



**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

