

SPECIAL EDITION

FRONTIER AIRLINES

FRONTIER NEWS

Volume 5 Number 3

Published for Frontier Airlines Employees and Their Families

March 17, 1972

WE'RE STRETCHING THE LEGROOM

Frontier Airlines will offer a new single class "Standard Service" on all jet aircraft and will become the only airline in its area of operation to provide coach passengers with both first class legroom and new twin seating.

To Insure Continued Growth

"This is a major marketing move designed to insure Frontier's continued growth," said A.L. Feldman. He added, "It is aimed at Frontier's primary passenger—the frequent traveler—and now we can offer him greater comfort and convenience than he can receive on the competition."

The first jet in the new configuration will be placed in service at the beginning of April. By late April, all Boeing 737 jet aircraft will offer the new, spacious configuration which includes "stretch-out" legroom of up to 39 inch pitch.

Convenience Table

While this new Standard Class offers six-abreast seating, Frontier air travelers may often enjoy four-abreast seating made possible by a center console seat. Passenger load permitting, center seats will be folded down, making into convenient center table dividers.

Each console seat includes a back, offering added privacy. When the third seat is needed, the console is quickly and easily returned to its upright position for comfortable seating.



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Frontier's "S" Fare will be equal to coach fare in most cases.

Adding to the new comfort offered by Frontier will be passenger seat selection on originating flights at most cities.

—So, as it states in our ads, "Jet the only airline that gives you First Class Legroom and Twin Seat comfort at coach prices—Frontier."

New Boarding Passes

Effective with new Standard Class service will also be three newly designed boarding passes for revenue and non-revenue passengers.

Revenue passenger boarding passes have been designed for greater simplification and at the same time to offer an added convenience to passengers.

Continued on Page 2



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Lamb Elected V-P—Schedules-Tariffs

Thomas H. Lamb has been named Vice President-Schedules and Tariffs for Frontier. Lamb is a 19-year veteran of the airline.

Since August of 1971, Lamb served as Director of Schedules and Tariffs with Frontier. He began his airline career in 1953 as a passenger service agent with former Central Airlines. Various managerial positions were held by Lamb including Station Manager, Manager-Training and Manuals and Manager-Customer Field Service.

Following the merger of Central and Frontier Airlines in October, 1967, he was named Regional Manager-Sales and Service. He later became Regional Manager-Station Services. In November of 1969, Lamb became Director-Customer Planning and Procedures, a position he held until 1971 when he became Director of Schedules and Tariffs.



Thomas H. Lamb

ORGANIZATION CHANGES

Changes in the company's organizational structure were announced effective March 14, 1972.

Within the Marketing Division, Thomas H. Lamb is now Vice President-Schedules and Tariffs, as reported on Page 1. M.C. "Hank" Lund is Vice President-Regional Marketing. The Public Affairs Department now reports to the Vice President-Local Service Marketing. In turn, each of the three Vice Presidents report to the Vice President-Marketing,

Gordon Linkon.

Gordon Linkon's previous responsibility for Administration has been transferred to Robert Revitte, whose title is now Director-Administration.

The third area of change is in Finance, where Clark Coe, Vice President-Economic Planning, and his department have been reassigned to the office of the Vice President-Finance, Glen Ryland. Computer Services reports to William Hogan, Treasurer.

Computer Services Agreement

Frontier Airlines' management has entered into an agreement whereby the carrier's Sentry computer system will be operated and maintained by Greenwich Data Systems (GDS) beginning September, 1972. Included in the agreement are provisions for batch data processing services through a remote terminal computer which Frontier will operate in Denver.

Greenwich Data Systems will sublease Frontier's 360/65 computers. The machines will be installed in the GDS Center in McLean, Virginia, where they will be connected to Frontier's reservations center by high-speed communications lines. It is expected that all systems will operate as though the machines were located in the same building.

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Schedules-Tariffs

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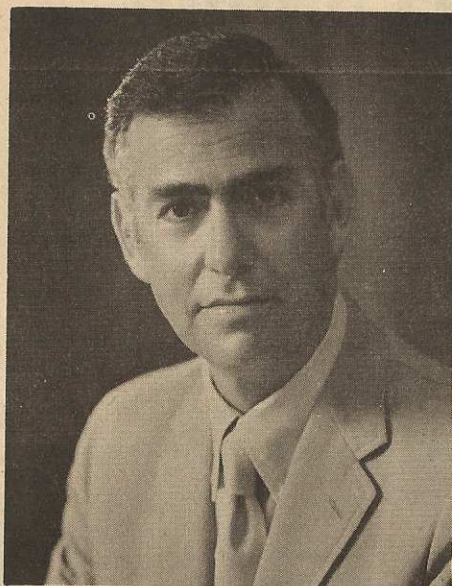
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EXECUTIVE MESSAGE



A.L. Feldman

The new jet reconfiguration announced this week is the culmination of months of planning and is an important move to improve the marketability of our product.

Frontier has taken the two major benefits offered by airlines for coach passengers and added both of them on our jets. First Class legroom, up to 39 inches of it, for every one of our passengers. And to top that, we have added the extra comfort of the twin seat, where the center seat folds down to form a console when the airplane is not full.

New Configuration

Continued from Page 1

Special Meal Notification

A yellow boarding pass will be used as normal procedure. A special pink boarding pass, "Special Meal Notification," will be used in place of the yellow boarding pass for revenue customers with special meal requirements or for revenue customers that are to be advised of a possible "no meal" situation.

Special meals to be offered by Frontier at certain originating flight locations include Kosher, Moslem, Hindu and Oriental in addition to the carrier's regular outstanding menu.

The new white nonrevenue boarding pass will serve as a travel authority record as well as a boarding authorization. With this new pass, the stewardess will know the names of her nonrevenue passengers as well as the number in the party. In addition, she will know whether they are positive space, space available, listed or not listed.

It is reported by Transportation Services that this new boarding pass concept was tested over approximately a three-week period during the recent holidays and was found to drastically reduce passenger processing time.

TRANSITION PERIOD WILL OFFER OLD AND NEW

During the period from April 4 through April 29 - the reconfiguration transition period - 737's with both the Standard configuration and the old "J/Y" configuration will be operating. During this time, however, Frontier will have "one class" service -- the new Standard Class.

Regardless of the configuration during this period, all "F" and "J" tickets will be downgraded to "Y" and the customer may be seated anywhere in the aircraft.

Information regarding proper refunds has been made available to all personnel who need to know.

IT ALL POINTS TO A NEW PHRASE--"COMFORT ZONE"

The new spacious atmosphere created in Frontier's Boeing 737 Standard Class service -- extra room for your legs, with a 39 inch pitch, and room for your elbows by use of the new console seat and convenient table -- all adds up to a newly coined phrase -- Frontier's "Comfort Zone." Future customers of Frontier will be hearing a lot about Frontier's Comfort Zone. As an employee, you will want to try it yourself and then invite your friends to also enjoy Frontier's Comfort Zone.

IN-FLIGHT EXTRAS

To further improve Frontier's already outstanding in-flight service, the carrier is continuing In-Flight Service Representative program. Customer Service Representatives aboard Frontier jet flights have been instrumental in assisting new and seasoned air travelers with important arrangements necessary for their air travel needs.

As a special inducement to all passengers aboard Standard Class flights, Frontier will offer at no charge a bottle of Mateus Wine with meals on appropriate flights. Liquor will be available to all passengers at a nominal charge.

FRONTIER AIRLINES
BOARDING PASS

FLIGHT
CODE

DATE

SEAT

Welcome Aboard!

IF YOU DEPLANE SHORT OF DESTINATION, FOR ANY REASON, PLEASE HAVE THE STEWARDESS INITIAL THIS PASS AS REBOARDING AUTHORIZATION.

Thank You!

down to form a console when the airplane is not full.

With this change, we now offer a single class service for all passengers. This new Standard Class will have fares equal to coach fares in most cases.

Only Frontier offers both First Class legroom and twin seat comfort at coach prices, and this is the message that we must get out to our potential customers. Our Sales and Marketing Divisions, along with our advertising and publicity people, are readying a sales promotion that is aimed at telling and selling our story to everyone we can reach. This is their job, and I am confident they will perform superbly.



A.L. Feldman
President

New Cargo Sales Manager

John A. Zembeck has been named as Frontier's new Manager-System Cargo Sales.

Since November, 1970, John served as Export Manager for Wings and Wheels, an air freight forwarder in Jamaica, New York. Previously, he held positions with Airborne Freight as Regional Manager in Jamaica, New York; Mark IV Air Freight and Trans World Airlines. John is a graduate of Queens College, New York City, and he has completed all class work for a Masters Degree in Business Administration at Baruch College, New York City.



John A. Zembeck

ate flights. Liquor will be available to all passengers at a nominal charge.

REV. 4-72
8-27488

FRONTIER AIRLINES
BOARDING PASS

FROM TO
PARTY OF LAST NAME
FLIGHT DATE
CODE

☐ ADVISED POSSIBLE NO MEAL
☐ KOSHER MEAL
☐ MOSLEM MEAL
☐ HINDU MEAL
☐ ORIENTAL MEAL
☐ OTHER

PRINT PASSENGER'S NAME
SEAT

SEAT
Welcome Aboard!
IF YOU DEPLANE SHORT OF DESTINATION, FOR ANY REASON, PLEASE HAVE THE STEWARDESS INITIAL THIS PASS AS REBOARDING AUTHORIZATION.
Thank You!

REV. 4-72
8-27488

FRONTIER AIRLINES
BOARDING PASS

FROM TO
PARTY OF LAST NAME
FLIGHT DATE
CODE

SERVICE CHARGE: ☐ WAIVED ☐ ATTACHED
YOUR TICKET: ☐ REBOOKING ☐ TRANSFER
COMPANY: REBOOKING IF OTHER THAN F.A.L.

PS ☐ LISTED SEAT ☐ SA ☐ NOT LISTED

PRINT PASSENGER'S NAME
DESTINATION THIS FLIGHT
SEAT
Welcome Aboard!
IF YOU DEPLANE SHORT OF DESTINATION, FOR ANY REASON, PLEASE HAVE THE STEWARDESS INITIAL THIS PASS AS REBOARDING AUTHORIZATION.
Thank You

PS ☐ LISTED SEAT ☐ SA ☐ NOT LISTED

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Upper Left - Revenue Passenger Boarding Pass (Yellow), Lower Left - Revenue Passenger Boarding Pass and Meal Notification (Pink), At Right - Nonrevenue Boarding Pass (White).

Employees' Sales Lead Contest

How would you like to win a domestic or international trip, electrical appliances, or any one of some fifty prizes being offered winners in Frontier's new Employees' Sales Lead Contest?

"Big Pitch" Employees' Sales Lead Contest will begin April 1 and end May

15, 1972. It surrounds the carrier's new Boeing 737 Standard Class configuration.

Rules and other general information about "Big Pitch" are being mailed to all employees mid-March. Watch for it! You could be the big winner in "Big Pitch."



FRONTIER NEWS
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Manager-News Bureau
Secretary Kandee Stephens

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

FRONTIER'S NEW COMFORT ZONE

The new, spacious look aboard Frontier Airlines' Standard Class 737 jets offers the ultimate in comfortable "stretch-out" legroom and elbow room. Up to a 39-inch pitch coupled with a new center console seat which makes into a convenient table divider add that much more room and comfort for air travelers flying the "new Frontier."

All Standard Class passengers will delight at Frontier's outstanding in-flight service including a Customer Service Representative and menus complemented with a bottle of Mateus Wine on appropriate flights.





SERVICE AWARDS



25-YEAR SERVICE PINS - MARCH

Berets, L.A., Sales/Service Mgr., GJT
 Brady, D.G., Mgr.-Line Maintenance, DEN
 Brennan, J.B., Ld. Aircraft Tech., DEN
 Burson, E.T., Mgr.-Simulator Training, DEN
 Dealy, K.A., Dir.-Training, DEN
 Garner, B.M., Ld. Aircraft Tech., DEN
 George, A.G., Aircraft Tech., SLC
 Gerhardt, E.H., Dir.-Special Projects, DEN
 Grande, S., Captain, DEN
 Hilbert, W.L., Dispatch Coordinator, DEN
 Jella, F.D., Captain, DEN
 Kaiser, M.J., Dispatcher, DEN
 Keller, L.S., Captain, DEN
 Lawrence, G.P., Dispatcher, DEN
 McChrystal, W.A., Reg. Dir.-Flight Operations, SLC
 Nicholson, R.J., Captain, DEN
 Randoll, J.E., Jr., Ld. Aircraft Tech., DEN
 Scott, W.A., Mgr.-Base Shops, DEN
 Smith, G.B., Ld. Aircraft Tech., DEN
 Talbot, L.D., Ld. Aircraft Tech., GTF

20-YEAR SERVICE PINS - MARCH

Prather, J.W., Sr. Station Agent, DAL
 Reaves, D.E., Inspector, DEN
 Steele, C., Aircraft Tech., DAL

15-YEAR SERVICE PINS - MARCH

Hadler, A.W., Sales/Service Mgr., INW
 Humbracht, G.S., Station Agent, CEZ
 Hunt, M.L., Captain, MKC
 Knight, B.L., Jr., Captain, DAL
 Wardman, D.C., Inspector, DEN

TRAVEL CARD AGREEMENT



Daniel E. Goodyear (left), Frontier's Manager-Interline Sales, and James Tribble, Director of Interline Sales for Western Airlines, sign joint agreement reported to be the first of its type.

Western and Frontier Airlines have entered into a joint agreement whereby some 70,000 Western travel (credit) card holders may use their cards for transportation on Western and Frontier jointly or Frontier exclusively. This is reported to be the first agreement of its type between two U.S. carriers.

FAL Pilots' Wives
Host Inter-Airline Luncheon

The Annual Inter-Airline Luncheon will be hosted this year by Frontier Airlines' Pilots' Wives Club. Charity this year is Partners, Inc., an organization in the Denver area that helps young people from troubled homes. The luncheon is to be held Thursday, April 20, 1972 at the Country Dinner Playhouse located at 6875 South Clinton, Englewood, Colorado.



Within the Engineering and Quality Control Department, three 25-year pins were presented. Pictured with Bill Durlin (second from left), Director-Engineering and Quality Control, are pin recipients Carl Willmann (left), Project and Values Engineer; Harold Ruppel, Manager-Quality Control, and William Buckley, Inspector.



Twenty-five year pins dominated the scene in Maintenance this month. Here, Bob

Hunt, M.E., Captain, MKC
Knight, B.L., Jr., Captain, DAL
Wardman, D.C., Inspector, DEN

10-YEAR SERVICE PINS - MARCH

Cunningham, C.R., Station Agent, INW
Holder, C.L., Sr. Stock Clerk, DEN
Leftwich, R.L., Second Officer, DEN
Parks, J., Jr., First Officer, DAL
Rainey, C.J., First Officer, DAL
Smith, R.B., Second Officer, DEN
Stokes, J.E., First Officer, MKC
Warinner, R.G., First Officer, DEN

5-YEAR SERVICE PINS - MARCH

Bogue, R.C., Aircraft Tech., DEN
Denny, R., Aircraft Tech., BIL
Driscoll, B.A., Sr. Ticket Counter Agent,
DAL
Hammond, C., Station Agent, COS
Hayes, J., Aircraft Tech., DEN
Jimerson, T., Porter, MKC
Jones, C.E., Station Agent, DAL
Parker, W.A., Jr., Stock Clerk, DEN
Purvis, B., Aircraft Tech., STL
Scott, D., Reservations Agent, DEN
Williams, E.G., Stewardess, DAL

Country Dinner Playhouse located at
6875 South Clinton, Englewood, Colo-
rado.

The play is a Broadway musical comedy entitled, "A Funny Thing Happened on the Way to the Forum." The luncheon (buffet and cocktails) starts at 11:00 a.m. The play will begin at 1:00 p.m. sharp. The price is \$6.75 per person. A drawing will be held prior to the luncheon for several gifts donated by local merchants.

The Pilots' Wives Clubs in the Denver area include the airlines of Frontier, Western, Continental, United, Aspen and Rocky Mountain. The Pilots' Wives Annual Luncheons are normally attended by some 500 wives and guests each year. Each year, one of the airlines hosts the Inter-Airline Luncheon.

Frontier's Pilots' Wives Club is expecting to have all wives in the Frontier family including wives based at the Kansas City, Dallas and Salt Lake City domiciles attend this year. Arrangements have been made for transportation and lodging, if necessary, for wives from the outside domiciles.

To purchase tickets, send a self-addressed envelope plus check made out to FAL Pilots' Wives Club, c/o Mrs. Gary Craven, 18 Village Road, Parker, Colorado 80134. Deadline for reservations by mail is April 6, 1972.

Twenty-five year pins dominated the scene in Maintenance this month. Here, Bob Meisenbach (left), Director-Base Overhaul Shops, presents diamond-studded pins to Bryce Garner, Lead Technician-Landing Gear and Brake Shop-Denver and James "Red" Ralston, Lead Technician-Sheet Metal Shop-Denver. Taking part in the ceremonies are Bob Ramsen, Manager-Sheet Metal and Upholstery Shops, Swing-Denver, and Bob Eakle, Manager-Electrical, Landing Gear and Brake Shop-Denver.



One hundred total years of service are celebrated by four 25-year members of the Frontier family-(left to right) Clark Coe, Vice President-Economic Planning; Claire Almquist, Director of Tariffs; Lou Berets, Sales/Service Manager-Grand Junction; and Jim Montgomery, Director-Dining Services.

PERSONNEL CHANGES

NAME	FROM	TO	BASED
Greg Eckert	Junior Clerk	Clerk	Denver
Dennis Thomas	Workload Controller	Line Maintenance Planner	Denver
Tom Willey	Technical Publications Specialist	Line Maintenance Planner	Denver
Gerald Olson	Station Agent	Senior Station Agent	Denver
Wayne Elliott	Industrial Engineer Analyst	Technical Publications Specialist	Denver
Ronald Warrick	Station Agent	Senior Station Agent	Rapid City
Robert Pearson	Station Agent	System Relief Agent	Riverton
Edgar Mills	Dispatcher	Operations Manager	Denver
Robert Milne	Station Agent	Senior Station Agent	Omaha
Irma McCoy	Junior Clerk	Clerk-Typist	Denver
Marvin Glantz	Material Administrator	Inventory Supervisor	Denver
William Parker	Stock Clerk	Foreman of Stores	Denver
James Perry	Cleaner	Lead Cleaner	Dallas
Harold Kelly	Cleaner	Lead Cleaner	Dallas
Charles Jones	Provisioning Agent	Senior Provisioning Agent	Denver

LIZZIE MAY HEINZ passed away Tuesday, March 7 following intensive surgery.

Lizzie May retired after 10 years with Frontier on May 10, 1971 on her 65th birthday.

During her employment with Frontier she worked in several capacities in General Accounting and was highly regarded by all those who came in contact with her.

For information regarding Memorial gift contributions contact Mrs. Mary Mueller—DENAG. Phone 4745.

SECRETARIES WEEK - APRIL 23-29, 1972

SECRETARIES DAY - APRIL 26, 1972

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PERSONNEL CHANGES

FROM

Senior Clerk
Workload Controller
Technical Publications Specialist
Station Agent
Industrial Engineer Analyst

TO

Clerk
Line Maintenance Planner
Line Maintenance Planner
Senior Station Agent
Technical Publications Specialist

BASED

Denver
Denver
Denver
Denver
Denver

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