



FRONTIER AIRLINES

Frontier News

Published for Frontier Airlines Employees

March/April 1979

Jet routes expand system by four states.

Continuing to emphasize orderly, profitable growth, Frontier will soon inaugurate flights on six new routes—including our first service to Louisiana, Mississippi, Oregon and Ohio (our 22nd, 23rd, 24th and 25th states).

Being added to our system are:

Sacramento-Redding: On May 1 we will extend one daily Denver-Sacramento flight to Redding, Calif.

Dallas/Ft. Worth-Shreveport: On May 1 we will extend two daily Denver-Dallas/Ft. Worth flights to Shreveport, La.

Denver-Little Rock-Jackson: One roundtrip flight is scheduled on this routing, which will mark our first nonstop service to Little Rock and our first flight to the capital of Mississippi. Our initial flight will be on May 4, with daily service beginning May 7.

Salt Lake City-Spokane: We will inaugurate nonstop service on this route April 27 with one roundtrip Monday through Friday. We plan to link this segment with another new route between Spokane and Vancouver, British Columbia, in July. A CAB law judge recommended us for Vancouver in December, and a final decision is pending before the Board.

Salt Lake City-Eugene: The extension of two Denver-Salt Lake trips to Eugene is targeted for July. Service inauguration is awaiting runway improvements and facility arrangements in the Oregon city.

Detroit-Toledo: On May 24 we will extend our two daily Denver-Detroit flights to Toledo, Ohio.

Frontier acquired these routes through the three route procedures available to airlines under deregulation: 1) "routine" CAB processing (in the case of Eugene and Redding); 2) "automatic entry" (Shreveport-Dallas/Ft. Worth); 3) takeover of "unused" or dormant routes

recommended us for permanent rights to Mazatlan and Guadalajara, as well as Bahio Kino, Guaymas, Hermosillo and Zihuatanejo. This award is subject to approval by the Board and, in the case of international routes, the President.

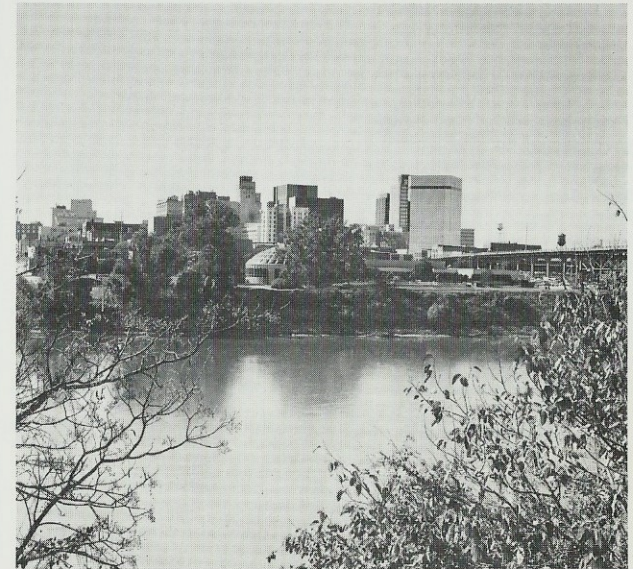
Terminations filed.

As we shift more of our business over to profitable jet operations, Frontier is terminating service in a number of smaller communities that can be better served by other carriers.

On March 1 we were replaced at Kearney, Hastings, McCook and Columbus, Nebr., by Pioneer Airways, a Denver-based commuter. Operating two Beech 99s with a third on the way, Pioneer has already begun providing increased service in these cities.

In January Frontier filed an "Intent to Terminate" notice with the CAB to discontinue service in Enid, Ponca City and McAlester, Okla.; and Hot Springs, Ark. Recently we filed service terminations at Silver City and Alamogordo, N.M.; and at Havre, Lewistown, Glasgow, Wolf Point, Glendive, Miles City and Sidney, Montana; and Williston, N.D.

Under terms of the deregulation act, airlines may terminate service to a city upon 90 days notice. The CAB, however, may require a carrier to remain in the market for a longer period. In the case of our recent filings, commuter carriers are available to operate the routes, but dates for the changeovers have not yet been authorized by the CAB. We are working closely with each of these cities to minimize any economic disruption associated with the end of our service.



SHREVEPORT, LA., Frontier's newest destination in the South, sits on the banks of the Red River some 36 miles south of Arkansas and 15 miles east of Texas, at the center of a region commonly called Ark-La-Tex. Together with Bossier City, this growing metropolitan area is a diverse agricultural/industrial center of strategic importance to cotton, oil and natural gas producers, as well as manufacturers of consumer goods. Named for Capt. Henry Miller Shreve, the city boasts fine recreational and educational facilities and an average annual temperature of 66 degrees. Close by is Barksdale Air Force Base, headquarters for the Eighth Air Force and one of the country's largest Strategic Air Command bases. Heading up our operations in Shreveport is Ted Simmons, formerly assistant manager in Dallas/Ft. Worth. (For information on our other new cities, see story on page 3.)

(Denver-Little Rock-Jackson, Salt Lake City-Spokane, Detroit-Toledo).

Additionally, Frontier has been recommended for a number of other routes by CAB law judges, and we are now awaiting final decisions by the Board. If we get the go-ahead, we plan to inaugurate Denver-Boise service this summer. Former Hayden manager Roger Sorensen has already been selected as sales/service manager in the Idaho city. In the Albuquerque/El Paso-west Mexico case, a CAB law judge

FL, ALEA push for new gun legislation.

Careless passengers who check loaded weapons in their baggage could find themselves in jail if federal legislation introduced at presstime is enacted into law.

The new bill, introduced by Congresswoman Pat Schroeder (D-Colo.) in cooperation with Frontier and the Air Line Employees Association (ALEA), calls for criminal prosecution of passengers who check loaded firearms. Aimed at preventing the type of tragedy that took the life of Denver station agent Bill Kilian in 1976, the legislation would fill a legal loophole that now allows gun-safety violators to walk away with only a civil fine.

An all-out campaign urging prompt passage of the bill—called the Airline Employee Protection Act of 1979—is being launched by Frontier and ALEA. "Until we have enforcement legislation," emphasizes President Al Feldman, "we cannot be assured that everything possible has been done to prevent further tragedy."

A progress report will be featured in the next issue of **Frontier News**.

Tight supplies put fuel experts to the test.

Feeling the pinch of the tight jet fuel situation, Frontier fuel experts are working with suppliers across the country to maintain a sufficient amount of fuel to meet our needs.

"The fuel situation continues to be a problem for us," says Vice President-Materiel Tom McCartin, "but not one that we haven't been able to handle so far."

Frontier purchases more than 150 million gallons of fuel from a dozen oil companies in cities on our 21-state system. Due to such difficulties as crude shortage, refining capacity and pipeline overload, some of these suppliers are presently giving us fractions of our annual contracted amounts. To accommodate these spot shortages, we've moved fuel by "ferrying" it on flights and shipping it by truck.

Shortages in different locations have different root problems, explains McCartin. Because we buy mostly domestic crude oil, Frontier has not been greatly affected by the Iranian situation. "We are lucky and unlucky," says McCartin. "Lucky because we are landlocked and therefore a buyer of mostly domestic crude; unlucky because we cover such a large geographic area, and are subject to problems of distribution and storage."

On the national level, the severity of winter weather, the demand for gasoline and increased flying by the airlines have all contributed to keeping the U.S. supply of jet fuel down. Jet fuel is made from the same crude as home heating oil, diesel fuel and gasoline. When the temperatures dropped this winter, refiners concentrated on heating oil and decreased their production of jet fuel. Airlines using new dormant route authorities added to the problem by consuming an additional 150 million gallons of jet fuel.

The loss of a Continental Oil refinery near Denver last October presented another major supply problem for the airlines. Fortunately, Frontier maintains contracts with other suppliers in Denver and the fire did not have a substantial effect on our fuel supply.

The fuel outlook

Decontrol of jet fuel prices and the end of winter may improve the jet fuel supply problem, but for Frontier and carriers across the country, the price tag promises to be a high one.

The Administration's recent removal of price controls on jet fuel should lure more refiners into the market, but prices may rise as much as a cent-and-a-half a gallon.

Indeed, rising fuel costs are not new. In 1973 Frontier paid an average of 15 cents a gallon for fuel; today our average is 44 cents a gallon and climbing. "Every penny increase per gallon currently adds \$1.3 million to our operating costs," emphasizes McCartin.

On the bright side is the fact that airlines have become more efficient in conserving their use of fuel. Implementing such measures as computerized flight planning, revised operational procedures and the use of training simulators, airlines have increased the number of passengers flown per gallon by 40 per cent since 1973.

Since the passage of deregulation, however, the trend is toward increasing flying and, therefore, increased demand for jet fuel. To compensate for the escalating costs of the fuel we need, airlines have filed for fare increases and are likely to receive them. "There are simply no guarantees," concludes McCartin. "The fuel situation may improve, prices may continue to skyrocket. But you can count on Frontier to work the problem and make the best possible use of our resources."

Employees in the news . . . New Denver team.

Jan./Feb./Mar. Service Awards



Truman Jeter

Three new senior management positions have been created to reinforce our management strengths in the Denver Division.

Truman Jeter has been promoted to director-transportation services, Denver.

Reporting to him are **Marv Pester**, formerly sales

service manager in Billings, who is now manager-customer service; and **Lee Davis**, formerly manager-transportation services in Omaha, and now manager-ramp services in Denver. **John Ahlquist** continues to provide direction of both Denver Sales and Denver Station. According to Vice President-Sales & Service Hank Lund, these promotions recognize the skills of these men, as well as the importance of our Denver hub in the new environment.

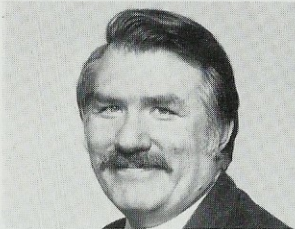
Taking over for Pester in Billings is **Larry Scofield**, former sales service manager in Great Falls. **George Keffalos** is making the move from Ft. Smith to manager-transportation services in Omaha.

Appointments

A.J. Aschbrenner — Sales service manager, RKS
Rick Birrell — Sales service manager, Winnipeg
Jennifer Brown — Supervisor, computer display
Mary Budke — Manager, media relations
Dick Bunting — Supervisor f/a crew scheduling
Larry Christiansen — Staff mgr. Denver div. field mktg.
Brenton Drakeford — Sales representative, STL
Russ Dhooge — Manager, compensation & benefits
Barbara Gallagher — Nurse
Marc Hatcher — Supervisor, dining service
Guy Hammerland — Sales service manager, GFK
Al Hepner — Manager, travel agency sales, DTW
Barbara Ingram — Schedule planning analyst
Robert Lambert — Assistant dispatcher
Jim Mustain — Sales service manager, Topoka



Marv Pester



Lee Davis

30 Years

Buckingham, C.H. — Dispatch coordinator, DEN
Kettler, J.L. — Captain, DEN
Penley, D.C. — Station agent, MTJ
Reese, C.E. — Mgr. cargo & baggage service, DEN
Seamster, J.O. — Station agent, ALS

25 Years

Bendickson, L.D. — Sales service manager, BFF
Broome, O. — Lead mechanic, DFW
Emmons, G.R. — Sales service manager, GRI

20 Years

Bailey R.B. — Station agent, TUS
Ballast, R.W. — Station agent, DEN
Bennett, R. — General foremen, DEN
Bilotta, G. — Captain, DEN
Buck, R.A. — Station agent, LBF
Bueth, O.D. — Station agent, SLC
Clark, L.E. — Senior agent, LAS
Clarke, T.G. — Station agent, PUB
Confer, R.S. — Captain, DEN
Creveston, C.B. — Station agent, MCI
Crona, S. — Lead aircraft technician, DEN
Dahlberg, C.D. — Dispatcher, DEN
Davis, V.S. — Station agent, DEN
Dionne L.G. — Captain, DFW
Dykes, D. — Captain, DEN
Farrar, J.W. — Senior agent, DFW
Goodrich, W. — Station agent, ABQ
Goodyear, D. — Mgr. travel agency automation, DEN
Gossett, J.H. — Inspector, DEN
Hansen, T. — Station agent, GEG
Herring, R.F. — Ticket counter agent, TUS
Hingst, D.H. — Captain, DEN
Housh, R.C. — Inspector, DEN
Hullet, E.D. — Station agent, SLN
Hunter, P. — Inspector, DEN
Hynes, F.J. — Station agent, RAP
Iverson, E. — Senior agent, MCI
James, R.R. — Station agent, GEG
Johansen, M.T. — Mgr. budgets internal control, DEN
Keeseey, N.R. — Station agent, DEN
Kehmeier, F.W. — Captain, DEN
Kelsch, R. — Station agent, PHX
Kuhn, R.M. — Station agent, ICT
Lee, D.M. — Station agent, GJT
Lehmann, R.E. — Senior agent, COS



READY TO RACE, Cynthia Carr pauses with her Mom and Dad, Ruth and Max, before the next Special Olympic event.

Athletes all winners at Special Olympics.

It was a special day in February when 200 athletes from throughout Colorado demonstrated their skiing skills in the '79 Colorado Special Olympics at Winter Park.

Competing in slalom, downhill and cross country events, participants earned gold, silver and bronze medals as well as the admiration of friends and families cheering them to victory.

One of the stars in cross country was 11-year-old Cynthia Carr, daughter of Max Carr, Frontier's supervisor of online pricing. "We're proud of Cynthia, Frontier's participation and the fine way the program is organized," says Carr.

Frontier sponsored the Winter Games, just one aspect of this year-round sports program for the mentally retarded.

Conducted under the auspices of the Joseph

Jim Mustain — Sales service manager, Topoka
Kathy Olson — Sales representative, DFW
Lynn Osadchuk — Analyst, flight services
Randy Palser — District sales manager, St. Louis
Margaret Purcell — Supervisor, travel agency admin.
Howard Schatz — Coordinator, offline agency sales
Bob Sims — Sales representative, Kansas City



HONORED as top managers in 1978 at the field marketing banquet in Las Vegas in January were: **Ron Thornton (DFW)**, District Sales Manager of the Year; **Kathi Goff (Manager-Travel Agency Sales)**, Staff Support Manager of the Year; **Chuck Caruthers (ABQ)**, Transportation Services Manager of the Year; and **Marv Pester (BIL)**, Sales Service Manager of the Year. President **Al Feldman** presented the awards based on performance and contribution to the company's success.

Honors

Ron Beaumont, director-travel agency and tour sales, is president of the Convention & Visitors Bureau of Denver and Colorado. A recipient of many travel industry awards, Beaumont has been a member of the Bureau since 1972 and is the first airline executive to serve as its president.

Dick Childs, director-security, has been elected vice chairman of the Security Committee of the Air Transport Association. The committee works with government agencies and carries out anti-hijacking and cargo security programs.

Jan Olmsted, acting supervisor-convention sales, has received the Distinguished Sales Award presented by the Sales & Marketing Executives of Denver. The award is based on excellence in the selling profession in 1978.

Glen Ryland, executive vice president, has been elected president of the Denver Area Council of the Boy Scouts of America. Ryland has been active on the Executive Board for the past three years.

Lehmann, R.E. — Senior agent, COS
Marks, S.J. — Captain, DEN
Martin, C.D. — Captain, DFW
Matthews, J.H. — Captain, DFW
McCarrell, G. — Senior agent, SLC
McCoy, J.R. — Captain, DEN
Miller, D.J. — Station agent, LNK
Mills, J.A. — Station agent, LNK
Mitchell, G.S. — Senior crew scheduler, DEN
Morris, T.J. — Inspector, DEN
Nicewander, A.R. — Captain, DEN
Nielsen, E.E. — Captain, DEN
Oby, J.L. — Station agent, TUS
Olsen J.L. — Station agent, PHX
Osborne, M.R. — Station agent, PUB
Parten, H.A. — Captain, DEN
Paul, R.F. — Station agent, PHX
Payne, R.C. — Station agent, DEN
Porter, E.E. — Station agent, LAS
Rankin, K. — Station agent, DEN
Rasmussen, R.C. — Captain, DEN
Richards, V.L. — Station agent, RAP
Scutt, O.D. — Aircraft technician, DEN
Sexton, N.W. — Captain, DEN
Shepherd, T.L. — Station agent, COS
Showell, A.A. — Captain, DEN
Simpson, L.N. — Station agent, DEN
Sittler, T. — Station agent, DEN
Snell, J.C. — Flight attendant, DEN
Sprenger, A.L. — Sales service manager, BZN
Stuckenschneider, R.C. — Aircraft technician, DEN
Tewinkle, W. — Captain, DEN
Thomason, R.A. — Captain, DEN
Turner, P.A. — Senior agent, DEN
Vickers, V.W. — Lead aircraft technician, PHX
Wayland, W.D. — Captain, DEN
Welch, D.R. — Captain, DEN
Wells, K.N. — Captain, DEN
Widman, D.B. — Captain, DEN
Withrow, R.L. — Senior agent, OKC
Wiggs, C.E. — Captain, DEN

15 Years

Bancroft, K.D. — Dispatcher, DEN
Bochert, A.A. — Aircraft technician, DEN
Brechbuhl, F. — Base shop planner, DEN
Britton, G.H. — Captain, DEN
Dailey, J.M. — Station agent, GEG
Durlin, W. — Vice pres. engr. & quality control, DEN
Elliott, F.W. — Ticket counter agent, DEN
Erickson, G. — Aircraft technician, DEN
Evatz, J.M. — Flight attendant, DEN
Hines, W.F. — Captain, DEN
Straley, D.E. — Captain, DEN

Conducted under the auspices of the Joseph P. Kennedy, Jr. Foundation, the Special Olympics has chapters in every state. According to Colorado director Stella Jones, more than 100,000 U.S. athletes compete, along with 15,000 in 27 countries around the world. Upcoming events include the state Summer Games May 18-19 at the Air Force Academy, and the International Games at Brockport, N.Y., this August.

With competitors such as Cynthia Carr, the Special Olympics are special indeed.

10 Years

Ballard, J. — Senior agent, LAW
Bussell, U. — Senior clerk, DEN
Erickson, R.L. — Station agent, DEN
Felzien, G. — Station agent, RKS
Folk, W.F. — Manager taxes and insurance, DEN
Gallegos, E.I. — Staff mgr. maintenance admin., DEN
Jordinelli, N. — Stock clerk, DEN
Mathes, J. — Flight attendant, DEN
McCormick, H. — Supvr. expendable inventory, DEN
Messmer, K.J. — Data conversion operator, DEN
Poole, V.B. — SATO agent, SLC
Rasmussen, P. — Lead stock clerk, DEN
Rutherford, W. — Station agent, DEN
Sandoval, C. — Manager properties and accounts, DEN
Stienbach, G.L. — Senior accounting clerk, DEN
Wobig, R. — Station agent, GRI

Retirements

Edgar F. Allmond — Aircraft tech, DFW, 12 years
Donald Hotchkiss — Aircraft technician, DEN, 22 years
Larry Keen — Lead aircraft tech (avionics), DEN, 23 years

In Memoriam

Captain Wayne Aspinall Jr., a veteran Frontier pilot for 30 years, died suddenly in Lake City, Texas, on Jan. 26. A captain since 1954, Aspinall logged many hours for Frontier and held a number of positions with ALPA before his retirement in 1978.

First Officer Dennis Klock was killed in the crash of an Air National Guard fighter near Denver on Feb. 28. A member of the 120th Tactical Fighter Squadron based at Buckley, Klock was just completing his first year with Frontier.

Steps taken to clean up new interiors.

Working to solve the problem of carpet soiling in our new interiors, marketing and operations have come up with short- and long-term solutions that are helping us come clean.

"Ultimately, our present upholstery and striped carpeting will be replaced with a new product," explains Vice President-Sales & Service Hank Lund, "but in the meantime we've made some interim improvements."

Denver cleaners have already begun installing a red, orange and burgundy "tweed" carpeting in the aisles of all Boeings. Made of antron, this carpeting is more durable, and its "tweed" appearance eliminates the old striped look that exaggerated soiling. Clean-up of the striped carpeting continues, however, with ten aircraft across the system scheduled for carpet shampooing each night.

Another new procedure added in February is the use of entryway rugs. Placed in the entryway and at the base of the airstairs during passenger loading and unloading, these rugs absorb some of the grime in the heavily trafficked areas.

To correct the soiled upholstery problem, several rows of the red and orange Airst 2000 seats have been replaced by burgundy, the darker color which shows the least amount of soiling. Spares of our old-style Airst seats have also been added to maintain the cleanliness of aircraft not yet converted to the 2000s.

"These changes should work towards solving a problem we've all recognized," adds Lund. "The end result will be a neat interior appearance we can be proud of."

Aircraft techs top suggestion winners.

Coming on strong in '79 are aircraft technicians who have contributed ideas to the suggestion program worth money in the bank.

Top honors so far this year go to Aircraft Tech U.S. Grant and Lead Aircraft Techs Sidney Redd and Brice Garner. Grant earned \$1,162 for an idea concerning the purchase of wheels for food and beverage carts, while Redd and Garner shared \$2,228 for a suggestion to reuse main landing gear and nose landing gear bushings.

Other aircraft techs who have won cash include: Richard Lowe, \$70; Mike Pekley and Matt Litzinger, \$21.25 each; Merle Russell, \$75; Donald Sabo, \$266; Gerald Anderson, \$55; William Caldwell, \$200; James Walton, \$292; and Stock Clerk W.L. Smith, \$97.

In other departments, res agents Cathy Gavend (\$35), Judy Jones (\$30) and Supervisor-Flight Services Patricia Wollum (\$17.50) were rewarded for their winning ideas

Agents donate time to help a friend at Denver station.

While coping with the workload and pressures of our busiest station, Denver agents still find time to help out a friend.

The friend in this case is fellow agent Mel Kreimier, who is recovering at home following heart surgery last fall. Since February (when Kreimier ran out of sick leave), his friends at the station have been donating a day of their own pay to work a shift in his place.

"The response to this project has been overwhelming," says Station Agent Jim Mead, Vice Secretary of Council #73 of the Air Line Employees Association. "Close to 55 agents have helped out so far, and many others have put their names on a waiting list in case they are needed."

Denver management and ALEA officials have supported the idea. "In this most unusual situation, the help of the agents at the station is

PHOENIX

In winter, the temperature in Phoenix reaches about 74°. That's very comfortable, considering that here it is seldom half that much. And that's why Frontier now has specially priced good times vacation packages to Phoenix. The sun shines in Phoenix over 330

days of the year. It shines on more golf courses than you'll find in Palm Springs. It shines on museums, shopping malls, riding stables, heated pools. And now, it can shine on you. Call a professional travel agent for Frontier's good times in flight and good times in Phoenix. For all the incentive you need, check today's temperatures here, then in Phoenix.

And have a good trip.

4 DAYS 3 NIGHTS
FOR AS LITTLE AS
\$225

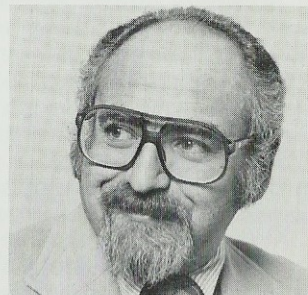
Pay no more than \$225 for a round-trip, non-stop ticket, taxes and gratuities and rooming and dining in Phoenix for two people.



Ads have impact, sell FL with style.

Super destinations, schedules and fares, complemented by a positive inflight experience on Frontier. That's the focus of our new advertising campaign, a program launched in late January to sell our service with creativity and style.

According to Director of Advertising Gene Finkelstein (right), our bold approach is a winner. "Frontier ads have a new feel," he explains. "In print we are using stylistic illustrations and strong graphics to invite the reader to learn more about us. We've concentrated on both



(\$17.50) were rewarded for their winning ideas to improve customer service. In flight operations First Officer Anthony Delcavo picked up \$32.50 and instructor Carol Sherman \$70 for their suggestions.

Seventeen employees shared \$4,712 in suggestion money through March. You can join the winners by submitting a suggestion, a proposal to improve something in a specified manner, to the program. Cash is awarded on the basis of cost savings to the company; ideas that can't be measured this way are evaluated on an "intangible" award scale. Ask your supervisor or Personnel (DENII) for a suggestion form.

Detroit kids get a lift to Steamboat skiing.



BOUND FOR STEAMBOAT are five lucky kids from Detroit who had the opportunity to learn to ski with super skier Billy Kidd in February. From left are Leon Atchison, Detroit's director of parks & recreation; skiers Christian Perkins, Tony Bennett, Blaire Dunham, Antoinette Craig, Kevin Teyton; and Frontier's Manager-Leisure Sales Promotion Gail Godbey. Frontier co-sponsored the "Give a Kid a Lift" project with WJBK-TV in Detroit to give the kids a new experience and to promote our service to Denver as the gateway to western skiing. On March 2 Frontier added a second daily Detroit flight, giving passengers through-plane service to another ski gateway, Salt Lake City.

situation, we are proud of the cooperation of all the agents who have contributed for Mel," adds Truman Jeter, Denver's director-transportation services.

Thanks to his friends, Kreimier has maintained an income for the past few months. But the best news yet is that the project could soon come to a halt—Kreimier may be back on the job in April.

Feb. traffic gains.

Frontier flew 212,506,000 revenue passenger miles in February, a 28.9 per cent increase over the same month in 1978, marking our 44th consecutive month of record traffic advances.

We recorded 350,676,000 available seat miles in February, an increase of 32.2 per cent from the like period last year. Our load factor was 60.6 per cent, down from 62.2 per cent in February 1978.

Year-to-date (January and February) revenue passenger miles were up 26.1 per cent from the same period in 1978. Available seat miles increased by 28.5 per cent to 557,892,000.

A closer look at four new FL cities.

Soon to be added to our route system are these four cities destined to become winners for Frontier.

Redding: Situated on the majestic Sacramento River, this city of 43,500 residents is a center of activity in northern California. Rich in mining history, Redding is noted as a gateway to the year-round recreational areas of Shasta County. In the winter you'll find fine skiing at Mt. Shasta and Mt. Lassen. Summer is the time for swimming, water skiing or boating on nearby Shasta and Whiskeytown Lakes. And in the fall, fishing, hunting, camping and hiking along the banks of local streams are most popular. Ready to take it all in is Frontier's new sales/service manager in Redding, Bill Ball.

Jackson: The capital of the Magnolia State of Mississippi, this southern city excels in education, retailing and medicine. Heart of a three-county metropolitan area of 325,000, Jackson is most proud of its new \$4 million Mississippi Arts Center. For recreation, there's the Ross Barnett Reservoir, where water sports and hunting are primary activities.

learn more about us. We are appealing to both the discretionary traveler and the business passenger to enjoy the particular advantages of flying Frontier."

Frontier's Denver-based ad agency Tracy-Locke developed the program. Focusing primarily on newspaper advertising, the agency created large ads that have impact on the page. Short precise sentences and readable type allow the reader to scan the ad and yet get all the necessary information.

A new musical refrain underscores all radio commercials. The refrain is recognizable without wearing on the listener and its tempo will be varied as the campaign progresses. The refrain will also lend continuity to television commercials that may be used for the introduction of service into new markets.

"The dominant feature of the new campaign is its consistency," emphasizes Finkelstein. "From Mazatlan to Minot, all the elements of our advertising will be unified. The total effect of the campaign is strong, positive and uniquely Frontier."

Toledo: A major trading center for northwestern Ohio, Toledo lies in the middle of a Chicago/Detroit/Cleveland triangle. As the fourth largest port on the Great Lakes, the city is dominated by a vast shipping industry. Within an hour's drive, however, are the beaches and boating facilities of Port Clinton and Sandusky, where you can ferry to Lake Erie island vacation spots. The Museum of Art and the zoo here rank in the top ten in the country, and the city is also known for its excellent schools, the University of Toledo and Bowling Green.

Eugene: Located in Lane County, the lumber capital of the U.S., this Oregon city sits on the wooded banks of the Willamette River some 110 miles south of Portland. Home to the University of Oregon, Eugene has developed as an educational, agricultural and trade center. A short drive from town are the McKenzie River Recreational area and the Willamette National Forest, spots for fine trout fishing, camping and picnicking. Heading up our station in Eugene is Clarence Cannon, former assistant manager in Albuquerque.

Frontier rides high on rodeo circuit.

FLYING HIGH. World Champion Saddle Bronc rider Joe Marvel gets a good ride from the best in the business, top bucking horse "Frontier Airlines."



What began as an informal pastime among working cowboys on the range is now one of the most popular sports in America. Drawing more than 14 million spectators each year, rodeo is thriving . . . and Frontier is proud to be a part of the action.

"As the 'Official Airline' of the 5,000-member Professional Rodeo Cowboys Association (PRCA), we have a commitment to help people discover the excitement of the rodeo arena," says Nancy Stockstill, our coordinator of rodeo activities. Flying throughout the heart of rodeo country, Frontier serves more than 200 of the 600 PRCA-sanctioned rodeos in the U.S. and Canada.

A veteran rodeo performer, Stockstill handles Frontier's involvement in various events throughout the year, concentrating primarily on some 25 rodeos on our route system.

At this year's first major event, Denver's National Western Stock Show in January, Frontier presented hand-crafted saddles to the '78 World Champions in the nine major rodeo events. To climax the show, champion bucking horse "Frontier Airlines" gave one of the best

(May 6), Las Vegas (May 23-27), Ft. Smith (May 28-June 2), Grand Junction (June 20-23), Cody (July 2-4) and Salt Lake (July 18-21).

To preserve the tradition of the sport, Frontier has made a donation to the ProRodeo Hall of Champions, a monument to rodeo scheduled for completion this spring in Colorado Springs. Vice President-Sales & Service Hank Lund and Board member Hoadley Dean have been elected members of its board of trustees.

Cowboy Downhill

Certainly the most unusual Frontier rodeo promotion is the Frontier/Steamboat Cowboy Downhill Ski Race held in January at Steamboat Springs. Called "the biggest organized ski accident in history" by the **Denver Post**, the event gives cowboys competing at the National Western a chance to apply their athletic skills to the slopes.

Superskier Billy Kidd and rodeo star Larry Mahan host the race, requiring competitors to negotiate a head-to-head slalom course, lasso a lady and saddle an unobliging horse. The second event is a group downhill free-for-all



RODEO COORDINATOR Nancy Stockstill carries the American flag during the grand entry at rodeos across the country.



rides of the week and helped cowboy Lyle Sankey win the all-around title.

Later during the year Frontier will sponsor the Wild Horse Race at Cheyenne Frontier Days (July 21-29) and awards to the All-Around Cowboy and top money winner at the National Finals Rodeo in Oklahoma City (December 1-9). Other PRCA rodeos on our system will take place in such cities as Tulsa (May 1-6), Missoula

climaxed by a finish more aptly described as a pile-up.

In spite of some spectacular crashes, the cowboys on the circuit look forward to the Frontier race each year. This year Mahan put their eggbeater antics in perspective when he announced to the crowd: "Don't feel sorry for these guys. This is the softest and cleanest stuff they ever fell in."

Interlining

Be among the first to visit China.

Adventurous interliners may now sign up for the first tours to the People's Republic of China. ITR Interline and Airfair Magazine have arranged four itineraries lasting from four to ten days at prices ranging from \$399 to \$1,350 per person, double occupancy. These rates include all transportation, accommodations and meals in China as well as accommodations in Hong Kong for a mandatory four-night stay prior to departure. (The Hong Kong portion is necessary for processing of visa applications. Note: Airfare to Hong Kong is additional.)

Most reasonable of the tours are the two four-day Canton Weekend trips priced at \$399. Both itineraries include an excursion to Fushan City and extensive sightseeing in Canton. Tours depart weekly, but space is limited. You may request information by writing China Trips, c/o ITR Interline Ltd., 9800 S. Sepulveda Blvd., Los Angeles, CA 90045.

ASU Bonus: Until May 30 you can receive a choice of bonuses if you take advantage of a special half-price subscription to the ASU Travel Guide. A year's subscription at \$15 will get you a \$15 tour discount or a subscription to Adventure Travel magazine. Write ASU Bonus Offer, 1335 Columbus Ave., San Francisco, CA 94133. Specify the bonus you want and the fact that you read it in **Frontier News**.

Remember Marriott: Marriott Hotels offer a 50 per cent discount to employees traveling for pleasure during 1979. Exceptions to the rule include some resorts (e.g. Scottsdale's Camelback Inn) which give a 25 per cent rate during the winter season. Reservations and

availability may be requested directly from the property or by calling toll free 800/228-9290.

Try renting: Employees on the move might consider GranTree's 10 per cent discount on furniture rental. A wide selection, purchase option, exchange privileges and immediate delivery are among the benefits offered by GranTree. They have four locations in the Denver area, as well as stores in Arizona, California, New Mexico, Oklahoma, Oregon and Washington.



COWBOY-SKIERS bring a unique style to the Steamboat slopes at Frontier's downhill race in January. Above left, bareback bronc rider Jack Ward goes for it, while country singer Tanya Tucker (right) lassos a SKI Magazine model. Below are the event's founders: rodeo star J.C. Trujillo, skier Billy Kidd and former World Champion bull rider Larry Mahan.



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