on business or pleasure? Stop over in Las Vegas. Frontier Arrow-Jet Super 727 service is provided daily from St. Louis, Kansas City and Denver to the famed Nevada recreational center. Continuing air service to Los Angeles is provided via interline carriers.

Frontier's low-cost inducement fares headed by a liberal Family Plan coupled with jet smooth travel on Boeing 727 and Convair 580 aircraft throughout the 16 states of the Rocky Mountain West, Midwest and Southwest, team up for an unbeatable Frontierland vacation holiday.

LARIMER SQUARE . . .

(Continued from Page 11)

Square has three galleries in residence) or other festive happenings in the malls on weekends. The Theatre in the Square houses contemporary repertoire Thursday through Saturday nights and a resident company of life-sized puppets for children's shows on Saturday and Sunday afternoons.

History lovers, of course, can enjoy by simply strolling and noting such fillips as the big carved bull and bear from Denver's ancient Mining Exchange Building. Historical Society volunteers guide special tours on Thursday afternoons during the summer months.

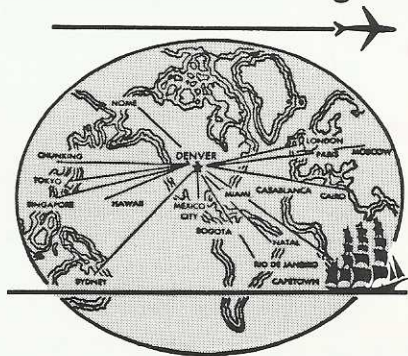
But even history lovers tend to fall in with Larimer Square's foremost pastime — browsing in the shops and galleries. And if you didn't bring your travelers checks, no one will shoo you away. You can watch a weaver not long removed from an island in the North Sea, a silversmith, stained glass maker and leatherworkers doing original creations. You'll find unusual and whimsical gifts as well as all those imported wonders you forgot to buy on your travels abroad — even furniture. The artistic signs hanging over shop doors lure you just by their names.

Oddly enough — at least for Denver — Larimer Square has become somewhat of a leading fashion center with leading stores offering contemporary fashion.

Last, there's the general store featuring a mixture of old time Victorian gift goodies and the way out fads, posters, knick-knacks and put-ons of the mod generation. It also has a Christmas Shop that is open all year 'round. Like the rest of the shops, these are open from 11:00 a.m. to 10:00 p.m. daily and noon to 6:00 p.m. on Sunday. Restaurants and nighteries are, of course, open later.

Larimer Square has something else — a future. The Crawfords plan two more years of expansion with more shops and restaurants, a nightclub and 70 apartments and offices to go into the upper floors of the restored buildings. The first motive here is preservation of the finest old buildings and finest old mood of Denver.

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MAINTENANCE FACILITY UTILITIES BIG ENOUGH FOR CITY OF 12,000

ONE MIGHT CALL IT A CITY WITHIN A CITY

With utilities enough to accommodate a city of 12,000 residents, one might call Frontier's gigantic new Maintenance Facility Base located in Denver a city within a city. With completion slated for the first of the new year after having spaded the first shovel of dirt in May of 1967, the facility is already housing the majority of its intended occupants which include the various maintenance and operation departments of the carrier. The structure which is variable with one, two and three floors, has an electric power plant large enough to light a city of 12,000 residents. Additionally, its telephone automatic panels are enough in number to also accommodate a city of 12,000.

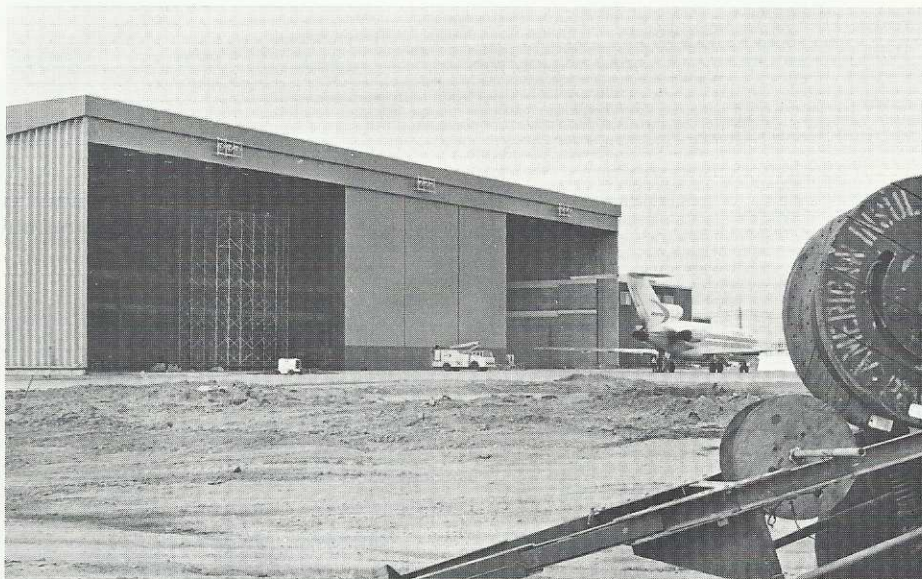
As security against a power blackout, Frontier has installed a diesel generator set to automatically take over and supply power enough to keep the rapid line of communications open by supplying power for the Reservations and IBM Departments. The carrier's new SENTRY System is an IBM computerized department.

The hangar area is large enough to accommodate six Boeing 727 model 200's at one time fully inside with doors closed. It is the largest single structure at Stapleton International Airport, Denver.

MORE LIBERAL AUTHORITY ASKED FOR BY FRONTIER IN WYOMING AND MONTANA

New non-stop authority between Denver and Casper, Wyoming; between Denver and Billings, Montana and Billings and Great Falls, Montana was asked for in an application by Frontier to the Civil Aeronautics Board (CAB) in October.

In Frontier's application, the company asked that restrictions presently in the certificate be changed by the CAB to provide improved services to the traveling public in the Colorado-Wyoming-Montana markets.



The hangar area is large enough to accommodate six Boeing 727 model 200's at one time fully inside with doors closed. It is the largest structure at Stapleton International Airport, Denver.

NEW MEMPHIS SERVICE INAUGURATED

New air service between Little Rock and Memphis began October 27 as a result of the approval by the Civil Aeronautics Board (CAB) in August for an extension of new air service by Frontier beyond Little Rock to Memphis.

Air travelers in Memphis and Southwestern Tennessee with Frontier's new service, receive one-carrier, one-plane service to many cities in the Southwest and Rocky Mountain West including Tulsa, Oklahoma City, Denver, Kansas City and Omaha. At major terminal cities served by Frontier such as Kansas City and Denver, connecting flights to 600 mile per hour Boeing 727 aircraft can be made for the Frontier-served cities of Las Vegas, Phoenix, Tucson, Albuquerque and Salt Lake City.

Frontier's service between Little Rock and Memphis is flown with four flights using 53-passenger, 355 mile per hour Convair 580 jet-prop aircraft.

Inaugural ceremonies marking

the beginning of service took place at Memphis Metropolitan Airport and included dignitaries from the City of Memphis, state level and from Frontier Airlines.

EDITOR'S NOTE:

Why the Frontiersman? Of special interest to passengers and friends of Frontier Airlines we feel is this special insertion of the Frontiersman into FRONTIER NEWS, official publication of the airline.

For many passengers, general travel stories and special features are always welcome as reading material aboard a relaxing Frontier flight. The Public Relations staff has been asked through numerous requests, however, to include some general information about Frontier Airlines. So with this issue, we take the liberty of including the Frontiersman, which will help fill our friends in on Frontier and its operation.

SENTRY

Computer Reservations Provides Faster Communications And Greater Accuracy

With The Push Of A Button, The Push Button Era Takes Over At Frontier

"Good morning. I would like to make reservations on Frontier Airlines' flight 711 from Denver to Las Vegas on November 30."

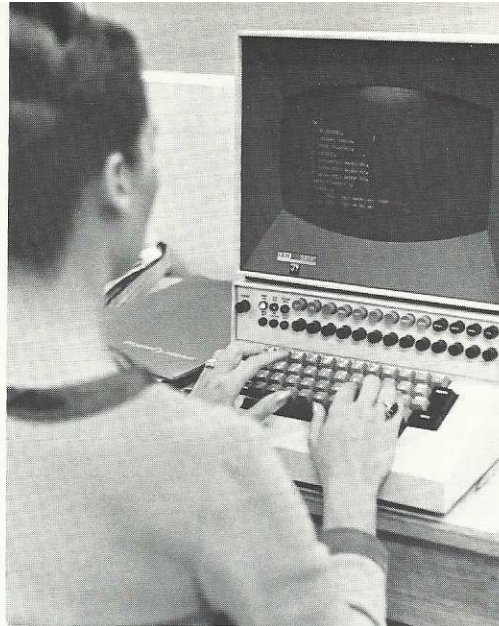
"Thank you sir. — May I have your full name and phone number?"
--- Thank you, one moment please.

--- Your reservations have been confirmed on Frontier Airlines' flight 711, Denver to Las Vegas."

This little dramatization points out the speed and convenience with which Frontier reservations agents can now make reservations for passengers thanks to the carrier's new computer system. Within the approximate time it is taking to read this, an agent can confirm a reservation.

In operation at Frontier's new Maintenance Facility at Stapleton Airfield, Denver, is the largest (real time) computer installation reservations system within the entire Rocky Mountain region. Real time is defined by the computer people as instantaneous information.

SENTRY, as named by Frontier, is made up of two IBM (International Business Machines) 360 model 65 computers and a model 30 computer. Portions of this multi-piece system were manufactured and assembled at IBM's plant at Boulder,



Push button information speeds answers for 200,000 Frontier passengers monthly.



Two hundred reservations agents working three shifts at Denver's Reservations Center can now provide passengers with instant information through SENTRY.



Colorado, a neighboring city of Denver.

A staff of 200 reservations agents working three shifts in Denver have at a finger's touch, flight schedules and seat availability on Frontier as well as 18 other air carriers. Frontier's SENTRY Reservations System ties in 116 Frontier-served cities throughout 16 states of the Rocky Mountain West, Midwest and Southwest. Reservations agents operate the typewriter-like device equipped with a cathode ray tube which visually displays information. Agents using the keyboard, type into the computer flight information required by the prospective passenger

The so-called "brain" of the system 360 is this complex electronic board, the Model 65 Computer. Two of these computers as well as a Model 30 Computer make up the overall system.

such as date of travel and destination. The computer instantly compiles all the answers and displays them on the cathode ray tube for the agent.

In making a passenger's reservation, the computer immediately reminds the agent of any information still needed to complete the reservation, should the agent overlook any portion.

Flight information for over 300,000 passengers monthly can be stored within SENTRY available for instant visual display at the finger's touch.

In addition to the highly complex electronic units which are located in a specially constructed area within Frontier's Maintenance Base in Denver, SENTRY consists of 181 of the television-like agent sets. 101 of them are located within the airline's Denver reservations center. Additionally, 59 hard copy agent sets (electronic typewriters) are tied into the over-all program as well as a unique teletype system. The hard copy agent sets work much in the same manner as the TV-like sets, except answers to questions are automatically typed by the machine as compared with the visual display appearing on the cathode ray tube type set. All information put into SENTRY is retained on 13 magnetic tape discs which store some 60,000,000 words of information.

Utilizing 22,000 square feet of floor space, the SENTRY system was installed for Frontier at a cost of \$6.5 million. Presently, the computer is handling reservations for nearly 200,000 Frontier passengers monthly.

In the event of a power failure, high speed communications still continue at Frontier through the airline's own power plant.



Cathode ray tube agent sets which appear to be typewriters with television-like screens make up a portion of the highly complex SENTRY system. 181 television-like sets are located throughout Frontier's system, with 101 being concentrated in Denver.

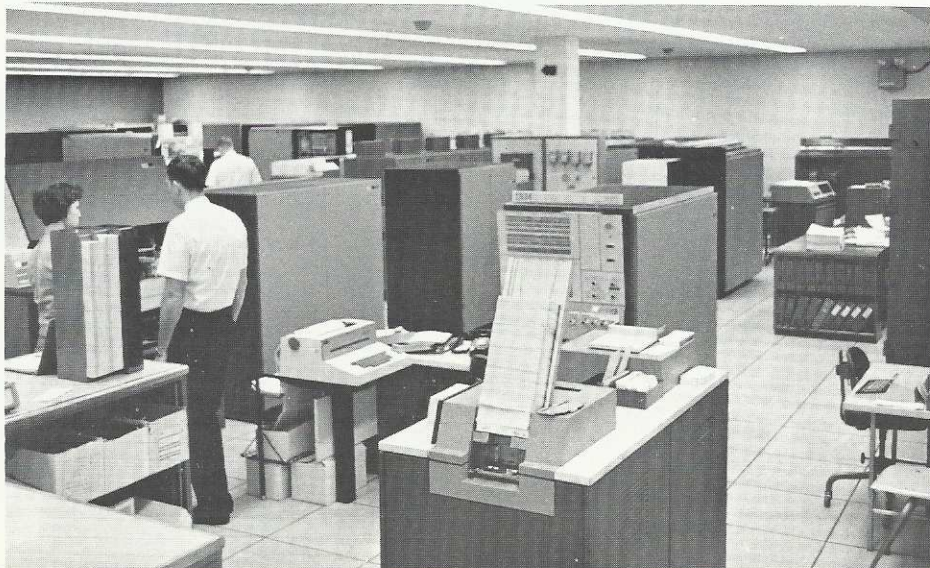


The third unit of the system 360 is this computer Model 30.

Several pieces of highly complex units span a 22,000 square foot area within Frontier's new Maintenance Facility located at Denver.



All information put into SENTRY is retained on magnetic tape discs which hold some 60,000,000 words of information.





Frontier... an equal opportunity employer

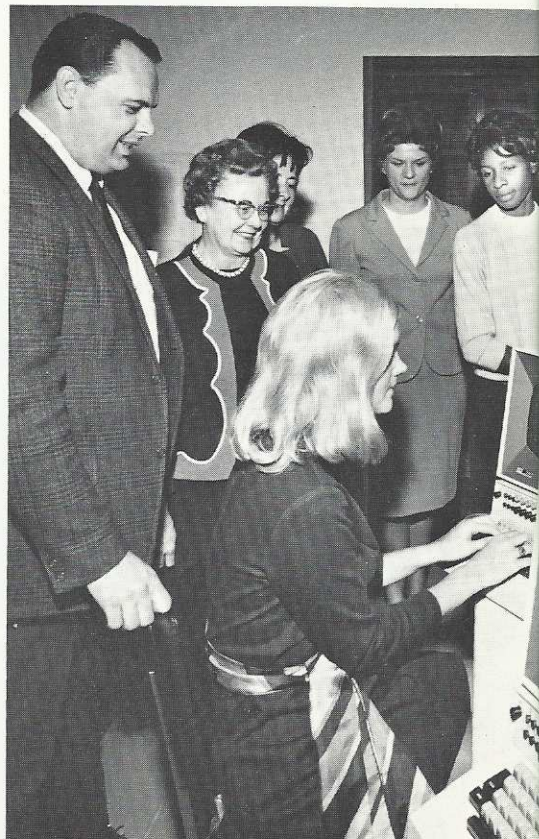
Equal employment - recruitment activities of Frontier Airlines have attracted many qualified personnel to the customer service side of the airline's operations that might not otherwise have sought such positions. As a result of Frontier's activities — such as the Job Fair, sponsored through the Service Employment and Redevelopment Program (Jobs for Progress, Inc.) and the co-operative efforts Frontier has received from a variety of minority group organizations at the local and state level — Frontier has placed qualified minority group job applicants in such positions as ticket counter sales, customer service, reservations, flight service as well as clerical and technical.

Being a practicing fair employment employer, Frontier maintains a high standard of fair employment practice for qualified minority group job applicants. Required training for applicants is carried on by the company for each position.

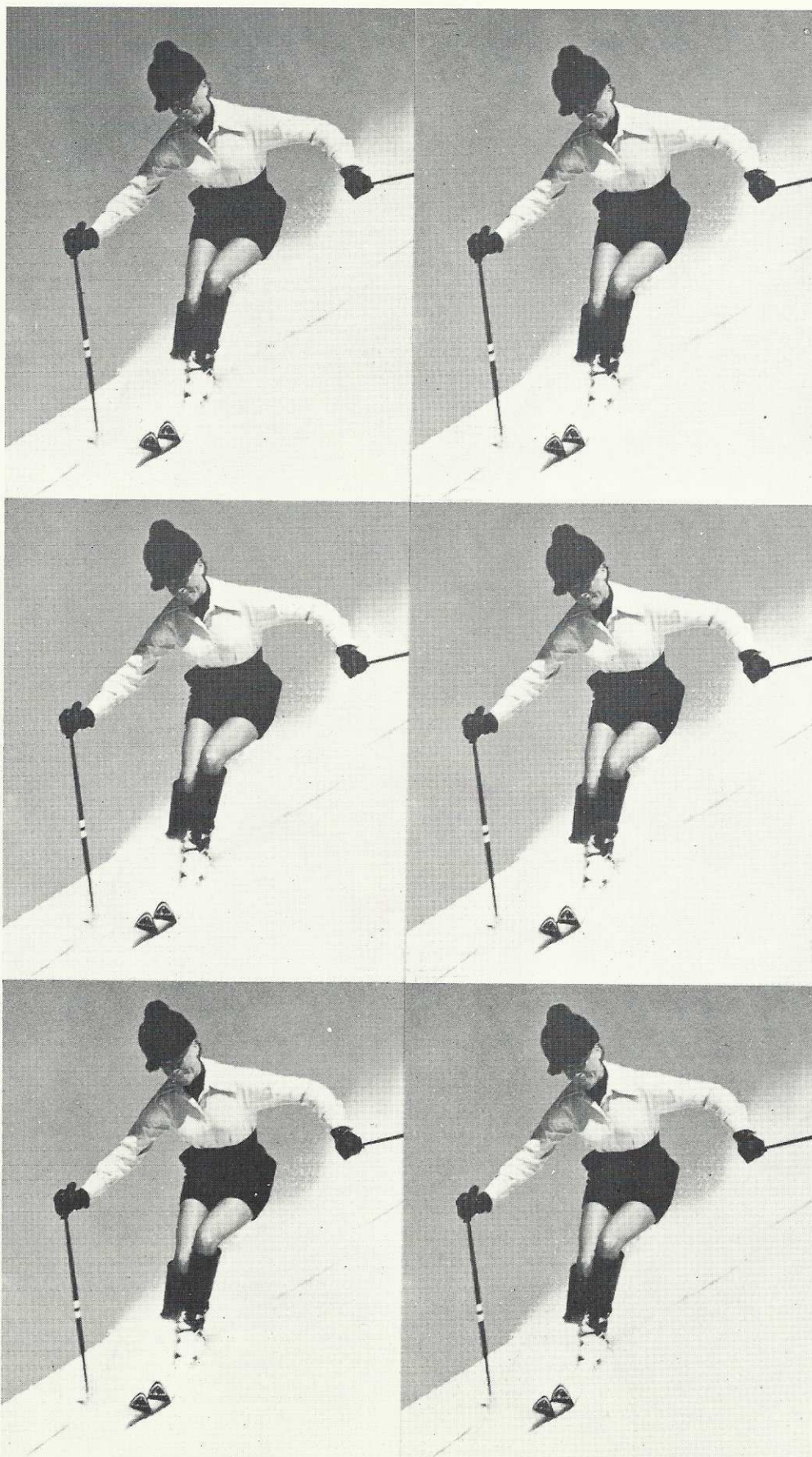
As needed, recurrent training permits employees to stay abreast with progress of the industry and airline while at the same time permitting employees to work to their maximum potential.

Promotion from within to other areas is welcomed for qualified applicants seeking to broaden their interests and potential.

The recruitment activities of Frontier cover the entire area served by the carrier throughout the Rocky Mountain West, Midwest and Southwest. As a result, many employees are working for the company in the area of customer sales and service within their hometown.



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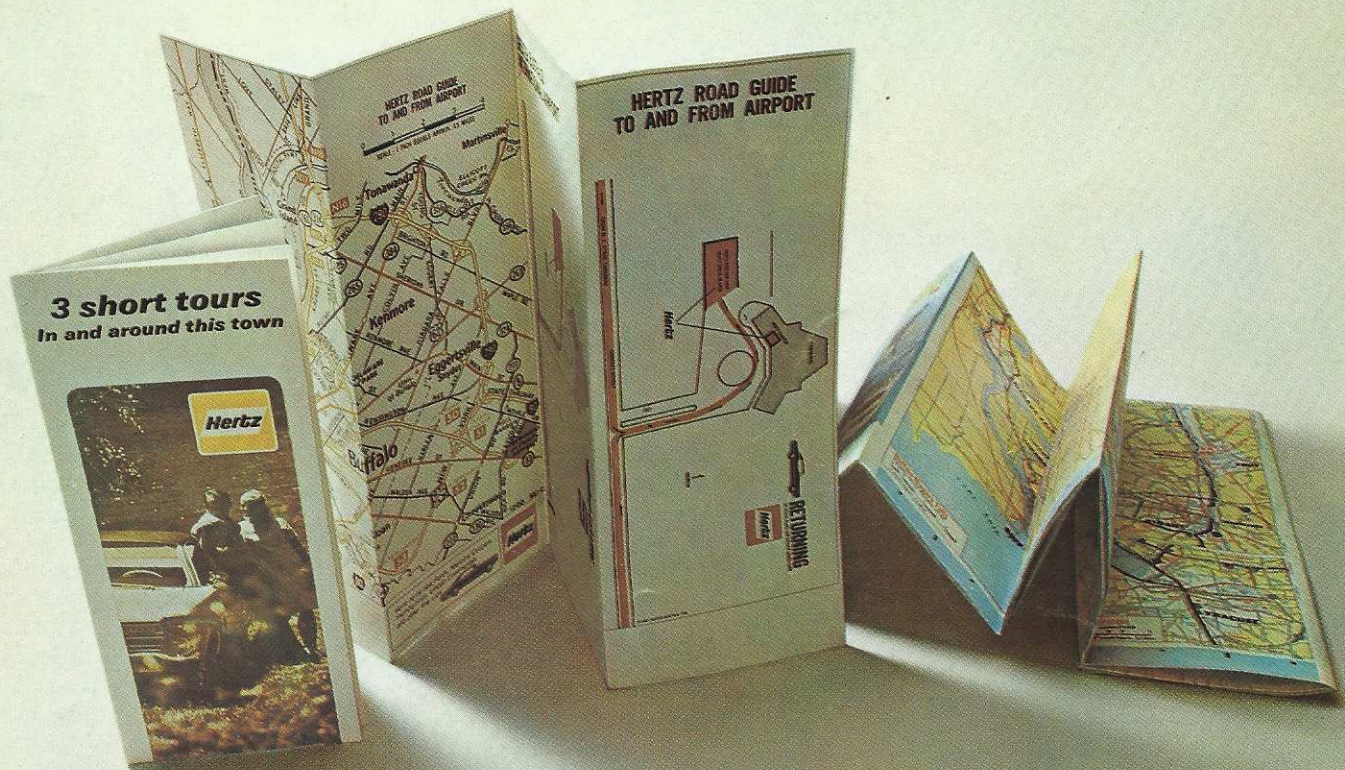
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