

# 1973 Is Record Year for Frontier in Earnings, Revenues

Frontier had all-time record earnings and revenues in 1973, A.L. Feldman has announced. Net income for 1973 was \$7,606,000 (\$1.13 per share) as compared with a profit of \$7,119,000 (\$1.08 per share) for the previous year.

This is the company's second consecutive year of record earnings and revenues.

The 1973 revenues included \$1,057,000 in subsidy payment for prior year service as compared with \$1,838,000 received in 1972 for a prior period.

For the fourth quarter of 1973, Mr. Feldman reported net income of \$747,000 (\$.11 per share) as compared to

earnings of \$905,000 (\$.14 per share) for the same period in 1972. The lower level of net income for the 1973 fourth quarter compared to the similar 1972 period resulted from a reduction in the level of subsidy, Mr. Feldman said.

However, he added, the Civil Aeronautics Board has recently finalized a new subsidy class rate effective July 1, 1973, which is higher than the rate received in the third and fourth quarters of 1973, and will favorably affect earnings performance in 1974.

Record operating revenues for the fourth quarter totaled \$32,500,000

compared with \$28,147,000, and operating revenues for the full year, also a record, were \$127,294,000, up from \$108,857,000 in 1972.

Mr. Feldman credited the company's continued record performance in 1973 to a combination of aggressive marketing, strengthening of profitable routes, and effective cost management. He said the company has set the stage for growth in the future, and is hopeful of early approval to begin operating into Winnipeg, Canada, and San Diego, Calif.

He pointed out that Frontier has filed with the CAB for a surcharge on fares

which is directly related to the cost increases of jet fuel. It would provide for a "sliding surcharge" to go either up or down based on changes in industry fuel costs, and would compensate for "the extraordinary increases in fuel costs" resulting from the energy crisis.

"Despite uncertainties posed by the fuel situation in 1974," Mr. Feldman said, "I am confident that with our present financial stability, experienced management and outstanding personnel, we are equipped to deal with such problems. I expect continued profitability in 1974 and beyond."

**FRONTIER AIRLINES**

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## Vacation Excitement in '74 Focuses on Travel Agents

Frontier swings into the second year of its three-year Vacation Excitement marketing program, and according to Ken Stemler, Director — Market Planning and Development, an even stronger emphasis will be placed on the professional travel agent in 1974.

Stemler said Vacation Excitement '74 will have some new aspects, in addition to continuing many of the 1973 programs. Emphasis will continue to be placed on the many vacation destinations on the Frontier system, and tour folders and posters will be developed this year along the same lines as last year, he said.

Vacation Excitement tour folders and supporting materials are scheduled to be published as follows: Las Vegas

Steamboat Springs, its invitational golf tournament May 13-15 in Phoenix, its ski shows in the fall in six major Frontier cities, including this year San Diego, if our route exchange with American is approved, and our new participation in rodeo.

Frontier is teaming up with other airlines to promote off-line travel, too. A current effort with Hughes Airwest is promoting traveling Frontier to Phoenix or Tucson and on to Mexico via Hughes Airwest. Another effort with United Airlines promotes traveling Frontier to United connecting points to Hawaii.

Frontier's current joint campaign with Denver-based Neusteters women's fashion stores to promote travel to Arizona will continue through Feb. 16.





**ARIZONA IN STYLE.** Frontier stewardesses, left to right, Pam Duane, Pat White and Eleanor Horvath are among several who are modeling resort fashions and promoting Frontier flights to Phoenix and Tucson this month at the downtown Neusteters women's fashion store. Frontier's promotion of Arizona with Neusteters' five stores in Denver, Boulder and Colorado Springs will run through Feb. 16.

## Frontier Teams Up With Steamboat To Sponsor Pro Ski Race March 8-10

Frontier is teaming up with Steamboat Ski Area this year to sponsor its second professional ski race — this year under the name, Frontier Airlines Steamboat Express. The three-day event will be held at Steamboat March 8-10.

Thirty thousand dollars in prize money will be offered by Frontier and Steamboat, and the race should draw the top professional ski racers, including Spider Sabich, Hugo Nindl, Renzo Zandegiacomo and Perry Thompson. This is the eleventh race on the Benson & Hedges Grand Prix circuit, which will be climaxed by the championship races April 5-6 at Aspen Highlands.

The weekend event will kick off Friday, March 8, with a Pro-Am slalom race on Headwall run beginning at 2 p.m., which will feature 27 teams — two amateurs teaming up with one of the pros to form the team. Celebrities to ski in the race include Clint Eastwood, Merv Griffin, Ethel Kennedy, Claudine Longet, football great Frank Gifford, Art Linkletter, and Dick Anderson, 1973 all-NFL defensive back for the Miami Dolphins. Also among amateur skiers will be several Frontier employees, including Dan McCauley of the Denver Sales Office; Stan Larson, Director — Market

Research and Analysis; and Dan Goodyear, Manager — Interline Marketing.

There will be a handicapping system for each amateur and the winning team will be determined by the best combined time of the three team members. Ski equipment and other prizes will be awarded the amateur winners, and cash to the pros.

The pros will begin racing against each other on Saturday on See Me run. The giant slalom race begins at 1 p.m.

On Sunday the slalom race for the pros will be held beginning at 1 p.m., and will be followed at about 4:30 p.m. by an awards ceremony.

The race will be video-taped by ABC television's Wide World of Sports, commented by Jim McKay, to be televised at a later date.

Gail Godbey of Local Service Marketing is coordinating Frontier's participation in the three-day event, which is part of Frontier's marketing effort to promote skiing in the Rockies.

He said all Frontier employees are welcome to attend, but should check on accommodations before going up to Steamboat, as many of the hotels and lodges are filled for that weekend.

published as follows: Las Vegas Excitement '74, to be out this month; Great Outdoors Excitement '74, including visits to the National Parks, fishing, backpacking, mountain climbing and other outdoor trips, to be out early in March; Wild West Excitement '74, a new concept, incorporating trips to dude ranches, rodeos, and Indian reservations, covered wagon trips, and information about upcoming rodeo events, to be ready in early April; Golf and Tennis Excitement '74, to be out in July; Winter Sports Excitement '74-'75, to be out in August, and Sun Country Excitement '74 to be out in September.

Accompanying each tour folder will be a quick reference card for travel agents. There also will be printed a series of six posters featuring Denver, the Great Outdoors, Wild West, Golf and Tennis, Skiing and Sun Country.

A new graphic approach will be taken in tour folders and posters this year, Stemler said, with travel agents shown as full partners with Frontier on the cover of the folders.

A major effort is being made to keep travel agents throughout the United States informed of Frontier's programs and to make the traveling public aware of the convenience of booking their travel arrangements and vacations through travel agents.

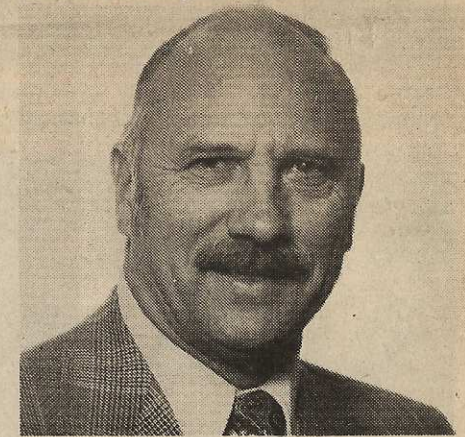
Special Vacation Excitement letterhead, with the phrase "Vacation Excitement Begins With Your Professional Travel Agent," are being printed for both travel agent and customer mailings. The Vacation Excitement hotline for travel agents is being continued.

Mike Newman, Manager — Agency Sales, said that a specially designed Vacation Excitement brochure will be mailed to all U.S. travel agents explaining Frontier's 1974 leisure marketing program, and familiarization tours for travel agents will be conducted to Vacation Excitement destinations.

Newman said the importance of travel agents to Frontier shows up in the company's 1973 revenue, in which travel agent revenue was up nearly 50 per cent over 1972, through last November.

Frontier continues to be involved in sports events in 1974, and will sponsor its annual professional ski race March 8-10 at

stores to promote travel to Arizona will continue through Feb. 16.



M.C. "HANK" LUND

## M.C. Lund Named VP-Sales, Service

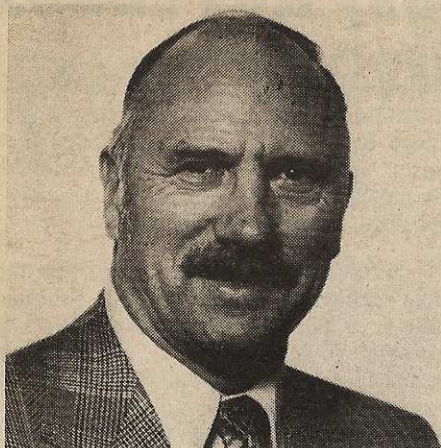
In a consolidation of the Regional and Local Service Marketing Divisions, M.C. "Hank" Lund has been named to the new position of Vice President — Sales and Service.

A 32-year veteran of the airline industry, Lund joined Frontier in 1967 and most recently was Vice President — Regional Marketing. In his new position, he will direct all sales and customer service activities which include all reservations, station and in-flight service activities.

Lund will continue to report to Gordon Linkon, Vice President — Marketing.

Reporting directly to Lund are: Chuck Demoney, Director — Field Marketing, Eastern Division; Kaye Burgon, Director — Field Marketing, Western Division; Jim Marine, Director — Field Marketing, Local Service; Director — Field Marketing, Denver (duties being handled temporarily by John Ahlquist); Director — Consumer Services; directors of Sales and Service Administration (J.E. Shores), Market Planning and Development (Ken Stemler), Special Projects (John Ahlquist), and Market Research and Analysis (Stan Larson); Manager — Customer Relations (Ann Yanulavich), and Staff Assistant — Sales and Service (J.B. Montgomery).





## executive message

M. C. Lund

*Vice-President — Sales and Service*

I think we have the greatest Reservations Department in the industry.

Several months ago I wrote an article for this publication in which I extolled the virtues of various of our customer contact personnel and, inadvertently and unforgivably, excluded mention of our fine Reservations people. A simple apology at the time was grossly inadequate and the oversight has been on my conscience since. I made various overtures to the Director of Reservations as to how to make amends. One of the suggestions was that I commit self immolation in the CRO during the peak time of the day. However, an obscure company regulation was revealed that prohibits self destruction on company property.

When the Public Relations Department approached me about writing another article, I leaped at the opportunity because there never has been a time when recognition of this group was more appropriate. Since early November we have undertaken several major schedule changes, absorbed the impact of a strike involving a major carrier, suffered through an incredible number of adverse weather periods, all of which occurred through two of the heaviest holiday periods in the year.

With these various combined intense pressures it took the efforts of a highly skilled professional staff to avert chaos. They were unfailingly responsive to the demands of the times, and I know all of you will join me in a tip of the hat to those behind-the-scenes people who are on the front line in presenting our image to the customer.

To shift gears to a different subject, I recall attending an employee meeting with Al Feldman shortly after he came to Frontier at which time he was asked what his thoughts were about the economy in the next year. He replied that he had checked with the experts and had concluded that it would either be better, worse or remain the same. This dilemma has been sharply exacerbated by events generated by the energy crisis. There are those who predict that due to capacity reductions we will have to beat customers off with a baseball bat. There are others who are purveyors of doom and gloom and see a severe recession ahead. Your management has rejected both extremes and geared its marketing thrust to the proposition that we will be in the same kind of tough ball game that has characterized our competitive environment historically.

It is also an environment in which we have demonstrated an ability to win, and one in which we will continue to win by exercising the same management discipline. These disciplines include a commitment to a reliable on-time operation; a high level of service on the ground and in flight; a sharp, aggressive flight scheduling program and a marketing approach that identifies and cashes in on high leverage opportunities.

We, in senior management, recognize our responsibility equally to our customers, employees and stockholders. We want to assure you that your confidence and trust in us is important and much appreciated as you perceive it to be warranted. We, in turn, feel comfortable in the belief that we can fulfill this threefold obligation for the

## short hops

By Jim Ramsey



**ROUTE PROGRESS:** Our route realignment and expansion plans are moving ahead as reported by A.L. Feldman recently. Final signature approval on the bi-lateral agreement between the U.S. and Canada, giving us access to Winnipeg, has not yet been achieved but there is a reasonable chance of this occurring this winter. We are tentatively planning on a June 1 start-up date for Winnipeg. Gears in the San Diego case grind slowly, but everything so far looks encouraging. It may be some time before the CAB reaches a decision, however. Our petition for realignment of our route system resulted in a CAB Show Cause Order, which is a mixed bag. Some new route authority is established, some of which shows good future potential. The order contains some overfly restrictions, however, which would be burdensome, and we are filing petitions early this month aimed at improving the CAB order before it becomes final.

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**GOLF TOURNEY SET:** The Frontier Airlines "Golf Excitement '74" Invitational tournament is now set for the Arizona Biltmore course in Phoenix, May 13-15. Practice rounds are May 11-12. According to Ken Stemler, the tournament format will be similar to that of our first tournament held at Hiwan last August, and its purpose is to promote golf travel on our system.

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**STEWARDESSES TO BE HONORED:** Chick Stevens, editor and publisher of *Why Magazine* — which, incidentally, is now going to be called *Frontier Magazine* — has cooked up a great scheme for honoring our stewardesses. His quarterly magazine, which goes in the seat pockets of Frontier planes, will now feature a "Stewardess of the Season" selected by favorable letters and responses from passengers. Passengers will be encouraged to recommend their choice for Stewardess of the Season, and the winner will receive a dinner for two at the 94th Aero Squadron Restaurant in Aurora.

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**THORNTON NAMED:** Ron Thornton, district sales manager — Dallas/Fort Worth, has been named to serve as vice chairman of the Petroleum and Airlines Division of the American Cancer Society, Dallas County Crusade. Besides being an honor and a very worthwhile cause, it can't hurt our relationship with the oil companies.

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**TOYS FOR TOTS:** Diane Kellett wants to thank all Frontier employees who donated toys to the Arizona Valley of the Sun School at Christmas time. A total of 135 wrapped gifts were collected, not counting records, clothing and books, which were given to the school to use. Cash donations were used to purchase a big red wagon.

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**STAPLETON RANKS 11th:** Passenger traffic at Stapleton International Airport topped ten million in 1973, making it the eleventh busiest airport in the country. The



us is important and much appreciated as you perceive it to be warranted. We, in turn, feel comfortable in the belief that we can fulfill this threefold obligation, for the security and rewards that each of the three groups for whom we work deserve.

I want this message to be a tribute to our Reservations Department, emphasizing that in doing so it is not to the exclusion of any of our other fine employee groups. Heaven forbid that I should go through another such agonizing reappraisal that followed my last adventure with journalism.



*QUICK THINKING* which prevented major damage to one of Frontier's aircraft and possible loss of life earned Captain Bo Craig, second from left, and First Officer Stan Peters, second from right, a check and an extra week's vacation. Recently the two Frontier pilots had the presence of mind to quickly feather the engines of a Convair 580 at Stapleton when a runaway baggage cart rolled toward the plane. They were given the checks and honored recently at a lunch at Stouffers Denver Inn. At left is Ed O'Neil, Vice President - Flight Operations, and at right, Bill Wayne, Vice President and Manager - Operations.

STAPLETON RANKS THE PASSENGER GATE at Stapleton International Airport topped ten million in 1973, making it the eleventh busiest airport in the country. The new Dallas-Fort Worth Airport is expected to rank seventh.

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**HOT SPRINGS RACES:** Jim Gilbert, our manager in Hot Springs, Ark., says the Oaklawn Jockey Club begins its racing season on Feb. 8, with racing Monday through Saturday in the afternoons until April 6. Big name entertainers such as Phyllis Diller, Eddie Fisher, Patti Page and Hank Williams Jr. are slated at Hot Springs nightclubs during the racing season, and an Airline Day at the Races is tentatively set for later this month.

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**GOLF SEASON IN AIR:** For those getting anxious for the golf season, First Officer Clyde Hart reports the Hyland Hills Golf Course, 96th and Sheridan, will beat any deal in town on golf equipment for Frontier employees.

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**SIMULATOR CONSIDERED:** As reported in the latest issue of "Crossfeed," we have been studying advisability of the company procuring a B-737 simulator. A decision to purchase will hinge on whether or not a simulator can be purchased or modified for a reasonable price.

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**STEWARDESSES COMMENDED:** As reported in the last issue of "Stewardess Scoop Sheet," the stewardess group performed in a most commendable manner throughout 1973. Bobbie Lenahan reports that complimentary letters on stewardesses accounted for approximately 42 per cent of the company total, and only 1 per cent of total company complaint letters. Verbal compliments also ran high and, as Bobbie puts it: "Customers say you treat them as though you are sincerely interested in their welfare, that you are friendly, that you work very hard on your flights, that you are helpful and considerate during delays, and that you are calm and efficient in emergency situations." That says it all.

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**PILOTS' WIVES THANKED:** Art Davis wants to thank the Frontier Pilots' Wives for their donation to the CARIH Christmas fly-in. Such generosity from all our employees resulted in our being able to bring in seven families this year, to provide CARIH patients a wonderful Christmas they otherwise would not have enjoyed.

**— pass it along —**

T.T. Reilly, Director of Purchasing has announced that the Purchasing Department has been reorganized. Reporting to Reilly are Dave Baysinger, Manager, who now is responsible for purchasing of expendable airframe components in addition to repairable subcontracting and warranty recovery on subcontracted repairs; Rod MacLeod, Manager, who now has a dual responsibility consisting of traffic and general purchasing; and Ron McGinley, Administrator, formerly attached to the Maintenance and Engineering Division, who will continue to administer design warranty and insurance claims and also will be responsible for all warranty

problems, other than subcontracted repairs.

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Jed Davis, who has been an In-Flight Customer Service Representative since October, is the new Sales-Service Manager in Pueblo. He came to Frontier after 15 years with Continental Airlines, where he served in various management positions in operations, sales and personnel.

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Effective Feb. 4, the address for the Phoenix Sales Office is: Frontier Airlines, Inc., District Sales Office, 3443 N. Central Ave., Suite 1308, Phoenix, Ariz. 85012. (Telephone: 602-248-0714.)



## FRONTIER NEWS

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Managing Editor . . . . . Karen D. Thomas

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





# DFW – Big, Beautiful and Expensive

By Jim Ramsey

Frontier employees began operating out of the huge new Dallas-Fort Worth Regional Airport on Jan. 13 and despite the usual problems associated with a new facility and especially one the size of DFW, were doing an admirable job.

In fact, impartial observers, including passengers and members of the airport board, said operations at our terminal, which is also shared by Ozark and Texas International, were running more smoothly than at any of the other three terminal complexes.

Much of the credit here goes to Dick Gibson, manager of transportation services, and his staff. Although the move was made in stages preceding the start of operations date, a large amount of equipment had to be brought over to DFW the night of Jan. 12 to be in position for the start of service the next day. Local wags described the scene on Stemmons and John Carpenter freeways when all this equipment was being trucked from Love Field to DFW as "similar to the German retreat from Moscow in the winter of 1942."

That the airport is big, there is no doubt. The 17,500-acre complex is said to be the world's largest, and is designed to eventually handle 270 flights an hour on runways stretching 13,400 feet across the Texas prairie. There is no doubt that it is expensive, too, — both for the cities involved and for the airlines which will pay much of its \$700 million cost through higher landing fees and rental space.

It's confusing to remember that the upper level is for "arrivals" and the lower level for "departures," and the rental car lot is a long way from the terminals.

However, there is no doubt when it gets "shaken down" DFW will be one of the most modern and efficient airports in the world.

The giant new Dallas-Fort Worth Airport brings Frontier Airlines the opportunity to greatly improve its service to airline customers. For the first time, Frontier offers boarding via second level



LOTS OF ROOM. Spacious boarding area lounges at new DFW airport include tables for card-playing or working, plus comfortable seats for large number of passengers. Frontier facilities also include VIP room similar to facilities at Denver and MCI.

Love Field to DFW. These include agents, pilots, stewardesses, and maintenance technicians. First Frontier flight to arrive at the new terminal was Flight 80 from Denver which arrived at 11:53 a.m. on the 13th.

The Dallas-Fort Worth market area is second only to Denver, our headquarters city, in revenue production. Texas is also number one in contribution to Rocky Mountain area tourism, both summer and winter.

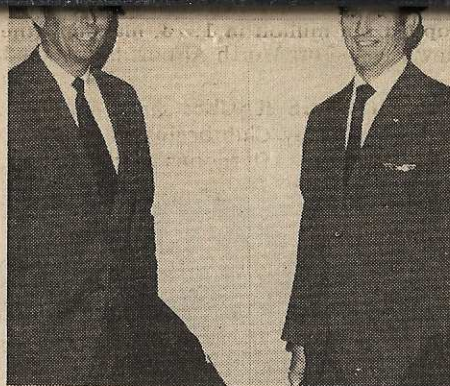




Frontier offers boarding via second level jetways, providing enclosed comfort for passengers regardless of weather conditions.

We occupy 47,677 sq. ft. of space and have sole occupancy of three gate positions in the new Building 2D, and for the first time, at Dallas-Fort Worth, we have a customer hospitality or VIP room.

Some 270 employees of Frontier were involved in the big move from Dallas'



TWO DFW-based flight officers prepare for first flight out of the new facility. They are left to right, Capt. Bob Huddleston and First Officer Weldon Finney. Approximately 90 Frontier pilots are based in Dallas-Fort Worth.



BUSY COUNTER. Ticket Agent Bill Kirkley waits on customers at busy ticket counter at new DFW Airport, which opened Jan. 13. The Dallas-Fort Worth area is second largest revenue-producing station on Frontier's system — second only to the Denver-area.

## Annual Meeting Planned

The Frontier Airlines Federal Credit Union will hold its 21st annual meeting March 2 in the Grand Ballroom of the Denver Hilton Hotel. Cash bar will be open from 6 to 7 p.m., and dinner will be served at 7. A short business meeting will be held at 8 p.m., followed by dancing from 9 until 1 a.m.

The cost is \$4 for members or their spouse or date and \$11 for all others.



RODEO QUEEN. Miss Rodeo America Donna Housley of El Paso came to Denver on Frontier during the National Western Stock Show and was given a bouquet of roses by Ken Stemler, Director — Market Planning. Frontier has been named the official airline of the Rodeo Cowboys Association, and sponsored a championship saddle presented last month to Joe Alexander of Cora, Mont., winner of RCA's National Bareback Championship for 1973. Frontier will be sponsoring some of Miss Housley's rodeo activities this year in its new marketing program to promote the tour program, "Wild West Excitement."



TOP TRAVEL AGENTS from six major cities on the Frontier system visited Denver in January during the National Western Stock Show as Frontier's guests. The 34 agents met with members of Frontier's management, including A.L. Feldman; heard a talk by Allen Miller of the Denver Symphony on the arts in Denver, toured the Denver Mint, met with officials at the Denver Convention and Visitors Bureau, and visited several major hotels and restaurants, in addition to attending the Stock Show, during their two-day visit. Here A.L. Feldman greets, from left, Bill Carley of Lincoln Tour and Travel, Mrs. Sherry Auch Moedy, Brandeis Travel, Omaha; Bob Lohrman, Television Travel, Omaha; Mary Jane Court, Manchester Travel, St. Louis, and Dan Fillingim, Honeycutt Travel, Ft. Worth.



THIS ELABORATE trophy, called the "Orbiter," sponsored by Frontier, the official airline of the Utah Stars basketball team, will be presented annually to the winner of the American Basketball Association regular season series between the Stars and the Denver Rockets. It will go to the top team at the last game of the season, this year to be played March 20 in Salt Lake City.



# interlining

By Karen Thomas

Dan McCauley of the Denver Sales Office reports that the Airline Week held in January at Vail was a lot of fun even though Frontier's ski team didn't place in the races. Dan says our team missed a third place by .25 second due to the skiing efforts of Second Officer Dave Sanctuary. Also on the team were Kyle Ruhter and Sandy Skaug, Denver ticket agents.



Frontier's ski team, four strong, include (from left) Dan McCauley, Dave Sanctuary, Sandy Skaug and Kyle Ruhter.

Frontier's team, only four strong, faced teams with from 17 to 25 members. Dan hopes to better Frontier's showing next year by putting together a top-notch Frontier ski team. If you're interested in being a member of the team, contact Dan at the Denver Sales Office.

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French Line, Inc., headquartered in New York City, announces that this winter the brand new M.S. Aquarius cruise ship is sailing to unique and unusual ports of call in the Mediterranean, and special rates are available for airline employees and their immediate families. Future cruises include a 10-day trip sailing from Piraeus, Greece, on March 8 and 29 and an 22-day trip sailing from Piraeus on Feb. 25 and March 18. Ports of call include Alexandria, Haifa, Limassol, Rhodes and Ismir (also Beirut on the 11-day cruise). Rates of \$285 for the 10-day cruise and \$320 for the 11-day cruise include accommodations in cabin for two with full facilities and three meals a day plus midnight buffet. Contact Beth McKay, French Line Inc., 555 Fifth Avenue, New York, N.Y. 10017 (phone 212-883-7018).

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The Hawaiian King Hotel, located in the heart of Waikiki, is now offering special year-round rates for all airline personnel and their families. The Hawaiian King features suites consisting of living room, bedroom, bathroom, private lanai, fully-equipped kitchen, air conditioner and television. Waikiki Beach is one block away. Special rates range from \$18 a day with one person in a three-room suite to \$30 a day for four persons in a three-room suite. Give plenty of notice, specifying your requirements and your airline. Write to the Hawaiian King at 417 Nohonani St., Honolulu, Hawaii, 96815.

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Another hotel bargain is announced by Inter-Continental Hotels, located all over the world. All Inter-Continental and Forum Hotels (Division of Inter-Continental) offer a year-round 50 per cent discount to airline employees. Immediate family members and dependents must accompany the employee to receive the discount, which must be requested within the 30-day period prior to arrival date. Confirmed discount is on a moderate rate room for stays of five nights or less. Company identification is required on check-in. For reservations, call the nearest Inter-Continental Reservation office or write directly to the hotels. A list of hotels is available by writing Inter-Continental Hotels, Pan Am Building, New York, New York



HARD AT WORK at their CRT sets and phones are, front, Mary Graeber and Jan Olmsted, who are manning the new Convention Travel Center set up in the offices of Market Planning and Development. Jean Vanderhoof, Manager - Convention Market Planning, supervises.

## Big Boost in Convention Sales Expected from New Travel Center

A new Convention Travel Center has been set up in the offices of Market Planning and Development, under the direction of Clay Blaylock, which is expected to bring the company \$500,000 worth of business a year.

The center includes two CRT sets, one inbound WATS telephone line, two outbound WATS lines, which reach all over the continental United States; two local lines, and an extension which receives calls from the remote Colorado cities.

The center is manned by Jan Olmsted and Mary Graeber, both from the Denver CRO, who were selected for the job on

system, and, according to Blaylock, is a new approach to convention sales. Early indications, he said, show that the center will be a success.

The center was installed, Blaylock said, to follow through on sales leads, which were in the past distributed to the field. The new system will enable us to handle leads nationwide. Leads will continue to be developed by Jean Vanderhoof, Manager - Convention Market Planning, who is responsible for revenue, development and convention marketing administration.

All convention travel and only convention travel is now to be booked through the following numbers: Denver,



Inter-Continental Reservation Office or write directly to the hotels. A list of hotels is available by writing Inter-Continental Hotels, Pan Am Building, New York, New York 10017.

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The Gran Hotel Durazno, located in Puerto de la Cruz on Tenerife, one of the Canary Islands in the Atlantic, is granting airline employees a 30 per cent discount. The Gran is a four-star hotel which opened in 1972 and features a great selection of meals, beautiful ocean view, tennis courts, swimming pool, two bars and discotheque. From May 1 to Dec. 14 the rate, including meals, is \$10.34 double occupancy and \$12.82 single. From Dec. 15 to April 30 the rate is \$12.82 per day single or double. The rate is less without meals. Write Gran Hotel Durazno, Urbanizacion El Durazno, Puerto de la Cruz, Tenerife.

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If you're planning a trip to Kauai, Hawaii, you may want to check into staying in a luxury condominium. It's located on Wailua Beach across the street from the Coco Palms Hotel. It features kitchen, including dishwasher, garbage disposal, washer, dryer, all linens, dishes and housekeeping, large lanai overlooking a mile of beach, swimming pool, cable tv, parking and sleeping space for four or five persons. Rates for airline employees, families and friends are \$25 a day or \$175 a week plus 4 per cent Hawaii tax. A \$25 deposit is required. For further information, contact Ron Smith, RD No. 1, Box R3B, Campbell Hall, New York 10916 (phone 914-496-3050).

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And here's a note from Hank Lund, Vice President — Sales and Service, regarding Frontier employees traveling non-rev on Frontier. It seems many non-rev passengers are failing to list themselves on jet meal and snack flights. If you don't list yourself, there may not be enough meals for everyone, which doesn't present us very well to our passengers. Mr. Lund urges all those who are traveling on a meal or snack flight to list themselves.

## Employees Golf Tourney Set in Tucson

The Tucson sales office will sponsor a golf tournament for Frontier Employees March 27 at the Tubac Country Club in Tucson.

The entry fee of \$35 entitles an employee to a hotel room (double occupancy), ground transportation, green fees, electric cart, lunch at the country

club, a cocktail party and an awards banquet that evening.

Prizes will be awarded winners of the tournament, which will be scored on the Peoria system. Entry fee must be paid by March 13. Contact Neil Averett, Tucson District Sales Manager, TUS-SA, or Gary Mackie, station agent, P.O. Box 11243, Tucson, Ariz. 85734.

## —ideas unlimited—

OLIVER D. SCOTT, aircraft technician, DEN, \$25 — for his suggestion to include a specific maximum height for the door standing flange on the Convair doors and seal overhaul.

C. DALE HERSHBERGER and JOE NALE, aircraft technicians, DEN, \$31.25 — for their suggestion regarding a table change on aileron drum part during BOP.

NORMAN RANKIN, station agent, OLLIE DAVIS and GLENN ROBINETTE, mechanics, DEN, \$78.66 — for their suggestion to move the rear axle assembly 16-18 inches forward on all covered baggage carts.

OLIVER L. DAVIS, mechanic, DEN, \$402.50 — for his suggestion to remanufacture 13-inch wheels to fit the hole pattern on the nordco belt loaders.

JOSEPH B. COOPERSMITH, aircraft technician, DEN, \$31.58 — for his suggestion to manufacture a one-fourth inch thick 4-hole plate to expedite torque testing of Allison engine thermocouple lead studs.

DALLAS MORTENSEN, manager, engineering programs and publications, DEN, \$300 — for his suggestion that a joint 580 operators effort be initiated to secure an increase from the daily static autofeather check as now required by the Allison Convair flight manual.

GENE B. SMITH, lead aircraft technician, DEN, \$20 — for his suggestion to stock certain seal parts under raw stock rather than individual pieces purchased from Boeing.

and Mary Graeber, both from the Denver CRO, who were selected for the job on the basis of their sales ability and creativity.

The unique center is handling all convention travel for the entire Frontier

convention travel is how to be booked through the following numbers: Denver, 398-5293; other cities within Colorado, dial local reservations number and ask for ext. 20; all other cities within the continental U.S., dial 1-800-525-1138.

## service awards

### 25 YEAR SERVICE AWARDS

Buckingham, C.H., Dispatch Coordinator — DEN

Penley, D.C., Station Agent — MTJ  
Seamster, J.O., Mgr. Station and Res Trng. — DEN

### 20 YEAR SERVICE AWARDS

Broome, O., Ld. Mechanic — DAL

### 15 YEAR SERVICE AWARDS

Bennett, R., Foreman — DEN  
Dahlberg, C.D., Dispatcher — DEN  
Hatfield, B.J., Sales Service Mgr. — MSO  
Housh, R.C. Supv. Emerg. Proc. Trng. — DEN

Morris, T.J., Inspector — DEN  
Scott, O.D., Aircraft Tech. — DEN

Snell, J.C., Stewardess — DEN

Stuckenschneider, R.C., Aircraft Tech. — DEN

### 10 YEAR SERVICE AWARDS

Brechbuhl, F., Base Shop Planner — DEN  
Durlin, W., Dir. Engineering — DEN  
Elliott, F.W., Asst. Mgr. Trans. Svcs. — DEN

Erickson, G., Stock Clerk — DEN  
Evatz, J.M. Stewardess — DEN

### 5 YEAR SERVICE AWARDS

Erickson, R.L., Station Agent — DEN  
Felzien, G., Station Agent — RKS  
Gallegos, E.I., Planner Bdgts, Cost Analys. — DEN



OUTSTANDING SERVICE in an especially busy period of time earned John Paul Horvath, center, station agent at St. Louis, a company Presidential Award and a U.S. Savings Bond. Bob Brown, Manager — Transportation Services, St. Louis, left, and Chuck Demoney, Director — Field Marketing, Eastern Division, congratulate John, who received eight letters of commendation for customer service rendered during a five-week span, Nov. 8-Dec. 17.