

# ARROWJET NEWS

VOLUME II NUMBER 5

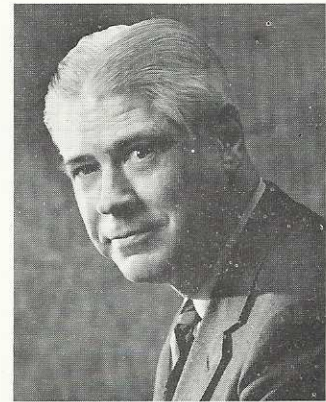
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DECEMBER 1969

Merry Christmas  
and  
Happy New Year







E. Paul Burke

Dear Fellow Employees:

As the festive Christmas and New Year period approaches, I would like to extend to everyone in the Frontier family and to their loved ones, my sincere best wishes for a wonderful holiday season.

The year just coming to a close has been one of transition and change for our company—difficult and disappointing in many respects while at the same time exciting and rewarding in the sense that we have continued to show growth in our traffic, our fleet size and our route system. Our year-end financial outlook should be improved over last year but unfortunately, like all other regional airlines, our best efforts will not yet show a profit.

Each of you have dedicated much extra effort to your company this year and, if the same drive and enthusiasm can be sustained, we are assured of continued progress and ultimate reward. I want each of you to know how much I personally have appreciated your support and extra effort. Let's strive together to make 1970 a better world for brotherhood among men and Frontier Airlines an outstanding airline and better place to work.

A very Merry Christmas and a Happy New Year to all.

E. Paul Burke



## ST. NICK MAKES SPECIAL APPEARANCE DECEMBER 20

His giant sack overflowing with gifts including stockings crammed full with candy, nuts and fruits, Jolly Old St. Nick stepped from his specially chartered Frontier Airlines jet at Denver December 20 to greet hundreds of children of Frontier employees.

As Santa stepped from his jet plane, he was rushed by the excited crowd of little people shouting "Santa! Santa!" Wasting no time, Santa led his little admirers into Frontier's Operations Base whereupon he unpacked his sack and started the Annual Childrens' Christmas Party which he holds each year for the children. Again this year, Santa asked the Frontier Arrow-Jet Club to help him with the Christmas Party as they have done for the past several years.

Candy-filled stockings, movies, refreshments and rides were all a part of the fun-filled holiday party.

Say—come to think of it, did anyone see Charlie Carper, Manager of Transportation Services—Omaha, at the party??



Last year, Santa was looking his healthy, jolly old self as he greeted several hundred children in Denver. He also had a special Christmas greeting for Jack Mericle, Lead Technician, Engine Overhaul—DENME (Ho Ho).

## FIGHT TO KEEP REGIONAL CARRIERS IN SMALL TOWNS GOES TO SENATE

### FRONTIER TEST CASE

"Congressional pressure on the CAB to preserve local airline service to small communities built up earlier this month as fifteen Midwest and Western senators urged the CAB Chairman and Senate Commerce Committee Chairman to review the subsidy program for Frontier Airlines, Denver-based carrier."

—This opening sentence was front-paged this month in an issue of AVIATION DAILY, a publication of the Ziff-Davis Aviation Division.

That opener and the story which followed prominently portray the seriousness of the present inadequate subsidy program from which Frontier is operating subsidy eligible routes. It evolves around Frontier's petition to the CAB (the week of December 1) for additional subsidies to assist the company out of its present precarious financial position which in part has come about because of low passenger yield communities and which is further being hammered by the continuance of these unprofitable operations.

In its bid for additional subsidies, Frontier stated its financial situation as being critical to the point where it is impairing the carrier's ability to continue meeting its service obligations to small, low-yield communities. Although Frontier is the national test case among the regional carriers, the company obviously is not alone in its quest to urge the CAB for more subsidy. This is evidenced by the senatorial action stated earlier.

Within its story, AVIATION DAILY went on to quote the group of fifteen senators as stating, "For its subsidized routes, Frontier receives about \$4 a passenger when actually twice the amount is required to maintain an economically sound carrier. This problem," The DAILY went on quoting, "also involves consideration of high salary and maintenance costs serving points with relatively small load factors."

Also on the positive side at the Washington level and as reported by AVIATION DAILY is the fact that in the House, Representative John S. Wold (Republican-Wyoming) followed up a promise to enlist more support for the CAB to increase subsidy to "rural area air carriers."

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## LAS VEGAS SHOW GIRLS MAKE DAL-ABQ-LAS INAUGURAL REAL SHOW STOPPER

Although the regularly scheduled flights over the DAL-ABQ-LAS route were delayed until mid-November, the pre-inaugural services which took place October 25 were by far the most outstanding of any to date.

Lavishly costumed show girls from the big casinos and shows in Las Vegas added greatly to the ribbon cutting ceremonies which, in themselves, were different this time. Dollar bills made up the ribbon for this particular inaugural helping to depict it as being a Las Vegas-bound flight.

Aboard the Boeing 737-200 inaugural were local civic leaders from Dallas/Ft. Worth, Albuquerque and Las Vegas as well as officials of Frontier. In terms of dollar worth, it received more publicity on television/radio, in newspapers and in magazines than any previous inaugural. Obviously, the show girls helped a great deal. At each city where the inaugural ceremonies were held, ramp operations at other airlines literally came to a complete stop as all eyes focused on the inaugural flight ceremonies and of course, the girls.



Local officials and civic leaders from Dallas/Ft. Worth, Albuquerque and Las Vegas were all in attendance with Frontier officials for the very successful pre-inaugural.



# DALLAS CRO TEAM—A WINNER

If there were a bowl game for reservations teams, there is no doubt but what the Dallas Consolidated Reservations Office would receive a bid.

They have come through the season in strong fashion bolstered by a quick defensive unit and an eager offensive line, quarterbacked by John Stewart, Manager—DAL CRO, who was traded by the Phoenix CRO in November, 1968. Stewart first began with Frontier in 1960 at Cheyenne.

Working the backfield with Stewart are three proven Supervisors—Richard Killingsworth, Jerry Wall and Donna Myers. Up front gaining yardage on reservations calls 24 hours around the clock is a fast-moving unit of 54 reservations salesmen. Spearheading this line is a lead staff of five exhibiting a total of 65 years experience. Francene Morris, who joined Frontier (Central) during 1949 takes honors for being in the number one slot on the seniority list among reservationists system wide.

The stat sheet for res offices system wide shows the DAL CRO to be in number one position seniority-wise.

Fielding approximately 2,000 res calls daily represents 15% of the total number of customer calls received by all Frontier res agents. In a blitz, as many as 2,400 calls per day are tackled by the DAL CRO team.

Lighting the control board are phone calls from three states—Texas, Oklahoma and Arkansas—representing the following cities from which calls originate: Dallas/Ft. Worth, Oklahoma City, Fayetteville, Fort Smith, Little Rock, Muskogee, Hot Springs and Lawton.

A new home and equipment also helped spark the group toward a top slot in team listings. On August 1, 1969, DAL CRO moved from Frontier's hangar at Ft. Worth to its present home within the Sanford Building, 2405 Cedar Springs in Dallas.

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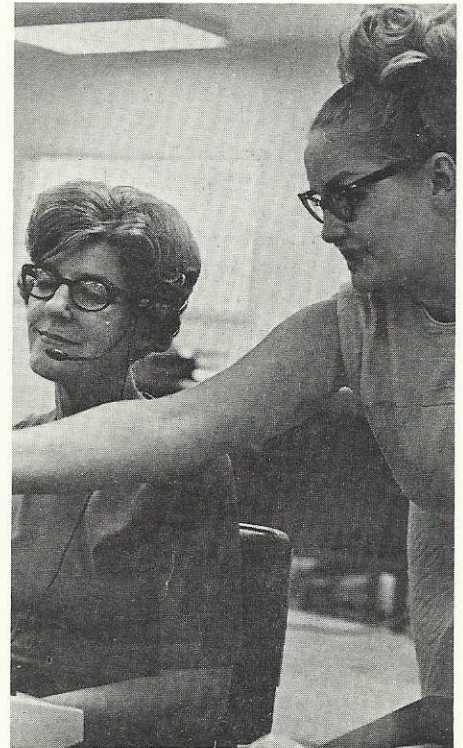
"The move was an overnight transfer," notes John Stewart. "Most all of the IBM equipment was transported from Greater Southwest to the Sanford Building overnight. The 2948 unit, which operates the CRG was already in operation at Dallas prior to the actual move. It was trucked down earlier from Denver. So it was a matter of cutting over from one unit to the other when it was time."

"With this new facility and the company's expanded sales and marketing, this CRO could see a 3,000 call day this November/December," related John.

*Continued on Page 7*



John D. Stewart, Manager-Dallas CRO



Francene Morris, Reservations Salesman and Sheryl Cook, Lead Reservations Salesman.



Kay Newman, Reservations Salesman; Butch Loucks, Arrow-Jet Desk Salesman and Sue Rogers, Arrow-Jet Desk Salesman.



Donna Myers, Reservations Supervisor



# FRONTIER COOL SPOTS LURE TEXANS

## 4,500 ATTEND FAL-SEARS SKI SHOW

The first major annual ski show to be held in Dallas-Fort Worth was sponsored jointly by Frontier Airlines and Sears Roebuck & Co. in November. Over 4,500 ski enthusiasts circulated throughout the Apparel Mart in Dallas, where the show was held. In addition to those booths set up by Frontier and Sears, ski area operators throughout the Rocky Mountains also had displays, exhibitions and booths supported by ski school instructors and pros from the respective ski areas.

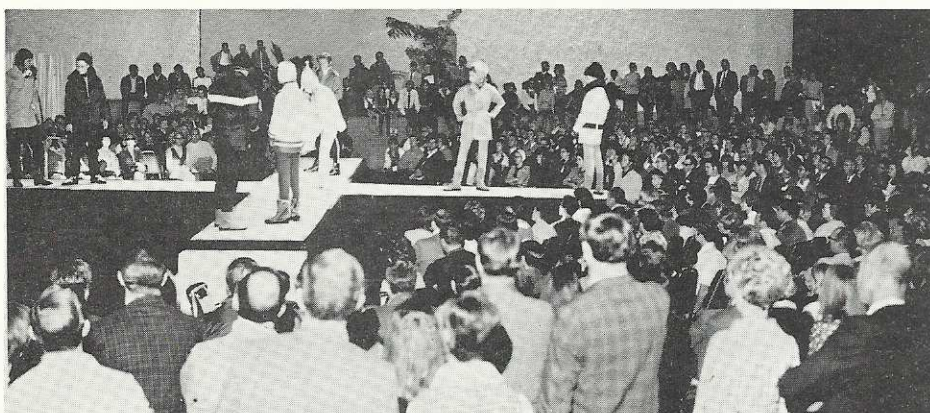
Color movies illustrating ski technique by Olympians were packed constantly throughout the evening from 5:00 p.m. til 10:00 p.m.

The admission was free and guests registered at the door for a crack at winning free ski trips, all expenses paid, to Mt. Werner.

As a result of the ski show, Frontier received several bookings for flights from the Dallas-Ft. Worth area to various ski areas on system. Sears sold thousands of dollars worth of ski clothing and related ski articles.



Interest on behalf of the skiers was overwhelming. Fashion shows put on by Sears and travel information provided by Frontier Airlines were a fitting addition to the ski show which 4,500 enthusiasts attended.



## SOME LIKE IT HOT—SOME LIKE IT COOL



Some like it hot, some like it cool, some are John-Q. publics, some are interliners—Frontier considers all. Dan Goodyear, Regional Manager-Agency & Interline Sales; Elizabeth Wallace, (center) Secretary; and Emily Law, Secretary, gaily display current vacation guides published by Frontier Airlines for the traveling public and interliners alike. If you have not seen or received a copy of the interline vacation brochure, write to the Agency & Interline Department, DENSI.





## FIGHT TO KEEP REGIONAL CARRIERS

Concluding this article within the DAILY were further quotes by members of Congress which stated increased subsidy is the only short term answer to the problem. "We are convinced that airline service is justified to many non-economic points. At the same time, we believe the airlines should not be forced to operate at unreasonable losses."

This matter, of course, is in the hands of the CAB who will issue the results of its findings in the future. No date for a decision can be named at this time.

As reported by President Burke, Frontier is endeavoring to obtain from the CAB a level of subsidy payment sufficient to provide, as required by the Federal Aviation Act, a reasonable rate of return for performing subsidized services. Frontier Airlines has consistently stated to the CAB, Congress and state representatives that it prefers to continue to provide service to our entire subsidized route system, but only if the level of subsidy is increased to enable the elimination of operating losses currently being experienced. It is, however, also important to keep in mind that these same groups have been informed by Frontier that there is a serious question as to whether service to many of these small communities is justified in view of the very low level of traffic being experienced and the very large amount of subsidy required.

In view of what has been mentioned here, the question might appropriately be asked, "Why does the company continue to file an application for suspension to Montana communities rather than concentrate on getting more subsidy to support maintaining service to these communities?" The company's reasoning is that it is felt these communities best represent the very low traffic generating points that do not warrant the amount of subsidy that would be required to provide us with even a break even operating result. The company would, however, be willing to continue serving these points if the Government finds that service by Frontier is required and would support the subsidy deficiency that the company now has shown.

Gourmet winners included (left to right): Marty Grass, Sandy Belstock and Carol Sereff. Marsha Lehnan, also a winner, was not present. The official taste team included (left) Lawrence C. Sills, Vice President-Sales & Marketing, Frontier; Steve Forsyth, (second from right) District Manager-Sales, TWA and John Vittal, Manager Denver CRO, Frontier.

## WAGNER TIP NETS HIM TV



Gordon Wagner, (right) Frontier Passenger Service Agent-Dallas, receives portable TV set from Manager-Transportation Services Dick Gibson, as Frontier Sales Representative Richard Shuler looks on. During the contest, Wagner submitted tip which produced 30 passengers per week plus an additional 25 passengers per month between Dallas and Denver.

## DENVER RES AGENTS COMPETE RECIPES IN TWA HOLIDAY SEASON COOK-IN

Tables of specially prepared holiday hors d'oeuvres made by Frontier Airlines reservations agents in Denver were put to the taste test in the spirit of a holiday season program sponsored by Trans World Airlines.

Taking top honors with their delectable tidbits were four Frontier agents. The girls (only three pictured) include in photo at bottom (left to right): Marty Grass, Sandy Belstock and Carol Sereff. Marsha Lehnan, also a winner, was not present for photo. Part of the official taste team included (left) Lawrence C. Sills, Vice President-Sales & Marketing, Frontier; Steve Forsyth, (second from right) District Manager-Sales, TWA, and John Vittal, (right) Manager, Central Reservations Office-Denver, Frontier. Choice vacations via TWA were the prizes given the four top winners.



Denver reservations salesmen give a close eye to the carefully prepared hors d'oeuvres which won their chefs top TWA vacation prizes.





## NOVEMBER PASSENGER TRAFFIC UP NEW RECORD DAY SET

Passengers totaling 11,281 boarded Frontier flights system wide November 30, breaking all previous company traffic records for any given day.

Monthly passenger totals for November outgained those for the same month in 1968 by 5%. 187,577 passengers used Frontier during November of 1969, compared with 178,782 in November, 1968. A 19% gain in revenue passenger miles was recorded for November of this year with 75,916,000 revenue passenger miles, which compares with 63,831,000 rpm's of last year.

Average passenger load for November, '69 pulled ahead by 11% with 30.7% as an average passenger load compared with 27% of a year ago. Also for November of this year, the average passenger haul increased to 405 miles per passenger, up 13.4% over the 357 miles of a year ago.

### THREE ADDITIONAL 737'S TO FLY FRONTIER COLORS

Three additional B-737-200's have been acquired by Frontier Airlines as the result of a long term lease between the company and GATX Boothe of San Francisco. Two of the aircraft are currently going through modification at Pacific Airmotive's facility at Burbank, California. The first aircraft has already been received by the company and is undergoing certain modifications by our Denver maintenance people.

Purpose for the modification at Pacific Airmotive and in Denver is to alter the aircraft to Frontier's service standards.

As a result of this agreement, these three aircraft boost Frontier's total number of 737-200's to ten.



Rose Mary Watson and Nina Hopp, Reservations Salesmen.



Charlene Mahan, Secretary

*Continued From Page 4*

Scoring well at Dallas/Ft. Worth with Frontier passengers is the Petroleum Club Service, nonstop flights between Dallas/Ft. Worth and Kansas City and between Dallas/Ft. Worth and Albuquerque/Las Vegas. Also, with the event of this ski season, several groups are using Frontier to the ski country.

As the total number of daily reservations calls increase to and surpass the 3,000 mark for the DAL CRO, their performance backed by seniority, experience and overall team effort will keep them scoring high. Ironically, while there is not yet a bowl game for reservations teams, it is the reservations teams which help bulge attendance records at bowl games by providing much needed reservations and transportation for today's thousands of bowl game spectators.



Jamie Wooten, Reservations Salesman.



Laurann Hinkson, Reservations Salesman.



Linda Harris, Reservations Salesman.



Ann Horton and Laurann Hinkson, Reservations Salesmen.



Downtown at the City Ticket Office supporting the team effort are (left) Bonnie Bias and Bill McKee, ticket agents.

### PAYROLL AUTOMOBILE INSURANCE AVAILABLE

Frontier Agency announced that a plan for the purchase of automobile insurance through payroll deductions will be available to all qualifying full-time Frontier employees as of January 1, 1970. Each employee will receive a booklet outlining the details of this new program. Meanwhile, interested employees may call Frontier Agency in Denver at 303/377-2668 for more information.



## PLAQUE PRESENTED YOUNGS

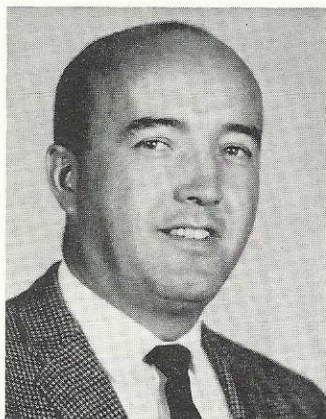


A plaque of appreciation for service was presented Margaret B. Youngs (right) Accounting Clerk-Denver, by fellow employees. Margaret, after 11 years last November with the company, is retiring. Harlan Muehring, Manager-Passenger Revenue and Elmajene Yantorno, Supervisor-Passenger Revenue, admire the bronzed award.

## NEW DIRECTORS



Charles L. Demoney



Donald E. Grover

Appointed to newly created director positions are Charles L. Demoney as Director of Agency & Interline Sales and Donald E. Grover as Director of Advertising.

Demoney, a veteran of 11½ years with Frontier, was formerly Manager of the department. Grover, with the company since 1963, had previously been Manager of Advertising.

## NEW PILOT DIVISION HEADS NAMED

Captains Richard "Dick" Orr and Wes TeWinkle have been named to head the Denver division of pilot personnel. Accordingly, Dick Orr holds the title of Flight Manager-Denver Division and Wes TeWinkle that of Assistant Flight Manager-Denver Division.

Captain Orr joined Frontier during November, 1948, while TeWinkle began his career with the company in 1959.

Redesignations of titles within the Operations Department have recently been announced. See the Frontier Airlines Newsletter, December 22 edition, for these changes.

## NEW POSITIONS FILLED IN DINING SERVICES

Two newly created positions, that of Director-Dining Services and Director-Cabin Services, have recently been filled. Harry Rubbright, formerly Manager of Dining Services, is now Director of same while Louis Wilcox, new to the company, has been named Director-Cabin Services. Wilcox comes to Frontier from Pan American where he worked as Superintendant-Flight Service Recruitment.

As Director of Cabin Services, Mr. Wilcox is responsible for stewardess and in-flight cabin services except dining. Manager of Stewardess Services, Mrs. Roberta Lenahan, will report to the Director-Cabin Services.



Harry Rubbright



Louis Wilcox

## JACKSON TRANSFERS TO ABQ AS DISTRICT SALES MANAGER

Duane Jackson, formerly Sales Representative in St. Louis, has been named District Sales Manager in Albuquerque. He replaces in Albuquerque Gary Suboter who resigned. The sales district for which Duane is responsible includes Albuquerque, Santa Fe, Farmington and Alamogordo.



## SERVICE AWARDS



### 20 YEAR SERVICE PINS

#### September

Adair, V. W., Captain, DEN  
Morris, F., Res. Agt., DAL  
Whitlock, W. A., Captain, DAL

#### October

Cook, O. H., Jr., Captain, DEN  
Leach, L. E., Captain, DAL  
Liddle, J. R., Captain, DEN  
Liscomb, P. D., Captain, DAL  
Logsdon, H. E., Captain, DAL  
McMullen, V. D., Sls. Svc. Mgr., RAP  
Pratt, L. V., Captain, DEN  
Rea, R. E., Sls. Svc. Mgr., SVC  
Schuster, L. A., Foreman, DEN  
Smith, C. M., Captain, DAL

#### November

Cottingham, R. B., Captain, DAL  
Cox, G. S., Captain, DAL  
Hoglund, L. L., Aircraft Tech., DEN  
Howard, W. R., Inspector, DEN

#### December

Booth, D. E., Captain, DEN  
Hanson, J. A., Captain, DEN  
Moss, J. L., Captain, DAL

### 15 YEAR SERVICE PINS

#### September

Atwood, L. C., Sr. Sta. Agt., BIL  
Cochran, R. L., Captain, DEN  
Malody, R. G., Sls. Svc. Mgr., COS  
Pope, L. M., Station Agt., VEL

#### October

Scott, S., Jr., Captain, DAL

#### November

Beard, A. B., Sr. Sta. Agt., FSM  
Burke, M. F., Asst. Dir. Flt. Opr., DAL

Campbell, C. T., Sr. Sta. Agt., FSM  
Conn, M. G., Sls. Svc. Mgr., LIT  
Dodd, D. O., III, Captain, MKC  
Jones, W. F., Captain, DAL  
Larsen, L. P., Jr., Aircraft Tech., DEN  
McLellan, W. E., Captain, MKC  
Sanders, R. W., Captain, DAL  
Vance, W. S., Captain, DAL  
Wicker, N. E., Captain, MKC

#### December

Cecil, D., Ld. Aircraft Tech., DEN  
Hosman, H. S., Sr. Sta. Agt., MKC  
Munden, T. F., First Officer, DAL

### 10 YEAR SERVICE PINS

#### September

Dloss, M. A., Captain, DEN  
Gandy, W. W., Foreman, DEN  
Sills, L. C., V.P. Sls. Marketing, DEN  
Williams, R. C., Second Officer, DEN

#### October

Hooker, L. E., Cleaner, DAL  
McCullers, E. E., Aircraft Tech., DEN  
Price, A., Clerk Typist, DEN  
Quinn, E. G., Stewardess, DEN  
Wilbanks, B. J., First Officer, DAL

#### November

Caballero, M., Aircraft Tech., DEN  
Cass, D., Aircraft Tech., DEN  
Hinkle, D. D., Ticket Counter Agt., COS  
McCaleb, F. J., Sta. Agt., PUB  
Moncrief, B. T., Foreman, DAL  
Paulley, M. D., Secretary, DEN  
Pierce, T., JAMTO Agt., LAW

#### December

Hines, K., Stewardess, DEN  
Linbarger, J., Aircraft Tech., DEN  
Patton, E., Aircraft Tech., DEN

### 5 YEAR SERVICE PINS

#### September

Altmark, M. J., First Officer, MKC  
Chaddock, H., First Officer, MKC  
Dietz, R. E., Sta. Agt., GBD  
Donaldson, D. E., First Officer, DAL  
Ellis, L., Aircraft Tech., DEN

Emery, T. L., Mechanic, MKC  
Hart, C. F., Jr., First Officer, DEN  
Manning, E. M., Jr., Sta. Agt., BIL  
Shirling, R., First Officer, DEN  
Smith, K. L., Sls. Svc. Mgr., PPF  
Thomas, M. A., First Officer, MKC  
Zorumski, G. T., First Officer, DEN

#### October

Ancel, J., Ld. Aircraft Tech., MKC  
Braz, B. A., Cashier Secretary, DEN  
Cornelius, B., Aircraft Tech., MKC  
Donielson, C., Stewardess, DEN  
Edwards, K., Lead Aircraft Tech., OKC  
English, B. J., Res. Supv., DEN  
Fleming, W. R., Sta. Agt., DEN  
Foote, E. C., Ld. Aircraft Tech., MKC  
Harris, J. W., Sta. Agt., FYV  
Hopper, B. F., Tkt. Counter Agt., FMN  
Johnson, J. B., Sta. Agt., DAL  
Kramer, J. H., Sta. Agt., RAP  
Martin, G. R., Gen. Foreman, DEN  
Miller, P., Aircraft Tech., DEN  
Roe, F. M., Sta. Agt., HYS  
Warkentien, D. L., Sr. Sta. Agt., LAW

#### November

Barlow, C., Ld. Aircraft Tech., DEN  
Braisted, F. M., Financial Analyst, DEN  
Fuller, J. B., Tkt. Counter Agt., OKC  
Guerra, N., Aircraft Tech., DEN  
Hartland, E., Aircraft Tech., MKC  
McKee, W. F., Tkt. Counter Agt., DAL  
Myrick, B. B., Tkt. Counter Agt., PHX  
Oliver, H. L., Sta. Agt., CNY  
Prange, R. A., First Officer, DEN  
Ross, S. A., Res. Agt., DAL

#### December

Allen, D. E., Aircraft Tech., DEN  
Borchers, J. D., Mgr. Accts. Payable, DEN  
Cook, S., Sr., Res. Agt., DAL  
Ellis, A. J., Res. Agt., DEN  
Kunde, R. K., Sta. Agt., DEN  
Ladd, D. L., Stewardess, DEN  
Little, D. E., Sta. Agt., WDG  
Milberger, C. R., Sls. Svc. Mgr., GBD  
Newman, K. D., Res. Agt., DAL  
Newnum, W. L., Jr., Sta. Agt., OKC  
Pecora, L., Jr., Sta. Agt., BIL  
Pike, G. J., Res. Agt., DAL  
Preter, V. J., Sta. Agt., MKC  
Rohrmann, R. D., Res. Supv., PHX  
Rowe, R. I., Sta. Agt., GJT

## FRANCENE MORRIS CELEBRATES 20th YEAR WITH COMPANY



Francene Morris, who joined the company November 12, 1949, receives her twenty-year pin and congratulations from John D. Stewart, Manager of the Dallas CRO. Francene, who originally began with the former Central Airlines, has through the merger, become the number one agent on the seniority list within Frontier's Reservations Department.

## NOVEMBER CLASS GRADUATES TEN



November saw ten new stewardesses added to the Frontier family. They include (left to right): Linda Fry, Ella Metoyer, Linda Fowler, Janette Pairo, Janice Young, Rosemary Tongish, Sandra Wilkison, Linda Jorgensen, Gina Ellis and Catherine Lightner.



# OPERATIONS DIVISION ANNOUNCES REALIGNMENT

Senior Vice President of Operations M. E. O'Neil has announced a realignment of the functional organization within the Operations Division of the company. Mr. O'Neil stated that these changes are intended to allow technically oriented personnel within the division to devote more attention to individual technical areas and to provide an administrative function in the division which will allow continuous surveillance and handling of administrative activities in the division.

Within the realignment, Scott Keller, Vice President-Flight, is receiving a change in title to Vice President-Flight Operations. This is merely a title change with responsibilities remaining the same.

A newly created position, that of Manager-Technical Analysis and Performance, is being filled by Mac Maholland, who will answer directly to the Senior Vice President of Operations. In this capacity Mr. Maholland is responsible for technical advice, analysis and management and airport development projects and of all aircraft.

A second newly created position, Manager of Operations Administration, is being filled by Guy Lewis, a former employee of Frontier. Mr. Lewis will also report directly to the Senior Vice



Scott Keller, Vice President-Flight Operations

President of Operations. Mr. Lewis will be responsible for flight crew scheduling, operations records, (not to include technical training records) as well as serving as the focal point within the division for financial planning, control and liaison.



Mac Maholland, Manager-Technical Analysis and Performance



Guy Lewis, Manager-Operations Administration

## ALMQUIST HOLDS DISTINCTION OF ONLY WOMAN TARIFF EXPERT

Claire M. Almquist, Director of Tariffs for Frontier, is reported as being the only female tariff expert among the domestic air carriers. Miss Almquist, who was named Director-Tariffs by James C. Dixon, Vice President-Traffic Planning, is also the only female director at Frontier. Her career with the company began 23 years ago this February. She began working in 1947 with a predecessor company of Frontier, Monarch Airlines.



Claire M. Almquist, Director-Tariffs

## SIDE TRIPS CAN BE FUN—BUT

Remember the incident recently in which a young Marine "chartered" a flight from Los Angeles to Rome via Denver and JFK? As though that weren't enough in itself—guess who was also on board—Irma Perry, Frontier Reservations Agent at the Dallas CRO, and her husband.

As it happened, the Perrys had returned to Los Angeles after an around-the-world vacation and were preparing to fly on to San Francisco to visit their son. It was that portion of their vacation to which a most unusual side trip was added.

"After a tense three-hour trip on the 'chartered flight'," reported Irma, "we landed safely at Denver where all

passengers were allowed to deplane. It wasn't until about 2:00 a.m. that it became apparent something was wrong. While there was no commotion, there was a man walking down the aisle with a gun at the back of the stewardess," Irma recalled. "Later, the captain informed all passengers that the flight had been chartered by a very nervous man with a gun and that we were going to New York."

Irma and Mr. Perry, an Account Supervisor for Bell Helicopter, marveled at the calmness with which the entire crew handled the flight.

"We were naturally delighted to deplane at Denver," quipped the Perrys.

## BOWEN IS DIRECTOR-SCHEDULES



Orval E. Bowen, Director-Schedules

Orval E. Bowen, a 16-year veteran with Frontier, is Director of Schedules. Bowen was named to his director post after working as Manager of Schedules for 4 years. He reports to James C. Dixon, Vice President-Traffic Planning.



Irma and Mr. Perry, "We were naturally delighted to deplane in Denver."



# CAPTAIN RON GREGORY—EQUALLY AT HOME WHEN FLYING AS WHEN HERDING THE BUFFALO OF BROKEN SPEAR

Buffalo, which in the 1800's numbered from 60,000,000 to 120,000,000 and roamed this continent from Alaska to Florida and Mexico, were systematically slaughtered to where during 1889, only 256 of the animals were left. Now, however, in 1969, thanks to conservationists in the United States and Canada and a few private ranchers, the great American bison has worked his way back from near extinction. One of those few American ranchers pioneering the return of the buffalo is Denver-based Frontier Captain Ron Gregory of Longmont, Colorado.

While side interests for many people might include painting, photography, real estate and even the brokerage business, Ron comes up with probably one of the most unique side interests of all. During his off time, Ron busies himself atop a horse herding, feeding and generally caring for his herd of 63 bison for breeding purposes.

It's a fascinating world for this modern day "Buffalo Bill Cody." While on the flight deck commanding a Convair 580, Ron passes high above those graceful rolling grass prairies throughout Frontierland which once shook under the thunderous pounding of hooves of literally millions of huge, brawny beasts. Now in contrast, automobiles and trucks streak silently and smoothly over ribbons of highway darting off into the distance through this

once productive home of the American bison.

In addition to being fascinating, the switch from a pilot's cap to that of a buffalo breeder is rather unique. Probably not one passenger in a thousand aboard Ron's Convair 580 flights would even imagine their captain as being a rancher, much less a pioneer in the bringing back of the buffalo.

Gregory has been flying for Frontier since 1959. He began as a Denver-based copilot and except for one and a half years at Billings, he has worked from the Denver domicile.

Like many flight personnel who keep themselves busy during their off hours, Ron began working cattle at his Longmont ranch as early as 1963. However, when beef prices began sagging, Ron and wife, Dottie, who by the way is an ex Frontier stewardess, started looking for other side interests. They became somewhat intrigued with buffalo breeding and had toyed with the idea for some two years. Then one day after hearing of a buffalo auction in Montana, they decided to try for it. They submitted their bids—55 of them—and held their breath—they scored with 2 bids which put them in the buffalo business.

Speaking of auctions, Colorado's first public buffalo auction was held by Ron and Dottie just weeks ago at which 30 head were cut out from the herd and sold. It was the Broken Spear Ranch

Buffalo Auction, named after the ranch.

"Aside from usual benefits to be derived from breeding and selling," notes Ron, "is the interesting and very worthwhile sidelight of research for an anti-cancer vaccine which could come from this animal. Buffalo," Ron went on to say, "appear to be immune to cancer. In fact, they are the only warm blooded animals which science has found not to have cancer cells in their bodies."

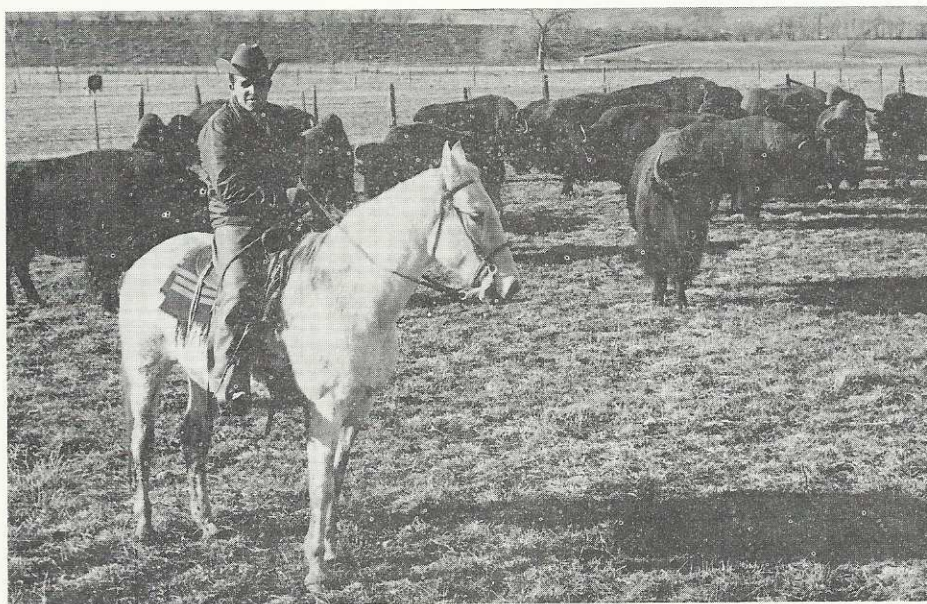


Never once do the big bison turn their eyes from Ron as he kicks apart a bale of hay for feeding.

Other forms of research are also being undertaken which, if proven positive, would also provide historical medical breakthroughs for mankind. It is also known that buffalo harbor fewer parasites and do not catch nearly as many diseases as cattle.

The 63 head which presently graze over 115 acres at Gregory's Broken Spear Ranch are relatively easy to maintain as compared with cattle. "They are a more enduring animal," says Ron, "in that they will take it upon themselves to break through ice for water, muzzle through snow for grass and generally be better able to endure hard winter storms."

The Gregorys, who are members of the National Buffalo Association, are truly pioneers in this aspect, much as was Frontier Airlines some 23 years ago when it began its operations throughout the Rocky Mountain West in an attempt to bring air service to "Main Street, U.S.A." within the smaller communities of our nation.



He held Colorado's first public buffalo auction.



## NANCY CARRIES THE "FRONTIER" NAME TO AUSTRALIA

Coming on strong in her own inimitable style, Stewardess Nancy Lincoln (Denver) scored a tremendous impact on behalf of Frontier Airlines with the fine folks of the "down under" continent of Australia.

Nancy was Frontier's personable entry in the 8th International Air Hostess Quest conducted at Surfers Paradise and at Melbourne in mid-November. She competed with 44 other stewardesses/hostesses representing 27 of the world's scheduled carriers in a quest to pick the girl who embodied the best personality qualities in a stewardess. The contest was jointly sponsored by the Chevron Hotel of Surfers Paradise, Qantas and Ansett Airlines and the Australian Tourist Commission.

Although a lovely from Alitalia took first place in the contest, our Nancy was among the handful of finalists and at the presentation ball the last evening of the affair, Nancy took first prize for her talents on the dance floor.

News media in Melbourne, Sydney, Brisbane and Surfers Paradise all conducted in-depth interviews with Frontier's Nancy to provide many an opportunity for her to get in a plug for her favorite airline. Fully enjoying flying as a stewardess, Nancy comes by her interest quite naturally. Her father is a pilot for North Central Airlines, her mother formerly flew for United Air Lines and her uncle is a captain with Trans World Airlines.



Nancy was among the handful of finalists for the overall program; however, took first prize for her talents on the dance floor.

## STELLA CHAPMAN RETURNS FROM VOLUNTEER WORK IN NEPAL

In a lush green valley at the foot of the Himalayas, a young stewardess from Denver has been working for the past five months at a Nepalese Leprosarium, as a volunteer for the Thomas A. Dooley Foundation. Her name—Stella Chapman, Stewardess for Frontier Airlines.

Stella was granted a leave of absence from Frontier last spring to go to Kathmandu, Nepal. She arrived at the start of the monsoon season. "The worst part about that," she laments, "is that I couldn't see the mountains!"

Stella had little time to brood about the surroundings she couldn't see. Every morning she spent at the Khokana Leprosarium located about 35 minutes from the Dooley House by jeep and a short hike.

Each day at the Leprosarium, Stella worked with 50 children in need of baths, vitamin pills and preventive medicine. Most of the children have not yet contracted leprosy.

Three days a week Stella taught English to children ranging between 11 and 15 years of age. "These kids all get English from their Nepali teachers in the 'reading and writing' form," she reported, "so the periods when I have them, we practice speaking...I did not use a book as I couldn't communicate with them as I wanted to..."

As she had never taught before, Stella was apprehensive about managing three classes of her own. She got a big boost from the Nepali principal of a local school.

The regular tour of duty for the Dooley Stewardess Program participants is three months. Towards September, Stella was asked by the Foundation to extend for two months. "I was happy to do it," Stella recalls. "The wet season was drawing to a close and I was told that as October drew near, I would be able to see those beautiful mountains. And I had become very involved at the Leprosarium."

During the Dasain Festival (holiday commemorating the victory of good over evil), Miss Chapman had the op-

portunity to see a *pouja*, which usually involves the sacrifice of a goat or a buffalo for a special reason. In this case, the occasion was the blessing of an airplane belonging to the Royal Nepalese Airlines.

After five months, her students at the Leprosarium were sorry to see Stella go. In her honor, the children and many of the adults gave her a going away party. Much to Stella's delight, the children performed the skits they had learned for Dasain. "Every girl," she points out, "feels that her going away party is special. I had been so happy to be able to stay on for the extra two months—but it made it much harder to leave!"



Each day at the Leprosarium, Stella worked with 50 individuals deeply in need of physical therapy, education and medicine.

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