



# Reflections

The Quarterly Journal of the Northwest Airlines History Center



June 2022

Volume 20, number 2

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The final Convair 580 flight has an important Republic connection

Diving into the ocean of internal publications and newsletters

Charitable donation rules - they are changing & we'll review the basics

Great publicity from fresh TV exposure

Fresh new merchandise in our online store!

### Our mission:

To preserve and display the memory of Northwest Airlines' colorful history.

To tell the stories of carriers merged and allied with NWA, and the stations and regions they served.

To show how the legacy of NWA carries on into the future.



President Croil Hunter speaks at the Minneapolis celebration the afternoon of July 14, 1947 with DC-4 NC95419 "Manila" in the background - originally slated for outside but hastily brought into a Northwest hangar due to summer thunderstorms! NWA also put on ceremonies in Seattle and recently-opened New York to publicize the one-connection routings (at Anchorage and Minneapolis respectively) bringing these cities their first-ever same-carrier air links to Asia. There was even an event in then off-line Washington, D.C. to thank government officials for their help (and pitch them for authority to serve the nation's capital.)

## Beyond the Last Frontier

The 75th anniversary of Northwest's first service to Asia

—by Scott Norris

As related in the March 2022 issue of REFLECTIONS, Northwest's construction of the overland route to Alaska during World War II - at no small cost of blood and money - was one of the most important logistical factors in the Allies' victory. And it taught NWA and the U.S. military vital lessons in navigation, airfield development, flight medicine, international aviation cooperation, and cold-weather operations.

The gratitude of the American government in the post-war era to Northwest was shown with key route authorizations to New York City and Hawaii, making NWA the fourth trans-continental carrier. But the most important award would define the airline for the rest of its lifespan: the North Pacific route to East Asia. **THE DREAM REALIZED to page 6**

# Preflight Checklist

## The Northwest Airlines History Center, Inc.

We are an independent, not-for-profit 501(c)(3) corporation registered in the State of Minnesota. Volunteer-staffed and volunteer-managed. We have no organizational or financial tie to Delta Air Lines.

**Founder:** Henry V. "Pete" Patzke (1925-2012)

### Directors:

- Executive Director and Collections Manager: Bruce Kitt
- Museum Director: open position
- Directors: Bruce Kitt, Fay Kulenkamp, Bill Marchessault, Vince Rodriguez, Jeff Schwalen, Mike Vetter, Scott Norris
- Director Emeritus: Jerry Nielsen

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YouTube: [Northwest Airlines History Center](https://www.youtube.com/channel/UCqG0v1y1y1y1y1y1y1y1y1y)

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REFLECTIONS is published quarterly by the NWAHC and is a membership benefit. Submissions are welcomed, and are subject to editing for content and length.

Advertising in REFLECTIONS is accepted to help us defray expenses and tell more stories to more people! Ad placement does not imply endorsement by the NWAHC, and ads need to be respectful and relevant to readers.

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Editor: Scott Norris [northwestairlines@comcast.net](mailto:northwestairlines@comcast.net)

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## Visiting the Museum

The NWAHC Museum is located inside the Crowne Plaza AIRE Hotel in Bloomington, MN, just south of MSP International Airport.

**Current schedule:** Thursday - Saturday, 11 am - 5 pm  
Closed for major holidays.

**Admission and parking are FREE.** (Special events may incur a charge.)

### Directions:

**From the airport:** Use METRO Blue Line light rail from either Terminal 1 or Terminal 2 southbound and exit at the American Boulevard station. The Crowne Plaza AIRE is immediately east, across the street from the station. Or, call for the free hotel shuttle from either terminal.

**From the Mall of America:** Take the METRO Blue Line light rail outbound; American Boulevard is the third stop.

**In the Twin Cities Metro area:** Head toward MSP International Airport. From Interstate 494, exit on 34th Ave. S. and go south one block to American Blvd. Turn left (east) on American and then immediately right into (and under) the hotel. The parking ramp is on the left - follow the signs for free hotel parking on the uppermost level (do not use spaces not reserved for the hotel) and cross into the hotel's second floor. You may need to buzz the door for entrance, as a COVID and safety protocol.

The museum is located on the third floor, above the pool area, and across from the Fitness Center.

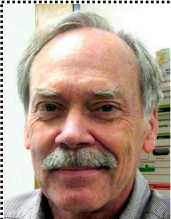
## Annual Membership

Membership is the main source of funding for the NWAHC; please join!

\$30 level - receives REFLECTIONS digital edition early access via email

\$35 level - receives REFLECTIONS print edition by U.S. Postal Service (U.S. mailing addresses only)

## Boarding Announcements



### From Director Bruce Kitt

Company issued employee newsletters and newspapers are not only an invaluable source of an airline's history, they also provide information on services to various locations and insight into marketing campaigns, to name two topics. They can also hint at other company publications you and I may not be aware of.

I was going through Passages and learned that there were publications specific to both stations and departments: ATL Baseline (1988 - ?); SFO News (1998 - ?); DTW Cargo News, and SEA Plane Talk (Dec 1990 - ?). Maintenance operations at MSP published a mechanic-focused newsletter, TechTalk (Feb 1988 - ?), and Northwest wasn't the only carrier that had such publications. North Central published Maintenance & Engineering for its mechanics (Nov.1, 1968 - Jun 24, 1986), and we're fortunate to have all but one single issue, #73-3, May 1973. (But, were there earlier issues?). In addition to these internal publications, I know of one publication that Northwest's published, "Newsliner" (2003? - ?). The archive

has two issues of what appeared to be a corporate-level communication newsletter for NWA, KLM, & Star Alliance officials.

My point in this is to illustrate that however much I thought I knew about Northwest\* (\* - fill in the blank for each of the museum's airlines), I sincerely doubt I'll ever know the scale and details. I doubt any of us will. There's hope that with your help, we'll be able to collect and preserve these seldom know publications. Are you aware of other such publications? More importantly, please consider donating your copies to the NWAHC archive so they'll be preserved, and shared, with everyone.

In case you missed it, Shopify is live! And it works!!! The primary reason, and goal, the NWAHC is migrating to Shopify is to grow the museum's membership base and support. The NWAHC has been unable to increase our membership count; we hover between 500-600, usually towards the low end. Joining and renewing have been difficult as both checks and credit card payments have to be mailed, not a modern way to attract members. With Shopify, people can now join, renew – and shop – online. We have had our first new membership via Shopify, and it came from Germany. Scott will have more to say about this, but do check out this new improvement to our website. CAVU.



### From Editor Scott Norris

Regular readers of REFLECTIONS will note several instances in this issue of references to articles in previous editions, all the way back to 2013. In fact, with 20 years of newsletters, articles, interviews, and blog entries under our belt, there's a substantial amount of content to draw from - this is a benefit not many other transportation-related museums offer!

As Bruce notes above, there really is no end to the history within our walls, and your basements and attics. That might be copies of old newsletters or a shoebox of fleet lists and promotional pins, but could well be pictures on your computer (photos from the 1990s and 2000s are important, too!).

Even more important than physical artifacts are the stories that you, your friends, and family can tell. For instance, we've been blessed to publish a few tales from Cap't. Bob Atkins, given to us by his family - they bring life to these pages and the walls of our museum. Recording stories is as easy as tapping a button on your phone - whether audio or video, next time you're thinking about the old times, consider sharing a copy of your remembrances with us!

## Shop online to support the NWAHC!

- Treasure hunt! We offer surplus materials and new apparel and pins for sale on **eBay** under the handle "cyberglitz" - the assortment changes every week!
- Buying on **amazon.com**? We all learned how convenient it can be this year. Sign up for Amazon Smile and 1/2% of every purchase is contributed to our museum. Use the link at [smile.amazon.com/ch/41-2020975](https://smile.amazon.com/ch/41-2020975) to specify the NWAHC!

## Interested in donating materials?

Please contact our collections manager, Bruce Kitt, at [bruce.kitt@northwestairlineshistory.org](mailto:bruce.kitt@northwestairlineshistory.org) with details of your items, photos if possible, and how we can reach you.

We are especially interested in items that help us tell stories or demonstrate concepts and procedures; records and correspondence; video, audio, and photos; training materials; and union communications. Items from Hughes Airwest & its predecessors, and Southern are especially appreciated.

## Compass Readings

### Exclusive 75th Transpacific Anniversary gear now available through our online store

Following on to our debut of e-commerce this Spring for video downloads and exclusive Heritage Series merchandise (featuring 1970s Hughes Airwest, North Central, and Southern designs, plus 1926 Northwest Airways logo gear), we are adding limited-edition items to commemorate the launch of service from Minneapolis to Asia on July 15, 1947.

This series features the workhorse Douglas DC-4 that NWA crews used to open the route, with the mid-1940s color scheme and logo (see the March 2021 REFLECTIONS for more background on the 1945 logo.) The graphic design is inspired by those used in previous anniversary celebrations, using Northwest's red and grey of course, with a bold arc representing the curvature of the Earth and a dynamic minor arc representing the pioneering flight path "over the top". The number 75 is also represented in Japanese / Chinese script to underscore the enduring importance of our link with Asia.

Like what you'd expect from your favorite band's tour, the short- and long-sleeve shirts in this collection (sized from kids' all the way to 3XL) also list all the stops on the inaugural flight. With this design we are also offering tote bags in three different sizes, a polysilk fashion scarf, an 11 oz. insulated tumbler, and a ceramic mug.

View these and purchase these print-to-order items at [shop.northwestairlineshistory.org](http://shop.northwestairlineshistory.org) - and economy shipping is free when your merchandise order is just US\$50. All the print work is done in the USA and shipped directly to you, so delivery times have tended to be two weeks or less.



### Your museum featured on TV again!

Joe Mazan and his cameraman, from the Twin Cities ABC affiliate KSTP-TV Channel 5 paid our Museum location a visit on Thursday, March 31 to interview Bruce Kitt and gather footage of our exhibits for the station's "So Minnesota" weekly series. They edited the segment and it broadcast on Monday, April 18.

The segment is available through the link: <https://kstp.com/special-coverage/so-minnesota/so-minnesota-northwest-airlines-history-center/>

Since the airing, we've been getting comments every day, and visits to the museum are up noticeably! Traffic to our website increased over 50%, and we've even brought on new volunteer docents because of the fresh publicity.



Fay Kulenkamp, at left, got the ball rolling for KTSP's visit. She and Bill Marchessault, center left, join Bruce Kitt, center, in telling stories about NWA to our guests.

## Charitable Contribution Rules for 2022: Back to Normal

By Mike Vetter

The rules for charitable donations were expanded in 2021 as part of the COVID-19 Recovery package. In 2022, however, the rules will be “back to normal.” Here’s what to expect.

The main change for special charitable contribution rules in 2021 was allowing all taxpayers to deduct up to \$300 in contributions (\$600 for joint filers) without itemizing their deductions. Normally, people use the standard deduction can’t claim any charitable contributions. In 2022, this \$300 non-itemized deduction is eliminated.

In a later REFLECTIONS, we will discuss the “bunching” of deductions as a tax strategy, making it worth taking the itemized tax deduction instead of the standard for that year. Charitable contributions can play a large role in this situation.

For 2022, the charitable contribution limits depend on what kind of contribution you’re making. The limit is a percentage of your Adjusted Gross Income (AGI):

- Cash contributions to a public charity in 2022 through 2025: 60% of your AGI each year.
- Cash contributions to a public charity after 2025: 50% of your AGI.
- Contribution of short-term capital gain property to a public charity: same as above.
- Contribution of long-term capital gain property to a public charity: 30% of your AGI.

Charitable donation deductions are an *itemized* deduction - if you don’t itemize, you can’t claim the deduction.

### What donations qualify for the charitable contribution deduction?

Tax law requires that deductions be allowed only for contributions that benefit a charitable purpose. An organization (such as your NWA History Center) must qualify for tax-exempt status before being granted these tax benefits.

**Quid Pro Quo Contributions:** these are donations that involve an exchange of something for money. That means you get something back for your donation.

You can only deduct the amount *over* the fair market value of what you received. For example, if you paid \$100 for a round of golf that normally costs \$55, you can only deduct \$45. ( $\$100 - \$55 = \$45$ )

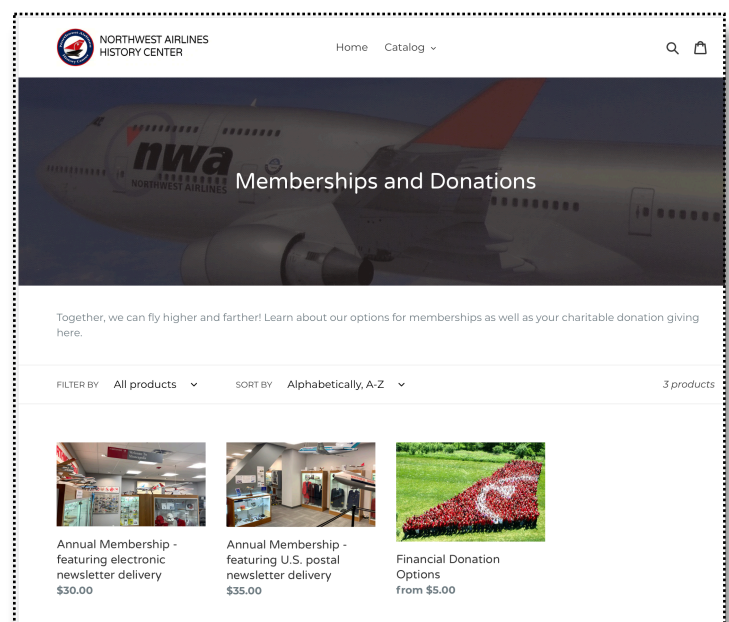
**Donated Items:** If you donate items to a charity, you can generally deduct the fair market value of what you donated. In most cases, you can use pricing guides for your items if guides are available for that item. For less common materials, you could monitor the results of completed online auctions (eBay for instance) to establish a guideline. In some cases, you may need to use what the charity sold your item for. However, do not ask the charity to make an estimation of fair market value as that creates a conflict of interest.

### What records should you keep to substantiate your deductions?

You should request a receipt whenever you make any type of charitable contribution. If the IRS audits your contributions, it will usually want to see your receipts. If you can’t provide proof of your contribution, the IRS may disallow your deductions.

The Northwest Airlines History Center is a 501(c)(3) organization in good standing with the Internal Revenue Service. If you would like to contribute to the museum, please go to our website [northwestairlineshistory.org](http://northwestairlineshistory.org) and select the DONATE tab. Outside of airline-related materials, the museum accepts most major credit cards and also donations of all kinds such as property, vehicles, and securities.

For a quick way to donate funds, we have set up an easy method at [shop.northwestairlineshistory.org](http://shop.northwestairlineshistory.org) - follow the link off the landing screen to the “Memberships and Donations” area, choose the “Financial Donations Options” item, and select the amount you wish to contribute.



## Feature Article

Northwest had Asia in its long-range plans from well before the war - multiple maps from the 1930s plotted overland routes through Siberia into Japan, China, and even India, and conversations with airframe manufacturers as well as the Lindberghs explored the technical, navigation, and crew needs to pioneer such service.

The post-war world changed NWA's maps, due to the remarkable growth of aircraft capabilities, antagonism by the Soviets, and the enormous need for airlift into Occupied Japan to serve the U.S. military presence and reconstruction business. Tokyo was a natural hub not just for Japanese transport but also for onward connections.



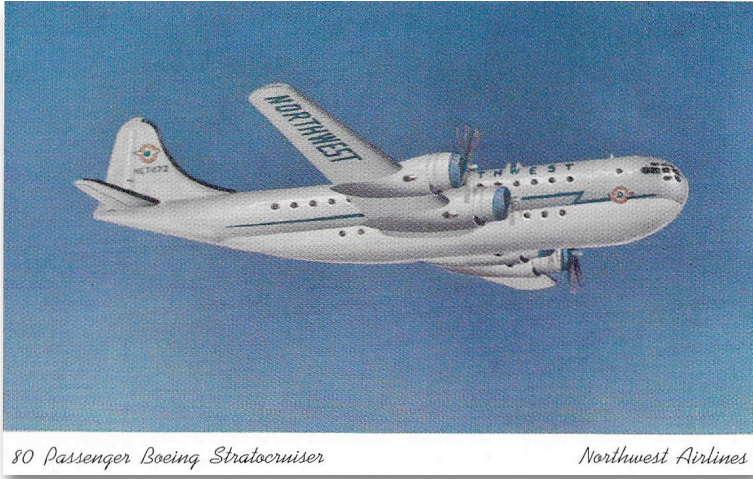
ABOVE: Jerome Koerner, radio operator, poses before boarding the first survey flight to Japan on January 1, 1947. This operation only carried NWA crew to inspect facilities, and meet airport and government officials.

BELOW: Crew members of the first flight leaving MSP for Asia were, from bottom to top: Jerome Koerner, flight radio operator; Donald Rector, flight mechanic; George Bickel, navigator; Virgil Carlson, purser; Larry Horner, first officer; Evelyn Currie, flight attendant; Ed LaParle, captain.



Outside of the “authorized yet never operated” routes inside Mainland China, the especially interesting element in this route map illustration is the inclusion of a Boeing 377 Stratocruiser.

Just like what happened sixty years later with the 787-8, Northwest’s planned trans-Pacific flagship was plagued with delays - instead of being ready for the first flight to Tokyo in July 1947, deliveries of the Stratocruisers wouldn’t begin until August 1949. Their paint scheme would be nothing like the mid-1940s striping as imagined in the postcard below. And the B-377 wouldn’t be used for long to Asia, with Lockheed Constellations covering the route in 1955.



80 Passenger Boeing Stratocruiser

Northwest Airlines



**NORTHWEST**  
*Orient*  
**AIRLINES**

JULY 3, 1947

*Flight Schedule*  
**COAST-TO-COAST**  
**ALASKA**  
**THE ORIENT**



**July - December 1947 Timetable**

**Westbound Service**

Flight 801	Flight 821	Flight 841
Tue, Thr, Sat		

Minneapolis	dep 01:15		
Edmonton	tech stop		
Seattle		dep 07:00	
Anchorage	arr 12:50 dep 13:50	arr 12:50	same day connection
Shemya	tech stop		

*International Date Line*

	Mon, Thr, Sat	Mon, Thr, Sat
Tokyo	arr 04:50 dep 07:00	dep 09:00
Seoul		arr 15:45
Shanghai	arr 11:50 dep 13:50	
Manila	arr 19:55	

**Eastbound Service**

Flight 800	Flight 822	Flight 840
Mon, Wed, Sat		Sun, Tue, Fri

Manila	dep 00:05		
Shanghai	arr 06:00 dep 07:00		
Seoul			dep 09:00
Tokyo	arr 13:10 dep 14:10		arr 15:05 overnight connection

*International Date Line*  
Mon, Wed, Sat

Shemya	tech stop		
Anchorage	arr 12:55 dep 14:10	dep 17:00	same day connection
Tue, Thr, Sun			
Seattle		arr 02:30	
Edmonton	tech stop		
Minneapolis	arr 08:55		

In the initial schedule, eastbound and westbound flights only met each other once per week, Saturdays at Anchorage. Turnarounds at Manila were about 28 hours to allow for maintenance. A separate aircraft operated the Tokyo-Seoul run, which alternated overnights in Korea and Japan. Note the choice of 800-series flight numbers: someone understood early on that 8 is a lucky number (but didn't get the memo about 4 sounding like 'death'...)

## Preparing the ground

The experience from pioneering the route to Alaska paid off as the company had a deep pool of talent to draw from in extending the route all the way to Manila. For the full first half of 1947, Northwest programmatically established bases, scouted alternate landing sites, ferried two million pounds of parts, vehicles, and equipment, set up radio stations, brought over more than 240 staff from America and hired local staff in four countries. This operation would take a dozen survey and supply flights using three Douglas DC-4 aircraft specially configured for long-range passenger flying, and a pair of DC-3s stripped of all customer comforts and then some - to handle the space and weight of six 100-gallon fuel drums, plus bulky supplies and machinery needed for the effort. Don King, the Orient Region VP, noted, "the DC-3's normal range is about 1,000 miles but with 1,400 gallons of fuel, and by decreasing engine RPM and making other power and pressure adjustments, we should have a range of about 2,500 miles." The longest segment in practice flown by the DC-3s was from Shemya Island, Alaska to Chitose on the northern Japanese island of Hokkaido.

In addition to a line maintenance base at Manila, heavy maintenance facilities were set up at Tokyo's Haneda Airport. Tokyo would also function as NWA's regional headquarters - both for ready access to American diplomatic and military staff as well as being a natural connecting hub. (See the March 2020 issue of *REFLECTIONS* for analysis of how the Japanese government persistently tried to dislodge Northwest from its fifth-freedom privilege and ultimately succeeded with Delta's dismantling of the NRT hub.)

While Northwest's offices were located downtown, close to Tokyo Station and just two blocks from the Dai Ichi Seimei building where Occupation forces were headquartered, staff housing was constructed in Shibuya under some of the earliest building permits granted to non-local builders.



ABOVE: taxiing out on Shemya Island in almost-bucolic summertime weather. The North Pacific would throw snowstorms, fog, torrential rain, heavy ice, and almost constant wind at the island - electrical and fuel lines were buried under the pavement to resist freezing but of course were difficult to access under the ice that would build up in winter.

Each journey used three changes of flight crew: one for the Minneapolis - Anchorage leg, one for Anchorage - Shemya, and the final group for Shemya - Tokyo. Shemya was crewed with 55 staff on annual rotations, housed in leftover military barracks. Even after the military departed, NWA leased the island to maintain access; operating there regularly through the 1950s, keeping it available for emergencies into the Jet Age.

BELOW: main house of the Tokyo staff lodging - there were twenty homes in the complex. Shibuya is a core neighborhood today with its famous "scramble" pedestrian crossing and many skyscrapers, but in the postwar era was still low-key suburban. While crew would take a Northwest bus to Haneda Airport, even then the local rail network allowed for easy access all the way around the city.



LEFT: Open-air patio and grilling area at the compound. Staff were encouraged eat "at home" as food safety was still an issue then.

RIGHT: Some of the local staff employed at NWA staff housing for domestic duties.







DC-4s over the North Pacific were unpressurized and likely not flying too far above cloud cover! Navigation was done with dead reckoning and star fixes - generous reserve fuel was needed and seating was limited to 24 passengers initially to ensure adequate range.

### From Charcoal to Diamonds to Dust

Tokyo may have been Northwest's hub, but the devastation wrought upon the city during the war may as well have been total. In 1947, water and sanitation services needed to be completely rebuilt, food was in short supply, and safe, affordable housing was desperately needed. Gasoline was so scarce that taxicabs were modified to run on charcoal - hardly the stereotype a modern reader would have, and no place for tourism or even non-emergency business. It would take another year for conditions to stabilize, and lodging and ground transport networks to be restored, before the Occupation authority allowed non-government travel and non-emergency cargo into Japan.

Passengers heading onward to Seoul, Shanghai, or Manila via Tokyo even had to remain on the aircraft in the early days of the hub. And in sharp contrast, 1947 Shanghai - despite the atrocities and bombings conducted by the Imperial Japanese forces - was still very much the "Paris of the Orient" with much of its infrastructure, business, and social environment intact, and what was damaged was being repaired quickly. The city was open to the outside world and many British, French, and Americans who had fled came back. Per Paul Bencotter, who would become the Orient Region VP, "Shanghai was our biggest revenue-producing station in the Orient and a considerable amount came from freight." Aircraft were coming in full and going out full, for intra-Asia traffic as well as with America.

But the jewel of the division wouldn't shine for long - in less than two years, May 15, 1949, Northwest was forced to leave Shanghai as the Nationalist government collapsed and Communist forces entered the metro area. Bencotter again: "Our last flight out of Shanghai was a heartbreaking experience our people will remember as long as they live. We had four passengers loaded in every double seat, but that good old DC-4, a great airplane if there ever was one, strained off the Lungwha airport runway, all four engines at full throttle, out over the bay toward Tokyo. The plane was fantastically overloaded and I don't care who knows it."

And in July 1950, North Korean invaders forced Northwest out of Seoul, and another brutal war shook the continent. Military contracts to carry U.S. troops and equipment filled NWA's ledger and kept the DC-4 fleet busy in the early 1950s, instead of peacetime traffic.



Early greetings in Shanghai above ... and the only intact sign at Seoul's Gimpo Airport found by liberators, below.



### Persistence Pays

Despite the lingering conflicts and loss of access to Mainland China, NWA opened a new station in Taipei, Taiwan in June 1950. The rush of recovery and industrialization there was echoed in Japan and soon in South Korea. These "tigers" fueled sustained demand inbound and outbound as exports paid for investment and consumer goods; emigrants sought education or new homes; and emerging fields like electronics grew from the interaction across the Pacific. NWA's early presence in these markets, with crew trained in language and custom for Asian service, secured brand preference for decades to come.

## The world's final Convair 580 flight performed by historic Republic / North Central aircraft

On May 21, 2022, the final regular operator of the dependable, powerful Convair 580 retired its last frame.

Air Chathams, a New Zealand airline operating from an archipelago even more remote in the southern Pacific Ocean than the island nation itself, needed a rugged airframe and generous power to guarantee reliable operation year-round and regardless of weather. The carrier started with small Beech 99 commuter craft but those were not up to the challenge - but in the early 2000s they collected three turboprop Convairs from Alaska and Canada.

Not only did this small fleet give the airline the performance it needed, it also attracted aircraft enthusiasts from around the world to log passenger miles and photo trophies. In the late 2010s, repeating what took place in North America, the economics of current-generation turboprops could not be ignored and passenger duties were transferred to the ATR72 and Saab 340. The Convairs' seats were removed and the trio continued to serve regularly in an all-cargo configuration up until the COVID-19 pandemic. Plummeting freight demand and the expense of imminent heavy maintenance checks forced Air Chathams to reluctantly retire the fleet.

The last operation was conducted by ZK-CIB (msn 327) from Auckland to Wanaka, a small community deep in South Island near Queenstown (famous for the historic Mount Cook Airline). Wanaka is home to New Zealand's National Toy and Transport Museum, where -CIB will join a Fokker F27, Lockheed Lodestar, Sikorsky S-55, an Aero Commander 500, and thirteen other aircraft as well as hundreds of cars, trucks, and other wheeled vehicles, and a massive collection of vintage toys.

-CIB has an important connection to the Northwest Family - in its earlier incarnation as N8444H, it came to North Central as a Model 440 in March 1966. She carried over into service with Republic, but was the aircraft involved in the snowbank impact and propeller separation in Brainerd, MN on January 9, 1983 which killed one passenger. The aircraft was kept at BRD until Sept. 1983, when it was sold to Jay Dee Aircraft Supply - instead of being parted out, they restored it, and she would fly for Aeroquetzal and Kelowna Flightcraft before her final operator.



ZK-CIB at Auckland, above. Below, farewell wishes were written by Air Chathams staff on the rear bulkhead prior to her final flight. (both photos from Air Chathams)



N8444H in happier times at Atlanta, 1980 (photographer unknown). The aircraft would receive Republic's full striping by 1981. For more information about the BRD snowbank incident, please refer to the September 2018 edition of REFLECTIONS and our feature article focusing on the history of the Brainerd Lakes Regional Airport.

## Logos don't speak for themselves (Part 6)

By Bruce Kitt

By the early 1960s, Northwest's fleet began transitioning into the jet age. The fleet was predominately piston powered, but pistons had flown commercial airliners to the limit of their technology and there would be no future airliners powered by them. It's notable that while the Imperial Eagle was a company logo that enjoyed a very brief livery appearance, and only on the Electra IIs, all the piston-powered airliners displayed the 1948 compass logo. Incoming jets, however, were devoid of either logo.

The first jet-powered airliner to enter Northwest's fleet was the Douglas DC-8 in May 1960, but it was the Boeing 707-720s in May 1961 that became the design-inspired feature for Northwest's 1963 logo (Illus. 22). The -720 empennage's distinctive forward thrusting VHF antenna and the strake along the lower portion of the tail, were incorporated into the logo design. (Although Boeing 727 tri-jets subsequently outnumbered the -720/320 airliners, the -727's distinctive tail never led to an updated version of the 1963 design).

The 1963 logo was utilized throughout the company, replacing the 1948 and 1959 logos wherever they had previously been promoted; ads, agreement covers, flatware, timetables, etc. The last two piston-powered planes to depart Northwest's fleet, N284 and N288, DC-7F freighters, ended the use of the company's logo as part of Northwest's livery for several years.

The 1963 logo was in turn replaced by a new stylized logo in 1969, colloquially referred to as "the meatball", designed by Clarence Lee, under Brian Moon's direction. Bob DuBert's well-researched articles on Northwest's logos from 1969-2008 have been documented in previous issues of REFLECTIONS and they stand as an authoritative continuation of what I've presented from 1934-1963. Between us, the history of Northwest Airlines' logos has been re-evaluated and corrected from 1934-2008, and is presented to the side:

There remain two *earlier* logos in Northwest's history and they will be covered in my final article. I welcome any comments, especially any Northwest written communications, that support – or contradict – what I've been able to extract from photos and papers in the museum's archive.



ILLUSTRATION 22: The 1963 logo and some of its uses in marketing materials.



Years above the logo show when they were first used. Dates below logos refer to editions of REFLECTIONS where you can read more on their development and use.





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## The 2022 Minneapolis-St. Paul Aviation Collectible Sale & Get-Together. Jet-powered excitement!

*See old pals  
once again!*

*And make  
new friends!*

### Saturday, October 8, 2022, 9 am to 4 pm

At the Best Western Plus Hotel in Bloomington, MN, across from the Mall of America. Admission only \$5 (kids under 12 free): proceeds support the Northwest Airlines History Center. Free parking. Free shuttle ride from MSP Airport. Or use METRO Blue or Red Lines to the MOA. Hotel reservations (952) 854-8200. Table space (612) 386-5080 or [bill@airlineposters.com](mailto:bill@airlineposters.com).