FRONTIER AIRLINES



# FRONTIER NEWS

Vol. 4 Number 3

Published for Frontier Airlines Employees and Their Families

May, 1971

# Operations Base Becomes Headquarters



FRONTIER AIRLINES' GENERAL OFFICES/OPERATIONS BASE AT 8250 SMITH ROAD

During the latter part of March, President Feldman, keeping in line with his plan to reduce the company's overall operating costs and to improve efficiences in all departments, made the decision to consolidate at the earliest possible date all offices at the 5900 East 39th Avenue address into the Operating Base on Smith Road.

Mr. Feldman further explained that this consolidation of offices would substantially reduce costs of leasing, utilities and maintenance of two facilities and improve communications and working relationships within the company.

At this time, the majority of offices formerly located at the 5900 East 39th Avenue building have transferred to the Operations Base which is now Frontier Airlines' General Offices/Operations Base. The address for Frontier's General Offices/Operations Base is 8250 Smith Road, Denver, Colorado 80207.

To date, all departments have transferred to 8250 Smith Road except Marketing Administration, Sales, Economic Planning and Schedules/Tariffs. These departments are expected to transfer to the General Office/Operations Base at a later date.

**CONTINUED ON PAGE 2** 

Planning and Schedules/Tariffs. These departments are expected to transfer to the General Office/Operations Base at a later date.

**CONTINUED ON PAGE 2** 

# Casper Station Performs Turnabout Wins Presidential Award



Casper station personnel received the Frontier Presidential Award the latter part of April. Above, President A. L. Feldman (left) presents the coveted plaque to Sales/Service Manager Jim Schneider, who accepts in behalf of his personnel. To find out about the Casper station achievement, see story on page 4, "What Moves a Station to the Top?".

# Company Begins Dental Care Program Now There Is Assistance in Paying for Maintenance of Those Precious Pearly Whites

On May 1, 1971, coverage for dental services became effective for pilots, ALEA, IAM and non-contract employees, their spouses and dependent children. Employees must be included in one of the above groups, have been with the company for six months and be currently enrolled in the group

insurance plan to be eligible for dental coverage.

A detailed letter to eligible employees was distributed by the Personnel Department through company mail on May 6. Eligible employees who have not received a copy by this time may obtain one from their immediate supervisor.

Frontier Airlines Annual Shareholders Meeting Will Be Held Thursday, May 27 in Denver at the Brown Palace Hotel-Ballroom "A"—9:30 A.M.

# CAB Okays Fare Increase But . . .

## ATA Calls for More Action

The Civil Aeronautics Board in mid-April issued an order in the Domestic Passenger Fare Investigation permitting air carriers on an interim basis to raise domestic coach fares by up to 6 percent. These increases were permitted pending completion of further procedural steps on another Board decision also issued mid-April and described as tentative that would permit coach fare increases of up to 9 percent

over the then-current fares.

These decisions are the culmination of the first stage of a massive fare investigation. Three phases remain. They have to do with 1) joint fares, 2) discount fares, and 3) fare structure.

On seating configuration, a Board majority proposed that coach class fares in narrow-bodied jet aircraft should be based on six-abreast seating with some exceptions for five-abreast seating in aircraft not capable of accommodating six abreast. Here, the maximum distance (pitch) of 36 inches would exist between one seat and the seat in front of it. Economy class fares would be based on six-abreast seating with a maximum pitch of 34 inches, and first class fares on four-abreast seating with a maximum pitch of 40 inches.

CONTINUED NEXT COL.

**CONTINUED ON PAGE 3** 

### EXECUTIVE MESSAGE



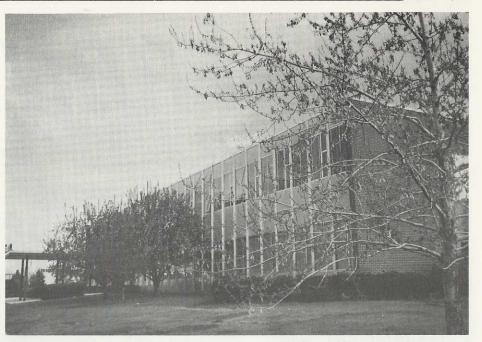
A. L. FELDMAN

In the time ahead, each of you will attain a greater awareness of individual responsibility as it pertains to our end product—quality service. I plan for our company to be a people-oriented airline.

In my message to you last month, I treated two of four basic principles of operation which help assure a stable and profitable company position. They were 1) dealing with people and 2) the meaning and importance of commitments. This message will deal with 3) organizing to do the work and 4) the use of operating controls.

The sole purpose of the total organization ultimately is to provide an acceptable profit return to our stockholders while performing responsibly as good citizens in the many communities we serve. A proper organization has a lasting effect. I believe in and am establishing the organization with four primary elements. These include:

- 1) The President and his staff
- 2) Futures Activity



After 11 years of serving as Frontier's General Offices, this building located at 5900 East 39th Avenue, Denver, is being vacated by the company, resulting in a savings of thousands of dollars annually.



**CONTINUED FROM PAGE 1** 

So that all employees will be current on the location of those departments formerly officed at 5900 East 39th Avenue, *FRONTIER NEWS* prints the following listing. Note, this is a recap only of those departments which have changed location from the former general offices.

#### **OPERATIONS BASE**

President

riesident/		
Executive Assistant	Room	200
Public Affairs	Room	202
Legal	Room	202
Corporate Secretary	Room	204

Familiar move scenes





to do the work and 4) the use of operating control

The sole purpose of the total organization ultimately is to provide an acceptable profit return to our stockholders while performing responsibly as good citizens in the many communities we serve. A proper organization has a lasting effect. I believe in and am establishing the organization with four primary elements. These include:

- 1) The President and his staff
- 2) Futures Activity
- 3) Operational Activity
- 4) Marketing

The President has the responsibility for merging diverse interests and for achieving the company's profit. The best way for the President to achieve his goals is for each of you to do what is best for your organization.

The Futures Activity literally is that. These are requirements due perhaps three to five years ahead to assure we have an advancing and thriving business in the years to come. Important to decisions which may be initiated is the recognition of lead time required to change and aggressively pursue the correct course of action.

Operating personnel need not work beyond operational limits, but rather to commitments as to cost, schedule and performance. To succeed, you need meet your own commitments.

One primary key to success is the requirement for marketing to sell at an acceptable margin over cost only what the Operational organization can do well. This requires us to identify clearly what our operational capacity really is so that we know what properly to sell. Then sell itexpertly and honestly.

Continuing in a positive direction, let me say that controls, too, can be treated more simply than is realized. Far too much control is attempted via laborious reporting systems. I believe that control of our organization for the most part is probably in spite of such type systems. It is important that each activity and its reporting system be examined closely in order to determine the best possible way for that function to meet its commitment. The key is not management reporting systems. but agreed-to commitments reduced to writing. These agreements are not necessarily for broad distribution, but should remain with the people making and receiving the commitments. These reporting systems, if in writing, should be as definitive as possible and cover as short a time period as practical. I believe in eye-to-eye commitments.

Should you become aware of a problem forcing you to fall short of meeting your commitment, you are obligated to immediately advise those persons to whom the commitment was made. Thus, strict honesty and timely advice will generally permit other options to be pursued so that the company can still make its goals and commitments.

Mildman

A. L. FELDMAN **PRESIDENT** 

#### **OPERATIONS BASE**

President/			
Executive Assistant	Room	200	
Public Affairs	Room	202	
Legal	Room	202	
Corporate Secretary	Room	204	
Asset Management	Room	204	
Administration	Room	203	
Communications/			
Public Relations	Room	205	
Insurance and			
Tax Analysis	Room	206	
Properties/Facilities	Room	302	
Controller	Room	319	
Insurance/			
Employee Benefits	Room	118	
Pass Bureau	Room	118	
Regional Service			
Marketing	Room	258	



Room 258





#### FRONTIER NEWS



Published for Employees and Their Families by the Communications Department of Frontier Airlines, Inc. 8250 Smith Road

Denver, Colorado 80207 News Items and Photographs are welcome.

Co-mail for the FRONTIER NEWS should be directed to DEN-GP.

Neal T. Amarino . . . . . Manager-News Bureau/Editor Edward H. Gerhardt ... Vice President-Communications Kandee Stephens ..... Executive Secretary



## Car Insurance Premium Due This Month?

Do You Have Questions on the Proper Coverage?

Do you really need comprehensive and collision coverage as part of your auto insurance? The question of whether or not to carry these coverages is best answered by the age of your vehicle, says the Frontier Agency. On new cars, it is advisable to carry both. As the car ages (and depreciates in value), you should decide if the cost of the insurance compares favorably with the amount you could collect for damages.

The Frontier Plan booklet describes

physical damage insurance this way: "Comprehensive insurance protects against almost every loss or damage to your automobile except by collision. Collision coverage protects against loss due to your automobile being damaged in an accident subject to the applicable deductible."

More detailed and valuable information is contained within the Frontier Plan booklet.

Well now, do you really need comprehensive and collision coverage? The Frontier Agency in Denver (398-5295) can help you decide how long you should continue to carry comprehensive and collision coverages.

Participation in the Frontier Airlines Plan for Personal Insurance is entirely voluntary. All risks are individually underwritten and policy insurance is not guaranteed.

Frontier employees having questions with regard to present insurance or new insurance are invited to call the Frontier Agency for the answers.

### JACKSON AND WEST YELLOWSTONE STATIONS TO GAIN SUMMER PERSONNEL

Frontier's gateway station to Grand Teton National Park, Jackson Hole, will increase its personnel complement by thirteen in preparation for the oncoming tourist season.

Meanwhile, the airport at West Yellowstone will be coming out of hibernation as three agents, headed by Max Willis of Phoenix, will dust off the welcome mat at that colorful Yellowstone gateway which was closed during the winter season.

Additional Frontier flights will begin new service for Jackson and West Yellowstone on June 1, by which time summer personnel will be at their new location.

Transferring to Jackson during the summer season where they will work under the direction of Sales/Service Manager Don Jorgensen are Agents James Antill, John Crabtree, Robert Van

## New Travel Folders Highlight National Parks, Dude Ranches, Camper Vacations, Vegas and Mini Trips

Four new summer travel folders expertly done with the help of four-color photography are now available from Frontier. Each describes the vacation fun to be enjoyed throughout the many recreational areas of Frontier America.

The four brochures—1) National Parks Vacations, 2) Dude Ranch and Camper Vacations, 3) Las Vegas Vacations, and 4) Mini Vacations in Frontier America—each contain detailed information on various vacation plans.

For those who enjoy trekking through the more famed national parks of America, there are exciting trips in Glacier, Grand Teton, Mesa Verde and Yellowstone as well as a host of others.

For tourists wanting to get away from

Enjoy the glitter and round-the-clock excitement of Las Vegas? Several vacation plans at that fabulous adult Disneyland are described within the special *Las Vegas Vacations* folder.

With three-day weekends being a matter of fact now, mini vacations have come into their own. Frontier's fourth brochure named *Mini Vacations* supplies the answers on what to do and where to go for the pleasurable three-day week-

(Continued from Page 1)

# ATA CALLS FOR ADDITIONAL ACTION

Action by the CAB to increase domestic air fares is helpful, but "represents only a first step in what should be a number of actions designed to improve the airline industry's serious financial position," Stuart G. Tipton, President of the Air Transport Association of America said following the fare increase action by the CAB recently.

"Despite this increase," Tipton said, "the average cost of an airline ticket for transportation within the United States is still no higher than the average cost of a ticket ten years ago, a period which saw the cost of living increase by more than 30 per cent."

According to Tipton, additional action is urgently required to help ensure that earnings are restored to a reasonable level. Such actions, according to Tipton, include allowing airlines pricing flexibility which will permit a better balance between rapidly rising costs and prices. Pricing flexibility means letting the airlines adjust their fares as necessary to permit them to achieve the rate of return on investment deemed fair and reasonable by the government. In 1961, the CAB deemed that the industry's return on investment should be 10.5 percent. This standard has been achieved according to the ATA only twice since then. In 1970, the air industry's return on investment fell to below 2 percent.

tions, off-schedule flights and the uninformed, I-Don't-Care attitude of your counter and flight personnel.

"Since you are in the business of attempting to provide customer service and decent customer relations, you will at least give some thought to sending me the \$14.70 you cost me for a room last night."—K. C. Bailer, Kansas.

AGENT IS NOT NUMBER ONE

stone on June 1, by which time summer personnel will be at their new location.

Transferring to Jackson during the summer season where they will work under the direction of Sales/Service Manager Don Jorgensen are Agents James Antill, John Crabtree, Robert Van Epps, W. C. Lamkins, B. Hunter, R. F. Herring, C. J. Carlson, Thomas Enger, A. T. McNosky, R. J. Lamon, Ed Becker, Duane Sharp and Stan Klassen.

At West Yellowstone working with Max Willis will be Agents Bud Ortgies, Don Haven and Gordon White.

each contain detailed information on Vegas Vacations folder various vacation plans.

For those who enjoy trekking through the more famed national parks of America, there are exciting trips in Glacier, Grand Teton, Mesa Verde and Yellowstone as well as a host of others.

For tourists wanting to get away from it all by enjoying early morning trail rides and outdoor breakfasts, there are numerous dude ranch vacations offered throughout the Rocky Mountain West and Southwest. These are listed in the Dude Ranch and Camper Vacations folder.

With three-day weekends being a matter of fact now, mini vacations have come into their own. Frontier's fourth brochure named Mini Vacations supplies the answers on what to do and where to go for the pleasurable three-day weekends.

All Frontier stations should have ample supply of these new travel folders which have also been distributed nationwide to key marketing personnel within the travel industry.

"Since you are in the business of attempting to provide customer service and decent customer relations, you will at least give some thought to sending me the \$14.70 you cost me for a room last night."-K. C. Bailer, Kansas.

#### AGENT IS NOT NUMBER ONE WITH CUSTOMER

"Dear Sir: Recently I was scheduled to leave Scottsbluff, Nebraska on your 1:45 p.m. flight. Upon arrival at the airport your agent informed me that the flight blew a tire and would not be operating that day which caused me to miss my Continental flight from Denver into Wich-

"They advised me that it would be possible to lease a car and drive into Denver and catch a 7:00 p.m. flight. I leased a car and drove to Denver, arriving there at 5:45 p.m. Your agent advised me that all I would have to do would be check my luggage and proceed to the Continental gate as everything had been confirmed for my flight. Upon arrival, I checked my luggage, had a leisurely dinner and arrived at the gate fifteen minutes before departure as I was told to do by the Continental man. The man at the gate then advised me that I was on stand-by requesting space, and the flight was filled up and I was No. 10 in line. Nine people secured a seat. If your agent in Scottsbluff had advised me that I was on stand-by requesting space, I can assure you that I would have been No. 1 in the stand-by

line. "I feel that because of the inefficient way this was handled by your airline, I am entitled to receive a refund on the attached Ramada Inn bill, as I had to do considerable telephone calling to rearrange my schedule advising people that I would not be where I was supposed to be and I had guaranteed reservations in Newton, Kansas. Will you please advise the necessary people that they should tell the passengers what type reservations have been made and not deceive them as I was by your agent in Scottsbluff, Nebraska? I will be expecting a check for \$24.58 from you in the return mail."—Z. A. Davis, Mississippi.

## They Care Enough to Write

#### **GREAT IN-FLIGHT**

"Dear Sirs: Just a little note to inform you of the excellent service I received on your airline.

"I have been on a number of airlines, including Braniff, TWA, Western, National, and gone first class.

"But the service and food I received on your flight No. 27 on Monday, the 29th of March, was the best I have encountered. I flew coach.

"The stewardess in our cabin was efficient and friendly, and I believe service of this nature should be commended."-T. I. Hunsberger, Scottsdale, Arizona.

#### STEWS ARE CHEERFUL AND SKILLFUL

"Gentlemen: I travel about 50,000 miles a year and don't find a reason to write a letter such as this very often.

"Today, I was on your flight 11 from St. Louis to Las Vegas and I have never had as pleasant or more courteous flight, especially from St. Louis to Denver. The food was excellent, served with skill and most of all, the girls didn't act like they

were bored and doing you a favor!! They were cheerful, well groomed and went about their work with skill and a smile.

"You can be very proud of these girls and I hope you let them know what a fine job they are doing."-Leonard M. Cuchua, Granite City, III.

#### SURPRISE!

"Dear Sirs: I am writing to commend some of your personnel who went out of their way to help with a surprise for our 34th anniversary. My son got us first class tickets to Las Vegas, February 13. He asked your Doug Stager at Midway ticket counter in Chicago if he could have a cake put aboard to surprise us with our lunch. With the help of Ted Grissom and Stewardess Claudia Schardt, the cake was presented as a delightful surprise after lunch was served. We asked Miss Schardt to serve it to first class (who incidentally included NBC Newscaster Floyd Kalber and his wife), the pilots and stewardesses.

"Miss Schardt served it with such grace and efficiency. We wish to congratulate you on having this charming young woman in your employ.

"Mr. Doug Stager, Ted Grissom and Miss Schardt made this a wonderful surprise and the best anniversary celebration of all the 34 years for my husband and me. Please extend our thanks to them and thank you, Frontier Airlines, for that very human touch."-Mr. and Mrs. Elmer Borck, Oak Park, Illinois.

#### **AVOIDS FRONTIER**

"Dear Sir: Last night was the third time in the last six months that I have driven from Topeka to Kansas City to catch flight No. 26 at 9:15 p.m. and it has been cancelled at the last minute.

"Consequently, I am forced to rent a room or drive back to Topeka and wait on the next available flight which is 7:15 a.m. the next day. I understand mechanical failures cannot be avoided. But in addition to the inconvenience you have caused me in delays, you evidently instruct your counter personnel not to reimburse your passengers for the added expense caused by your airline.

"I could say, 'If you don't reimburse me for my expenses for last night, I'll not ride your airline any more.' Regretfully, however, I avoid riding Frontier Airlines whenever possible now due to cancella-

# What Moves a Station to the Top? CASPER PERSONNEL CAN TELL YOU

On April 27 at an appropriate banquet setting in Casper, Frontier's President, A. L. Feldman, presented fifteen deserving Casper station personnel with the company's Presidential Award. It was the first time this award honored a station group.

Jim Schneider, Sales/Service Manager at Casper, proudly accepted the plaque in behalf of his personnel who were all present. Handsomely engraved across the face of the plaque are the names of the fifteen Casper station personnel who worked hard to make the presentation become a reality.

#### WHAT HAD THEY DONE?

In addition to other wording scribed on the super-shiny plaque is: "Given in recognition of on-time performance, cost control, commitment to company objectives and enthusiasm."

This plaque marks a sharp turnabout from some time ago when the Casper station was problem-ridden. These problems were evident to customers who made their awareness known indirectly through downhill boarding results. Throughout the station, the general attitude left something to be desired.

Following a thorough investigation, certain changes were implemented. Under the new leadership of Jim Schneider as Sales/Service Manager, things began falling into place. Soon, but not without dedicated work, that old zip started showing up again. Teamwork was manifest behind the ticket counter as well as in operations. Individual enthusiasm plus

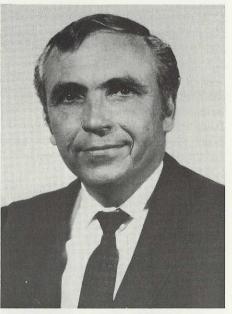


Collectively sharing honors of the company's Presidential Award presented by President Feldman are the Casper personnel. Left to right (kneeling): Robert France, Station Agent; James Schneider, Sales/Service Manager; George Woodward, Station Agent, and Ermund Huseth, Station Agent. Left to right (standing): John Knapp, Senior Station Agent; Ron MacLeod, Air Cargo Representative (formerly Regional Manager-Transportation Services); Ken McIntosh, Station Agent; Richard Norway, Station Agent; Don Siemans, Station Agent; Wynn Roberts, Station Agent; Alma Welty, Ticket Counter Agent; Roger Greenlee, Station Agent; Robert Vineyard, Station Agent; Robert Tucker, Station Agent; Donald Scheetz, Senior Station Agent, and Ronald Huet, Senior Station Agent.





# Wayne Named Manager Local Service Marketing



WILLIAM D. WAYNE

William D. Wayne has been named to the newly created position of Manager—Local Service Marketing for Frontier. In making this announcement, President Feldman said that Wayne is responsible for the planning and directing of a new marketing program for the fifty-seven cities receiving scheduled air service exclusively from Frontier.

Mr. Wayne was formerly Vice President-Test Operations for Aerojet Nuclear Systems Company of Sacramento.

He brings to Frontier an extensive background of management experience in the steamship business as well as with Aerojet Nuclear Systems. Wayne is a graduate of the United States Merchant Marine Academy and has done graduate work in business and engineering at Purdue, Cincinnati and Xavier Universities. He was a pilot in naval aviation and has a commercial pilot's license.

certain changes were implemented. Under the new leadership of Jim Schneider as Sales/Service Manager, things began falling into place. Soon, but not without dedicated work, that old zip started showing up again. Teamwork was manifest behind the ticket counter as well as in operations. Individual enthusiasm plus the desire to be people-oriented became evident. As a result, on-time performance at Casper skyrocketed from a customerlosing low of one year ago to a customerwinning performance average of 99.5 percent for January, February and March.



Jim Schneider Sales/Service Manager—Casper "It's a pleasure to come to work nowadays."

This period included several nasty winter weather days. Additionally, that sensitive group of people known as our customers was fast to see the positive attitude projected by the "new" Casper station personnel. Boardings increased by 23 percent during 1970.

"It's a pleasure to come to work nowadays," says Jim Schneider. "Everyone is here because he wants to be here." Also, according to Jim, Casper personnel find the work to be done and are happy doing it.



John Knapp Senior Station Agent—Casper "This Casper really has it."

John Knapp, Senior Station Agent, who has worked in some five stations throughout his Frontier career, says, "Of the stations I have worked, Casper and one other are highest in cooperation, and this Casper really has it."

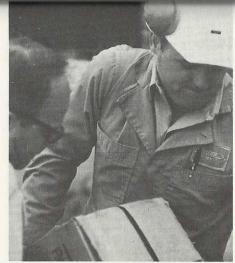
"Individually and collectively, we are proud of this award," stated Don Scheetz, Senior Station Agent.

#### GOAL SET

One thousand consecutive on-time flights was one of the new goals for Casper personnel. This past winter, they reached as high as 827 consecutive ontime flights, then—blooey! In subfreezing temperatures, a deicing got the best of them by only a few minutes. So, after starting from scratch again, Casper station is already beyond 112 consecutive ontime flights and is going for 1,000.

Making commitments and meeting them in all aspects of station operations is what placed Casper station personnel in the lead. Now, they have one goal—to stay on top.

That's not all of the story. When you read earlier that all Casper station personnel were present at the banquet, you might have wondered who was watching



Cooperation and teamwork throughout the station as exhibited above by Station Agents George Woodward (left) and Robert Vineyard is commonplace.

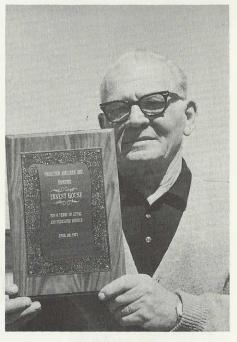


Don Scheetz
Senior Station Agent—Casper
"Individually and collectively, we are proud."

the store. Well, here's where cooperation comes in. Volunteering their time to work the Casper station the evening of this banquet were Al Krauter and Steve Schuman, Station Agents from Billings, John Scoville, Ticket Counter Agent from Denver, Lindley Brooks and Jay Wilson, Station Agents from Denver.

graduate of the United States Merchant Marine Academy and has done graduate work in business and engineering at Purdue, Cincinnati and Xavier Universities. He was a pilot in naval aviation and has a commercial pilot's license.

### **Ernie House Retires**



ERNEST HOUSE "So long fellas. I love you and I'll miss ya."

Following eight years of dedicated service to Frontier, Ernie House, Paint Shop-Denver, has retired effective April 28.

Ernie, who joined former Central Airlines in Ft. Worth in February of 1963, was the guest of honor at a heavily attended farewell gathering in the Sheet Metal Shop on April 28. Ernie's loyalty and close friendship with many employees both at the General Offices/Operations Base and from other locations was evidenced by the large turnout of well wishers.

#### SERVICE AWARDS



#### 20-YEAR SERVICE PINS-APRIL

Benton, B. D., Captain, DEN
Davis, P., Mechanic, DAL
Elmer, H., Sr. Station Agent, DEN
Field, E. H., Supv.-Passenger Sales
Refunds, DEN
Gardner, M. J., Jr., Captain, DAL
Merrill, F., Sales/Service Mgr., VEL
Oflaherty, J. W., Captain, DAL
Russell, M. C., Ld. Aircraft Tech., DAL
Sharkey, W. M., Station Agent, LBL
Stelter, J. A., Captain, DEN
Stevens, W. B., Check Airman, DEN

#### 20-YEAR SERVICE PINS-MAY

Allmond, E., Aircraft Tech., DAL Heidrich, J. C., Sr. Station Agent, GJT Meshko, G. M., Captain, DEN Seaborn, P., Aircraft Tech., DEN Stokes, W. R., Captain, DAL Wright, J. W., Captain, DEN

#### 15-YEAR SERVICE PINS-APRIL

Caudle, W. D., Sr. Station Agent, FYV
Cauthon, H. D., Station Agent, RIW
Churchill, R. H., Captain, DAL
Enos, D. A., Sales/Service Mgr., FYV
Johnston, L. G., Jr., Station Agent, TUL
Kohler, D. S., Captain, DEN
Martin, E. F., Station Agent, BIL
Maxwell, H. D., Mgr. Transportation
Services, MKC
Mitchell, R. D., Sr. Station Agent, FYV
Pfau, T. J., Station Agent, ABQ
Willhite, D. D., Station Agent, FSM

Ostrom, R. A., Station Agent, MDW Petersen, D., Reservations Agent, DEN Petty, K., Central Reservations Control Agt., DEN

Philips, C. F., Reservations Agent, DEN Sayre, W. T., Station Agent, COS Sowerwine, R., Station Agent, BFF Stone, J. T., Station Agent, DEN Taylor, K. L., First Officer, DAL Vaught, L. D., Station Agent, OMA

#### 5-YEAR SERVICE PINS-MAY

Alley, J., Stewardess, MKC Arnot, B. A., First Officer, DEN Black, J. L., Station Agent, DEN Burson, L. E., First Officer, DEN Carter, R. D., Aircraft Tech., DEN Casey, J. P., Station Agent, DEN Champlain, W. R., Aircraft Tech., DEN Downey, W. R., Station Agent, OKC Eckert, V. R., Reservations Agent, DEN Elton, M. J., Ticket Counter Agent, DAL Ferrara, J., Reservations Agent, DAL Griffin, J. L., First Officer, DEN Heath, N. L., Reservations Agent, DEN Heinbaugh, L. E., Station Agent, DEN Kilian, S. W., Station Agent, DEN Kwasney, E. J., Station Agent, BIL Lahman, V. A., Station Agent, BIS Miller, H. J., First Officer, DEN Miller, G. J., Station Agent, BIS Pitts, L. C., Reservations Agent, DAL Powell, G. E., Station Agent, SLC Robinson, J. G., Reservations Agent, DEN

DEN
Schultz, J. L., Station Agent, OLU
Sheets, L. J., Central Reservations
Control Supv., DEN

Sorensen, D. L., Sr. Station Agent, STL Tevebaugh, V. L., Reservations Agent, DEN

Wentzel, R., Aircraft Tech., DEN

# Accounting Dept. Marks Two Retirements—Ballard and Heinz



Elsie Ballard (seated) is pictured in a gay mood upon her retirement from Revenue Accounting. With Elsie are (left to right) Howard Stewart, Supervisor-Pricing; Monica Munroe, Patty Green, Dorothy Rust, Waynette Enyart, Candy Smith, Robert Ogden, Ruth Ann White and Rick Denison (kneeling), all Clerks in the Refund Section.

Elsie Ballard, who joined the company in February, 1964 as a temporary Clerk in Revenue Accounting—DEN and stayed on to become a permanent Clerk, celebrated retirement in April. At Elsie's retirement, she was Senior Clerk-Revenue Accounting.

Also in the Accounting section was another farewell. Lizzie May Heinz, who joined the company as a Clerk in 1961, retired the first part of May. Upon her retirement. Lizzie May worked as a Senior Clerk in the General Accounting Department.





Martin, E. F., Station Agent, BIL Maxwell, H. D., Mgr. Transportation Services, MKC Mitchell, R. D., Sr. Station Agent, FYV Pfau, T. J., Station Agent, ABQ Willhite, D. D., Station Agent, FSM

#### 15-YEAR SERVICE PINS-MAY

Honey, J. F., Station Agent, FSM Hunt, K. L., Station Agent, MTJ Keck, A. B., Sales/Service Mgr., RKS Kennedy, O. J., Sr. Station Agent, LNK Kerr, D. J., JAMTO Mgr., Hill AFB, Utah Knapp, J. V., Sr. Station Agent, CPR Schiermeyer, H. E., Sr. Station Agent, MKC

DEN Schultz, J. L., Station Agent, OLU Sheets, L. J., Central Reservations Control Supv., DEN Sorensen, D. L., Sr. Station Agent, STL Tevebaugh, V. L., Reservations Agent, DEN

Wentzel, R., Aircraft Tech., DEN Wilson, V. L., Station Agent, DEN

William Aydt

**Howard Stewart** 

Woodard, L. E., Station Agent, MKC

stired the first part of May. Upon her retirement. Lizzie May worked as a Senior Clerk in the General Accounting Department.





Lizzie May Heinz (second from left) receives best wishes upon her retirement from Cliff Hess (seated left), Credit Manager; Max Carr, Supervisor-Customer Billing; and Billing Clerks Mary Mueller and Naomi Cimock.

## PERSONNEL CHANGES

#### 10-YEAR SERVICE PINS-APRIL

David, L. E., Ticket Counter Agent, DEN

#### 10-YEAR SERVICE PINS-MAY

Berry, R. F., Sr. Station Agent, FMN Brogdon, L., Aircraft Tech., DEN Davis, D. A., Station Agent, OMA Estey, R. W., Stock Clerk, DEN

5-YEAR SERVICE PINS-APRIL Bagley, M., Sr. Reservations Agent, DEN Benefiel, P., Exec. Secretary, DEN Bennett, Y., Central Reservations Control Agt., DEN Cook, E. D., First Officer, SLC Dickson, W. R., First Officer, DAL Green, J. E., First Officer, MKC Gryczkowski, R., Sales Representative, MDW Herlacher, W., Sr. Employee Benefits Clerk, DEN Jackson, S. M., Sr. Reservations Agent, DEN Kloke, D., Ld. Aircraft Tech., DEN Larson, B. A., Reservations Agent, DEN Legge, R. W., Service Engineer, DEN Martin, P. L., Maintenance Clerk, DEN Mullins, G. W., Station Agent, DEN

Nicholson, S., Reservations Agent, DAL

Orr, P. R., Station Agent, MKC

NAME FROM **Doris Gould** Junior Clerk Linda Casey **Ticket Counter Agent** Merle Mennenga Avionics Service Engineer Tom Willey Reliability Statistician Carl Deutsch Cleaner Carol Hicks Asst. Dir.-Computer Services Richard Ulrich Senior Accountant Louis E. Hooker Cleaner Pamela Hampton Clerk Shirley Sutton Junior Clerk Don Plunkett Station Agent Shirley Mitchell Pass Bureau Clerk Jan Hyatt Clerk Martha Widener Junior Clerk Virginia Sailor Junior Clerk Dave Grobe Analyst Programmer Bill Marquis Cleaner Larry Baker Station Agent Monica Munroe Clerk Elmajene Yantorno Supervisor-Passenger Revenue Oliver Frigon Manager-Aircraft Appearance John T. Pratt Values Engineer **Danny Overturf** Station Agent Lloyd Woodard Station Agent-MKC Stephen Krause Provisioning Agent James Willey Chief Service Engineer Lonny Gardner Aircraft Technician Lynn Lang Supervisor-Personnel Records and Compensation Marge Barletta Assistant Supervisor-Passenger Sales

Assistant Supervisor-Air Cargo Accounting

Supervisor-Passenger Refunds

TO BASED Clerk DEN Sr. Ticket Counter Agent DEN Manager-Radio Overhaul DEN **Technical Publications Specialist** DEN Lead Cleaner STL Coordinator-Computer Services DEN Supervisor-Cost Accounting DEN Lead Cleaner DAL Senior Clerk DEN Clerk DEN Senior Station Agent LIT Senior Pass Bureau Clerk DEN Senior Clerk DEN Clerk DEN Clerk DEN Senior Analyst Programmer DEN Lead Cleaner DAL Senior Station Agent OMA Senior Clerk DEN Manager-Passenger Revenue DEN Manager-Ground Equipment Maintenance DEN Manager-Powerplant Engineering DEN Senior Station Agent STL Relief Agent LBL Senior Provisioning Agent DEN Manager-Maintenance Control Center DEN Lead Aircraft Technician DEN Manager-Employee Services DEN Supervisor-Billing and Ticket Inventory DEN Supervisor-Claims and Collections DEN Supervisor-Pricing

DEN

# "Dining Checks" to Be Issued if Meal Shortage Occurs

Should a meal shortage occur for any reason on a Frontier meal flight, revenue passenger(s) will be issued by the stewardess a new "Arrow-Jet Dining Check." This program became effective May 1.

As many employees recall, the prior procedure of offering a dining check was time-consuming, laborious and often unappreciated by the passenger who had to hike to a Frontier ticket counter for the meal coupon.

Under the new "Arrow-Jet Dining Check" program, if there is a meal shortage (and we hope this does not occur), the stewardess working that flight will authorize a complimentary meal for the revenue passenger(s) by issuing the "Arrow-Jet Dining Check." This check is valid at the airport restaurant at any airport served by Frontier. The passenger need only present this dining check at the restaurant to receive his meal. Limits of \$1.50, \$2.00 and \$4.00 are placed on breakfast, lunch and dinner respectively.

The new "Arrow-Jet Dining Check" system is closely audited by a numbered system and accountability.

These dining checks are issued only to revenue passengers for full meals missed, not snacks.



HERE'S The Payoff . . .

. . . FROM IDEAS UNLIMITED

### SANDOS/DARBY/KNOBBE-STEWS OF THE MONTH



The first Stewardess of the Month to be selected was Sandra Sandos-Salt Lake City. Sandra is pictured above flanked by Linda Main, Division Chief Stewardess, Salt Lake City (left) and Roberta Lenahan, Director-Stewardess Services. February Stewardess of the Month was *Joyce Darby*-Denver. March Stewardess of the Month was *Fran Knobbe*-Denver.



## HERE'S The Payoff . . . -

#### . . . FROM IDEAS UNLIMITED

JAMES POREMBA, Technician - Machine Shop, DEN, \$350—Efficiency improvement in propeller hydraulic test system.

EDWARD BRONOWSKI, Aircraft Technician, DEN, \$200—Modification of outflow and pressure release valve to increase life of part.

CONRAD GREENEMEIER, Instrument Shop Inspector, DEN, \$90—Repair instead of discard lamps used in the oscillating navigational lights on Boeing aircraft.

THOMAS LALLY, Lead-Tool Crib, DEN, \$60—Procurement of a drill sharpener used for sharpening drills rather than discarding them.

ELWOOD ZIEGLER, Cleaner, DEN, \$55
—Idea to transfer paint stripper fluid from barrel to barrel by means of a pump.

S. J. BERINGER, Radio Technician, DEN, \$50—Placing switch boots around switches on all audio control panels of aircraft.

RAYMOND ENGSTROM, Sales/Service Manager, SLN, \$30—Include a fifth copy of the Transportation Credit Form for station copy.

DEAN ADEN, Maintenance Program Specialist, DEN, \$25—Suggested hanging flags down from engine start switches which indicate that engine outlet plugs are in place.

L. A. PHILLIPS, Flight Operations, SLC, \$25—Suggested placing travel posters and other related material in public libraries throughout system.

DONALD REAVES, Inspector, DEN, \$25—Installation of a safety cable to the Convair 580 engine sling used in mounting engines.

KEN SNYDER, Ticket Sales Auditor, DEN Accounting, \$20—The reducing of Military Standby Form size so that it fits behind a passenger ticket.

JOSEPH COOPERSMITH, Technician-Electrical Shop, DEN, \$15—Suggested using an electrical test to determine the need for repairing conductive surfaces of the silver spinner on Convair 580's (hub of Convair 580 props).

L. R. BOBO, JR., Instrument Overhaul Technician, DEN, \$10—To improve instrument shop environmental conditions through changed janitorial procedures.

FRANZ BOUMAN, Stock Clerk, DEN, \$10—The carrying of barrels and lens as stock items for flashlights.

DONALD CECIL, Line Maintenance Technician, DEN, \$10—The procurement and use of a hydraulic jack for raising Boeing 737 nose gears.

JOSEPH COOPERSMITH, Technician-Electrical Shop, DEN, \$10—The manufacturing of a drying rack to facilitate drying of slip ring spacers and barriers.

MARVIN GLANTZ, Provisioning Coordinator, DEN, \$10—Assisting Frontier visitors at the General Office/Operations Base by placing return trip flight reservations. In many cases, results in additional revenue for Frontier.

ARTHUR HAMMERSMARK, Line Maintenance Technician, DEN, \$10—Repairing of duct leaks prior to mounting engines on aircraft.

ISOM McKEOWN, Service Shop Cleaner, DEN, \$10—An improved method of cleaning steel roller bearings.

V. BUD ORTGIES, Station Agent, LWT, \$10—Increase use of teletype ribbons by inverting and reusing.

JOHN RANDALL, JR., Line Maintenance Technician, DEN, \$10—The repairing of duct leaks prior to mounting engines on aircraft.



Mrs. Esther Gibson, Owner of Denton World Travel Service, Denton, Texas, receives the "Top Agency Recognition Award" plaque from Frontier. Presenting the award are Ken Gann (left), Regional Sales Manager in Dallas, and Jack Zabriskie, Sales Representative-Dallas. Denton World Travel is among seventy top award-winning travel agencies selected from over 800 agencies throughout Frontier's system to receive the recognition awards. Outstanding contribution toward the development and continued growth of passenger air travel is the basis for the award.



Denver Playboy Club Bunny Sandra does great things for the Frontier ribbon across her front as she shows a Frontier B-737 model to Gordon "Parky" Parkinson (center) and Art Davis, Administrative Assistant to the Vice President-Technical Services. The occasion was the second quarterly meeting of Frontier's recently formed Technical Services Management Club at which Mr. Parkinson was guest speaker. The meeting, held in the Penthouse of Denver's exclusive Playboy Club, also included dinner and entertainment. Object of the group is to provide informal communication among all levels of management and to create a team spirit for the advancement of the Technical Services Division.

# Female Ticket Agents to Blossom With New Look



Judy Padboy, Senior Ticket Counter Agent-DEN, models the new white polyester dress with colorful

There is a new look for the girls at Frontier's ticket counters — you'll be seeing it June 1.

It is a whole new bevy of coordinates for the gals following the blue, green, orange and yellow theme of the Frontier stewardess uniform.

The new fashion begins with a white polyester dress sporting an insert "tie" of orange and yellow stripes in a shaped A-line skimmer style, as worn by Denver Senior Ticket Counter Agent Judy Padboy in photo at left. It features a new, longer shirt-tab collar and elbow-length sleeves ending in a false cuff. The decorative and comfortable shoulder seam has been added. When the ticket counter agent is chilly or when she would like a new look, she slips a shaped orange tunic vest over her white dress as Judy did in the photo at lower left.

The same story is repeated with a navy washable dress which has a turquoise and green insert "tie" topped with a green tunic vest. Connie Grulke, Ticket Counter Agent-Denver, standing left in photo at the lower left of this page, wears it that way. The green tunic vest may also be worn with the white dress and the orange vest with the navy dress.



# Frontier Joins Largest C of C

Richard T. Cummins (left), Frontier's District Sales Manager in Chicago, is welcomed as a representative of Frontier Airlines in membership in the Chicago Association of Commerce and Industry (Chicago Chamber of Commerce) by Thomas H. Coulter, Chief Executive Officer. The Chicago Chamber of Commerce is reported to be the largest in the world.

For another change of pace, agents may wear a navy tunic top and matching flare-leg pants, as Linda Grauberger, Denver Ticket Counter Agent, is modeling in photo at lower left. The orange or green tunic vest, whichever



Judy Padboy, Senior Ticket Counter Agent-DEN, models the new white polyester dress with colorful insert "tie."



Modeling three different looks are (left to right) Ticket Counter Agents Connie Grulke and Linda Grauberger and Judy Padboy, Senior Ticket Counter Agent.

For another change of pace, agents may wear a navy tunic top and matching flare-leg pants, as Linda Grauberger, Denver Ticket Counter Agent, is modeling in photo at lower left. The orange or green tunic vest, whichever coordinates with the stripe on the slacks, may also be worn with this outfit.

This coordinate concept permits agents to have five or six different fashionable looks possible while still keeping the great new colorful Frontier look behind each ticket counter. These new creations come from Hart, Schaffner and Marx.



Presenting a new across-the-counter fashionable look are Judy, Linda and Connie.



## INTERLINING



#### ROMAN SPECIAL

OpenRoad Hotels, operators of the Hotel Caesar Augustus in Rome and the Grand Hotel Plaza in Milan, announced a new interline minivacation program for spring, summer and fall.

The new Rome Interline Special begins at \$29 per person (double occupancy) and includes four days and three nights at the Caesar Augustus. This includes a Caesar Special cocktail on arrival, continental breakfasts daily, a Roman wine dinner and a Bavarian touch with beer and bratwurst.

With the warm Roman spring, the hotel's rooftop swimming pool is reopened. While this Interline Special is available starting any day throughout the year, rates do increase during the peak summer period — June 21 to September 20.

Reservations can be made through OpenRoad Hotel's USA Headquarters, P. O. Box 1330, Maryland Heights, Missouri 63043.

#### MEXICO INTERLINE DISCOUNT SET BY HUGHES AIR WEST

A 75 percent reduced rate positive space fare for Frontier employees visiting Mexico is available from Hughes Air West.

This new fare allows Frontier employees and their families to take advantage of full reserved passenger status on visits to western Mexico resort cities served by Hughes. The fare is in effect May 1 through October 15 of this year. Frontier employees, spouses and dependent children are eligible.

LANDMARK HOTEL: Special airline employees' rates, \$12 single, \$14 twin. Four minutes from McCarran Airport.

HOTEL SAHARA: Airline rate \$11 single or double occupancy, Sunday through Thursday. Not good weekends or holidays. For reservations from Arizona and Utah, dial 800—648-6881. All other states, dial 800—648-6802. These are toll-free.

THE SANDS: Special rates to airline personnel of \$13 per day double occupancy; \$10 per day single occupancy. This special rate applies to the one room occupied by the employee. Write direct on airline letterhead.

SHOWBOAT HOTEL: All airline employees receive commercial rate of \$10 to \$15 double or twins; \$8 to \$13 single, except holiday eves or weekends. Write Hotel Reservation Department, Showboat Hotel, Las Vegas 89104.

STARDUST HOTEL AND CASINO: Guaranteed rate to all airline personnel and families of \$8 per person, double/twin occupancy, as well as single. Airline personnel coming without reservations must show I.D. for special rate. Write on your letterhead to Michael Adams, Jr., Stardust Hotel, Las Vegas 89109.

THE THUNDERBIRD HOTEL: Special rate to airline personnel, \$8 single or double, depending upon availability, plus six percent room tax. Write or call direct for reservations. Toll-free lines in California, Utah, Idaho, Arizona, Nevada — 800—648-6894 or 648-6895.

### BYU Folk Dancers Launch European Tour With Frontier



Famed Brigham Young University International Folk Dancers departed Salt Lake City International Airport on Frontier Airlines, the first leg of their trip which would bring them via TWA through approximately nine countries.

Utah Governor Calvin L. Rampton declared the day of their departure as International Folk Dance Day in Utah in honor of the thirty student dancers.

Kaye Burgon, Frontier's Regional Sales Manager in Salt Lake City, who was instrumental in putting together the group's itinerary, reported that the dancers will be in Europe for nine weeks. During this time, they will perform in Yugoslavia, Israel, Spain, France, Germany, England and the Scandinavian countries.

### MAKE "WORLDWIDE BAGGAGE WEEK" YOUR BAG

It is estimated that mishandled baggage is presently costing the airline industry over \$25,000,000 annually. This staggering figure includes loss payment as well as damage costs and delivery expenses.

How does an industry already limping from economic blows get out from under

ployees and their families to take advantage of full reserved passenger status on visits to western Mexico resort cities served by Hughes. The fare is in effect May 1 through October 15 of this year. Frontier employees, spouses and dependent children are eligible.

Also from Hughes comes word that a new service charge for all *other* pass transportation will be imposed for space available travel. This charge is \$5 oneway and \$10 round-trip. This service charge is not applicable to the abovementioned 75 percent reduced rate fare.

Interliners are required to list with Hughes Air West Reservations Office at least four hours prior to departure time.

#### LAS VEGAS HOTEL RATES

With spring here and summer coming quickly, the travel bug is getting a big bite on most everyone. Those Frontier employees flying to that fantastic adult Disneyland of Las Vegas will want to know of the following airline discounts offered at the popular hotels.

THE THUNDERBIRD HOTEL: Special rate to airline personnel, \$8 single or double, depending upon availability, plus six percent room tax. Write or call direct for reservations. Toll-free lines in California, Utah, Idaho, Arizona, Nevada — 800—648-6894 or 648-6895.

TROPICANA: Special rate to airline employees: \$16 double, \$14 single, per night. Write R. O. Cannon, General Manager, Hotel Tropicana, Las Vegas 89114.

BAGHDAD INN: Airline personnel special. One-half price third night. \$8 single or double Sunday through Thursday, \$10 weekends, holidays excepted. Also family units. Subject to availability. Write or call reservations manager, Baghdad Inn.

FLAMINGO HOTEL: Special rate of \$9, double or single, subject to availability, except for holidays, for all airline employees. Write in advance, Room Reservations Manager, Flamingo Hotel, Las Vegas 89109.

# Airline Fares Are Still the Same As 10 Years Ago . . . Don't You Believe It?

You may have heard the airlines recently saying their fares were no more than they were 10 years ago, but you didn't believe it. Just another flight of fantasy by some ad agency you probably said.

But it's true, even with the recent increase which became effective May 7. And here's why:

Understandably, most people think of airline fares as being a choice between two things—first class and tourist. Both of these fares have gone up somewhat in recent years. But what is not generally

realized is that a greater and greater number of air travelers are flying other than first class or tourist. And anything other is called "promotional" and it's cheaper than both.

Airlines now figure that more than 40 percent of all their passengers fly on promotional fares. If one adds in these many promotional fares with the regular first class and tourist fares, he will find that the "average" fare paid by today's air traveler is about the same as it was 10 years ago, before most of the promotional fares were introduced.

### MAKE "WORLDWIDE BAGGAGE WEEK" YOUR BAG

It is estimated that mishandled baggage is presently costing the airline industry over \$25,000,000 annually. This staggering figure includes loss payment as well as damage costs and delivery expenses.

How does an industry already limping from economic blows get out from under the cost woes of mishandled baggage?

To begin with, a baggage handling subcommittee now in effect in cooperation with the IATA Passenger and Baggage Processing Subcommittee has developed a collective program of quality control and monitoring which will take place in the field — where actual baggage handling is done.

Through this program, employees of all airlines involved are given an opportunity to assess baggage handling performance. These employees are then asked to submit constructive ideas which will improve baggage handling to the point where loss payments as well as damage

and delivery expenses can be reduced greatly.

To emphasize this, May 17-23, 1971 has been proclaimed Worldwide Baggage Week within the airline industry. By concentrating mind and physical effort to the problem of mishandled baggage, it is hoped that the problem will be reduced, at least in part.

Employees who are not baggage handlers can assist by setting an example through the placement of ID tags on their luggage and by asking friends outside the industry to decrease their chances of lost luggage in the same manner.

## Employees' High Schoolers Recognized for Scholastics

Hubby Barker, Frontier Station Agent-Oklahoma City, and Carl Henderson, Sales/Service Manager - Riverton, are glowing with parental pride. Hubby's daughter, Janet, and Carl's son, Rex, were in separate programs named recipients of outstanding scholastic achievement awards.

## GENERAL TIRE SCHOLARSHIP ACCEPTED

In Oklahoma City, Janet Barker has accepted a General Tire Foundation Merit Scholarship. Miss Barker plans to use this four-year scholarship at Oklahoma State University where she will major in mathematics. In addition to maintaining a high scholastic grade average and holding membership in numerous scholastic achievement organizations, Miss Barker

is the National Honor Society President and the Student Council Treasurer at her high school. She has also been named Betty Crocker Homemaker of Tomorrow. HENDERSON — TOP EXHIBITOR AT WYOMING STATE FAIR

Rex Henderson, sophomore at Riverton High School, was selected as one of two top exhibitors at the recent Wyoming State Science and Mathematics Fair held in Laramie.

Rex won first place in the Science Division, engineering category, with his project on Frequency — Out Electronic Locks. Rex led other students from Wyoming's Fremont County who collectively returned home with ten major ribbons in addition to his Outstanding Exhibitor Award.