

# ***Alaska Airlines***

Alaska Airlines became the leading scheduled airline between the Mainland and Alaska in 1974, carrying 33.67 per cent of the 880,228 passengers traveling in that market, according to the Civil Aeronautics Board.

O.F. Benecke, President of Alaska Airlines, attributed the carriers success to improved marketing, desirable flight schedules, good 1974 interstate market.

Benecke said that Alaska Airlines achieved a 25 per cent gain in revenue passenger traffic over 1973, utilizing Boeing 727 and 720 aircraft, even though some flights of other carriers were operated with wide-body aircraft.

Early reports indicate that Alaska Airlines' market share of border crossing traffic between the Mainland and Alaska will continue to grow in 1975, according to Benecke.