

Portland.

The year 1969 saw Continental finally win authority to fly from the U.S. Mainland cities of Chicago, Denver, Kansas City, Phoenix, Seattle/Tacoma, Portland, and Los Angeles/Ontario/Long Beach to Honolulu and Hilo, in Hawaii. Six had been seeking Hawaii routes since the late 1950s. In 1969, Continental was awarded routes between Chicago and Albuquerque, Albuquerque and San Francisco, and Los Angeles and Dallas.

In 1970, the Civil Aeronautics Board awarded Continental routes from the neighbor airports of Long Beach, Ontario, Santa Ana and Hollywood/Burbank to the neighbor airports of Oakland and San Jose and on to Portland and Seattle/Tacoma International Airports.

On February 1st, 1974, after many delays and long legal proceedings, Continental implemented service between Houston and Miami, and on May 21st, 1976, also after much delay and legal activity, Continental was authorized to operate between San Diego and Denver.

1977 was an important year for Continental. The airline began flying daily round trips between Saipan, Mariana Islands and Japan. Service from Denver to Miami/Ft. Lauderdale and Tampa/St. Petersburg was inaugurated and President Carter approved a route for Continental from Los Angeles to Australia via Honolulu, American Samoa, Fiji, New Zealand and Australia. Service began May 1st, 1979 after completion of arrangements among the various governments involved.

In October of 1978, Continental inaugurated DC-10 service between Los Angeles and Taipei, via Honolulu and Guam and also began flying between Las Vegas and Phoenix. Service between Houston and Washington D.C. was inaugurated in January of 1979. In June, Continental linked Denver with Washington D.C., Las Vegas, San Francisco and San Jose and also began Houston-Tampa service. October saw Continental begin flights from the Newark/New York area to Houston and Denver, from Denver to Phoenix and from El Paso and Albuquerque to Mexico's west coast destinations of San Jose Del Cabo, Puerto Vallarta, Manzanillo and Acapulco.

During the late 1950s and early 1960s, Six clearly established himself as the airline industry's leading lower-fare advocate. He correctly prophesized that increased traffic, not higher rates, was the answer to the industry's problem. Six stunned the industry when he introduced the economy fare on the Chicago-Los Angeles route in 1962. He later pioneered a number of other low or discount fares which brought air travel to many who otherwise could not have afforded it. One of these innovations was a system-wide economy excursion fare which cut the standard coach fares by more than 25 percent.

Six's knowledge of equipment and his experience in the operations end of the airline business kept him in good stead over the years. Continental has consistently been the most efficient operator of jets since they came on the aviation scene. The company's daily aircraft utilization is usually at the top of the industry. Six's airline has considerable experience in the Pacific and Asia. From 1964 until June of 1973, Continental flew between the West Coast and the Pacific and Asia for the Military Airlift Command, and from 1965 to 1975, a wholly owned subsidiary in Southeast Asia called Continental Air Services provided aviation service for the U.S. Agency for international Development and for private contractors in the area. Under Six's