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Cover picture:

The low fares on the North Atlantic routes pioneered by Sir Freddie Laker in 1977 had a marked effect last year, when, according to the first speaker at the recent RAeS symposium on 'The Impact of Low Fares on the Air Transport Industry' (see pages 203-223 of this issue), 28% more passengers crossed the North Atlantic between May and October 1978 than in the same period of 1977. Laker Airways latest DC-10-10, 'Northern Belle', the fifth to be added to their fleet, is seen here at Long Beach in pre-delivery markings.

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