



Frontier Launches First International Service

By Karen Thomas



SEND OFF. Vice President — Public Affairs Vern Carlson cuts the ribbon at Stapleton International Airport before passengers boarded Frontier's first Winnipeg flight. At left is Marne Davis, Sales Representative, DEN, and at right, John Ahlquist, District Sales Manager, DEN.

Winnipeg, Manitoba, put out the welcome mat for Frontier July 1 when we inaugurated service there — our first scheduled international service.

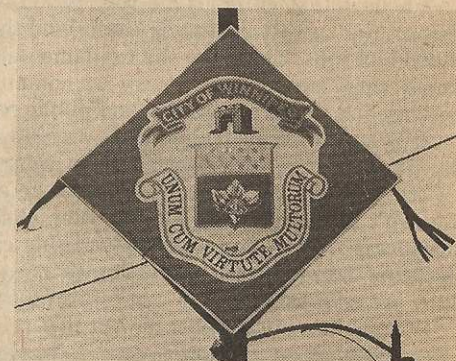
On July 22 Denver will reciprocate the hospitality when a group of from 30 to 35 Winnipeg and Manitoba government officials, news media and businessmen take flight 99 to Denver for a brief glimpse of the Mile High City.

On inaugural day Vice President for Public Affairs Vern Carlson cut a symbolic ribbon at the boarding gate in Denver, launching the new service, before a full load of passengers boarded flight 94.

Among the passengers was a special inaugural delegation of about 20 persons, including Denver and Colorado Springs news media and representatives of Frontier's executive staff and the Denver Sales Office. They were joined in Bismarck by about 12 more city officials, news media and Frontier staff members after a photography session in front of a big sign welcoming Frontier's new service to Bismarck. The Bismarck Chamber of Commerce arranged for the sign.

The group was greeted in Winnipeg by a delegation of Winnipeg officials, and Winnipeg City Councillor Pearl McGonigal gave each person a pin commemorating Winnipeg's centennial year.

The group's overnight stay included a welcome reception by the International Inn hotel, dinner and river boat cruise on the Red River, accommodations at the



SIGNS such as this one, bearing the seal and motto of the City of Winnipeg, adorn light posts throughout the city, as do signs proclaiming 1974 as Winnipeg's centennial year.

Governor of Manitoba, and The Honorable Len Evans, Manitoba Minister of Industry and Commerce.

They will be greeted at Denver's Stapleton Airport by a large official greeting party, including Denver Mayor William McNichols, representatives of the Chamber of Commerce and the Convention and Visitors Bureau, as well as Frontier officers Al Feldman and Hank Lund and other Frontier personnel.

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Employees Club Picnic Planned





BISMARCK STOP. City officials of Bismarck, N.D., were also enthusiastic about Frontier's Winnipeg service and prepared a banner to welcome the service. Vern Carlson and Frontier Director Hoadley Dean also got into the picture.



ARRIVAL. John Klassen, Chairman of the Winnipeg Centennial Committee, was one of the Winnipeg officials to greet Frontier's first flight into the Canadian city. Here, he has just put a centennial sticker on Frontier's first scheduled jet into Winnipeg. Bob Van Epps, in rear, District Sales Manager in Winnipeg, said the sticker subsequently was put up inside the aircraft.

on hotel, dinner and river boat cruise on the Red River, accommodations at the Winnipeg Inn, a breakfast hosted by the Department of Tours, Recreation and Cultural Affairs, a visit to the Winnipeg Chamber of Commerce offices and a two-hour bus tour of the city.

His Worship Stephen Juba, Mayor of Winnipeg, hosted the group at a luncheon on July 2, at which time he presented to Mr. Carlson a plaque recognizing Frontier as an active participant in the 100th anniversary celebration of Winnipeg and told the group how much the City of Winnipeg welcomed the services of Frontier.

Bob Van Epps, Winnipeg District Sales Manager, presented Mayor Juba with an engraved model of a Frontier Boeing 737 for his office — and a surprise birthday cake. The mayor's birthday coincided with the date of our inaugural flight.

His Honorable Edward Schreyer, Premier of Manitoba, sent his congratulations to Frontier for its new Canada service in a letter read at dinner at the International Inn by Manitoba Minister of Labour Russ Paulley.

Among Canadian officials expected to visit Denver on July 22 are Mayor Juba, His Honor W. John McKeag, Lieutenant

Record June Traffic Starts Summer Season

Frontier flew a record 122.6 million revenue passenger miles during June, an increase of 7.7 per cent from the same month a year ago.

The traffic gain was achieved as available seat miles for June increased 1 per cent from the same month a year ago, marking the first month in 1974 when capacity was greater than the similar month a year ago. Passenger load factor rose to 59.5 per cent for the month, compared to 55.6 per cent in June of 1973.

For the first six months of 1974, Frontier's revenue passenger miles increased 11.2 per cent to 682.3 million from the same six month period in 1973. Available seat miles for the period were down 3 per cent and passenger load factor climbed to 59.5 per cent, compared to 51.9 per cent for the same period a year ago.

At Lake Eldora

The Frontier Employees Club will hold its annual picnic from 10:30 a.m. to 5 p.m. Saturday, July 27, at Lake Eldora, about 20 miles from Boulder, Colo., up Boulder Canyon.

For those who don't want to drive, chartered buses will leave the General Offices at 9 a.m. and will leave Lake Eldora for return at 5 p.m. The round-trip bus trip costs \$3 for adults and \$1.50 for children occupying a seat. The bus trip is by reservation only, and free beer and soft drinks will be served on board.

At the picnic there will be free doughnuts and coffee served in the morning. The lodge will be open to picnic-goers the whole day, and there will be horseshoes, volleyball, badminton, softball, tetherball, chair lift rides and horseback riding available.

The barbecue will feature pit barbecued beef, beef ribs, barbecued chicken, smoked baked beans, tossed salad, garlic bread, relishes, coffee, ice cream, beer and soft drinks.

The cost up to July 19 is \$8 a couple for club members and their immediate family, \$4 for singles, \$6.50 for guests and non-member adults, \$5 for non-member children. Members' children and guests' children under age five are free. After July 19 the price will be \$10 a couple for members and family, \$6 for singles.

Tickets are available from Marv Glantz, Earl Fisher, Jean Vanderhoof, Al Olinger, Glen Robinette and Betty Watson. Out-of-Denver Employees Club members should mail a check to cover the cost and a self-addressed envelope to: Betty Watson, DENE, 8250 Smith Rd., Denver 80207.

16th Jet On Order

Al Feldman has announced that arrangements have been made for Frontier to acquire an additional Boeing 737, bringing the total 737 fleet to 16. The new jet is expected to be flying in scheduled service no later than July 1, 1975.



executive message

Gordon Linkon
Vice President — Marketing

I believe that all of us are very proud of our operational and ontime performance record, our quality customer service and the personalized attention that we give to our individual jobs. These are the fundamentals that make us profitable and expansive. We know what we are and we try to communicate that to the public in our everyday activity and in our advertising and public relations.

It is easy to show people what we are when they are flying with us. It is not so easy to convey that in our advertising, but we try.

We in Marketing do not profess to be advertising geniuses nor are we magicians — we can't take a reasonable advertising budget for a company the size of Frontier and produce a multibillion dollar advertising campaign. What we are doing in advertising is applying the same basic principles we apply elsewhere in the company:

- We establish our field marketing objectives;
- Establish a reasonable budget that is in line with the objectives;
- Establish a format of quality and aggressiveness, coupled with good taste;
- Obtain the maximum benefit from the dollars spent.

In case you didn't notice, we are not a "funny hats and games" airline. We try to tell it like it is, stressing those features which we believe are fundamental to the prospective customer — such as first class legroom throughout the airplane at coach prices; convenient schedules; friendly, courteous service; quality meals and reliable performance. In those situations where we believe that we are better than the competitor, we say so. Where the competition is good but we have some feature — like first class legroom, schedule or price — that sets us apart, we will stress whatever feature it is in our marketing plan that we believe will appeal to that particular market.

As you can see, our advertising is not an institution by itself. It is a part of our total marketing strategy and as our marketing strategies differ, so does our advertising. This course of action does not lend itself to institutionalized campaigns like "Friendly Skies" or "moving tails" or "Frontierlands." It does allow us to establish standard formats and styles, including newspaper ads which have bold headlines, supporting illustrations, body copy that sells, followed by a "Jet Frontier" signature tied to a flight schedule. It does permit standardized radio format using the same announcer and music and it does allow standardized layouts for billboards and taxicab cards — which, incidentally, have received lots of praise from almost everyone.

Perhaps the biggest problem we have with our advertising approach is that when you work on an advertising format and budget that is geared to the individualized marketing strategies of each city, it becomes impractical to justify the large expense of television advertising. This does not mean that we have abandoned television advertising. In Phoenix we sponsored Roadrunner hockey; in Tucson we sponsored

short hops

By Jim Ramsey



TRIBUTE TO MIKE: Shortly after the story "Me and Mr. Mike" by First Officer Bob Lukow, appeared in the spring issue of *Frontier Magazine*, Bob received an unusual salute — a beautiful wooden plaque with the story out of the magazine and a picture of a Frontier Convair 580.



F.O. Bob Lukow

Accompanying the unusual gift was a note with the simple message: "Enclosed find my salute to your article. I liked it." — signed, Jerry Lodwig, United Airlines. The article "Me and Mr. Mike," about the building and flying of an aerobatic plane, was a tribute to Bob Lukow's son Mike, who was shot down and killed in a combat mission in Viet Nam.

DIVISION CONTEST: Jim Marine reports that Local Service Marketing is initiating a division-wide station contest during the peak months of July and August. The stations have been divided into three groupings and the winning station at the end of August will receive an appropriate plaque plus an outing for all station employees and spouses. The competition will be based primarily on margin results, but also will take into account other factors such as service, performance and problems and action taken to correct them.

FRONTIER GIRL: Donna Stephens, well known by employees and customers alike as one of our attractive, friendly Frontier Girls at Steamboat Springs, has been assigned to Yellowstone National Park for the summer. She runs the travel and information desk at the Old Faithful Inn. In addition to assisting our customers in all aspects of their trip, she'll be selling Frontier — something Donna does very well.

RECENT GRADUATES: Our second class of flight attendants (we used to call them stewardesses) to graduate recently numbered 23, including two young men, Ernest Alderete and Darrell Anderson. Added to the class of 10 which graduated in May, this makes 33 recent graduates now flying the line, with two more classes tentatively set for Sept. 2 and Sept. 30.

SPEAKING OF GRADUATES, we've had 30 new pilots join our second officer ranks recently — the last group of nine were to complete their training July 12.

television advertising. In Phoenix we sponsored Roadrunner hockey; in Tucson we sponsored University of Arizona football and basketball; in Denver we ran two major joint advertising promotions where television was part of our advertising. The first was our joint Mexico promotion with Airwest and the second was the Phoenix-Tucson promotion with Neusteters Fashion Store.

Frontier's approach to advertising as outlined above takes a good deal of work and a lot of coordination with our field marketing managers. In essence, Bob Dibb, our Director of Advertising, not only has about 90 clients with different marketing problems but he also bears the responsibility of producing the creative-aggressive-good taste quality that will properly portray Frontier.

To give you a better idea of the size of the task, last year we spent close to \$2 million in advertising, initiating and completing approximately 2,400 individual jobs. Assisting Bob is Frye-Sills, Denver's largest advertising agency.

I personally think our advertising is pretty good. There is always room for improvement. I know it is going to continue to get better because advertising is like everything else at Frontier.

We Get Letters

From an Omaha businessman . . . From the moment we stepped onto the aircraft, the three attendants — K. Watts, D. Williams and S. Howard — did everything within their power to make us feel like we were VIP's. My wife, as usual, got a headache and one of the young ladies quickly offered her aspirin without even being asked. The meal and drink service was just as prompt.

From a Billings oilman . . . Ten days ago I made reservations for myself from BIL to DFW and for two of my employees to get on the same flight in CPR. We were booked back the following day. Due to a change in our planning, it was necessary to postpone the trip one week. I called in to cancel the reservations made and change them to the next week. I was told that I had no reservations for either myself or my two drillers. Fortunately, it was necessary for me to change my plans. You can imagine the feeling I would have against Frontier had I not been able to get on the plane because you had no record of my reservations.

From an Alabama Civitan president to Lary Heinbaugh (DENOO) . . . What a pleasant surprise it was to receive your very fine note, my old baggage tag and a new Frontier tag for my luggage. You were very kind to take the time and trouble to do this.

From a Denver aircraft company executive . . . Your station agent in MTJ was exceptionally courteous and helpful. Men like Ken Hunt who go out of their way to help are a great credit to your organization and make traveling on Frontier more than just a means to get between Point A and Point B.

From a Phoenix businessman . . . On this date I TRIED to fly from PHX to FLG. The flight was first postponed four hours because of mechanical problems. I returned home to have dinner and returned to the airport expecting to fly to FLG. We were boarded on a second plane (original plane still not repaired). Next we were told by the pilot — would you believe, this airplane will not start. I inquired if the plane was going or not and the stewardess blew her stack. I gave up and went home. Learned later that the flight never left.

From an Austin, Tex., businessman . . . Shortly after takeoff, difficulties forced the pilot to return to DEN. This was not a fortuitous beginning to a flight, but it was made much easier through the courtesy and sincere regret expressed by all members of the crew. With unusual efficiency we were off again in an hour and fifteen minutes. The inflight rep. went to work immediately to make alternate connections for passengers. This was not possible in our case without a long layover in DFW so we decided to try to make our original connection. First Officer Wayne Clay volunteered to drive us in his own car to the Braniff Terminal. He met us as quickly as we could get off the plane and whisked us to the second terminal. He insisted on accompanying us into the terminal to assure our getting to the right gate and to be certain the flight had not already departed.

SILENT FLYERS: Mrs. Rita Eaton of 10882 Northglenn Dr., Northglenn, Colo., advises us the Silent Flyers — the organization of former Frontier stewardesses — is alive and well. They are planning a meeting soon, and will be swinging into more activities this fall.

THOSE MAGNIFICENT MEN: Capt. Chick Stevens, publisher of the award-winning *Frontier Magazine* would like to know the names of Frontier personnel who were crewmembers on the Boeing B-17 during World War II. The information will be used in a future article for *Frontier Magazine*. So if you were a B-17 crewmember, please send a note to Capt. C.A. Stevens, DENDP.

ABOUT PEOPLE: Ken Horn, Supervisor-Work Load Controllers, Production Planning Department, is a candidate for the state House of Representatives from Denver's District 10. He won top line designation for the September Democratic primary.

TRYING UAL 747: Testing United Air Lines' new 747 service from Denver to Los Angeles and Honolulu recently were three Frontier representatives invited to go on the

inaugural trips — Phyllis Seeley and Betty McIntosh, reservations agents, and Mary Budke, public relations assistant. Frontier and United have joined forces in promoting the islands through a "Hawaii Excitement '74" tour package program.

PICNIC IN ABQ: Albuquerque held its annual station picnic in mid-June at Oak Flats in the Manzano Mountains, with Messrs. Hank Lund and Tom Lamb and their wives helping in the horseshoe competition. ABQ also reports the Employee of the Month program is still going strong, with Al Horn and Larry Zentz recent winners.

OVER IN PHX: The Phoenix District Sales Office arranged to have a large Frontier display highlighting the Salute to Arizona at a mini-fair, held recently at the large Phoenix Metrocenter shopping center.



Phyllis Seeley, Betty McIntosh and Mary Budke, left to right, are escorted by Miss Hawaii, U.S.A., Joan Ottensmeyer, on UA's 747.



FRONTIER NEWS

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

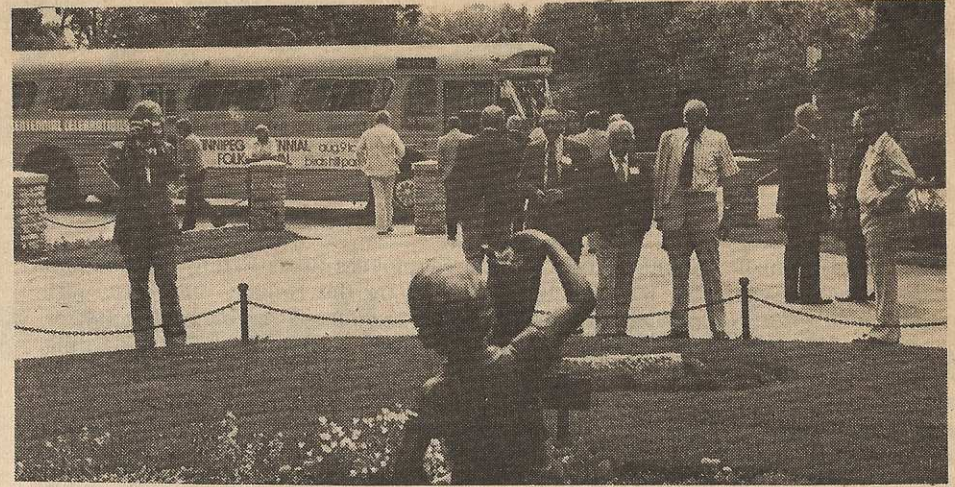




HIS HONORABLE Edward Schreyer, Premier of Manitoba, greeted Al Feldman in his offices in the Manitoba Legislative Building in Winnipeg recently. Mr. Feldman presented Premier Schreyer with a plaque containing a maple leaf and an aspen leaf, symbolizing the joining of the Rockies and Canada by Frontier.



BIRTHDAY SURPRISE. Winnipeg Mayor Stephen Juba blows out the candles on a birthday cake presented to him during a luncheon he hosted in Winnipeg the day after Frontier's inaugural flight. Mayor Juba's birthday was on inaugural day. The cake was a surprise.



ASSINIBOINE PARK in Winnipeg was one stop on a bus tour of Winnipeg taken by Colorado and Bismarck news media and others in the inaugural party. This statue is at the entrance of the park's formal gardens.

Continued from page 1

The Royal Canadian Legion Winston Churchill Post bagpipe band will lead the party down Concourse D to waiting buses.

They will be honored at a reception at the Brown Palace Hotel that evening, co-hosted by Frontier and the Denver

Convention and Visitors Bureau, and the next morning will attend a breakfast at Denver's University Club, at which the guest speaker will be Civil Aeronautics Board Chairman Robert D. Timm.

Following breakfast, the Manitoba group will take a bus tour of Denver and then return to the airport to leave for Winnipeg on flight 94.



IN TRAINING. Frontier's Winnipeg staff was in Denver recently to be trained in all phases of their new jobs. Trainers are, far left, Ed Quisenberry, Manager - Station and Reservations Training, and in front, Shirlie Bryan, Supervisor - Reservations and



TWENTY-FIVERS — Silver Veterans Badges, recognizing 25 years of service, were presented recently to members of L.L. 2337, International Association of Machinists. Pictured (left to right, back row) are Ken Bauer, president L.L. 2337; Silvester Cueller, Radio Shop; Lee Gregory, Machine Shop; Jack Mericle, Electric Shop, and Dean Ames, Assistant General Chairman of District 146, IAM. In front are Joseph Coopersmith, Electric Shop; Tom Morris, Inspector; John Higgins, Sheet Metal Shop, and Tom Matsumoto, Inspector. Also receiving awards but not present at the ceremony were K.L. Benish, A.A. Benson, L.L. Bergstrom, J.B. Brennan, W.J. Buckley, R.F. Buethe, R.F. Cantwell, G.F. Cramton, A. Ehre, H.C. French, W.E. Hill, K.R. Holmes, D. Jimerson, B. Lemme, E.L. Lintz, I.C. McManis, W.A. Meguire, J. Nale, J.S. Ralston, I. Scott, J.W. Shanks, L. Simpson, O.A. Somers, C.B. Soucheck, L.D. Talbot, C. Umerski and L.G. Stuart.



LARGE CLASS. The latest flight attendant class was a large one, with 23 graduates, including two men. From left, they are Patricia Zarlengo, Elizabeth Perales, Cathleen Paciaroni, Gloria Lowers, Marilyn Ruderman, Denise Villont, Cynthia LeFevre, Tamara Whitman, Hope Gumbert, Janice Lee Hayzlett, Rosalind Fells, Darrell Anderson, Betty Cook, Ernie Alderete, Terry Ralston, Judy Lomax, Vyanne Ikel, Maria Alderete, Carolyn Lutz, Carolynn Pope, Jenny-Kate Lyons, Barbara Feiden and Cheryl Ambrose.

phases of their new jobs. Trainers are, far left, Ed Outenberg, Manager — Station and Reservations Training, and, in front, Shirlee Bryan, Supervisor — Reservations and Station Training. Class includes, left to right, John Neufeld, Gregory Feher, Debbie La Freniere, Nelson Poets, John Friess and Edward Fretchotte.

— pass it along —

W.D. (Bill) Graves has been appointed Director of Line Maintenance. A 15-year veteran of American Airlines, he will be responsible for activities at the 11 line maintenance stations, as well as the maintenance control center in Denver and automotive maintenance for the system. He reports to B.R. (Bud) Naylor, Vice President — Maintenance.

Prior to leaving American Airlines, Graves was assigned to the National Aeronautics and Space Administration Space Shuttle program to provide airline expertise in its maintenance activities.

He served as a flight engineer in the U.S. Air Force in World War II and Korea and attended Southern Methodist Univ.

David H. Burr, who has been Director of Facilities Planning for the last four years, has been named Director of Properties and Facilities. He has been with Frontier since 1950 and now will have charge of the activities formerly administered by both the Properties Department and the Facilities Planning Department.

John Pappas, Sales Representative in Phoenix, is on temporary assignment as Staff Manager for the Western Division in the G.O. He is on ext. 5250 or 4779.

Ed Greenfield, who has been a sales representative in Dallas for the past two years, has been appointed District Sales Manager at Billings, Mont. His address and telephone are as follows: Room 203, Logan Field, Billings 59101; 406-252-5320.

George Keffalos, who has been Sales Service Manager in Joplin since 1972, has been named Sales Service Manager in Fort Smith. He began his career with Frontier in Farmington, N.M., in 1966.

John Vittal, who has been Manager of the Denver Consolidated Reservations

Office, has elected to assume the position of Staff Manager — Reservations Training. He has been with Frontier for 27 years. Until a new Denver CRO manager is selected, Dick Rohrmann, Director — System Reservations, will assume the managerial responsibilities.

The Materiel Division has had several organizational changes recently. T.J. McCartin, Vice President — Materiel, announces that Don Bingham, who has been a Reliability Analyst in Quality Control, has been appointed Technical Assistant to the Vice President — Materiel. His initial duties will be to monitor the performance of our 501 engine at Aviation Power Supply.

Ron McGinley who has been an insurance and warranty administrator, has been named Manager-Commissary Purchasing, reporting to Tim Reilly, Director-Purchasing. In addition to responsibility for all commissary and stationery purchasing, he will administer all maintenance contracts and will direct the insurance, warranty and value analysis administration.

Barney Wooters, who has been in charge of engine subcontracts, is now Administrator-Insurance, Warranty, and Value Analysis, reporting to McGinley.

Tom Holford, formerly staff assistant in Flight Operations, has been named Administrator-Subcontracts, reporting to Dave Baysinger, Manager-Purchasing Flight Components. His primary responsibility will be administering engine subcontracts.

Joel Javier has been transferred from Production Planning to the position of Foreman in Stores, reporting to Larry Vann, Manager-Stores.

Wayne Sorge has been transferred from Production Planning to fill the newly created position of Supervisor-Rotable Serialization Control, reporting to Gene Caldwell, Director-Material Services.

interlining

By Karen Thomas

The Third Annual Amarillo World Airline Employees Steak-Eating Contest and Shindig is scheduled Sept. 5-8. Headquarters will be the Holiday Inn West, 601 Amarillo Blvd., West. Special motel rates are \$6.50 per person, double occupancy, or \$9, single. Registration fee is \$25 a person, and the entry fee for the steak eating contest is \$5. Prizes include a complete western outfit, frozen steaks and airline trips. Thursday there will be a get-acquainted champagne reception and dance. Friday includes a bullshot eyeopener poolside, beerbust barbecue and square dance, horseback riding, jeep rides, horseshoe pitch and a six-gun sing-a-long. On Saturday there will be more fun activities, a reception and western dance and the steak-eating contest, which offers \$100 in prizes. On Sunday there will be a bullshot farewell. Contact the Pass Bureau for entry forms.

Montie Montana Jr., who has been appointed a Visit USA Ambassador by the U.S. Travel Service, is inviting all Frontier employees to be guests of any performance of Buffalo Bill's Wild West Show, which will be held in North Platte, Neb., through Aug. 18. North Platte is the hometown of Col. William F. Cody, who put on the show that thrilled millions at the turn of the century. Performances will be held each evening beginning at 8 p.m. at the Wild West Arena at Scouts Rest Ranch, built by Col. Cody, who started his show in North Platte in 1883. You'll be admitted free and have the best seats in the house by showing your i.d. card, business card or letter from your immediate supervisor on company letterhead at the box office.

The Country Village Motor Hotel in Phoenix is offering Frontier Employees a special package. The cost of \$34 (plus tax) per person or \$40 (plus tax), double occupancy, will entitle you to two nights' lodging at the hotel, and air conditioned Ford Pinto from 5 p.m. Friday to 5 p.m. Sunday at no charge for the first 50 miles and 10 cents a mile thereafter, deluxe cowboy steak dinner, and a cocktail with dinner. The hotel offers its deluxe rooms at a special daily airline rate of \$8 single and \$10 double when presenting your airline I.D. card. Contact the Country Village Motor Hotel at 2425 S. 24th St., Phoenix.

A new pass agreement has been signed with Sun Valley Key Airlines. Available to employees, spouses, unmarried dependent children under age 21 and parents of employees and dependents residing in the household, the agreement allows one non-revenue space available pass yearly after 12 months' employment or a 50 per cent positive or 75 per cent space available after six month's employment. Service charge is \$5 one way or \$10 round trip, payable at check-in.

For the fourth year, the Scott Hotel in St. Thomas, Virgin Islands, is offering its three-day, two-night holiday package to interliners. The price of \$49 a person, double occupancy, includes two full breakfasts, two gourmet dinners, welcome cocktail, two nights' lodging and a departure gift of five fifths of liquor per person. Write Caribbean Island Airlines, Room 13, Suite 303E, Pan Am Building, 200 Park Ave., New York, N.Y. 10017 (or phone 212-986-2340), or RAM Airlines, ASU Building, 1335 Columbus Ave., San Francisco, Calif. (or phone 415-928-2156).



TOP SUGGESTION award winner Sandy Ford, Senior Accounting Clerk — DEN, shows the revised report form which recently won her \$200 in Frontier's Suggestion Program.

Sr. Accounting Clerk Sandy Ford Earns \$200 for Top Suggestion

You don't have to be an aircraft technician to win a top award in Frontier's Suggestion Program. Ask Sandy Ford, Senior Accounting Clerk in Denver, who recently was awarded \$200 for her suggestion to revise a time-consuming fuel report form which had been in use for years.

To qualify for an award, a suggestion to the program should improve something in a specified manner. Sandy's suggestion to list daily totals on fuel issues (gallons used per aircraft) rather than listing individual issues separately, reduces the time involved in fuel reporting by station personnel. The three-hour-per-day procedure for Denver, the largest fuel

mechanic, was awarded \$35 for his idea to install safety pins on all lift bed trucks to prevent lift beds from falling during maintenance.

Following are recent winning suggestions — all from Denver aircraft technicians:

ROD SLACK and BOB TOMALINO, frequent winners in the program, each received \$31.25 for their suggestion concerning a fixture for glueing the shim to the CV580 propeller regulator housing to help prevent the shim from coming loose.

GEORGE MICKALSON designed a fixture to drill and spot face the CV580 propeller adapter stop and was awarded \$42.50.

JOSEPH LIGRANI won \$35 for his modification to the CV580 tail pipe exhaust clamp installation procedure.

DON SABO and MERLE RUSSELL combined to win \$10 each for suggesting installation of a bracket between the time delay

The first annual World Interline Fall Festival is scheduled at London's new luxurious Heathrow Hotel Sept. 18-22. Activities include traditional interline happenings—free Bloody Mary and Screwdriver wakeup parties, briefest bikini contest, nightly free cocktail parties, interline disco, plus such British capers as the Tarts and Vicars Party and the Yard of Ale Drinking Session. There will be daily drawings for cruises and merchandise prizes and many sporting events, including golf, swimming, water volleyball, bicycle races, paper airplane contest and a frisbee competition. There also will be a special barbeque and wine and cheese party. Major discounts on meals and tours will be available to festival participants. Headquarters will be the Heathrow, where deluxe rooms will be priced at \$8 per person, double occupancy; \$16 single. Send reservations request with registration fee of \$7.50 and one night's room deposit to: Interline Committee, Heathrow Hotel, Bath Road, Hounslow, England TW 6210. Include airline affiliation, arrival and departure.

Alitalia and Caesar Hotels announce they are co-sponsoring the Fourth Annual Midwest Interline Tour to Rome and Sorrento. The trip will depart on Saturday, Oct. 26, from Chicago and return on Nov. 2. All airline employees, spouses and parents are eligible. The cost of \$199 per person includes round trip air transportation from Chicago or New York, first class hotel accommodations, daily continental breakfast, some meals and special parties, fully escorted sightseeing and excursions and transfers. Further information and reservations, available on a first-come, first-served basis, may be obtained by contacting Caesar Hotels, 7733 Forsyth Blvd., St. Louis, Mo., 63105. A deposit of \$25 per person is required at the time of booking.

service awards

25 YEAR SERVICE AWARDS

Phelps, H.D., Manager — Transportation Services
— SLC

20 YEAR SERVICE AWARDS

Barker, H.E., Station Agent — OKC
Johnson, D.D., Sales Service Manager — OKC
Plunkett, D.G., Senior Agent — LIT
Shores, J.E., Director-Sales & Service Admin.
— DEN

15 YEAR SERVICE AWARDS

Blanchard, G.G., First Officer — DEN
Bush, A., Lead Aircraft Technician — DFW
Carman, D.S. First Officer — DEN
Douglas, R.R., Captain — MCI
Loller, A.R., Aircraft Technician — DEN
Sciaccia, J.L., Flight Attendant — DEN
Sleater, K.L., First Officer — DEN

10 YEAR SERVICE AWARDS

Crowell, J.C., First Officer — DEN
Finney, R.W., First Officer — DFW
Hackler, D., Station Agent — TUL
Helverson, Jr., G.H., First Officer — DEN
Hellman, J.L., Station Agent — COS
Holmes, G.L., First Officer — DEN

Houdeshell, D.D., Station Agent — SAL
Maris, J.L., First Officer — DFW
Parcell, R.E., First Officer — DFW
Turner, R.J., Station Agent — GUC

5 YEAR SERVICE AWARDS

Barker, C., Cleaner — DEN
Becker, E.R., Station Agent — WRL
Christensen, A., Provisioning Agent — DEN
Freeman, J.K., Reservations Agent — MCI
Fresquez, T., Ticket Counter Agent — DEN
Frey, P.J., Reservations Agent — MCI
Hill, R.W., Station Agent — SLC
Johnson, D.V., Manager-Ground Support
— DEN
Johnson, Jr., Lead Cleaner — DFW
Kellam, M.L., Station Agent — DEN
McAlister, M., PBX Operator — DEN
Mrotek, J., Reservations Agent — DEN
Ogden, Jr., J.H., Station Agent — MCI
Ore, C., Accounting Clerk — DEN
Peterson, L., Ticket Counter Agent — LAS
Podsednik, J., Reservations Agent — MCI
Schmiedbauer, B., Clerk — DEN
Silcox, C.K., Cleaner — SLC
Slade, T., Ticket Counter Agent — PHX
Steinbrecher, C.S., Reservations Agent — MCI
Wayne, B.J., Reservations Agent — MCI
West, Paul, Station Agent — DFW

combined to win \$10 each for suggesting installation of a bracket between the time delay circuit assembly and the inner side of the B737 oven case to prevent breakage of electrical leads on the circuit board.

Sandy's suggestion was one of 11 awarded — totaling \$508 — within the past few weeks. All were submitted on suggestion forms (II7430) which are obtained from department supervisors or from the Personnel Department. Suggestions are usually processed within 30 days although complex ideas may require more time for evaluation.

Although awards have been granted to personnel throughout the company, 95 per cent of those suggestions received have involved Maintenance, Quality Control and Engineering. Two employees from these areas have won awards for suggestions concerning safety. Denver cleaner Andy Elliott received \$10 for suggesting the painting of warning lines and "fire lane" on the interior and exterior surfaces adjacent to the roll-up door on the south end of the hangar. Claude Clay, traveling automotive

combined to win \$10 each for suggesting installation of a bracket between the time delay circuit assembly and the inner side of the B737 oven case to prevent breakage of electrical leads on the circuit board.

MERLE RUSSELL also teamed up with MAX CHAMBERS to design and manufacture a trim tool for layout and finish trim on the B737 radome boots. They were each awarded \$16.50.

A.S. HAMMARSMARK received \$20 for his idea to reverse the direction of the mount screw for the B737 engine oil pressure transmitter mount to reduce time to change the transmitter.

JOHN ROBINSON suggested the installation of two electrical jacks on the Simmonds Fuel & Oil Quantity Indicator Test Panel to permit the output of the master indicator to be monitored and won \$40.

Golf Winners Named

The Frontier Golf Club has finished its second summer golf tournament and has announced winners.

In the first flight, Jon Bartram was first; Bob Sanders, second, and Don Berridge, third. In the second flight, Bill Rau was first; Joe James, second, and Don Wardman, third. In the third flight, Howard Wanifuchi was first; Wayne Elliott, second, and Mel Takahishi, third.

The July Tournament is being held July 13-21 at the Wellshire Golf Course.



RETIRING. Al Feldman presents Doug Black, who has been Manager — General Ledger since 1969 and joined Monarch Airlines' accounting department in 1949, a plaque on Doug's retirement in June. Also wishing him well are Marv Larson, left, Director — General Accounting, and James Murphy, Controller. About 65 friends and co-workers honored Doug at a retirement party at the Malibu Airport Inn on June 28 and presented him with a driver to add to his golf clubs. Doug says he plans "to loaf and play golf" during retirement, and do a bit of traveling.