

## FRONTIER NEWS

Vol. 5 Number 5

Published for Frontier Airlines Employees and Their Families

June, 1972

### Personnel O.K.

# F. A. L. Enacts Emergency Ops For Rapid City Flood Victims

Officials listed over 200 persons as dead and more than 500 missing following torrential rains which set off flash flooding in Rapid City and the Black Hills area on Friday, June 9.

#### **Personnel Safe**

Immediately upon hearing of the widespread devastation, calls were placed to Rapid City offering assistance and to inquire about the safety of company personnel and their families. The calls were blocked—lines down. Finally, via teletype, word got through to the Rapid City station. The reply—all immediate Frontier personnel safe, including Frontier Board Member Hoadley Dean and his family.

#### Relatives Lost

There are 14 Frontier personnel working and living in Rapid City. While they were reported safe, not so safe were relatives of Station Agent James Kramer, who lost his sister-in-law and brother-in-Continued on Page 3

## FRONTIER Starts Rapid City Fund

## OPERATIONS PERFORMANCE CLIMBS-HITS ALL TIME HIGH



The Kansas City station team received the first "1,000 Club" Award to be issued a Frontier station. Receiving the award from Harold Maxwell (center), Staff Manager—Field Marketing, are (left to right-front row) Wayne Teakell, Assistant Manager; Ed Dunaway, Manager—Transportation Services; George Terryberry, Assistant Manager; Norman Loehr, Station Agent and Herschel Lowe, Station Agent. In the second row are (left to right): Cliff Calcote, Station Agent; Lawrence Dragen, Station Agent; Bob Smith, Station Agent and Richard Metz, Station Agent.

"Try It, You'll Like It"

K. C. STATION DOES IT

Frontier's operational performance -the number of flights departing on time, and the number of flights completed as scheduled -- set an all-time record in May.

Frontier's on-time performance hit 89.6% in May, the highest it has ever been for any month in the past five years. During the same month, the number of flights cancelled was only 1.3%, the lowest number since Frontier's merger with Central Airlines. The combination of the two factors is the lowest in Frontier's history.

Leslie Keely, Vice President-Operations reported the improved trend was continuing in June, with an on-time factor for the first 19 days of the month standing at 88.1%, and the number of flights cancelled totalling 1.8%.

"One of the rewarding elements of our new performance records," Mr. Keely said, "is the number of days we have had with no cancellations whatsoever. The Memorial Day weekend was outstanding and the Sunday and Monday when the strike threat over hijackings taxed our facilities because of the uncertainty, we flew every flight that was scheduled."

Mr. Keely said the improvement was not accidental and that improved maintenance procedures, close cooperation with the Scheduling Department to produce realistic schedules and a determination by both ground and flight operations people to do a better job all contributed to the record

## Rapid City Fund

A solicitation of funds for relief in the Rapid City disaster has been started at Frontier. Employees have been asked for voluntary contributions and arrangements have been made for a single payroll deduction from the first July paycheck when requested.

Al Feldman announced the company will match each dollar contributed by employees and the total amount will be donated to the Rapid City Disaster Fund.

BEEP, BEEP!

## "Roadrunner" Service **Begins July 1**

Jet service takes on a new form between Albuquerque and Denver when new Roadrunner service begins July 1.

The company's presently operated two round-trip flights will be supported with a third round-trip also offering non-stop service on July 15.

New in-flight beverages and meals, new airport curb-side luggage check-in and passenger pre-boarding will make up the new Roadrunner service.

Being added as the third flight of the day on July 15 will be Flight 36 (except Saturday) offering morning service from Denver to Albuquerque and afternoon return service.

To support the new Roadrunner theme, a concentrated effort in public relations and advertising will focus attention in both communities on the service which pays tribute to the state bird of New Mexico -- the Roadrunner.

A proclamation honoring Frontier Airlines was presented to A. L. Feldman in behalf of the Governor of the State of New Mexico regarding the new Roadrunner service. In behalf of the Governor, Albuquerque Mayor Bruce King presented the proclamation at a special luncheon held last week in Albuquerque.

If you know of anyone planning a trip in either direction between Albuquerque and Denver, suggest that they use, of course - beep beep! - Frontier's Roadrunner service.

## K. C. STATION DOES IT

Sooner or later, one of Frontier's stations would do it!

Casper, under the direction of Sales/ Service Manager Jim Schneider, tried it-and came mighty close on two occasions. Omaha, under Lee Davis, Manager -Transportation Services, tried it-and made it-but not quite in time.

Kansas City, however, headed by Ed Dunaway, Manager-Transportation Services, beat them to it. Yes, Kansas City is the first Frontier station to successfully work 1,000 flight departures without a station delay.

"There was and still is a lot of hustle going on at Kansas City," reports Ed Dunaway. As a result, the Kansas City station and all its personnel are the first to be members of the exclusive "1,000 Club." The runner-up and number two is Omaha, for whom time ran out, but Omaha is at 1.450 and still going.

This writer headed for Omaha to photograph the "1,000 Club" certificate presentation; however, a severe line of thunderstorms won out.

Hustling 23 departures a day during the period from March 6 to April 21, 1972, was the way Kansas City station personnel did it. Then one day it happened-ZAP! A catering truck slammed into a jet galley door breaking the ontime running streak. However, it didn't stop Kansas City personnel from topping the 1,000 mark and attaining the Frontier on-time high of 1,163 on-time departures. Kansas City's 23 departures are made up of 7 jets and 16 Convair 580's.

Each employee at Kansas City is directly responsible for the high on-time station performance. The station complement totals 91. An additional 65 personnel including flight crews, technicians and

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Frontier Airlines salutes the State of New Mexico by inaugurating new Roadrunner jet service between Albuquerque and Denver. Stewardesses (left to right) Sandy Sandos, Lynn Stevens and Karen Herl have fun with a reasonable replica of the famous state bird. Roadrunner service begins July 1. with two round-trips—a third round-trip will begin July 15.

Department to produce realistic schedules and a determination by both ground and flight operations people to do a better job all contributed to the record

performance.

"I think we can look forward to a continuation of this trend when the new July 1 and July 15 schedules go into effect," Mr. Keely said. "The new schedules were developed by Tom Lamb, Vice President-Schedules, in close cooperation with the Operations Department and we have built in maintenance time that is realistic and will assure the highest degree of reliability of our fleet.

## **Expansion Results** In Crew Recall

The company announced a significant expansion of service on its system starting in July and that it has issued recall notices to all pilots and stewardesses who had previously been furloughed.

In addition to 36 pilots and 15 stewardesses recalled, 18 new stewardesses have been hired and are undergoing training. They will graduate June 30.

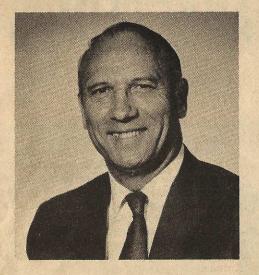
Gordon Linkon, Vice President-Marketing, said the major new jet flights to be added on July 1 and 15 include 7 round-trips a week between Denver and Las Vegas; 6 round-trips between Denver and Dallas; 11 round-trips between Denver and Salt Lake City; additional daily service from Denver to Omaha and 6 round-trips weekly between St. Louis, Kansas City and Denver.

The company will add a new daily service between Colorado Springs and Denver; new round-trip service between Memphis and Little Rock; additional roundtrip service between Kansas City, Topeka and Manhattan, Kansas; new daily roundtrip service from Denver to Grand Junction; and an additional 6 round-trips weekly between Denver and Albuquerque.

"A new jet airplane will be added to our fleet on June 29," Mr. Linkon said, "and in conjunction with revised scheduling, we are able to offer added service during the summer season."

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### **EXECUTIVE MESSAGE**



We Have Product Plus

The first six months of 1972 have been exciting ones for Frontier, keyed by the fleet standardization to the Boeing 737 airplane, the move to single class service, the introduction of first class legroom for everyone and the new twin seat arrangement.

This has given us a strong "product plus" and we have exerted every effort to promote our service and our new configuration, both within the company and to our outside public.

We have something that is difficult for our competition to copy; but nevertheless it is probably just a matter of time before they catch up with us.

But Frontier has a competitive advantage that is impossible for the other airlines to match-and that is our front line public contact employee. It is the airline employee that makes an impression on the customer, not the equipment. And our employees are a resource that the competition can't duplicate.

Frontier operates in the West where people are known for friendliness, and our people meet that challenge and live up to all expectations. From the moment a passenger has his first contact with Frontier--and that's usually one of our reservations agents--to the time he picks up his bag and leaves the airport, he sees the friendly face of Frontier.

## SHORT HOPS

by Raymond J. Chanaud



We flew to St. Louis recently on Frontier and luxuriated in the great legroom and the use of the console table at the center seat. The plane was fairly full, but at the beginning of the flight, we shared the console table with a long, tall friend of ours. Shortly after takeoff, he discovered a young mother with a baby in her arms and volunteered his seat so she could put the infant in the center seat. He moved into another center seat—and still was comfortable.

On the return from STL, we travelled on TWA and were pleased to be seated in first class. It wasn't half as comfortable as Frontier. The leg space might have been the same, but the tiny armrest between the seats was barely wide enough for two glasses and we bumped elbows all the way back to Denver. If we can just get people to try Frontier's new configuration, they'll really come back for more.

The Rapid City disaster has been a great concern for all of us. Frontier has pitched in and helped in many ways as told elsewhere in this issue. It seems everyone has wanted to help. One of the problems for the people in RAP was the desire of some families to send their small children to relatives in other areas. We called on our stewardesses and had numerous volunteers from girls off duty to fly to RAP and bring the children to safety. Actually, we had volunteers from many other departments of the company, but it was decided that it would be best if they were supervised by our uniformed girls. Really makes you proud to be part of a team like this.

Shortly after the weekend flood, we received a call from a Federal disaster unit to move three officials from DEN to RAP as quickly as possible. There were no set duled flights until 8 p.m., but some good friends from DeHavilland, manufactue the Twin Otter, stepped in. They had been flying the southern Nebraska route on a time test flight and Slim Jones, head of the group, volunteered to take the Federal people to RAP. Frontier's Bob Banta, who heads our Otter operation on the Montana high line, flew the plane.

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Frontier's operational performance during May was really outstanding. The on-time performance was 89.6% against 86.2% in May last year. And the scheduled performance factor, the percentage of flights that flew as scheduled, was 98.7%. This is the best combination of both of these measures in the company's history.

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We had occasion to see Frontier's new class of 18 stewardesses during a luncheon

expectations. From the moment a passenger has his first contact with Frontier-and that's usually one of our reservations agents-to the time he picks up his bag and leaves the airport, he sees the friendly face of Frontier.

There are many Frontier faces that the passengers see; the gate agent as he checks in passengers and sends them on their way; the ticket agents who help with courtesy; the stewardesses with a warm and honest "welcome aboard" message; our cargo agents who accomodate a "ish shipment and our sales staff who pound the pavement calling customers to tell them about Frontier's service...all of these people ke up the image of Frontier.

In every case, we are trying to make that extra effort to say "we're proud to work at Frontier and glad to have you aboard." We in Marketing believe we have a winner with our first class legroom and new twin seats, but the thing that fills our files with complimentary letters and brings the customer back again and again is our people.

Recently, we made some adjustments in the maization of the Marketing Department, providing additional start nelp to the field people on the front line. The organization chart starts at the top with management, directors and managers and goes on down the line to the station agent at our smallest station. But the best description of what we have done can best be demonstrated by taking this chart and turning it upside down.

Now we have the real Frontier picture. Right at the top is the station agent, the ticket agent, the gate agent, our stewardesses. They are the ones that matter to us and to our customers. The staff is there to help, to support and to guide, but in the long run, it's the man and woman of Frontier in the field that makes Frontier the fine airline that it is.

We have gone through some difficult times. But the future is bright. With enthusiasm, energy and hard work, plus the magic touch of Frontier friendliness, there's no limit to what we can do.

M.C. "Hank" Lund Vice President Regional Marketing best combination of both of these measures in the company's history,

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We had occasion to see Frontier's new class of 18 stewardesses during a luncheon break during their training period last week. They're going to be a welcome and attractive addition to the covey of lovelies that help make Frontier a nice place to visit.

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## Airlines Oppose Passenger Head Tax

The following is a report from the Air Transport Association, Washington, D.C., regarding a proposed airline passenger head tax which, according to the report, could pose serious problems to the air industry:

The Supreme Court on April 20 ruled that the state or local airport facilities may tax airline passengers. The Court's vote reversed numerous State Supreme Court decisions which had ruled such taxes to be unconstitutional as obstructions to interstate commerce (California, Indiana, Montana and New Jersey.)

The airline industry is arguing against the head tax concept.

It should be stressed that it is unnecessary for airports to tax passengers further for support; that the Airport/Airways Trust Fund was set up to meet their needs; the ratio of 50/50 local and federal

participation should be changed rather than double taxation of airline passengers.

The Washington report goes on to say that we must convince state and local airports that it would be unwise to levy such a tax. We have described the economic impact of many control local airports on the community during the last year. We can now use this internation that has been developed on the local level to show what can be lost by levying additional taxes which discourage air travel.

It can also be pointed out that even a seemingly small \$1, \$2 or \$3 head tax added to the average air ticket price of around \$50 may well turn many people away from flying and have a serious impact on the growth of air transportation and the business and commerce of the community.

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Continued from Page 1

## The Winning Team -- K. C. Station

sales people, boosts Kansas City's grand total to 156.

"Our ramp agents, technicians, fuelers, ticket counter agents, cleaners, customer service representatives, my assistants ... they all performed well," said Ed. "It took the full effort of every individual to attain our goal. As for Omaha, Casper (who made it to the 800's twice) and other stations who are looking to beat this record, all I can say is being number one is great ... try it, you'll like it!"



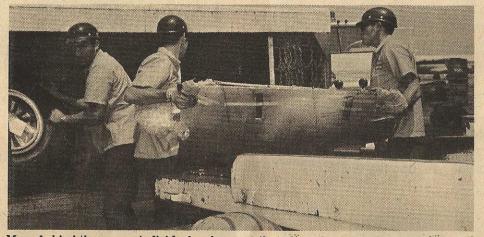
Contributing to the operation were Fuelers (left to right) Ron Wuertele and Jim Buchanan.

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**Emergency Ops For Flood Victims** 



The ticket counter team consists of (left to right) Art Lewis, Station Agent; John Nordman, Station Agent; Sid Tolbert, Assistant Manager—Transportation Services; Beverly Deerr, Ticket Counter Agent; Hilary Hosman, Senior Station Agent; Reva Burke, Ticket Counter Agent; Clare Creviston, Station Agent and Linda Calcote, Ticket Counter Agent.



More behind-the-scenes individuals who contributed to the station's success include (left to right): Bob Smith, Station Agent; Norman Loehr, Station Agent and Lawrence Dragen, Station Agent.





## Assistant To The President — F.A.L.

Kenneth Burgess has been named as Assistant to the President for Frontier Airlines

Ken joined the company in 1971 as Assistant Director-Local Station Operations.

Prior to joining Frontier, he worked with Mohawk Airlines in Customer Service and Reservations.

## Mgr.—Jet Training

Captain W. Boyd Stevens has been named as Manager-Jet Training in the Flight Operations Training Department.

Captain Stevens has 20 years seniority as a pilot with Frontier and has been an instructor and check airman for the past four years.

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### Expansion

Also to begin is a new late evening "Nighthawk" service July 1 on some of

Continued from Page 1

## **Emergency Ops For Flood Victims**

law and has listed as "missing" a nephew. Personal possessions of some employees were caught up and destroyed by the rampaging waters. Station Agent Francis Richards narrowly escaped with the clothes on his back, losing his mobile home. Walls of water described at times as several feet high battered houses, cars, mobile homes and bridges, sweeping them away. The devastation was further compounded by landslides and explosions as a result of ruptured gas lines, it was reported.

In addition to the dead and missing, scores of persons were injured.

Camping in the area at the time was Gordon Cumming, Technical Specialist, Denver, who escaped unharmed and without loss of camping gear.

An emergency meeting called by the Public Relations Department of all company officials quickly made available company resources including jet aircraft for the shipping of emergency operation teams, medical aids and supplies, food and clothing.

One of the first cargo shipments consisted of 7,000 pounds of food and clothing. This was followed by another jet carrying a team of Federal officials from Washington.

Milk was needed! On the next jet, milk was flown—then additional food and clothing.

So well was the cry for "help" heeded that soon the emergency operation center at Rapid City issued a temporary embargo on certain items.

Clearinghouse for Frontier's emergency operations was Vern McMullen, Sales/Service Manager in Rapid City. Working with local authorities, Vern would then pass on to Frontier the urgent needs of Rapid City flood victims.

Reservations, station, and operations personnel were kept busy as flights quickly filled with emergency help, relatives of Rapid City residents and newsmen.

Preliminary damage estimates topped the \$100 million mark.



Working station operations are (left to right): Mark Warriner, Station Agent; Gary Frogge, Station Agent; Vic Preter, Station Agent and Robert Ziegler, Station Agent.

### Stewardess of Month-February

Expansion
Also to begin is a new late evening

"Nighthawk" service July 1 on some of the flights between major cities, offering

passengers fare reductions up to 20 per-

cent on flights departing after 10:00 p.m.

These "Nighthawk" flights offer passen-

gers a three-way stretch-permitting trav-

elers to stretch their vacation by starting

out the night before; to stretch their bud-

get by saving 20 percent and to stretch

their legs on Frontier's new jet accom-

modations offering first class leg room

throughout the airplane at coach prices.



AIRLINE PASSENGERS ASSOCIATION AWARDS—Receiving awards from the Airline Passengers Association are four of Frontier's outstanding individuals. Left to right (front row) are Stewardesses Lela O'Connor and Del Roark. A third Stewardess, Sherry Salsbury, is not pictured. The fourth individual receiving the award is Larry Scofield, Customer Service Representative—Inflight (standing left). Looking on are (standing, second from left to right): Kay Foster, Division Chief Stewardess—Denver; Roberta Lenahan, Director-Stewardess Service and Chuck Fahreholz, Manager-Inflight Customer Service Representatives.

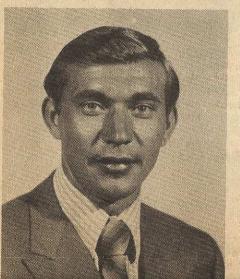


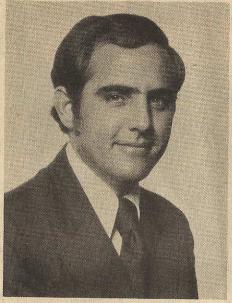
Connie Bell, Salt Lake City-based, was Frontier Airlines' February Stewardess of the Month. She receives her award from A.L. Feldman.

## **New Field Sales Assignments**



JIM JUDD has been named as the carrier's new District Sales Manager in Las Vegas. Since February, 1968, Jim served as a sales representative in Dallas. He joined Central Airlines on July 1, 1964 as a passenger service agent in Ft. Leonard Wood, Missouri. Two years later, he became a Joint Airline Military Ticket Office (JAMTO) Agent in Ft. Leonard Wood followed by his transfer to Dallas in 1968.





DAVE SMITH has been named as Frontier's new district sales manager for Albuquerque. Since November, 1969 Dave served as a sales representative for the company in Dallas. He joined Central Airlines in 1967 as a passenger service agent in Lawton. During 1968 he transferred as a station agent to Oklahoma City followed by his move in 1969 to the Sales/Marketing Department. In Albuquerque Dave is located at the Sunport (airport).

## Convention Sales Manager

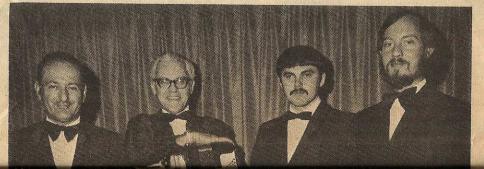


### Stewardess of Month- March



STEWARDESS BARBARA CARROLL, Kansas City based, receives her Spirit Award from A.L. Feldman. Barbara was Stewardess of the Month for March.

## Anastassios Nicolaidis Appears At International Hotel



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RICHARD "SKI" GRYCZKOWSKI. formerly Manager-Inflight Customer Service Representatives, transfers to Kansas City and Regional Sales Manager.

### Manage. Internal Auditing

James E. Crushmore, III has been named Manager-Internal Auditing for Frontier. Jim is a certified public accountant with eight years' experience in public accounting plus in excess of one year in corporate accounting. He comes to Frontier from a position as Supervisor of the Audit Staff with Touche Ross & Company of Denver.

## **Student Accountants**

Frontier Airlines, Inc. sponsored two University of Denver accounting students, Lon Lutze and Daniel Belger, for the Student Industrial Night Program of the Denver Chapter of the National Association of Accountants held April 19, 1972 at the Continental Denver Motor Hotel.

Preceding a planned program, the students met that afternoon at Frontier Airlines base location at Stapleton for a tour of the complex. They were hosted by Richard Baker, Director of Disbursements and Jim Borchers.

In Albuquerque Dave is located at the Sunport (airport).

## Convention Sales Manager



PATTI MAGEE becomes Frontier's Manager-Convention Market Planning. Formerly Patti served as Staff Representative-Convention Sales and Development. She joined the company in 1968 as a secre with the Sales Department.

## **Managerial Development Stressed**

Fullest development of station managerial abilities underscored agenda items presented during recent intensive one-day programs for Sales Service Managers of the Local Service Marketing Division.

Four different manager groups met in mid-May in Billings, Kansas City, Albuquerque and Dallas for conference workshops. Giving direction to the meeting was James Marine, Director--Station Operations. He was assisted by a general office management

STEWARDESS BARBARA CARROLL, Kansas City based, receives her Spirit Award from A.L. Feldman. Barbara was Stewardess of the Month for March.

## **Anastassios Nicolaidis Appears** At International Hotel



Anastassios Nicolaidis, better known around the Denver station as Nick the Greek, and his group of musicians have made it big in Las Vegas where they played at the famed International Hotel on June 25. Nick and his group appeared for a one-night stand in the lounge.

Nick, who has been with Frontier in excess of five years, plays nightly at various clubs and for organizations throughout the United States. Other members of the group are (second from left to right): Stan Rutka, Larry Cook and Chris Sellers.

## **Dallas Marketing Session**





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Preceding a planned program, the students met that afternoon at Frontier Airlines base location at Stapleton for a tour of the complex. They were hosted by Richard Baker, Director of Disbursements and Jim Borchers, Manager of Payables, who are both members of the Denver Bar None Chapter of the NAA. Highlights of the tour included Frontier's company-wide computerized reservations system. Of special interest to Lon and Dan was the system's ability to provide the latest ski conditions as well as a current review of the shows playing in Las Vegas. The students met with other accounting personnel and learned of the accounting problems presented by the aircraft worthiness requirements of the Federal Aviation Administration and the Civil Aeronautics Board.



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Along with evaluations of the business plan for the remainder of 1972, the meeting covered sales activities, development of commitments, effective flight scheduling, community relations, expense control and role playing of sales and customer relations situations.



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## **Dallas Marketing Session**



Mike Newman (far right, standing), Manager—Market Promotion Planning, with an assist from James Marine (standing, rear), gives new insights to better customer relations at the Dallas session of Local Service Marketing to: (seated, left to right) Dick James (Bartlesville), E.G. McLain (Duncan), Wayne Moretz (Enid), Bill Machart (Stillwater), Ralph Klint (Paris), Bearl Davis (Muskogee), Don Enos (Fayetteville), and Jerry Parkhill (Harrison).

#### SERVICE AWARDS



#### 25-YEAR SERVICE PINS - MAY

Deeming, R.F., Mgr.—Instrument Overhaul, DEN
Higgins, J., Ld. Aircraft Tech., DEN
Hoffman, R.G., Captain, DEN
Keene, E.R., Dir.—System Control, DEN
Koplitz, R.G., Captain, DEN

#### JUNE

Sims, G.L., Captain, DEN

#### 20-YEAR SERVICE PINS - MAY

Hobbs, G.E., Station Agent, SLC Lutkiewicz, R.L., Station Agent, Den Lux, H.E., Captain, DEN

#### JUNE

Cashel, J.A., Dispatcher, DEN Donley, B., Aircraft Tech., DEN Fuqua, K.M., Aircraft Tech., DEN Lentell, R.N., CRC Supv., DEN

#### 15-YEAR SERVICE PINS - MAY

Key, A.M., Sr. Station Agent, OMA Kreitman, P.R., Sales/Service Mgr., CDR McKesson, B.C., Captain, Den Naile, D.E., Station Agent, HRO Nash, O.G., Station Agent, PPF Stevens, F.D., Station Agent, DEN Thompson, F., Sales/Service Mgr., TOP

#### JUNE

Chambers, A.J., Station Agent, LIT Dial, E.D., Sr. Station Agent, Fxxxx Ross, H.A., Captain, DEN Willey, J.E., Mgr.-Maint. Contro. Jenter, DEN

10-YEAR SERVICE PINS - MAY

Grass, M., Reservations Agent, DEN Guenther, G.L., Station Agent, LNK Harris, A.C., Station Agent, DEN Hoskovec, E.W., Station Agent, LNK Hutchison, J., Station Agent, ELP Janssen, C.J., Station Agent, DEN Johnson, B.A., Reservations Agent, DEN Jones, J., Stewardess, DEN Krafczik, D.J., Reservations Agent, DEN Lewis, A.M., Station Agent, MKC Lisano, C., Secretary, DEN Lombardi, J.A., Reservations Agent, Lupton, J.A., Reservations Agent, DEN Miller, H., Station Agent, RAP Moore, M., Second Officer, DEN Morley, J., Reservations Agent, DEN O'Connor, L., Stewardess, DEN Parker, B., CRC Supr., DEN Paul, R.C., Station Agent, OMA Peakman, M., Reservations Agent, DEN Perry, J.D., Lead Cleaner, DAL Richard, P., Staff Asst. to V.P.-Marketing, DEN Riggs, L., CRC Agent, DEN Ross, W.L., First Officer, DEN Schrage, T.H., Stock Clerk, DEN Seeley, P., CRC Agent, DEN Slater, R.D., Station Agent, DEN Smith, M., Stewardess, DEN Sobota, C., Reservations Agent, DEN

Stinson, C.F., Sr. Station Agent, MKC

tation Svc., MKC

DEN

Thomas, E.L., Cleaner, DEN

Truax, L., Stewardess, SLC Varley, W.M., Aircraft Tech., DEN

Wight, M., CRC Agent, DEN

Verts, F.E., Aircraft Tech., DEN

Wood, K.H., Aircraft Tech., DEN

Zobens, J.I., Station Agent, DEN

Terryberry, G., Asst. Mgr.-Transpor-

Townsend, K., Reservations Agent, DEN

Vittal, J.J., Mgr.-DEN Con. Res. Office,

## 25 Year Awards



R.F. Deeming



J. Higgins



Captain R.G. Hoffman



E.R. Keene



Ken A. Dealy



Captain R.G. Koplitz



Captain Bill McChrystal

#### Golf Tournament

The All-Frontier Golf Tournament to select a team to enter the World Airline Golf Tournament will be held July 28 & 29.

The tournament will consist of two matches on Friday and Saturday at the Park Hill Golf Course, with an awards presentation and dinner following Saturday night.

Everyone at Frontier is encouraged to compete in the tournament.

Handicaps will be determined by five scorecards submitted to the appropriate Departmental Sub-Chairman, or a player's established handicap as verified by his club's chief pro.

## Regional Marketing Realigns

Frontier's Regional Marketing Division has been reorganized with a realignment of personnel to provide added emphasis to the field marketing locations and became effective on June 5.

The key changes in the department are the assignment of Charles Demoney and Jim Moore to be Directors of Field Marketing. In that capacity Demoney, who will direct 19 western stations, and Moore, with 16 eastern stations, will have total authority for both sales and service. The change will provide field managers with more direct and

Willey, J.E., Mgr.-Maint. Contro. Center,

#### 10-YEAR SERVICE PINS - MAY

Caldwell, W.S., Aircraft Tech., DEN Cooke, W.R., Aircraft Techn., DEN Crawford, J.M., Foreman, DEN Duggan, B.M., Sales/Service Mgr., TBN Knowles, S.M., Stewardess, DAL Lambert, H.A., Captain, DAl Mulkey, M.M., First Officer, DEN Smith, A.V., Aircraft Tech., OKC

#### JUNE

Bennett, J.R., First Officer, DAL
Blair, C.E., First Officer, DEN
Blood, H., Ld. Aircraft Tech., DEN
Brenizer, C.L., Station Agent, BFF
Erickson, K.E., First Officer, DEN
Gibson, R.J., Mgr.—Transportation Svc.,
DAL

Gramm, D.E., First Officer, DEN
Lawson, R.E., Station Agent, DEN
Martin, C.K., Reservations Agent, STL
Rennaker, G.P., First Officer, MKC
Stevens, R.P., First Officer, DEN
Symmes, F.L., First Officer, SLC
Ullrich, R.C., First Officer, DEN

#### 5-YEAR SERVICE PINS - MAY

Adkins, C.A., Sr. Personnel Records Clerk, DEN

Alkonis, M., Reservations Agent, DEN Aragon, B., Communications Coordinator, DEN

Arfsten, A., Second Officer, DEN
Bailey, J.R., Ticket Counter Agent, SLC
Boller, C., Reservations Agent, DEN
Borelli, M., Ticket Counter Agent, Den
Breitling, G.J., Aircraft Tech., DEN
Brend, D.P., Sr. Station Agent, DEN
Brictson, D.N., Assoc. General Counsel/

Corp. Secretary, DEN
Brock, D., Stewardess, DEN
Bryan, Q.T., Ld. Aircraft Tech., DEN
Burns, D.K., Sr. Station Agent, MKC
Calcote, L., Ticket Counter Agent, MKC
Clark, J., Station Agent, BIS
Donovan, D.A., Station Agent, MKC
Dragen, R.M., Ticket Counter Agent,
MKC

Drake, E.C., Project Analyst, DEN Ewing, V., Stewardess, DEN Fleming, J.A., Reservations Agent, DEN Frogge, G.J., Station Agent, MKC Fujishima, S., Reservations Agent, DEN Wight, M., CRC Agent, DEN Wood, K.H., Aircraft Tech., DEN Zobens, J.I., Station Agent, DEN

#### JUNE

Adams, D.D., Second Officer, DEN Barnett, E., Station Agent, DAL Beck, R.C., Sr. Ticket Counter Agent, STL

Burke, C., Station Agent, CYS
Davis, R., Second Officer, DEN
Dickerson, K., Station Agent, MKC
Doudy, M.G., Aircraft Tech., DEN
Ellison, H.P., Station Agent, DAL
Emerson, J., Second Officer, DEN
Farris, P.A., Station Agent, FSM
Faulstich, G.A., Station Agent, DEN
Ferrie, E.R., Aircraft Tech., DEN
Fischel, R.R., First Officer, SLC
Folken, R.L., Second Officer, SLC
Folowell, B., Station Agent, DUC
Gunderson, R.L., Cust. Svc. Rep.—
Inflight, DEN

Herning, G., Aircraft Tech., DEN
Hockenbury, D.E., Station Agent, OMA
Horvath, J.P., Station Agent, STL
Jones, G.H., Second Officer, DEN
Kantwerk, N., Personnel Rep., DEN
Kountz, M.M., Reservations Agent, DEN
Laucks, I., Secretary, DEN
Lindhorst, J., Reservations Agent, DEN
Loehr, N.A., Station Agent, MKC
Manlove, G., Aircraft Tech., DEN
Marshall, C.A., Lead Pressman, DEN
McCrea, S.L., Ticket Counter Agent,
DEN

McIntire, J.H., Sr. Reservations Agent, DEN

Moss, E.G., Station Agent, LAW Norman, L.J., Station Agent, FYV Overturf, D.R., Sr. Station Agent, STL Padboy, J., Sr. Ticket Counter Agent, DEN

Powell, C.J., Second Officer, DEN
Rankin, H., Second Officer, DEN
Shepard, E.D., Station Agent, MEM
Shore, S., Captain, GTF
Solignani, L.F., Station Agent, DAL
Stearns, A.P., Second Officer, SLC
Storm, J.H., Station Agent, AMA
Swan, G., First Officer, DEN
White, K., Reservations Agent, DEN
Wilkerson, G., Reservations Agent, DEN
Winn, G.A., First Officer, SLC
Woods, K., Sales Representative, STL
Wright, J.H., Stock Clerk, DEN
Yarbrough, J.W., Station Agent, LIT

effective on June 5.

The key changes in the department are the assignment of Charles Demoney and Jim Moore to be Directors of Field Marketing. In that capacity Demoney, who will direct 19 western stations, and Moore, with 16 eastern stations, will have total authority for both sales and service. The change will provide field managers with more direct and rapid access to corporate headquarters for assistance in marketing activities.

Other organizational changes include the appointment of Ken Stemler to be Director—Market Planning; Jim Montgomery to be Director—Consumer Services; Jim Shores as Director—Regional Marketing Administration and Stan Larson to be Director—

Regional Marketing Research and Analysis.

Under the change, the eastern and western stations will have direct line support from Messrs. Demoney and Moore and will be provided with staff support from the

headquarters marketing personnel.

M.C. (Hank) Lund, Vice President—Regional Marketing, said the new organization is properly calculated to meet its prime objective of further mastering decentralization and delegation of authority into the field marketing locations. "The prime incentive for the reorganization was to place additional emphasis on the field marketing group," Mr. Lund said, "and provide matched responsibility and authority for the station and sales managers."

## Feldman/Employee Meetings Continue

Al Feldman resumed his program of meeting with various company employee groups to report on the company's progress and plans for the future with a visit to St. Louis and a session with Denver-based pilots.

On May 25, Mr. Feldman met with the STL station personnel in the morning, and then spent three hours with groups of STL reservations staff in the downtown office.

On June 8, Mr. Feldman met at the Holiday Inn at Stapleton with a large turnout of Denver-based pilots with an update on the company's situation and then, as in the St. Louis meetings, reponded to questions from the audience.

In his meetings, Mr. Feldman said the Civil Aeronautics Board had approved a total subsidy amount for the local service airlines of approximately \$65 million, and that the CAB would report shortly on the amount earned by each carrier. He pointed out the work the company had done in the past months to get the CAB to provide an adequate subsidy and to announce the formula for the subsidy prior to the time it was effective, rather than 11 months later as in the case of the Class Rate VI formula for Fiscal Year 1972 which ends June 30.

He commended the maintenance and flight operations departments for the operational performance during May. He said also that with the introduction of the 12th Boeing 737 jet into service at the end of June, the company will

substantially increase the number of jet services with the introduction of Nighthawk service between major cities. He also said the company has sent recall notices to all pilots and stewardesses who have been furloughed, and that 18 new stewardesses have been hired and are in training.

Questions from the floor ranged from mergers (The answer is No) to a rumor the company is planning to purchase eight more 737's. Mr. Feldman's response to the last question was: "We are not planning to purchase more airplanes at this time. When our marketing people can show us they can utilize effectively one or more airplanes—and I mean good and profitable utilization—we will provide the airplanes to them."

Mr. Feldman was asked if we intend to expand our routes. "For the present, we will concentrate on improving our service on existing routes," he replied. "After that, our move will be to study routes we already have and are not operating, and determine how we can resume service there. Certainly Dallas, Albuqueque, Las Vegas is a prospect. We will, however, continue to study the feasbility of expanding our system."

## Alertness Pays Off

Due to the alertness of two Denver station employees, Roy Saunders (left), Senior Station Agent, and Paul Hart (right), Station Agent, an accident which could have caused considerable damage to a Boeing 737 aircraft was averted. High winds were blowing another airline's cargo cart directly for a parked Frontier Boeing 737 on Stapleton's A Concourse. Roy Saunders in the tower noticed it and with walkie-talkie contacted Hart who was driving a courtesy car. Hart immediately parked his courtesy car between the aircraft and the cart, averting what could have been a serious and costly accident.

Jim Moore, Director—Field Marketing/Eastern, awards each a \$100 savings bond for his alertness.

## Interline Thanks

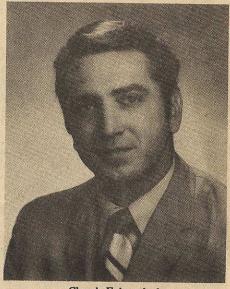


## Gwen Chambers Vies For Miss Black Colorado



Stewardess Gwen Chambers

# Fahrenholz Manager — Inflight Customer Service Representatives



Chuck Fahrenholz

Charles Fahrenholz has been appointed Manager of Frontier's Inflight Customer Service Representative program. Chuck, who has been with Frontier since March, 1969, brings to this position both station and customer representative experience.

### New Dallas Sales Representative





INTERLINE THANKS are extended to Frontier Airlines' employees at Grand Junction by United Air Lines' William S. Davis (right), Assistant to the Vice President—Marketing. Davis presents a plaque to Lou Berets, Sales/Service Manager at Grand Junction, in appreciation for the unselfish and tireless efforts be behalf of Frontier's Grand Junction employees in working United's Snowbird flights. For the past three years, Frontier has handled all ground operations for United's arriving and departing weekend ski flights at Walker Field in Grand Junction.

#### Stewardess Gwen Chambers

Frontier's Stewardess Gwen Chambers earlier this month competed for the title of Miss Black Colorado. Gwen, who has been with Frontier since November of 1970, vied against twenty other girls from throughout Colorado.

Competition consisted of talent, which for Gwen was modern dance; followed by poise, personality, charm and appearance in hospitality dress, bathing suits and formal dress. Gwen was a runner-up.

### Frontier Accountants

The National Association of Accountants (NAA), Denver Chapter, elected two Frontier employees to the Board of Directors for the 1972-73 year.

Jimmy D. Borchers, Manager of Accounts Payable, elected as Director of Communications.

K. Max Giffin, Supervisor—General Accounting, elected as Director—Public Relations.



Edward Greenfield joins Frontier's sales force as a new Sales Representative in Dallas. Prior to joining Frontier, Ed was with the American Oil Company as a Sales Representative in Salt Lake City. He is a graduate of Westminster College in Salt Lake City holding a BS Degree in Business Accounting.

## Convention Sales Winner



Winner of Frontier's Convention Sales Contest for May is Ann Latimer. Along with the "Top Producer" award she will win a round trip ticket to Guadalajara, Mexico on Mexicana. Ann has been with Frontier Airlines since 1967 and presently is the Convention Sales Representative in the St. Louis-CRO office.

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## PERSONNEL CHANGES

#### NAME

David Goad
James Wuertele
Sonja Parker
Cathy Beddow
Roger Lienau
Roger Carter
Stan Nerad
Robert Doolittle
Billy Guthrie
Patti Magee

Roger Greenlee Darwin Kerr Frieda Garcia

#### FROM

Aircraft Technician
Provisioning Agent
Clerk
Secretary
Station Agent
Aircraft Technician
Janitor
Computer Operator
Aircraft Technician
Staff Rep.—Convention
Sales
Station Agent
JAMTO Manager
Data Conversion Opr.

#### TO

Lead Aircraft Technician
Station Agent
Senior Cler
Executive Secretary
Sales/Svc. Mgr.
Inspector
Cleaner
Shift Supervisor
Lead Aircraft Technician
Mgr.—Convention Market
Planning
Sales/Svc. Mgr.
Sales/Svc. Mgr.
Senior Data Conversion
Operator

#### BASED

Kansas City
Kansas City
Denver
Denver
Missoula
Denver
Denver
Denver
Kansas City
Denver

Garden City Montrose Denver

## Denver Pilots Tee Off In ALPA Tournament



Flight Captains Welling, Markwart and Romano take top score among Denver pilots in ALPA golf tournament. They now tee-off against the pilots in the Dallas, Kansas City, and Salt Lake domiciles. Final winners from the play-offs will compete in Orlando at the National ALPA Tournament later this year. Left to right are: A.L. Feldman who presented trophies and also showed a bit of his own polished putting, "caddy" -- Secretary Jan Duncan, Captain Dale Welling, "caddy -- Secretary Linda Martinez, Captains R.I. Markwart and Joe Romano, "caddy" -- Stewardess Stella Chapman and Bernard Petri, Associate Golf Pro at Hyland Hills Golf Course in Denver, tournament site.





## HERE'S The Payoff . . .

#### . . FROM IDEAS UNLIMITED

Ideas Unlimited winners netted a total of \$405.00 during the period from May to early June.

Submitting award-winning ideas were the following:

JOHN H. HAYES, Aircraft Technician, DEN, and LYNN E. RIDGLEY, Tool Room Attendant, DEN-\$5 each for their idea concerning a new tool used for APU removal.

FRANK MEYER, Instructor—Flight Operations Training, DEN—\$10 for his suggestion regarding a revision to the present suggestion form.

DONNA MOSS, Secretary, DEN-\$10 for her idea to display signs in the General Office lobby reminding employees to turn their car lights off after arrival at work in inclement weather.

WILLIAM A. MEGUIRE, JR., Lead Aircraft Technician, DEN—\$15 for his suggestion concerning BOP replacement of clips in Convair 580 fire detection system.

JEFF WALLACE, Aircraft Technician, DEN—\$23 for an improvement in a fuel filter pressure switch.

GERALD F. ANDERSON, Aircraft Technician, DEN-\$25 for his idea on a Convair 580 pressure control modification. Gerald also received an award of \$47 for his suggestion concerning the Convair 580 emergency handles.

LEVI BOBO, JR., Aircraft Technician, DEN-\$25 for suggesting the installation of a fuse holder in the case of a volt/ohm/miliampermeter.

RICHARD CANTWELL, Lead Aircraft Technician, DEN—\$20 for his idea on improved repair of damaged bulkheads aft of the rear galley. Cantwell also received a second award for \$20 for his suggestion regarding the use of medical information cards to be filled out by employees.

CLAUDE CLAY, Mechanic, DEN— \$25 for his suggestion concerning a revision of the automatic transmission shifting levers on ground equipment.

ARTHUR HAMMERSMARK, Aircraft Technician, DEN-\$25 for his idea to manufacture fitted canvas covers for transporting aircraft engines. Art received a second award of \$30 for his suggestion concerning the manufacture of a sling to load Boeing 737 engines with the dolly for field trip use.

THOMAS HOOD, Aircraft Cleaner, DEN—\$25 for his idea to replace rivets on metal galley trash container handles.

ROLAND M. KUHN, Station Agent, TOP—\$30 for his idea to relocate the load distribution chart.

CLYDE BARKER, Cleaner, DEN-\$65 for his idea concerning utilization of degreaser tank for cleaning wheel bolts.

### **Best Performance**





Captains R.I. Markwart and Joe Romano, "caddy" -- Stewardess Stella Chapman and Bernard Petri, Associate Golf Pro at Hyland Hills Golf Course in Denver, tournament site.



Fore! Captain Sam Grande goes for a birdie. Making up the foursome are Jim Wyche (left), Assistant to Regional Director—Flight Operations, DEN and Gerry Jones, First Officer. First Officer Clyde Hart takes charge of the pin for Captain Sam's birdie.



The proof is in the score. Figuring final score are (left to right): Captain Sam Clark, Captain Joe Romano and Captain Dale Welling.

## **Big Pitch Winners**





Grand Prize winner in the Big Pitch Contest is Doris Gould, General Accounting, DEN. Doris wins round-trip positive space passes aboard Mexicana to Mazatlan for two plus \$100 and five days extra vacation. Grand Prize winner number two is Frank Masi, Transportation Services. He wins round-trip positive space passes aboard Mexicana to Mazatlan for two plus \$100. Winning department (based on percentage of participation) is Personnel and Industrial Relations.

filter pressure switch.

GERALD F. ANDERSON, Aircraft Technician, DEN—\$25 for his idea on a Convair 580 pressure control modification. Gerald also received an award of \$47 for his suggestion concerning the Convair 580 emergency handles.

ROLAND M. KUHN, Station Agent, TOP-\$30 for his idea to relocate the load distribution chart.

CLYDE BARKER, Cleaner, DEN-\$65 for his idea concerning utilization of degreaser tank for cleaning wheel bolts.

### **Best Performance**



Best Reservations Salesman of the first quarter of 1972 in Denver is Anne Johnson. Bill Monday, Director—Reservations, presents Anne with a silver engraved goblet and a check in the amount of \$100. Anne has been with Frontier since June of 1968.

IN ST. LOUIS the best reservations salesman was Sheila Smith who received from the Director of Reservations a silver engraved goblet and \$100 check.

## Nighthawk Soars

New Nighthawk jet service between St. Louis, Kansas City, Dallas and Denver will begin on July 1 and offer 20 percent off on coach fares. Even at this low fare, Frontier customers reap the benefits of



Former Frontier Employee Dick Buethe and his wife are pictured in the picnic area of Lakeview Center at Sun City, Arizona. Dick who retired from Frontier not too long ago, is enjoying his new home on Elkhorn Drive in the new resort retirement community.

# Following The Cleanup — They're Welcoming Tourism

Despite the tragic setback suffered by Rapid City residents, they're welcoming summer tourists to their scenic area. They have to! Tourism is the second leading industry for South Dakota and the pri-



Fore! Captain Sam Grande goes for a birdie. Making up the foursome are Jim Wyche (left), Assistant to Regional Director-Flight Operations, DEN and Gerry Jones, First Officer, First Officer Clyde Hart takes charge of the pin for .Captain Sam's birdie.



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## **Group Insurance Modification**

The following change regarding satisfaction of the Major Medical deductible has been effected.

From: \$100 per person per each condition covering period of two years following onset of condition.

\$100 per person for all conditions during each calendar year.

It should be noted that all charges incurred since January 1, 1972 may be applied Savings for passengers will be as high as toward satisfaction of current year deductible.



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## Nighthawk Soars

New Nighthawk jet service between St. Louis, Kansas City, Dallas and Denver will begin on July 1 and offer 20 percent off on coach fares. Even at this low fare, Frontier customers reap the benefits of twin seating and first class leg room.

Schedules include:

East and Southbound - late evening from Denver to Kansas City and St. Louis - Frontier Flight 10 and to Dallas - Frontier Flight 58. Westbound will be Flight 25, late evening, St. Louis - Kansas City -Denver.

\$11 off the regular coach fare.



Former Frontier Employee Dick Buethe and his wife are pictured in the picnic area of Lakeview Center at Sun City, Arizona. Dick who retired from Frontier not too long ago, is enjoying his new home on Elkhorn Drive in the new resort retirement community.

## **Following The** Cleanup — They're **Welcoming Tourism**

Despite the tragic setback suffered by Rapid City residents, they're welcoming summer tourists to their scenic area. They have to! Tourism is the second leading industry for South Dakota and the primary source of income for Rapid City.

Governor Richard Kneip issued strong requests via the news media to would-be vacationists to go ahead with planned trips to the Black Hills. Roads are open and hotel/motel space is available.

Only a small portion of the area's scenic spots, hotels and motels were seriously affected by the flood.

Frontier employees in any capacity are encouraged to promote and sell the Black Hills as a vacation destination this summer.



## INTERLINING



#### UNITED BROADENS PASS POLICY

United Air Lines will now permit employees' parents and retired employees (and spouses) to receive each calendar year one 50 percent reduced fare (on a positive space basis) and one 75 percent reduced fare (on a space available basis). This latest change by United becomes effective immediately for all full time Frontier employees and their eligible family members and relatives (parents).

#### ALOHA!

The Ambassador Hotel of Waikiki located On Kuhio Avenue at Waikiki, Honolulu, is offering Frontier employees and their eligible family members the following reduced rates:

\$9.00 single or twin \$18.50 deluxe suite with full kitchen facilities

All inquiries should be directed to Karen S. Sakai (Miss), Manager, Ambassador Hotel of Waikiki, 2040 Kuhio Avenue, Waikiki, Honolulu, Hawaii 96815.

#### **WORLD-WIDE INTERLINE TOURS**

World-Wide Interline Tours, P.O. Box 28034, Atlanta, Georgia, announces the following tours available September 15 to May 15, 1973 for employees, spouses, children under 21 and parents of the employee. Tours depart every Saturday during the above period.

Rome-Athens - 8 days, \$120.00. Includes all transfers, sightseeing with English guides, hotels (share basis), breakfast and dinner every day, plus lunch at Delphi and aboard cruise ship visiting three Greek islands.

Holyland tours - 8 days, \$120.00. All meals, hotel (share basis), all transfers, sight-seeing lectures by guides who know the Bible from Genesis to Revelations.

Greece - Is never out of season 8 days, 6 nights, \$117.00. Includes Athens by night, visiting local club and tavern, performance of local entertainment with dinner, Delphi visit, plus visit to Sounion, famous for its 5th century B.C. Temple of Poseidon. Also includes breakfast and dinners, transfers and hotel (share basis).

#### HILTON INTERNATIONAL OFFERS DISCOUNTS

All Hilton International hotels offer a 25 percent discount off the applicable room rate for airline personnel and accompanying spouses and children. Both reservations and discount may be obtained when making reservations through a Hilton Reservation Service office or by writing on company letterhead directly to the hotel. The discount reservations, however, may not be requested prior to 30 days in advance of the arrival date.

## Junior Achievement



Working with young people gives them a personal feeling of accomplishment. Roy Hilderman (left), Manager—Personnel Administration, presents citation and awards to three Frontier employees for their dedication toward Junior Achievement. They are (second from left to right): Duke Ellington, Manager—Service Procedures, DEN; Bill Folk, Manager—Taxes & Insurance, DEN; and Earl Fischer, Inspector, DEN.

### It's Ronald McDonald - Via Frontier



All Hilton International hotels offer a 25 percent discount off the applicable room rate for airline personnel and accompanying spouses and children. Both reservations and discount may be obtained when making reservations through a Hilton Reservation Service office or by writing on company letterhead directly to the hotel. The discount reservations, however, may not be requested prior to 30 days in advance of the arrival date.

There may be dates when, if a hotel expects a very high occupancy, it will restrict the availability of discounts. This information can be obtained through Hilton Reservation Service.

Additionally, there are some hotels which now offer a 50 percent discount off the applicable room rate at specific times of the year. Check with Hilton Reservations Service for them.

#### ALITALIA INTERLINE TOUR

Alitalia Airlines' St. Louis District Office is again offering a special Midwest Interline Tour, this year to Rome and Sorrento, departing from Chicago October 28 and returning November 4, 1972. The tour, personally escorted by Barry Harris, Alitalia Sales Representative, will spend four nights in the eternal city, Rome, and two nights in romantic Sorrento. The price of \$167.00 per person includes round trip, positive space air transportation, first class hotels, daily continental breakfast, sightseeing and excursions, transfers, three special evening events and U.S. taxes.

All full time employees of any ATC or IATA carrier, their spouses and dependent parents are eligible. To reserve space, send a fully refundable deposit of \$25.00 per person to: Alitalia Airlines, 1524 Ambassador Building, St. Louis, Missouri 63101.

#### SIX FLAGS NOW OPEN DAILY

Six Flags Over Texas, that great amusement park at Arlington, is now open daily for the summer. Hours are from 10:00 a.m. to 10:00 p.m. through August 27.

#### IT'S STARDUST TIME

Mention the word "Stardust," and two immediate thoughts come to mind—Hoagy Carmichael's all-time hit song and the world's finest resort hotel.

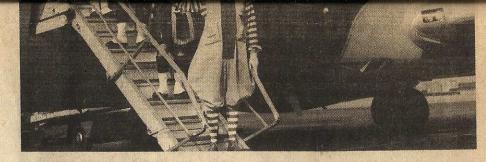
While the Carmichael tune is allowed to fade slightly in popularity with years, the other Stardust is constantly moving forward in its position as the most exciting resort in adjective-laden Las Vegas. The Stardust encompasses some 1,500 deluxe guest rooms ranging from budget-priced attractive accommodations all the way to palatial two-story suites. Its expert staff of some 2,000 employees stands ready to provide any specialized service the next time you are in Las Vegas—so next time you are visiting that fabulous town, visit or stay at the Stardust; they really appreciate your business.

#### CHEYENNE FRONTIER DAYS

Looking for a rip-roaring time? Mark July 22 through 30 on your calendar. These are the dates of the 1972 Cheyenne Frontier Days—"The Daddy of 'Em All."

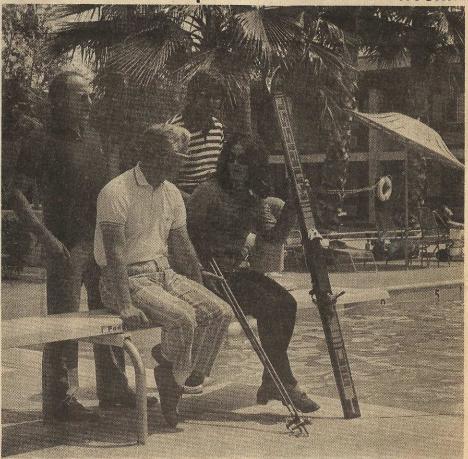
This year, Cheyenne Frontier Days is planning for at least 700 cowboy contestants who will vie for prizes totaling over \$100,000. It is a great family event for young and old. Last year, Frontier Days was the biggest rodeo in the world. It is expected that it will again be the largest this year.

To emphasize that Frontier Days is for family entertainment, they have devised a "Family Plan" Day, Friday, July 28. For \$19.95, an entire family can attend the afternoon rodeo, eat a barbecue dinner on the grounds and witness the wonders of the gigantic carnival's Midway.



It's Ronald McDonald! And if you don't know who he is, just ask any one of your kids. That famed personality of McDonald's Hamburgers arrived in Denver via Frontier recently as part of McDonald's new television and newspaper advertising program. Be watching your television and newspapers—you'll probably spot it.

Frontier Airline: Jpens Ski Show In Phoenix



As part of Frontier's fast-growing winter sports program, the carrier this coming winter season will—for the first time—conduct a major ski and winter recreation show in Phoenix. Phoenix is fast becoming a ski-oriented area resulting in air travel from that sun city to the snow-covered Rockies. Frontier Stewardess Dee Nay participated in the first ski area gathering in that city to help spread the word.