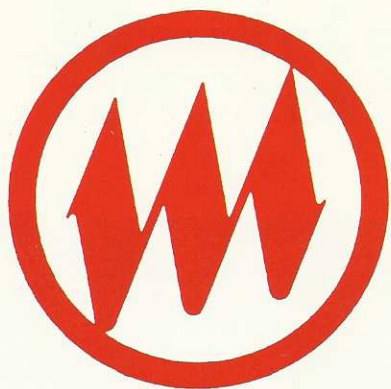




FRIGID FUN IS IN

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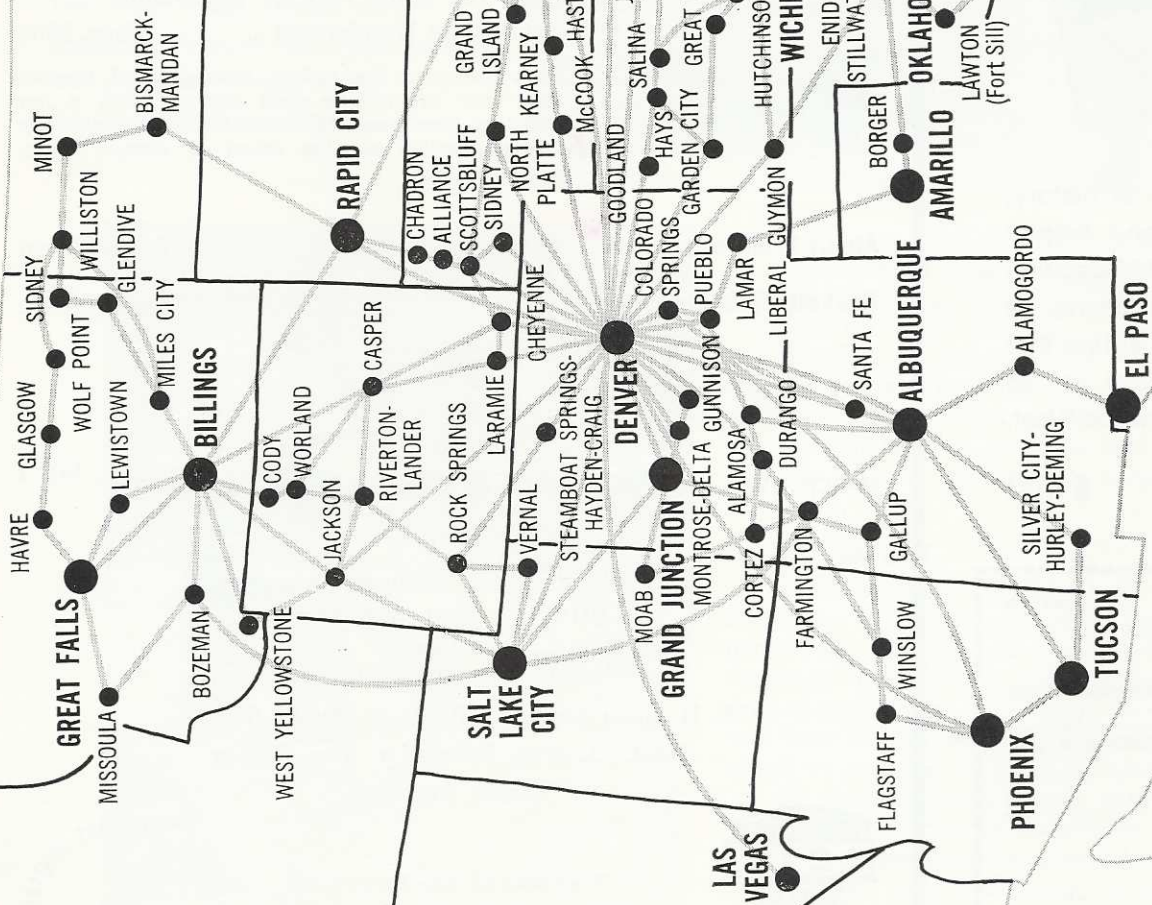
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FEATURED IN THIS ISSUE



Don't Be Left Out In The Warm

Frigid Fun Is In Page Three

Winter outings are fast catching up with summer fun. Read how many fun-filled ways you and your family can enjoy the briskness of winter/spring.

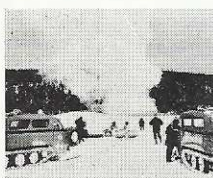
Turn Off Winter — Jet Tucson Page Five

Horseback riding, golfing and swimming provide a bright contrast to snow shoveling.



Profile — Memphis Page Six

The city on the go—busy carving a new spiraling sky line.



Come See The White Face Of Yellowstone

A Snowmobiling Wonderland Page Nine

In contrast to the milling thousands of tourists who visit Yellowstone each summer, only a few hundred have seen the white-faced wonders now made possible via the latest of winter sports, snowmobiling.

About Frontier Page Eleven

Basketball Shapes Up Page Twelve

MARCH, 1969

FRONTIER NEWS

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KANDEE STEPHENS



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Don't Be Left Out In The Warm FRIGID FUN IS IN

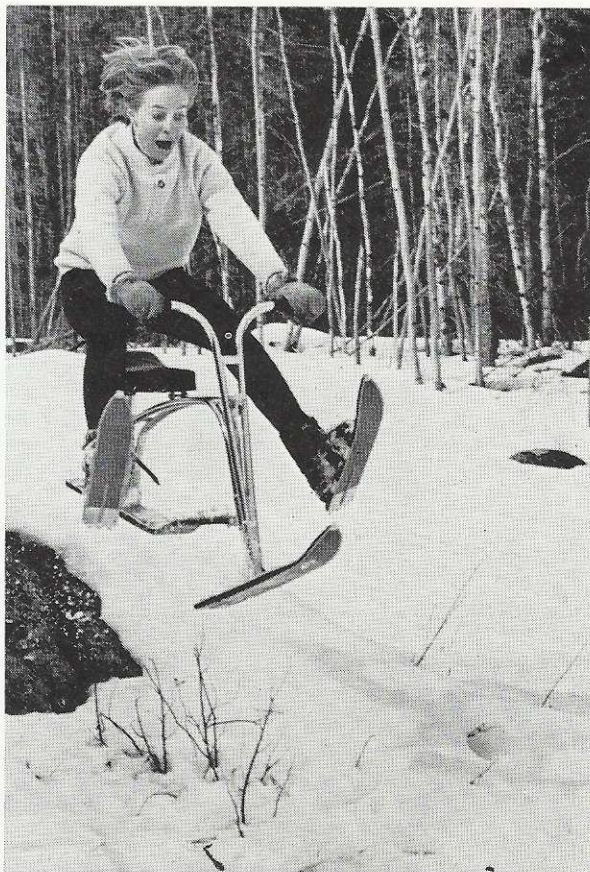
By the end of this great ski season, some 2 million winter enthusiasts will have left their mark, some with a graceful curving slice through light, high, mountain powder, others with a well defined sitz mark, on the long, spacious runs of some 29 ski areas throughout the state of Colorado alone.

Colorado, or Ski Country, U.S.A. as it has become known, however, is only one of many states throughout Frontierland—the Rocky Mountain West and Southwest—which offers outstanding winter recreation of various



PUT SPRING IN YOUR SKIING

The many snow storms still sweeping through the high country are providing ample snow for great spring skiing.



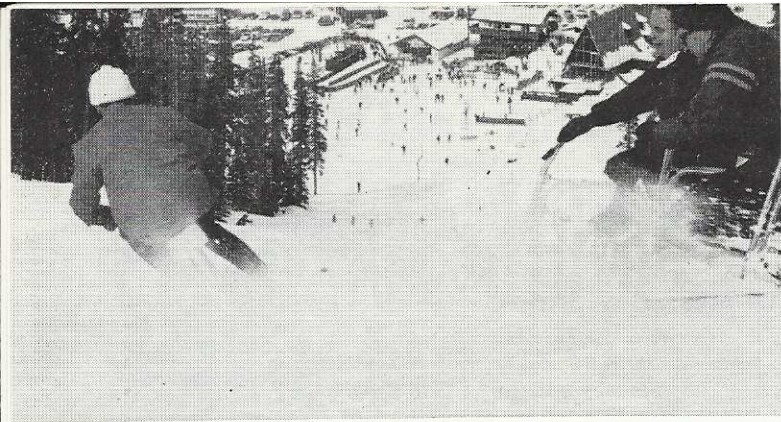
types. Ski area after ski area dots the mountain landscape in a broad swath from Montana and South Dakota down through Wyoming, Colorado, Utah, Nevada—yes, Nevada—New Mexico and Arizona.

Nowhere, although a few may not agree, can the quality, amount of snow and length of season coupled with the very latest of accommodations and transportation be matched. It has been said time and time again that the West is one giant ski area. This is hard to dispute.

Do They All Ski?

Good question! While almost everyone visiting ski areas does ski, there is a certain percentage who go their merry way through the fluffy white at new types or relatively new types of winter sports. What's more, ski area operators have been quick to realize this and therefore have molded into their operation dynamic programs aimed at catering to the new sportsters.

No doubt about it though, skiing is here to stay and to continue growing at its already fast pace. The areas themselves have been thoughtfully developed with safety first in mind as well as every convenience, from specially concocted hot, spiced wines to warm the innards right down to seat warmers on chair lifts to warm the outers.



National skibob champion and ski instructor Alf Tieze speeds downhill at Arapahoe Basin, Colorado. Larry Jump, President of Arapahoe Basin, and friend watch Alf's winning style.

Ski runs are many, wide, long and clearly marked as to degree of difficulty. This system of marking runs as to difficulty or easiness depending on which class skier you are, is set up by the National Ski Association. Consequently, all ski areas use the same recognizable system nation wide.

Equipment! Same basic supply here; safety first! After that, comfort, appearance, etc. If you are among those fortunates who have broken in a pair or more of good ski boots, you may also agree that comfort seems to be second on the list to safety. However, after a few hours in the boots, you are on your way to safe, comfortable skiing.

So You're One of the New Sportsters

Well, whether a full-fledged snowmobiler/skibobber or whatever, or one who merely supplements his skiing with these side sports, here are two new activities to the winter scene which provide hours of exhilarating fun for the entire family.

Clipping along at speeds up to 35 miles per hour across virgin snow fields and through snow-clad forests of the back country provides snowmobilers with breathtaking scenery which previously was enjoyed only by summer vacationists bouncing and jolting along over dusty trails in jeeps.

In addition to the recreation-minded, ski area operators, ranchers, farmers and other snow countryites were quick to realize the potential of the snow machines for getting routine chores done. Consequently, sales have started off with a bang. It is even becoming commonplace to see two snowmobiles in many snow-country garages.

For the recreation-minded family, well marked snowmobile trails through scenic wooded areas, across frozen, high mountain lakes and from mountain to mountain where wild game abounds, give a winter day's outing a whole new fun twist. Skijoring (pulling a snow skier with a snow machine), ice fishing, hunting, winter picnicking, touring and racing head the list of things to do for the snowmobiler.

Don't own one? Rent one! For a nominal fee, you and your family can also make tracks in the snow country. For instance, at West Yellowstone, Montana, snowmobile package tours are available on a daily basis to

Snow bunny in Denver gets a few instructional pointers on skibob operation from Floyd Brueschoff of Breeze Recreational Rental, Inc. of Denver and Aspen.

winter vacationists desiring to plunge themselves into the serene majestic setting of Yellowstone National Park during winter.

Meanwhile, back on the ski run, a new way of coming down has come up. It's skibobbing and it's a blast! It takes only about ten fun minutes to get the hang of it and after that, it's so much fun, it's beyond imagination. Designwise, it's simple—merely a bicycle-like frame with skis in place of wheels. The skibobber himself wears a pair of shorty skis 20 inches in length and usually made of fiberglass. They are used as outriggers merely for additional balance and more important, for stopping. It's like riding a bicycle except no peddling. As a matter of fact, if you can ride a bike, you probably can skibob—it's that easy.

These ingenious, little devices can be rented at many ski areas. They are used on the same ski runs with skiers. Safety? As in skiing or any other sport, follow the simple rules and safe fun is abundant. Skibobs come in varied sizes, weights and design. Totalmold of Denver makes what they call a "Ski Bug" weighing about, for adults, 20 pounds. For lil' skibobbers, the five-pound "Ski Bug, Jr." is made. Size-wise, the adult Bug is 70 inches in length, while Juniors measure about 47 inches—small, light, easy and fun—try it!

Still Others

Like ice-skating, tobogganing and swimming? These are also part of the winter package and, of course, there is that sport which many would have at the head of the list, apres ski—the fine art of sipping good drink, tasting good cuisine and mixing well with other sun-tan-faced skiers.

Winter outings are a family thing. Accommodations, transportation, activities, and, of course, the price tag have all been designed with the family in mind. Special package plans, Family Fares and Group Plans now offer substantial savings.

Flying to Mt. Werner, Purgatory, Aspen (Grand Junction, Colorado gateway city for Frontier), Vail, Jackson Hole, Taos, Santa Fe, Terry Peak or any other ski area via Frontier provides quick, comfortable travel at fares with the family or group in mind.

Continued on page 8





Turn Off Winter Jet Tucson

Land of Dude Ranches and Warm Sun



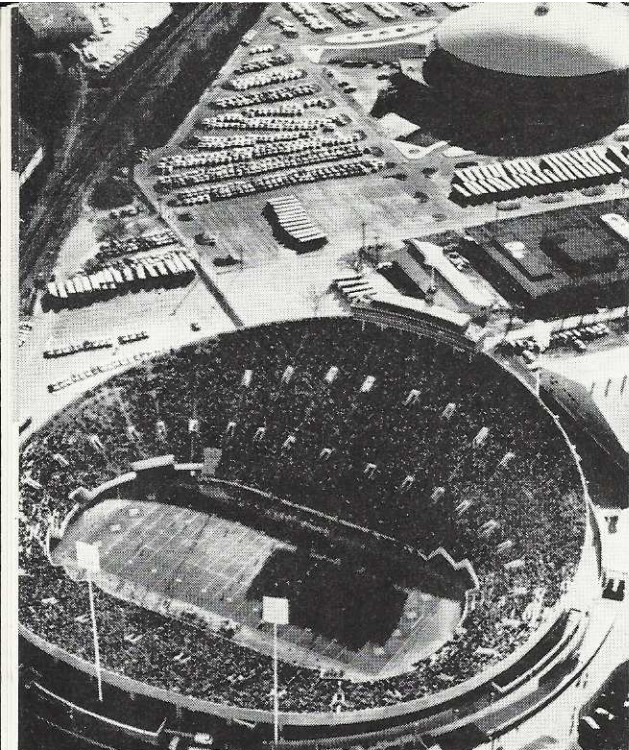
In happy contrast to those early days when nervous eyes spent most of their time scanning landscape for the least possible sign of the next Apache uprising, is today's casual, colorful atmosphere of western living throughout Tucson and Arizona.

Archeological excavations of cliff dwellings and pueblos throughout Arizona have given much information regarding early Indian cultures of this great Southwest territory. The first white men to explore this territory were Spaniards who included Francisco Coronado

(1540-42) and the famed Jesuit Father Kino during the late 1690's.

History has it that in 1824, after Mexico won independence from Spain, the area became part of the territory of New (Nuevo) Mexico with the capital at Santa Fe. The Gadsden Purchase through the Treaty of Guadalupe Hidalgo in 1848, Arizona was ceded to the United States (1853) forming the west half of New Mexico territory until it was made a separate territory later in

Continued on page 8



Named Memphis Memorial Stadium in dedication to veterans of World Wars I & II and the Korean War, the Stadium is home of the Memphis State University Tigers and the annual Liberty Bowl. Upper right of photo is Mid-South Coliseum.



Statue of W. C. Handy is in Handy Park on Beale Street in Memphis, one of the nation's more famous streets. It was here that W. C. Handy gave birth to the "blues." Beale Street in 1966 was designated a national historic landmark.

SESQUICENTENNIAL **MEMPHIS** PROFILE

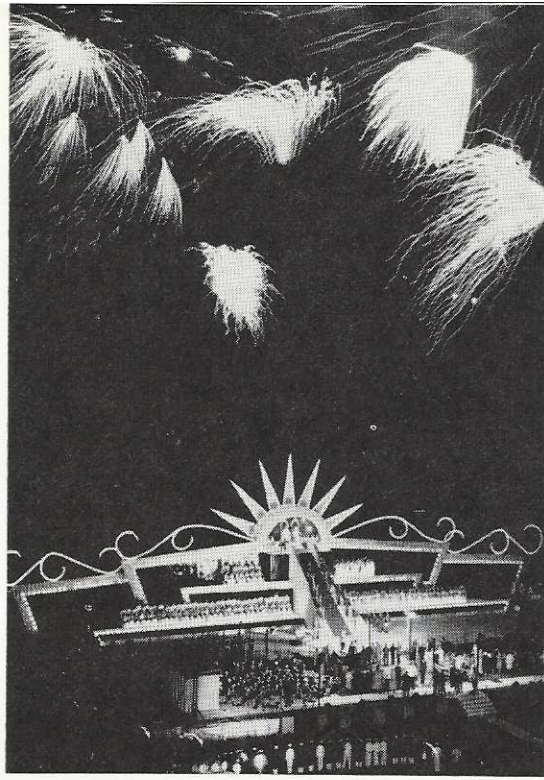
Tennessee was a fledgling, 23-year-old state when Memphis was laid out by owners of land grants in 1819. The United States earlier had purchased what became Memphis and western Tennessee for some \$300,000 more than Peter Minuit had paid the Indians for the island of Manhattan.

When Memphis was incorporated in 1826, it had a population of 500. Today, metropolitan Memphis, which includes West Memphis and Crittenden County, Arkansas, has a population of more than 829,000. Memphis ranks nineteenth in population among United States cities.

What has made Memphis great? What will make her greater? The story can be told in four words: Location, agriculture, industry and transportation.

Few states are so advantageously located as Memphis. Beyond that, Memphis counts all four modes of transportation—air, motor, rail, river. These are the life-





Salute to cotton takes form in the five-day Memphis Cotton Carnival held each May.

lines which link Memphis with big and growing markets throughout the southeast, southwest, midwest and the nation.

As a direct result of Memphis' location and transportation capabilities, the downtown area is reaching skyward with towering structures that are carving out a new sky line. Department stores are being renovated and additions are being made to hotels, motor hotels and other facilities which play an important role in the ever-increasing convention business and visitor industry. A new 11-story Federal building has been completed as has a new City Hall—both part of a multimillion dollar Civic Center.

Only a few minutes drive via expressway is the recently completed Memphis Metropolitan Airport served by the major airlines of the United States. Frontier is the newest carrier to provide service at this facility, having inaugurated service in October, 1968. Elsewhere,

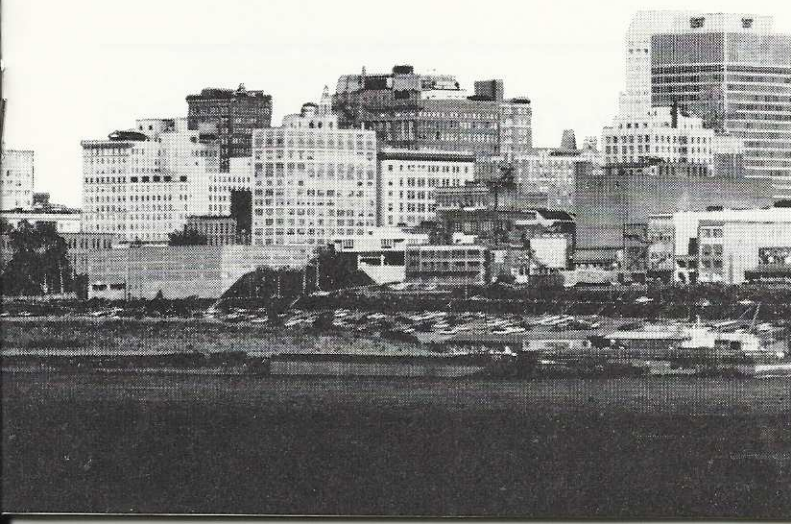
shopping centers, subdivisions and dozens of apartment complexes are going up while at the same time, a major urban renewal program is under way.

Recent improvements in the Medical Center—the South's largest—include a new Tennessee Psychiatric Hospital and Research Institute, a new Veterans' Hospital and additions to Baptist, Methodist and St. Joseph's Hospitals, new facilities for the University of Tennessee Medical Units, new Baptist Medical Building, Dobbs Medical Research Institute, Bowld Hospital and a new St. Jude Hospital, spearheaded by comedian Danny Thomas.

The new Memphis Memorial Stadium is the largest structure of an all-new sports complex at the Memphis Fair Grounds. The 50,160-seat stadium, home of the Memphis State University Tigers and the Annual Liberty Bowl played in December, was built at a cost of \$3.7 million. This sports complex also includes a new Mid-South Coliseum with a seating capacity of over 13,000. It is home to Memphis State's basketball Tigers and the Memphis South Stars professional hockey team which is in the Central League.

Cotton is still king, but diversification has been the key to a much-improved economy in recent years. Almost every major money crop is grown in and around the Memphis trade area. Corn, alfalfa, truck farming, soybeans, rice and even fish farming have come into prominence. Livestock production and dairying are also major sources of income.

It was Andrew "Old Hickory" Jackson, one of the founders, who is credited with naming Memphis for the Egyptian city of the same name on the Nile. The name meant "Place of Good Abode" to the Egyptians and the meaning is the same for modern Memphis on the mighty Mississippi.



Jet Tucson

Continued from page 5



Spectacular Western scenery provides dude ranch guests an extra bonus on trail rides beneath the warm Arizona sun.

1863. Tucson, now the second largest city in Arizona second to Phoenix, the state's capital, received a growth stimulant with the arrival of the Southern Pacific Railroad in 1880 and by discoveries of silver in nearby Tombstone and copper at Bisbee.

Today, the sound of gunshots ringing out, fracturing the dry, warm, Arizona desert stillness can still be heard. It all takes place over at Old Tucson, still one of the West's great shoot 'em up towns where movie upon movie has been filmed restaging what used to be the wide, open West.

Vacationists wanting to get away from the jangling telephones and rapid beat of the business day can recapture the more serene days of the Old West in Tucson.

Warm, sun-filled days on manicured golf greens, blazing the trail on Old Scout across the majestic Arizona desert dotted with its giant Saguaro cactii, exhilarating waters of dude ranch swimming pools and moonlight, chuck wagon dinners with country folk music abound amid the serene setting of the now peaceful Old West.

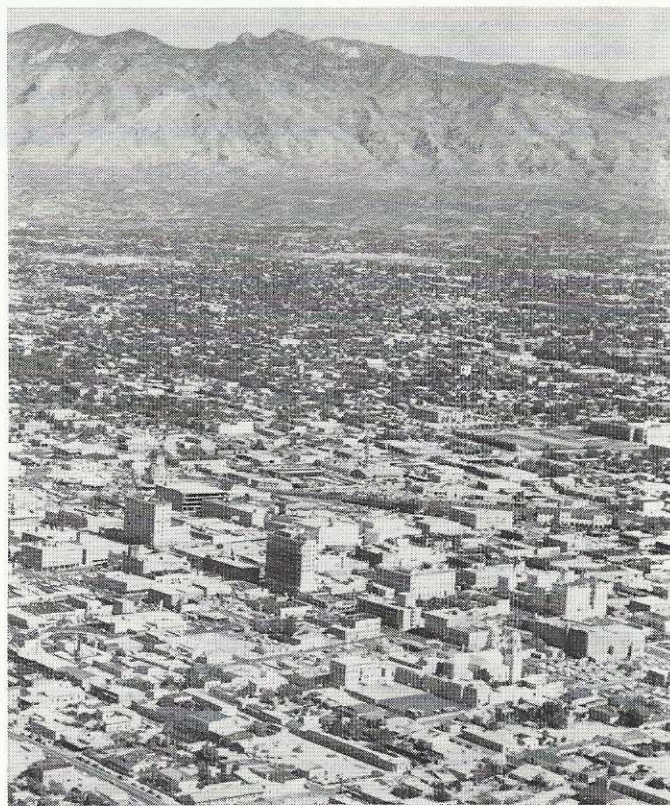
Imagine yourself clippity-clopping along on Old Scout beneath the brilliant, warming, Arizona sun or moon amid the towering, Organ Pipe and giant Saguaro cactii which are so prevalent throughout the desert area. Better yet, imagine that you could have been back home chiseling frost from your car windshield or hefting shovel after shovel of snow off your sidewalk. Thoughts like this make your Tucson trip even more enjoyable.

Dude ranch-wise, there are several very pleasant and comfortable ranches throughout the Tucson area. Such familiar names as Saddle Back, Saddle & Surrey, Lazy K, Wild Horse, Westward Lodge, Lodge in the Desert, as well as Circle A, Tanque Verde, Cochise, White Stallion and Double U, are a few of the many western-sounding names of ranches which are just a short, driving distance from the Tucson Municipal Airport where Frontier jets land daily.

If mixing up the old with the new is your way of doing things, as a contrast to the dude ranching during the daylight and evening hours, one can saddle up (in a late model rental car) and mosey toward town or take in exciting Greyhound racing, night club life or just a leisurely drive or stroll along the main arteries of Tucson.

Other sights worth noting of course would be a trip over to Old Tucson, as mentioned earlier, location home of NBC's famed High Chaparral. Also, a stop at Tombstone, the famed "town too tough to die," is well worth it. This, you may recall, from the movie, was the site of the OK Corral gun battle.

All of this and more lies here in the Tucson dude ranch country, some sixty miles north of Nogales, Sonora, Mexico which in itself would be rewarding to visit.



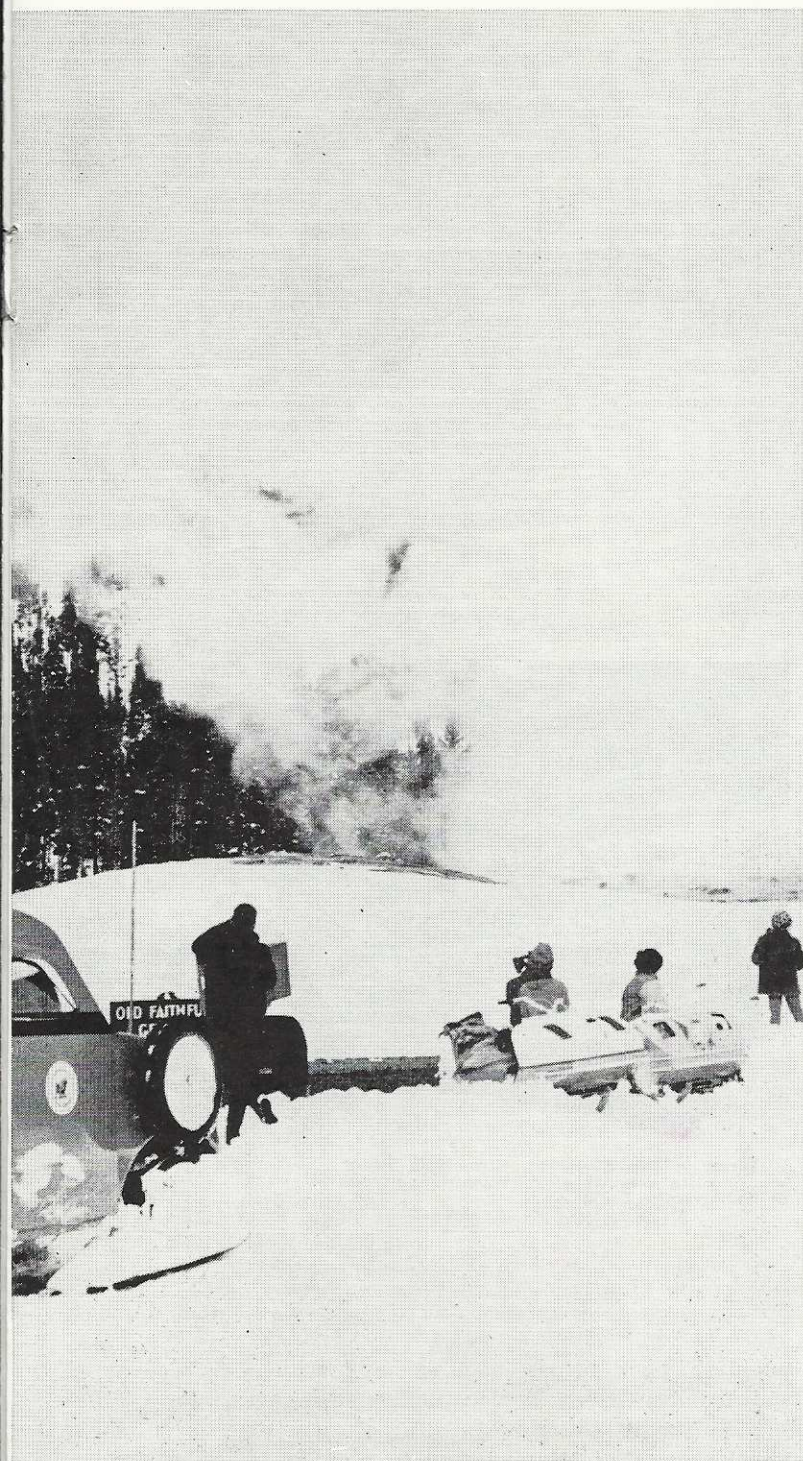
TUCSON—Visitors enjoy the remarkable contrast of old and new throughout this thoroughly up-to-date cosmopolitan city. Frequently visited museums, historical monuments and Hollywood movie sets flash memories to past eras' Indian wars, freewheeling outlaws and military encampments.

Put Spring in Your Skiing

Continued from page 4

The western ski season this year is long on snow. The many winter storms still sweeping through the high-mountain country should provide plenty of excellent spring skiing through April and May.

Gear up for a fast, Frontier fling at your favorite area. Ask your travel agent or contact Frontier for information and details. Be sure to plan ahead. Spring skiing under clear, sunny, western skies is irresistible.



COME SEE THE WHITE FACE OF Yellowstone

A Snowmobiling Wonderland

Only a few hundred fortunate vacationists have seen and photographed Old Faithful Geyser blasting its majestic plume of steam into the crisp clear winter sky above Yellowstone National Park. In contrast to the milling crowds of two million visitors who visit America's largest national park in the summertime, the quiet of the snow-covered geyser area is broken only by the deep-throated roar of superheated steam spewing from the thousand vents which dot the geyser basin areas of the park.

Yellowstone has been transformed by Mother Nature's artistry using the mediums of snow and wind. The

lower, middle and upper geyser basins appear as pages in a book on fantasyland. Steam from hot pools and geysers rises in the gentle breeze and stops to rest on trees and logs glistening and smiling in the sunshine. Here and there, where the warm earth has defeated the fallen snow and sends shoots of green grass into the white world, herds of elk, buffalo and other wild animals of Yellowstone munch contentedly as visitors pause to photograph them. Old Faithful Geyser, its dignity and charm from the ages unruffled by the change in seasons, keeps its tireless schedule with billowing volumes of steam and superheated water tumbling and swirling off

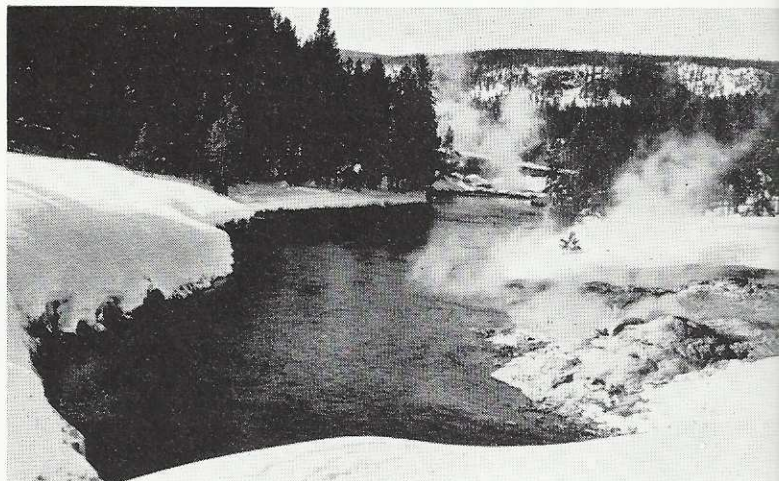


Sights such as this American bull buffalo searching through snow for food near steaming hot springs, herds of elk and other wild animals of Yellowstone and steaming rivers are common sights taken in by the traveler touring from Mammoth Hot Springs and West Yellowstone to Old Faithful Geyser.

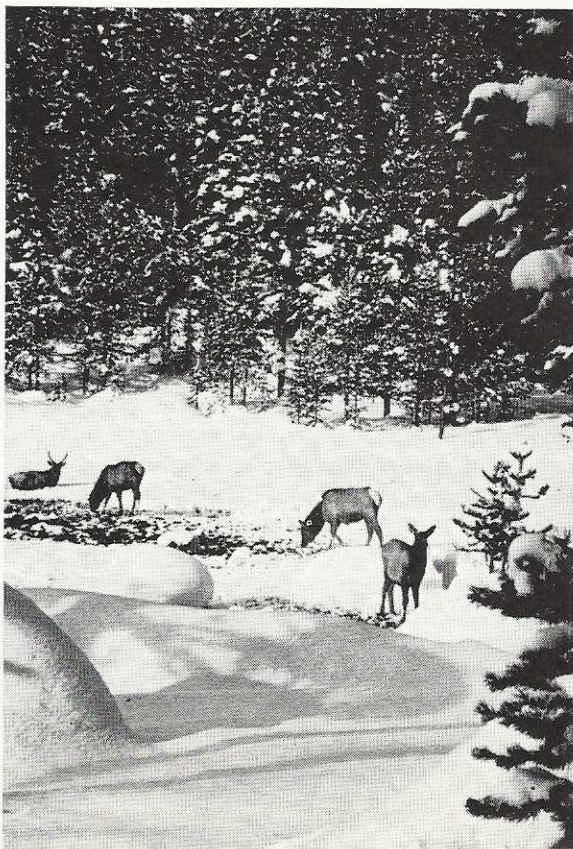
the lee side of eruptions cutting a brilliant white pattern against the deep blue of the high mountain sky.

This year, the winter wonderland of Yellowstone is made accessible to those vacationists wanting to try something different during their holiday. Three- and four-day vacation package tours have been developed by Frontier Airlines to make Old Faithful Geyser and other attractions in Yellowstone National Park easily accessible through the West Yellowstone, Montana gateway.

Frontier has schedules twice daily into Bozeman, Montana via Denver, Salt Lake City and Billings with connections from all parts of the United States. Included in the package is a winterized Hertz rental car for transportation between the airport and motels and inns at West Yellowstone. Included is a full program of snow-



Pictured is the Steaming Fire Hole River winding its way through volcanic canyons of Yellowstone.



mobiling using 14-passenger enclosed vehicles as well as snowmobiles driven by vacationists themselves.

En route to Old Faithful Geyser aboard snowmobiles, vacationists may stop to photograph concentrations of elk, buffalo, deer and moose as they paw through the thin layer of snow which covers the warm, thermal areas. There are also outstanding scenic views to be photographed where steam from geysers has coated pine trees with unusual formations of what is called "Devil's Frost."

These unique and outstanding snowmobile tours of Yellowstone are operated through March. If not this season, plan to spend time next winter among the breathtaking and unusual white face of Yellowstone surroundings.

about frontier

FRONTIER ELECTS BURKE

E. Paul Burke has been named President of Frontier Airlines. Burke has been the airline's Chief Executive Officer since the resignation of Lewis W. Dymond, former President and Chairman of the Board of the company, earlier this year. At the airline's Board of Directors quarterly meeting held in Denver January 30, Burke was elected to the Board, named Acting Chairman of the Board and was made a member of both the Executive and Finance Committee of the Board.

Burke joined Frontier in August of 1968 following 28 years of airline experience with Trans World Airlines. His last position with TWA was that of Vice President-Transportation Operations based in New York City.

DENVER-SALT LAKE CITY NON-STOP AWARDED FRONTIER

New non-stop jet service between Denver and Salt Lake City was awarded Frontier Airlines by the Civil Aeronautics Board (CAB). This new authority will also make possible one-stop jet service for air travelers between Salt Lake City and Kansas City/St. Louis.

This award is the second such non-stop authority granted Frontier under the CAB's recently adopted procedures for issuing regional air carriers non-stop authority between existing cities on the carrier's system. The CAB awarded Frontier Denver-Phoenix non-stop authority under these procedures during July, 1968. Currently, the carrier provides two non-stop jet flights between Denver and Phoenix.

Frontier management is presently studying patterns of service and scheduling to be implemented in order to determine the date of Denver-Salt Lake City non-stop inauguration. The carrier has provided regularly scheduled service between these two cities with intermediate service since June, 1947.

FRONTIER APPEALS FOR CONTINUATION OF YOUTH FARES

In a brief to the Civil Aeronautics Board (CAB), Frontier Airlines asked for continuation of the Youth Fare program. The carrier takes exception to the initial decision of a hearing examiner which found that Youth Fares were discriminatory and should be cancelled. Frontier contends that the examiner's recommendation fails to give adequate consideration to the special status of young adults who are financially dependent upon their parents and in general, lack the ability to pay their own full fares.

In its brief, the carrier points out that airline Youth Fares are merely a variation of youth discounts offered under the various Family Fare plans available not only on airlines but on surface transportation.

Frontier has featured the Youth Fare throughout its system since 1962. It particularly appeals to college students. In 1968, the Youth Fare generated over 160,000 passengers and brought in over \$3 million in passenger revenue. During the six years in which the Youth Fare has been applicable on Frontier, the carrier found that the fare was economically important to the airline and had a great influence on Frontier's continuing economic and financial progress and toward the elimination of governmental subsidy.



NATIONAL PARK TOURS BEGIN IN JUNE

Frontier is the first airline to produce and escort groups into four great American national parks located throughout Frontierland. They include Grand Teton, Yellowstone, Glacier and Waterton Lakes National Park, located in Canada just north of Glacier. Both these areas are served by Frontier through Great Falls, Montana.

Gateway city for this new tour is Denver. The tour originates in Denver touring the national parks and terminating in Salt Lake City.

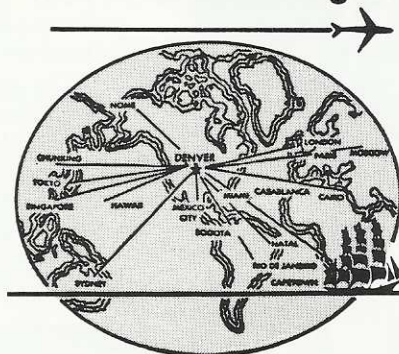
The effective dates for these new tours are the second Saturday in June through the last Saturday in August.

All of these tours are an all-inclusive plan including meals, lodging, tours, sightseeing, boat trips as well as gratuities for luggage and meals. Cost—\$290 per adult, double occupancy. Children's rates are \$145 each under twelve years of age.

Air fare is separate—Frontier's liberal Family Plan is applicable seven days a week.

See your travel agent or contact Frontier Airlines' Tour Department, Denver, Colorado.

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Karl W. Menlmann, General Manager



Returning veterans from Vietnam action get a surprise visit from stewardesses of Frontier Airlines and showgirls from the famed Desert Inn of Las Vegas. The veterans, rehabilitating at Denver's Veterans Hospital, received a personal invitation along with complimentary tickets to the girls' game.

VIET NAM VETS See FRONTIER JETS Outfly DESERT INN SHOW GIRLS

BASKETBALL SHAPES UP

Basketball in Denver has shaped up dramatically this season and what a treat it was for the GIs at Denver's Veterans Hospital. These fellows, who had recently returned from action in Vietnam, were personally invited by leggy basketball team members of the Frontier Jets and the Desert Inn Pzazzers to catch the graceful action of the light-footed females swishing baskets during half time activities of the Denver Rockets-New York Mets ABA game this season.

Nearly 4,000 fans as well as the specially invited GI guests whistled, cheered and applauded the Frontier Jets on to victory as they flew past the Desert Inn Pzazzers 3-2, in spite of the height disadvantage. The Desert Inn gals were comprised of five first string players averaging 5' 10" in height, all of whom are showgirls of the Desert Inn show, *Pzazz*.

Next season, the Jets take on the Pzazzers in another spectacular half time show at Las Vegas.



A two-handed desperation shot by the Desert Inn provided a rebound for the Frontier Jets who capitalized by making a basket.



Coaches for the teams included (left) Lynn Sanner, Sports Director, Channel 9—KBTB, Denver, and Starr Yelland (right), Sports Director, Channel 7—KLZ-TV, Denver. Sanner coached the Frontier Jets, while Yelland directed the girls from Las Vegas averaging in height 5'10".

The Fast Fling is a Fun Thing.

When you're tired of the same old routine and the mood hits you to break away for a few days, Frontier has the answer. A Fast Fling. Your Fast Fling can be for a weekend or a week. Anytime, anywhere. With the family or a group. In almost no time Frontier can have you in Las Vegas, Phoenix or the Rockies. You don't have to plan a Fast Fling. We'll arrange everything—lodging, car, shows. We'll even take care of your golf clubs or skis. Just call your Travel Agent or Frontier and say you're ready for a Fast Fling.

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