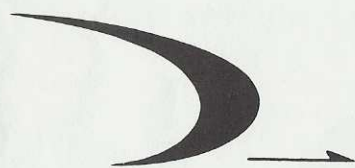


FRONTIER AIRLINES



EXTRA

FRONTIER NEWS

Vol. 4 Number 6A

Published for Frontier Airlines Employees and Their Families

Sept. 30, 1971

Look What You've Been Missing

NEW ADVERTISING CAMPAIGN

New Campaign To Get Full Media Coverage

By Don Grover
Director of Advertising

Frontier's new advertising campaign, "Look What You've Been Missing," will be the biggest that Frontier ever has run in Denver, Dallas, St. Louis, Kansas City and Omaha.

All major newspapers, radio stations and television stations in each of the cities will carry the new advertising, with very heavy exposure during the first week and then a continuing push over the next 60 days.

Our initial effort to tell air travelers what they have been missing will be in newspapers in the five cities on Sunday, October 3, with full color, two-page ads in Denver, Dallas and St. Louis and single-page, full color ads in Kansas City and Omaha.

The following morning, Monday, October 4, our radio advertising will break

in these same markets using the new music which was written and produced especially for this campaign. The Sunday newspaper ads will be repeated in these same markets on Wednesday evening and Thursday morning.

Beginning the following Monday, October 11, 30-second television spots will appear on the major stations in these markets in prime-time, adjacent to the 10:00 p.m. news programs.

Following the introductory phase of the program, the material will be further adapted to specific marketing situations, including Snow Club service, Casino Club, Petroleum Club, etc.

Local editions of *Time*, *Newsweek* and *Sports Illustrated* will be utilized to carry our selling message even further.

The new theme will be introduced into other major markets on our system as quickly as possible to expand our market-

Frontier will launch a new, dramatic and hard-hitting advertising campaign in our major cities beginning next Sunday, October 3.

This "Extra" Edition of *Frontier News* is designed to give Frontier employees and their families a preview of some of the advertising before it is seen by the traveling public. Enclosed is a proof of the double page ad which will appear in the Denver newspapers and is similar to that which will appear in the other cities.

The new advertising is aimed at promoting traffic on Frontier's major route segments, routes on which Frontier's service is better than the competition — and we pull no punches in pointing out that on Frontier the passenger gets more.

Advertising in Denver, Dallas, Omaha and Kansas City is bold, striking and to the point.

"If You've Been Flying Braniff to Dallas," the copy in the Denver ads reads. "Look What You've Been Missing." The illustration, spread over two newspaper pages points out the service and extras which the customer gets on Frontier's flights between these cities. Special drinks, gourmet meals, complimentary

The record, which can be played on ordinary phonographs, carries a message from Al Feldman, President, telling about the new campaign, the new music and the new Frontier. Mr. Feldman has taken the unusual step of sending a message directly to the homes of our employees since he is unable to meet with and talk to all but a small portion of the wide-flung Frontier team.

The new Frontier radio commercials will be backed up in mid-October with two new television commercials, each approaching our selling effort with new vigor and strength, talking directly to the traveler and stating frankly — "We believe Frontier is better than the competition."

How It Came About

The work that went into the new advertising look for Frontier began months ago and many people participated. In other stories in this *Frontier News* "Extra," you will find out why Frontier's advertising agency believed this campaign was a good one, where the ads will appear, what we think it will do for us.

With the advent of Frontier's new Pe-

Our initial effort to tell air travelers about the new Club service, Casino Club, Petroleum Club, etc. what they have been missing will be in newspapers in the five cities on Sunday, October 3, with full color, two-page ads in Denver, Dallas and St. Louis and single-page, full color ads in Kansas City and Omaha.

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Local editions of *Time*, *Newsweek* and *Sports Illustrated* will be utilized to carry our selling message even further.

The new theme will be introduced into other major markets on our system as quickly as possible to expand our marketing and sales efforts even more.

NOW OPEN

A new kind of Petroleum Club. It flies.



Introducing Petroleum Club Service between Dallas, Denver, Casper, Billings and Great Falls. On Frontier Airlines.

Those of you who have been to a Petroleum Club know what to expect. For those of you who haven't, we promise a number of pleasant surprises. Special drinks, gourmet meals, imported Rosé wine, oil trade magazines, your daily newspaper, jet service second to none.

There's even an in-flight host to take care of the little things like calling ahead to make return reservations, rent a car for you, or reserve a hotel room.

Petroleum Club Service. It's Frontier's way of putting an end to "just another plane ride."



FRONTIER AIRLINES

Frontier inaugurated Petroleum Club service between Dallas and Montana on September 15 and introduced the service with full-page advertising in newspapers in Dallas, Denver, Billings, Casper and Great Falls. The advertising also was produced as a large poster and was supported by radio and television commercials on stations in the cities.

"If You've Been Flying Braniff to Dallas," the copy in the Denver ads reads. "Look What You've Been Missing." The illustration, spread over two newspaper pages points out the service and extras which the customer gets on Frontier's flights between these cities. Special drinks, gourmet meals, complimentary wine—even in coach—our inflight hosts and Frontier's extra care in handling our passengers is all spelled out in the advertising.

A similar strong appeal for passengers between Denver and St. Louis is treated similarly in our St. Louis advertising: "If You've Been Flying TWA to Denver — Look What You've Been Missing." The copy follows similar points as in the Denver advertising.

Watch for Your Record

With the new newspaper and magazine advertising, Frontier introduces a new radio commercial with exciting contemporary music. The company feels so strongly about the new music and commercials that we have prepared a special recording which is being sent to the home of every employee.

Advertising look for Frontier began months ago and many people participated. In other stories in this *Frontier News* "Extra," you will find out why Frontier's advertising agency believed this campaign was a good one, where the ads will appear, what we think it will do for us.

With the advent of Frontier's new Petroleum Club service between Dallas and Montana; the new advertising program announced in this issue; and the plans Frontier has for new and better promotion on all route segments, the company is making major steps in building the airline, and it is management's plan to keep employees informed of our problems, our status and our plans to help solve the problems.

Frontier's new Petroleum Club service was announced to employees in the last issue of *Frontier News* and, as plans are developed for the 1971-72 Snow Club service, *Frontier News* will keep you advised on the program. And as additional advertising is created to help Frontier promote its services on various segments of our routes, Frontier employees will be the first to see it.

HARD-SELL BILLBOARDS

If you've had to change planes to St. Louis, change airlines.
JET FRONTIER

New billboards in Denver will promote Frontier's through-plane service to St. Louis. A new billboard for Kansas City appears on Page 3.

ANY QUESTIONS?

Employees are invited to send any questions they may have on Frontier's operations to *Frontier News*. Each question will be studied, and you will receive an answer from the appropriate department head. Questions of general interest will be printed in *Frontier News* along with the appropriate answer. Address: Questions Editor, *Frontier News*, DENG P.

EXECUTIVE MESSAGE

A Special Message

This "Extra" edition of Frontier News has a purpose—to tell our employees and their families about Frontier's new advertising campaign which we feel is the strongest promotional step the company ever has taken to help fill our seats.

Your management is pleased with the advertising and believes that it is honest, straightforward and will help bring customers to Frontier's gates.

But perhaps, even more important than that, is the issuance of this "Extra," timed as it is to arrive in your homes before Frontier's advertising appears in the newspapers or is heard on the radio. I believe that it is important for our people to know what we are doing promotionally to place the company on a firm financial basis and to know this before it is known by the general public.

Our advertising is our public face, and if we are all to work together, we must all know and show the same public face and know its purpose. The strength of this new advertising campaign is not based on a cocky attitude, but is a practical evaluation of what we are capable of doing—and then doing it well. Our public is usually exposed only to our ticket counters, check-in gates, in-flight service and to our reservations staff over the telephone. This is why we emphasize our on-ground and in-flight service in the advertising.

But our success in this advertising campaign—or any advertising campaign—is not dependent only upon these people, but upon every one of us.

If the aircraft has a maintenance problem and is not available for an on-time departure; if the fueling takes longer than scheduled; if the flight crew is not called on time; if the restrooms are dirty; if almost anything happens to delay the flight or degrade the service—Frontier loses. Each and every one of us contributes to our service, and to our success or failure.

You may think that our stewardesses or our in-flight hosts receive all the credit for good service. Let me say that the credit belongs to each of you, and I salute your contribution.

Two weeks ago, I marked my six-month anniversary as President of Frontier. During that time, I have met and spoken to many of our people, but it is impossible for me to meet all of you, and even more impossible for me to meet your families.

UNITED WAY CAMPAIGN



Mile High United Way campaign kicks off at Frontier's Denver operation with volunteer solicitors for every section scheduled to approach each employee. Shown getting ready for the campaign are: Thomas R. Keller (DENJJ) Stock Clerk; William T. Houston (DENJJ) Lead Stock Clerk; June Wood (DENJJ) Clerk Typist; Carolyn L. Smith (DENAG) Jr. Clerk; Margaret Safy (DENIO) Supervisor-Employment; and Richard Uhrick (DENAG) Supervisor-Cost Accounting.

Frontier's United Way campaign for 1971-72 got underway in September with a meeting of the Divisional Chairmen to make plans for company contributions to reach the goal of \$19,489.

Of this goal, it is hoped to attain employee contributions of \$15,529 and a company contribution of \$3,960. United Way funds provide a variety of health and welfare services in the Denver area, comprised of Adams, Arapahoe, Boulder, Denver and Jefferson counties.

Chairman of Frontier's Committee is Richard Baker (DENAG), and the Divisional Chairmen are Dave Campbell

The Committee is stressing Fair Share contribution—one hour's pay per month—and it may be made through payroll deduction.

Chairman Baker said that our Mile High United Way will be an active rather than a passive agent in the community and will help provide necessary health and social services to make the area a better place in which to live, work and play. He pointed out that 92.5 cents of each dollar contribution goes directly to agency services, with only 7.5 cents allotted for year-round administrative costs.

"Your help is needed," he said. "Your

our success or failure.

You may think that our stewardesses or our in-flight hosts receive all the credit for good service. Let me say that the credit belongs to each of you, and I salute your contribution.

Two weeks ago, I marked my six-month anniversary as President of Frontier. During that time, I have met and spoken to many of our people, but it is impossible for me to meet all of you, and even more impossible for me to meet your families.

I have taken the unusual step of sending a phonograph record to you this week, one which will permit you to hear the music of our new radio commercial. And on this record, I have sent you a message about our new advertising.

In this way, I have tried to fulfill my promise to keep you informed of our problems and to tell you of our plans to solve them. I intend to continue to keep our line of communications an open one.

I believe that, as a team, we can move forward to become a profitable and healthy company; one that will provide a rewarding and secure future for each and every one of us.

I am proud to be on that team.



A. L. FELDMAN
PRESIDENT

STEWARDESS OF MONTH—JONIE FOHN



Stewardess of the Month for July was Jonie Fohn who received her commemorative plaque from Al Feldman, President, at an informal ceremony in September. Shown with them are Kay Foster, Division Chief Stewardess-Denver, left, and Bobbie Lenahan, Director-Stewardess Services.

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Chairman of Frontier's Committee is Richard Baker (DENAG), and the Divisional Chairmen are Dave Campbell (DENAP), Finance; Guy Lewis (DENDZ), Pilots and Dispatchers; Art Davis (DENMZ), Technical Services and IAMAW Local No. 2337; Peg Richard (DENIZ), Administrative Staff; Carole Dill (DENHZ), Denver Station, Stewardess Services, Reservations and Transportation Services.

and will help provide necessary health and social services to make the area a better place in which to live, work and play. He pointed out that 92.5 cents of each dollar contribution goes directly to agency services, with only 7.5 cents allotted for year-round administrative costs.

"Your help is needed," he said. "Your gift, multiplied by all the other employees of this community, can make the difference in the kind of community in which we live. We hope each employee will become a member of the Fair Share Club in support of this most important community endeavor."

MKC/DAL PROMOTION

BREAKFAST

Jet FRONTIER to Dallas 8:20 am

Concurrent with the new "Look what you're missing" advertising campaign in newspapers, radio and on television, new billboards will be erected throughout the system.



FRONTIER NEWS
Published for Employees and their
families by the Public Communications
Department of Frontier Airlines, Inc.
8250 Smith Road
Denver, Colorado 80207



Managing Editor..... Raymond J. Chanaud
Director-Communications
Editor..... Neal T. Amarino
Manager-News Bureau
Secretary..... Kandee Stephens

News items and photographs are welcome. Co-mail should be addressed to DEN-GP.

How to Get Advertising Attention for Frontier

By Dan Pollick
Executive Vice President
Tracy-Locke Advertising

How can an airline like Frontier really get the attention of the business traveler in its advertising, when he is continuously bombarded by huge advertising budgets of trunk airlines, selling him everything from red carpets to hideaway seats?

The answer is to take on competition in a head-to-head comparison of what they're delivering, and what Frontier has to offer. There is a significant number of markets and route segments where Frontier's service and schedule offer significant advantages that just aren't realized by the business traveler. Frontier has done a tremendous job in the past months of targeting on what the consumer wants to buy and making sure it's delivered.

The advertising strategy is simply to take those situations where we are better, and to pull no punches in making point-by-point comparisons with competitive service.

Naming the competition in the advertising is an attention-getting device. It has the added advantage of associating Frontier's quality and level of service directly with other major carriers, including the biggest trunks. If the trunks choose to come back and start naming us in their advertising, they will only strengthen this association. We are tougher; we can move faster; we can do more. Our advertising should reflect this philosophy, and it does.

This program will be rolled out from market to market, following the philosophy of concentrating on competitive weakness and attacking wherever we have an advantage.

The people at Tracy-Locke feel that

THE MAKING OF A RADIO COMMERCIAL

The exciting, contemporary music on Frontier's new radio commercial lasts just one minute when played over radio stations with Frontier's advertising message. But the time for the music to be written, orchestrated, recorded and produced took over two months.

An additional week was required when it was decided that the music was so entertaining that a three-minute version would be produced for a special record to be given to Frontier's employees for their enjoyment.

It began in the summer when Frontier authorized its advertising agency, Tracy-Locke to suggest a new advertising campaign to begin in October, including new music for its radio commercials.

The agency commissioned Frank Brenner to write music for a one-minute commercial. Brenner, who has written a great number of com-

mercials, began work on the project and after several weeks of starts and stops, came up with the basic theme for the new music. Together with Fred Arthur Studios in Denver, he put together a five-piece "combo" and made a pilot recording. This was approved by the agency and a small singing group was brought in to record the words.

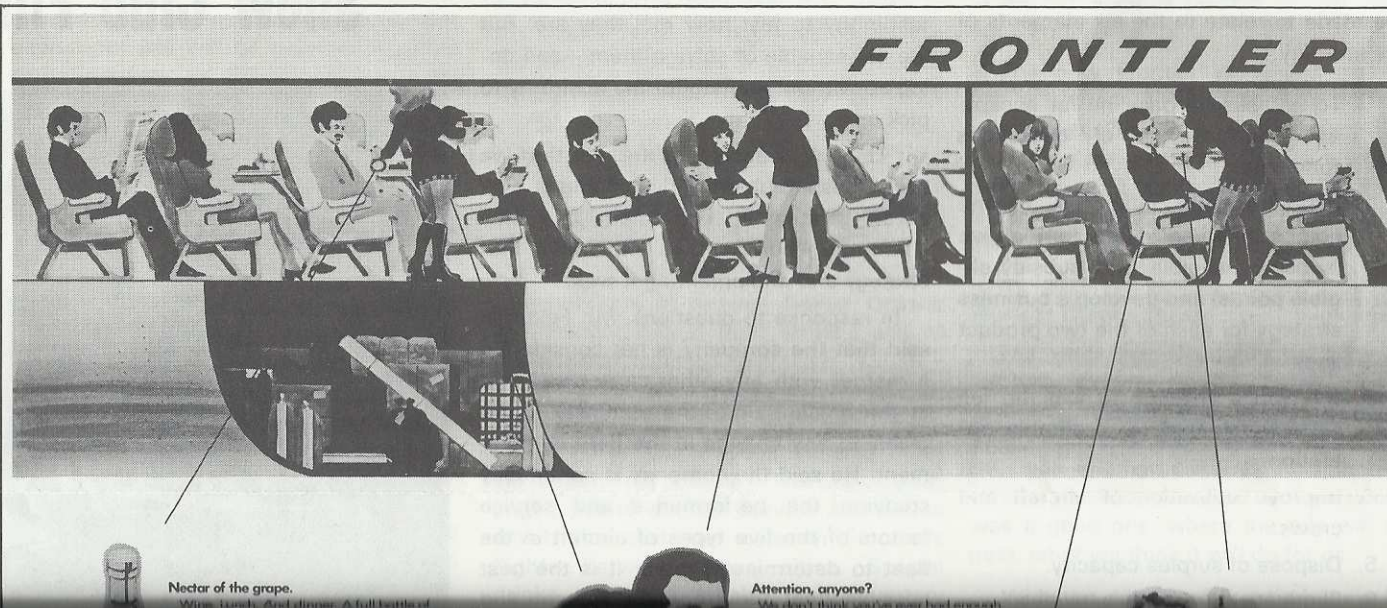
In late August, the commercial was played for Frontier's management and was enthusiastically approved, and October was set to introduce the new commercial on radio. Brenner determined that the final recording would require an 18-piece orchestra, and performers were selected by audition, many of them members of the Denver Symphony.

The final recording was made over a two-day period on September 15-16 at the Fred Arthur Studios and the final stereo "mix" was

made on September 17. A duplicate master of the tape was flown to Wakefield Recording Company in Phoenix and during the week of September 20, 3500 copies of the music were produced with the three-minute version on one side of the record and a sample one-minute commercial and a message from Al Feldman, President, on the other.

The records were packed and sent to Frontier on Monday, September 27 and placed in the mail that night to all Frontier employees.

At the same time, duplicate copies of the radio commercial were produced and forwarded to all of the radio stations in Denver, Dallas, Kansas City, Omaha and St. Louis that will introduce the new music and commercial on October 4. As the advertising program expands to other cities on the system, additional tapes will be provided so that soon, the new music will be heard on all of Frontier's radio advertising.



and it does.

This program will be rolled out from market to market, following the philosophy of concentrating on competitive weakness and attacking wherever we have an advantage.

The people at Tracy-Locke feel that Frontier's new advertising program, in both intent and execution, dramatically reflects the will-to-win on the part of Frontier employees which is so evident to all of the agency staff who fly the system frequently.

In Major City Newspapers

STRIKING FULL PAGE ADS

A full-page ad will appear in major newspapers to introduce Frontier's new "Look what you've been missing" campaign, along with the two-page ad which has been enclosed with this special issue of *Frontier News*.

The single-page advertising is an adaptation of the "double truck" ad and features the same strong-selling headline and points out the various extra features which Frontier offers its passengers.

The illustration for the advertising is contemporary art, and its simplicity is especially suitable for newspaper reproduction. The advertising will appear initially in the two-page and one-page size, and then, following the introductory phase, it will continue to appear in a half-page size in the five major markets of Frontier's system.



Nectar of the grape.

Wine. Lunch. And dinner. A full bottle of imported Rosé. Not just a glass. It's free. In Coach, too.

7:00 am

10:30 am

12:20 pm*

3:40 pm

Good times.

4:40 pm

Six of them. Every morning.

7:20 pm

* Afternoon. And evening. And six jets coming back, too.

Our jets leave on time and arrive on time.

*nonstop



Attention, anyone?

We don't think you've ever had enough of it. So we have in-flight hosts to meet you at the departure lounge. Solve any travel problems. Answer any questions. Make or break reservations. And tell you what's happening when it is happening. On the ground. Or in the air. Our stewardesses? They give as much attention as they get.

Executive Cabin Service on all 737's.

For people who want first-class service but don't want to pay the First Class tab.



Luscious morsels.

Ham and cheese omelette. Or blueberry hotcakes. That's breakfast. Lunch is things like steak and lobster. Chateaubriand. Or tenderloin steak. Or barbecued ribs. For dinner — fly with us and see what you've been missing.

We want you to fly Frontier. Because if you don't — you'll fly the competition. So we've been doing a lot of things to make you like our service better than TWA's.

Big things like better schedules and being on time. Little things like warm hellos. And other nice things.

We didn't do them overnight. It took a little time. But we did them. And we'll be doing more.

So that you'll fly Frontier. And see what you've been missing.

If you've been flying TWA to Denver, look what you've been missing.



FRONTIER AIRLINES

Look what you've been missing.

Pilots' Wives Hear Feldman

A group of wives of Frontier's pilots heard Al Feldman, President, give a report on the company's position today and its objectives and plans for the company's growth during the next 18 months. Mr. Feldman addressed the group at a luncheon at the Old Heidelberg Inn in Denver on September 9.

Mr. Feldman pointed out that by most indicators, Frontier is the second largest regional carrier, flying over one billion revenue passenger miles in 1970 with 2.4 billion available seat miles. Frontier has the largest geographical route system of the regionals, covering one third of the United States. "But in our service area" he said, "we have only 12 percent of the population."

Frontier's President stated the company's objectives for the rest of 1971 and 1972 are to achieve a break-even financial status and to establish the foundation for future sustained profitable growth. He said a corporate strategy has been developed to guide the company in fulfilling the objectives and all decisions are made to relate to the six elements of the strategy.

1. To establish a baseline for acceptable performance of operations functions.
2. Recognize the difference in the competitive and non-competitive (subsidy-ineligible and subsidy-eligible points) and develop a business strategy for each of the two product lines.
3. Develop a strategy to win the full subsidy required for profitable operation.
4. Improve utilization of aircraft and crews.
5. Dispose of surplus capacity.
6. Eliminate extraneous activities.

In the competitive area, he said the company must reduce or cut out routes not clearly profitable and identify those routes which are profitable and assure their continuation while improving the service and performance. "In some areas, we intend to add service wherever it appears profitable.

For the local service routes, he said Frontier must use the subsidized service to support the competitive system. However, in view of the inequitable subsidy payments, the company must tailor the service to match the payments, while implementing a plan to convince the government that the present subsidy formula is unfair to Frontier and its stockholders.

"We are convinced our request for a subsidy increase is proper and necessary. Our objective now is to convince the CAB strongly enough to cause them to request the funds from Congress.

"Frontier has many problems and they are real ones. The Profit and Loss statement for the last three years gives ample testimony to just how real they are. But we are capable of solving them—and doing so without waiting for the economy to pick up.

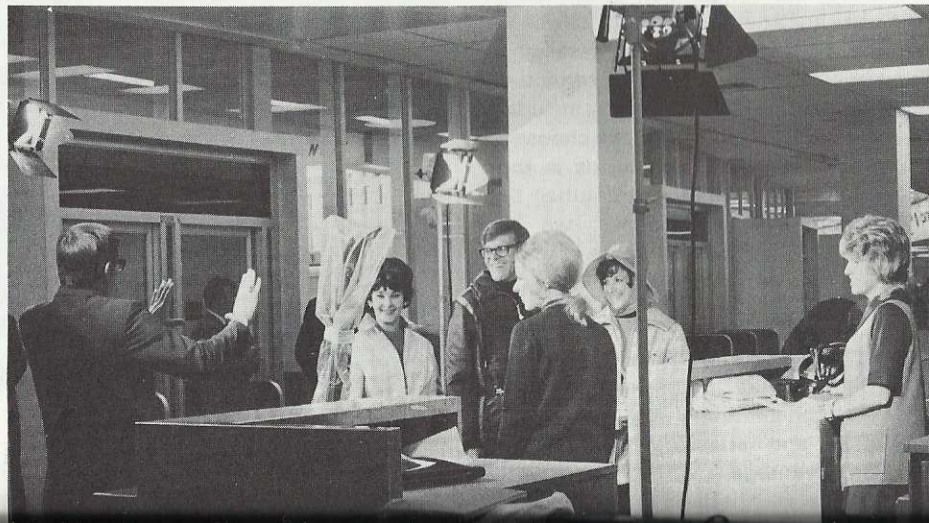
"The key is accepting the fact that we have these problems, developing a corporate strategy to beat them, and then committing ourselves to implement that strategy and implementing it well."

In response to questions, Mr. Feldman said that the company is not considering a merger with any other carrier and that at the present time, the company is not planning any change in the fleet complement. He said the company is continually studying the performance and service factors of the five types of aircraft in the fleet to determine whether it is the best possible fleet for Frontier's present and



Wives of Frontier's pilots heard Al Feldman, President, report on the company's progress in improving its performance at a luncheon in Denver.

Snow Club Film in Production



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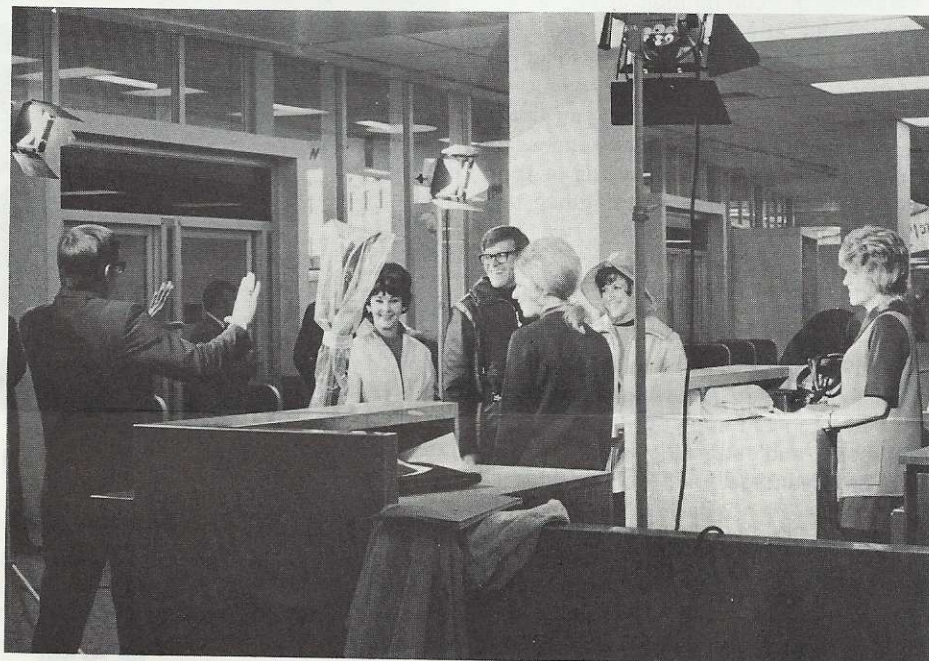
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Officers of the Wives' Club are Mrs. Carol Keller, President; Mrs. Jane Brooks, Vice President; Mrs. Mary Gayle Horan, Secretary, and Mrs. Ginny Craven, Treasurer. Co-hostesses for the luncheon were Mrs. Charlotte Hagen and Mrs. Kathy Logan.



Wives of Frontier's pilots heard Al Feldman, President, report on the company's progress in improving its performance at a luncheon in Denver.

Snow Club Film in Production



Dan Goodyear, Manager-Offline Sales, supervises the shooting of 10-minute sales film on Snow Club at Frontier's ticket counter at Stapleton Airport. Others in the photograph are identified in the story.

Frontier is producing a 10-minute Snow Club promotion film to be shown to travel agents and ski clubs throughout the system.

The film will feature scenes from many of the ski areas served by Frontier and of Frontier's service for ski travelers both on the ground and in the air. Production of the film is being supervised by Dan Goodyear, Manager-Offline Sales. It is being produced in Super 8mm by Creative Visual Dynamics, a Denver motion picture company. It is being directed by Charles E. Sellier, President of CVD.

Scenes for the film were photographed

at Stapleton Airport in mid-September using Frontier employees as actors portraying passengers arriving at the Frontier ticket counter for Snow Club check-in. Among those playing in the film were Patti Magee, Staff Representative-Convention Sales and Development; Jean Kerns, Staff Representative-Agency and Interline; Stan Larson, Director-Marketing Analysis; Ducky Drake, Programmer-Computer Services; Mrs. Sandy Goodyear; Beverly Cummiskey, Ticket Counter Agent and Diane Torrey, one of Frontier's Snow Crystal Ticket Agents.

Frontier's Snow Club weekend flights will begin in early December.

Enough to Write

"In this day and age, excellence in operation deserves a letter of approval. In my estimation, Frontier Airlines is the finest in the country. I am somewhat of a professional traveler, averaging fifty trips a year throughout the country in my capacity as a sales manager, and feel qualified to make my observation on Frontier.

"It seems to me that you are the only people that actually do what every other airline advertises that they plan to do! That is; get me to my destination, give me a good meal, and believe it or not the crew actually smiles and seems to enjoy what they are doing.

"I want to pay particular attention to the crew of your Flight No. 66 from Salt Lake City to Dallas on September 1. I got on the ship tired and irritated after a bad day and got off relaxed and happy. Considering my state of mind when I boarded, that was no small accomplishment. The food was excellent and the service was excellent, from the ticket

FRONTIER NEWS
8250 Smith Road
Denver, Colorado 80207

Bulk Rate
U.S. Postage
PAID
Denver, Colorado
Permit No. 98

3. Develop a strategy to win the full subsidy required for profitable operation.
4. Improve utilization of aircraft and crews.
5. Dispose of surplus capacity.
6. Eliminate extraneous activities.

In expanding on each of the elements, Mr. Feldman said that in 1970, 3 percent of Frontier's flights never were accomplished; 10 percent were grossly late and 40 percent had short delays of five to seven minutes. This performance factor must be improved and is being improved, he told the luncheon guests.

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They Care Enough to Write

"We are a couple of old pro travelers from the days when the DC-3 was *the* airplane. We have had a variety of experiences in our years of air travel, some pleasant and some not, so it is genuinely rewarding to have two flights in one week on which you experience such wonderful hospitality as we did.

"We flew to Denver from Dallas on Flight 87 June 22nd on which flight Sandy Sandos helped to make it a most pleasant experience. We returned to Dallas on Flight 66 June 24th with Carol Haddock as our gracious and friendly hostess. These young ladies obviously take pride in the job they are doing and they truly fit what the word hostess implies—making everyone feel welcome and at ease. We particularly want to commend these young ladies for the way they gave their attention equally to all passengers in their section.

"This was our first trip on Frontier. Why did we select Frontier? Because of advertising—newspapers and most recently a direct mail piece. We just decided to try another airline and we are very glad that we chose Frontier."—Billy D. Parker and J. M. Layden, Bosco Fasteners, Dallas.

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"I sincerely hope that you continue to ignore your competition and operate your airline with the passenger in mind."—Richard A. Falcioni, Regional Sales Manager, Schnadig Corporation, Dallas.



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The film will feature scenes from many of the ski areas served by Frontier and of Frontier's service for ski travelers both on the ground and in the air. Production of the film is being supervised by Dan Goodyear, Manager-Offline Sales. It is being produced in Super 8mm by Creative Visual Dynamics, a Denver motion picture company. It is being directed by Charles E. Sellier, President of CVD.

Scenes for the film were photographed

at Stapleton Airport in mid-September using Frontier employees as actors portraying passengers arriving at the Frontier ticket counter for Snow Club check-in. Among those playing in the film were Patti Magee, Staff Representative-Convention Sales and Development; Jean Kerns, Staff Representative-Agency and Interline; Stan Larson, Director-Marketing Analysis; Ducky Drake, Programmer-Computer Services; Mrs. Sandy Goodyear; Beverly Cummiskey, Ticket Counter Agent and Diane Torrey, one of Frontier's Snow Crystal Ticket Agents.

Frontier's Snow Club weekend flights will begin in early December.

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