



Added Flights Mean Recall Of Furloughed Employees

A.L. Feldman has announced that Frontier expects to recall all furloughed pilots, stewardesses and station agents, add to the staff of reservations, maintenance and quality control, plus hire some new stewardesses.

Additional Convair 580 flying time of 275 hours a week and 737 time of 28 hours a week beginning with the June 1 schedule makes a full staff necessary, he said. Between June 1 and July 1 Frontier will add 125 more hours of 580 time and 55 more hours of 737 time a week.

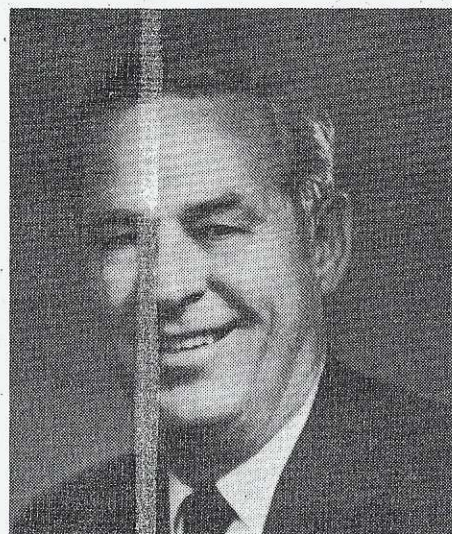
"The flying hours added between June 1 and July 1 will accommodate our normal summertime adjustments, additional service to communities where seat availability has become a problem, some new service and introduction of Winnipeg service on July 1," he said.

Annual Meeting Of Stockholders Set for April 25

Frontier Airlines' annual general meeting of stockholders will be held at 9:30 a.m. Thursday, April 25, at Stouffer's Denver Inn, 3203 Quebec St., Denver.

This past month more than 25,000 copies of Frontier's recently-published 1973 Annual Report were mailed to stockholders, debenture holders. Frontier

Mr. Feldman also announced that the company has placed an order with the Boeing Company for a new Boeing 737-200 jetliner, Frontier's 15th. He said the new aircraft is being acquired to accommodate the company's expected traffic growth next year.



JOHN A. LOVE



JAMES D. MORAN

John Love, James Moran Elected To Frontier Board of Directors

Two new members have been elected to Frontier's Board of Directors. A.L. Feldman, President of Frontier Airlines, was elected Senior Vice President of Ideal Basic Industries in

Congratulations

The advertisement on the back page of this issue of *Frontier News* congratulating Frontier employees for a job well done will appear next week in nine major newspapers in the Frontier domicile cities of Denver, Dallas-Fort Worth, Kansas City, Salt Lake City, and Great Falls and also in St. Louis.

Civil Aeronautics Board statistics cited in the article from the March 1974 issue of *Air Transport World* showed that Frontier had fewer customer complaints than all other local service carriers in 1973.

"I'd like to tell the whole world how great our employees are," A.L. Feldman said. "Congratulations!"

Application Filed For SFO Route

Frontier has filed an application with the Civil Aeronautics Board to provide nonstop service to San Francisco from Colorado Springs and Grand Junction.

A.L. Feldman, in announcing the filing to civic leaders and the news media in Colorado Springs and Grand Junction, said, "This new route to the San Francisco Bay Area will offer significant benefits in time-saving and convenience."

Currently Colorado Springs passengers traveling to San Francisco must fly to Denver and change airlines there. Travel from Grand Junction requires changing planes in Salt Lake City or Las Vegas.

"We estimate that by 1975, the Colorado Springs-San Francisco market will amount to 35,000 passengers

1973 Annual Report were mailed to stockholders, debenture holders, Frontier employees, stockbrokers and others.

In the 1973 Annual Report, A.L. Feldman pointed out in the President's Letter that performance in 1973 marked our second consecutive year of record profits, with earnings of \$7,606,000 being the highest in the company's 27-year history.

"These achievements demonstrate the soundness of our basic attack which provided profitable growth even in the face of reduced subsidy and the advancing fuel shortage," Mr. Feldman said in the Report. He predicted that despite problems with fuel and continuing inflationary pressures the company will remain profitable in 1974 and future years.



STEW OF YEAR. Hank Lund, Vice President — Sales and Services, introduced the Stewardess of the Year award winner, Sue Covington, at a recent banquet held at the Crossroads Restaurant, Denver, in honor of 15 stewardesses who gave outstanding service during 1973. Mrs. Covington, based in Salt Lake City, was presented flowers by Lund and the Stewardess of the Year award by A.L. Feldman. Also honored at the event were Karen Cue, Trish Flueger, Karen Herl, Bobbie Perkins, Pamela Richardson, Janie Roach, Kandi Roy, Mary Vogel, Gloria Wansley, Auverne Watkins and Pat Williams, all Denver-based; Sue Evans, Kansas City; and Jeannie MacNeill and Mary Weil, Salt Lake City.

Two new members have been elected to Frontier's Board of Directors, A.L. Feldman has announced.

They are former Colorado Governor John A. Love, who now is Senior Vice President of Ideal Basic Industries, Inc., of Denver, and James D. Moran, President and Chief Executive Officer of the Flintkote Company, White Plains, N.Y.

Not a newcomer to Frontier, Love served as a Director and Secretary of the Corporation from 1958 through 1961. The first governor in the history of Colorado to win election to three consecutive four-year terms, he served longer in that post than any other Colorado chief executive. He returned to Colorado last December after serving as the nation's first Director of the Energy

Policy Office and was elected Senior Vice President of Ideal Basic Industries in January of this year.

Moran, who holds an undergraduate degree from Notre Dame University and a law degree from Columbia University, joined Flintkote in 1950 after practicing law with the Hodges, Reavis, Pantaleoni and Downey law firm in New York City. He served as assistant to the president and in vice presidential positions before being elected its President and Chief Executive Officer in 1971. The Flintkote Company is a diversified firm in the construction industry.

Second Invitational FL Golf Tournament Scheduled in May

The Second Frontier Airlines Invitational Golf Tournament, to be held this year May 13-15 at the Arizona Biltmore in Phoenix, will feature nearly 200 professional and amateur golfers from 32 cities in 10 states.

A total of \$16,000 in prizes will be awarded, according to Ken Stemler, Director — Market Planning, who is spearheading the event. More than \$11,000 of the total purse will go to professionals, with more than \$4,000 in merchandise slated for the amateurs.

Frontier first tried its hand at sponsoring a golf tournament last August at Hiwan Golf Club in Evergreen, Colo., in an effort to provide recognition for the club golf professional who represents a primary force in golf activities and to promote flying Frontier to the top-notch courses on its system.

The tourney proved so successful, Stemler said, attracting just under 200 professionals and amateurs, that "we were convinced this is an event we should carry on from year to year in the various cities on our system."

The tournament, which is sanctioned by the Arizona Golf Association, the Arizona Section of the PGA, the Colorado Golf Association and the Colorado Section of the PGA, has a unique format, combining what is, in effect, a 54-hole open with a 54-hole pro-am.

The Arizona Biltmore's professional, George Keyes, will be host for the event.

Colorado Springs-San Francisco market will amount to 35,000 passengers between the two cities annually and that Grand Junction-San Francisco will supply an additional 19,000 passengers. Frontier feels strongly that markets of this size need and deserve single-plane service as proposed," Mr. Feldman said.

Frontier proposes initially to operate a daily Boeing 737 jetliner flight from Colorado Springs direct to San Francisco with a stop in Grand Junction. A return flight from San Francisco to Colorado Springs, via Grand Junction, would also operate daily.

Mr. Feldman said there is "a strong community of interest between Colorado Springs and San Francisco, including the military, electronics, finance and other industries." Colorado Springs is home of the Air Force Academy and NORAD (North American Air Defense Command).

Likewise, he said, Grand Junction is fast becoming "Energy Capital of the West" with its oil shale development, and other energy projects.

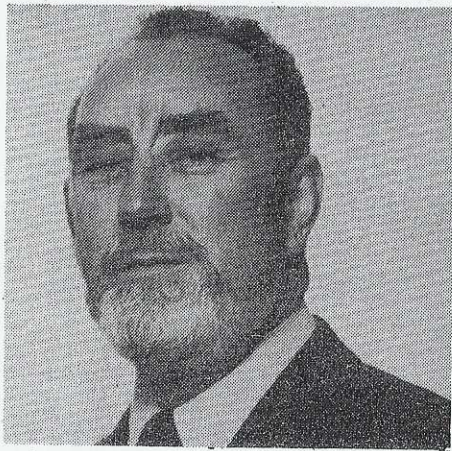
"This proposed new service, which is warranted by traffic in the markets, will add a profitable long-haul operation to our route system," Mr. Feldman said. "It is part of our program of identifying and pursuing growth opportunities to further strengthen the company in the future."

Traffic Sets Record

Frontier traffic for March and for the first quarter increased sharply from a year ago and set all-time records for these periods.

Revenue passenger miles during March increased 15 per cent to 123.6 million, compared to 107.3 million in March 1973. Passenger load factor rose to 63.7 per cent for the month, compared with 53 per cent a year ago.

For the first quarter of 1974, revenue passenger miles increased 14.8 per cent to 340.3 million, compared with 296.3 million in the similar 1973 period. Passenger load factor in the first quarter climbed to 60.5 per cent, compared with 51.7 per cent in the first quarter of 1973.



executive message

T. J. McCartin
Vice President — Materiel

What does MATERIEL do, and how come it's spelled wrong?

Although this particular question was asked by my 9-year-old daughter, so many variations of it have been posed at Frontier that I would like to identify Materiel's responsibilities.

Webster describes materiel as equipment, apparatus and supplies used by an organization, as opposed to material, which is, basically, physical matter. We view our role as providing the expertise to procure all equipment and supplies and to control flight-related supplies to support our performance commitments.

Materiel has three basic functions: Purchasing, Production and Inventory Control, and Stores.

PURCHASING: Purchasing's gamut ranges from sheer fascination to utter frustration. Complete satisfaction is gained in concluding a satisfactory negotiation with a vendor and observing an early delivery of a quality product. Agony is trying to find an AOG (Aircraft On Ground) part order you placed at 2 a.m., is due at 4 a.m., and presumably is lost.

The creative use of purchasing power in manipulating a vendor to achieve special pricing and exercising restraint in dealing with a delinquent supplier broaden a young buyer in a short time. Exposure to the operations of all divisions through almost daily contact provides stimulating educational experiences.

Purchasing is divided into six basic areas — subcontracts, warranty administration, flight components, general purchasing, commissary and stationary, and fuel.

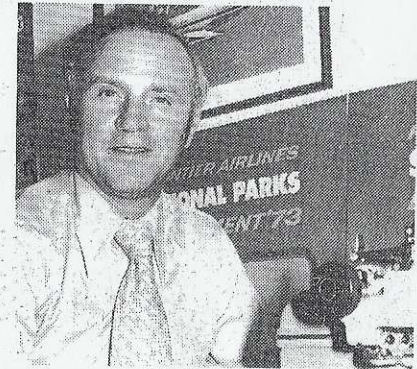
The warranty portion deals with warranty on our repair and overhaul of engines and components, new capital items, as well as ground equipment. Subcontracts deals heavily in negotiating contracts for and supplying support for our JT8-D and 501 engines as well as other components. Its personnel also maintain our cost and flow on aircraft tires. Our flight component buying consists of avionics, air frame, engine and prop and accessory parts related to the aircraft to support our shops, line maintenance, and major maintenance.

General purchasing buys all capital equipment, ground maintenance parts and all support parts (hardware, carpeting, solvents, etc.) and various service contracts. In the commissary area we buy all inflight service items (except food catering), such as liquor, soft drinks, peanuts and coffee. Stationary buys forms, office supplies and office equipment.

Fuel administration is responsible for the acquisition of jet fuel, water alcohol, ground equipment fuel and heating fuel in Denver. Its personnel negotiate our fuel contracts and maintain almost daily liaison with our various suppliers. As a result of the critical shortage of jet fuel, they maintain a daily fuel consumption record at all

short hops

By Jim Ramsey



GREAT SUPPORT: Reaction to Frontier's filing for nonstop authority between Colorado Springs/Grand Junction and San Francisco from community and government leaders and the news media was outstanding. Sen. Peter Dominick, Gov. John Vanderhoof and civic leaders in Colorado Springs and Grand Junction lauded our action which would bring more business to the state, and, in San Francisco, the *Chronicle* headlined our proposed "Energy Flights" to the West Slope capital of Grand Junction. As for the timetable, we expect it would be 1975 at the earliest that such authority would be approved.

SPEAKING OF NEW ROUTES, the Aviation Daily reports it expects final bilateral approval of our new Winnipeg route by "mid or late April." Plans are already underway, spearheaded by Hank Lund and the Regional Marketing group, to begin daily jet service on July 1. The *Winnipeg Tribune*, largest newspaper in that city, ran a front page story on our planned new service, saying Frontier's new route "will provide Winnipeg with its first direct north-south service into Denver and the Rocky Mountain region."

MEANWHILE UP ON THE HIGHLINE, we introduced our two new de Havilland Twin Otter Series 300s on Easter Sunday, April 14. The new 300 aircraft, similar to the one we operate between Denver and the Western Nebraska cities, are faster and more sophisticated than the Series 100s we have leased and have been operating across northern Montana. The Highline operates between Great Falls and Minot, with service to Havre, Glasgow, Wolf Point, Sidney, Glendive, Miles City, Lewistown, and Billings, Mont., and Williston, N.D.

ANYTHING FUNNY? Capt. "Chick" Stevens, editor of *Frontier Magazine*, is asking Frontier ticket agents and reservations people to submit humorous experiences they have encountered on the job. The best anecdotes will be selected for use in the magazine. Send them to: C. A. Stevens, DENDP.

SPRING DANCE SET: The Frontier Employees Club's Spring Dinner-Dance is scheduled for Saturday, April 20, at the Continental Denver Hotel. There will be cocktails, dinner and dancing, starting at 6 p.m. and going until midnight. Music is by Bob Davine and his band, and there will be door prizes and passes. Cost for members: \$8 per couple; non-members: \$15.

HONOR FOR 'SKI': Dick "Ski" Gryczkowski, Regional Sales Manager, MCI, was elected president of the MCI Bon Vivants travel industry club.

contracts and maintain almost daily liaison with our various suppliers. As a result of the critical shortage of jet fuel, they maintain a daily fuel consumption record at all stations and monitor this against our daily allocation of fuel for all stations. Fuel planning publishes daily reports of fuel availability to Flight Control, making such recommendations as are required to balance fuel availability with operational requirements. Fuel planning personnel also perform a quality control function on our system-wide fuel facilities and mobile equipment.

PRODUCTION AND INVENTORY CONTROL: Production and Inventory Control is an odd mixture of deliberate detailed accounting, planned scheduling and hard-nosed expediting. Its personnel have the responsibility for both dollar control of our inventory as well as ensuring we have the proper level of inventory. Production and Inventory Control is divided into three basic areas — spares support, expendable support and major maintenance support.

Spares support maintains our capital dollar investment in spares (sub-assemblies), as well as being responsible for the proper inventory balance and turnover for our total system. To effect this, it schedules and loads our base shops and allocates and controls the level of spares at our maintenance stations and in our Denver base stores area.

Expendable support personnel are dedicated to maintaining our detail parts inventory within proper dollar control as well as proper levels for more than 20,000 parts. Maintenance support is involved in planning and executing proper material flow for our various phases of overhaul maintenance. It serves as the expediting force to see that the materials are available during short down times.

STORES: Stores operates as an extension of the Materiel Division — the arms and the legs — to accomplish the over-all plans and responsibilities. Stores' duties consist of receiving, binning, issuing, pick-up, delivering and shipping of more than 25,000 parts throughout our system on a 24-hour-a-day, 7-day-a-week basis.

As an added function, Materiel has been charged with the contract administration connected with our recent jet acquisitions: negotiation of modification costs, Materiel logistics, and coordination with other divisions to deliver the aircraft into service.

Our responsibility is service and support to practically all other Frontier divisions; our commitment is to provide intelligent decisions, using resourcefulness, and to carry out our tasks with patience, tact and cheerfulness. Accomplishing this is our continuing goal.

We Get Letters

Editor's Note: As we promised in last month's Frontier News, the following are from letters received by Frontier's Manager of Customer Relations, Ann Yanulavich.

From a travel agent in Topeka . . . "Your new meal service is really exquisite and I am stating not only our own personal feelings but those of passengers around me. It is so important that personnel be friendly and yours on the aircraft and on the ground are certainly reflecting a feeling of friendliness at all times."

From a man in Dallas . . . "The service and food on your flights has been the best I've experienced on the many airlines I've traveled. I have shuddered several times when I have been forced to fly back on 'X', since their flights cannot compare to yours."

From a travel agent in Denver . . . "A quickie note of appreciation for helping us out with our passenger problem. She cleared the waitlist just as I had assured her she would (with my fingers crossed.) Frontier really moves its — er — computer for travel agents."

From Rapid City . . . "Large corporations are often accused of being overly concerned with profits and not sufficiently interested in providing good service. At Frontier you have surpassed routine service, thereby setting an example for which we at Blood Services are particularly grateful."

HONOR FOR 'SKI': Dick "Ski" Gryczkowski, Regional Sales Manager, MCI, was elected president of the MCI Bon Vivants, travel industry club.

SIMULATOR PURCHASE: We have recently completed negotiations to buy a B-737 simulator from United Air Lines. The simulator, to be modified by United to conform to our standards, will be installed in Frontier's simulator room in mid-June and certified by mid-July.



ALL SMILES after being presented service awards by Ed O'Neil, Vice President — Flight Operations, recently are four of Frontier's veteran captains. Pictured are (back row, left to right) Capt. Mark Markwart (25 years of service), O'Neil, Ken Dealy, Director of Training; Capt. Jim Carney (27 years of service), and (front row) Capt. Larry Beardsley (25 years of service), and Capt. Glenn Gettman (22 years of service). Bill Wayne, Vice President & Manager of Operations, and Dick Orr, Regional Director — Flight Operations, also were present at a luncheon held in the pilots' honor at Stouffer's Denver Inn.



FRONTIER NEWS

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

Editor James W. Ramsey

Director of Public Relations

Managing Editor Karen D. Thomas

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





HONORED. Elmer Burson, Frontier's Manager of Simulator Training, received an honorary plaque from A.L. Feldman on his retirement after 27 years of service. Also on hand for the presentation were Ken Dealy, far left, Director of Training, and Ed O'Neil, far right, Vice President — Flight Operations.

Pilot Elmer Burson Retires After 27 Years With Frontier

Friends and co-workers for many years gathered March 9 to honor one of Frontier's most exuberant employees on the occasion of his retirement from the company.

Elmer Burson, Frontier's Manager of Simulator Training, retired on March 15 after 27 years of service with Frontier and a predecessor. Flight Operations personnel honored Elmer with a dinner at the Paradise Valley Country Club, where he was presented a radial arm saw for his workshop. Working in the shop will be

only one of the numerous activities he plans to pursue during retirement in his home in Casa Grande, Ariz., where he resides with his wife, Pansy.

Their three sons — Gary, Frontier station agent in Manhattan; Larry, Frontier first officer flying out of Denver, and Jerry, who serves in the Army — presented their father with a painting (created by Gary) of a PBM, Elmer's favorite Naval aircraft, at the party. He was later presented a plaque by Frontier President A. L. Feldman.

Elmer's retirement climaxed an exciting aviation career which goes back to the early beginnings of Frontier. He joined Frontier's predecessor — Monarch Airlines — back in 1947, when, as a pilot, he faced the hazards of dirt landing strips and the challenge of flying over the Rocky Mountains. He first learned to fly

Employees Club Re-elects Seven

The Frontier Airlines Employees Club has re-elected seven of its board members to serve two-year terms.

pass it along

News from Marketing: Gail Godbey, a nine-year veteran of Frontier has been reassigned from his position in Local Service Marketing to Market Planning and Development as Manager — Sales Promotion and Local Service Marketing. He will continue his marketing responsibilities for Local Service while assuming additional sales promotion duties for the entire Marketing Division.

Steve Michel has been appointed Staff Manager — Field Marketing, Eastern Division, and moves to the G.O. from his previous position as a sales representative in the St. Louis office. Steve has worked for Frontier for six years as ramp, air freight, operations, and gate agent, as well as in sales positions.

Bob Sissons, formerly Senior Station Agent at Denver, has assumed the duties of Sales Service Manager at Liberal, replacing Jay Smith who elected to return to agent status.

From Reservations: Lyle Anderson, who has been in Reservations with Frontier for 10 years has been named* Assistant Manager of the Denver CRO. Lyle assumes his new duties after several years as Reservations Supervisor. He replaces John Stewart, who accepted an assignment in Kansas City.

Doug Sullivan has joined the Reservations Department as Administrative Assistant to the Director of System Reservations. He has been with Frontier for eight years and comes to Reservations from Accounting, where he was a supervisor.

From Computer Services: Marvin T. Johansen, formerly Administrative Assistant to the Director of System Reservations, has joined the Computer Services Department as Manager — Budget and Statistical Control. He has been with Frontier for 15 years.

Joseph E. Nemec has been named Manager — Systems and Programming in the Computer Services Department. He joined Frontier last May as a Programmer Analyst and came to Denver from Chicago, where he was with a consulting and software firm.

From Stewardess Services: Ruth Hinkley has been appointed Manager — Cabin Services, Kansas City, to replace LaVonne Carter, who left Frontier to care for her newly-adopted son. Ruth, has been with Frontier seven years and most recently held the position of Assistant Manager — Cabin Services, Denver.

Birdella Stout, who has been with Frontier for 12 years, has been promoted to Manager — Cabin Attendant Scheduling. In her 12 years with Frontier, she has been a stewardess, a reservations agent, and Manager — Charter Services. She most recently has been supervisor of Stewardess Crew Scheduling.

Elizabeth McDonnell has joined Frontier as Assistant Manager — Cabin Services, Denver. She worked for Continental Airlines for four years and formerly was a teacher and in real estate.

Lee Wallace, Regional Director — Flight Operations, Great Falls, has assumed responsibility for the Montana Highline and Lowline Stations in all functions of Marketing in addition to Operations and Maintenance. He will continue to report to Ed O'Neil, Vice President — Flight Operations, but will retain a direct staff relationship with Jim Marine, Director — Local Service Marketing, where necessary. The change was made, according to M.C. Lund, Vice President — Sales and Service, and O'Neil, to increase "on-the-scene" marketing attention given to these eight Montana stations and consolidate marketing activities with Operations and Maintenance.

service awards

25 YEAR SERVICE AWARDS

Gettman, G.C., Captain — DEN
Kettler, J.L., Captain — DEN

20 YEAR SERVICE AWARDS

Bendickson, L.D., Sales Service Manager — BFF

15 YEAR SERVICE AWARDS

Ballast, R.W., Station Agent — DEN
Bilotta, G., Captain — DEN

Payne, R.C., Station Agent — DEN
Rasmussen, R.C., Captain — SLC
Richards, V.L., Station Agent — RAP
Sexton, N.W., Captain — DEN
Simpson, L.N., Station Agent — DEN
Sittler, T., Station Agent — DEN
Vickers, V.W., Lead Aircraft Tech. — DEN
Welch, D.R., Captain — MCI
Wells, K.N., Captain — DEN
Withrow, R.L., Senior Agent — OKC

has re-elected seven of its board members to serve two-year terms.

They are Ernie DeSoto of Communications, Earl Fischer of Maintenance, Bill Hilbert of Dispatch, Beverly Lessing of the Credit Union, Dolly McPhee of Reservations, Al Olinger of Technical Training and Nancy Veitel of Tariffs.

Continuing board members are Lee Bobo of Avionics, Sonny Ehre of the Sheet Metal Shop, Vicky Glasgow of General Accounting, Glenn Robinette of Ground Maintenance, Bob Ulrich of Base Overhaul, Jean Vanderhoof of Market Planning and Betty Watson of Engineering.

Officers this year are Glenn Robinette, president; Bob Ulrich, vice president; Nancy Veitel, secretary, and Al Olinger, treasurer. About 715 Frontier employees belong to the Employees Club.

Clyde Hart Wins Tucson Tourney

Fifty Frontier golfers from all over the system and beautiful sunny weather contributed to the success of the First Annual Frontier Airlines Employees Golf Tourney in Tucson March 26 and 27.

Denver-based pilots starred in the event as Clyde Hart took first place, choosing a weekend in Guadalajara, Mexico, as his prize. Two other Denver-based pilots, Red Chambers and Sam Clark, won prizes as runnerup and winner of the closest to the pin contest. Cary Gagan, husband of Jane Gagan, Denver stewardess, was named low scratch shooter.

Golf Club Recruiting

The Frontier Golf Club is recruiting members for the 1974 season. The club is planning at least five tournaments this year to be held the middle two Saturdays of each month, May through September. To be eligible for membership, persons must be employed by Frontier and hold membership in the Employees Club.

A one-time entrance fee of \$15 must be submitted prior to the first tournament. To join, send name, department, office and home phone, shift you work and days off to Wayne Elliott, DENMQ, by April 19.

and the challenge of flying over the Rocky Mountains. He first learned to fly in 1938 and spent four years flying in the Navy. After three years of line flying, Elmer left Denver in 1950 to serve as chief pilot in Phoenix, a position he held for 15 years.

Flying was not enough for the busy pilot, who also found time to serve in the Arizona State Legislature for six years. He returned to Denver's simulator department in 1964, and, although medical reasons have prevented him from flying since 1963, he has logged over 16,000 pilot hours.

In Arizona Elmer intends to maintain the active pace he has pursued all of his life. He plans to set up a mobile home park and continue his involvement in race cars and politics.

Second Frontier Ski Race Hailed As Success

Beautiful weather, great skiing conditions and exciting racing action helped make the Frontier Airlines/Steamboat Express professional ski race, held March 8-10 at Steamboat, a success. This was the second year Frontier sponsored a pro ski race.

Fiery Italian pro racer Renzo Zandegiacomo won first place in

Ballast, R.W., Station Agent - DEN
 Bilotta, G., Captain - DEN
 Buck, R.A., Station Agent - LBF
 Buethe, O.D., Senior Agent - SLC
 Clarke, T.D., Sales Service Manager - LAA
 Confer, R.S., Check Airman - DEN
 Creviston, C.B., Station Agent - MCI
 Farrar, J.W., Senior Agent - DFW
 Gossett, J.H., Inspector - DEN
 Herring, R.F., Station Agent - TUS
 Hingst, D.H., Captain - DEN
 Hullet, E.D., Station Agent - MCK
 Johansen, M.T., Mgr. - Budget & Statistical Control - DEN
 Keese, N.R., Station Agent - DEN
 Kehmeier, F.W., Captain - DEN
 Kuhn, R.M., Station Agent - TOP
 Lee, D.M., Station Agent - GJT
 Lehmann, R.E., Senior Agent - COS
 Marks, S.J., Captain - DEN
 Martin, C.D., Captain - DEN
 Matthews, J.H., Captain - MCI
 Nicewander, A.R., Captain - SLC
 Nielsen, E.E., Captain - DEN

10 YEAR SERVICE AWARDS
 Bancroft, K.D., Ass't. Dispatcher - DEN
 Britton, G.H., First Officer - DEN
 Dailey, J.M., Station Agent - MHK
 Hines, W.F., First Officer - DEN
 Straley, D.E., First Officer - DEN

5 YEAR SERVICE AWARDS
 Ballard, J., Station Agent - LAW
 Bussell, U., Senior Clerk - DEN
 Folk, W.F., Mgr. Taxes & Insurance - DEN
 Juergens, K., Senior Data Conversion Oper. - DEN
 Mathes, J., Stewardess - DEN
 McCormick, H., Supervisor Expendable Inventory - DEN
 Rasmussen, P., Stock Clerk - DEN
 Sandoval, C., Contracts Admin. - DEN
 Steinbach, G.L., Senior Accounting Clerk - DEN
 Tucker, C., Station Agent - STL
 Wobig, R., Station Agent - GRI

Saturday's giant slalom event and placed second in Sunday's slalom event, pocketing a total of \$6,500 in prize money for the two days. Twenty-one-year-old Terry Palmer of Kearsarge, N.H., outskied Zandegiacomo in the hard-fought slalom race to win \$4,000 and capture his first professional skiing victory.

A crowd estimated at 2,500 lined the race course on Steamboat's challenging See Me Run and filled condominium balconies both days to watch the races, which were filmed by ABC television's Wide World of Sports to be shown this fall.

On Friday, Zandegiacomo was on yet another winning team for the weekend when he and amateur team members John Ahearn, marketing director for Steamboat, and Jay Durfee of Skiing Magazine won the fun-filled Pro/Am race. Twenty-seven teams, made up of one pro racer and two amateurs each, raced in the event. Frontier employees who raced included Dan McCauley of the Denver Sales Office; Stan Larson, Director - Market Research and Analysis; Dan Goodyear, Manager - Interline Marketing; Ken Burgess, Staff Assistant, Operations, and Sandy Skaug, Denver ticket counter agent.

Celebrities on hand for the event included Ethel Kennedy, Clint Eastwood, Bobby Anderson and several Denver radio and television personalities.

Gail Godbey, Manager - Sales Promotion and Local Service Marketing, was prime organizer of Frontier's participation in the three-day event.



AWARDS CEREMONY. Frontier Vice President of Marketing Gordon Linkon (far left) and Kenneth Klopp, who was president of LTV Recreation Development, Inc. (far right), presented top skiers Renzo Zandegiacomo (left) and Terry Palmer their checks for winning first place honors in the Frontier Airlines Steamboat Express.

A sincere thank you to all 3,400 members of the Frontier Airlines team.

Actual reproduction
of article appearing
in March 1974 issue
of "Air Transport
World" magazine.

Air Transport World/March 1974

Travel Trade

Continental, Frontier And Hawaiian Lead In Pleasing Customers

*That's what this
business is all about.*

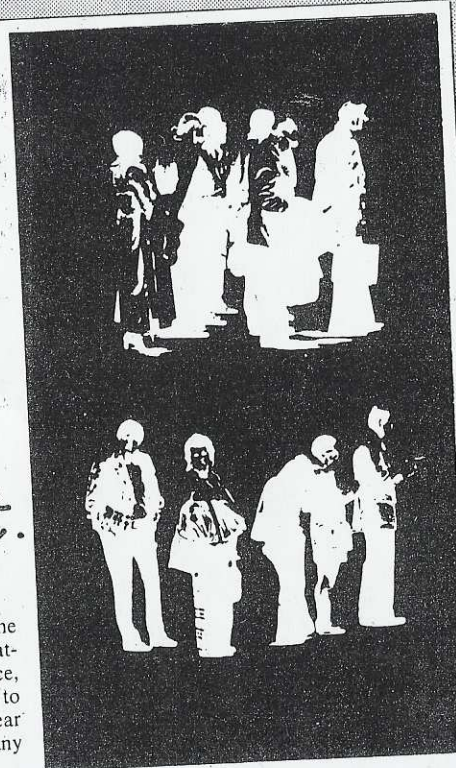
Continental, Frontier and Hawaiian Airlines led all U.S. carriers in their classifications in pleasing their customers in 1973.

According to data supplied by the Civil Aeronautics Board's Office of Consumer Affairs, Continental had only 2.22 complaints for every 100,000 passenger enplanements, making it the best of the trunks in keeping its passengers happy.

Continental was third in 1972 behind Delta and Western. These three airlines were in the top three spots in both years, but Continental moved to first, dropping Delta and Western down to second and third respectively.

if there might be a connection.

Of special significance in the trunkline category is United's rating. Although in fourth place, United, with more passengers to please than anybody, is very near the top and is far ahead of any other Big Four airline.



How U.S. Airlines Rate With Their Passengers

| 1973 | | 1972 | |
|--------------------|-----------------|--------------------|-----------------|
| Airline | Complaint Rate* | Airline | Complaint Rate* |
| Trunkline Carriers | | Trunkline Carriers | 1.80 |
| Continental | 2.22 | Delta | 1.83 |
| Delta | 2.57 | Western | 2.32 |
| Delta | 2.71 | Continental | 2.32 |

*We're in good
company*

This kind of change is made only by real dedication — and I know it.

...moved to third and Western down to second and third respectively.

The biggest gain of all was made by Frontier Airlines in the local service carrier division. Frontier advanced from sixth place in 1972 to go away with it all last year. Hawaiian Airlines, meanwhile, exchanged places with Aloha for the best performance in the regional division. These two airlines traditionally have the best records in the industry and are very close.

Contrary to some observers' expectations, the problems of 1973—the fuel crisis, capacity limitation agreements and other things that might cause general harassment—did not result in a significant increase in the industry complaint rate. Comparison of 1972 and 1973 shows only moderate increases.

One of the more interesting breakoff points in the 1973 figures is found in the trunkline carrier category. With only slight exceptions, the airlines with the best complaint ratings have the best profit performance. One wonders

| | | | |
|------------------------|-------|-------------------|------|
| Continental | 2.22 | Delta | 1.83 |
| Delta | 2.67 | Western | 2.32 |
| Western | 2.71 | Continental | 2.40 |
| United | 3.34 | United | 3.32 |
| Northwest | 3.91 | American | 4.21 |
| TWA | 6.14 | Eastern | 4.53 |
| American | 6.90 | Pan American | 4.60 |
| National | 7.10 | Northwest | 4.78 |
| Braniff | 8.07 | Braniff | 5.01 |
| Eastern | 8.21 | National | 5.92 |
| Pan American | 8.30 | Trans World | |
| Local Service Carriers | | | |
| Frontier | 3.75 | Piedmont | 2.02 |
| Piedmont | 3.85 | Southern | 3.66 |
| North Central | 3.95 | North Central | 3.79 |
| Southern | 4.01 | Hughes Airwest | 4.75 |
| Texas Int'l | 4.14 | Ozark | 4.79 |
| Ozark | 5.52 | Frontier | 4.87 |
| Hughes Airwest | 5.64 | Texas Int'l | 6.06 |
| Allegheny | 7.58 | Allegheny | 6.16 |
| Regional Airlines | | | |
| Hawaiian | 1.13 | Aloha | 0.74 |
| Aloha | 1.17 | Hawaiian | 1.01 |
| Wien Air Alaska | 2.70 | Alaska | 3.44 |
| Alaska | 12.52 | Wien Consolidated | 6.69 |

* Complaint rate is based upon number of complaints per 100,000 passenger enplanements. Data was compiled by Civil Aeronautics Board, Office of Consumer Affairs.

Your commitment to quality service made new friends and repeat customers for our airline

Reprinted with permission of Air Transport World.

Congratulations for a job well done Keep up the good work.

AL

A. L. Feldman
President and
Chief Executive Officer

FRONTIER AIRLINES