



FRONTIER AIRLINES

# Frontier News

Published for Frontier Airlines Employees

September 1981

## PATCO update

At press time, Frontier officials were continuing to work with the FAA (Federal Aviation Administration) to develop long term plans in response to the strike by PATCO (Professional Air Traffic Controllers Organization). **Frontier News** discussed the situation with Glen Ryland:

### How many flights is Frontier operating?

Since the air controllers announced the strike Aug. 3, we have been flying a daily average of 95 percent of the 525 regularly scheduled daily departures.

The FAA has indicated we may fly approximately 94 percent of our scheduled flights through Sept. 8. As our September schedule seasonally reflects a modest reduction in flying, present indications are we should be able to fly our full schedule after Sept. 8 and still be within the FAA guidelines.

### How has the strike affected our business?

We did not carry as many passengers in August as we had projected before the strike was announced. However, it hasn't been as bad as it could have been — thanks to the efforts of our employees and how closely we have worked with the FAA — so it won't do us in.

### Will employees be furloughed due to the strike?

Contrary to the reports you have been seeing from other airlines relative to massive cutbacks and layoffs, we do not now see the need for furloughs at Frontier, other than the modest dip we normally have this time of year.

## President's message

## Productivity is not a four letter word

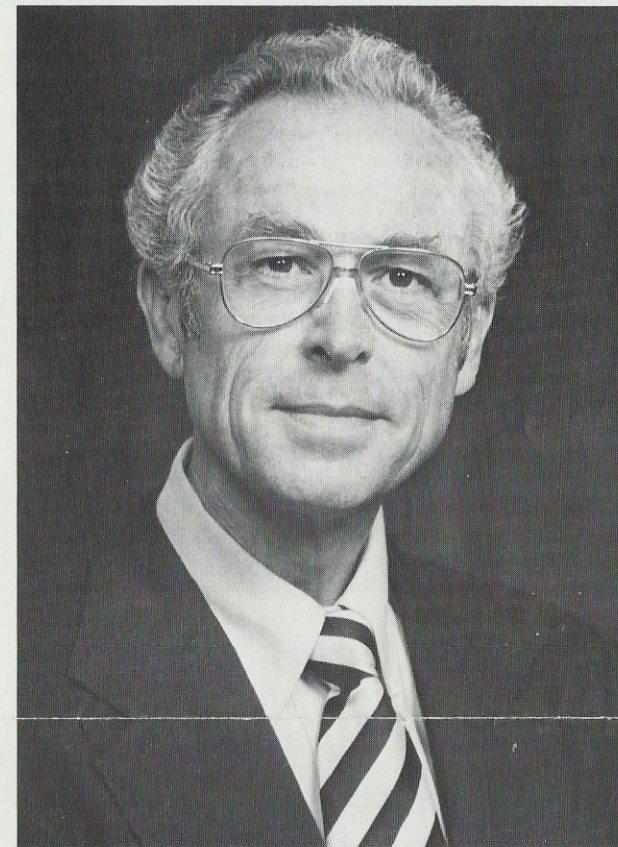
by Glen Ryland

The trouble with words is that they sometimes become fashionable, and then they get used so much that they lose their meaning. "Productivity" is one of those words. It's been in the news so much the last few years that it's become a cliché — a panacea for all of industry's ills, whether they're making automobiles, electronics devices — or running airlines.

It's also like motherhood and apple pie — just about everybody's for it. But while it's hard to find anyone who is against productivity, it's also hard to find many who understand it — possibly because it's believed to be very complicated. Perhaps I've been guilty of using glib phrases to define the term, like "working smarter, not harder." Or, "getting more bang for the buck." It's apparently not only a difficult concept to understand, it seems to be a tough one to articulate.

One thing I know for sure, though, "productivity" is not a four letter word. It is something that is an absolutely essential element to our survival as a corporation.

The corporation in America is an economic entity, not a social one. To our customers it provides a service for which they are willing to pay; to us, as employees, it provides a livelihood. To our shareholders, it provides a return on the money they have invested. There are many other groups that the corporation is responsible to — government agencies, communities, suppliers — but the three most important are shareholders, customers and employees. My job is to try to balance the best interests of those three groups,





### How does the future look?

We are working closely with the FAA, and we have complete confidence in their handling of the situation and in the safety of the nation's flight system. We support the efforts of the FAA and congratulate them on their excellent performance this past month.

Again, I'd like to commend our own employees for working very hard during this situation. We are continuing to monitor the matter closely, and we'll keep the employees informed of any major developments.

## In Memoriam

**A. L. Feldman**, former president and chief executive officer of Frontier Airlines, died Aug. 9.

Feldman joined Frontier in March 1971, serving as president and chief executive officer until January 1980, when he was named president and chief executive officer of Continental Airlines. Prior to joining Frontier he served 17 years with Aerojet-General Corporation, two of the years as president of Aerojet Nuclear Systems Company. He held a bachelor of science degree in mechanical engineering from Cornell University. He was married to the former Rosemily Petrisson, who died in 1980. Their son John is a scheduler in the materiel division of Frontier; David is an engineer for Phasecom in Los Angeles; and Susan is a student in La Jolla, Calif.

"Al Feldman has been a close personal friend as well as a business associate for many years," said Glen Ryland. "Like all his friends, I am terribly shocked and saddened by his untimely death. I know the loss of Rosemily last year was a severe blow to him and to his children. His contributions to the aerospace industry and the airlines are tremendous."

and sometimes it becomes very difficult, because their interests are so interdependent — but not necessarily perceived as such.

At the risk of over-simplification, I would like to comment on serving the interests of the shareholder. We take the revenue dollars that flow in (because we've been serving the interests of our customers), we pay our employees for their work, pay for their benefits, pay our bills to our suppliers, travel agencies and the bankers, and pay our taxes to the government. What's left over is profit. For every one dollar of revenues we received last year, the company retained about a nickel of profit.

And our shareholders don't get very much of that. Over the last nine profitable years at Frontier, we have returned as cash dividends to our shareholders only about four percent of the total profits of the company. All the rest (and a lot more) has been reinvested in the company to help pay for our expansion.

That money — what our shareholders have invested and what we have borrowed from banks and other sources — is our total invested capital. And the return on that invested capital is a measure of the "productivity" of the money we've used. That return has been declining over the past three years.

The basic reason large debts are assumed, earnings are plowed back into the company, and investments are made, is to provide increased earnings in the future. It is the only way one can justify the expansion we have been undergoing in the past and intend for the future. If earnings don't grow with the increased investments, our progress will stop, competitors will capture our markets, the banks won't loan us money and investors won't buy our stock or our bonds. Ultimately we'll go out of business. It's as simple as that. We will not have the CAB as a "Big Brother" to bail us out.

We have made good progress in productivity improvements over the past several months by directionally banking our flights at Denver, consolidating pilot and flight attendant domiciles,

revising our maintenance check procedures, extending time between engine and airframe overhauls, applying a "zone concept" at the Denver station, and numerous other procedural changes.

We need to continue to search for opportunities to get more gains to offset the upward cost spiral, and I have asked my top management team to develop productivity plans for each organizational unit within the company — specific, understandable and measurable plans.

We will never try to gouge the gains out of our employees. Our employees, in turn, must recognize that all of our futures are tied to the economic fortunes of the company.

When we look at many other airlines, we see thousands of relatively high-seniority employees on indefinite furlough because of their companies' poor performance, and even more layoffs have been announced recently. Those who are still on the payroll are willingly taking severe wage and benefit cuts to help restore profitability or just to survive. Isn't it a shame that these airlines had to be on the brink of bankruptcy before they could get the attention of their employee groups?

We have been fortunate at Frontier. Our profit performance has been remarkable in a period when many others are losing money. Our work force has been relatively stable, with minimal short-term layoffs. The skill and dedication of all of our people, along with the management discipline to focus on the real world, have been significant contributors to our success.

But we simply cannot continue to add wage and benefit gains to one side of the ledger, without achieving productivity gains on the other. If we do, we will soon be faced with the problems the others have. And I do not intend to let that happen.

I want our employees to improve their pay, their benefits and their enjoyment of their jobs. The only way we can assure that is to keep the company growing and prosperous. Together, we can do it.



# Employees in the news

## Passenger comments

### Comments per 10,000 passengers boarded.

Jan.-July 1981    Jan.-July 1980

#### Compliments

Reservations	.8	.6
Ground service	4.8	3.6
Inflight service	3.2	2.3
Food, liquor service	1.5	.9
Operations performance	.2	.1
Service (general)	1.7	.9

#### Complaints

Reservations	.7	.8
Ground service	1.5	2.3
Inflight service	.3	.3
Food, liquor service	.1	.1
Operations performance	2.4	2.6
Service (general)	2.8	2.4

**Clarence Fuller** was recently named senior director, base maintenance. Since joining Frontier in February 1973, Fuller has served as director, production planning, and director, production planning and maintenance administration. Before joining Frontier he held several positions with American Airlines. In his new position, Fuller is responsible for aircraft overhaul and base overhaul shops. Fuller is a veteran of the U.S. Air Corps.

**Fred Schubel** was recently named senior director, technical service. Since joining Frontier in September 1976, Schubel has served as manager, base overhaul shops; director, major maintenance; and director, technical service. He held positions in engineering and maintenance for American Airlines

## June/July/Aug. Anniversaries

### 30 Years

**H. E. Lux** Captain  
**J. W. Moore** City manager, MCI

### 25 Years

**J. W. Ashley** Senior agent, LNK  
**R. L. Duffek** Station agent, LNK  
**D. R. Godfrey** Foreman, DEN  
**W. B. Harrison** Captain  
**D. F. Head** Station agent, GRI  
**K. M. Hett** Station agent, TUS  
**E. C. Kroeplin** Station agent, TUS  
**C. K. Norton** Station agent, FCA  
**E. G. Petrie** Aircraft technician, DEN  
**T. E. Searle** Captain  
**C. G. Thomas** Captain  
**O. L. White** Senior agent, DEN  
**O. W. Williams, Jr.** Station agent, ABQ  
**H. B. Wrasse** Captain

### 20 Years

**C. A. Ade** Captain  
**R. I. Bombard** Captain  
**W. J. Brown** First officer  
**L. J. Canavan** Captain  
**C. Cummings** Mechanic, DFW  
**J. Dugle** Flight attendant  
**S. K. Force** Reservations agent, DEN  
**H. D. Grogg** Captain  
**C. Hardacker** Aircraft technician, DEN  
**W. R. Huffman** Captain  
**J. G. Hunt** Senior agent, GTF  
**N. J. Hutchinson** Station agent, LAW  
**R. E. Klint** Station agent, DFW  
**M. D. Knight** Captain  
**W. R. MacLeod** Captain  
**H. Madeley** Aircraft technician, DFW  
**M. L. Middlebrooks** Captain  
**D. W. Miracle** Captain  
**O. Schluter** Aircraft technician, DFW  
**C. L. Schore** Flight attendant  
**F. Q. Smith** Captain

**Frontier Facts:** September 1981

**Employees:** 5,934

**Boeing 737s:** 45

(30 with JT8D-9 engines; 15 with higher thrust JT8D-17 engines)

**Convair 580s:** 16

**Airports served:** 85 in 26 states, Canada and Mexico

### (15 Years continued)

**R. D. Schumacher** Station agent, BIS  
**R. W. Scott** Station agent, MSO  
**L. Shafer** Lead aircraft technician, MCI  
**D. R. Shape** Station agent, GTF  
**D. C. Sharp** Senior agent, BOI  
**R. Sims** Reservations agent, DEN  
**D. T. Smith** Flight attendant  
**M. J. Stevens** Reservations agent, DEN  
**G. Stillman** Flight attendant  
**W. G. Vanderpool** Station agent, GJT  
**S. P. Vascellaro** First officer  
**J. S. Wharton** Dispatcher  
**L. J. Wiser** Captain

### 10 Years

**J. S. Blue** Treasurer  
**K. L. Burgess** Dir., flight planning, control  
**C. H. Burns** Senior clerk typist, DEN  
**L. M. Goin** Senior buyer, DEN  
**J. T. Kness** Dir., schedule administration  
**R. B. MacCloud** Station agent, DEN  
**B. L. Manis** Executive secretary, DEN  
**I. McLaughlin** Specialist, tech. training, DEN  
**R. Ness** City manager, LAX  
**L. Persiko** Admin. asst., flight service  
**P. Sharp** Accounting clerk, DEN  
**C. Smith** Expendable inventory controller  
**D. W. Steward** Mechanic, DEN  
**C. E. Trantham** First officer  
**A. T. Voss** Assistant general counsel



and TWA, and spent two years on design analysis and engineering on the space shuttle program. Schubel is a graduate of the University of Tulsa with a degree in business administration. In his new position, he is responsible for Denver line maintenance, field line maintenance, technical training and aircraft technical services. Schubel is a veteran of the U.S. Air Force.

**Lowell R. Shirley** was recently named senior director, information services. In his new position, Shirley is responsible for computer services and telecommunications. Before joining Frontier, Shirley served as services manager, project control services group, for Bechtel Power Corp. He also held positions with Aerojet General Corp. and Douglas Aircraft Co. Shirley is a graduate of California State Polytechnical University with a degree in aeronautical engineering.

## Appointments

**Ann Ahlin** - Manager, employment  
**Phil Bevan** - Assistant city manager, Phoenix  
**Doug Black** - Marketing representative, Los Angeles  
**Elton Dial** - City manager, Fayetteville  
**Steve Finch** - Assistant to the vice president of operations; reporting directly to the president on the assignment of facilities requirements at Stapleton International.  
**Carol Gaydos** - Special assistant, Reno  
**Larry Gilbert** - City manager, Sioux Falls  
**R. Johnson** - City manager, Gunnison  
**Lori Marx** - Special assistant, Madison  
**Robert A. Milne** - City manager, Madison  
**Judy Santiago** - Special assistant, Des Moines  
**Craig Skowrup** - Marketing representative, Los Angeles  
**Terry Smith** - Special assistant, Salt Lake City  
**D. Spencer** - City manager, Fort Leonard Wood  
**Mark S. Thomsen** - Manager, futures planning  
**Bill Waite** - Deputy director, staff sales and sales distribution  
**Steve Ward** - Staff assistant, field marketing

## Honors

**Henry Goffart**, station agent in Little Rock, was recently awarded the Outstanding Service Award by the Airline Passengers Association. Goffart is the first Frontier employee based in Little Rock to receive this honor. The association recognizes individuals in the travel industry who provide "exemplary service, above and beyond routine duties."

**F. O. Smith**  
**C. J. Spivey**  
**G. C. Staves**  
**H. W. Stewart**  
**L. E. Sumner**  
**R. D. Thompson**  
**B. J. Towns**  
**F. P. Villegas**  
**M. E. Vogel**  
**R. E. Voigt**  
**A. Washburn**

**R. D. Behrens**  
**D. D. Brockett**  
**J. R. Browning**  
**M. E. Carr**  
**L. Casey**  
**J. F. Connors**  
**G. W. Crocker, Jr.**  
**F. L. Donato**  
**L. M. Fellows**  
**F. S. Fendt**  
**D. K. Fenter**  
**E. P. Genereaux**  
**D. D. Gnose**  
**L. W. Goodwin**  
**J. Griffin**  
**D. Hall**  
**L. F. Harms**  
**R. Harpin**  
**G. Harsen**  
**E. E. Hatfield**  
**D. Haudrich**  
**L. A. Hedgpeth**  
**C. W. Huffman**  
**R. Imhoff**  
**G. B. Jones**  
**D. P. Kaplan**  
**E. M. Kempner**  
**D. Kentch**  
**L. Knudsvig**  
**J. L. Laguna**  
**T. F. Lally**  
**K. O. Larason**  
**W. Leis, Jr.**  
**R. D. Lippert**  
**G. E. Maillet**  
**J. C. Mann**  
**A. C. Maxwell**  
**J. A. McElhaney**  
**R. G. McLachlan**  
**J. L. Meade**  
**P. H. Miller**  
**E. H. Olson**  
**K. R. Peterson**  
**R. W. Redmond**  
**D. F. Sabo**  
**M. S. Salensky**

Captain  
 Captain  
 Captain  
 Ticket counter agent, DSM  
 Station agent, GJT  
 Station agent, BFF  
 Station agent, MEM  
 Supv., printing, mail services  
 Station agent, ELP  
 Senior agent, TUL  
 Aircraft technician, DEN

### 15 Years

Ticket counter agent, MCI  
 Lead aircraft technician, DEN  
 Lead mechanic, DEN  
 Supv., online sort, pricing  
 Ticket counter agent, JAC  
 Captain  
 Station agent, OMA  
 Lead data conversion operator  
 Captain  
 Captain  
 Aircraft technician, BIL  
 Captain  
 Captain  
 Aircraft technician, DEN  
 Flight attendant  
 Flight attendant  
 Station agent, LNK  
 Senior agent, DEN  
 Captain  
 Captain  
 Lead aircraft technician, SLC  
 Aircraft technician, STL  
 Station agent, MOT  
 Captain  
 Tool room attendant, DEN  
 Captain  
 Station agent, BFF  
 Captain  
 Manager, simulator engineering  
 Aircraft technician, DEN  
 Lead aircraft technician, STL  
 Senior agent, FMN  
 Station agent, BIS  
 Supv., ramp service, DEN  
 Draftsman, DEN  
 Captain  
 Station agent, OMA  
 Aircraft technician, DEN  
 Aircraft technician, DEN  
 Mgr., local service marketing

## Suggestion winners

Recent winners in the employee suggestion program include:

**Ernest Howell** — Foreman, DEN  
 \$466 — Shutting down steam boilers in the summer.  
**Jan Steele** — Senior agent, DEN  
 \$434 — Recurrent training.  
**Elza Duckett** — Lead aircraft technician, ABQ  
 \$400 — Stocking lens assembly for the window lights in the aircraft cabin.  
**George Bowers** — Stationary engineer, DEN  
 \$327 — Eliminating the oilless instrument air compressor in the boiler room.  
**Eugene Walters** — Aircraft technician, DEN  
 \$120 — Adjustable door stop bushing.  
**Michael White** — Senior agent, DEN  
 \$52.50 — Restricted article air freight envelope.  
**Leslie Espanol** — Flight attendant  
 \$37.50 — Orange juice containers used during inflight service.  
**Frank Lummie** — Senior agent, DEN  
 \$35 — Handrails for jetways.  
**Daniel Mueller** — Station agent, DEN  
 \$32.50 — Removal of the handrail on the belt loader.  
**Sandra Glau** — Secretary, DEN  
 \$30 — Expenditure forms.  
**Joseph Brown III** — Station agent, DEN  
 \$27.50 — City codes and flight numbers on baggage carts.  
**Nancy Heath** — Reservations agent, DEN  
 \$25 — Psuedo city ques.  
**Marcie Duty** — Flight attendant  
 \$15 — Ear protectors for flight attendants.  
**Robert Hammarley** — First officer  
 \$15 — Computer flight plans.  
**Allie Lacey** — Temporary expendable inventory controller, DEN  
 \$12.50 — Audit stamp.  
**Anthony Delcavo** — First officer  
 \$10 — Filed altitudes.  
**Jules Wyum** — Senior agent, MOT  
 \$10 — Flight attendant announcement for customs clearance.

## In Memoriam

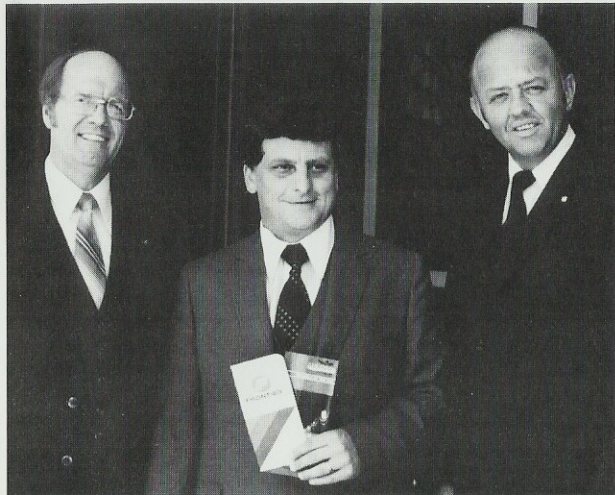
**Charlie Gayles**, manager of spares planning, was killed Aug. 8 in an automobile accident near Granby, Colo.

## Retirements

**William W. Hogan** — Vice president and treasurer, July 31, nine years.  
**Warren McLellan** — Captain, Aug. 10, 26 years.



## News around the Frontier system



**SAM CALES, Frontier's city manager for Phoenix, left, and Phil Carr of the Travel Service in Phoenix, right, award a trip for two for five days in Ixtapa-Zihuatanejo to Dave Gyongyos, director of employee relations for Ramada hotels, Phoenix. The trip was the grand prize of a recent Ramada rally for their employees in Phoenix and Scottsdale celebrating the \$41,000 they have raised for the National Easter Seal Society.**

### Passengers compliment Wicks

Cleater Wicks, ticket counter agent in St. Louis, was recently commended by Glen Ryland for receiving a large volume of complimentary letters from Frontier passengers in the first half of 1981.

According to Ryland, Wicks reacted promptly and effectively in several difficult situations. "She displays a personal concern for passengers. This reflects very favorably on Frontier."

Among the comments from passengers:

"Frontier is to be congratulated on having an employee such as Wicks. (I) was amazed at her skill, poise, efficiency and courtesy. Having spent many years planning operations and training employees to handle the public, I have found few to match her" . . . "I have traveled on many airlines, but Frontier has the special something I haven't found on the others" . . . "(I have never) seen anyone handle flight delays so delightfully that passengers didn't seem to mind" . . . "(Wicks) tended to our problem most efficiently" . . . "I can see why clients insist on flying Frontier where possible" . . . "Traveling can be filled with such aggravating incidents and when employees such as Wicks make the effort to reduce that frustration it helps (make) traveling more comfortable for all of us" . . . "Every airline is in the service business and the weary business traveler appreciates those who show concern."

## Seattle to be airport no. 88

The addition of Seattle/Tacoma International Airport to Frontier's route system Nov. 1 will mark the successful conclusion of the airline's 17-year effort to serve the area.

Two daily nonstops will be scheduled in each direction between Seattle and Denver.

Frontier initially filed for CAB authority to serve Seattle in 1964, but the request was turned down. Additional applications were made, unsuccessfully, in 1967, 1969 and 1978. In the deregulated airline environment, Frontier was granted CAB authority to serve Seattle in 1979.

According to Glen Ryland, the new route "represents a major strengthening of Frontier's service to the Pacific Northwest." Other points in the area served by Frontier are Vancouver, B.C.; Spokane, Wash.; and Eugene, Ore.

With a metropolitan population exceeding 1.5 million, the Seattle area is the home of several colleges, symphonies and theatre groups, as well as professional baseball, football and soccer teams, and the world famous Space Needle. Seattle is also the home of Boeing, the world's largest manufacturer of commercial jet aircraft, with 79,000 employees based in the area. The Port of Seattle operates \$800 million of properties, including Sea-Tac Airport.

Airports 86 and 87 on Frontier's system will be Sioux Falls, S.D., and Madison, Wis. Service begins Oct. 1. Two daily nonstops will be offered in each direction between Denver and Sioux Falls, with one of these flights continuing to Madison. One daily nonstop in each direction between Denver and Madison will also be offered.



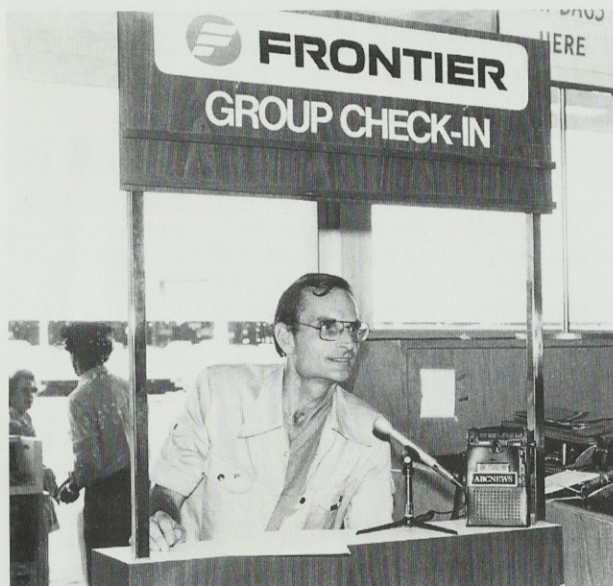
The seventh annual Dallas/Fort Worth golf tournament for Frontier employees and their guests will be held Sept. 11-13 at the Falconhead Resort, Marietta, Okla.

Rates for the tournament start at \$105 for individual golfers and \$180 for one golfer and a guest, including golf, two receptions and the awards banquet.

Further information is available from Austin Henry or Rusty Lambert, DFW-OO; Gary Mackie or Eddie Bryant, TUS-OO; Red Chambers, DEN-DP; or Eddie Moudt, MCI-OO.

### Air races set for Reno

The 18th annual Reno National Championship Air Races will be held Sept. 18-20 at Reno/Stead, 10 miles north of Reno. The event features pylon racing, air shows, and performances by the Canadian Armed Forces Snowbirds and the world's top aerobatic stars. Further information is available by writing to P.O. Box 1429, Reno, Nev. 89505.



**ABC NEWS CORRESPONDENT CHUCK TAYLOR** does a live broadcast at Denver's Stapleton International Airport on Frontier's customer service during the air controller's strike. Media reporters throughout Frontier's three-country service area have relied on the airline for information since the controllers announced the strike Aug. 3.

### Frontier sets travel seminar

Some 500 members of the Professional Secretaries International Association will gather at the Denver Merchandise Mart Sept. 12 for "Women in Travel," the first airline-sponsored travel seminar for secretaries in the Rocky Mountain Area. According to marketing representative Rita Vandergaw, the seminar will focus on women who travel for business and pleasure, highlighting trip planning, activities and stress. Betsy Morscher, author of "Heal Yourself the European Way" will speak on how to deal with the stress involved in traveling. A panel discussion on travel will feature Maggi Hanson, Frontier's director of flight service; Sue Wilson, Frontier's director of consumer services; De De Riggan-Leth, American Productivity Council, Houston; Elana Anderson, Amfac Hotels, San Francisco; Elaine England, secretary to the Chancellor, University of Denver; and Joan Bela, policewoman, Adams County Rape Force, Colo.



**DON KOUGHN**, Frontier's city manager for Helena, congratulates Sue Harris, Miss Helena for 1981. Frontier provided Harris with roundtrip transportation between Helena and Billings to compete in the Miss Montana Scholarship Pageant in late June.

## Interlining notes

**Britain:** After the coverage of the Royal Wedding, England is on many "must see" travel lists. Several interline tours will be available to England throughout the fall, enabling employees and their families to travel when the weather, and availability, are at their best.

Among the most popular overseas tours with Frontier employees are the **Caesar Hotel** visits to London, the English countryside and Wales.

According to Caesar representative Liz Dielmann, a tour is an affordable way to visit Britain, since air travel, hotel accommodations, some meals, airport transfers and the services of a local guide are usually included.

Caesar's 10-day tour of London, Paris and Rome, for example, offers air and ground transportation, hotel and daily breakfast for \$599 per person. The three days in London are sufficient to see the sights (Westminster Abbey, Buckingham Palace, St. Paul's, Tower of London) and visit the English countryside on optional excursions to Stonehenge and Stratford-on-Avon.

The eight-day Great Britain and Wales tour, from \$539, offers scheduled sightseeing, optional "London by night" excursions, and visits to Oxford, Stonehenge and Wales.

London and Paris "shopping weekends," from \$239, offer two days in London to visit the many stores near Caesar's London hotel, the Bedford, near Russell Square. Dielmann suggests china, crystal and clothing are good buys at this time for travelers.

Full information on Caesar's tours is available from 7730 Forsyth Blvd., St. Louis, Mo. 63105. (314) 727-1503.

**Caribbean:** Positive space discounts are being offered by the Norwegian Caribbean Line on seven day cruises from Miami through Dec. 13. Prices start at \$499 per person. Contact Interline Representatives, 25 West 39th St., New York, N.Y. 10018. (212) 840-6727 . . . Rates of \$28.50 per night, per person, are available at the Point Pleasant resort in St. Thomas through Dec. 18. Contact the resort at 1-800-645-5306.

**Arizona:** The new 26-acre Alamos Resort in Scottsdale is offering a \$29 per night room rate through Sept. 13. Deluxe accommodations, complimentary tennis and swimming are included. The resort is located near shops, restaurants, galleries, boutiques and a championship golf course. Contact the Alamos at (602) 991-1414.



# Do you remember when?

## A look at September in past years

### September 1951

Frontier promotes a six-day tour of Phoenix and Arizona for \$83.50 per person, including hotel accommodations and meals, starting Oct. 15. . . . Air mail compensation accounts for more than 50 percent of Frontier's revenue. . . . Nonstop service begins between Denver and Cheyenne, Denver and Pueblo, and Salt Lake City and Grand Junction. . . . Frontier leads the nation's 18 local service airlines during the second quarter in volume of air mail, air express and air freight carried.

### September 1961

Frontier is one of nine airlines in the U.S. to be recognized by the National Safety Council for outstanding safety performance. . . . A new airport terminal opens in Salt Lake City, base for 49 Frontier employees. . . . Frontier and North Central airlines propose to the CAB to transfer route authority in North Dakota, Montana and South Dakota. . . . Convair service doubles for 16 cities. . . . Frontier participates in "Visit U.S.A." tour programs for European tourists.

### September 1971

"Petroleum Club" flights are inaugurated between Denver and Dallas, featuring deluxe meal service. . . . Captain William A. McChrystal is honored for holding more DC-3 flight time than any other pilot in

the U.S. . . . New stewardess uniforms feature hot pants, navy blue skirts, gold blouses and navy blue boots. . . . Inflight "hosts" begin working on flights between Denver and Dallas.

### September 1976

Frontier's request to serve Regina and Saskatoon in the Canadian province of Saskatchewan is rejected by the CAB. . . . Frontier requests authority to fly nonstop between Albuquerque and Phoenix. . . . CAB hearings are scheduled for Frontier's requests to fly Denver-Sacramento, Denver-Spokane and Denver-Wichita-Little Rock-Memphis. . . . New flight attendant uniforms feature a royal blue pant, skirt, vest and blazer ensemble, with orange and red accents, designed by Hart, Schaffner and Marx. . . . Frontier vies for nonstop Denver-Atlanta authority.

### September 1980

The "jetmate" program to increase passenger boarding capacity at Stapleton International Airport is announced. . . . Regina and Saskatoon are slated to join Frontier's route system in 1981. . . . Service ends to McAlester, Okla., the last of Frontier's one-man stations. . . . Frontier's record of complaining passengers is the second lowest among airlines in the U.S., according to a CAB report.



**1971: NEW STEWARDESS UNIFORMS ARE MODELED BY, from the left, Norma Blair, Lana Kelley and Sharon Elkins. The uniforms came in two colors, Frontier turquoise and Frontier gold.**

## 'Jetmate' service begins at Stapleton International



Frontier's first "Jetmate" inaugurated service at Denver's Stapleton International Airport in late June, part of Frontier's \$10 million program to increase passenger boarding capacity at the airport.

The \$500,000 vehicles are designed to shuttle passengers between concourse D and aircraft parked at the south end of the Frontier hangar.

According to Earl Alexander, assistant manager of customer service at the Denver airport, the "jetmates" are currently used daily as needed, depending on flight schedules. Construction of the "Jetmate" passenger check-in area at gate D-8 will be completed in mid-September, providing five loading docks for the vehicles.

To mark the introduction of "Jetmate" service, Frontier employees and their families gathered in Denver July 18 to ride the mobile lounge and hear comments from Glen Ryland.



**UP TO 150 PASSENGERS CAN BE ACCOMMODATED ON FRONTIER'S "JETMATES," with 90 seated, on the short ride between the D concourse and aircraft parked near Frontier's hangar across the field.**

## Where do we rate?

**FRONTIER IS THIRD AMONG THE TOP 30 U.S. AIRLINES IN PROFITABILITY,** according to the Air Transport Association 1981 annual report. In passenger revenues, Frontier ranks as the 13th largest U.S. airline. Frontier is also the 13th largest airline in passenger miles, and 14th in passengers carried. Internationally, Frontier is 30th in revenue passenger miles and 35th in passengers carried among the top 100 carriers worldwide.



### FRONTIER AIRLINES

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