



ARROW-JET NEWS

Vol. 3 Number 3

PUBLISHED BY FRONTIER AIRLINES

May-June 1970

POSITIVE PERFORMANCE SPARKS '70 MANAGEMENT CONFERENCE

What will be done or could be done as an encore for any future management conferences by Frontier is anyone's guess. One thing certain is that it will take considerable imaginative planning, long hard work and a meticulous mind for "Positive Performance" if it is to surpass this year's '70 Management Conference at Denver.

"Positive Performance" was a most apt theme with which to tag this year's gathering, because the two-day meet was just that—filled with "Positive Performance" from its beginning planning stage to the grand finale. A host of nearly 45 speakers—and one would think this is a lot of listening, however, the style with which the material was presented was easy and enjoyable—enlightened some 400 management personnel on the specifics of now and the future with regard to individual departments.

Unusual use of audiovisual and sound methods simultaneously produced a fast, smooth moving series of speeches strongly supported with the use of 100% color slides and 16mm movies. All slides, movies and sounds were acutely keyed to each speech thereby adding a touch of realism to each and every situation. It actually placed each management member in a specific place somewhere on system as the slides showed familiar faces of employees system wide busily engaged in their work on ramps, in offices, aboard flights, in provisioning rooms, working on engines, etc.

Following the theme introduction of "Those Magnificent Men and Their Flying Machines," President E. Paul Burke officially began the Conference with his opening remarks, "I would say

(Continued On Page 2)



THIS IS TRULY A BETTER WAY TO FLY! Surrounded by a team of five of our flying lovelies are (left to right): Bob Muske, Assistant Manager—Denver Station; Lee Davis, Assistant Manager—Kansas City Station and Jim Mustain, Assistant Manager—St. Louis Station. These gentlemen received awards from the Dining Services Department for outstanding efforts in flight provisioning during 1969. Adding the fringe benefits to the recognition are (left to right): Stewardesses Carol Gietzen, Wendy Carlino, Joan Stahly, Arletha Parker and (kneeling) Pat O'Connor, all Denver-based.

AIR TICKET FED TAX TO INCREASE

IT WILL BE A NEW BALL GAME FOR THOSE WHO QUOTE FARE PRICES

Legislation raising airline passenger fares beginning July 1 has been approved by House and Senate conferees and signed into law by President Nixon.

This new legislation will raise the present 5% federal tax on domestic airline tickets to 8%. **TICKET PRICES WILL**

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MANAGEMENT CONFERENCE RECAP—This page and inside.

AIR FARE INCREASE—A forward step which affects all of us. Page One and Three.

VACATION COMING UP?—Some helpful hints about your camera are offered. Page Five.

100 FREE VACATIONS OFFERED—You're eligible. Page Seven.

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that being together like this not only offers opportunity for fellowship and comraderie but, more importantly, provides a means of effective direct communication that enhances our understanding of our company's progress, its plans and its goals. This understanding is so very important if we expect to attain our objectives and to have a common sense of purpose that is dedicated to attaining results through team effort."

Mr. Burke went on to say, "I consider these reasons for being together particularly significant since, unlike many businesses, ours is decentralized over a 16-state area and we are engaged in a rather complex, competitive endeavor which involves producing a vitally important public service. Our ability to fulfill our public service role effectively depends upon the individual actions of some 3,200 people who are geographically widely separated and who, lacking a common sense of purpose or understanding of their company's plans and objectives because of inadequate communications, cannot be expected to perform well. Hence, we particularly need to have a management team that is well informed and tuned to Frontier's corporate and departmental objectives so as to enable a singular, cohesive leadership direction."

Continuing in his opening remarks, Mr. Burke pointed out dramatically that "Positive Performance" is most definitely the key to earning customer preference. It is the personal effort on behalf of each and every one of us within the Frontier family and collectively as a team which determines that preference a customer (passenger) will make.

Following Mr. Burke was Robert D. Gallaway, Executive Vice President and System General Manager, who brought the Conference attendees face to face with customer sensitivity.

All divisions and departments took part in the Conference and, in most all cases, all individuals within those divisions and departments took part.

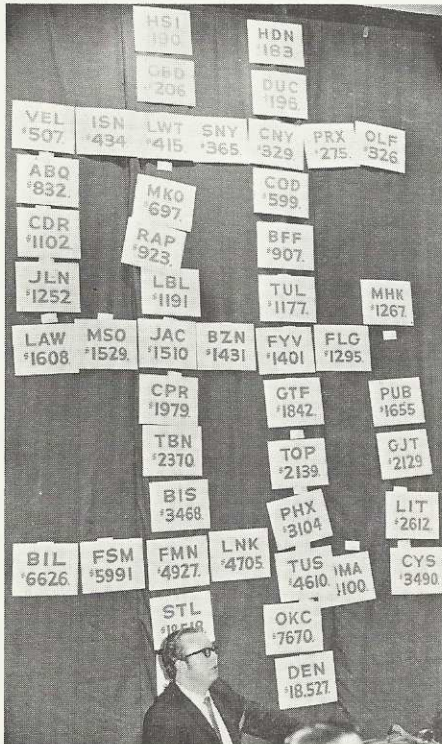
Remarks system wide from individuals who attended the Conference are brought together in a capsule summary: This year's Conference was presented, as its theme indicated, in a positive way. The company's philosophy as to those challenges confronting management and all employees and our goals were outlined openly.



The use of five slide projectors, a movie projector and numerous tape recordings not only added to, but helped make the Conference the most unusual one ever held by Frontier or, for that matter, by any other Company. Accredited for this are John Leadbetter (left) of Audio Visual Rentals in Denver; Ken Stemler, (second from left, standing) Director of Sales Planning for Frontier; Don Grover, Director of Advertising and Jim Ryan (right, standing) of Audio Visual Rentals.



Paul Almquist, Sales/Service Manager—Farmington; Glenn Emmons, Sales/Service Manager—Lincoln and Ed Dunaway, Sales/Service Manager—Ft. Leonard Wood, received outstanding awards at the Conference for coming out on top most consistently and with the best station inspection report results during 1969. The inspections deal with the order, cleanliness and operation of the station with regard to manuals, tariffs, personnel, office appearance, operations, internal security, flight provisioning, etc.



In the form of a dollar sign, each plaque represents the amount of dollars saved at the respective station as a result of a greater efficiency on behalf of Sales Service/Transportation Services Managers. The total amount here represents in excess of \$194,000 for the twelve months of 1969.



Stewardess Arletha Parker—Denver, was one of several stewardesses who presented Conference attendees with an appetizing basket lunch identical to those offered to deluxe coach. It consisted of a petite bottle of tasty red wine and a submarine sandwich filled with smoked meats and cheeses, accented with fresh fruit.

(Continued From Page One)

NOW BE QUOTED WITH THE ENTIRE 8% TAX INCLUDED — NOT STATED SEPARATELY WITH THE BASE FARE AS WAS PREVIOUSLY DONE.

As airline employees, we can expect certain customers who are familiar with fare prices to ask, "Why the fare increase?" Here is the why.

The new 3% additional federal tax to be paid on domestic airline tickets or the \$3 tax paid on international tickets (that's right, \$3, not 3%) is the result of a new trust fund recently established by the Government. The taxes collected will be used for airport construction and improvement as well as for improved air traffic control and safety facilities.

The rapid growth of commercial and private aviation has outstripped the growth of the nation's airports and airways system resulting in congestion and delays at certain periods. Accordingly, the Government has instituted a new tax in an attempt to update and expand the airports and airways system.

Proceeds from this trust fund will allow local governments to expand existing airport facilities and, where necessary, construct new ones.

USER CHARGE

User charge is perhaps a more appropriate term for this tax. Derived from a "pay as you go" basis, this 3% increase or the \$3 charge for international tickets, is obtained only from those persons using the airways system. It will not draw from the general tax funds or from nonusers of air transportation.

U.S. airlines collectively feel that this new airport/airways trust fund is an important forward step providing for the future growth of air transportation throughout the nation.

Effective July 1, 1970, this trust fund is expected to generate \$665.8 million during the first year. Over the next ten years, it is expected that this airport/airways development program will raise approximately \$16 billion.

More detailed information as it affects Frontier Airlines and those of us who are charged with quoting fares to passengers will be forthcoming.



BOARD MEMBER/PUBLISHER PRESTON WALKER DIES



Preston Walker
Board Member

Preston Walker, 57, affectionately called "Pres," long-time board member of Frontier Airlines and Publisher of the DAILY SENTINEL — Grand Junction, Colorado, collapsed and died doing what he loved most.

Mr. Walker, in the company of three friends was stricken on Thursday, May 28 as he rowed a 500 pound raft through turbulent waters of the Dolores River in Western Colorado. An experienced river runner, Mr. Walker began his rafting episodes in the early 1930's. He is considered to have rafted more white water miles than any known person. At the time of his death, Mr. Walker, who was an ardent outdoorsman and naturalist, was observing wild geese habitats in preparation for a wild-life sanctuary he was establishing near his Grand Junction home.

Born in Grand Junction on July 31, 1912, Mr. Walker was the only child of the late Walter Walker, Publisher of the DAILY SENTINEL for 45 years, and for whom Grand Junction's Walker Field was named. Mr. Walker — "Pres" — became Publisher of the DAILY SENTINEL in 1956, the year of his father's death. Approximately ten years earlier, Mr. Walker served with the U.S. Army overseas during World War II. It was in 1947 that he

returned to Grand Junction to assume duties as General Manager of the paper, a position he held up to the time of his father's death.

During 1957, Preston Walker became a board member of Frontier Airlines, a position he maintained long and active up to the time of his death.

Also at the time of his death, Mr. Walker was President of Club 20, an organization made up of 21 counties from Western Colorado formed 17 years ago by Mr. Walker for the purpose of promoting Western Colorado.

President Burke and Officers of Frontier Airlines shared the feelings of Colorado Governor John A. Love, who was "shocked and saddened" by the unexpected death of Mr. Walker. Governor Love stated, "Pres has been almost synonymous with West Colorado for all his life. He has given to it a fighting loyalty and love that will be hard to replace. I join with all Colorado Citizens in a feeling of serious loss."

Mr. Walker is survived by his mother Mrs. Walter Walker.

Officers and employees of Frontier Airlines headed by President E. Paul Burke, attended services for Mr. Walker in Grand Junction on Monday, June 1.



Twenty-one new stewardesses graduated April 3. They include (left to right): Lorraine Taylor from Newport News, Virginia; Brenda England, Dallas; Dorothy Mallett, Silsbee, Texas; Charlotte Scheurermann, St. Louis; Eileen Neumann, Kansas City; Terre Thomas, Richardson, Texas; Linda Elton, Salt Lake City; Connie White, High Ridge, Missouri; June Miles, Huntington Station, New York; Diane Garrity, Syracuse, New York; Sharon Williams, Denver; Jan Kemper, Colorado Springs; Nancy Richards, Abilene, Texas; Stella Peterson, Las Vegas; Leah Koon, Evergreen, Colorado; Cathy Johnson, Lincoln; Mary Park, Phoenix; Karen Coston, Little Rock; Marilyn Mountel, Glendale, Missouri and Mary Springer, Mesquite, Texas. Patricia Clanahan of Denver is not pictured.

POSITIVE PERFORMANCE/EMPLOYEES MAKE THE DIFFERENCE

The following excerpts are taken from letters received from customers who thought highly enough about our service to commend employees for it, or who unfortunately thought we had room for improvement.

"You girls do a 'fantastic' job
Of serving us—that airborne mob.
Since Frontier has no 'bonus blanks'
Still other ways we can show our thanks
For all the tender loving care
You show us as you 'get us there.'
I note your beauty and your poise
They surely do impress us boys.
Of the girls of any other line
I'm sure it would be hard to find
Any that could be the peer
Of the girls who serve aboard Frontier!
Thanks for a good flight,"
Rex Porter, Passenger on Flight 24-17,
March 4, 1970

From a letter dated April 13 to President Burke:

"I feel compelled to write to give my praise to the crew that was flying flight 559 April 12. They are truly professionals."

Mr. Dan Robinson from Garden City, Kansas was monitoring an aviation band on radio when he overheard flight 559 on April 12 help a light plane to safety which was lost in a heavy dust storm in the Lamar, Colorado area. Commanding flight 559 on April 12 were Captain P. H. Lamkin and First Officer J. P. Landwehr.

This letter comes from Salt Lake City, Federal Aviation Administration:

"Please relay the thanks of Salt Lake City Center personnel for the help received from the crew of Frontier Airlines 578 on 28 March, 1970."

The letter goes on to say that Captain Tom Howard assisted by First Officer T. C. Jackson became aware of a light plane encountering difficulty in marginal weather over the Rock Springs area. Captain Howard, working with the controller for that Wyoming area, was vectored toward the area where the lost plane was thought to be. Flight 578 contacted the light plane visually and escorted him out of the heavy weather area to safety.

On the other hand—a letter from a gentleman in Arizona wasn't quite so complimentary:

"My son, a student at Nebraska University bought an expensive guitar as a gift, etc., etc."

From here on, the gentleman explains to Mr. Burke how in spite of the ticket agent's "infinite wisdom from his lofty eminence," the guitar in question was indeed mishandled. To make it short, while the guitar itself was not damaged, apparently the case was. It was asked by the passenger that the guitar be allowed in the passenger compartment. Of course, this was not possible. It was then asked if extra special handling would be applied. This was acknowledged by having several fragile stickers pasted to the case. In spite of this, an employee somewhere along the way elected to stand on the guitar in order to peer into the luggage compartment of the plane.

As a result, much time and cost in investigating the facts in this matter was expended. Positive Performance would have made the difference.

THINGS ARE SWINGIN' AT ARROW-JET CLUB SPRING FLING



Some 150 employees turned out for the Arrow-Jet Club's Annual Spring Fling held in Denver recently. The surprise element to the party was the sudden appearance of several reservations trainees who added a great deal to the music with the latest gyrations. Great food, cold drink and several door prizes highlighted the evening's fun. Nonmembers are also invited to all of the Arrow-Jet Club's gatherings.

FRONTIER AIRLINES' SILENT FLYERS DONATE \$1,400 TO EPILEPSY ASSOCIATION



Carol Keller, President of Frontier Airlines' Silent Flyers (ex-stewardesses) presents a check in the amount of \$1,400 to Ronald Meckenstock of the Colorado Epilepsy Association. The Silent Flyers raised the amount by sponsoring a benefit performance at Denver's Country Dinner Playhouse which features professional acting as you dine. The Silent Flyers have been active consistently in programs of this type and have donated several checks to worthwhile organizations. Ronald Meckenstock is the son of Mr. and Mrs. R. Meckenstock of West Denver.

VACATIONING AND YOUR CAMERA

Vacation time is upon us. With that in mind, especially for those of us employed by an airline, weekend trips and full-fledged vacations mean flying to any one of the great national parks served by Frontier or perhaps discovering our own little wilderness area far from the beaten path. Well, whichever your choice, remember the advice of the National Park Service, "Take nothing but pictures, leave nothing but footprints."

These words are appropriate, particularly at this time when the word ecology has gained prime importance in our daily living habits.

For those heading for the great outdoors, we thought this issue of the ARROW-JET NEWS could provide some helpful steps in picture taking. Photographs enable one to remember the wonder and beauty of the great outdoors time and time again. They also will enable your family to enjoy the trip more, for it is a creative outlet for every member of the family. With such automatic cameras as the Kodak Instamatic line, requiring no more skill than a click of the shutter, even children can capture the beauty of the moment—a squirrel and his acorn, a flower in bloom or Dad landing a prize catch from the lake.

PLAN AHEAD

Be sure to be familiar with your camera and the film you plan to use prior to departing. Additionally, be sure your camera is in good working condition. If you have the slightest inclination that it has a malfunction, try shooting a test roll PRIOR TO HEADING OUT FOR VACATION. If your pictures aren't meeting your approval, take it to a reliable dealer and have him check it over. Another good idea prior to leaving would be to purchase that film which provides prepaid processing mailers. As you complete each roll, you can then drop it in the mail for immediate processing. This is far better than leaving the film in a sunlit car heated to temperatures above 90 and 100 degrees, thus resulting in damaged exposed film. And as an extra bonus, by the time you get home, there will be your processed film waiting for you.

TAKING OUTDOOR PICTURES

One good rule for vacation pictures is to include people. You can increase interest in any particular photo if you have your models doing something. Action makes a picture something special. There are almost always plenty of natural

situations to be found while camping and touring which will make the pictures easy to take and fun to look at later on.

If photographing our high Colorado Rockies, remember that you are apt to pick up bluish haze in shooting across great distances such as in photographing mountain range or high valley shots. Your dealer can assist you with the correct camera filter to be used.

While broad vista nature shots are often pretty, many times the most attractive nature pictures are those taken close up. You have seen them in magazine ads various times—the flower in bloom, the shells or unusual rocks your children find, even a toad your child brings back to camp. All are perfect subjects for close-up shots with family members included.

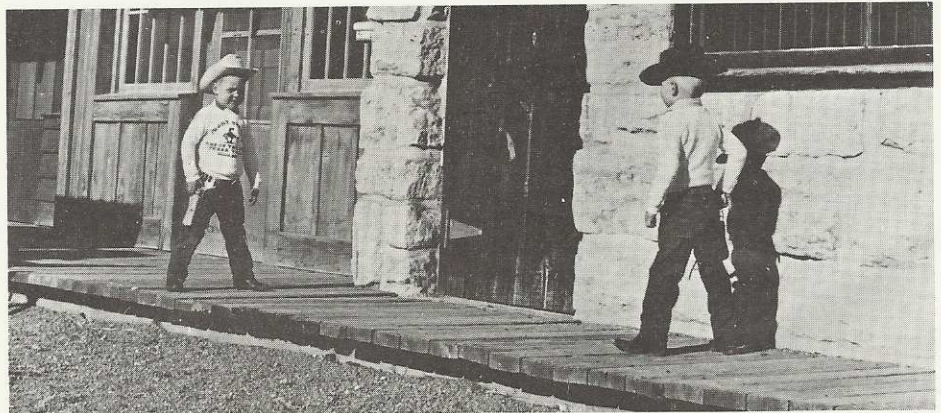
FORESTS

When taking pictures in a forest or alpine meadow on a sunny day, you are apt to find excessive lighting contrasts, from dark shadows spawned by trees to bright sunlight in open areas. The simple type cameras which do not provide shutter settings normally cannot allow for these contrasts. To avoid this

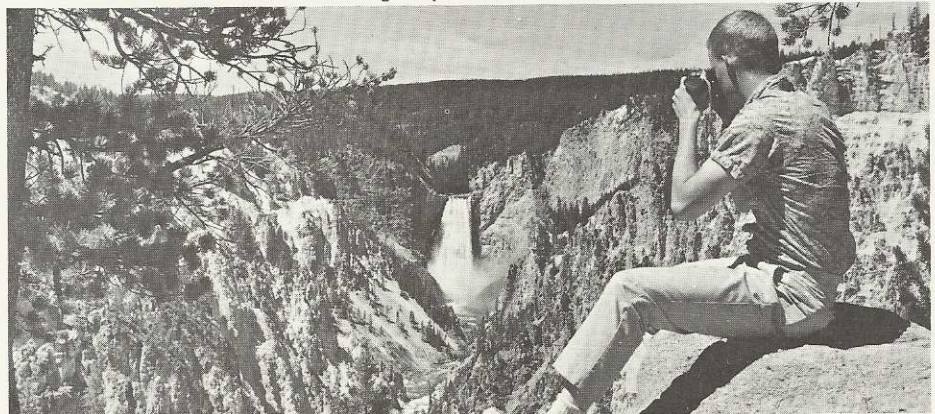
contrasting effect, scenes in deep woods are best taken on an overcast day or during periods of hazy sunlight. If that is not possible, you perhaps could arrange your models to be either fully in the shaded area or in the lighted area. The lighted area, of course, would be the favored.

Aside from the usual bits of advice like keeping fingers away from the lens and holding steady as the shutter is released, the next best thing to do is take as many pictures as you like. The picture you don't take will never be seen again, while if you have an excess, you can always cull out those which perhaps may be substandard.

BY THE WAY, when you return from your vacation, if you have what you believe to be an outstanding black and white photograph capturing a unique highlight of your family's vacation, send it in to the Public Relations Department —DEN-GP. Many of us would like to share a portion of your vacation and its fun moments. We will use the picture in a future issue of ARROW-JET NEWS at summer's end. BE SURE TO STATE IDENTIFICATIONS LEFT TO RIGHT, WHERE THE PICTURE WAS TAKEN AND WHEN.



Use people in your pictures. The two hombres above add a great deal to what otherwise would be buildings with little meaning. People in situation tell a story.



Note how the teenager above helps add size and depth to the photo. Here again, he is doing something opposed to merely sitting and staring into the lens.

SERVICE AWARDS



20 YEAR SERVICE PINS

April

Cook, W. H., Sales Service Mgr., WRL
Dorchak, S. J., Aircraft Tech., DEN
Larson, M. E., Acting Director of Statistics, DEN
Leslie, J. D., Jr., Captain, DEN
Miller, G. E., Aircraft Tech., DEN
Waldren, F. W., Auto Mech., DEN

May

Heckman, W. D., Captain, DEN
Hill, R. R., Station Agent, DRO
Klingensmith, J. R., Dispatcher, DEN
Langfield, B. E., Foreman, DEN
Longhofer, J. R. Captain, DEN

June

Griffiths, J. G., Reg. Director-Properties, DEN
Harper, L., Captain, DEN
Lawson, P. R., Sales Service Mgr., AIA
Pier, R. W., Sales Service Mgr., ELP

15 YEAR SERVICE PINS

April

Bearer, C., Aircraft Tech., MKC
Dorsey, L. W., Captain, DEN
Erickson, D. K., Lead Mech., DEN
Long, H. R., Station Agent, RIW
Reynolds, W. D., Mechanic, DEN
White, R. L., Station Agent, GRI

May

Acridge, D., Inspector, DEN
Anderton, D. R., Asst. Mgr. Transportation Svc., SLC
Keen, N. L. Lead Aircraft Tech., DEN
Robertson, R. L., Asst. Mgr. System Baggage Svc., DEN

June

Cornstubble, S. V., Lead Inspector, DEN
Engelking, B. P., Sr. Station Agent, FSM
Phillips, C., Lead Inspector, DEN
Ruehle, W. J., Captain, DEN

10 YEAR SERVICE PINS

April

Appleby, J. D., First Officer, SLC
Avakian, J., Stewardess, DEN
Damato, R. J., Captain, DEN
Eckles, R. J., Station Agent, GRI
Fuller, L. A., Jr., Sales Service Mgr., FSM
Hatcher, V. G., Sr. Reservations Agent, DEN
Hawes, L. M., Stewardess, DEN
Machart, W. J., Sr. Station Agent, DAL
Mulville, T., Sales Service Mgr., CNY
Wardlow, F., Station Agent, RIW

May

Hanson, H. O., Station Agent, BIL
Hartzer, J. N., Maintenance Scheduler, DEN
Klonizos, J. G., Station Agent, SLC
Miller, S. A., Station Agent, COD
Ramos, S. L., Supv. Cost Accounting, DEN
Silmon, M. D., Sr. Reservations Agent, DAL
Smith, W. L., Stock Clerk, DEN

June

Agena, M. H., Station Agent, LNK
Brickey, A. D., Asst. Mgr. Transportation Svc., MKC
Covington, S. G., Station Agent, SLC

Hendrickson, N. A., Sr. Stock Clerk, DEN
Hunt, M. E., Station Agent, GJT
Tidwell, C., Ld. Aircraft Tech., DEN

5 YEAR SERVICE PINS

April

Beringer, S. J., Aircraft Tech., DEN
Brady, J. G., Aircraft Tech., DEN
Caradori, R., Station Agent, OMA
Crowell, F. A., Aircraft Tech., DEN
Davis, O. L., Mechanic, DEN
Farnholtz, J. R., Inspector, DEN
Greene, D., Aircraft Tech., DEN
Grizzle, D. L., Station Agent, DEN
Hansen, A., Aircraft Tech., DEN
Larson, S. W., Mgr. Economic Analysis, DEN
Middleton, L., Station Agent, DEN
Nakata, D. H., Programmer, DEN
Russell, R. M., Cleaner, DEN
Saunders, R. G., Station Agent, DEN
Tomalino, R. L., Aircraft Tech., DEN

May

Bollers, E., Clerk, DEN
Born, J. W., Relief Agent, TUL
Bundy, M. E., Reservations Agent, PHX
Flatten, R. L., Station Agent, GJT
Hardten, J. V., Station Agent, SLN
Johnson, R. L., Sched. Rep., DEN
Kohs, L. D., Station Agent, GJT
Looney, J. R., Programmer, DEN
Marshall, L. E., Sr. Station Agent, DEN
Martinez, L. L., Station Agent, SAF
Roybal, T., Station Agent, COS
Roybal, D., Reservations Agent, DEN
Utke, K. R., Central Res. Control Supv., DEN
Williams, J. L., Cleaner, MKC

June

Estill, R. L., Station Agent, DEN
Kelley, R. G., Crew Scheduler, DEN
Killingsworth, R. D., Reservations Control Supv., DAL
McPhee, B. L., Supv. Reservations, DEN
Murphy, J., Reservations Agent, DEN
Schimetz, J. E., Station Agent, BIL
Smith, W. E., Lead Aircraft Tech., MKC
Teaff, M., Aircraft Tech., DEN

MKC RECEIVES RECORD A/F SHIPMENT



Mark Heerboth, Senior Station Agent-Kansas City, accepts the largest air shipment ever received at the Kansas City station. 1,079 pieces resulted in 11,706 pounds of cattle drugs and vaccine which were shipped from Jensen-Salsburg Laboratory, Kansas City, to the J-S Laboratory in Billings.

PERSONNEL CHANGES

NAME	FROM	TO	BASED
Freddy Robley	Junior Clerk	Clerk	DEN
Charles Harding	Station Agent	Senior Station Agent	STL
William Machart	Senior Station Agent	Sales/Service Manager	SWO
Roland Kuhn	Station Agent	Sales/Service Manager	HUT
Thomas Clarke	Station Agent	Sales/Service Manager	LAA
Dianne Mayeda	Junior Clerk	Clerk	DEN
James Mitchell	Manager-Supply Transportation	Manager of Stores	DEN
David Baysinger	Purchasing Agent	Assistant Manager of Stores	DEN
Ronald Jensen	Senior Accountant	Supervisor-Property Accounting	DEN
Robert Scott	Station Agent	Relief Agent	DAL
R. J. Lockett	Captain	Flight Manager	MKC
Jack Johnson	Inventory Data Analyst	Records Controller	DEN
Michael Lance	Inventory Order Analyst	Material Expediter	DEN
Jean Penner	Senior Clerk	Frontier-Ferrin Secretary	DEN
Donald Scheetz	Station Agent	Senior Station Agent	DEN
Neil Averett	Sales Representative	District Sales Manager	BIL
Daniel Kraber	District Sales Manager	Regional Sales Manager	STL
Mickey Dorsett	Analyst Programmer	Senior Analyst Programmer	DEN
Bobbie Brickman	Personnel Records Clerk	Senior Personnel Records Clerk	DEN
Marilyn Reitz	Programmer	Analyst Programmer	DEN
Jerry Looney	Programmer	Analyst Programmer	DEN
Tom Hushka	Buyer	Purchasing Agent	DEN
Sharon Goetz	Reservations Agent	Lead Reservations Agent	STL
Anne Anderson	Reservations Agent	Reservations Supervisor	STL
Helga McCormick	Inventory Data Monitor	Order Analyst	DEN
Stanley Fields	Station Agent	Ticket Counter Agent	DAL
Harry Gardner	Station Agent	Ticket Counter Agent	DEN
Kent Schaefer	Relief Agent	Sales/Service Manager	GGW
Richard Rohrmann	Reservations Supervisor	Reservations Manager	PHX

100 FREE VACATIONS HIGHLIGHT NATIONAL TRAVEL PROMOTION



Ronald R. Beaumont, Frontier's Manager of Convention and Tour Sales, is also Chairman of DATO's Perfect Vacation Committee.

Discover America Travel Organizations (DATO) has launched a campaign aimed at convincing Americans they should see more of their country and making it easier for them to plan touring vacations. To stimulate added interest and participation in the "Discover America" travel program, \$250,000 in all-expense vacations will be given away free. One hundred lucky families across the USA will be provided holidays in such great vacation areas as famed Yellowstone National Park, old ship ports of the Eastern Seaboard, balmy beaches of Hawaii and the high country of Colorado. Currently underway and running until the end of August, any resident of the United States may send in the official entry form which is being made available everywhere that the "Discover America" emblem is displayed. Forms are being made available through bus, train and air transportation offices as well as department stores, travel agencies, filling stations and other outlets commonly known to provide travel information—And yes, of course, airline personnel qualify.

This campaign has the enthusiastic cooperation and support of Frontier Airlines and some 800 other businesses, associations and local, state and federal governments affiliated with the non-profit DATO organization.

"Take a Spin Around America" is the theme which DATO has tagged on the 100 Perfect Vacations program. Two perfect vacations for each state have

been selected and are contained within an official DATO brochure available at most travel information locations.

Chairman of DATO's Perfect Vacation Committee, Ronald R. Beaumont, Manager of Convention and Tour Sales for Frontier, states, "Our committee finally narrowed down vacation suggestions to those 100 areas which truly represent the best American family vacations. In Utah, a vacation in the Flaming Gorge was a unanimous choice for one of the Perfect Vacation packages. Another was a one-week package which includes a sample of Denver's many attractions as well as the high peaks and plush valleys of Rocky Mountain National Park."

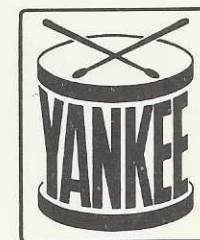
Why all this promotion? Major goals as a result of this giant undertaking are to persuade Americans to travel knowledgeably and purposefully throughout our great United States so that they might better enjoy, become acquainted with and understand our great American heritage. Travel throughout America would also further enhance awareness of the pleasure of domestic travel and the values obtained when properly planned. Additionally, improvement would come about in this country's balance of payments position as Americans travel at home and more people from other countries travel to and within the United States.

These are some of the benefits expected as a result of DATO's Take a Spin Perfect Vacation program. They will be shared by all who enjoy travel and all those in the growing travel industry who serve them. This is particularly important for those of us at Frontier, the airline which serves America's scenic heartland of national parks and monuments.

SIX FL'ERS TEE OFF FOR PRIZES

The first Interline Golf Club Tournament held at the Aurora Municipal Golf Course in Denver saw top awards go to six "pros" from Frontier. Those walking off with top prizes were: Dave Grobe (Computer Services)—First Prize, trip for two to New Orleans with hotel and ground transportation—and the trophy; Jim Bussey (Maintenance & Engineering)—Fourth Prize, hotel accommodations for two at the Broadmoor in Colorado

Springs; John Boughner (Computer Services)—Thirteenth Prize, \$10 gift certificate; John Lund (Computer Services)—Fourteenth Prize, \$7.50 gift certificate; Jerry Waples (Maintenance & Engineering) and Don Bossert (Computer Services)—Thirty-Sixth and Thirty-Seventh Prizes, one golf ball each.





Reservations Agent Diane Torrey—Denver, models the new ultralight Starset headset manufactured by Pacific Plantronics.

RES AGENTS USE MOON MISSION TYPE HEADSET

Its name is Starset, its weight (believe it or not) is less than an ounce and its technical characteristics go beyond those of any previous headset used by reservations agents anywhere.

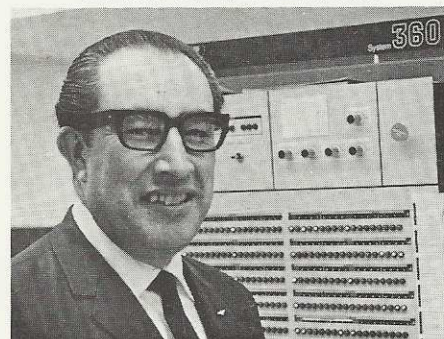
Manufactured by Pacific Plantronics, the new Starset headset fits comfortably to one ear. This does away with the often uncomfortable large headband needed with other models of headsets.

The Starset is similar to that type apparatus used by the Apollo crew during their moon walk. These new sets are in limited use in Denver and Phoenix,

with plans for expanded use in future months.

A new feature of this headset is a complex built-in circuit which eliminates background room noise.

PROFILE—SAM GALLEGOS



Sam Gallegos

He is working for the betterment of his community.

In addition to his full-time work as a Project Analyst in Computer Services-Denver for Frontier, Sam Gallegos has taken on additional activities aside from company work to further the economic, health, social and cultural status of a community primarily of Spanish American ancestry.

Sam Gallegos has been named President of the Latin American Educational Foundation, which is a nonprofit organization without capital stock incorporated under the laws of the State of Colorado.

Under Sam's guidance, the primary purpose of the LAEF is to better and further the educational status of young American boys and girls of Spanish ancestry, thereby establishing a sounder base of economic, health, social and cultural status for individuals and an entire community.

POST OFFICE CUTS USE OF AIR SERVICE

The Post Office Department has sharply reduced its use of air transport for the movement of first class letters; however, priority air mail remains available.

Stuart G. Tipton, President of the Air Transport Association (ATA), said "the Post Office Department, without notice to the public, has eliminated the air transportation of first class mail on all route segments of 750 miles or less. A cutback of such magnitude," he added, "will deny this expeditious service to millions of mail users." Air mail will continue to be available for mail users seeking the benefit of a priority service ... and will continue to have priority over all other forms of air cargo.

Tipton said the cutback "will result in a deterioration in the quality of first class mail service at the very time when the U.S. Postal Service is in need of improvement." The airlift of first class mail on a space-available basis began as an experiment in 1953 and proved so successful that the Post Office Department was able to announce two years ago that all letter mail that could benefit from the service was being airlifted.

Eliminating first class airlift on segments of up to 750 miles will remove it completely from the local service carriers. Of the 525 cities in the United States served by the airlines, Tipton said that more than 400 are served exclusively by the local service airlines.



Graduating May 1 earning their wings as stewardesses were (left to right): Lynn Stevens from Denver; Nannette Burrough, Hot Springs; Carol Johnson, Denver; Christine Gabrich, Port Washington, Wisconsin; Dorothy Winn, Austin; Deloris Homer, Dallas; Marla Palombo, Denver and Donna Harrison, Grand Prairie, Texas.

ARROW-JET NEWS

Published for employees by the Public Relations Department of Frontier Airlines, Inc.
5900 East 39th Avenue
Denver, Colorado 80207

Printed by FAL Print Shop

Co-mail for the ARROW-JET NEWS should be directed to DENG

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