

ALASKA AIRLINES JUMBO JETLINER FOR 1970

ANCHORAGE, Alaska, Aug. 1—Alaska Airlines celebrated Alaska's centennial today with the announcement that it intends to spend almost four times the original purchase price of the 49th State for a single Boeing 747-C jumbo jetliner.

President Charles F. Willis, Jr., told the company's annual stockholders meeting here that an option also has been taken on the purchase of a second convertible 747 from the Boeing Co. This will be required on the airline's proposed new route which would link Alaska, Hawaii, Portland, Oregon, and Seattle, Washington.

Delivery of the first Golden Nugget jumbo jet is to be in late 1971.

Willis noted that the United States paid Russia \$7,200,000 for Alaska a century ago.

"That was a bargain, as history has proved, and we are certain that our large investment in this new Alaska-size jet will prove as beneficial to our customers, stockholders and employees," Willis said.

He said a letter of intent on the purchase of the first jet has been signed, plus the option. The agreement is only subject to acquisition of proper financing and the approval of the company's lending institutions and pertinent government agencies.

He pointed out that cost studies show that acquisition of the new jetliner will mean a dramatic improvement in direct operating cost per unit of productivity or "seat

mile." The 400 passenger aircraft will bring a reduction of 23 per cent in seat-mile operating cost.

Alaska Airlines, a permanently certificated regional carrier serving Alaskan cities from Seattle, operates two B-727C jets and one Convair jet on its main system and three Lockheed L-382 prop jets on charter and cargo service.

Cities on the main system include Sitka, Anchorage, Fairbanks, Kotzebue and Nome.

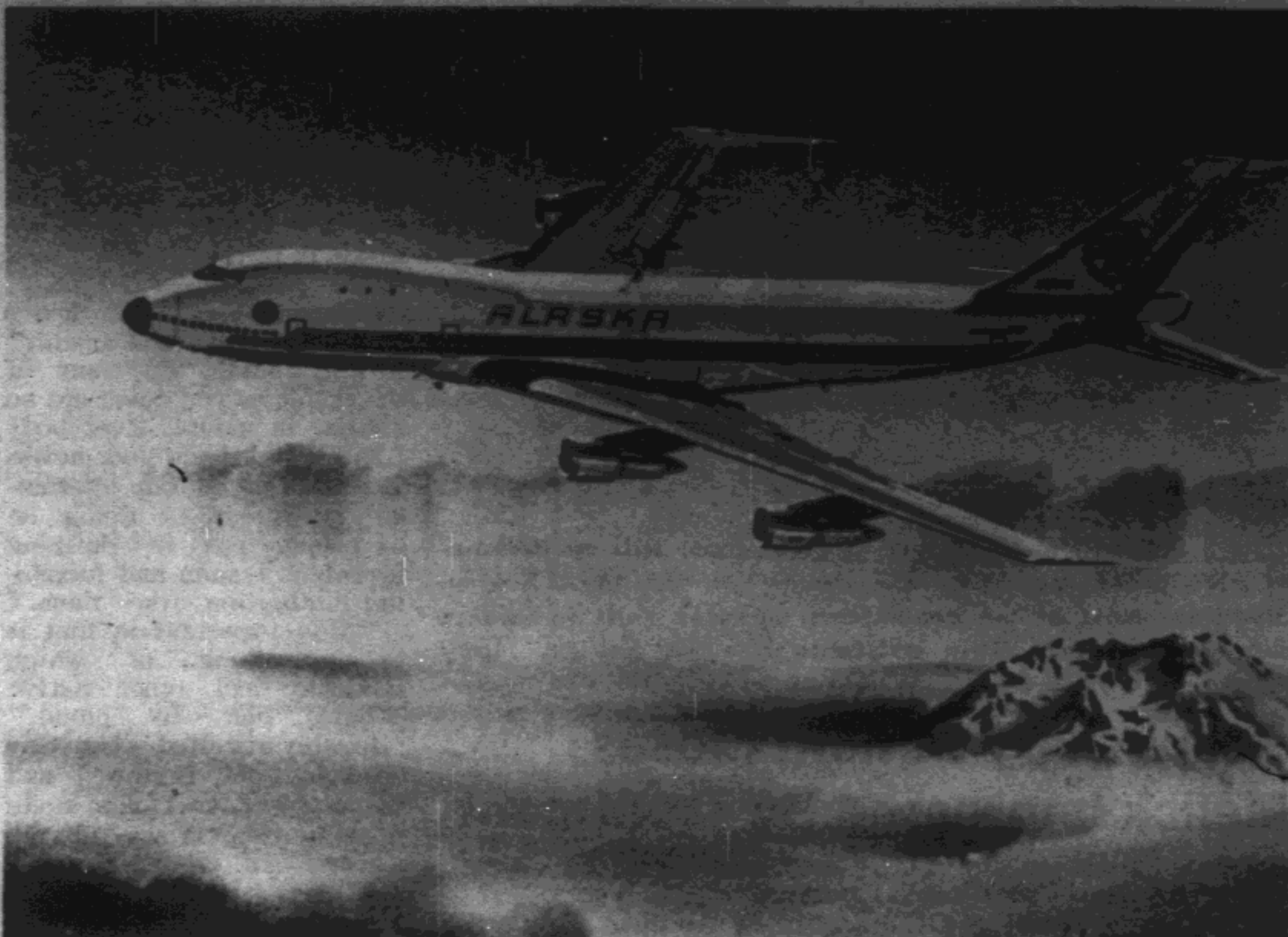
A versatile new development in jet aircraft, the Golden Nugget version of the B-747 will be especially tailored to the needs of Alaska with a variety of cargo and passenger space combinations available.

The airline's Gay Nineties decor and theme, which has boomed passenger revenues to record highs this summer, will be carried out in the new jet, Willis said.

A large lounge, styled in Klondike fashion and patterned after the gold rush scenes made famous by Robert Service, Jack London, Wyatt Earp and other sordid figures, will be featured attractions.

Steadily increasing business in the Northland combined with two pending mergers made the 747 purchase imperative, Willis noted.

"With CAB approval of these mergers, Alaska Airlines will be serving 92 per cent of the population of the nation's largest state," he said. "We plan to do this in the Alaska tradition—with



ANCHORAGE, ALASKA—Suppose—just make believe—somebody parked Alaska Airlines' new Golden Nugget jumbo jetliner on a football field with its tail on the goal line. How far would the pilot have to push forward for a touchdown? Not quite 25 yards. The jumbo jet, the Boeing 747-C which will enter service in the autumn of 1970, will be 225 feet 2 inches in length. But it will be making its touchdowns on airfields, not gridirons. The cabin at

nearly 20 feet in width is nearly 9 feet wider than Boeing's 707 model. The jumbo's tail stands 63.5 feet above the ground. The tips of the sweptback wings are 195.8 feet apart. Takeoff gross weight is 715,000 pounds with a maximum landing weight of 564,000 pounds. Fuel capacity is 46,770 gallons to feed the Pratt & Whitney turbofans which develop a thrust of 42,000 pounds and a cruising speed of Mach 0.84 to 0.90.

Alaska-size jets."

The mergers are with Alaska Coastal Airlines,

which serves Southeastern Anchorage and Juneau, Alaska, and with Cordova Airlines which ranges from Canada's Yukon Territory.



"NOW YOU TAKE THE BITTER END"—Knot tying is important to a sailor and these Name bluejackets brush up on some of the basic knots as part of the all Alaska Navy Centennial Company now in boot camp at the Naval Training Center, San Diego. Left to right, they are: Richard D. Outwater, 17; Eugene A. Dalilak, 17; Isaac Ozenna, 19; Joseph C. Dexter, 18; Richard A. Pauwak, 17; Jacob Sheldon, 20; Douglas A. Doyle, 18; and James Nershak, 20.

—Photo by PH3 Ted Nauman, USN