



# TALKING TOTEM

NOVEMBER-DECEMBER 1963

a publication of ALASKA AIRLINES

## ASA Consolidates All Facilities At Sea-Tac

Alaska Airlines general offices have moved to Seattle-Tacoma International Airport and are combined with the maintenance and operations departments under what amounts to one roof.

The new quarters at Sea-Tac replace and eliminate the company's mid-Seattle general office, its maintenance base at Paine Field near Everett, Wash., and the separate operations base at the airport.

It has led to the streamlining of administration and operations, reduction in staff and substantial savings of overhead costs. All department heads answer directly to the executive vice president under new procedures made possible by the concentration of facilities.

The executive offices are now in a section of the Northwest Airlines hanger. At the same time the airline acquired a former Northwest Airlines building nearby which houses the accounting department, IBM, print shop, personnel and the offices of L. P. Blatter, Vice President and Treasurer.

Located in the new executive offices are: Charles F. Willis, Jr., president and general manager; Frank B. Lynott, Executive Vice President; LeRoy Peterson, Vice

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## N.W. Alaska Case On CAB Fall Agenda

The CAB apparently intends to conclude its hearings in the interrupted Pacific Northwest Alaska Case before the end of the year. The case, Docket 13463, is on the agenda for the last half of the year made public by the agency.

During the original sessions, there were strong indications that the CAB would favor the elimination of Pan American service on the Seattle Fairbanks route. This could leave Alaska Airlines the only carrier on the route.



Alaska Airlines' Convair 880M is going into its third year of Alaska service.

## CAB Approves "Visit USA" Plan To Attract Foreign Visitors Travel

Thirteen local service carriers have joined with Alaska Airlines in a plan to lure foreign visitors to "flightsee" the continental United States and Alaska.

ASA president and general manager Charles F. Willis, Jr. initiated the idea and won acceptance for it at a meeting of the Association of Local Transport Airlines. The CAB approved the plan's special rates effective Sept. 1 for an 18-month period.

The U.S. Travel Service aided in a kick-off program in Washington D.C. and European capitals Sept. 11th to acquaint travel agents and potential U.S. visitors with the program.

It is estimated that international travel will bring a million visitors to the U.S., help the balance of trade and

promote better international understanding. Willis hopes that 20,000 of these travelers will enter the U.S. through the Anchorage gateway to "flightsee" Alaska, in connection with a Great Circle tour, of a visit of the "smaller" states.

The airline is also planning to do Alaska promotion in Japan where there are 80,000 pre-paid vacationers expecting to visit the U.S. when currency restrictions are lifted.

Several hundred thousand brochures in eight languages have been printed to acquaint the potential foreign visitors with the plan.

The economy price is \$100 for 15 days unlimited travel on the co-operating airlines; 45 days for \$200; family members aged 2 to 21 years may go for

half adult fare; and permit 66 lbs. of baggage. A passport is necessary.

Travel would be on Alaska Airlines in addition to: West Coast Airlines, Pacific Airlines, Bonanza Airlines, Frontier Airlines, Central Airlines, North Central Airlines, Ozark Airlines, Lake Central Airlines, Southern Airlines, Piedmont Airlines, Allegheny Airlines and Mohawk Airlines.

Visitors will arrive or depart through any gateway. Traffic rights will permit SAS and Air France to bring foreign visitors to Anchorage to enter the USA, and from the Orient they may enter on Northwest Orient Airlines. In addition to permitting these visitors to see more of the USA in a limited time, the dollars returned the U.S. will help the national trade picture.

## President's Letter

The Company has had an outstanding eight months regarding traffic, with 55,610 passengers, and sales amounting to \$7,426,371, and its profit picture is healthy with year to date net profit of \$133,921 as of August 31st. We expect to continue the last four months at a profit.

Six years ago we inherited from previous management an eight year commitment on the facility at Everett, Washington, fifty miles away from the Seattle-Tacoma Airport from which we operate. Until recently we were unable to change this, but a short time ago we rented adequate facilities from Northwest Airlines at the Seattle-Tacoma Airport and have consolidated our general offices there, vacating the Everett premises. This will save the Company a minimum of \$250,000 per year and will considerably ease our operating problems.

The resultant streamlining of maintenance and executive staffs; reduction in duplicate costs of rent, heat, power, taxes and communications will reflect in future earnings statements.

Operating functions have been tightened down the line of command. There is more direct supervision at higher levels. Decisions are made quickly.

The executive staff is now concentrating on obtaining more new business for the existing aircraft and schedules.

We are proceeding with our planned and stockholder approved equity financing and I hope to announce the results of this very soon. This should provide the Company with adequate working capital for the near future.

Charles F. Willis, Jr.  
President & General Manager

## Daily Staff Meetings Improve Organizational Coordination

Daily staff conferences, of all department heads, make feasible for the first time by the consolidation of offices at Sea-Tac, are improving operating performance at Alaska Airlines.

Executive Vice President Frank Lynott presides over them. The director of flight control reports in person on each flight departure.

The staff gets the facts on passenger and freight loads, delays, and any freight backlogs. They are discussed and any problems are assigned to appropriate department heads for action, either routine or emergency.

The meetings are held at 11 a.m. daily so that the latest information on the departures of the 200 or 300 flight series may be reviewed. All operating heads or their immediate subordinates must attend and report fully on their departmental activities.

The results of the meetings are apparent in increased teamwork and improved communications. They also give

management an up to the minute picture of all operations and departments and permit it to head off problems that might otherwise arise.

## Alaska Featured

Alaska was featured prominently in the August issue of United Air Lines "Mainliner" with a color cover and illustrated article written by Sen. Ernest H. Gruening. This was due to groundwork and follow through by George Sahlin, Asst. V.P. and Agency Manager and staff.

## Alaska Trains Japanese Pilots

Alaska Airlines again was chosen to flight train eight Japanese pilots on the Convair 580.

This training is done between scheduled flights at Sea-Tac Airport and will last for about 30 days. This is the third such class J.A.L. has sent to Seattle for Alaska Airlines training.



Charles F. Willis, Jr., President and General Manager of Alaska Airlines, Inc.

## Carries Most Passengers

During 1962 Alaska Airlines carried 56 per cent of the passenger traffic in and out of Fairbanks - more than three other scheduled carriers combined. The 70,542 total passengers is double the population of the immediate Fairbanks area.

## J.H. Shortel Joins ASA

Joseph H. (Jerry) Shortel, associated with McNealy and Mercedes, Fairbanks, has joined the company as special counsel to President Charles F. Willis, Jr. He has been assistant U.S. attorney in charge of Fairbanks and Juneau offices since 1959. Previously he was with the Department of Justice, Washington, D.C.

## ASA Consolidates

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President, Services; Robert Giersdorf, Traffic and Sales Vice President and general sales; George J. Sahlin, Assistant Vice President and Interline, and Dave Bowman, Secretary of the corporation, and Stan French, Director of Tariffs and Schedules.

The new address is: Alaska Airlines, Inc. General Offices, Seattle-Tacoma International Airport, Seattle, Wash. 98158. The telephone number until Nov. will be CHerry 4-1968, after that it will be CHerry 4-7000.

## Giersdorf Promoted

Robert Giersdorf has been appointed Vice President Traffic and Sales of Alaska Airlines it was announced by Charles F. Willis, Jr., President and General Manager of the airline. Giersdorf has been Assistant Vice President and General Sales Manager for the past year, and has been with Alaska Airlines for 4½ years. His areas of responsibility include the system and regional sales and reservation offices, advertising and public relations, Alaska Airlines' tour programs, the stewardess personnel and inflight cabin and meal service, plus scheduling and tariffs.

Giersdorf is a past president of the Alaska Travel Promotion Association and currently serves as Vice President of that organization. He is a veteran of the Alaska travel industry, and served in the first State Legislature of Alaska.

## JAL Sends More Pilots For ASA Training

The satisfied customer keeps coming back - whether a passenger or another airline.

Japan Airlines has assigned another eight pilots to the ASA flight training course on the Convair 580. Two other JAL groups have completed the 30-day training periods under Alaska flight instructors.

The JAL pilots will take their training at Sea-Tac.

## 1649's Deliver Oil To Remote Radar Sites

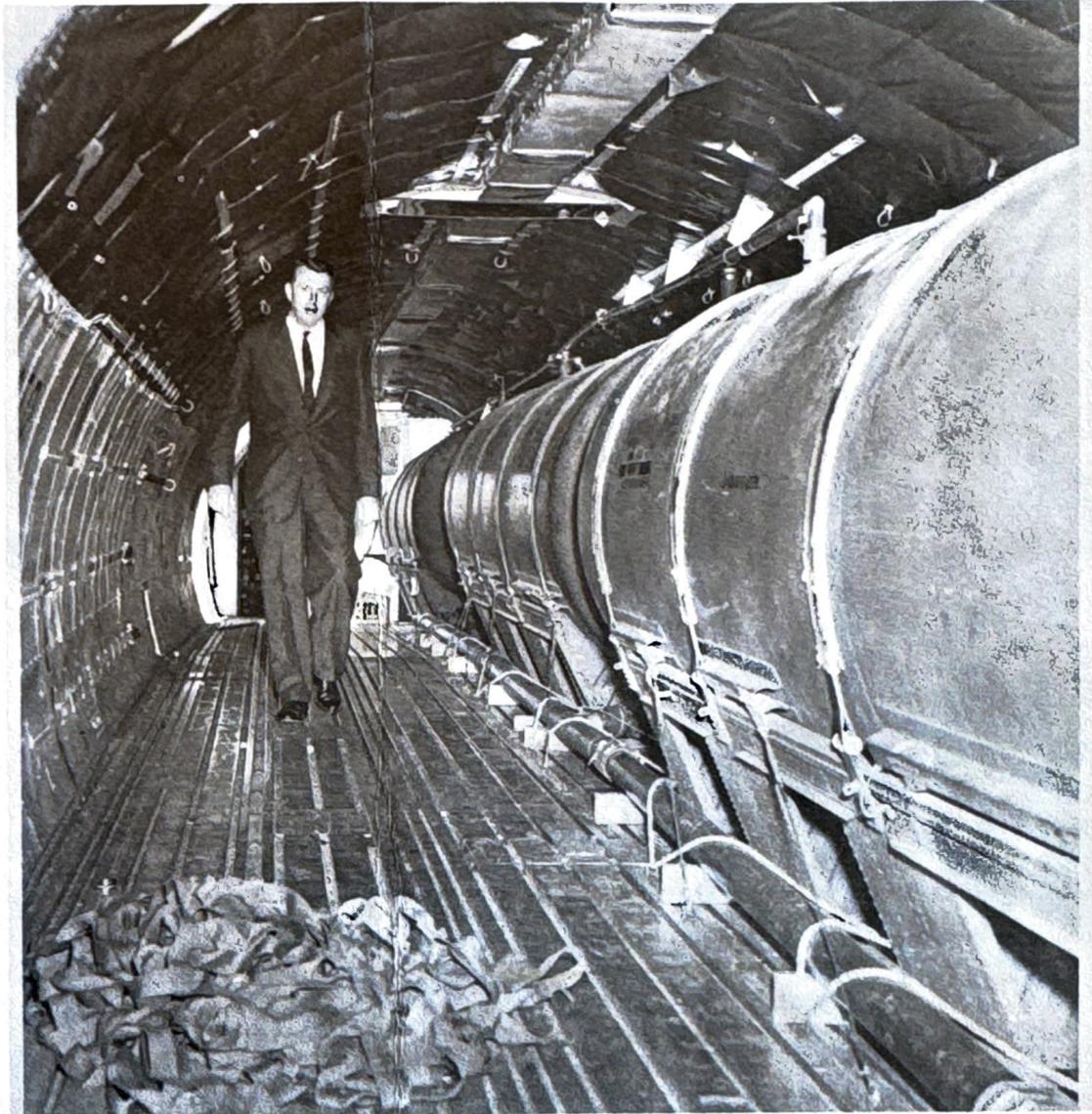
Alaska Airlines was awarded a contract to fly fuel oil to remote radar sites in Alaska under a contract with the Military Air Transport Service.

The contract for one million six hundred thousand gallons was won by Alaska this year by modifying a 1649 Super Constellation into a huge tanker with capability so great that ASA was able to reduce the rate to the Government by one and one-half cents per gallon.

The tanks are so designed and layed out that when empty, the aircraft is fully capable of flying full loads of cargo on its Nome route.

Aircraft of this size had never been considered commercially before but the power weight ratio both empty and loaded are such that the 1649 operation is safer and easier than any other aircraft — another first for ASA.

In addition, due to extreme weather problems with long periods of standby, the 1649 further enhances both the military and commercial benefits by being able to fill the huge storage tanks in less time than the smaller twin-engine aircraft previously used. This assures the military of better coverage and returning the aircraft to the carrier for other use.



The 1649 carries 5,400 gallons per trip in three aluminum tanks pictured being inspected by Lynott.

Photo Courtesy of Seattle Post Intelligencer

## Dennis Burton Heads New Flight Control Activities

Flight control now reports directly to the executive vice president under its new director, Dennis Burton.

The unit's responsibilities have been broadened to cover reporting on all the activities of all departments on a 24-hour basis.

This makes flight control the watchdog of all operating functions. In addition, it schedules aircraft, crews, and maintenance work. It reports at the daily staff meet-

ings on both plans and results.

No aircraft or crew are scheduled without prior flight control approval and at operations are monitored by it. The result: Instant control of all situations on the line. The speed-up in communications and the tightening of central controls not only gives management a better picture of what is happening — faster, but it also enables quicker responses to unplanned developments.

## ASA Leads In New Fare Reductions For Military

Traffic-building special fares for military personnel on furlough and for intra-Alaska group travel are in effect on Alaska Airlines.

The new low military furlough fares effect a 50 percent savings for members of the Armed Forces. They travel on a space available basis on this plan. The CAB-approved rates are Seattle-Fairbanks \$49.50 one way and Seattle-Anchorage, \$58.00 one way.

Groups of ten or more flying between Anchorage and McGrath get a \$22.50 per person rate. The regular rate is \$30.00 each.

For groups of 15 to 19

persons, one way from Anchorage to Unalakleet is \$41.25 and to Nome, \$45. These group rates encourage travel for visitors and local residents, winter trips and attendances at special events and festivals.

In addition Alaska Airlines gives more frequent mail and freight service to these points. Daily Convair 340 pressurized service was inaugurated to Nome and Kotzebue with service 6 days per week to McGrath and Unalakleet. This was made possible by the addition of the second Convair 340/440 to the scheduled flight operations in June.

# ASA Jet In Seattle-Tacoma Hanger



Alaska Airlines Golden Nugget Jet is pictured in the new leased hanger facility at Seattle Tacoma Airport. The maintenance and stores shops are located in the hanger adjacent to the floor area. Roy Adkins, System Superintendent of Maintenance keeps the aircraft operating out of the Seattle base with the greatest on-time performance ever through the cooperation and ability of The Ground Operations and maintenance personnel.

## '64 Tour Program Sales Push Set

ASA's 1964 tour program will be modeled on a highly successful, proven operation—ASA's 1963 tour program which yielded record increases in the number of visitors to the 49th state traveling via Golden Nugget service.

The basic itineraries inaugurated this year will remain essentially the same for 1964. Adjustments in most of the independent routing have been made to improve the popular Alaska Airlines Anchorage-Nome-Kotzebue tour.

Next year tours will start earlier and continue later, from May 15 to September 15.

The sales department re-

ports that it will pursue ASA's bid for vacation travel from large industrial firms, a potential source of a whole new class and vastly increased numbers of tourists. Another continuing project is the development of even closer ties with American Express and Thos. Cook & Son. Progress is being made in getting tour directors and counselors to see Alaska for themselves. This greatly aids sales.

AAA tours will use Alaska Airlines itineraries in 1964 and this along with the American Express and Thos. Cook tie-ins promises a highly productive season.

In order to be competitive

in the domestic travel picture, ASA has a special RT group fare of \$189 SEA/FAI/ANC/OME/OTZ. This will bring Alaska travel more in line with other low cost markets.

The Anchorage-Nome-Kotzebue tour is scheduled to operate year-round. This has been one of the airline's best sellers during the past season.

A vigorous, well-planned promotion program has already been launched with the kick-off of the foreign "Visit USA" special tours Sept. 9 in the capitals of Europe, and will be followed by the domestic promotional programs about December 1.

## Story In Life On ASA Tour

In the November 1st issue of Life Magazine in the very popular section entitled "Life Guide" under the Travel section, Alaska Airlines Winter Tours of the Arctic are featured as one of the two more unusual winter vacations recognized by Life Magazine and brought to the attention of its millions of readers.

Other major publications are planning feature coverage on these unique and interesting tour offerings in the immediate future.

## ASA Has Winter Tours To The Arctic

Winter tours of the Arctic will be available for the first time this year. Alaska Airlines will have regular daily tour schedules from Anchorage to Kotzebue and Nome Oct. 15 through April 15 for \$134 (plus \$4.75 tax).

Early morning departures permit a brief stop at the Eskimo village of Kotzebue, north of the Arctic Circle before a short flight to the historic town of Nome for overnight.

Visitors will be provided with colorful, warm Eskimo parkas during the trip. Each will be given an attractive certificate to commemorate the crossing of the Arctic Circle. They will experience a different Alaska that most visitors do not see.

Features of this unusual winter tour include 24 hours in Nome, once a mad gold rush town; a ride on an Eskimo sled behind a team of Alaska huskies; entertainment by the King Island Eskimos who will perform their native dances; observing the fine craftsmanship of ivory carvers using primitive tools; watching furs being fashioned into beautiful articles of clothing, Eskimo style; and an opportunity to shop for ivory, jade, fur, gold nuggets and other special curios of the North.

An attraction for the fisherman; ice fishing through the ice on the Bering Sea.

## Accomplishments Of Alaska Travel Promotion Association Reviewed

The Alaska Travel Promotion Association, under the leadership of ASA's Robert Giersdorf concluded one of its most successful years with its annual meeting at Cordova.

"This has been a rewarding job," Giersdorf says of his year as president of ATPA, "Our members cooperate closely to sell all Alaska, their own services and what the other members have to offer - we all win."

He went on to compare the types of air carriers to two ends of a rope. The southern end of the rope with its various fanned out strands represents the States-Alaska carriers tour operators and those domestic lines serving the Seattle-Tacoma gateway to Alaska.

"These strands reach into all main U.S. cities where our salesmen and promotion lure travelers northward. Like capillary action these people are funneled up through the main body of the rope by air, sea and highway.

Once in Alaska they scatter out through the northern strands of the rope to all parts of Alaska on the Alaska carriers, and on the segments of our intra-Alaska Routes."

Giersdorf outlined some of the ATPA accomplishment of this year as:

1. Publication of the annual Alaska Travel Manual which goes to 4,000 travel agents. It contains general information on Alaska and details of the services offered by the members.

2. A two-months operation of the news bureau which sent news releases and photos to approximately 200 newspapers and magazines. These are designed to stimulate reader desire to visit Alaska using the facilities of ATPA members through consulting them or travel agents.

3. Cooperation with the Lane Book Co. which resulted in the publication of *Sunset Discovery Book - Alaska*.

"The book follows the pattern of a number of other successful *Sunset* travel books and has a wide distribution among potential travelers," he said.

Giersdorf outlined other important accomplishments of ATPA and its members for the present year such as: participation with the State in making presentations at the national convention of the American Society of Travel Agents in Las Vegas last October; nation-wide promotional trips with Eskimo Dance teams by two members which produced good newspaper, radio and TV publicity; circulation of member produced films on Alaska; a color cover and numerous articles in the March issue of *Air Travel Magazine*; a color cover and article in the August issue of *United Air Lines 'Mainliner'* which reaches an estimated million readership; member speakers at travel clubs and travel agents meetings; continuing sales contact trips by member public relations men; and helping to man the State's travel and sports shows booths.

"The total effect of all these efforts should not be under-estimated," Giersdorf stressed. "They not only help our members, but aid in promoting all Alaska."

LeRoy H. Peterson, Vice President-Services, joined the Company in 1957 and has served in numerous capacities; originally as Vice President Traffic & Sales, then as Vice President-Services as the management began its emphasis for Military and Commercial Contract business.

During the past year, Peterson has handled the Ground Operations and phase out of the Everett Maintenance facility in addition to the Military negotiations. With the consolidation of the three Seattle bases to the Seattle Tacoma International Airport, lines of communication and authority were quickened permitting his return to the sole responsibility of obtaining MATS business, additional charter revenue and disposal of ASA surplus equipment.



Mr. Preston (Pres) Blatter, veteran airline finance specialist, is Alaska Airline's Vice President and Treasurer. Mr. Blatter has a broad background in airline accounting. After four years with the FBI during the Second World War, Blatter joined the auditing department of the Civil Aeronautics Bureau, where he served for eight years. For part of the period he was chief of the auditing unit working with local service airlines.

In 1952 Blatter became treasurer of Frontier Airlines, and in 1959 he was elected vice president of finance for the Denver-based airline. Mr. Blatter has been with ASA for the past two years.

## Alaska Airlines Inaugurates New Schedules

A totally new pattern of air service from Seattle to Fairbanks and Anchorage was inaugurated October 27th in a sweeping change of schedules on the States/Alaska and Anchorage/Fairbanks route segments.

The schedule changes were announced by Robert Giersdorf, Vice President Traffic and Sales. "We believe this new schedule is far superior to any previously offered in this market," Giersdorf declared.

On the new schedule the Golden Nugget Jet departs Seattle daily at 1:00 P.M., arriving Fairbanks at 2:10 P.M. and arriving Anchorage at 3:45 P.M. The 1:00 P.M. departure is designed to connect with flights from the East and the South.

"This is the only daylight jet flight to Fairbanks and our flight path follows the scenic

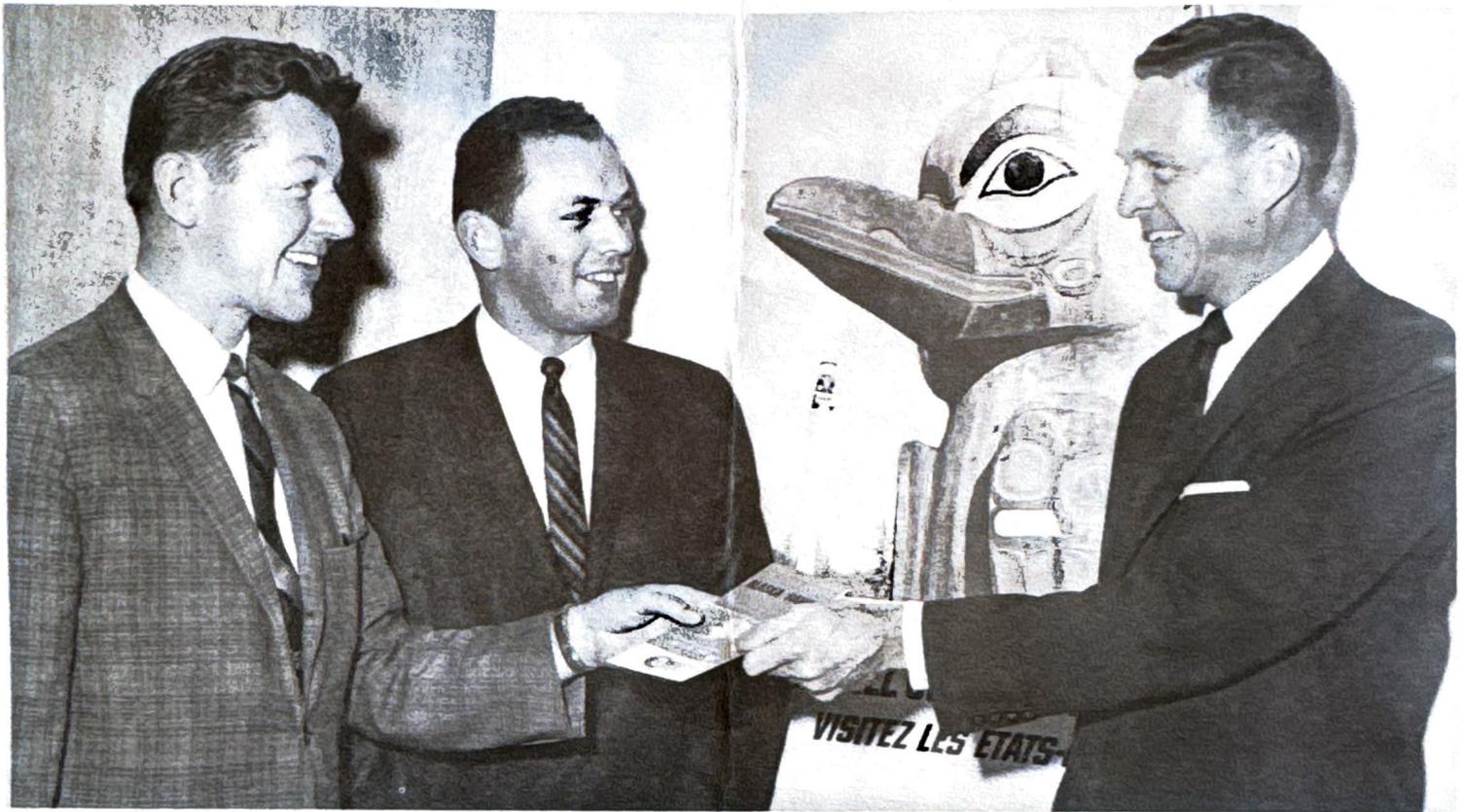
Inside Passage route," Giersdorf stated. "The flight captains provide a fully narrated 'flightseeing trip' for the passenger's enjoyment, pointing out cities, glaciers, and special points of interest and historical data throughout the flight," he continued.

The return flight from Fairbanks departs that community daily at 6:45 P.M. on its three-hour flight to Seattle. A complimentary hot dinner is served. "This attractive departure time allows a person to complete a full day's business in Fairbanks and yet be back in Seattle at such an hour as to get a full night's rest. Excellent direct connecting flights are also available to speed passengers to other destinations in the nation.

A new pattern of service between Fairbanks and Anchorage was also unveiled.

Two flights per business day are being maintained in each direction. Alaska Airlines Convair 440 departs Anchorage for Fairbanks at 8:15 A.M. Monday through Friday. The Golden Nugget jet departs Anchorage daily at 5:15 P.M. arriving in Fairbanks at 6:00 P.M. From Fairbanks to Anchorage the new schedule calls for the daily jet departure at 3:00 P.M.

Also, a continued daily operation of flights from Anchorage to Nome and Kotzebue was announced with minor changes in present departure times. "This is the first time Alaska Airlines has scheduled daily service from Anchorage to the Arctic Coast throughout the winter months," Giersdorf stated. Service from Anchorage to McGrath and Unalakleet remains daily except Sunday.



VOIT GILMORE MEETS WITH GIERSDORF AND SAHLIN

Alaska posters and brochures are printed in eight foreign languages. The Hon. Voit Gilmore (right), director of the United States Travel Service, an agency within the Department of Commerce, explains to George Sahlin, assistant vice president, and Robert Giersdorf, vice president traffic and sales, and past president of the Alaska Travel Promotion Association, how USTS has distributed overseas 20,000 large totem posters featuring Alaska. They are printed in eight languages — Japanese, French, Italian, German, Portuguese, Spanish,

Dutch and English. (French sample poster in background.) In addition, millions of copies of four different brochures in the eight languages, a sample of which he is showing, have been printed. Giersdorf was in Washington, D.C. coordinating details for Gilmore's recent trip to Alaska. Gilmore conducted a workshop on how Alaska can best develop international tourism through the Anchorage gateway. He was the main speaker at the annual meeting of the Alaska Travel Promotion Association in Cordova Sept. 19-20.

## U. S. Travel Chief Visits Alaska

The highest ranking and most important personality in the U.S. travel industry today participated in the annual meeting of the Alaska Travel Promotion Association.

Voit Gilmore, director of the United State Travel Service (USTS), Washington, D.C., accepted the invitation of ASA's Robert Giersdorf and Gov. William A. Egan to come to Alaska for the meeting in Cordova, Sept. 19-20. Giersdorf is past president of ATPA. Gilmore's itinerary included a visit to Nome, Kotzebue and Juneau. The Anchorage Chamber of Commerce was his host for a breakfast and discussion of the expansion of that international gateway.

Two years ago the Congress created the USTS and made it responsible for en-

couraging more people from around the world to come and see the United States. There were two primary objectives in mind: 1) to narrow the travel "dollar gap" by bringing back a higher percentage of the \$2 to \$3 billion spent aboard each year by U.S. Tourists and; 2) to have more of our friends from overseas see the American way of life first hand.

Most people are unaware that Anchorage ranks fourth in the continental United States in the number of international passengers traveling through that city. Only New York, Miami and Los Angeles have more than Anchorage. Right now, people can travel from Europe on SAS or Air France and deplane at Anchorage to enter the U.S. through that

gateway. The same is true of Northwest's traffic rights from Japan.

It is ALTA's goal to obtain stopover rights for the 55,000 passengers who annually travel through Anchorage but still are not allowed to deplane. These people are traveling between Europe and the Orient and the only place they even touch the U.S. is at the Anchorage refueling stop on their Polar Route.

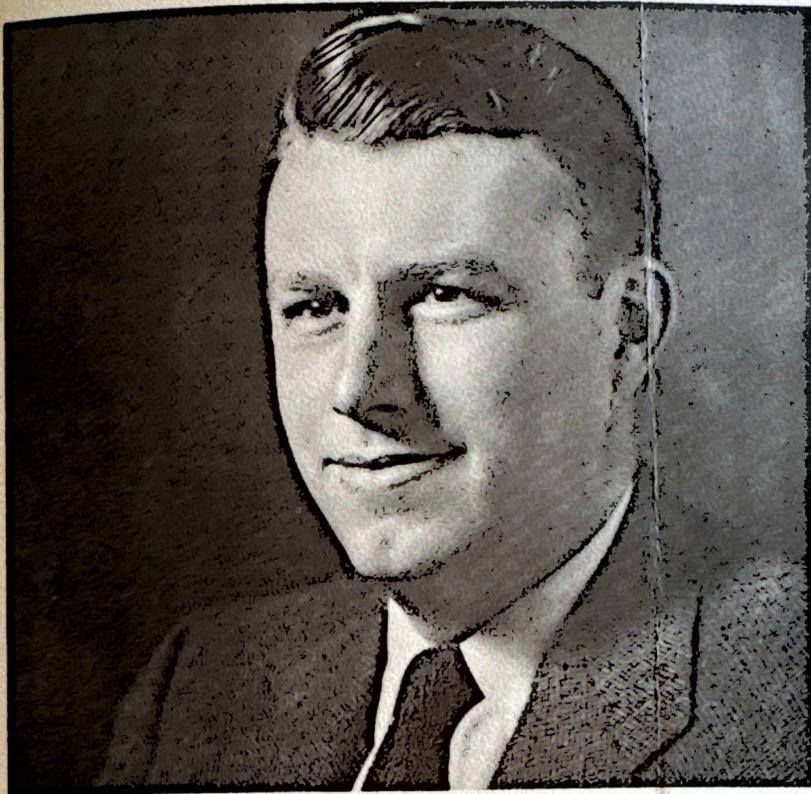
Many of these travelers, if permitted to do so, would stop over and tour Alaska. It would represent one of the greatest single "new" sources of business the Alaska travel industry can develop.

Giersdorf said, "Voit will better be able to put the influence of his office

behind this effort since he has seen what Alaska can offer the international traveler. Also, he will tell the Alaska travel industry how it can 'sell' the foreign traveling public on the idea. Through the USTS offices in Europe and the Orient, it will translate and distribute articles and pictures on Alaska for placement in the overseas publications.

"Further, USTS will co-sponsor travel seminars in the capitals of Europe for Alaskan travel promotion. Already USTS has distributed travel poster and four different brochures which feature Alaska to the total overseas market — and these are done in eight languages."

Today's status symbol is travel.



## Frank Lynott

We present Frank B. Lynott, Executive Vice President, Alaska Airlines. Lynott, 42, was Executive Vice President of the Flying Tiger Line in Los Angeles, having joined that firm in 1955. Prior to this he served as an operations executive for 9 years with Slick Airways in Los Angeles.

Lynott was a Captain in the United States Air Force during World War II, is married and has three children.

## Savings On New Insurance Rates

Based upon the Company's perfect safety record the past two years, Alaska Airlines has been successful in renegotiation of the total insurance program on its aircraft. This will effect a reduction in its yearly insurance premium of \$75,000. By October 1964 this will make a total savings of \$150,000. The announcement was made by Charles F. Willis, Jr., President and General Manager of the company.



**MISS ALASKA** - Alaska-born Miss Nina Whaley, daughter of Mr. and Mrs. Frank Whaley of Fairbanks, was chosen Miss Alaska of 1963. She has made many appearances throughout the U.S., promoting ASA's tours and Golden Nugget jet service.



**ESKIMOS TAKEN ON PUBLICITY TOUR** - Alaska Airlines plans to again repeat a nation-wide promotion tour with Mr. and Mrs. Oliver Amouak of Unalakleet, Alaska. Last spring the couple visited 80 cities entertaining and dancing their native dances for travel clubs and travel agency groups, appearing on radio and TV programs and being interviewed by newspaper reporters. The tour was so successful that it is planned to make another promotion trip in 1964.



**NEW EQUIPMENT** – new and greater comfort and convenience for Alaska's traveling public has been achieved through the introduction of two pressurized Convair 340 aircraft. The Convair 340, which is better suited for Alaska operations than other aircraft of comparable size, carries forty-four passengers in a spacious first-class seating configuration. The Convair 340s serve between Fairbanks, Anchorage, Nome, and Kotzebue and have replaced the more costly and outmoded DC-4 equipment previously in use.

## New Tariff Set For Fresh Meat Haul To Alaska

A recent tariff on fresh meats from Seattle to Fairbanks-Anchorage has been inaugurated by Alaska Airlines and approved by CAB. Shipments in broken bulk have been moving north averaging about 1000 pounds daily with heaviest loads on Wednesdays and Thursdays.

The tariff is 15 cents a pound down to 10.5 cents for 15,000 pound lots, which is competitive with surface transportation, Robb King, Director of Cargo, pointed out.

It is expected that the volume will substantially increase.

**ALASKA AIRLINES**

Seattle-Tacoma International Airport  
Seattle, Washington 98158