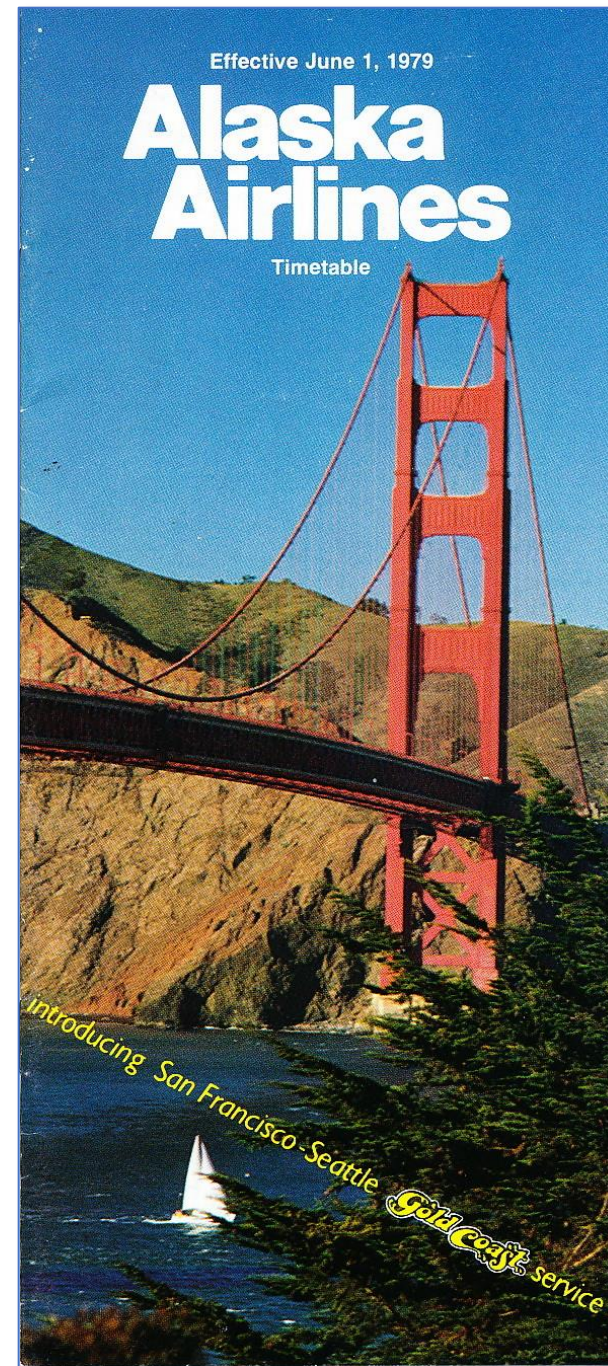


An unofficial and incomplete history of Alaska Airlines Gold Coast Service



Gold Coast Service began May 1, 1979 with Alaska Airlines' inaugural service to San Francisco. It was our first expansion to a new city since airline deregulation.

AS had resumed service to Portland on April 2, 1979, having served Oregon's largest city from 1951-1964 when the regulator pulled service. Previously, Alaska served Portland beginning in 1949 on a non-scheduled basis allowed a maximum 8 flights a month.





On Tuesday, May 1, Alaska Airlines inaugurates non-stop service between Seattle and San Francisco.

To celebrate the occasion, we're staging the most glittering service introduction in airline history. (After all, you wouldn't expect an airline named "Alaska" to do things in a small way, would you?)

Move over, Texas.

During the first 31 days of service, every full-fare adult passenger who flies Alaska to or from San Francisco will receive a free Swiss-minted gold ingot worth more than \$40*.

Round trip* passengers who fly Alaska between Seattle and San Francisco, will receive a free ingot both coming and going. And, there's no limit per person. Fly Alaska five, ten, or fifty times before the offer expires on May 31 and you'll get your gold on every trip.

Service in the Midas manner.

We'll give you something to remember besides the free gold. You'll sample entrees like a savory Spanish omelette. Two-fisted beef,



SCHEDULES

Seattle	San Francisco
1x	Ac
8:00 am	9:40 am
	Daily
2:45 pm	3:55 pm
	Ex. Su
6:05 pm	7:45 pm
	Ex. Su

turkey, and ham sandwiches. Hearty roast haunch of Golden Hereford. And, we won't hold back on nice extra touches like fresh-baked rolls, real creamery butter, and complimentary California wine to every adult passenger. We call the whole thing Gold Coast™ service. You'll call it incredible.

More food for thought.

Before, during, and after your flight, you'll experience our untarnished commitment to old-fashioned service.

Flight attendants who never needed "Smile School."

Pilots with one of the most remarkable on-time records in American aviation.

Ground personnel who don't lose bags or reservations.

We wouldn't trade the lot of them for Ft. Knox and we think you'll feel the same way after you've flown Alaska.

But one word of warning. Our gold is virtually unlimited. Unfortunately, our seats aren't. Better call your travel agent today for reservations.



**The sky's the limit.
Alaska Airlines**

The Alaska Gold Rush starts May 1.

*Offer applies to full-fare passengers traveling between SFO and SEA on any Alaska Airlines flight from May 1 to May 31, 1979. Full-fare includes taxes, enroute charges, and promotional fares, except San Francisco to Fairbanks nonstop fares. Value of gold based on market value as of the week of 4/2/79.

Ad in Seattle Times, April 23, 1979



Michael J. Ryan, vice president/sales & services (left), and John F. Kelly, staff vice president/sales (right), originated the new "GOLD COAST" service for flights between San Francisco and Seattle. In the center is Debbie Richards, a passenger service coordinator who holds a tray of five gram gold ingots. Every full fare passenger traveling between the two cities from May 1, 1979 to May 31, 1979, will receive one of these ingots (full fare as used here does not include those traveling on children's, promotional or discount fares, with the exception of San Francisco to Fairbanks night coach fares). Each ingot is 999.9 fine gold and comes with its own assay certificate.

ALASKA AIRLINES TO GIVE AWAY GOLD

GOLD! Alaska Airlines will be giving away pure gold when it inaugurates service between San Francisco and Seattle May 1, 1979. Officials of the airline made the announcement in San Francisco today.

Alaska will give a five gram gold ingot to all full-fare passengers traveling between San Francisco and Seattle, in either direction, from May 1, 1979 to May 31, 1979. (Full fare as used here does not include those traveling on children's, promotional or discount fares with the exception of San Francisco to Fairbanks night coach fares.)

Each ingot is 999.9 fine gold and comes with its own assay certificate. Value is in excess of \$40.00 based on international market prices at time of purchase.

"The cry of gold brought prospectors through the gateways of San Francisco and Seattle on their way to the gold fields of California and Alaska," said Mike Ryan, Alaska Airlines vice president/sales and services. "In honor of this history we are introducing 'GOLD COAST' service on flights between these

two great cities, and for a limited time we will be presenting this valuable gold ingot souvenir as a reminder of that heritage.

"We are also confident this will serve as a reminder of the sparkle our passengers will find as they continue to sample our 'GOLD COAST' service. And that's a good reflection on us."

John Kelly, Alaska Airlines staff vice president/sales said the airline considered a special introductory fare but "dismissed the idea since we wanted to provide our passengers with something truly special and unique, and something that would reward the individual traveler. We think we've found that something special in the form of these five-gram gold ingots. With these ingots, our passengers will actually have an investment which has the potential of increasing in value."

Alaska will begin its service May 1, with three flights daily except Saturday which offers one flight in either direction. On June 1, the airline will offer three flights on Saturday as well.

"Alaskaline" was the internal employee newsletter.

ALASKA ARRIVES IN SAN FRANCISCO



Alaska Airlines celebrated inauguration of service between San Francisco, Seattle, and Alaska with ribbon-cutting ceremonies at San Francisco International Airport on May 1. Taking part are (l to r) Mardra Davis, flight attendant; Richard Heath, airport general manager; Bruce Kennedy, president of Alaska Airlines; Ed Barber, vice president of the San Francisco chamber of commerce; and Kitty Culver, passenger service coordinator.



Sam Cowan (left) of Emeryville was the first passenger to receive a 5-gram gold ingot as Alaska Airlines inaugurated "Gold Coast Service" between San Francisco, Seattle, and Alaska on May 1. Presenting the ingot were Bruce Kennedy, president of Alaska Airlines, and Kitty Culver, passenger

GOLD INGOTS TO BE FOR SALE TO EMPLOYEES

(Story Page 2)



Pictured is one of the 5 gram gold ingots which Alaska Airlines will be giving all full fare passengers traveling between San Francisco and Seattle, in either direction, from May 1, 1979 to May 31, 1979.



Pictured is one of the 5 gram gold ingots which Alaska Airlines will be giving all full fare passengers traveling between San Francisco and Seattle, in either direction, from May 1, 1979 to May 31, 1979. (Full fare as used here does not include those traveling on childrens, promotional, or discount fares with the exception of San Francisco to Fairbanks night coach fares). Each ingot is 999.9 fine gold and comes with its own assay certificate. Value is in excess of \$40.00.

A May 1979 example seen offered by an online seller.





Corporate Communications, SEAZP, P.O. Box 68900, Seattle, WA 98188

Alaska Airlines News

Contact: David M. Marriott
(206) 433-3170

FOR IMMEDIATE RELEASE

September 21, 1979

SEATTLE---During the inauguration (May 1979) of its new "GOLD COAST" service between Seattle and San Francisco, Alaska Airlines gave away nearly three-quarters of a million dollars in gold.

Today, Alaska Airlines announced that during October and November, they will issue special gold certificates with a potentially broader, more versatile appeal. An Alaska Airlines \$10 gold certificate will be given to every paid passenger, regardless of fare, flying the "GOLD COAST" route between Seattle and San Francisco, and may be redeemed for a wide variety of valuable gift items.

These gifts are from a unique collection of gold merchandise, and include a variety of gold ingots from Credit Suisse in Zurich, Switzerland, varying in size from 2 1/2 grams to a one kilo solid gold bar valued at more than \$10,000.

The certificates, each with an individual registration number, may be redeemed singly or may be accumulated for gold gifts requiring larger denominations. Because they are "bearer-type" certificates, and therefore transferable, they may be given as gifts or traded.

Since this is a two-month program, those traveling with us frequently will have the opportunity to collect a large number of gold certificates," explained Mike Ryan, Alaska Airlines vice president/sales & service. "It's also our way of acquainting passengers with

(more)

our special 'GOLD COAST' inflight service, while giving them a tangible reminder of the rich heritage of the prospectors who set out from San Francisco and Seattle on their way to the gold fields of Alaska and California."

Ryan also pointed out that those who took advantage of Alaska's original gold ingot program have enjoyed a considerable return on their investment. The lustrous five-gram ingots handed out during Alaska's inauguration of service to San Francisco in May were originally valued at about \$40 in gold alone. With the price of gold soaring to new daily records, the ingots are now worth \$65, echoing Alaska's slogan, "The Sky's The Limit."

Alaska Airlines' "GOLD COAST" service consists of three flights each weekday, with connecting and through-plane service to Alaska. Departures from San Francisco for Seattle are at 9:30 a.m., 4:45 p.m. and 8:00 p.m. Southbound departures from Seattle leave at 7:00 a.m., 2:05 p.m. and 5:30 p.m.

###



Actual size

Take Off With Our Gold

Alaska Airlines now flies between San Francisco and Seattle—gateways to the historic gold fields of California and Alaska.

To celebrate our new Gold Coast service, every full-fare* passenger flying between San Francisco and Seattle will receive a 5 gram ingot of 999.9% fine gold! (Good May 1 thru May 31st, 1979.) In fact, every flight in either direction between San Francisco and Seattle will earn



Alaska Airlines

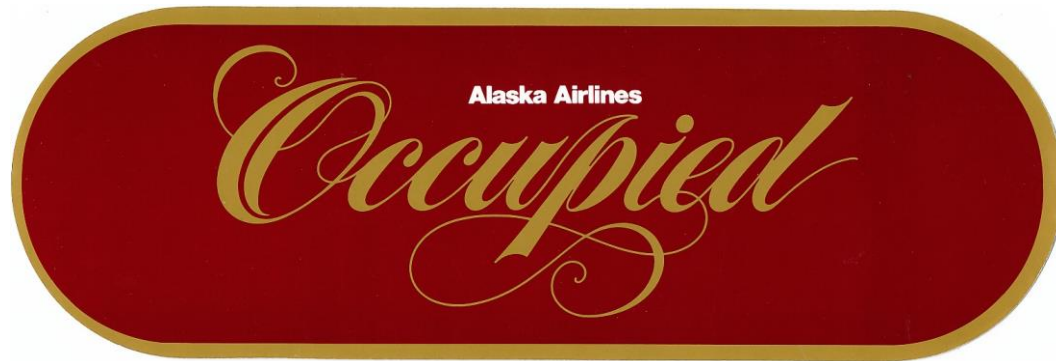
you one of these beautiful gold ingots. Each ingot comes mounted on a numbered assay certificate... and with gold worth over \$40, based on current international market prices, that's some kind of souvenir!

Fly coach or first class, but fly the jets with the reputation for first class meals in coach, friendly people and consistent on-time performance. Alaska Airlines Gold Coast service! It's 999.9% fine!

*Full-fare as used here does not include those traveling on children's, promotional, or discount fares with the exception of San Francisco to Fairbanks night coach fares.

The original logo soon was upgraded to a classier looking service mark.





FIRST CLASS
TICKET FOR:

Alaska Airlines
Fly with a happy face.

FLIGHT	824/12	184
SEAT	132	2A
DEST.	ANC SEA	SEA TUL
GATE		CB
SMOKING	YES	NO

Most Alaska Airlines flights at the time had enroute stops. There were no computerized seat assignments until about 1983, so seat pockets had an “occupied” card for passengers to pull and leave on their seat if they deplaned at the enroute stop.

Prior to “Gold Coast Service,” inflight service was known as “alaskafest” and the reverse of the seat occupied card served as a beverage menu. Oh to have that many selections, and at that price, today!



Cocktails
\$1.50 in Coach

Martini	Vodka
Manhattan	Gin
Vodka Martini	Rum
Whiskey Sour	Bourbon
Bloody Mary	Tequila
Screwdriver	Liqueurs
Scotch	Coconut Grizzly
Canadian Whiskey	Beer

Mixes

- Sprite
- Coca Cola
- Soda
- Diet Tab
- Tonic

Complimentary

- Soft Drinks
- Coffee
- Tea

Brands Featured

Seagrams V.O., Canadian Club, Johnnie Walker Red Label Scotch, Ron Rico Rum, Wild Turkey Bourbon, Jack Daniels, Black Label, Smirnoff Vodka, Heublein Cocktails, Tanqueray Gin, Otard V.S. Cognac, Drambuie, Grand Marnier, Kahlua, Olympia and Michelob Beer.

Special Information

Federal Aviation Administration regulations provide that no person may drink alcoholic beverages aboard an aircraft unless he has been served by the airline and no airline may serve such beverages to persons who appear to be intoxicated.

We reserve the right to refuse service to any passenger.

No alcoholic beverages served to persons under 21 years of age.

Notice Gold Coast Service napkin at upper left and on tray mat at bottom. These were a pop-up display ad given to travel agents, AS offices and similar.



Three Square Meals A Day.

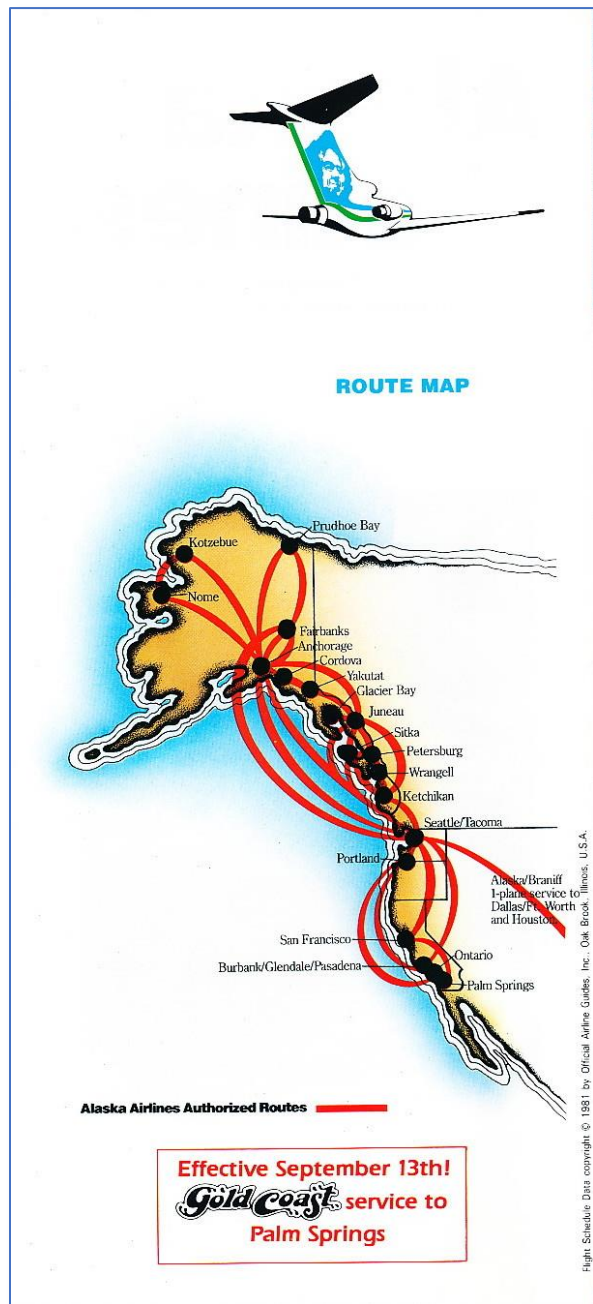


7:20 am

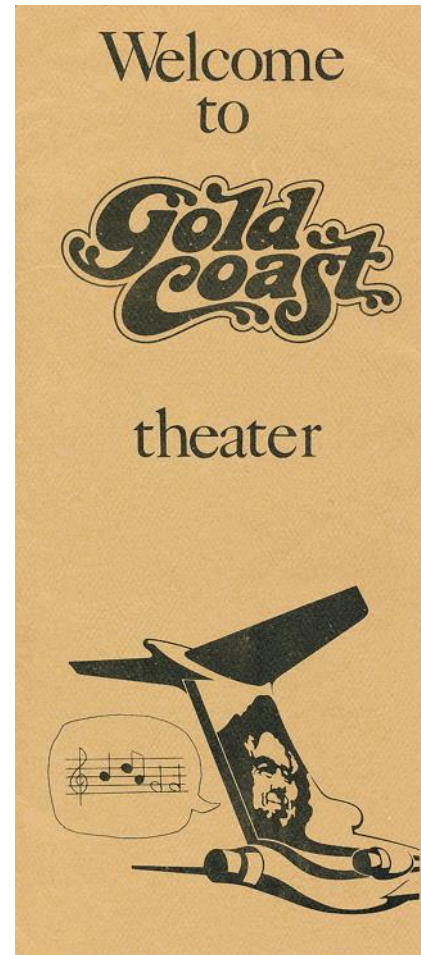
1:05 pm

6:45 pm

Alaska Airlines. Now Serving San Francisco Int'l.



Route map from September 9,
1981 Timetable



Some 727s had (audio-only)
inflight entertainment. Audio
was via pneumatic headset, 2
rubber hoses from a jack to
each ear. Channel selection
from a dial in the armrest.

Just a few collectible Gold
Coast Service items.



INTRODUCING THE ALASKA AIRLINES GOLD AND TRAVEL PROGRAM.

GOLD FEVER HITS ALASKA AGAIN.

Alaska Airlines has created a mileage plan that outshines them all. Because only Alaska Airlines "Gold and Travel" Program rewards frequent travelers with pure, solid gold.

Even without the gold, Alaska's program would be a great deal. With generous travel bonuses starting with as few as 5,000 accumulated miles. (See chart below.)

But in addition, Alaska Airlines gives you something no other mileage program has ever offered: Ingots of solid gold. Ranging in size from one gram (5,000 miles) to one troy ounce. (150,000 miles).

STAKE YOUR CLAIM.

Signing up for our Gold and Travel Program is easy. Just get an application form from your travel agent or Alaska Airlines. Then, we'll assign you a Gold and Travel number.

Whenever you fly us, upon presentation of your Gold and Travel number, your mileage will automatically be credited to your total in our computer.

You'll get a gold ingot every time you hit a mileage goal, even if you haven't decided to "cash in" for a travel benefit.

IT'S A GOLD MINE.

So you see, Alaska's Gold and Travel Program is more than a good deal. It's a solid investment.

And it's one more reason to fly our special Gold Coast service to and from Alaska, Washington, Oregon and California.

So take advantage of Alaska Airlines Gold and Travel Program today. You'll find that there's no better incentive for flying than chasing a few karats.

Alaska Airlines

Fly with a happy face.

HOW THE PROGRAM WORKS:

Every time you fly Alaska Airlines, we'll add the accumulated miles to your total. Then, you'll get a gold ingot every time you hit a designated mileage goal—even if you haven't claimed a travel benefit.

MILEAGE GOAL*	AWARD*
5,000	First Class Upgrade 1 Green Gold Ingot
10,000	25% Off Ticket 1 Green Gold Ingot
20,000	50% Off Ticket 5 Green Gold Ingots
30,000	Free Coach Class Ticket 5 Green Gold Ingots
40,000	Free First Class Ticket 5 Green Gold Ingots
50,000	Free First Class Ticket, Plus Companion Upgrade 5 Green Gold Ingots
75,000	Two Free First Class Tickets Anywhere Alaska Flies 5 Green Gold Ingots
150,000	Four Free First Class Tickets Anywhere Alaska Flies 1 Troy Ounce Gold Ingot

*Once you've claimed a travel benefit, your mileage total reverts to zero—and you start again.
For an application form, complete rules and conditions, see your travel agent, visit Alaska Airlines website or write: Alaska Airlines Gold and Travel, P.O. Box 260482, Seattle, WA 98126.

After just giving out gold ingots, AS started the Gold and Travel Program in June 1983. At left, an ad in the Seattle Times on 6/28/83.

In 1985, it became the Gold and Travel Mileage Incentive Program, as shown to the right. And on the examples below, none of which are in our Archives.



ATTENTION GOLD AND TRAVEL MEMBERS



To ensure that you receive mileage credit for your flight, please have your membership card available for the agent when checking in. If you are a frequent traveler and not currently a Gold and Travel member, ask one of our Customer Service Agents for an application or call one of the toll free numbers listed below for immediate enrollment. Thank you!

800-942-9911 (Outside Washington State)
800-654-5669 (In Washington State)
206-682-6480 (In Seattle)
Hours: Weekdays 7 am-7 pm, Pacific Time

08/29/2012

What To Pack For A Vacation To Hawaii, Europe Or Asia.



Before leaving on your next trip, don't forget to pack something that's very important:

The Alaska Airlines' Gold Coast™ Travel Card.

It's yours as a member of our mileage incentive plan. Once you've enrolled, you'll be on your way towards earning free trips (our computer will keep track of your miles every time you fly).

After just 35,000 miles, you can soak up the sun in tropical Hawaii. Or with additional miles, you can

experience the old world charm of Europe, feel the pulse of exotic Asia, or enjoy a luxury cruise.

You'll also be able to get free roundtrip first-class upgrades after 5, 10, 15 and 20,000 miles. And of course, you'll be treated to our famous Gold CoastSM service every mile of the way.

To enroll, call 1-800-942-9911 (outside Washington) or 1-800-654-5669 (inside Washington).

Our Gold Coast Travel Card. It packs a lot.

Alaska Airlines

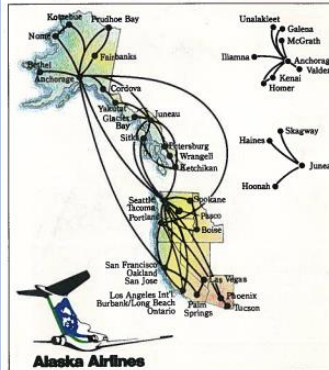
Between 1986 and 1990, it was known as the Gold Coast Travel Mileage Incentive Program.

With the new rebranding in 1990, it became simply known as Mileage Plan.

Alaska Airlines
MILEAGE PLAN

1986 brochure for the “enhanced Gold Coast Travel Mileage Incentive Plan.”

Qualifying Routes.



Other Travel Partners:



©1986 Alaska Airlines

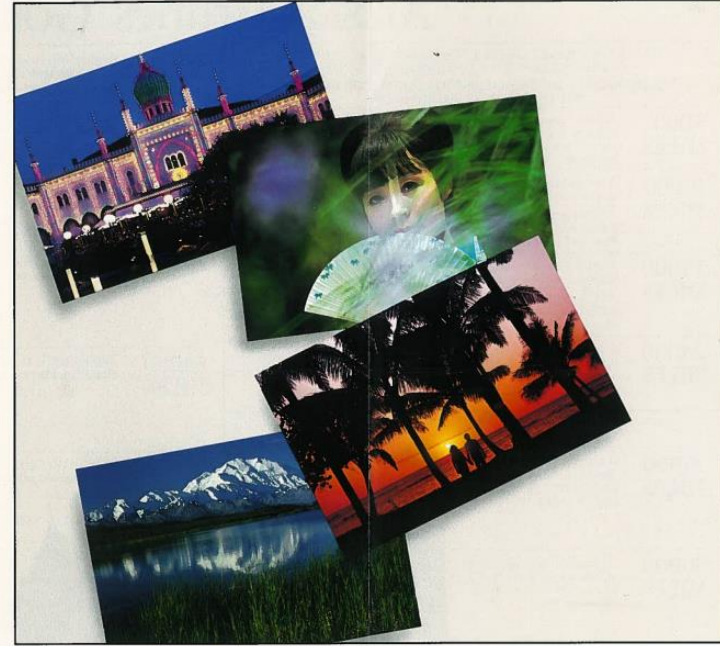
Printed in U.S.A.

Alaska Airlines

Now Hawaii Is Thousands Of Miles Closer.



Gold Coast Travel Mileage Incentive Plan.



Alaska Airlines Serves Business With Pleasure.

At Alaska Airlines we go out of our way to make business a pleasure. And now, with our enhanced Gold Coast Travel Mileage Incentive Plan, we can make your business trips even more rewarding. Because now Hawaii is within reach of just about anyone who flies. Just 35,000 miles will earn you a free ticket to beautiful Hawaii. That's up to 15,000 miles less than some other frequent flier programs require. Or save your miles and you can be on your way to Europe, the exotic Orient, or enjoying an incredibly luxurious cruise to Alaska.

And along the way you will earn free, roundtrip first class upgrades with *no mileage deduction* at 5, 10, 15 and 20 thousand miles. Best of all, our famous Gold Coast ServiceSM will make earning a free trip as pleasurable as taking one.

Comparison as of March 1, 1986.

Alaska Airlines

Ingots made a brief comeback in 1991.

Sadly they weren't enough to garner enough business.

Alaska Airlines served Toronto only between 10/18/91 to 7/31/92.



Probably the remaining vestige of Gold Coast Service is the Gold Coast Center on International Boulevard in SeaTac.



The Gold Coast Center also may be the last public vestige of the “signature” or “icicle font” brand which was replaced in 2016. Seen here, July 2023.

The building history of the Mileage Plans is incomplete.

Originally in a leased building on International Blvd. (address lost in CRE records.)

Mileage Plan department moved to the 3100 Building (a/k/a Dollar Building) at 3100 South 176th St., SeaTac, WA, around April/May 1988.

A CRE person recalled: “Mileage Plan then moved to the Gold Coast Center soon after we bought the building in 1998. I believe the move date was around 1999 or 2000.”

The Christian Faith Center and Pacific Christian School are shown at 20833 International Blvd in paid ads between 4/18/98 and 11/1/99. A 4/1/98 Seattle Times story said this was South King County’s biggest church, where 3,000 people would attend both Sunday morning services to hear the Rev. Casey Treat preach the sermon that had been advertised on the sign marquee all week.

The Times reported on 1/27/2000 the land is up for sale, and they need a bigger space anyway. Federal Way zoning impeded their initial plans. The King County Journal on 4/15/00 lists them at S 210th and International Blvd. But funeral notices around May 5 list them at 21024 24th Ave S. eventually they did get their preferred location at 33645 20th Ave S, in Federal Way.

Alaska Airlines at 20833 doesn’t appear in ads until September 2006 for interviews for Customer Care Representatives at the GCC.



It's important to put into historical context that Alaska Airlines had long used the word "Gold."

"Golden Samovar Service" gave way to "Golden Nugget Service."

About 1971 Alaska Air Cargo debuted Gold Streak Reserved Air Freight. Which soon became GoldStreak small package express, a product name still used over 50 years later.



ALASKA

Airlines, in a continuing effort to improve air freight services for the State of Alaska, proudly introduces "Gold Streak" Reserved Air Freight (R.A.F.). Specifically, "Gold Streak" R.A.F. is air freight with space reserved for it on a specific flight. It differs from regular air freight in these respects:



- A. Premium service
- B. Space allocation
- C. Order of accommodation/removal
- D. Labeling and handling

Please contact your nearest Alaska Airlines cargo office for further information about "Gold Streak" and the many other services provided by ASA.

ALASKA
AIRLINES



INTRODUCES

GOLD STREAK

