



FRONTIER AIRLINES

Frontier News

Published for Frontier Airlines Employees

September/October 1978

Viva Mexico — Frontier's new Frontier!

"Muy buenos días, damas y caballeros, bienvenidos a bordo del vuelo 161, de Frontier Airlines con destino a Mazatlán y Guadalajara."

Those words will mark an historic occasion on Nov. 3 when Frontier's inaugural flight departs for two key points in Mexico, climaxing nearly five years of work to obtain the route and launch the service.

Our new flights south of the border will operate daily on this routing: Denver-Albuquerque-El Paso-Mazatlán-Guadalajara-El Paso-Albuquerque-Denver. Initial plans called for service five days a week, but heavy advance bookings by travel agents and tour wholesalers prompted the increase in frequency.

With connections in Denver, Frontier will offer the first single-carrier service to Mexico from other Colorado points, as well as from key cities in Montana, North and South Dakota, Wyoming, Nebraska, Utah and Winnipeg, Canada. Ours will be the first direct service to Mazatlán and

Guadalajara from El Paso and Albuquerque.

One of the factors expected to help make service from this region a winner is the increasing popularity of Mazatlán, located some 600 air-miles south of El Paso. Who wouldn't want to "hang out" in Mexico's largest seaport where year-round temperatures average 82 degrees. Featuring low prices, spectacular beaches and sport fishing, Mazatlán is fast becoming known as a top vacation buy.

Another plus for us is the diversity of attractions in Guadalajara, Mexico's second largest city and its fastest growing metropolis. High on a central plateau, Guadalajara offers Spanish colonial charm mixed with modern structures, all flavored with the music of the mariachi.

Our efforts to obtain service authority for these two destinations began in early 1974, shortly after bilateral negotiations got underway between the U.S. and Mexico. During the years of bilateral talks, we launched a drive with civic leaders in Albuquerque and El Paso to serve two of the cities being considered — Mazatlán and Guadalajara. The bilateral agreement was signed Jan. 20, 1978, and on June 19 the international paperwork was concluded to give us those temporary rights.

Once we got the green light on Mazatlán and Guadalajara, marketing, operations and just about every department in the company went into action. Under the watchful eye of Director Field Marketing (Western Div.) Ed Dunaway and Vice President-Sales & Service Hank Lund, offices have been set up and people have been hired and trained to market the service and work the stations.

Among the first tasks was the creation of Frontier Airlines de Mexico, our newly formed



Frontier Airlines' new daily thru service to Mazatlán can have you on the beach by noon. It's like getting an extra half day of vacation for free. Plus we offer the only thru plane service to Guadalajara, the marketplace of Mexico.

And Frontier offers a wide variety of money saving vacation packages. For instance, for as little

as \$174* (Transportation taxes not included), per person double occupancy, you get round trip airfare from Denver to Mazatlán, five nights lodging at the beautiful Sands Hotel, airport transfers, cocktail and entertainment.

Just call a Professional Travel Agent for information and reservations.



*Based on special group fares. Subject to change. Service begins November 3rd.

IAM makes it official.



A NEW AGREEMENT concluded a 10 month

offices in Mazatlán and Guadalajara.

Three other management personnel have been key to the start up of our service. Hermann Elger is our manager of Mexico sales development, located in Denver. He had been regional director of the Mexican National Tourist Council in Denver. Frontier's manager in Mazatlán is Gerardo Chavez, a man who most recently specialized in airport planning with an engineering consulting company. In Guadalajara

A NEW AGREEMENT concluded a 13-month period of negotiations on Sept. 25 when members of the International Association of Machinists (IAM) joined management for the official signing of a 38-month pact. An overwhelming majority of union members ratified the contract reached during the "cooling off" period. From left are: Vice President-Maintenance Bud Naylor; Director-Production Planning Clarence Fuller; Vice President-Administration Buz Larkin; Director-Industrial Relations Don Hatfield; Assistant General Chairman Dean Ames, IAM District 146; Don Cecil and Cecil Hardacker, IAM negotiating committee members; negotiating team Chairman Al Trautmann, president, IAM Local Lodge 2337; and Art Davis, staff representative, labor relations. The new contract runs until Nov. 30, 1980, and affects some 700 employees who are members of the IAM.

subsidiary. Chosen to serve as vice president and general manager of Frontier Airlines de Mexico was Flavio Mansi. A veteran airline and travel executive, Mansi served as vice president for Mexico with Braniff for the past eight years. Headquartered in Mexico City, he also has



Flavio Mansi



Oscar Rodriguez, Ed Dunaway, Gerardo Chavez and Hermann Elger

our manager is Oscar Rodriguez, former manager of the Guadalajara Convention and Visitor's Bureau, Hotel and Motel Association and the tourist section of the Chamber of Commerce. Working for each sales/service manager are five agents, hired locally in each city.

With careful planning and excellent people, Frontier is off to a good start in Mexico, but we could not have done it without the assistance of the hotel, tourism and civic officials from Mazatlan, Guadalajara and the states of Sinaloa and Jalisco.

Faced with an air traffic controllers' strike this September, 30 Mexican tourism officials traveled as long as 17 hours by train and car to attend Frontier travel agent seminars in El Paso, Albuquerque and Denver. "You have shown us your enthusiasm for Frontier," said Vice President Sales & Service Hank Lund to the group, "and now it's up to us to sell your destinations and give you our best possible service."

It all starts Nov. 3.

Passage of regulatory reform bill good news for Frontier, our passengers.

Legislation to reform the airline regulatory system passed both houses of Congress and was signed by the President in mid-October, creating a new industry environment in which both the public and Frontier will be winners.

Effective the first of next year, the new law gives us greater flexibility to decide where and when to fly and how much to charge for our service. New regulations will give the public benefits of a freer marketplace and increased competition.

Frontier was a leader in endorsing regulatory reform which, according to President Al Feldman, will be good for our company, our employees and our passengers. "This law opens up a broad array of new route authorities for us," commented Feldman, "which we will pursue aggressively while working diligently to maintain a competitive position in our existing route structure."

In the meantime, normal CAB procedures will continue on our applications for these routes: Spokane-Vancouver, St. Louis-Washington, D.C., Denver-San Antonio, Denver-Boise, Phoenix-Salt Lake City, Denver and Salt Lake City-Oakland, St. Louis-Louisville, Tucson-San Diego and Albuquerque/El Paso-west Mexico. In the latter case, we are seeking permanent rights to Mazatlan and Guadalajara as well as authority to fly to ten additional points in Mexico.

Also included in our route filings are requests for authority to extend our service from Salt Lake City to Eugene (Ore.), from Billings to Helena (Mont.), from St. Louis to Birmingham (Ala.), and from Oklahoma City to Shreveport (La.). The new flights would be linked to our existing nonstop service from Denver to Salt Lake, Billings, St. Louis and Oklahoma City, offering one-stop service between Denver and Eugene, Helena, Birmingham and Shreveport.



FIRST TEAM of Frontier's Mexico personnel and management are (from left, back row): Paulo Martinez, Ed Dunaway, Hermann Elger, Oscar Simental, Chuck Demoney, Hank Lund and Oscar Rodriguez. In front are: Rosa Chavez, Susana Bernal, Lourdes Patron, Lourdes Aranda, Ana Rosa Mejia, Jose Lozano, Enrique Velasco and Martha Mora.

FL makes progress with gun issue.

Two years ago this November, Denver Station Agent Bill Kilian was killed by the discharge of a loaded firearm in a checked bag. Since that time Frontier has taken a leadership role in working to prevent such a tragic accident from happening again.

"Immediately following Kilian's death, we tightened our own rules for the handling of loaded firearms in checked baggage," explained President Al Feldman. "Through our security, public affairs and marketing departments, we have sought industry cooperation in this area and initiated steps to secure federal legislation to make checking a loaded firearm a criminal offense."

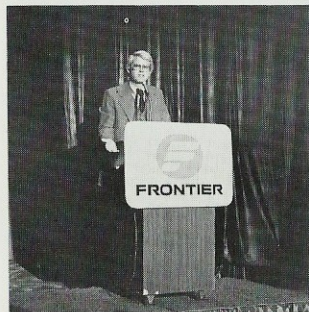
In April 1977 a Frontier-supported Air Traffic Conference resolution went into effect that provided for a certain degree of uniformity in carrier handling of checked firearms. Airlines were made responsible for informing passengers that firearms would have to be declared. This past April Frontier efforts resulted in an amendment to an FAA rule which further tightened requirements on the carriage of firearms.

Spurred by the accident at Stapleton, the Colorado legislature last year became one of the few to pass legislation making it a crime to carry a loaded firearm into a public transportation facility.

"We strongly support the uniform application of this law," emphasized Feldman. Frontier has worked with the Air Transport Association on testimony presented to congressional subcommittees that would amend the federal firearms statute. It looks hopeful that action taken in the next session of Congress will make the introduction of a loaded firearm in checked baggage a criminal offense.

In the memory of Bill Kilian . . . Frontier will keep working until that goal is achieved.

Popular politicians.



Colorado's own Denver-based airline received the attention of state politicians recently with a visit by a U.S. Congresswoman and a talk by the Governor. Democratic Representative Pat Schroeder (above, center) toured the general office in August. Hosted by

New look colors DEN



It was a red letter day in September when

Inaugurals celebrate ICT, ATL service.



PLANESIDE ceremonies Aug. 1 in Salt Lake City marked first direct service to Wichita and Atlanta. Notables included Frontier Board Member Wes Hamilton (second from left), District Sales Manager Jim Judd (with scissors) and Salt Lake Mayor Ted Wilson (left of Judd).



INAUGURAL DAY continued with a chain linking in Wichita and peaches for the crew in Atlanta. At left Frontier's Ken Gann and Dick Orr hold up the ends for civic and airport officials. That's Karyn Davis at right with Captains Ben Stewart, Bill Norris and Dick Orr.

Flight attendants receive top awards.

President Al Feldman, she met reservations agents and talked about the department with Irma Wood, supervisor-salesmanship training & evaluation. Governor Richard D. Lamm welcomed travel agents to Denver at Frontier's third annual Ski Travel Seminar Sept. 8. More than 175 agents from 14 states attended the weekend seminar, our major promotion of ski destinations for the coming season. Frontier now serves more than 60 ski areas in the Rockies and High Sierras.

Ideas earn cash.

Good ideas from a variety of departments recently earned more than \$1,700 for 26 employees who suggested ways to save the company money, save time or improve procedures.

Heading up the list for top awards was Lead Aircraft Tech Gerald Schroeder with a \$604 idea for a cable lube program on the CV-580. Kansas City mechanics James Ortery, John Norton and Allan Trice were close behind with a \$399 award for a suggestion to manufacture service carts for carrying oxygen and nitrogen bottles to service aircraft.

Suggestions from areas outside of maintenance included winners from cargo accounting, flight operations, dispatch and marketing. These employees who suggested procedural improvements are: F.W. Meyer, flight operations instructor, \$60; Claudie McComic, dispatcher, \$50; Connie Combers, data analyst, \$35; Jewel Beach, reliability statistician, \$32; William Sullivan, Omaha station agent, \$28; and flight attendants Ranell Dodge, \$18 and Tim Bunker, \$23.49.

In reservations, Judy Petersen in Kansas City won \$56.37; Denver winners were Shirley Coomer, \$21.14; Babette Larson, \$33; Vaughn Skottem, \$38; Karlina White, \$20; and JoAnn Jones, \$38.

Other winners in maintenance included: Richard Coon and James Poremba, plant maintenance mechanics, \$25 each; Jeff Wallace, aircraft tech, \$33; Ora Somers, aircraft tech, \$23; Darwin Jimerson, lead aircraft tech, \$20; Jerry Hix, aircraft tech, \$70 for two ideas; and C. Dale Hershberger, aircraft tech, and Art Benson, lead aircraft tech, \$17.50 each.

It was a busy letter day in September when Frontier office signs took on new colors, marking completion of the corporate identification program for Denver facilities. The new logo and colors present a clean, uniform appearance on everything from baggage carts to jetways and give a dramatic look to our enlarged ticket counter (shown below).

Spokane, Joplin, El Paso, Wichita and Atlanta also have the new look, and in the next few months all stations will have a good start on making the change.

Meanwhile, if you keep your eyes on the fleet you'll count new exterior colors on 23 Boeing 737s, 9 Convair 580s and 3 Twin Otters by the end of the year.



Caring for the needs of passengers in emergency situations earned Presidential Awards for four flight attendants in September. Above, President Al Feldman congratulates Judy Puskar, Sharon Seay and Jeanie Eller for their competent actions aboard a flight that had to make an emergency landing in Amarillo last summer. While traveling as a non-rev on a flight, Dana Hoch (above, right) saved the life of a choking passenger. Feldman presented the awards in recognition of meritorious service and professionalism.



Interlining Check these fine Mexican hotels.

Yearning for the sun, the surf of Mazatlan . . . the mariachis, the marketplace of Guadalajara? Strong advance bookings look good for the profit picture, but don't be surprised if seats for employees on Mexico flights are lean for a while. When you do get a chance to go, refer to instructions from the Pass Bureau for non-revenue and reduced rate travel to our Mexico destinations.

Information on hotels offering special discounts for Frontier employees will be forthcoming, but in the meantime you might keep in mind the names of these hotels whose managers participated in recent Frontier travel agent seminars. **Mazatlan:** Camino Real, Holiday Inn, El Cid, Playa Mazatlan, Las Gaviotas, Playa Del Rey, Las Brisas, Sands, Hacienda, Las Flores, Oceano Palace, El Pescador, Costa De

Oro, Hotel De Cima, Azteca Inn, Don Pelayo and La Siesta. **Guadalajara:** Camino Real, Sheraton, El Tapatio, Holiday Inn, Fenix, Aranzazu, Roma and Las Pergolas Gran Hotel.

If you can't get to Mexico this winter you might want to consider an early ski vacation. From Nov. 26 to Dec. 15, the **Holiday Inn of Vail** offers a special three-night package for \$90, double occupancy, for a lodge room; \$120 for a one-bedroom condominium for two. For reservations and info, call 303/476-5631 or 573-9006 in Denver. During **Winter Park's airline week** Dec. 4-8, a \$13 registration fee entitles you to \$9 lift tickets, \$4 ski rental and race clinics. Lodging runs \$12 per person per night for two, based on a three-night minimum. Call 303/726-5587 for details.

Employees in the news . . . Gerhardt is historian.

Ed Gerhardt (right) has become Frontier's official historian. One of the early Challenger employees and a man directly involved in much of the company's progress, Gerhardt is on special assignment to write a definitive history of Frontier and its predecessor companies. Faced with a monumental task of researching and



writing that will take a couple of years, he would appreciate ideas, anecdotes or photographs any employees may want to offer. You'll find him working on what he is calling "Air Trails Over the Old Trails" in Room 120 of the general office. Call him at 303/398-5001; he'd love to hear from you.



SPEAKING OF HISTORY, when the founder of Frontier Airlines has a birthday, it's cause for celebration. Ray "Pappy" Wilson turned 78 on Sept. 2 and President Al Feldman invited some of his friends from the days of Monarch to honor the man. From left are: Vice President-Flight Operations Dick Orr; Ed Gerhardt; retired Capt. Willie Hurt; former Monarch chief pilot Swede Nettleblad; Capt. Ev Aden; Ray Wilson; retired Capt. Johnny Myers; Monarch Corporate Secretary Donna Myers; Harry Russell; Sonny Ehre; Director-Base Overhaul Shops Bob Meisenbach; and Director-Avionics Clyde Longhart.

Aug./Sept./Oct. Service Awards

30 Years

Avakian, R. — Captain, DFW
Benish, K.L. — Aircraft technician, PHX
Olinger Jr., A.F. — Aircraft technician, DEN
Stevens, C.A. — Captain, DEN

25 Years

Koughn, D.F. — Ass't mgr., transportation services, SLC
Tanner, C.S. — Station agent, SLC

20 Years

Anderson, G. — Aircraft technician, DEN
Bartholoma, K.D. — Station agent, PHX
Bass, J.A. — Station agent, DEN
Baumgartner, L. — Sales service manager, AMA
Berridge, D.L. — Quality control analyst, DEN
Bethel, A.D. — Aircraft technician, DEN
Blanchard, T.E. — Senior agent, GRI
Brandhorst, W.D. — Aircraft technician, DEN
Brott, R.D. — Station agent, PHX
Davies, K.N. — Captain, DEN
Davis, A. — Staff rep labor relations, DEN
Dawson, J.E. — Station agent, FSM
Dessauer, C.A. — Station agent, DEN
Divelbiss, J.L. — Senior agent, DEN
Duvall, J.E. — Aircraft technician, GTF
Fedel, R.L. — Captain, DEN
Fiorelli, L.A. — Senior agent, DFW
Franklin, J.W. — Captain, DEN
Gardner, L. — Lead aircraft technician, DEN
Garrison Jr., H.D. — Lead aircraft technician, GEG
Greer, J.B. — Station agent, HOT
Hammersmark, A.S. — Aircraft technician, DEN
Heckart, H. — Lead aircraft technician, DEN
Hendrick, K.E. — Aircraft technician, DEN
Herrington, K.W. — Lead aircraft technician, DEN
Hicklin, D.L. — Lead aircraft technician, DEN
Hilderman, R.G. — Director admin. svcs, DEN
Hullet, M.C. — Senior agent, DRO
Huss, E.A. — Inspector NDT, DEN

Pros, ams win titles.

A sudden death playoff decided the winner of Frontier's sixth annual Pro-Am Invitational golf tournament in August as Phoenix professional Jim Marshall (left in photo) walked off with his second Frontier title and a trophy presented by President Al Feldman.



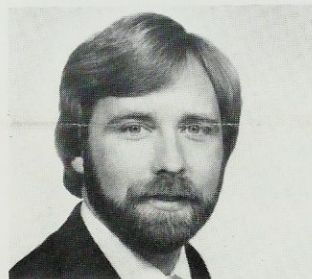
Hiwan in Evergreen, Colo., is home for the tourney which this year drew 46 professionals and 135 amateurs from 55 cities in 19 states and Canada. A popular event, the tourney attracted valuable media coverage and generated good exposure for Frontier on the system.

Talking about your real golfers, 70 of Frontier's finest competed in the DFW Wide Open at the Trophy Club in Dallas Sept. 23-25. Winners were: Capt. Rusty Lambert, low gross; Tucson agent Gary Mackie, championship flight; Capt. Bob Huddleston, first flight; Capt. Howard Logan, second flight; Larry Bishop, vice president-corporate communications, third flight. Winning ladies were captains' wives, Helen Blair and Beverley Weed. While First Officer Bob Drake and Capt. Lambert represented Frontier at the World Airline Golf Tournament in New Guinea (of all places), everyone else practiced for the next big employee tourney at Rio Rico Resort in Tucson, Jan. 13-15. Contact Gary Mackie TUSOO for details.

10 Years

Ackley, R. — Ticket counter agent, MCI
Andrew, M. — Station agent, PHX
Antonucci, C. — Flight attendant, DEN

Appointments



Joe Shallcross



Jean McMichael

Bea Aragon — Mgr., system voice communications
Richard Beecher — Supervisor, accounts payable
John Blue — Director, budgets & analysis
Pat Clifford — Consumer affairs representative
Ernie DeSoto — Manager, system data special services
Wally Dahl — General foreman, line maintenance
Michael Edwards — Mgr., network data communications
Suzanne Frazier — Sales representative, DEN
Lupi Goin — Manager, spares support
Bill Gore — District sales manager, Wichita
Jean Hanson — Supv., flight attendant service
William Heath — Manager, sales audits & refunds
Don Koughn — Ass't mgr., transportation services, SLC
Larry Lankford — Manager transportation services, ICT
Jeff Lyman — District sales manager, ABQ
Mark Maloney — Supervisor, general ledger
Roscoe Markoff — Supv., network control system ops
Jean McMichael — Aircraft technician (our first female)
Cindy Morgan — First officer (our second female pilot)
Geoffry Morneau — Ass't staff mgr., sales & service admin.
Gordon Nelson — Supervisor, payable audit
Lorna Nelson — Manager, general ledger
Kathy O'Leary — Admin. ass't, travel agency automation
Nell Schneider — Communications coordinator
Dave Schoeman — Sales representative, DEN
Mary Seefluth — Consumer affairs representative
Joe Shallcross — Director, line maintenance
John Sullivan — Sales representative, DEN
Judy Toedte — Manager, schedule display
Rich Ulrich — Supervisor, budgets
Doug Woodham — Mkg. rep, travel agency automation
David Ziolkowski — Sales/service manager, Chicago

Honors

Hank Lund, vice president-sales & service, and Frontier Board member **Hoadley Dean** have been elected to the board of trustees of the Prorodeo Hall of Champions, a monument to the sport being built in Colorado Springs.

Honored at a maintenance dinner party on Oct. 6 were these aircraft technicians who have celebrated their 30-year anniversaries with Frontier this year: **Lewis Simpson, Sonny Ehre, Jack Shanks, Dick Cantwell, Ed Lintz, Warren Hill, Ken Benish, Bill Livingston, Ben Lemme, Art Benson, Al Olinger, Pete Pusede, "Tink" Thiese and Irwin McManis.**

Jesmer, F.L. — Lead aircraft technician, DEN
Kalbach, J.A. — Foreman, DEN
Krebs Jr., F.T. — Station agent, DEN
Lienau, R.W. — Station agent, MSO
Lucht, H.W. — Aircraft technician, DEN
Marquez, C.R. — Senior agent, DEN
McDowell Jr., F.L. — Captain, MCI
McElhaney, W.L. — Station agent, ABQ
McGarvin, L.G. — Lead aircraft technician, BIL
Mennenga, M.D. — Manager, radio overhaul, DEN
Miller, J.E. — Inspector, DEN
Moretz, W.H. — Station agent, BZN
Morris, W.F. — Captain, DEN
Nenstiel, L.W. — Manager transportation services, LAS
Norris, W.S. — Regional director flight operations, DEN
Oberg, D.L. — Aircraft technician, DEN
Parsons, P.M. — Aircraft technician, DEN
Postlewait, E.B. — First officer, DEN
Rector, E.D. — Aircraft technician, DEN
Redd, S.E. — Lead aircraft technician, DEN
Rohrig, R.L. — Foreman, DEN
Schmid, J. — Flight attendant, DEN
Schneider, M.E. — Mechanic, DEN
Schroeder, G. — Lead aircraft technician, DEN
Shackley, L.J. — Lead aircraft technician, DEN
Snively, C.L. — Lead accounting clerk, DEN
Trautmann, A.K. — Aircraft technician, DEN
Travis Jr., O.A. — Station agent, GJT
Vail, L.H. — Station agent, SMF
Weeks, L.E. — Station agent, DFW
Whalen, W.J. — Station agent, SMF
White, R.D. — Foreman, DEN

15 Years

Aden, M.L. — Lead inspector, DEN
Bakker, R.G. — Stock clerk, DEN
Demos, R.L. — Station agent, CYS
Denning, L.E. — Sales service manager, LAR
Edwards, R.S. — Lead aircraft technician, SLC
Forrer, D.S. — Avionics planner, DEN
Freeman, J.D. — Captain, DEN
Greenlee, R.A. — Sales service manager, RKS
Hall, R. — Station agent, OMA
Highburger, K.L. — Flight attendant, DFW
Hoeglund, J.R. — Stock clerk, DEN
Johnson, D.D. — Station agent, RAP
Jones, D.K. — Station agent, GJT
Littlefield, A.J. — Lead aircraft technician, DEN
Long, H. — Aircraft technician, DEN
Lukow, B.E. — Captain, MCI
McIntosh, L.K. — Station agent, OMA
McLaughlin, J.L. — Captain, DEN
Milam, D.W. — Aircraft technician, DEN
Peterson, J.P. — Station agent, FOE
Quimby, J.L. — Reservations agent, DEN
Rau, W.H. — Aircraft technician, DEN
Shouldice, G.T. — Director, major maintenance, DEN
Sramek, J.W. — Aircraft technician, DEN
Thomas, E.W. — Station agent, MSO
Thyfault, R.D. — Engineer, DEN
Waldrip, W.A. — Lead inspector, DEN

Amador, C. — Flight attendant, DEN
Berend, R.M. — Senior accounting clerk, DEN
Bischof, R. — Station agent, STL
Blake, W.N. — Station agent, MCK
Bonds, B. — Station agent, GJT
Butler, R.L. — Station agent, LAW
Campbell, R.J. — Flight attendant, DEN
Clark, N. — Station agent, DEN
Coronado, A. — Station agent, DEN
Denner, S. — Flight attendant, DEN
Henry, A. — Station agent, DFW
Jackson, C. — Flight attendant, DEN
Jones, C.L. — Senior provisioning agent, DEN
Longo, R.A. — Station agent, DEN
Lundberg, G.H. — Station agent, DEN
Meyer, K.D. — Station agent, CDR
Moss, L.E. — Aircraft technician, DEN
Mueller, M.E. — Senior accounting clerk, DEN
Pinson, G. — Station agent, JAC
Priley, W.M. — Stock clerk, MCI
Robertson, M. — Station agent, WRL
Ross, D.L. — Senior agent, SMF
Sanderson, K. — Flight attendant, DEN
Shriver, R.E. — Station agent, DEN
Snyder, J.W. — Senior analyst programmer, DEN
Sprangers, B. — Flight attendant, DEN
Starr, J. — Senior agent, DEN
Stivers, L. — Station agent, LNK
Teiber, J.J. — Station agent, DRO
Thomas, D. — Station agent, MCI
Thury, B.P. — Station agent, DEN
Vlach, R. — Station agent, MCI
Wechsler, B. — Flight attendant, DEN
Ziemba, R.J. — Station agent, GRI

Retirements

Scott Keller — Captain, DEN, 31 years
Larry Larson — Aircraft technician, DEN, 23 years
Byers Rathbone — Dir.-budgets & analysis, DEN, 10 years

In Memoriam

Lou Berets, city manager in Grand Junction, died on Sept. 8. Lou joined Monarch in 1947 and gave 31 years to the company. In a resolution in his memory, the management of Walker Field said: "he represented more than anyone else the air services to this community . . . and his considerable contribution during the development of Walker Field will not be forgotten."

Murrell Wayne Gordon, an aircraft technician in St. Louis, was killed in an automobile accident on Sept. 25. A fine mechanic and friend, Wayne spent ten years with Frontier.

Susan West, assistant manager of the Credit Union, died July 28. The Credit Union's greatest asset, Sue handled her job in a professional manner and at the same time acquired a multitude of friends during her 16 years with the company.

A dynamic new look for pilots, agents.

COLOR THEM BLUE.
Bright new customer service uniforms are modeled in Denver by agents Earl Alexander, Diane Torrey, Gary Osadchuck and Bill Lutrick.



DIANE AND GARY wear customer service dress uniforms.

Sharp new uniforms that say "Frontier" in style will be introduced this winter by 655 pilots and 1500 ticket counter, station agents and ramp agents across the system.

In December the pilots will present a neat new appearance with dark blue suits worn with light blue shirts and dark ties carrying the Frontier symbol. Gold stripes on the sleeves will designate the positions of captain (four stripes) and first officer (three). An optional vest can be added to make a three-piece suit.

Designed to coordinate with the pilots' uniforms as well as those of the flight attendants, the uniforms for station personnel have their own distinctive look. Colors for the customer service dress uniform and multi-purpose uniform are medium blue with a flannel appearance. Men will wear white shirts with jackets, pants and optional vests; ladies a white blouse and scarf highlighted with our new red symbols in combination with a jacket, skirt, vest, jumper, slacks and tunic. Ramp agents will wear vivid orange shirts with blue pants and jacket.

Manufactured by Fashion World in New York



ANOTHER LOOK: the multi-purpose uniform.

(ticket counter and station agent) and Industrial Uniform Company in Wichita (ramp agent), these uniforms were designed with the employee in mind. Jackets, for example, will have large inside pockets to accommodate materials relating to various job functions. Fabrics are attractive, yet durable and functional.

Uniforms for station personnel will be delivered in December, but Feb. 1 will be the start date to allow sufficient time for alterations.

"They've been a long time coming," adds Manager-Service Procedures Duke Ellington, "but we're proud of the finished product. It's a

On the way: innovative new seats for 737s.

How do you increase the seating capacity of a Frontier Boeing 737 without sacrificing a key feature of our service — our well-known “first class legroom”?

The answer: Replace all the old seats with the Airst 2000, a newly designed aircraft seat engineered by the Fairchild Burns Company for lighter weight, higher density and improved passenger comfort. While other airlines have simply added more seats on their planes, Frontier waited for the Airst 2000, and now we will be the first U.S. airline to have it.

The innovative design of the new seat will allow us to increase our jet capacity from 97 to 106 seats. While this means a substantial investment of nearly \$3 million, the change will add the equivalent of three jets to our fleet.

“Technically, we won’t be able to use the phrase ‘first class legroom’ any more, but from a practical standpoint, passengers won’t be able to tell the difference,” explained Vice President-Sales & Service Hank Lund. “Due to the design and construction of the Airst 2000, our seating comfort will continue to be significantly superior to our competition.”

The addition of nine more seats on the Boeing will necessitate some changes in our inflight service. To make the changeover a smooth one, five flight attendants have been participating as consultants on service procedures. Lorraine Loflin, Steve Packard, Mike



FLIGHT ATTENDANTS Connie Capps, Mike Richardson, Lorraine Loflin, Tim Bunker and Steve Packard.

Richardson, Connie Capps and Tim Bunker are members of the committee to study procedures that will accommodate more passengers on our flights while maintaining our high standards of service.

The change will begin in late November when we will see the first two aircraft to carry the Airst 2000 seats: aircraft 398, a new delivery from Boeing; and 340, a 737 converted in-house. Before that time, however, two aircraft will be delivered from Boeing in October and early November with 106 of our seats in the current style. Due to certification requirements and installation of the passenger service units, aircraft 396 and 397 will fly with a somewhat cramped cabin (by Frontier standards). But the situation is temporary — both aircraft will be converted to the new seats in 4-7 weeks.

The task of converting our entire jet fleet to 106 seats — thereby producing a 10 percent gain in productivity — will be completed in June 1979.

look that fits the professional image of Frontier.”



FIRST OFFICER Bob Rossi shows the new uniform for a captain. The wings and hat insignia will have the new logo.



FRONTIER AIRLINES

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