



Because we believe airline passengers shouldn't be treated like peasants.

new GOLDEN SAMOVAR SERVICE

You're not a peasant. You're at least a prince. And we at Alaska Airlines believe you should be treated like one.

That's why we now offer Golden Samovar

Service on all our jet flights.

There's something more to Alaska's history than the Gold Rush . . . the Russia of the czars. And now there's more of that something in our service aboard Alaska Airlines.

Our stewardesses are looking good. In long Russian maxi-coats and cossack-style mini-tunics.

Our new beverage flows from the spout of a genuine Russian Samovar.

Our food is authentic old family Russian—Moscow Borsch soup, Beef Stroganoff, Veal Orloff and more.

You see, we're celebrating Alaska's Russian heritage. In costume. In beverage. In food.

We're treating passengers like princes on Alaska Airlines. First class and coach.

ALASKA AIRLINES

