



Sunliner News

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SHOE SHINES GO WITH 100% PERFORMANCE



SHINES BY THE BOSS go to Omaha personnel for perfect work records in January. Elton Snoke, manager of stations, (right) shines shoes of Omaha agent Larry Vail, while Don Anderson, John Schulte and Ken Sernett wait their turns.

Kansas City station personnel also shared honors with Omaha in January and earned shoe shines from Elton. Both stations came through with a grand slam record—no controllable station delays, no baggage mishandlings and they exceeded their quotas in passengers.

Frontier Expands Summer Tour Program

Plans are well under way for a large scale sales and advertising promotion of the 1962 summer season vacation attractions on Frontier Airlines' system.

A beautiful new, four-color tour folder is being prepared by Berry Tours of Kansas City, one of the largest wholesalers of tours in the United States. Featured will be complete package vacations to the scenic wonderlands of Yellowstone, Grand Teton, Mesa Verde and Grand Canyon National Parks plus the Mount Rushmore Memorial in the Black Hills.

To assure the successful sales of these tours by air, Frontier is coordinating its summer flight schedules with those of our interline partners to facilitate vacation travel through the Frontier gateways of Denver, Kansas City, Salt Lake City, Billings, Albuquerque, Phoenix and Rapid City. Full scale national advertising in Holiday and Sunset magazines as well as travel trade publications will augment the program.

Over 6,000 travel agencies and airline sales offices throughout the country will soon be receiving the first in a series of five jumbo postcards in color which make up Frontier's direct mail phase of this promotion. The first postcard in the series will be one on the Grand Canyon area which will be mailed during March.

1961 — Frontier Airlines Best Revenue and Profit Year

New records set in 1961 made Frontier Airlines' fifteenth year the most successful in its history. During the past year the airline carried more passengers, flew more revenue ton-miles and earned its biggest net profit.

Dramatically the airline's financial statement reflects these record highs. Gross revenues reached an all time peak of \$14,886,000, up 9 per cent, while operating income of \$771,000 increased 81 per cent over 1960's results. Net profit after taxes was \$359,000.

A major contribution to these accomplishments was the healthy increase in the overall use made of the services available on all "Sunliner" flights. Passengers flying with Frontier numbered 355,442 in 1961, a 6 per cent increase over the previous year's traffic. These passengers flew 97,274,000 passenger miles which was 11 per cent over the 1960 total. As a result, passenger revenues came to \$7,234,000 for the year, an increase of 14 per cent.

In addition to increased passenger business this past year, there was a 6 per cent gain shown in the 8,518,000 pounds of air cargo loaded into the pits of Frontier flights. This cargo consisted of 2,547,000 pounds of mail, up 5 per cent, express totaling 1,018,000 pounds, up 8 per cent, and expedited air freight of 4,952,000 pounds which was 6 per cent above 1960 shipments.

The year 1961 was also the first in which Frontier Airlines and the twelve other local service airlines operated under the new class subsidy rate adopted by the Civil Aeronautics Board. This liberalized public service formula, paid on a monthly basis, contributed substantially to the stronger financial showing by Frontier Airlines this past year.

One of Frontier's proudest records is that during its entire operating history of 15 years, it has carried over two and a half million passengers, a distance of 675,756,000 passenger miles without an injury or fatality. Last year the airline again won the National Safety Council's highest recognition of this contribution to safe transportation, the Award of Honor.

In looking ahead, decisions by the Civil Aeronautics Board to be made in 1962 should do much to strengthen the financial position of Frontier Airlines.

In the *Southwestern Area Local Service Case*, a recommendation favorable to Frontier was made November 17, 1961. The hearing examiner found that Frontier could best serve the air needs on a new route between Denver and El Paso via the intermediate cities of Pueblo, Alamosa, Santa Fe, Albuquerque and Alamogordo.

During April of 1961 Frontier participated in the extensive investigation conducted by the CAB in the *Southern Rocky Mountain Area Local Service Case*. The company seeks liberalized operating authority within its existing route structure along with a new route from Denver to the West Coast. The awarding of these route segments could cut Frontier's break-even subsidy needs by more than one million dollars annually. Should the airline's proposals be received favorably in the CAB's decisions expected in the winter of 1962-1963, the airline proposes to operate either new prop-jet or turbo-jet aircraft over the route.

The year 1961 was filled with tangible progress for Frontier Airlines. The year 1962 offers new challenges to cut costs wherever possible, to obtain new routes which will financially strengthen the company and to reduce by all possible means Frontier's dependence upon government subsidy. In addition, the coming year should be marked with new dependability records as Frontier Airlines attains these goals.

EXECUTIVE EDITORIAL

EVERYONE A SALESMAN! WHY? . . .

This is not the first time you have heard the statement from me that every employee in Frontier should also be a salesman, and it will not be the last. But why, you may ask, do I feel so strongly about such a statement? Simply this, to each one of us our happiness and the present and future security of our job is of the utmost importance, and obviously all of these things and particularly our futures are tied in directly with the present and future success of our company. Therefore, we each and everyone of us must sell Frontier—our company.

To do this we must remember that customers classify an airline as a "fine airline" or as a "not so fine airline" primarily on the basis of the contacts they have with its employees and with the quality of its product. If the general public's contact with every employee in every department is good, then the initial good impression is created. Then if the quality of our product as delivered to our public is as it should be—a smooth, on-time, dependable operation—we have classified ourselves in the minds of our public as a "fine airline", our goal.

It takes a multitude of acts and attitudes, though, to win and hold customers. These acts and attitudes represent good salesmanship and following are a few I'd like for you to note and keep in mind during your daily work:

Courtesy is the necessary cornerstone to all customer relationships.

Smiles lay the foundation for a friendly relationship between the customer and yourself.

Enthusiasm instead of indifference and dullness inspires the same feeling in the buyer of your product.

Careful attention and understanding of the customer's problem coupled with action instead of delay in solving the problem will win many friends for you and your company.

Every Frontier employee, no matter what his department, has a share in contributing to the teamwork which produces our final product of service. No matter what one's particular job might be, it is a vital key to the overall product which we produce. If everyone works together to do his particular job in a manner of which he can be proud and the rest of his teamworkers can be proud, then we are all salesmen.

And that is the answer. Salesmanship and good salesmanship is of the utmost importance to all of us. Selling simply is not limited to just those people we call salesmen, for all of us in Frontier have an opportunity to sell. And when everybody sells we create a mental and emotional climate of friendliness and goodwill that makes doing business with Frontier a pleasant, happy encounter. When everybody sells, our service improves and our business grows. Then as a result of continued development, prosperity is achieved. Everyone working and selling together will blend minds and spirits in harmony which produces prosperity, well-being and the reality of a "fine airline".

Let's earn more business by deserving the business we have.

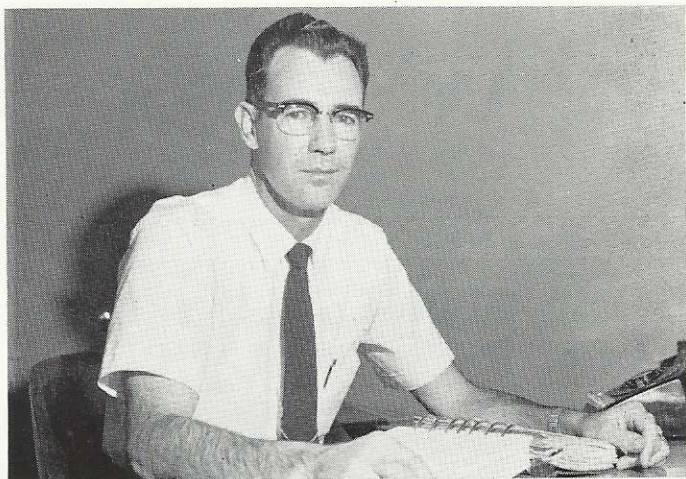
Let's roll out the red carpet for the most important persons in the world—our customers.

Let's everybody sell!



Vice President of
Traffic and Sales

MILLS - CHIEF DISPATCHER



NEW CHIEF DISPATCHER for Frontier Airlines is Ed Mills. Ed, a 15-year veteran of the airline, joined Monarch Air Lines on January 23, 1947. He has been based in Denver his entire time.

A native of Colorado, having made his home in various places throughout the state, he attended Western State College at Gunnison for three years before joining the United States Army Air Corps in 1941. During his five and a half years in service, Ed piloted twin-engine aircraft with the 326th Troop Carrier Command in the China Theater.

When he isn't busy checking weather, plotting fuel loads and keeping track of a half dozen Frontier flights, he joins with the gang at the Triple AAA Bowling Lanes in Aurora. He has been active in the Frontier Flyers league since it was organized in the fall of 1958.

ELLIE BASTAR - NEW BIL CHIEF



NEW CHIEF STEWARDESS for Frontier Airlines in Billings is Miss Eleanora C. Bastar. Ellie has been flying as a "Sunliner" crew member for Frontier since July of 1948. She graduated from the airline's first stewardess class.

Based in Billings for the past seven years, Ellie previously had flown from Phoenix, Denver and Salt Lake City terminals. She will now head the 10 Frontier stewardesses based in Billings.



TRADITIONAL JAPANESE greetings along with sake from Japan Air Lines' hostess Fumiko Takakusu were received by (left to right) Homer Garrison, Jr. and Wayne Brandhorst of Denver Maintenance. The occasion was the Fourth Annual World Airlines Party held at the Sahara Hotel in Las Vegas.

SERVICE AWARDS



15 Year Pins —

DUE IN JANUARY OR FEBRUARY

Claire M. Almquist,
Supervisor of Tariffs, Denver

Paul B. Almquist,
Station Manager, Farmington

William J. Buckley,
Inspector, Denver

J. Clark Coe,
Director of Economic Controls, Denver

Woodrow P. Landis,
Mechanic, Denver

Edward Mills,
Chief Dispatcher, Denver

Lawton E. Mitchell,
Dispatcher, Denver

Willard R. Myers,
Mechanic, Denver

M. Edward O'Neil,
Director of Flight Operations, Denver

John S. Ralston,
Lead Mechanic, Denver

Harold W. Ruppel,
Lead Mechanic, Denver

Benjamin L. Stuart,
Division Chief Pilot, Billings

Leonard G. Stuart,
Inspector, Denver

Dallas W. Taylor,
Captain, Denver

Carl V. Willmann,
Foreman Line Service, Denver

10 Year Pins —

DUE IN JANUARY OR FEBRUARY

Royal J. Burt,
Station Manager, Scottsbluff

5 Year Pins —

DUE IN JANUARY OR FEBRUARY

Dale E. Buehrer,
Mechanic, Denver

Donald G. Hotchkiss,
Mechanic, Denver

Lellon D. Kearns,
Station Agent, Prescott

Dean E. Kirksey,
Payload Controller, Albuquerque

Leon B. Northrup,
Station Agent, Kansas City

Chester J. Poell,
Mechanic, Denver

Better Baggage Handling is Goal of Stations



"YOUR BAGGAGE IS checked to Rock Springs on Flight 5," says Station Agent Roger Lienau of Cheyenne. Verbally and visually showing the claim check to passenger Robert Harrington assures the agent of his getting the luggage tagged and checked through to its correct destination.

Along with the rest of the airline industry, Frontier Airlines is taking positive action to improve procedures in the handling of luggage. Although the number of bags mishandled by reporting airlines is only six per one thousand passengers, this does not ease the strained goodwill of an inconvenienced customer. In addition, there is the very high cost of tracing and delivering misplaced baggage to its owner. This cost runs into the thousands of dollars for the industry each year.

About a year ago a program to keep luggage mishandlings to a minimum was developed by Frontier's Regional Managers of Stations. They began holding meetings with station personnel to concentrate attention on the nature of this problem and to work out solutions to eliminate the causes for their happening.



"THESE OLD BAGGAGE tags need to be removed," says Station Agent Ken Bartholoma, Denver station, to passenger Ed Lee. Saving old baggage tags too often results in mishandlings online and interline.

On-line baggage problems were found to center around seven classifications of mishandlings: (1) load report errors, (2) failure to board luggage, (3) luggage removed in error, (4) luggage boarded on wrong flight, (5) luggage checked to wrong destination, (6) failure to transfer to a connecting flight, and (7) failure to remove luggage at destination.

After exchanging ideas as to how best these recurring mishandlings could be minimized, these procedures were put into effect. A new strip baggage tag was developed and experimented with in the Denver station and was finally put into general use system-wide. Since the tag is strapped around the handle of a piece of luggage and is on top instead of dangling at the side, the destination can be easily seen before the bag is boarded on a flight. This helped to cut down on the occasions when luggage was not boarded or was boarded on the wrong flight. This new strip tag also made it easier for agents at intermediate stations to spot luggage in the cargo pits for deplaning passengers. It has helped on-line transfers too since destinations are much easier read.

A second procedural innovation is the training of counter agents to call attention to the baggage claim check and the destination marked on it as it is placed in the ticket envelope. If there is an error as to destination, the passenger would ask for a correction of the baggage tag before his luggage was boarded on the flight.

Two new forms have also been helpful in minimizing the inconvenience resulting from a mishandled bag. The Baggage Irregularity Report is made up to report an irregular baggage handling and remains in the station's active file while tracing the luggage and until satisfactory disposition has been made.

Station personnel can take a bow for their showing in January when there were only 18 irregularities during the entire month. This meant only one mishandling for each 1,568 passengers flying with Frontier during the month. From the concentrated interest which everyone has taken in this project, it will be only a matter of time before Frontier Airlines chalks up a month completely free of baggage irregularities.

COFFEE BREAK...

JOANNE UERLING

It's that time again when the periodic snow and cold give you the desire to "... get out of this monstrous, cold climate ...," if just for a weekend. So go on! All you have to do to escape your snow-covered rock is to fly to Phoenix or Tucson!

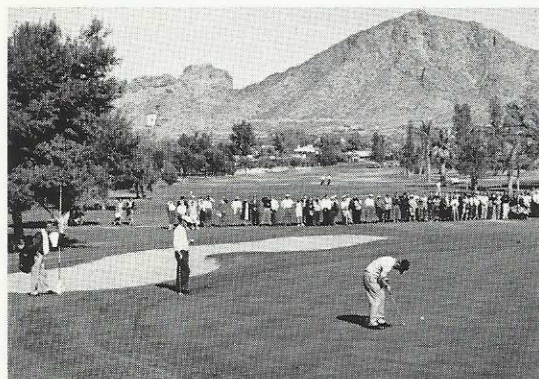
Have we any suggestions? Ummm, well, yes. Get that idealight look in your eye today, pack your play attire, golf bag and riding clothes tonight, along with booking your Frontier flight, and slip away after work the very first Friday you get. In a few short hours, you'll be facing the summer sun, shaking the snow from your eyes.

So now we're in Phoenix, where shall we stay? The best bet, we think, is to use Frontier's new Fun Flights to the Sun folder for our choices — we want you to know what it is we're so excited about selling, so you can get in on the 5 per cent deal you've been reading about. (More on this later.) Back to the folder for places to stay, there's Jokake, Paradise or Royal Palms Inns, the Sahara or maybe the Safari or Mountain Shadows both in Scottsdale just on the edge of Phoenix. All give us rates, a minimum of 10 per cent off. Mountain Shadows gives a 20 per cent discount during on-season and the Ramada Inn year-round offers a rate of \$7, \$8 or \$9 for a single or \$10, \$11 or \$12 for a double depending on location of the room in the resort.

Or did you choose Tucson? No problem. It's just as desirable and just as much fun. You have the Pioneer Hotel, Tucson Inn, the Sands, Westward Look or Wild Horse Ranch to choose from and the same 10 per cent discounts. Westward Look and Wild Horse Ranch both give a flat \$10 per day, per per-

son rate including meals, while this fee at the Wild Horse even includes the use of horses. However, in either the Valley of the Sun or the Sunshine City, we suggest you have a Fun Flight folder handy for help in choosing your resort, inn or ranch because each has an atmosphere all its own, planned to please you.

Now then, cold weather was your reason for taking the trip, but remember the things you packed before you came? It's tempting and relaxing to just put on your swimsuit, sunglasses and lotion and spend the days go-



Golf draws crowds of summer seekers and golf bums to Phoenix and Tucson.

ing from poolside to pool inside, but there are too many other summer things to get caught up on. Like golf, which is extremely available in both cities with 28 fairways in Phoenix alone, 10 of which are 18-hole layouts open to the public, or tennis, golf tournaments, sightseeing maybe even to the Grand Canyon, major league baseball training to watch, long, relaxing horseback rides through scenic areas culminating in steak fries or picnics, night clubs, rodeos, dog races, wining, dining or dancing and not too far away is Mexico, if you are spending more time, where you can take in bullfights or go deep sea fishing off the West Coast.

No matter if you spend a weekend, a week or a month, you'll be glad you did and happier, healthier and bubbling over (we hope) with talk about your vacation in the summery winterland. And here is where the 5 per cent comes in ... you talk to your friends or even your enemies about your lovely trip and discover that one or some of them plan to go too. Call the name and address of this about-to-be vacationer in to anyone in the Sales Department and they'll do the rest; i.e., sell reservations on Frontier and in one of the resorts in the folder to this lead. You get your 5 per cent commission on the ground portion part of the tour. This includes tours as mentioned in the folder to Phoenix or Tucson, to Mexico, to the Grand Canyon or to Las Vegas. Just keep your ears open for leads, call them in to the Sales Department and sit back and reminisce about the fun you had on your own very recent trip into the sunny Southland.



Horseback riding in the bright, clear desert air entices throngs to try outdoor living.

Phoenix Personnel

IDENTIFICATIONS ➔

1. Captain "Ace" Avakian
2. Copilot Bill Dendy
3. Stewardess Beth Deedman
4. Station Agent Fred Stevens
5. Captain George Sims
6. Station Manager Jim Butler
7. Stewardess Fran Fletcher
8. Copilot Lee Roser
9. Copilot Wes Morris
10. Passenger Agent Ginger Treptow
11. Station Agents Dale Pacl and Dick Lohbeck
12. Stewardess Joyce Darby
13. Copilot Bert Wrasse
14. Stewardess Barbara Christiansen
15. Station Agent John Koehler
16. Division Chief Pilot Elmer Burson
17. Station Agent Ira Kemp
18. Passenger Agent Carol Hollander
19. Sales Representative John Gariety
20. Station Agent Ray Farnam
21. Station Agent Jack Bass
22. Station Agent James McGill
23. Copilot Charles Wiggs and Captain Frank Smith
24. Senior Station Agent Robert Fish
25. Stewardess Edie Scriptner
26. Captain Andy Hoshock
27. Station Agent Luke Lutkiewicz
28. Senior Station Agent Max Willis
29. Copilot Mel D'Loss
30. Theo Leprich, City Ticket Office
31. District Sales Manager Don Boyle
32. Stewardess Wanda Foster
33. Captain Jim Walker
34. Station Agent Jim Cahoy
35. Senior Station Agent Al Mosley
36. Captain E. P. Lietz
37. Copilot "Rocky" Crane
38. Stewardesses Dollie Caylor, Edie Scriptner and Julie Oats
39. Chief Stewardess Marg Bussell

SUN COUNTRY COUSINS KEEP 'EM FLYING



Blankets For Babies



TWIN BOYS, Gene and Jeff, receive two blankets for their dad and mother, Gene, Manager of General Accounting, and Eulogia Lamansky.

For the past several months Frontier Airlines has been throwing out the welcome mat (actually it's a baby blanket) to all new babies born to Frontier employees. In May of 1961 this gift-blanket-for-new-babies program was launched and since then according to the notifications, some 52 babies have been born. Betty Moore in Personnel handles the dispatching of the "First Love" blankets as soon as she receives word from the supervisor of the new parent that the expected arrival has arrived.

There are presently 51 sets of parents for the 52 babies. The extra baby is due to the Gene Lamanskys who got two blankets at one time by way of twin boys. Here are the proud, new Frontier employee/parents:

James McGill—PHX
Hoadley Dean—RAP
Ferd Castrop—EAR
Clifford Maggard—ALS
James Dawson—WRL
John Chapel—DEN
Tom Morphis—DEN
Arthur Key—LBF
H. Lee David—SDY
Gene Smith—SLC
William Monday—DEN
Rodney Redding—DEN
Art. Trevithick—GUC
Jerry Lynch—DEN
Billy Hilton—RAP
James Ashley—LNK
David Carter—CPR
Ed Nielsen—DEN
Mel Schneider—DEN
Art Davis—DEN
Ed Dolansky—DEN
Paul Garman—DEN
Lester Atwood—BIL
Terry Hansen—BIL
Kerry Allen—FLG
Roger Robertson—DEN

Archie Showell—DEN
Donald Rounds—DEN
Frank Keith—FMN
Enos Archuleta—ALS
Lewis Olsen—SAD
Dale Davis—OMA
Phil. Fredrickson—FMN
Eugene Harrison—MKC
Wm. Marquez—DEN
John Schulte—OMA
Ray Woodson—DEN
Donald Koughn—GUP
Donald Scheetz—SDY
Ronald Eckles—HSI
C. W. McGinnis—FMN
Robt. LaGuardia—DEN
Larry Sills—DEN
Delbert Hicklin—DEN
James Cahoy—PHX
Gene Lamansky—DEN
Jerry Francis—DEN
Arlie Sheehy—OMA
Fred Kahn—LNK
Ira Kemp—PHX
Richard Lehmann—AIA

PILOTS' WIVES FORM CLUB



DENVER-BASED PILOTS' WIVES formed a new social club. Approximately forty wives participate in each monthly meeting. New officers for the year are (left to right) Marion Hingst, Nan Nielsen, Marg Confer, Joanne Damato, Reva Allen, Dee Calahan, Karen Showell and Joanne Cochran.

PIZZA PIE TAKES TO THE SKY



OVER 2,500 POUNDS of pizza pies flew from Denver to Phoenix when deep snows blocked mountain passes. Cargo Sales Representative Robert LaGuardia checks out one of the shipments while Ben Guitierrez loads.

HOT FOOTED SALES TEAM COOLS OFF



AFTER POUNDING THE PAVEMENT in Albuquerque, five of Frontier's salesmen take a break while getting a new set of instructions from District Sales Manager Don Boyle (right). Left to right are Tom Makurat, Jerry Bacon, Clint Kaufman, John Gariety and Stewardess Fran Fletcher.

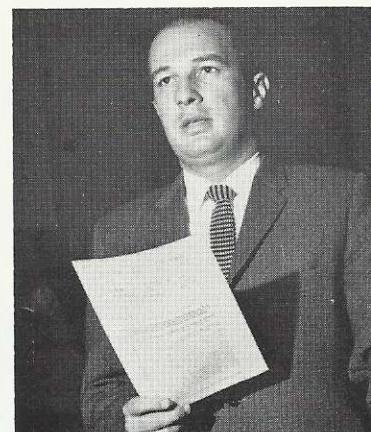
PHOENIX PILOTS GUIDE SHIP OF STATE IN ARIZONA



Rep. Elmer Burson



Arizona's Capitol and House of Representatives



Rep. F. A. Crane

Two very civic-minded members of Frontier Airlines' pilot group in Phoenix have been personally participating in shaping legislation for the State of Arizona. Both Captain Elmer T. Burson, Division Chief Pilot, and Copilot F. A. "Rocky" Crane schedule their flying time during sessions of the Arizona legislature that they might also carry out their duties as members of the House of Representatives.

Captain Elmer Burson prides himself as being a conservative Republican. He is in his second term representing his district in Maricopa County and is active on the following committees: Civil Defense and Veterans Affairs and Livestock and Public Lands. Representative Burson's political philosophies have him standing foursquare behind less Federal government and stronger states' rights. He favors repeal of the Federal Income Tax and getting the Federal Government out of private business. He also is working on tax equalization and re-evaluation of property, creating a department of finance with a budget di-

rector to cut state expenditures, and reduction of welfare handouts to those able to work and a revision of child labor laws to allow young people the right to work which he feels will help to cut down juvenile delinquency.

On the opposite side of the House of Representatives is Copilot "Rocky" Crane, a liberal Democrat. At the age of 28, "Rocky" is the youngest member of the Arizona legislature and is serving his first term. He is on the following committees: Rules, Appropriations, Education and Public Institutions and is vice chairman of Civil Defense and Veterans Affairs. With a background of growing up and working in the oil and gas fields of Oklahoma and Texas, "Rocky" is vitally interested in legislation affecting gas, oil and helium taxation and legislation. He is vice chairman of the Oil and Gas Study committee and sponsored six house bills on the taxation of helium gas plus depletion allowances and unitization of Arizona's oil and gas fields.

EVERYONE IS FLYING FRONTIER'S "SUNLINERS"



CONCERT PIANIST Van Cliburn checks a painting on board flight with Stewardess Dee Lanick.



FAMED RECORDING stars, the Brothers Four, stop and chat with Stewardess Betty Donald prior to boarding a flight.



FILM STAR Rock Hudson completes Air Force Reserve training in Rapid City before returning to Hollywood.



MBC NEWS commentator Cedric Foster (left) departs at Sidney, Montana, with Stewardess Ellie Bastar, Station Manager Jim Sebastian and Ed Krebsbach.



U. S. SENATOR Jack R. Miller (R) from Iowa checks in with Stewardess Mary Jo Gouse.



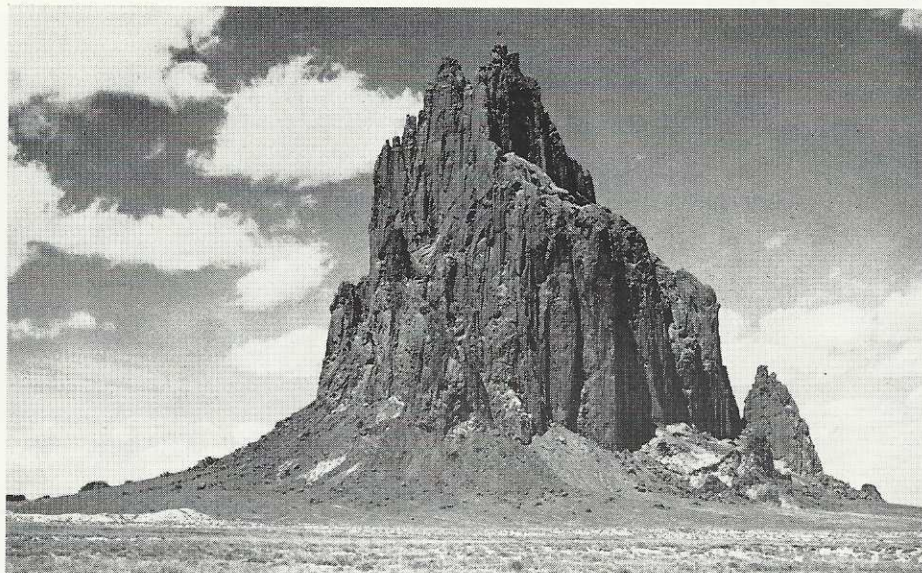
ROUND-THE-WORLD trip started in Glasgow, Montana, as (left to right) Roko Perrick and George Haynes purchase tickets from Ora Goode, station manager.

FAL Takes 1st Place



THE NIKE ADVERTISING Award goes to Frontier Airlines and its advertising agency, Tool and Armstrong. Accepting the award were J. Dan Brock, vice president of traffic and sales, and Jean Tool, account executive.

Shiprock Featured On New Mexico Stamp



SHIPROCK, famous New Mexico landmark in the Four Corners area, appears on New Mexico statehood commemorative stamp. This needle-tipped igneous rock formation juts almost 2,000 feet above the surrounding plains. It can be seen for many miles by air travelers landing at Farmington, New Mexico.

Frontiersman Award Goes To Pueblo



PUEBLO STATION wins Frontiersman Award for consistently having a 100% ontime operation. Pueblo station agents are quite pleased with the recognition of their efforts. Left to right are Harlan Johnson, Ray Seybold, Tony Shepherd, Larry Baumgartner, Station Manager Oliver Brunz and Wallace Farrar.

In Memoriam

Umeka "Mickey" Ishida has been in Payroll Accounting for Frontier Airlines for the past three years. Although she had been on a leave of absence since last summer for an aortic valve operation, her many friends in the General Office were shocked at the news of her death from congestive heart failure on January 21.

Deepest sympathies are extended to her husband Julius and her daughter Sheryle.

Sunliner News

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PUBLICITY DEPARTMENT
Frontier Airlines, Inc.
5900 East 39th Avenue
Denver 7, Colorado

E. H. GERHARDT, Mgr., Publicity
JOANNE UERLING

A member of the Airline Editors
Conference of ATA.

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