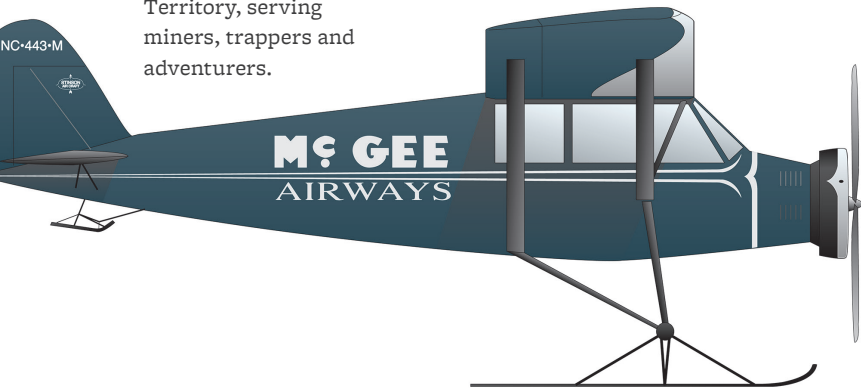


# Our heritage.

## 1932

### MC GEE AIRWAYS

Linious “Mac” McGee launches a one-plane airline in the Alaska Territory, serving miners, trappers and adventurers.



## 1944

### BECOMING ALASKA AIRLINES

After the merging of more than a dozen small air services operating in the state since McGee formed in 1932, the resulting company, Alaska Star Airlines, incorporates as Alaska Airlines.



## 1945

### STARLINERS

Alaska Airlines transitions from bush flying to commercial air service with its growing fleet of “Starliners”— WWII surplus Douglas DC-3s, DC-4s and Curtiss-Wright C-46s. Flyers have relatively comfortable access to communities throughout the state.

## 1950s

### GOLDEN EAGLE

Alaska’s fleet is graced with the Golden Eagle tail emblem. Pilots and flight attendants to this day wear wing pins adorned with the Golden Eagle.



## 1951

### SPREADING WINGS

Alaska flyers finally enjoy scheduled service south when Alaska is granted routes that incorporate Seattle and Portland.



## 1969

### GOLDEN SAMOVAR

Alaska passengers are treated to Russian Samovar tea service in promotion of charter flights to the Soviet Union’s Russian Far East.



## 1972

### SPIRIT OF ALASKA

A new paint scheme representing the spirit of The Last Frontier state emerges, honoring Alaska’s Russian heritage, the gold rush era, Native traditions and the people of the far north. The blue Eskimo face debuts on the tails of some of the airline’s 727s. Four years later, a new attitude toward customer service prompts the Eskimo to smile.

Who is that smiling Eskimo? Look for “The Face on the Tail,” an investigative film, at [alaskaair.com/welcome](http://alaskaair.com/welcome).



## 1980s

### ROUTE EXPANSION

With the Airline Deregulation Act of 1978, Alaska begins expanding its route system, first into San Francisco and Southern California. New aircraft and the purchase of Horizon Air help take flyers throughout the Pacific Northwest and into Western Canada, Arizona and Mexico.

## 1990s

### TECHNOLOGICAL FIRSTS

Alaska is the first airline to sell tickets via the Internet. Alaska continues to build a reputation for innovation, from cutting-edge GPS navigation systems to its award-winning mobile app; from self-check baggage service to recent experiments with using fingerprint ID for checking in.

## 2008

### RATED TOPS

Alaska earns the first of eight consecutive J.D. Power awards ranking it “Highest in Customer Satisfaction Among Traditional Network Carriers.” Also, FlightStats Inc. recognized Alaska recently as the No. 1 North American carrier for on-time performance for the sixth year in a row.

## 2016

### NEW LOOK

Growth, route expansion and a focus on caring service lead to a fresh new look for the airline that includes our aircraft, airports, uniforms, digital channels, Mileage Plan, credit card and much more.

