

SEA-TAC

Air Gateway to the World



The world at our doorstep

The Seattle-Tacoma International Airport, one of the world's major air gateways, is marking its 25th anniversary by playing an even more important role in Seattle's economic life-line and jumping-off point for pleasure journeys around the world.

Dedicated in 1949, the Port of Seattle-operated field not only has been expanded to cope with mushrooming passenger and cargo traffic but giant new airliners as well, many of them planes rolled from Boeing factories in Renton and Everett.

Readers will find interesting articles, photos and sketches in this special anniversary section about the airport which ranks among the nation's key hubs, both for domestic travel and as gateway to Alaska, the Pacific, Canada and Europe.

What will the anniversary report be 25 years from today? Undoubtedly, a story of growth and expansion, with more travel opportunities than ever before for Puget Sound-area residents, with more airlines and more routes.

Seattle-Tacoma has marched with aviation progress since its 1949 dedication, and Port of Seattle executives and planners look forward with confidence to an increasingly important airport role as this century nears an end.

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25TH
ANNIVERSARY

ANNIVERSARY

\$11 million sounded so stratospheric in 1949...

By JACK HAUPTLI
Associate City Editor

The talk around city desk was about the early days at Seattle-Tacoma Airport.

"I covered the dedication," I chimed in. "It was on a Saturday afternoon. I was on the night shift, and Larry Dion and I were late getting there."

"Good," pronounced Lane Smith, city editor. "You can write a piece for the airport's 25th-anniversary section."

"It couldn't have been that long ago," I protested. But it was.

The Times information bureau sent me a copy of my article from the July 10, 1949, Sunday Times.

"Puget Sound's \$11,000,000 new gateway to the world, the Seattle-Tacoma International Airport, officially took its place on the map yesterday at colorful dedication ceremonies," the article began.

Eleven million, that's all? But they were 1949 millions.

"A crowd estimated by state patrolmen at 30,000 jammed into the Bow Lake field to watch the ceremonies and view the giant airliners that will fly from its wide concrete runways, bound for all parts of the world."

Who calls it Bow Lake anymore? Giant airliners like Western's Convairs and Northwest's Martins, both with D. B. Cooper-style dropping steps from the fuselage. And Douglas DC-4s and DC-6s.

"Today we become a dynamic world center, and we are justly proud!" proclaimed Gov. Arthur B. Langlie in dedicating the field.

Langlie had begun the second of his three terms six months earlier. It's now almost eight years since he died.

"The airport operated by the Port of Seattle received a thundering salute from precise formations of Air Force

and Navy planes which swooped low in passing in review..."

Larry Dion, then, as now, a Times photographer, and I were still driving out on the Seattle-Tacoma Highway when they flew by.

"Ice-cream and soft-drink salesmen did a land-office business as a hot sun beat down on the crowd gathered around the \$3,000,000 terminal and administration building."

Three million? I guess that was an impressive sum to toss into the article. How much did the modernization project cost again? I remember it was a hot day. The speakers were on an open balcony facing the runway, the balcony that got swallowed up in the remodeling.

"Speakers on the flag-decked balcony paid glowing tribute to the field, many repeating the phrase, 'A dream come true.' Congressman Hugh B. Mitchell

declared, 'I can say on the basis of experience on two continents, you have the finest facilities here of any airport in the world.'"

Mitchell served in the Senate in 1945-46, then lost to Harry Cain. In 1949 he was in the first of two terms in the House. He challenged Langlie for governor in 1952, then went into business here.

Other speakers included William F. Devin, Seattle's mayor from 1942 to 1952 and now an attorney, and C. Val Fawcett, mayor of Tacoma from 1946 to 1950. He died in 1965.

"After the formal dedication Northwest Airlines' first Boeing Stratocruiser, aptly named 'Seattle-Tacoma,' was christened by Mrs. William M. Allen, wife of the president of the Boeing Airplane Company.

"Mrs. Allen christened the plane by dousing on its nose a champagne bucket filled with water flown from China, Japan, Hawaii, Alaska, Korea and the Philippines.

"Gaily costumed girls from the distant lands, and an Alaskan girl, sweltering in a fur parka, filled the bucket with bottles of water flown here with them."

Another clipping mentioned that the water from Japan was scooped out of the moat around the Imperial Palace — and the water from Alaska was charged water from an Anchorage bar.

The Stratocruiser undoubtedly was the biggest giant airliner on the field that day — four 3,500-horsepower Pratt & Whitney engines, a cruising speed of 300 miles an hour, 110 feet 4 inches long with a wing span of 141 feet 3 inches, a lower-deck lounge, room for 50 to more than 100 passengers.

By June, 1954, the Stratocruiser Seattle-Tacoma had flown 3 million miles and had carried 150,000 passengers. It was one of the 56 Stratocruisers Boeing built from 1947 to 1949.

Northwest was the last airline to phase out the Stratocruisers, the last flight going from New York to Minneapolis-St. Paul on September 19, 1960.

Dion and I have one more vivid memory of the airport dedication. Mary Blake,

United Air Lines' public relations representative then and now, lined up a DC-3, as we remember it, for a press flight over the field.

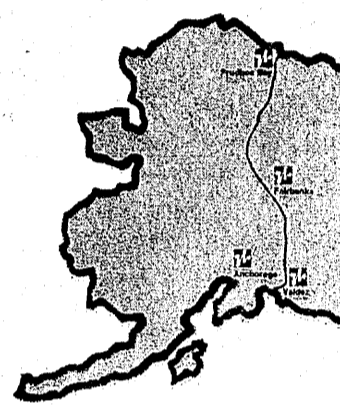
We swooped and banked sharply as Dion with his 4-by-5 Speed Graphic photographed the \$3 million terminal in a final, the crowd, the parked planes and all the parked cars.

Bonnie Schmid in The Times photo lab looked and looked for the negatives of Dion's pictures taken that day, finally finding them filed under "Bow Lake." Jeppers. Twenty-five years.



Larry Dion took this picture during the dedication ceremonies 25 years ago.

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3:00 p.m.	8:00 p.m. Nonstop
4:30 p.m.	9:30 p.m. Nonstop
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A long way from coal stoves and quonset huts

By GLEN CARTER

Donald G. Shay was fresh out of the University of Washington when he joined Seattle-Tacoma Airport in 1947.

In those days, his office as assistant general manager was in a quonset hut heated by a coal stove. The airport had been called Bow Lake when built in 1942. A little airport out in the boon docks.

MILITARY HUTS and coal heaters weren't new to Shay. He had been a World War II flyer with the Army Air Corps (later the United States Air Force). He flew transports hauling troops and supplies in the China-Burma-India theater of operations.

Nowadays he is director

of aviation at Sea-Tac and he flies jets as a colonel in the Air Force Reserve.

By 1949 the Port of Seattle-designed terminal building was dedicated, and some citizens wondered if a big white elephant had been born. Ten flights a day were provided by only two airlines. Boeing Field was busier and bigger.

TODAY, a dozen airlines are making 360 flights daily. They moved 5 million passengers last year. The total for this year is expected to exceed 5.5 million.

Twenty-seven years after Shay joined the port, Sea-Tac has grown to more than 2,200 acres which include several hundred residential properties in clear-zone landing paths. Its sev-



Donald G. Shay

en-year, \$175 million expansion and modernization program, just finished, will enable it to accommodate 12 million passengers a year.

Sea-Tac isn't the coast's busiest airport, but it boasts a couple of firsts. The parking garage, capable of holding 5,000 cars, is the biggest west of the Mississippi. The

underground rail system, dubbed one on the West Coast that works. San Francisco has one, but it's still in the shakedown stage.

Shay's Subway is electric and automated at service speeds to 26 miles an hour. It carries passengers to and from the two outlying passenger terminals, called the north and south satellites.

SEA-TAC RESEMBLES a town for other reasons. It has a police and fire department of about 130 members and 7,000 people who earn wages in shops, restaurants, cocktail lounges and a bank.

Fewer than 300 are on the port's payroll. Thousands of others work for the airlines, concessionaires and federal agencies.

Shay will tell you that his domain is operated by the tax-based Port of Seattle, but no tax money is involved in the \$175 million expansion. The airport's tenants, including the dozen airlines, are retiring the expansion revenue bonds issued through the port.

Airport landing fees — the nation's highest — pay the biggest chunk of revenue at \$1.60 for each 1,000 pounds of aircraft. At that rate, an airline pays \$902.40 just to land a Boeing 747. A 707 costs \$395.20 and a DC-8 \$440.

AS SEA-TAC has matured, so has Shay. He is an aviation director with an international reputation. Next October he will advance from vice president to president of the Airport Operators Council International, whose membership involves more than 550 airports throughout the world. He also is an officer of the American Association of Airport Executives and the International Northwest Aviation Council.

When Shay's affiliations take him to out-of-town seminars and conventions, Sea-Tac is in charge of Robert Spicer, the assistant director of aviation, and Bill Robertson, the superintendent of operations.

When Shay is gone they are tending an operation that brings in \$12 million a year in landing fees, \$5,000 a day for car parking and rentals that total enough to pay the 7,000 salaries and to retire the revenue bonds that built and expanded the airport.

Port of Seattle commissioners estimate that Sea-

Tac causes nearly \$500 million to circulate each year — nearly \$1.5 million a day

and more than \$87,000 an hour. Those whopping sums changing hands include the

dimes for pay toilets and the coins spent at insurance booths.

Transportation battles still going

By ROBERT L. TWISS
Associate Editor

Seattle always has had to fight for its transportation advances, from the summer day in 1873 when the Northern Pacific Railway selected Tacoma as its Western terminus.

It wasn't until 1893, almost 20 years to the day later, when the first Great Northern train pulled into Seattle, thanks to the enterprise of James J. Hill, the empire-builder, and farsighted Seattle citizens.

Seattle is in another series of transportation battles today, struggles which will determine whether this city's already-excellent domestic and international air service will be expanded.

On the international front, Seattle is seeking improve access to Europe in the Civil Aeronautics Board's transatlantic-route case. Now the city has direct, nonstop service to London with daily Pan American World Airways flights and every-day jet service by the Scandinavian Airlines System to Copenhagen.

Air-route experts here argue that Seattle needs direct, one-carrier service to the Continent's interior cities, such as Frankfurt.

THE CITY also has mounted a major drive for direct air service to the People's Republic of China over the time- and fuel-saving North Pacific route.

Mainland China is determined to fly major international routes, as evidenced by its historic \$125 million purchase of 10 Boeing 707s and completion of bilateral agreements with many nations, including Canada.

Thus it appears to be only a question of time until the People's Republic and the United States agree on air-route exchanges. When that comes about, Seattle wants to make certain it is listed among gateways for service to the People's Republic of China.

New facilities part of changing airport scene

New facilities—including an eight-story garage, separated arrival and departure levels, additional concourses, a second runway, and two satellite terminals—are all part of the changing scene at the Seattle-Tacoma Airport.

Since 1969, more than \$175 million in expansion and improvements have been made to make air service easier, swifter, and more economical.

Following a master plan by the Richardson Associates, architectural and planning firm, and the Port of Seattle, the changes are designed to boost the airport's capacity to more than 20 million passengers annually.

Several expansion alternatives were considered, including a new complex on the west side of the runways, and variations of additions to the existing terminal. It was decided that separate north and south satellite terminals, linked by an underground transit system, would be best.

The extended main terminal now provides 37 passenger gates to aircraft.

The north satellite offers 11 plane positions. The south satellite offers 10. Planners found that 70 per cent of the airport's patrons arrive by automobile. An eight-level, 5,000-car garage was built within easy walking distance of the main terminal.

The port also added a second 9,000-foot-long runway, a new fuel-storage farm, strengthened utilities systems to handle the new facilities, and new airfield and cargo terminals.

SEATTLE also is seeking competitive passenger service to Tokyo in an attempt to restore the city's major Pacific-gateway status.

12 lines serve area airport

Eleven scheduled passenger-cargo airlines serve the Seattle-Tacoma Airport, with an all-cargo carrier, The Flying Tiger Line, offering service from Seattle to both domestic and overseas points.

The passenger-cargo lines are Alaska Airlines, Braniff International, Continental Air Lines, Eastern Air Lines, Hughes Airwest, Northwest Orient Airlines, Pacific Western Airlines, Pan American World Airways, Scandinavian Airlines System, United Air Lines and Western Airlines.

Cascade Airways, an intrastate line, also operates from the airport, as do several air-taxi carriers.

Until the 1969 transpacific-air-route decision, Seattle held a major gateway position for transpacific trade and travel. But that decision emphasized the longer Central Pacific routing to the Orient, thus resulting in a greater percentage of cargo and passenger volume moving from the populous Eastern half of the nation to Hawaii and beyond to the Far East.

There are other complicating factors, too. In particular, common fares across the Pacific.

It now costs a Seattle traveler the same as Los Angeles passenger to fly to Tokyo, even though the Seattleite flies 1,200 fewer miles.

MILEAGE fares for cross-Pacific travel would offer a financial incentive for residents in the Southwest and Southeast to route Orient trips by way of Seattle, thus adding to the Seattle-Tacoma Airport's gateway status.

Another factor is the Postal Service's practice of routing substantial mail volume over the longer Central Pacific routing. Seattle interests argue the mail should flow entirely over the cost-saving North Pacific route.

Seattle wants improved domestic service, too, such as one-carrier flights to the Ohio Valley and direct trips to the Southeast.

THIS REGION seldom has been as united in a transportation — improve drive as it is today, for it sees an opportunity, with reasonable fare and air-route rulings, to make Seattle a far more important air hub than it is today.

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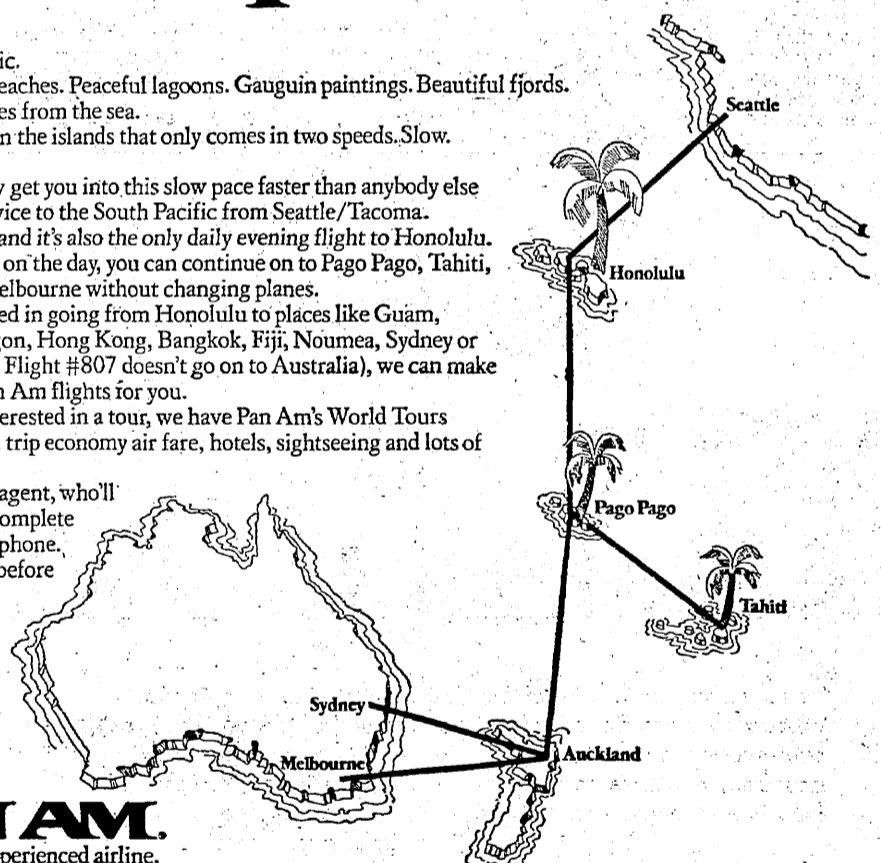
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Freight? Almost anything goes

By ERIK LACITIS

If you've got a horse scheduled in a weekend race 2,000 miles away, or a killer whale or corpse that should get from here to the East Coast pretty quick, you probably know about the airport's dozen freight-carrying airlines.

Last year, Sea-Tac's traffic in air freight and air express (small-parcel priority freight) was at an all-time high of 248 million pounds.

Freight shipped included salmon, just off a fishing boat; intricate computer parts; 500,000 engines for Boeing jets and thousands of baby chicks destined for the Far East.

The commercial volume of all freight passing through Sea-Tac last year was valued at more than \$900 million.

The airport ranks 12th in the nation in volume of air freight and 21st in air express, making it a profitable venture for the air carriers there.

The Port of Seattle estimates revenue to carriers from the 1972 freight loaded at the airport exceeded \$18 million.

Seattle lives up to its slogan as being the gateway to Alaska and the Orient.

More than one third of Sea-Tac's freight shipments go to Alaska. International



flights, mostly to the Far East, account for 14 per cent of freight shipments.

The rest of the freight shipped — about one fourth of the total — goes mostly to the East Coast and the Midwest.

Food heads the list of commodity shipments. Much of that food, such as meat, vegetables and poultry, is flown to Alaska.

Other popular goods shipped from the airport include flowers, evergreens (local Christmas trees are flown to Hawaii and other warm-climate places), electronic audio-visual equipment, textiles and apparel, aerospace parts, printed

matter and paper products, industrial and office machines, automotive equipment and chemicals and drugs.

Miscellaneous items such as killer whales account for 6 per cent of the shipments.

The only all-cargo airline at Sea-Tac is The Flying Tiger Line.

It was started in 1945 by Robert W. Prescott, who lured combat buddies from the American Volunteer Group, who flew for the Chinese Nationalists and were popularly known as the Flying Tigers, to raise \$178,000 to start the airline.

After a few lean years, the airline began to make money hauling such freight as bulls and rams to Colombia and by contracting to fly 35,000 Yemenite Jews from Southern Arabia to Israel.

Nowadays the only pas-

sengers the airline carries are soldiers. The airline had a contract with the military to fly back home many Vietnam veterans.

Flying Tiger has 20 DC-8-Super 63F jets hauling freight between major cities around the world.

The jets are like their passenger-jet counterparts except that they don't have seats.

"They're like a great big tunnel," John Geehan, Jr., Flying Tiger general manager here, said.

He added some of the jets are convertible and passenger seats can be easily put in.

Like land and sea carriers, Flying Tiger and other airlines ship most goods in standard containers.

At Flying Tiger, the igloo-shaped containers are made of aluminum and have a capacity of 445 cubic feet. Each can carry up to 12,000 pounds. DC-8-Super 63F can carry up to 10 such igloos.



Acceptance detected

An airport security officer watched as a young girl walked through a metal detector. Security officials said people balked a little when the machines first were installed and searches first conducted, but most now take it as a matter of course.—Staff photo by Greg Gilbert.

Sea-Tac accessible to handicapped

Several special features to aid handicapped persons have been built into the new airport facilities.

Six parking spaces adjacent to the taxi area on the baggage-claim level are set aside for the handicapped so they can leave their cars with ease and get into wheelchairs.

Restrooms with wide doors and open space under sink basins are provided on each airport level and on the fourth floor of the parking terminal. Drinking fountains also are low so people in wheelchairs (and children) can reach them easily. Telephones are low, too, and usable from a wheelchair.

Information charts and maps are provided on every level of the passenger terminal to eliminate unnecessary movement, and the international symbol of accessibility—a handicapped person seated in a wheelchair—is posted to let the handicapped know where to go.

The Seattle-Tacoma Airport is one of the first in the country to be fully accessible to the handicapped, fully complying with new laws requiring these facilities.

Congratulations Sea-Tac from the Airport Strip



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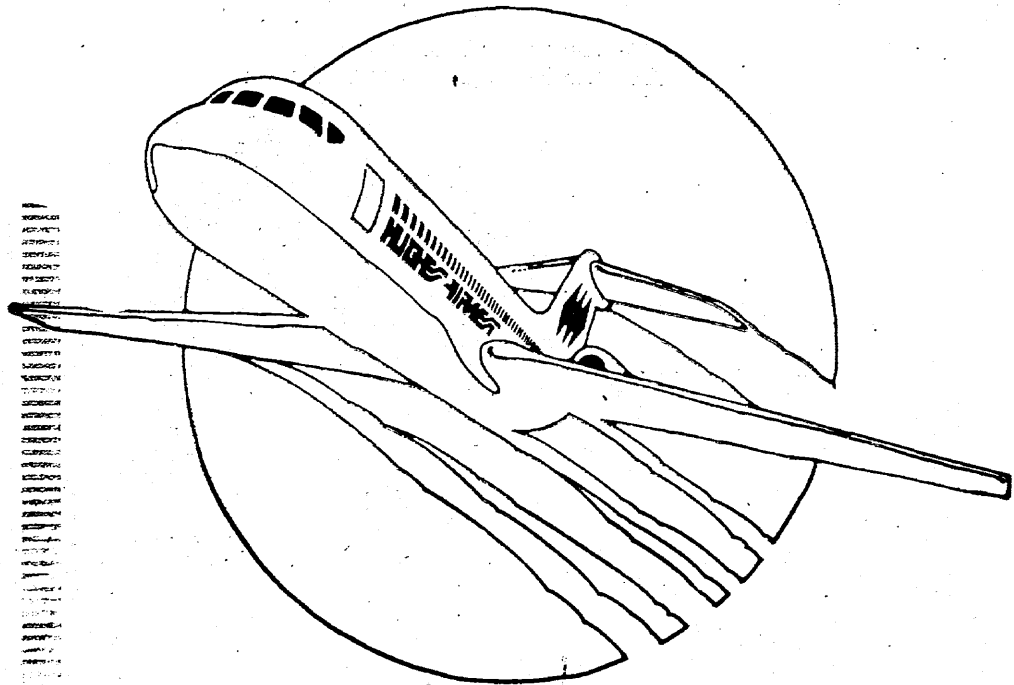
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A day in the life

'This is your stewardess...'

By JOHN MACDONALD

The DC-10's large overhead mechanical door slowly dropped into place.

Lea Decker picked up the public-address microphone:

"Ladies and gentlemen, welcome to Northwest Orient Airlines flight 610..."

It was the third and final leg of the crew's journey, which began in Minneapolis and was to end in Spokane.

Lea and the five other stewardesses were tired and looking forward to a leisurely meal in Spokane and then sleep before their 6 a. m. call for the return flight to Minneapolis.

On the earlier Minneapolis-to-Spokane non-stop flight, all but a few of the plane's 236 seats had been filled and the passengers had been served a complete meal — which, for the cabin attendants, is no easy chore.

AS THE PLANE taxied to the runway for takeoff, Lea and Patti Horn, the other stewardess in the first-class section, scurried to see that baggage was properly stored, seat belts fastened and the emergency-escape apparatus in the plane's doors activated.

Lea then buckled herself into her seat near the cockpit door and relaxed.

"Looks like it'll be a quiet flight," she said as she looked at the number of empty seats and we talked of her work.

A Spokane native, Lea has flown for Northwest 7½ years, the past six out of Seattle, one of two Northwest Airlines bases. The major base is Minneapolis.

The hours are long (most cabin attendants spend from 67 to 85 hours in the air each month) and we have to live out of a suitcase. And sometimes it's hard to be nice to everyone, particularly when you're not feeling your best.

"But the pay is good (most cabin attendants start at about \$500 a month and can earn up to \$1,200 base pay plus overtime, a month) and we get expense money. We don't get tips, but that's O. K. because we don't like to be thought of as cocktail waitresses.

"The benefits are good, too. We are away from home only about 14 days a month, usually in three-to-five-day segments with a few days to a week off in between.

"And cabin attendants now can be married and have children, and even get maternity leave.

"And our pass privileges are good. (Most airlines have reciprocal agreements that allow employees and their immediate families substantial savings on flights, both domestic and foreign.)

ONCE IN THE air, Lea and the other stewardesses returned to their passengers. Some wanted cold drinks. Others coffee and nuts. No snack or dinner was served, which made the job easier. "But things have changed and are changing," Lea said after getting a soft drink and chatting with wide-eyed 11-year-old Sheryl Otto, of Tacoma, who was flying alone, her first time in an airliner since she was 2.

"It seems like we don't get as much time to give passengers personal service like we used to," she said. "The planes are bigger and passenger loads larger. And lots of airlines haven't added cabin attendants at the same ratio."



Lea Decker prepared to serve beverages on the Seattle-Spokane flight. — Staff photo by Bruce McKim.

"I'm sure there are many reasons — inflation, the fuel shortage, higher operating costs."

"But, overall, the people haven't changed much. Most are friendly and realize that we are in a close-quarters situation with a 100 or 200 people to serve in a limited amount of time.

"Sure, there are always a few who give you trouble and demand an extra drink just when you're trying to serve a meal. But there are those people everywhere, in any service kind of business.

"And usually, it just takes a word or two to calm someone, say a person who has had too much to drink. And we always can get help from a steward (male cabin attendants who have been used on airlines the past four or five years) or could ask one of the flight officers to say a word, but that is very rare."

WHAT ABOUT HIJACKINGS?

"When they first started, we all got special training on how to spot a potential hijacker and what to do if we were confronted with such a situation.

But hijackings have subsided, and hopefully they are things of the past."

"I remember about five years ago that as I leaned across to a man in a window seat to remind him to fasten his seat belt, he pulled his coat open and he had a small gun in a shoulder holster.

"I immediately told the second officer. He came back, sat down next to the man and quietly asked him to give him the gun. He didn't say a word; just handed it over.

"It turned out that it was

made of plastic, but it still scared hell out of me."

By now, the Spokane skyline was in sight and the pilot circled over the Expo '74 site.

The "no smoking" and "fasten seat belts" signs were turned on and Lea once again made the rounds checking that seat belts were fastened, beverage glasses picked up and hand luggage safely put away. Another stewardess was tidying up the galley.

LEA THEN returned to her seat and the plane landed.

Once the plane had taxied to the exit ramp and the door opened, the cabin attendants stood at the doorway to thank the passengers for flying with Northwest Orient and to wish them a good stay in Spokane.

Lea and the other stewardesses checked the plane for luggage or garments left behind, then gathered up their own and left, passing on the way the "groomers" who went to work cleaning and restocking the plane for the next-morning flight.

Several days later, on a return flight to Seattle, I saw what Lea meant about passengers doing what they can to help.

The plane was full, and the five stewardesses had about 40 minutes to serve a snack — sandwich, salad and coffee or cold drink — then pick the trays up again and clean up, along with their usual duties concerning the doors, baggage, etc.

One man's folding table, attached to the rear of the seat in front of him, was not level and his plastic tray kept sliding toward his lap.

He tried to fix it, but

couldn't. He then looked up for possible help from a stewardess. But they were scurrying, trying to get everyone served and he didn't want to bother them with such a minor matter.

So he just placed a thin pickle slice under the tray. It worked fine.

By AL DIEFFENBACH

Big and efficient as it is, Sea-Tac does not function in a vacuum.

Its 65-person control-tower crew shepherds arriving air traffic from close in, and departing aircraft for from 2 to 10 minutes after take-off.

At either end of that activity — and for a goodly distance beyond in all directions — are the air-traffic controllers in the Federal Aviation Administration's center at Auburn.



Staff and equipment keep an eye on all planes flying under instrument rules, and some on normal, visual-flight rules, over 285,000 square miles of Washington and Oregon and parts of California, Idaho and Montana, plus a piece of the Pacific Ocean.

According to Don Frantz, chief of the Auburn center,

it handles from 1,500 to 2,500 flights a day.

In a huge, dimly lit room, some of the center's 288 controllers sit or stand at radar display panels that monitor a plane's flight over each mile of the 18 sectors within the center's jurisdiction.

Frantz, who transferred 18 months ago after serving as tower chief at Sea-Tac, said that each aircraft in a sector is in touch with the sector controller until it reaches a boundary and is

"handed off" to the next controller on the route.

When the flight nears Sea-Tac, for instance, the pilot is handed off to the airport control tower where landing directions are transmitted.

The opposite procedure prevails on flights departing from Sea-Tac. Frantz said the Auburn center's equipment is being computerized into a Radar Data Processing system that will be ready for use in September, linking the center to 19 other centers.

Helping you all around the airport.

Peopleport...

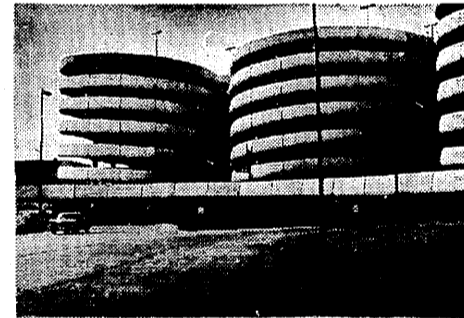
Progress can be beautiful. After spending five years and 175 million dollars, (none of which came from state and local taxes), the Port of Seattle has created one of the finest airports in the world. Starting with a crowded, outdated airport terminal we have designed a facility that is engineered to serve people before machines, and to be as enjoyable as it is efficient. We think we've succeeded, and we hope you'll come out to see it for yourself. Soon.



Getting to the Peopleport by car is almost as easy as arriving by plane. From any freeway entrance in the Greater Seattle area you can reach the central terminal without encountering a stoplight and as you pass the large digital arrival clock you are driving on a freeway system that was constructed entirely by the Port. All of the ramps, signs, and overpasses make the Seattle Peopleport the most convenient and accessible airport of its size in the country.



Some airport users may never see more of the Peopleport than the departing passenger unloading zones. There, each major air carrier has its own entrance to speed late arrivals through the check-in and to their flights. Arrival and departure roadways are on different levels so the conflicting traffic requirements never result in the nerve-jangling traffic jams typical of some major airports.

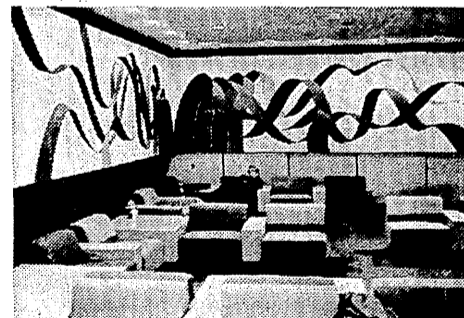


At the Peopleport we have eliminated the rainy parking lot bakes and the frustrating searching for parking space with our huge, new covered parking garage. It is sited right at the central terminal, contains 4200 covered spaces, and has enclosed skybridges to the terminal building. It is the largest facility of its kind west of the Mississippi, and has recently won an American Institute of Architects award for design.

Food tops list of Sea-Tac flow

Food tops the list of commodities that flow from the Seattle-Tacoma Airport to cities around the world. Vegetables, fish, meat and poultry account for 20 per cent of the freight volume at the airport.

Other commodities shipped in volume include flowers and evergreens, 11 per cent; electronics, 11 per cent; textiles and apparel, 10 per cent; and aerospace equipment and parts, 8 per cent.



We figure that a lot more people pass through an airport daily than airplanes. So we've invested \$300,000 in works of art to help make the Peopleport as enjoyable as it is efficient, creating a giant functioning art gallery. Outside, over 1500 trees have been planted to green-in the complex and soften the steel and concrete lines of the airport buildings.



With five million passengers passing through annually, the Peopleport has an abundance of shops and services. In addition to the usual car-rentals and newsstands, there are banks, clothing and apparel stores, gift, specialty, and duty-free shops. The selection available can fill the last minute needs of the traveler or produce a gift for his hosts equally well.



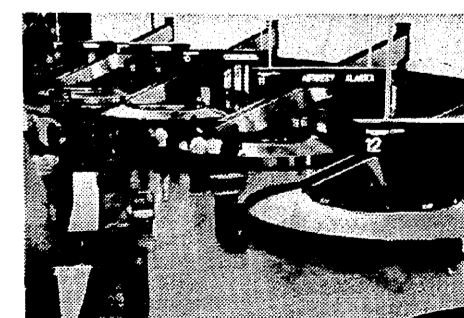
There are five restaurants and four cocktail lounges to serve you at the Peopleport, whether your pleasure is watching the jets land on a weekend morning or a cocktail before a late-night departure. Each satellite has a restaurant and cocktail lounge, and in the central terminal there are three restaurants and two cocktail lounges. Also, for people in a real hurry, there is the big snack bar in the central terminal.



The Peopleport's biggest new additions are the two Satellite Terminals, North and South, each larger than the original airport building. Both satellite terminals are complete with their own shops, restaurants, lounges, and relaxation areas. They are the core of the Peopleport's design capacity to handle four times the present passenger volume, and another way the Port has planned future needs into its present facilities.



The new satellite terminals are connected to the central building by the world's first airport subway system. The Westinghouse people movers convert the half-mile walk from one terminal to the other into a pleasant 59 second ride that takes a lot of the worry and most of the legwork out of making connections and meeting friends. Like the rest of the Peopleport, the twenty-car system includes an automatic expansion to ninety-eight, when the passenger volume justifies it.



We think we have eliminated the old battle of the baggage at the Peopleport. All incoming and outgoing baggage is cleared at the central terminal and rushed to and from the satellite facilities. With twenty baggage carousels throughout the airport (four of them exclusively for international arrivals), we are more than able to handle present and future traffic loads.

MAY WE GIVE YOU A LIFT?

When you depart or arrive at the newly expanded Sea-Tac International Airport, thirty-eight Montgomery Escalators "move" you safely and smoothly from floor to floor with 24 hour dependability. Four roomy, luxuriously appointed passenger elevators along with four sturdy freight elevators also installed and serviced by Montgomery are meeting today's transportation demands of Sea-Tac.

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Your Port of Seattle

Alaskans flow through airport

By STANTON H. PAITY

Seattle-Tacoma International Airport is a busy turnstile for Alaskans and their visitors.

Maybe it is an Alaskan traveling to Seattle for specialized medical care. Or an Alaska-based government official heading for an important fisheries meeting. Or an oilfield worker from the North Slope going to Texas to spend a few days with his family.

Or an Eskimo leader hurrying through Seattle for a congressional hearing in Washington, D. C. Or a United States senator from Alaska on the way home for an election-year campaign swing. Or just a winter vacationer heading for a snowbound Alaskan family.

THEN, for much of the year, heavy traffic flows north to Alaska as tourists fly through Sea-Tac to sample the scenic offerings of the Northland.

A new economic study focusing on Sea-Tac estimated that 11 per cent of the passengers boarding planes at the airport were traveling to Alaska. The same study reported that more than one third of Sea-Tac's outbound air freight is flown to Alaska.

IN ADDITION, some 19 per cent of the air mail dispatched from Sea-Tac is addressed to Alaskans.

Fred H. Tolan, Seattle freight-traffic consultant, also is paying close attention to developments in Alaska.

Tolan told a resources conference in Seattle recently that the number of airplane seats available be-

tween Seattle and Alaska has increased from about 40,000 a month last year to 120,000 a month this year.

Four airlines serve Alaska from Seattle-Tacoma Airport—Western Airlines, Alaska Airlines, Pan American World Airways and Northwest Orient Airlines.

THIS SEASON'S Alaska Airlines schedule represents a 20 per cent increase in service to Southeastern Alaska, an additional flight to the Arctic and added service between Southeastern Alaska and Anchorage.

Also new this year is the through-plane interchange service from the Southwestern oil centers operated jointly by Alaska Airlines and Braniff International.

Western Airlines offers seven nonstop flights daily between Seattle and Anchorage, and during the summer serves Kodiak from Seattle with two flights a week. The Seattle-Anchorage schedule has been increased substantially because of pipeline-construction activity.

Two of the Seattle-Anchorage flights each day are with DC-10 jetliners.

Western and Continental Air Lines also have an interchange arrangement through Seattle originating in the petroleum capitals of the Southwestern states.

Northwest Orient Airlines has three DC-10 flights daily between Seattle and Anchorage. This is an increase of one flight from last year.

Pan American World Airways, a pioneer operator in Alaska, has one daily nonstop flight between Seattle and Fairbanks. Pan American said it will increase service if needed.

Disaster... contingency...

Although it has been nearly 27 years since the Seattle-Tacoma Airport had a major accident involving a commercial airliner, the possibility is always there—but so is a contingency plan.

According to William D. Robertson, superintendent of aviation operations, an airliner accident would activate five first-line fire trucks and all of the airport's 34 fire fighters and 108 police officers available.

The fire rigs could deliver 23,000 gallons of fire-fighting foam and half that



much water, Robertson said. All of the fire fighters and police are trained in first aid.

In addition, plans have been set up to get adequate numbers of emergency medical personnel—civilian and military—to the scene quickly. A 100-bed packaged field hospital is stored at the Sea-Tac fire station, Robertson said.

Time is most important in dealing with a disaster like an airliner accident, he said. Any fire should be quelled within a few minutes and, it is hoped, all casualties would be treated or transported within two hours.

The airport's last on-site accident involved an Alaska Airlines DC-4 that ran off the runway during a land-



Airport fire fighters, wearing protective head gear, sprayed water during a monthly exercise.—Staff photo by Pete Liddell.

ing November 30, 1947.

The airliner hit an automobile and burst into flames. Nine persons were injured fatally.

A total of 39 persons were killed in two other Sea-Tac area airplane accidents,

which involved a non-scheduled airline's DC-4 and a military B-50 bomber.

In case of off-the-airport aircraft accidents, the King County Office of Emergency Services would play a major role.

Motels big contributor to airport-job scene

By ROSELLA BROYLES

Obviously an airport creates jobs for the people who fly and maintain planes, sell tickets and transfer luggage.

Not so obvious are an additional 7,500 jobs on the Sea-Tac grounds that Port of Seattle figures show support the air-travel system and 800 more jobs in the immediate vicinity directly tied to the airport.

Lodging for travelers in hotels and motels bordering the airport property accounts for the major portion of off-airport employment related to air travel.

The Airport Strip Association is a new group of 22 firms cooperating to bring lucrative convention bookings to the South End territories. Rion J. Moran, sales director for the Seattle Hyatt House, is the organizer of the strip association which actively competes with the downtown hotels for the air traveler's trade.

Other association members are the Sea-Tac Motor Inn, the Royal, Hilton, Jet, Holiday and Doubletree Inns and the Renton Sheraton.

Non-hostelries which are members of the group include the Southcenter Shopping Mall, the Seattle-King County Convention and Visitors Bureau, Longacres race track, the Washington Jockey Club, ATZ Travel, Multi-Media (a company that specializes in convention audio-visual services), six car-rental firms, Evergreen Tours and Kiana



Lodge Associates.

Members offer travelers and convention-goers 1,600 guest rooms, 2,700 free parking spaces, 60,000 square feet of exhibit space, 51 meeting rooms, 14 courtesy cars and a full program of dining, entertainment and relaxation.

"At least 85 per cent of our overnight business comes by air," Sam Standard, general manager of the Sea-Tac Motor Inn, said.

The convention bookings are easy to break down into statistics showing relationship of business volume to air travel. Not so easy to spot are the one-day meetings where businessmen fly up the coast or over the Cascades for regional meetings.

"Those sessions usually

are booked by the local company so we don't know if people fly in to attend them," Standard said.

"But generally, if they are meeting near the airport, you can be sure somebody is flying in."

The industrial parks at Tukwila also contribute to the strip hotels' business, and all have noticed an increase in travel to and from Alaska; presumably tied to oil-pipeline construction.

Styling themselves "definitely a commercial house," the Sea-Tac Motor Inn management says their 382 rooms (making it the third-largest hotel in town) are full Monday through Friday noon.

"Eighty per cent of our occupants are single men during the weekdays," Standard judges, "but our weekend figures are improving. All our business is up, including bar and food, in the past year. We're pretty tickled."

Air traffic reflects economy

Air traffic, like mail volume, is a good barometer of a community's economic health.

Traffic at Seattle-Tacoma International Airport this year reflects this area's more diversified economy and the start of trans-Alaska oil-pipeline construction. Figures so far indicate the 1974 volume may total 6 million passengers.

This compares with 5.2 million last year.

Seattle led the nation's major hubs in first-quarter traffic growth over the comparable period in 1973. Figures show boardings here were 17.5 per cent ahead for the first three months of the year.

Tampa, Fla., reflecting traffic growth in the Deep South, was second with a 17.2-per-cent gain. Busy New York airports showed no gain.

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HOST INTERNATIONAL, INC.
SEATTLE-TACOMA INTERNATIONAL AIRPORT
SEATTLE, WASHINGTON 98158

Congratulations Sea-Tac Airport on your 25th year.

At Eastern, we believe that to serve the flying public well, it's necessary to have a good working relationship between an airline and the airports it flies from.

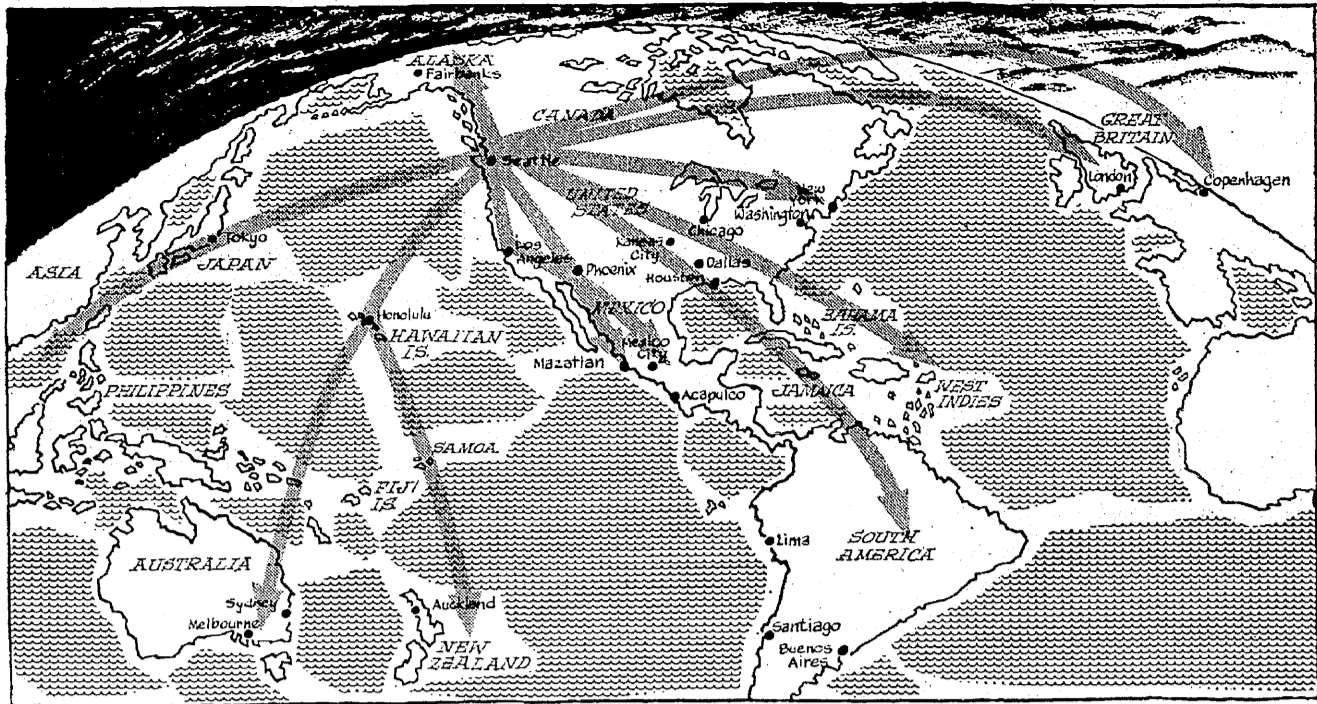
For many years Eastern and Sea-Tac have worked together to offer good service to the people of the Seattle/Tacoma area.

And we've flown thousands of people to St. Louis, Omaha, Atlanta, Miami and 26 other cities throughout the Southeast and the Vacation Islands of the Caribbean.

We salute Sea-Tac on its 25th anniversary and look forward to the next 25 years.

You gotta believe!





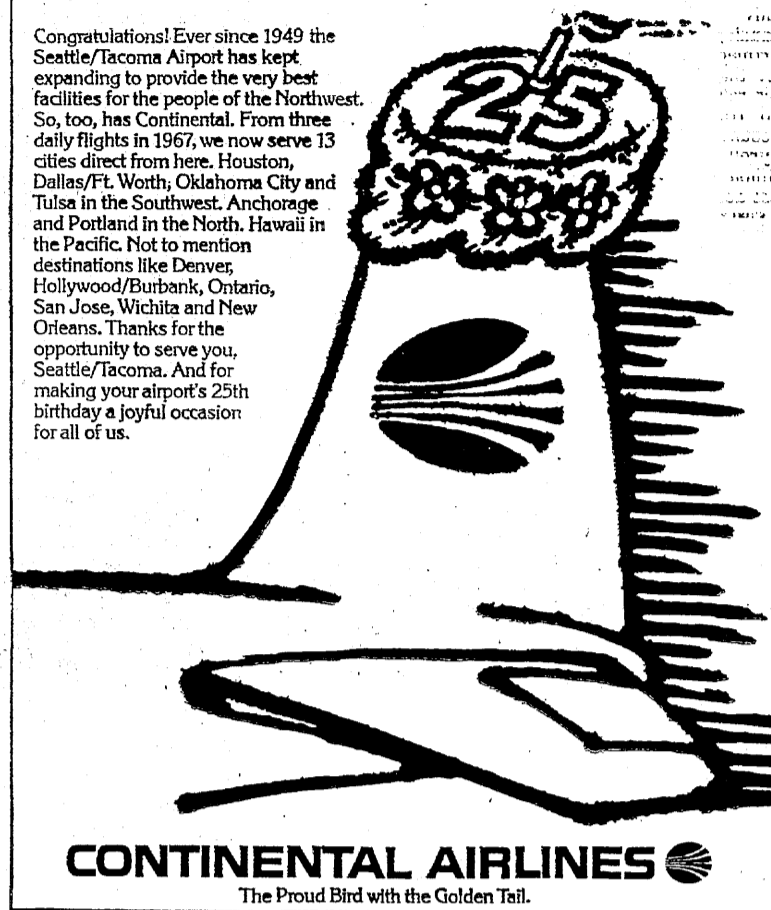
This artist's sketch shows major long-haul routes fanning out from the Seattle gateway to key destinations around the world. Seattle travelers can board a plane here and step off the same jetliner at such points as Tokyo, Sydney, San Juan, Honolulu, New York, London and Copenhagen. The air-route network, which also provides one-carrier service to many foreign points, stems from decades of civic and airline efforts and decisions by the federal government.—Staff sketch by Dick Miller.

Airport grows and grows, and

From the original 906 acres in the early 1940s, the Seattle-Tacoma Airport grounds have been extended to 1,900 acres. The field's original main north-south 6,100-foot runway has been extended to 11,900 feet and a new 9,420-foot parallel runway added. The airport has 55 loading gates and an parking garage with 5,000 stalls. The Port of Seattle estimates the airport could handle up to 12 million passengers a year, more than twice last year's volume.

We really move our tail to wish the Seattle/Tacoma Airport a happy 25th birthday.

Congratulations! Ever since 1949 the Seattle/Tacoma Airport has kept expanding to provide the very best facilities for the people of the Northwest. So, too, has Continental. From three daily flights in 1967, we now serve 13 cities direct from here. Houston, Dallas/Ft. Worth, Oklahoma City and Tulsa in the Southwest. Anchorage and Portland in the North. Hawaii in the Pacific. Not to mention destinations like Denver, Hollywood/Burbank, Ontario, San Jose, Wichita and New Orleans. Thanks for the opportunity to serve you, Seattle/Tacoma. And for making your airport's 25th birthday a joyful occasion for all of us.



CONTINENTAL AIRLINES
The Proud Bird with the Golden Tail.

Gift buyer has to be mind reader

By ROSELLA BROYLES
Ellen von Thun is reading your mind—if you are one of the 5.25 million who pass through the Sea-Tac terminal every year. As buyer for the 12 airport gift shops, Mrs. Von Thun has to guess what travelers will want. She has been guessing

quite accurately for 23 years and can report that your taste has changed—in fact, improved—since she started work as a salesperson in the airport's single gift shop and newsstand in 1951.

TRAVELERS want things they can't get at home, but

there is a diminishing market for the glass ashtray stamped "Souvenir of Seattle, Wash."

"Of course you can't eliminate that kind of item, but people now are more interested in something hand-crafted by a local artist or by Northwest Indians," Mrs. Von Thun said.

Sales have been surprisingly high in furs, especially parkas, and Mrs. Von Thun recently turned over a corner of the Northwest shop in the main terminal to a fur-apparel department.

at the north edge of the airport property, prepares up to 3,300 meals daily for Western, Eastern, Braniff and the charter airlines with whom it has food-service contracts.

THE KITCHEN is the source of meals served at the terminal coffeeshops and the employees' cafeteria. It also operates its own bakery and sometimes supplies the main terminal's

candy shop. Host started serving travelers in the 1890s at railroad stations, then expanded to bus depots and, 20 years ago, opened its first airline operation in the San Francisco terminal.

RECENTLY the company diversified its food services with the acquisition of several chains of fast-food and specialty restaurants in the Midwest and Southwest.

Revision of airport plan seen in growth

The State Airport System Plan will have to be revised if the present rate of growth at Seattle-Tacoma Airport continues, a member of the State Aeronautics Commission staff said recently.

When the plan was completed about a year ago, it was assumed that Sea-Tac would be able to meet air-traffic demands until 1992, according to Ronald F. Rardin, who managed the system plan.

Now, he said, projections indicate that Sea-Tac may have to be helped by a satellite airport by 1987, or even earlier.

Under the system plan, Paine Field and McChord Air Force Base are nomi-

nated as the most likely site for a second jetport in the King, Pierce, Snohomish and Kitsap County region.

The east side of King County and the Kitsap Peninsula also have been suggested as likely locations for a new general-purpose airport.

Outside of the major population area around Seattle, the need for major airports is still expected to dwindle, as was expected when the airport plan was written, Rardin said.

That situation would see the state with only four major airports instead of the 13 that were operating a year or two ago. The "big four" would be Sea-Tac, Yakima, Tri-Cities and Spokane.

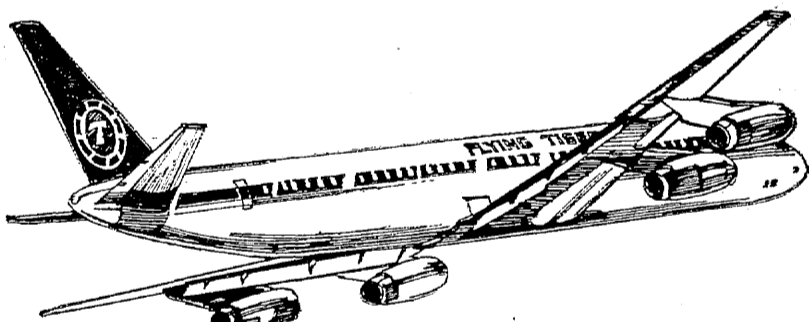
THE GIFT shops are part of the 28 concessions, shops and lounges operated at the airport by Host International, Inc., a corporation with similar services in 21 airports across the nation.

The Sea-Tac division added 11 new concessions last year, tied directly to the airport's expansion, and has a payroll of \$3,400,000 for 480 people, and annual sales gross of \$10 million.

In addition to newsstands, gift shops, duty-free shops, restaurants and cocktail lounges in both satellites and the main terminal, Host operates an apparel shop, a candy shop and an employees' cafeteria that serves 1,000 people daily.

Host's new flight kitchen, a 3,200-square-foot building

"If you're in the habit of calling Long Distance Sunday evenings, you're losing money."



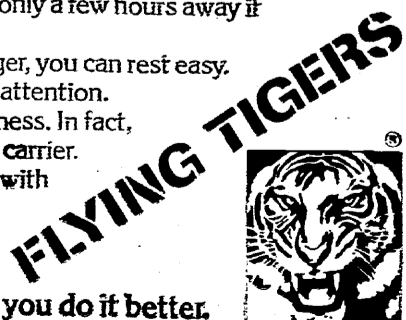
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So remember. When it comes to saving money on Long Distance, we hear you. That's why we want you to know when to call and how to call.

And you can't miss with Long Distance.



Airport key part of area economy

By ROBERT L. TWISS
Aerospace Editor

Imagine one activity so important to King County's economy that it would support a city the size of Bellingham or Bremerton. That's the Seattle-Tacoma International Airport, which has helped move Seattle into the select list of major world air gateways.

A new Port of Seattle study completed by its Planning and Research Department shows, for example, that more than 15,200 jobs related to the commercial traffic at the airport account for a gross annual payroll of more than \$160 million and a yearly business activity in King County of \$390 million.

Air carriers pay their employees in the county more than \$90 million a year, and the airlines buy more than \$48 million worth of supplies, predominantly aviation fuel. The airlines, in fact, are net contributors of more than \$40 million a year to the King County economy.

The Port's exhaustive report was directed by Arthur H. Yoshioka, director of the Planning and Research Department, and V. A. Breindl, assistant director. The survey procedures were reviewed by Dr. Philip Bourque, professor of business economics at the University of Washington.

Breindl said the report covers 1972, so the 1974 economic-impact figures will

indicate even higher dollar volumes. The gross annual payroll for airport-related jobs is expected to approach \$200 million this year, with total business activity nearing the \$500 million mark.

The study estimated that about 38,000 King County residents and their children presently rely directly or indirectly on the commercial traffic at the airport for their livelihood. This is about the population of cities such as Bremerton or Bellingham.

BUT AIR TRAFFIC is growing and playing an even greater role in the advancement of business and tourism. Hence, the study estimates the airport's total economic impact by 1990

may support about 64,000 persons. This would be more than the population of Bellevue, fourth largest city in the state.

Some survey highlights: Airport traffic, 5.2 million last year, is expected to climb to the 13.7-17.9 million range in 1990. (About 6 million passengers are expected this year.)

More than one-third of the airport's outbound air freight goes to Alaska, illustrating the importance of Seattle as a marshalling point for transport to the oil-rich 49th state.

Total value of the air freight handled at the airport last year was estimated at more than \$900 million.

From 14,279 short-tons of

freight handled at the field in 1954, the volume has grown to 124,110 short-tons last year. This is expected to climb to the 830,000-1-million-ton level in 1990.

THE LARGEST JOB category at the airport is that of the airlines, with almost 6,000 jobs and \$90 million yearly payroll. Private-sector jobs totaling more than 2,500 range from baggage-handling to motel services.

More than 2,000 jobs exist in airport-oriented agriculture, manufacturing and services such as wholesale trade. Without the air-cargo services at the airport, these jobs would not exist. Electronic firms with annual business totaling \$23.6 million, for example, re-

quire swift delivery to capture world-wide markets.

More than 4 per cent of the United States commercial-airline flight personnel live in King County, making Seattle one of the most important flight-crew bases in the nation.

Nearly 4,000 employees in commercial and industry activities in the county are indirectly related to the airport. They earn \$30 million in annual payrolls and generate about \$100 million in business activity.

THE AIRPORT traffic generated almost \$20 million in state and local taxes in 1972.

The field accommodated about 1.4 million out-of-state visitors who spent \$200 mil-

lion in this area last year. Local benefits resulting from this spending were not included in the study. Since 1963, the airport has been fully user-supported, with no local tax levies applied to cover its operating budget or capital improvements.

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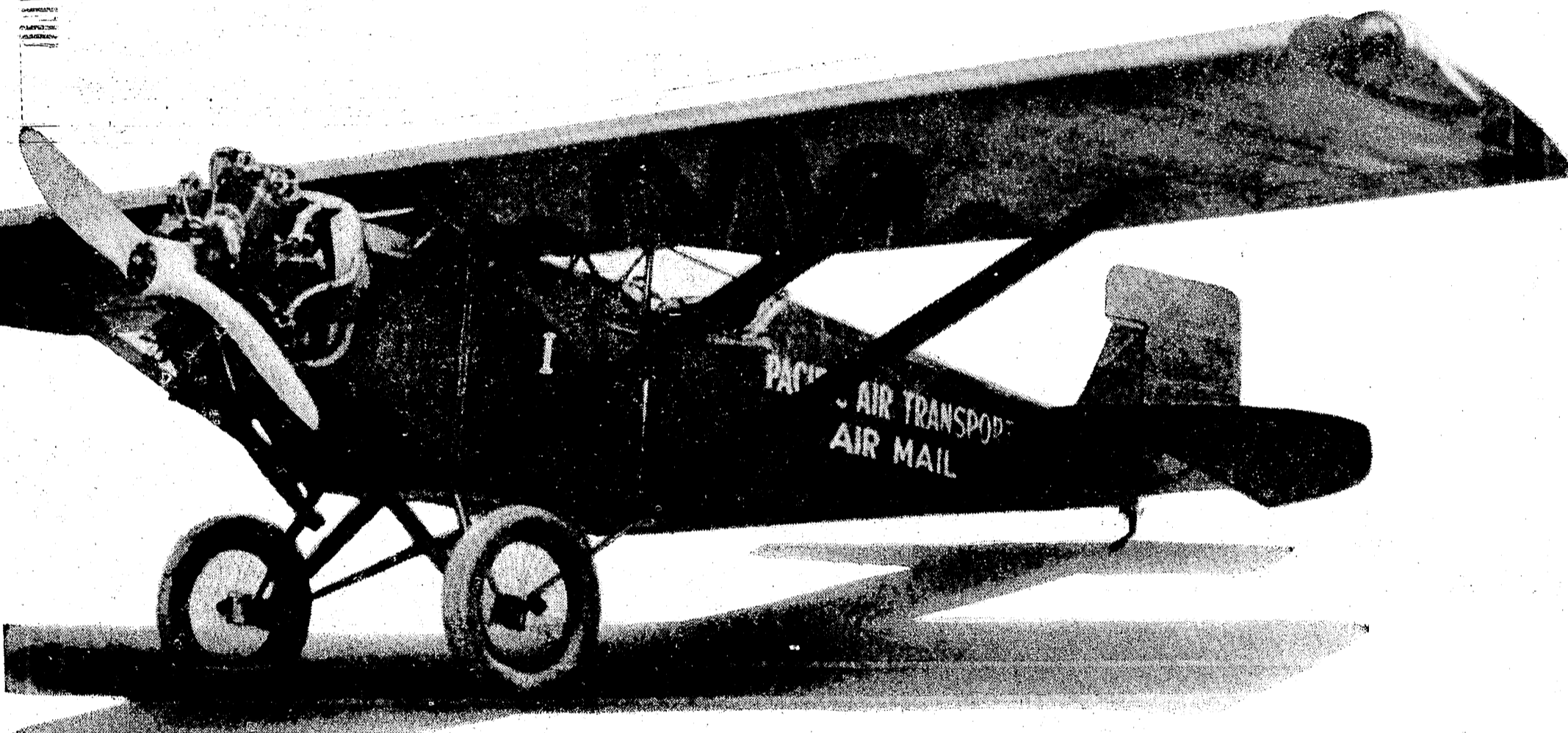
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PORT OF SEATTLE

Through the years we have felt a keen pride in our efforts of helping Seattle and King County to grow, and we are eagerly looking forward to future years.

Old Number One.



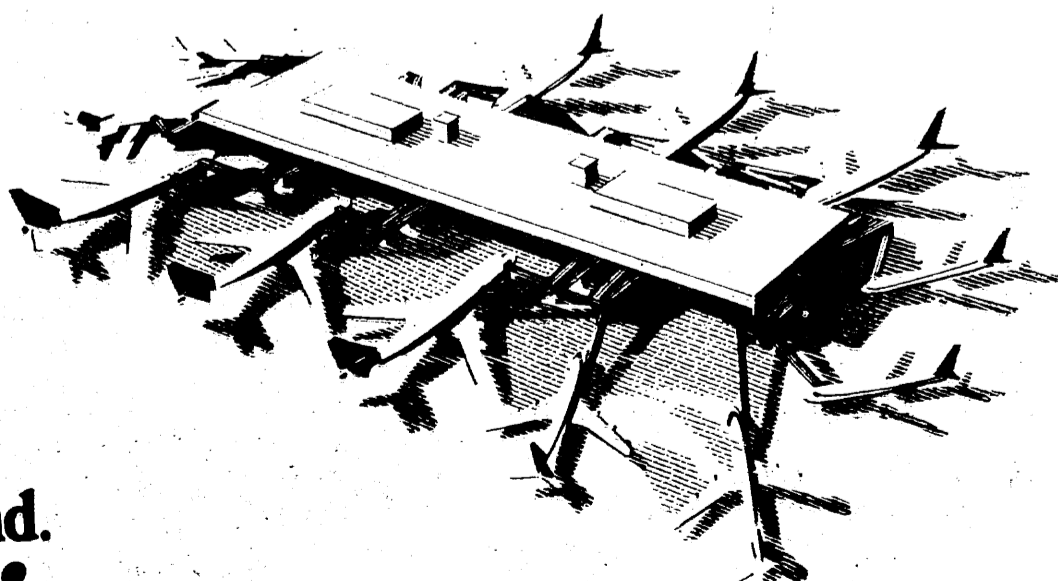
Old Number One—The first Ryan monoplane to fly the Los Angeles-Seattle route.

We were Pacific Air Transport then. The first airline to service Seattle-Tacoma way back in September, 1926. And over the past 48 years, we've remained the number one choice in the area.

That's why today, we can take you to 63 cities across the land with more flights than anyone else.

We're proud of that. So proud that just last year, we moved into the new North Satellite at Sea-Tac Airport. And for us, our new home is a symbol of all the Friendship Service that has gone before, and our commitment to the future.

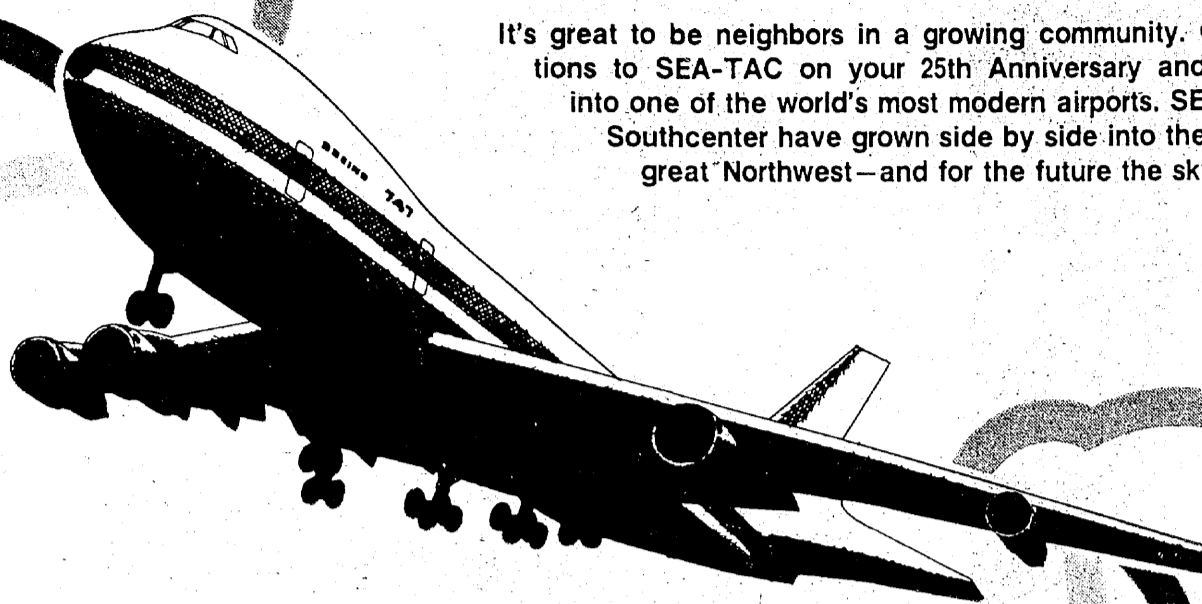
To Sea-Tac. And the folks of Seattle-Tacoma. Happy 25th Anniversary. From the folks at United Air Lines.



The friendly skies of your land.
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Here We Grow Again.

It's great to be neighbors in a growing community. Congratulations to SEA-TAC on your 25th Anniversary and expansion into one of the world's most modern airports. SEA-TAC and Southcenter have grown side by side into the best in the great Northwest—and for the future the sky's the limit.



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