



ARROW-JET NEWS

Vol. 3 Number 8

Published for Employees of Frontier Airlines

November/December 1970

STEWARDESSES ENTER FASHIONABLE SEVENTIES

Short skirts (bless 'em), pants, blazer with lively striped necktie, midi-length coat and high boots make up the basic new and imaginative uniform for Frontier Airlines stewardesses.

During the fashionable 70's when almost everyone has his opinion as to whether the knee should or should not be publicly exhibited, Frontier comes up with the winning answer for all the fashion conscious and for girl watchers, too. Off with the midi-length coat and wow!—There are the knees!

The basic uniform consists of a warm navy midi-length coat (designed by Tony of Hart, Schaffner & Marx) decked with large gold buttons and buckle. The all-wool coat is double breasted and has slashed pockets trimmed with horizontal flaps. This coat gives a great look when worn with navy stretch boots with squared toes and 1½" heels. The high boot and midi coat combo is proving to be most welcome during the cold winter season.

Beneath the overcoat is worn a smart looking double breasted blazer in navy, accented with eye-catching gold buttons.

Each stewardess has two skirts, one blue/green striped and one orange/yellow striped. The skirts have three triple kick pleats in both front and back for comfort and ease of movement plus an elasticized waistband. The stripes are one inch regimental type.

For that coordinated look, the girls also wear a striped necktie, either blue/green or orange/yellow, to match their skirts. The necktie is worn under the Edwardian collar of a bright white over blouse. The blouse has short cap sleeves and is semi-fitted.

(Continued on page 6)



At Denver's Stapleton International Airport, Frontier stewardesses prepare to make airborne their new fashionable uniform for the 70's. Stewardesses (left to right) Barbara Spriggs, Kandi Lawler, Fran Knobbe and Linda Harcrow show off their new ensembles. The basic uniform color is navy accented with orange/yellow or blue/green. (Fashion Photos page 6)

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Capt. Banta—Gen. Manager—Frontier's Northern Plains Div.

Captain Robert Banta has been named to oversee the complete operation of Frontier's recently reinstated service to eight cities in Montana and North Dakota. As General Manager of Frontier's Northern Plains Division, Captain Banta

will be responsible for the supervision of Frontier's flight, maintenance, ground station, sales and community relations programs as they relate to the new air service being operated with Twin Otter aircraft.

Those communities receiving

this new service include: in Montana—Great Falls, Lewistown, Billings, Miles City, Glendive, Sidney, Havre, Glasgow and Wolf Point and in North Dakota—the cities of Williston and Minot.

Frontier began the Twin Otter

operation on October 26 over two routes: one round-trip between Great Falls and Williston by way of Lewistown, Billings, Miles City, Glendive and Sidney and a second round-trip between Great Falls and Minot by way of Havre, Glasgow, Wolf Point and Williston.

Frontier flight and ground support personnel recently completed training in all aspects of Twin Otter operation. Meanwhile, crews from Golden West Airlines of California operated the service.

On December 1, Frontier flight crews and mechanics assumed the complete operation.

Fourteen Frontier pilots and three mechanics are being based in Great Falls, all under the supervision of Captain Banta.

Frontier operates the 19-passenger Twin Otter powered by two Pratt & Whitney turbine engines, built by deHavilland Aircraft Company of Canada. This is a new type of jet-prop turbine powered aircraft with excellent performance and safety characteristics used extensively in commuter operations. It is a high-winged aircraft which carries a flight crew of two, cruises at approximately 190 miles per hour and can land at 50 miles per hour.

Chicago Standby Travelers Save 40 Percent

Fare savings of approximately 40 percent for passengers traveling on a standby basis are available between Chicago and 10 major cities of the West served by Frontier. In addition, Frontier also provides a 10 percent reduced round-trip coach fare between Chicago and the same 10 cities.

The low-cost Standby and Round-Trip Fares in these new markets are to further the incentive for air travelers to become better acquainted with Frontier's new Chicago service.

As Richard Cummins, Frontier's District Sales Manager in Chicago, puts it, "We're new in Chicago and we have some 300 seats each day in and out of Midway to be filled. By giving up the privilege of advance reservations on a Standby Fare, air travelers can and should be the beneficiary of low-cost air transportation."

Standby Fares with the applicable savings are now available in coach sections of all Frontier jet flights in and out of Chicago. These low-cost fares can be used by anyone at any time in this new market. Once a standby customer boards a flight, he is



Captain Robert Banta, who has been flying with Frontier since 1958, heads Frontier's Northern Plains Division as General Manager.—Photo by Holter—Great Falls Tribune

MORE PHOTOS ON PAGE 6

(Continued page 2)

EXECUTIVE MESSAGE

Although the activities of the Legal Department of the company encompass more than new route proceedings, we find that the prime interest of Frontier's employees is the route development program.



Richard A. Fitzgerald

During the past 18 months, Frontier has received a number of important new route awards. All of these awards have now been activated with the final extension into Chicago on October 25. New routes received and activated within the last 18 months include: Dallas-Denver-Salt Lake City, Dallas-Kansas City-Omaha, Dallas-Albuquerque-Las Vegas, Chicago-Omaha-Denver, and new nonstop authority between Denver-Casper, Casper-Billings, and Omaha-Kansas City.

Previously in 1967 and 1968, we received the important St. Louis-Kansas City-Denver-Las Vegas routes, and the Denver-Phoenix nonstop route.

Our jet routes produced a significant profit in 1969, but our Convair operation produced heavy losses, even after the payment of more than \$6.5 million in public service revenues. (We use the term "public service revenues" instead of "subsidy" because these revenues are provided to support service to the smaller cities on Frontier's system.)

It is unfortunate that the activation of Frontier's new route awards coincided with extraordinary increases in operating expenses resulting from increases in wages and in the cost of materials and services so that the benefit of the improved routes has been offset by increased operating expenses. Nevertheless, our losses have been substantially reduced as a result of the new long-haul jet services.

Another development which should be helpful to the company in the future is the recent activity in Washington wherein the Civil Aeronautics Board has determined that the local service carriers are entitled to a substantial increase in their public service revenues. We are hopeful that the Congress and the Civil Aeronautics Board will increase our public service revenues by a substantial amount before the end of this year. With such revenues, the company may be able to come close to a breakeven level in 1970.

It must be recognized, however, that it will be necessary to increase Frontier's revenues very substantially in 1971, if the company is to be able to pay higher wages and meet other increases in expenses which are projected for the future. I accordingly urge that all of our employees do their very best to serve the public in a friendly and courteous manner so that we may continue to attract additional customers to Frontier and that all our employees make every effort to improve the

They Care Enough to Write

GOOD CHARTER SOOTHES GAME BRUISES

"Dear Mr. Burke: For the past seven years our booster club has been following our team on the road, and we have had occasion to charter with Frontier on a number of occasions, the most recent of which was a three day junket to Las Vegas with a return to Denver for our game with the Broncos. I felt you would be pleased to know that Frontier did it again—a perfect charter!

"I must say that your Denver Broncos weren't as considerate of our feelings as your Frontier personnel."—Miss Gerre Ann Sprague, Trip Coordinator, Kansas City Chiefs Football Club

NO FOOD—NO FLY

"Dear Sir: I recently was a passenger on Frontier Airlines boarding in Kansas City at 10:45 a.m. and arriving Amarillo, Texas 3:00 p.m., flight 565, tourist fare return flight. Snacks were served aboard flight 565 to most of the passengers, however, I was informed that adequate supplies had not been made available and the stewardess would be unable to serve me any lunch. I was offered a drink in place of lunch. Since passengers boarding the plane at a later time were served, I felt you should be informed of this situation. This flight was quite a long one and I was given breakfast by TWA on my flight from Indianapolis to Kansas City.

"As of this date I plan to avoid Frontier Airlines since your accommodations leave room for improvement."—Mrs. Richard Slinker, Portales, New Mexico

wish to know. There was childish conversation between the stewardesses on the intercom during the flight that registered to me only as unusual and most annoying. One stewardess was apparently disturbed over the large number of people to serve and her caustic comments to the passengers were unnecessary.

"Before this unfortunate incident, I had never encountered any difficulties on your planes and I am very sorry this one occurred."—Mrs. V. Raye Evans, R.N., St. Charles, Mo.

NO NEWS IS BAD NEWS

"On 9-3-70, my wife and I were flying with Frontier on flight 526 to Denver. This flight arrived in FSM 25 minutes late, developed mechanical trouble in Muskogee some 30 minutes later. We were told to deplane until the trouble had been corrected; that was all we were ever told until 5:00 p.m. at which time we were told that a bus would take us to Tulsa. . . . I realize mechanical difficulties can happen to the best, but I cannot understand why it would take three hours to finally tell the passengers the score. After all, fare-paying passengers do help to keep the airlines flying, along with air express and U.S. Mail. I would suggest that in the future under similar circumstances, the passengers that are stranded in an air terminal with nothing to eat or drink except salted peanuts and 7-Up be given a slight clue or hint as to the progress being made to correct the difficulties. For the past 24 years I have worked with the public and I find they must be kept happy."—S. M. Heard,

close to a breakeven level in 1970.

It must be recognized, however, that it will be necessary to increase Frontier's revenues very substantially in 1971, if the company is to be able to pay higher wages and meet other increases in expenses which are projected for the future. I accordingly urge that all of our employees do their very best to serve the public in a friendly and courteous manner so that we may continue to attract additional customers to Frontier and that all our employees make every effort to improve the reliability and efficiency of the company's operations.

RICHARD A. FITZGERALD
Senior Vice President
General Counsel

(Continued from page 1)

Chicago Standby Travelers Save 40 Percent

assured of through travel to his destination. Savings on round-trip flights compared with regular coach round-trip fares range from \$82 between Chicago and Las Vegas to \$78 between Chicago and Phoenix.—Look at it this way, \$82 savings when heading to Las Vegas can get you a few more nights accommodations plus dinner shows and gambling money. That's a pretty good savings.

A \$78 savings when going from Chicago to Phoenix could mean another couple days in the warm sunshine and on the golf course.

Sample round-trip Standby Fares and their savings are listed below.

In addition to the Standby Fare, Frontier also provides new reduced round-trip fares between Chicago and the same 10 Frontier-served cities where the Standby Fare is applicable plus Lincoln, Nebraska. Saving 10 percent on the round-trip fare is available to anyone at any time in the coach section of Fron-

tier's jet flights in and out of Chicago.

Three daily Frontier flights operate into and out of Chicago's Midway Airport. All are flown nonstop between Chicago and Omaha. From Omaha, one round-trip is then operated nonstop to Denver with through-plane nonstop service beyond Denver to Phoenix. Also at Denver, connections can be made to and from Frontier's nonstop flights serving fabulous Las Vegas, Salt Lake City, Albuquerque, Grand Junction and Colorado Springs. A second round-trip jet between Chicago and Denver also serves the intermediate Nebraska cities of Omaha, Grand Island and Scottsbluff with connections to and from eight other Nebraska cities. The third jet round-trip of the day links Chicago with Rapid City and Billings by way of Omaha.

Frontier really has great fares here. If each Frontier employee were to sell one fare, it surely would increase the Chicago load factor and make the kitty look healthy, too.

BETWEEN	Standby Fare	Savings
CHICAGO AND: ALBUQUERQUE	\$96.00	\$62.00
BILLINGS*	94.00	40.00
COLORADO SPRINGS	90.00	44.00
DENVER	80.00	54.00
GRAND JUNCTION	96.00	62.00
LAS VEGAS	122.00	82.00
PHOENIX	118.00	78.00
PUEBLO	98.00	50.00
SALT LAKE CITY	104.00	70.00
TUCSON	118.00	78.00

*Via Rapid City
Taxes Included

City.

"As of this date I plan to avoid Frontier Airlines since your accommodations leave room for improvement."—Mrs. Richard Slinker, Portales, New Mexico

POSTGAME FLIGHT A WINNER

"Dear Sir: My wife and I would like to compliment your service on Sunday, October 11, 1970. The crew on Flight 17 from St. Louis to Denver was tremendous. It certainly was nice to see some old-fashioned courtesy and character. After losing two games in the series and rough weather to boot, the flight was a winner. Thank you."—Vern Rapp, Cincinnati Reds, Inc.

NURSE WANTS CHILDISH ANTICS CURED

"Dear Sir: On October 16, 1970, I was a passenger on flight 6, departing Denver at 6:25 p.m. returning home to St. Louis, Missouri.

"I am writing to tell you of my discontent on this particular flight because I feel you would

salted peanuts and 7-Up be given a slight clue or hint as to the progress being made to correct the difficulties. For the past 24 years I have worked with the public and I find they must be kept happy."—S. M. Heard, Knoxville, Arkansas

BEST SERVICE EVER RECEIVED

"Dear Mr. Burke: It was my pleasure to fly Frontier on a recent trip from Bismarck to Las Vegas. The entire trip was enjoyable from a standpoint of both service and facilities.

"I must give special recognition and thanks to the crew of your flight 10 from Las Vegas to Denver on Friday evening, September 11. The service and courtesy rendered were exceptional, making a return trip from Las Vegas very pleasant. It was the finest service that I have ever received or witnessed on any airline.

"You may be assured that this writer will fly Frontier at every opportunity."—Lynn M. Hoghaug, First National Bank & Trust Co., Bismarck, N.D.



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Co-mail for the ARROW-JET NEWS
should be directed to DEN-GP.

Neal T. Amarino Manager-News Bureau/Editor
Edward H. Gerhardt . . Vice President-Public Relations
Kandee Stephens Executive Secretary

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SERVICE AWARDS



SERVICE AWARDS

20-YEAR SERVICE PINS— NOVEMBER

Lehmann, E. H., Aircraft Tech.,
DEN
Owen, R. G., Dispatch
Coordinator, DEN
Walling, H. R., Aircraft Tech.,
DAL

15-YEAR SERVICE PINS— NOVEMBER

Beeler, M.E., Station Agent, SLC
Ciferri, A. F., Station Agent,
ABQ
Jorgensen, D. E., Sales/Service
Manager, JAC
Maggard, C. L., Sales/Service
Manager, ALS
Modrow, L. B., Sr. Station
Agent, FMN
Schlosser, A., Reservations
Agent, PHX

10-YEAR SERVICE PINS— NOVEMBER

Stemler, A. K., Director-Sales
Planning, DEN
Stewart, J. D., CRO Manager,
DAL

5-YEAR SERVICE PINS— NOVEMBER

Allison, D. A., Station Agent,
LAW
Barreras, R. T., Station Agent,
ABQ

Lenahan, Director Stewardess Services



Roberta Lenahan

Mrs. Roberta "Bobbie" Lenahan has been named Director-Stewardess Services for Frontier Airlines. During the past one and a half years, Mrs. Lenahan worked as Manager-Stewardess Services for Frontier.

Mrs. Lenahan joined Frontier in October, 1966 as Division Chief Stewardess-Denver. In December, 1967, she was promoted to Supervisor-Stewardess Services followed in 1969 by the new title of Manager-Stewardess Services.

As Director-Stewardess Services, Mrs. Lenahan, a former United Air Lines stewardess, is responsible for stewardess flight scheduling and in-flight services performed by Frontier Airlines' 325 stewardesses system wide.

PERSONNEL CHANGES

NAME	FROM	TO	BASED
Gordon Nelson	Junior Clerk	Clerk	DEN
Kenneth Snyder	Junior Clerk	Clerk	DEN
Susan Esterling	Junior Clerk	Clerk	DEN
Larry Denning	Station Agent	Relief Agent	LBL
Maynard Lehman	Ticket Counter Agent	E.A.M. Operator	DEN
Deane Kellett	Reservations Agent	Supervisor- Reservations	PHX
Roy Saunders	Station Agent	Sr. Station Agent	DEN
James Dawson	Station Agent	Sr. Station Agent	DEN
Robert Harpin	Station Agent	Sr. Station Agent	DEN
Rick Straily	Station Agent	Sr. Station Agent	DEN
George Oliver	Station Agent	Sr. Station Agent	OMA
Roderick Lane	Provisioning Agent	Station Agent	DEN
Otto Smith	Asst. Manager-Technical Analysis & Performance	Manager-Technical Analysis & Performance	DEN
John Myers	Manager-Operational Services	Director-Operational Planning	DEN
David Weston	Sr. Agent	Customer Service Supervisor	DEN
Larry Roberts	Customer Service Supervisor	Asst. Manager- Transportation Svcs.	STL
William Livingston	Aircraft Technician	Lead Aircraft Technician	DEN
Richard Wentzel	Aircraft Technician	Lead Aircraft Technician	DEN
Frank Chinn	Station Agent	JAMTO Agent	COS
Brian Coughlin	Analyst Programmer	Sr. Analyst Programmer	DEN

Snow's Flying at Salt Lake

Break out the boards and get with your exercising! Skiing is here. In fact, at Salt Lake City, there is a particularly fine Inter-line Ski Party coming up February 7-12, 1971. We are telling you well in advance, so you can make necessary plans.

EMPLOYEE CHRISTMAS FLY-IN TO HELP CHILDREN THIS YEAR

During the past three years, Frontier employees have extended a warm and friendly Christmas greeting by donating funds to fly in from around the United States families of patients at the Fitzsimons Army Hospital in Denver. This program initiated by Frontier has proven so successful that a private group called "Operation Parent Lift"

ranged to continue much the same type program; however, this year in conjunction with CARIH, the Children's Asthma Research Institute and Hospital, in Denver. This facility provides care and rehabilitation service to children from around the world with intractable asthma.

Arrangements are being made to fly in parents and family

**HERE'S The
Payoff . . .**

**. . . FROM
IDEAS UNLIMITED**

It was announced this month by the Suggestion Committee that a complete revision of the program had been initiated. This

5-YEAR SERVICE PINS— NOVEMBER

Allison, D. A., Station Agent,
LAW
Barreras, R. T., Station Agent,
ABQ
Boyd, M. A., Reservations
Agent, DAL
Burgess, C. L., Station Agent,
DAL
Caldwell, M., Aircraft Tech.,
DEN
Cannon, R. J., Station Agent,
HDN
Cluff, J. F., Reservations Agent,
PHX
Corcoran, A. L., Ticket Counter
Agent, GJT
Dent, W., Lead Cleaner, DAL
Dennie, R., Foreman, DEN
Dennis, L. H., Jr.,
Director-Customer Relations,
DEN
Faltys, D. M., Station Agent,
TUS
Horan, T. A., First Officer, DEN
James, C., Maint. Program
Specialist, DEN
Lane, E., Inspector, DEN
Magee, J., Aircraft Tech., OKC
McLeod, B., Aircraft Tech.,
DEN
Opperman, G. R., Station Agent,
DEN
Paul, H., Aircraft Tech., DEN
Reavis, J. P., Reservations
Agent, DEN
Schroeder, C., Aircraft Tech.,
DEN
Segebartt, K. L., Station Agent,
ICT
Spagnoli, R. H., Station Agent,
DAL
Taylor, L., Ld. Aircraft Tech.,
DEN
Thompson, H., Ld. Aircraft
Tech., DEN
Wareham, D. E., Station Agent,
ABQ
Welter, A., Aircraft Tech., DEN
Wise, R. T., Inspector, DEN

Break out the boards and get
with your exercising! Skiing is
here. In fact, at Salt Lake City,
there is a particularly fine Inter-
line Ski Party coming up Febru-
ary 7-12, 1971. We are telling
you well in advance, so you can
make necessary plans.

Here's what is offered. Ski
five days at five different areas
for \$8 per day per person. This
includes lift ticket, transporta-
tion to the area, cocktail parties
and surprise gifts.

Special hotel rates of \$8 per
day single, \$6 per day double
plus tax are in effect.

On Sunday, February 7 at
1:00 p.m., registration begins in
the hospitality room at the Ho-
tel Utah. From 5:00 to 7:30
p.m. there is a social hour hosted
by the Salt Lake Area Chamber
of Commerce.

Monday, February 8—Ski Alta
(Cocktail Party)

Tuesday, February 9—Ski
Brighton (Cocktail Party)

Wednesday, February 10—Ski
Park City (Cocktail Party)

mas greeting by donating funds
to fly in from around the United
States families of patients at the
Fitzsimons Army Hospital in
Denver. This program initiated
by Frontier has proven so suc-
cessful that a private group
called "Operation Parent-Lift"
has taken on the responsibility
this year and has enlarged the
program. This year approximate-
ly 40 parents will be flown to
Fitzsimons.

As a result, Frontier has ar-

Thursday, February 11—Ski
Park City West (Cocktail Party)
Friday, February 12—Ski Soli-
tude

Skiers planning to attend
should make checks for \$8 per
day payable to the Interline Ski
Holiday, 19 East 2nd South, Salt
Lake City, Utah. If more infor-
mation is needed, contact Inter-
line Ski Holiday at the above
address.

Be sure to bring your airline
ID.

Research Institute and Hospital,
in Denver. This facility provides
care and rehabilitation service to
children from around the world
with intractable asthma.

Arrangements are being made
to fly in parents and family
members who would otherwise
be unable to make the trip and
spend Christmas with their chil-
dren. As in the past, travel, food,
lodging and rental cars will be
provided from Frontier em-
ployee donations.

Payroll deduction authoriza-
tion or checks made payable to
Frontier Airlines Employees
Christmas Project should be sub-
mitted as soon as possible. If
you have not done so, consider
making arrangements to take
part in this most worthwhile
program. It is suggested that
checks be sent through govern-
ment mail so they may be fully
sealed. Send to Frontier Airlines
Employees Christmas Project,
c/o Art Davis, 8250 Smith Road,
Denver 80207.

IDEAS UNLIMITED

It was announced this month
by the Suggestion Committee
that a complete revision of the
program had been initiated. This
program will include new imple-
mentation processes, awarding
procedures and standards and
monetary limitations. Included
in this will be a graduated per-
centage of savings scale which
will allow a maximum award in
excess of \$1,000. Similarly, new
rules will be initiated in regard
to the eligibility of all sugges-
tions submitted.

At the present time, the com-
mittee does have a number of
winners selected; however, the
announcement of these winners
is being postponed pending the
approval of the new monetary
scale, thereby affording each
participant an equal opportunity
for a cash award.

REMEMBER, YOUR IDEAS
ARE WORTH CASH.

BRICTSON RECEIVES NEW TITLE



David N. Bricton has been
named Associate General Coun-
sel and Assistant Secretary for
Frontier Airlines. His previous
title was Attorney and Assistant
Secretary.

During the past 3½ years, Mr.
Bricton worked for Frontier on
route case development and
other matters pertaining to legal
affairs. These matters continue
to be handled by him.

Mr. Bricton holds a degree in
law, LLB, from the University of
Colorado.

What's Happening on the Ski Hill? Ask Sentry

Ski information for 35 areas is now in Frontier's computer
system, Sentry. As the ski season progresses, snow condition reports
will be made available at more numerous times during the week.
Initially, these reports will be updated three times weekly. This
information is available by calling the nearest Frontier Airlines
reservations office.

Information may be obtained
on all major ski areas in the
states of Arizona, Colorado, Ne-
vada, Montana, New Mexico,
South Dakota, Utah and Wyo-
ming.

Should additional information
be required concerning ski areas

and conditions, customers may
contact the Denver CRO Ski
Desk.

Remember, a new rule now
provides for skis, boots and
poles to be flown free of charge
in addition to all other normal
free baggage allowance.



Snip!—And Chicago is a "Frontier Town." Happily engaged in their work of inaugurating new jet service to Chicago's Midway Airport are (left to right): Frontier President E. Paul Burke and Chicago Mayor Richard J. Daley. Assisting with ceremonies are Miss Chicago and Frontier Board Member Hoadley Dean of Rapid City, President of Western South Dakota Development Company.



Doing the honors at Grand Island which is now provided with one-stop jet service to Chicago: Lloyd "Bill" Kelly, Jr., Chairman, Hall County Airport Authority; Robert D. Gal, Vice President & System General Manager, Frontier; Grand Island Mayor John Ditter; Sam Murray and Vern Carlson, Vice President-Public Affairs, Frontier.



A hearty welcome was received at Midway Airport with a barrage of news media representing newspapers, magazines, radio and television, Chicago civic leaders including Mayor Daley, representatives of other airlines serving Midway Airport and friends of Frontier. Radio tape recorders whirled, cameras clicked and television crews cranked out footage upon footage of Frontier's inaugural flight as guests stepped from the aircraft at Midway.





The first early morning Denver jet to Chicago was heralded by (left to right): Robert Druva, Chairman-Denver Chamber of Commerce Aviation Committee; Howard Hicks, Manager-Denver Metropolitan Transportation Department; David Smith, Owner-Apollo Travel of Denver; Don Martin, Director of Aviation-Stapleton International Airport; Richard Shannon, Manager-Public Works and Deputy Mayor; Stewardess Fran Knobbe of Denver and Robert Galloway.

Midway Airport Is Gaining All the Time

FRONTIER ADDS BIG BOOST

Chicago gained new scheduled air service on October 25 when Frontier began daily jet flights to Midway Airport. Mayor Richard J. Daley of Chicago proudly headed that city's delegation in warmly welcoming Frontier and civic representatives from various cities of the West which are now directly air linked to Chicago.

Prior to beginning regularly scheduled jet service, pre-inaugural activities were sponsored in those cities which are now Frontier's Chicago gateways. Officials from local, county and state governments took active part in plane-side ribbon cutting ceremonies which were further her-

alded by local high school bands and news media.

Well in advance, officials from respective pre-inaugural cities were formally invited by Mr. Burke to join in the activities by flying the pre-inaugural flight to Chicago. Taking into consideration the acute timing required for the numerous activities, details and persons taking part, it all went exceedingly well and was free of hang-ups—well, almost free of hang-ups.

There was one incident which turned out to be udderly funny. One of the mayors from a smaller city outside Grand Island joined his friends when the flight

was called. Thinking there was to be a circle flight over his community, the mayor, after several nervous moments, remarked, "This is a pretty big circle your pilot is making."

"Sir? . . ." replied Ken Stemler, Director-Sales Planning.

"Circle! You know, over my city?!"

With great calmness, Stemler broke the news that this flight was en route to—you guessed it—Chicago.

"Chicago?! Egads man, I can't do this! I've got 200 cows to milk."

Fortunately, Omaha was next. Our mayor friend streaked off the aircraft and was last seen

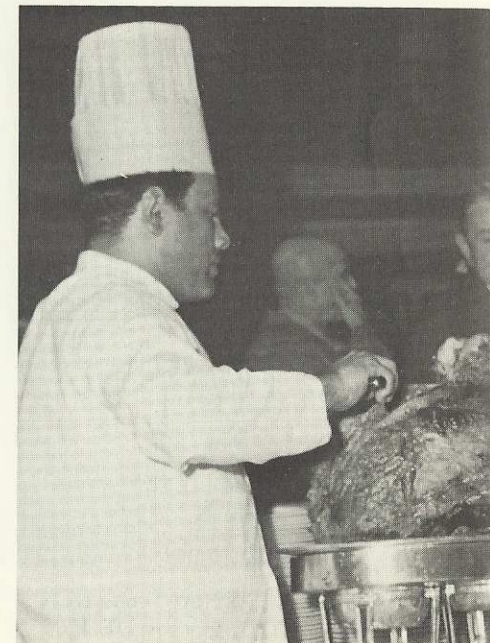
A hearty welcome was received at Midway Airport with a barrage of news media representing newspapers, magazines, radio and television, Chicago civic leaders including Mayor Daley, representatives of other airlines serving Midway Airport and friends of Frontier. Radio tape recorders whirled, cameras clicked and television crews cranked out footage upon footage of Frontier's inaugural flight as guests stepped from the aircraft at Midway.



From across the distance, arms of the law meet. Sheriff Glen Best of Pennington County, South Dakota, arrived on Frontier's inaugural flight and greeted the Supervisor of the Chicago Police Department, James B. Conlisk. Sheriff Best worked in the capacity of security guard on the inaugural flight for the safe carriage of gold ore from the Homestake Mine at Lead, South Dakota, and for thousands of dollars worth of paintings also aboard the flight.

thundering westward to relieve his cows. The remainder of inaugural activities went quite smoothly, with no udder problems.

At Chicago, some 500 guests attended Frontier's luncheon and a well presented slide show of "A Little Story About a Big Airline." Following the activities that day in Chicago and the ensuing overnight, officials from Western states returned home and were joined by officials from Chicago, many of whom were making their first real Western visit. Following familiarization tours throughout Denver and Rapid City, these representatives then returned to Chicago.



Chicago Mayor Daley and other Frontiersmen at the inaugural ceremonies at Midway Airport.



Chicago are (left to
away, Executive
stewardess Sandy



President Burke addressed the large Chicago turnout with words of thanks for the warm welcome and strong support offered Frontier by the City of Chicago.



Billings civic leaders join with Vern Carlson, Frontier's Vice President-Public Affairs, to inaugurate new jet service to Chicago via Rapid City and Omaha.



At Rapid City, Chicago visitors donned western hats and enjoyed a gracious tour of South Dakota. Grand host for the Rapid City tour was Board Member Hoadley Dean.



or Richard J. Daley praised service at Midway. The colorful mayor took part in all inaugural Midway Airport with Mr. Burke and other officials.



Palmerton's "Anvil" painting was among those flown to Chicago on Frontier's pre-inaugural for the Chicago art exhibit. On hand for ceremonies in Omaha were (left to right): Stewardess Carolyn Turner; Russell Klay, Omaha Airport Authority; Mrs. Dorothy Lincoln, President-Associated Artists of Omaha; Richard Gregg, Director-Joslyn Art Museum-Omaha; Robert Gallaway and Vern Carlson, Frontier Airlines.



At Rapid City, Chicago visitors donned western hats and enjoyed a gracious tour of South Dakota. Grand host for the Rapid City tour was Board Member Hoadley Dean.



Wild horses of the Great Plains are depicted in the artist's work which was among paintings flown to Chicago from Scottsbluff as a part of inaugural ceremonies. Left to right are Vernon Allan, President, Scottsbluff Chamber of Commerce; Stewardess Norma Honeycutt; Mayor C. A. Thomas of Scottsbluff; Robert Gallaway and Vern Carlson of Frontier.



Elk or buffalo, sir? While some "dudes" looked skeptical about tasting their first bit of wild elk from Montana, buffalo from South Dakota or trout from the cold, crisp streams of Colorado, they did manage to make it back for seconds. A luncheon at the Palmer House for approximately 450 invited guests provided insight through a dramatic slide presentation on Frontier Airlines and its background.



(Left to right) Ken Stemler, Director-Sales Planning; Jim Ryan, Audio Visual Rentals, Inc. of Denver and Don Grover, Director-Advertising, engineered a great production utilizing 14 projectors in an outstanding 20-minute slide/movie presentation about Frontier.

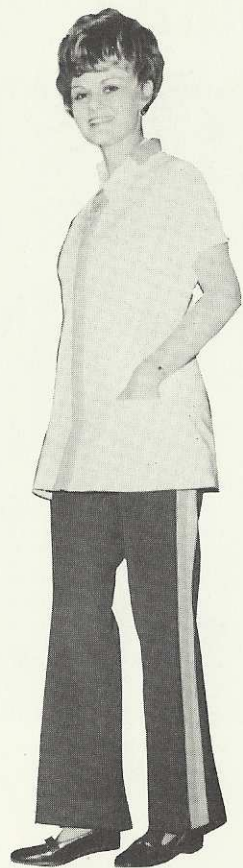


Fashionable Seventies

(Continued from page 1)

When ready to serve in flight, the girls change from the blazer to a sleeveless serving smock made of a soil and water resistant polyurethane fabric. The front zipper closing is flanked with stripes matching the necktie. The smock has a V-neck with a mandarin collar and pockets. Each girl has one navy smock with orange/yellow stripes and one white smock with blue/green stripes.

When the weather is cool or wet, Frontier stewardesses can reach for their all-weather capes. The navy capes may be worn with either skirt or pants. That's right, pants are an optional part of the uniform. They are navy with racing stripes of either blue/green or orange/yellow down the legs to match the necktie. The high boots or shoes may be worn with the pants. The navy patent shoe is trimmed with a narrow gold beading. The shoe can be tastefully worn with both the skirt and the pants because of its fashionable medium low (1½") heel and elongated tongue.



↑ Frontier Stewardess Sherri Burdette is ready for in-flight serving. She wears a sleeveless serving smock made of soil and water resistant polyurethane fabric. The front zipper closing is flanked with colorful stripes matching those of the necktie. The smock has a V-neck with a mandarin collar. Each girl has two smocks, one navy with orange/yellow stripes and one white with blue/green stripes. Sherri's slacks of navy are accented with racing stripes down the outside seam. Stripe colors are either orange/yellow or blue/green.

Frontier's new midi coat is an all-wool double breasted garment with slashed pockets trimmed with horizontal flaps. The inside of the coat is lined for added comfort and warmth. The combination of midi coat and stretch boot gives a great new look for the fashionable 70's. The blazer, also of navy, has eye-catching gold buttons. Each stewardess has a choice of two skirts and matching neckties to wear on her flights. The color combinations are either orange/yellow or blue/green.



Other uniform components include a four-color diagonally striped scarf for cold and windy weather, a navy vinyl handbag with adjustable shoulder strap, navy gloves, pantyhose and undergarments, all of matching color and design. Final uniform design is the collective work of Hart, Shaffner and Marx, Brand and Puritz and J. Chris Smith Inc. It is made of machine washable polyester knit for easy care.

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The previous stewardess uniform (3½ years old) had more than served its time. Out of some 300 girls flying for Frontier, it was noted that over 200 were in need of certain replacements for the old uniform. It was further determined that for a nominal additional expense, the entire stewardess corps could be completely refitted with new and highly fashionable uniforms. Most other air carriers normally change stewardess uniforms every three years.



Poncho changed to cape—During early stages of uniform makeup, it was decided to change the poncho as worn above by Stewardess Jerry Dunston to an all-weather cape. Accordingly, the new cape is a solid navy duck all-weather cape. Its length (to near the knees) will provide more protection during inclement weather. A front zipper in contrasting white will make it an easy garment to change into and out of. The cape will be worn with a seven-foot-long scarf of brightly colored stripes.

← Looks great from all angles. Stewardesses Linda Harcrow (left) and Kandi Lawler take on a regimental stand in displaying basic uniform.



At Williston, North Dakota, passengers board Frontier's Twin Otter aircraft for a flight to Minot where connections are made to Frontier's Arrow-Jet service for Denver.



Frontier's Twin Otter aircraft utilize a 19-passenger seating configuration. The aircraft, which is the STOL type, is comfortable, quiet and smooth. Its high wing permits unobstructed visibility for passengers.

These Employees Are Making News Across the System

"LET'S BUILD AN AIRPLANE"

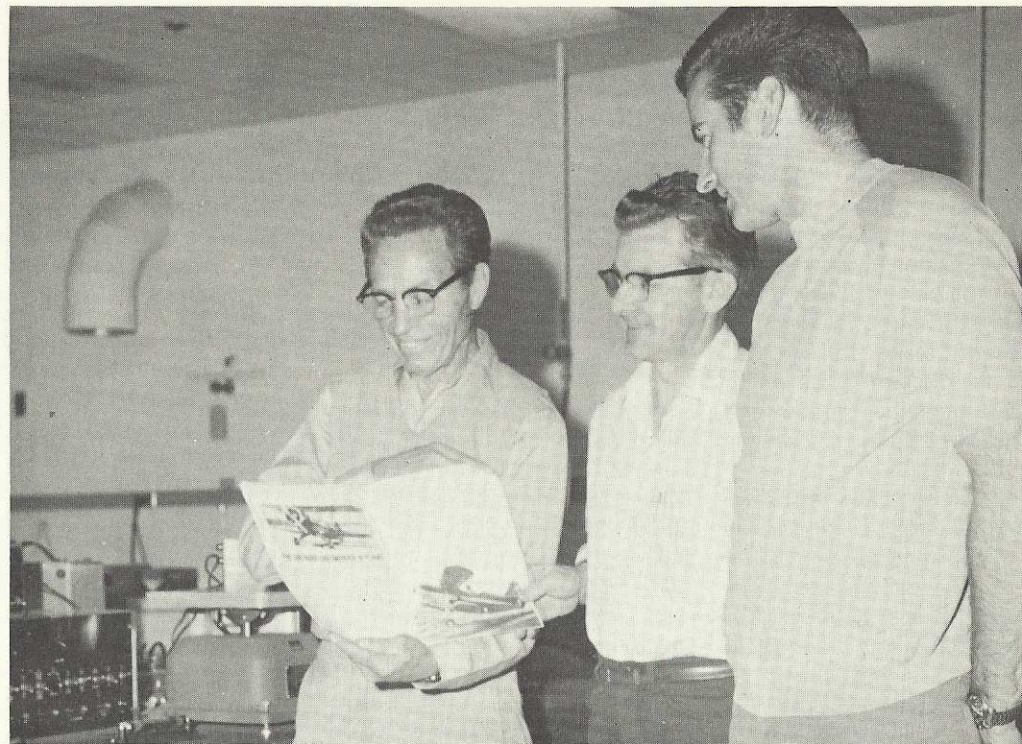
This quote from Captain Raymond Melberg to Frontier Airlines' "Dutch" Greenemeier, Inspector-DEN, was the beginning of what later turned out to be among the most cherished of flying machines—the Melberg/Greenemeier biplanes.

Dutch, who has been with Frontier since 1946, wanted in 1936 to put together an airplane large enough to hold only a pilot, yet capable of responding with the greatest of performance qualities. This was done, three times in fact, and it is all in black and white in the magazine,

"Sport Flying," May, 1970 issue. "Sport Flying" Editor Ed Schnepf states in a special editorial lead that seldom has there been such a wave of interest in one piece of fan mail (referring to a reader's letter seeking the identity of a Melberg/Greenemeier Biplane). Consequently, numerous other readers raised questions about the aircraft.

Read it firsthand in "Sport Flying." Purchase this back issue, and leaf through to Dutch's story. It is a true and event-filled flying-by-the-seat-of-your-pants piece of reading enjoyment.

"Let's Build An Airplane"



"Let's build an airplane." Dutch Greenemeier (left), one of the partners in the famed Melberg/Greenemeier biplanes, talks about his story in "Sport Flying" Magazine, featuring his aircraft and background. Pictured with Dutch are Don Beach (center) and Jerry Broom (right), both Technicians-Instrument Shop, DEN.



Frontier in Kansas City is bursting with queen power. The second Frontier queen to be crowned in Kansas City this year is Nancy Nuetzel, Secretary to Harold Maxwell, Manager of Transportation Services in Kansas City. Nancy was crowned Miss Transportation of Kansas City.



← Moonstruck, Polly Wachtel, Frontier Airlines Stewardess, chats with moonwalker Neil Armstrong at the recent Airlines Ball in Kansas City where she was named Airlines Queen. Mr. Armstrong, honored at the Ball as aviation's "Man of the Decade," crowned Miss Wachtel and served as her escort in a promenade walk





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His concern for others in need of help netted him a \$25 U.S. Savings Bond. Jim Dawson (left) happily receives his \$25 bond from Royal Burt, Director-Ground Services, for welcoming into his home a non-English speaking Japanese couple who had missed a flight and were having extreme difficulty in making their needs understood. After an overnight at Jim's home, the couple continued their trip to Durango with great admiration for Frontier and its personnel.



Eleanor Randall (left), Staff Assistant-Pass Bureau, Frontier Airlines, was elected Chairman of the Interline Pass Bureau Conference—1970. Going over conference plans with Eleanor are Diana Fields (center), Texas International Airlines' Pass Bureau Manager and 1969 Conference Chairman and Varrell Rosenow, Pass Bureau Supervisor, Alaska Airlines.

"St. Croix" — My Island Paradise . . . It Could Be Yours

—That's right. It could be yours, if not already. St. Croix, largest of the U.S. Virgin Islands —28 by 6 miles—has everything going for it. Great weather, beautiful sand and surf, lush rolling green hills, friendly, friendly people and the finest of accommodations await you, not to omit the ease of flying there.

Cost? Not nearly as much as one would think. In fact, I'll pass a fat discount price on to you. But more about money and all that later. First, let's get the big picture.

The average annual temperature in St. Croix is 78 degrees with a constant gentle breeze. Summer and winter, temperatures vary only 6 degrees from the norm.

(Continued below)

While the name remained the same over the years which passed, we can hardly say that about the island's owners. Here's the turnover.

1493 (Discovery)—Spain
1625—Holland/England
1650—France
1653—Knights of Malta
1733—Denmark
1801—England
1917—United States

With the passing of each flag there was left behind colorful cultures. Danish dominated. When Denmark sold the three islands—St. Croix, St. Thomas and St. John—to the United States, a Danish-West Indian Society was formed to retain the Danish culture.

bet! Each person 21 years of age and over is permitted one gallon. I don't think the prices can be beat. As a matter of fact, time-conscious shoppers can purchase spirits at the Estate Carlton; same stuff, same low prices as in town. What is saved is the trouble of lugging spirits around while shopping for other items.

The Estate Carlton is spread over 93 beautifully landscaped acres of lush green flora, accented with vibrant colors, all of which overlook the inviting turquoise-colored Caribbean.

One hundred eighty-four air-conditioned wall-to-wall carpeted rooms and suites await you. Outside, one can swim in either the warm Caribbean from the

part of the service and it plainly shows. Everyone is eager to help because he wants to. At the Carlton, as is customary throughout the island, a 10 percent service charge is added to your bill for all incidentals. That's it—no tipping. They like it that way and I do, too.

Club activity can and should be supplemented with leisure tours throughout the islands, including old sugar mills, plantations, rum making centers and nearby towns which are overflowing with history and picturesque settings. Arrangements for guided tours can be made right at the Carlton.

Only the other day, Eastern Air Lines and the Estate Carlton announced that current reduced rates available to Frontier employees have been extended to December 21, 1970. They are \$12 per person, double occupancy (breakfast, dinner and room) and \$15 single (breakfast, dinner and room) space guaranteed. Off-season rates will begin again one week after Easter.

For reservations, write to the Estate Carlton Hotel and Country Club, St. Croix, U.S. Virgin Islands 00840, c/o Mrs. Irving.

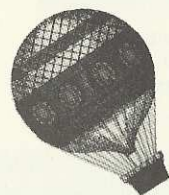
And by the way, if when you board Eastern Air Lines en route to St. Croix, you come across Gate Agent Dennis Hollar and Captain V. Almoina, give them my best. These gentlemen and all Eastern personnel added greatly to the pleasure and comfort of my trip.

Until I get down there next, tell everyone along the way that

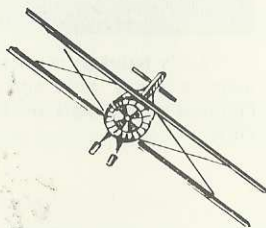
Need a Christmas Gift Idea?

Boeing 737 aircraft models, ski cases, playing cards and numerous fine pieces of jewelry will be welcomed as Christmas gifts this season.

The Arrow-Jet Club has numerous items which can be purchased for nominal charges. The receptionists at the General Office and Maintenance Base at Denver have order forms available for employees in the field. If you drop a line to Pat Stutheit, she will be sure to get an order form off to you immediately.



INTERLINING

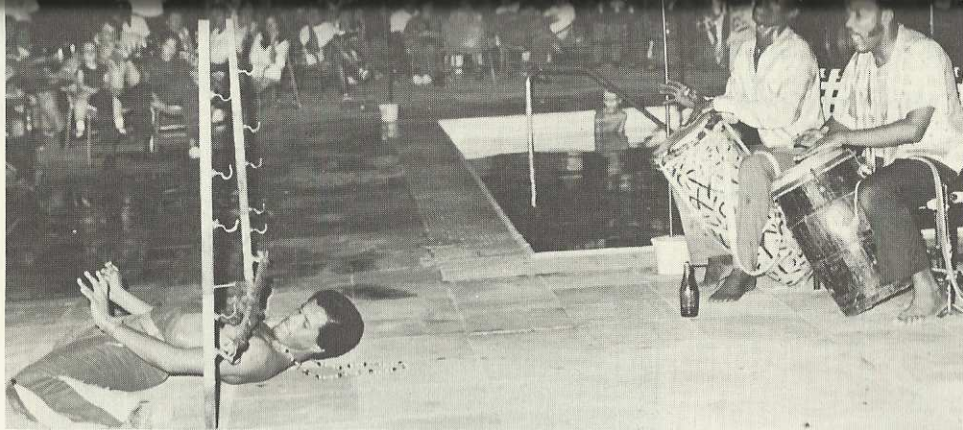


How's Your F L I. Q.?

1. Frontier's newly reinstated air service—Northern Plains Division—under the supervision of Captain Robert Banta as General Manager, operates in how many communities? Can you name them?

2. Can you name the type aircraft being used in the Northern Plains operation? Seating capacity?

3. Frontier's Adult Standby



Exciting sounds and rhythm from island music makers (Haiti and Company) fill the air nightly at the Carlton Club. Above, young dancer with unbelievable dexterity makes his way beneath a flaming bar just inches off the ground in doing the limbo. Anyone for competition?

While there are numerous places to stay on St. Croix, I want you to know about the Estate Carlton and Country Club. "Ah," says you, "that rings a bell." Course it does. It is an Eastern Air Lines Travel Club (ETC) facility. Eastern provides convenient departures from numerous large stateside cities to the islands daily, Miami naturally being the main departure point for St. Croix.

The short drive from the airport to the Estate Carlton or other hotels which beautifully grace the island is an informative few minutes.

St. Croix's history is enjoyably interesting. It reminds me of Texas, in that St. Croix since 1493 has been under seven flags—one more than Texas (can a Texan ever get over that?).

In 1493, Christopher Columbus put a small landing party ashore. At this time, the island was called Ay Ay by the island natives (Carib Indians). Chris, however, renamed it Santa Cruz. This didn't last. In the 1600's, invading Frenchmen rechristened the island Sainte Croix.

While there is no language barrier—the main tongue is English—I had a devil of a time identifying conversation between natives. I guess it is best described as being Calypso, a mixture of Danish, German, French, Indian and whatnot.

Today, under the U.S. flag, St. Croix has a population of about 30,000 of the friendliest people to be found. A large number of the residents are from nearby Puerto Rico.

The Estate Carlton, part of the Swiss Chalet Enterprises of San Juan, is located on the western end of St. Croix, only 10 minutes by car from the airport. The two main towns of Frederiksted, three miles from the Estate Carlton, and Christiansted, 15 miles away, are a must on your places to visit list. St. Croix is a free port and the price tags are irresistible. The selection of purchases includes magnificent imports from around the world—diamond jewelry including fine watches, china, stainless steel flatware, crystal, perfumes, electronics, furniture—What? Booze? You

Estate Carlton's private beach or in a two-level fresh water pool at the Estate.

Let me tell you about this neat pool. It's got a bar right at the three foot level. Really! As you gracefully float by on your back, the barkeep will bounce a cool refreshing Piña Colata (island drink) on your tummy. Steady now! Love that pool...

One caution—at St. Croix, because of the bulge of the earth, you will be about 1,500 miles closer to the sun. So, a few minutes each day will do the trick. Otherwise, you're lobster red.

Arrangements for snorkeling, sailing, fishing, water skiing, skin and scuba diving, while not available at the hotel, can be taken care of immediately nearby. There is also tennis and, of course, golf.

Dining and dancing nightly is fun either in the formal, plush Carlton Club or informally poolside under the stars.

Dining at the Carlton is plentiful and the cuisine is excellent. No question about it. At the Carlton, pride is very much a

my best. These gentlemen and all Eastern personnel added greatly to the pleasure and comfort of my trip.

Until I get down there next, tell everyone along the way that "Scoop" sent you.

PERIMETER FARES EXPANDED BY TWA

Word comes from TWA of an expanded Perimeter Fare program for the 1970-71 season. Five exciting features about the fare according to TWA include: An exclusive round-the-world trip which provides for free travel anywhere in the continental USA, exclusive premium coupons with other airlines (*by the way, Frontier is one of those airlines which works with TWA in its Perimeter program*), special discounts, exclusive Globorunner tour packages and a special feature which permits all parents of airline employees whose airline holds a reduced rate agreement with TWA to use the Perimeter Fares.

By the way, TWA's Perimeter Fare positive space program has begun. It's worth looking into.

More information can be had from TWA's Interline Relations Department, 605 Third Avenue, New York, New York 10016. Or if you're in the neighborhood, stop by the General Office. The Pass Bureau has pamphlets from TWA on hand.

communities? Can you name them?

2. Can you name the type aircraft being used in the Northern Plains operation? Seating capacity?

3. Frontier's Adult Standby Fare has been expanded to include the Chicago market. Can you name those cities linked with Chicago between which the Adult Standby Fare is effective? Here's a lead—there are ten city pairs.

Readership Study Question

4. Recently, Frontier's weekly Newsletter (yellow sheet) has been discontinued. In its place is a "Daily Performance Bulletin." Are you aware of it? Are you able to read it daily? Is it doing the job of providing you with a constant flow of communication in a manner most convenient to you? Let us hear your comments and opinions.

Which would you prefer: stay with the present "Daily Performance Bulletin" (bulletin boards posted in General Office and Maintenance Base with teletype messages going to the field) or revert back to the four-page weekly Newsletter (yellow sheet)?

Send your opinions to the Public Relations Department—DENG P.

1. Eleven—Great Falls, Lewis town, Billings, Miles City, Glendive, Sidney, Havre, Glasgow and Wolf Point, Montana and Williston and Minot, North Dakota.
2. deHavilland Twin Otters. 19-passenger seating capacity.
3. Between Chicago and: Albuquerque, Billings, Colorado Springs, Denver, Grand Junction, Las Vegas, Phoenix, Pueblo, Salt Lake City and Tucson.

ANSWERS