

Alaska.

We'd like to put you on Top of the World.To Seattle.

Alaska Airlines' Top of the World Service. Between Fairbanks-Anchorage and Seattle.

It's first-class in every way.

Top of the World Service is a challenge to us: to give you the best first class service in the Alaskan sky.

From the top sirloin steak between Fairbanks-Anchorage and Seattle. To all the sizzle that goes with the steak.

And Top of the World Service is a challenge to you: to fly it once. And see if Top of the World lives up to its name. If it doesn't, fly some-

one else home.

But we think you'll be back. Because we figure it this way. It's not how many flights a day there are, it's what kind of service you get on the one flight you take.

Whether you fly first class or

coach, we'd like to put you on Top of the World.

Either way, the people of Alaska Airlines are determined to make Top of the World mean what it says.

Ask your travel agent to put you on Top of the World.



The official Top of the World Drink. Sourdough Coffee Royale for breakfast. And complimentary wine with lunch and dinner—for everyone on board who's old enough.



Alice is Tops. Nobody knows more about reservations than Alice, our IBM-360 computer and super reservations gal. Call and find out.

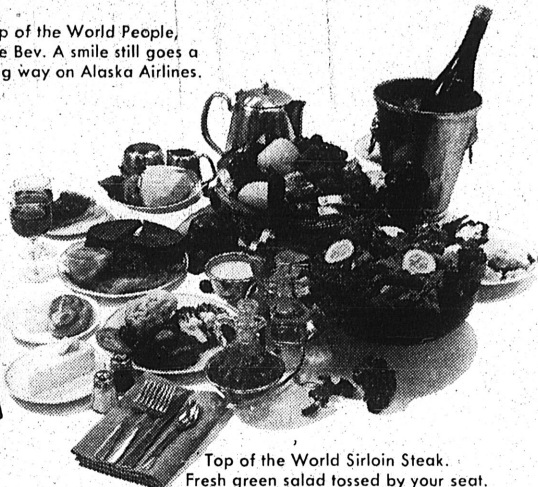


| FLIGHT | 92 | 94 | 96 | 98* |
|------------------|-----------|------------|------------|------------|
| Leave Fairbanks | 7:15 A.M. | 12:25 P.M. | 5:25 P.M. | 10:25 P.M. |
| Arrive Anchorage | 8:00 A.M. | 1:10 P.M. | 6:10 P.M. | 11:10 P.M. |
| Arrive Seattle | 1:30 P.M. | 6:45 P.M. | 11:45 P.M. | 4:45 A.M. |
| Arrive Dallas | | | 5:55 A.M. | |
| Arrive Houston | | | 7:45 A.M. | |

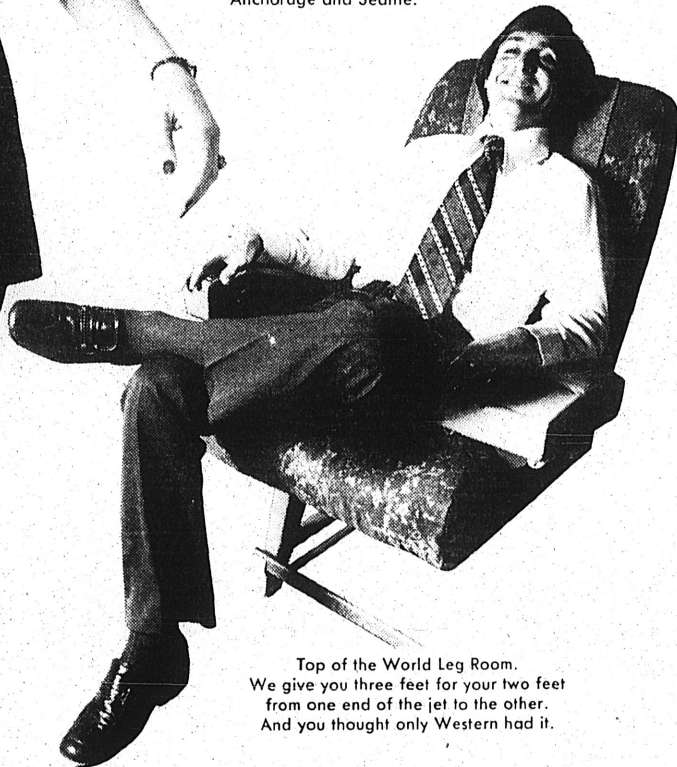
*Night Coach Service

Top of the World Times. Including the Pipeline Express, the very first direct flights between Fairbanks-Anchorage and Dallas-Houston. Plus Top of the World connections wherever you want to go.

Top of the World People, like Bev. A smile still goes a long way on Alaska Airlines.



Top of the World Sirloin Steak. Fresh green salad tossed by your seat. Baked stuffed potato. Bavarian Cream Pie. For every first class dinner between Fairbanks-Anchorage and Seattle.



Top of the World Leg Room. We give you three feet for your two feet from one end of the jet to the other. And you thought only Western had it.

Nobody knows Alaska like Alaska knows Alaska

