



OLDEST AIRLINE ADDS NEWEST EQUIPMENT

Computerized Reservation System

Alaska's oldest airlines recently added some of the newest equipment to insure prompt service and information to customers throughout the 49th state.

Without fanfare, Wien Air Alaska installed a sophisticated computerized reservation system in June of 1974. The system's brain is an IBM 360 computer based in Los Angeles.

With the information fed into it by keyboard, the answers appear within three seconds on the operator's television-like console.

The few problems that the system had in the beginning all seem to be worked out, according to company spokesman. Most of the main problems with the system were solved by adding additional phone lines. Adding trained personnel has assured that callers seldom receive a busy signal.

Thanks to the new system, travelers will now be able to make reservations on any Wien flight within seconds and also confirm space on connecting airlines.