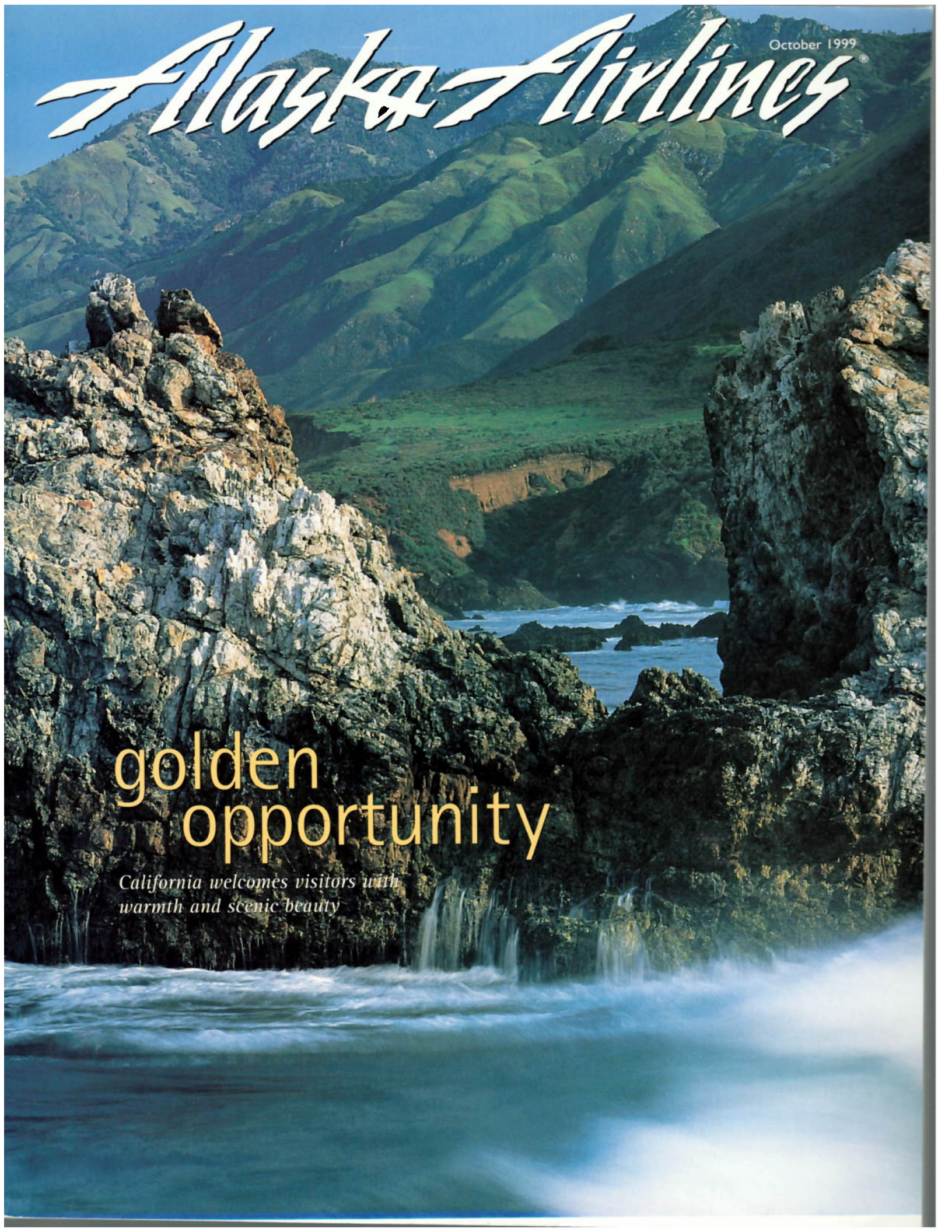


The background of the advertisement is a scenic photograph of a coastal landscape. In the foreground, there are jagged, grey rock formations on either side of a small waterfall that flows into a pool of water. The water is a deep blue with white foam from the waves. In the background, there are rolling green hills and mountains under a clear blue sky. The overall scene is bright and sunny, suggesting a warm climate.

Alaska Airlines

October 1999

golden opportunity

*California welcomes visitors with
warmth and scenic beauty*