

FOR IMMEDIATE RELEASE.....

**NORTHWEST AIRLINES CELEBRATES  
35TH ANNIVERSARY OF OPERATIONS**

It was a dark night on the air mail run from Minneapolis-St. Paul to Chicago.

Northwest Airways pilot Mal Freeburg, droning his way south through the darkness, spotted a railroad bridge afire. He knew a limited train was about due along that stretch of railroad.

Freeburg turned his aircraft around, retracing his course along the "iron beam"--the railroad tracks--until he found the onrushing train. Repeatedly, then, he buzzed the locomotive, swooping down on it time and again until the engineer slowed down.

A serious wreck was averted, for the train stopped short of the burning bridge. Freeburg was awarded the Air Medal of Honor by former President Franklin D. Roosevelt.

Freeburg is retired now, but the struggling air mail carrier for which he flew in those first years now is Northwest Orient Airlines, a major international and domestic airline, which on October 1, 1961, celebrates its 35th anniversary. And Freeburg's son, Jim, following the path worn in the skies by his father, is a pilot with Northwest today.

Freeburg's adventure was one of scores of unusual events in Northwest's history of pioneering--over rugged mountains and vast oceans.

The second-oldest air carrier in the United States with a continuous identification, Northwest began operation October 1, 1926, as an airmail carrier between Minneapolis/St. Paul and Chicago.

(more)

## first add-NWA's 35th Anniversary

Northwest inaugurated passenger service in July, 1927. Service continued for three months before it was suspended for the winter. In 1927, the Company carried 106 passengers--less than the passenger capacity of a single 720B or DC-8 of NWA's present jet fleet.

In 1928, Northwest Airways began the route expansion that saw it develop in 20 years into Northwest Orient Airlines one of the world's largest domestic and international airlines that now carries more than two million passengers yearly.

From 1928 through 1933 NWA expanded westward, city by city, through the Dakotas, Montana and Washington State.

Northwest Orient Airlines now serves a 20,000-mile route system stretching from New York/Newark and Baltimore/Washington, D.C., across the northern tier of states to Portland and Seattle/Tacoma. It also serves a domestic route between the Upper Midwest and the southeastern cities of Atlanta, Ga., and Tampa, St. Petersburg, Clearwater, Fort Lauderdale and Miami, Florida.

Northwest's "overseas" and international routes serve Honolulu, Hawaii and Anchorage, Alaska, and the cities of Winnipeg and Edmonton, Canada. It operates over the North Pacific "Great Circle" route from Seattle/Tacoma to Tokyo, Seoul, Taipei, Okinawa and Manila. It also operates a Polar Imperial route from New York to Anchorage to the Orient.

Northwest started operations in 1926 with two rented planes, an OX-5 Curtiss Oriole and an OX-5 Thomas Morse, both open cockpit jobs. Its first "fleet" consisted of three 85 mile-an-hour Stinson "Detroiters." They carried three passengers and were the first closed-cabin planes used by a commercial airline.

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## second add-NWA's 35th Anniversary

"Detroitiers" were followed by the all-metal Hamilton high-wing monoplane, the Ford Tri-Motor (advertised as the plane with "windows that open and close and complete lavatory facilities"): the Waco J-6; Travelaire 6000; Lockheed Orion; Lockheed 10A (Electra); Lockheed 14H (Zephyr); a Siskorsky Amphibian (used between airports in the Twin Cities and the Duluth, Minnesota, boat harbor); the Douglas DC-3; Douglas DC-4; Martin 202; Boeing B-377; Douglas DC-6B; Lockheed 1049G Super Constellation; Douglas DC-7C; Lockheed L-188 prop-jet, Douglas DC-8C and the latest, the Boeing 720B fan-jet medium jet airliner.

Important dates in Northwest's postwar route expansion:

June 1, 1945: Northwest became the nation's fourth trans-continental airline when service was extended eastward from the Twin Cities to Newark and New York City via Milwaukee and Detroit.

Aug. 1, 1946: Northwest was certificated to fly to the Far East via the short "Great Circle" route.

Sept. 1, 1946: Northwest began operating into Anchorage, Alaska, via the "outside" route up the Canadian and Alaska coasts from Seattle/Tacoma.

Jan. 2, 1947: Service to Anchorage began via the "inside" route from the Twin Cities across northwestern Canada, with Edmonton, Alberta, a fuel stop.

July 15, 1947: Scheduled service began to the Orient. Stops included Anchorage, Tokyo, Seoul, Shanghai, Okinawa and Manila.

March 15, 1948: Service was extended to Washington, D.C., from Detroit via Cleveland and Pittsburgh.

Dec. 2, 1948: Northwest began service to Honolulu, Hawaii, from Seattle/Tacoma and Portland. Northwest was the first airline certificated to link Hawaii with the Pacific Northwest.

(more)

third add-NWA's 35th Anniversary

April 30, 1950: Edmonton, Alberta, became a passenger stop on the "inside" route to Alaska and the Orient.

June 30, 1950: Northwest extended its service to the Chinese Nationalist island of Formosa (Taiwan).

Oct. 30, 1955: Northwest began direct service between Chicago and New York.

Dec. 6, 1958: Service inaugurated to Tampa/St. Petersburg/Clearwater and Miami, Florida from the Upper Midwest.

Sept. 27, 1959: Service inaugurated to Atlanta, Georgia.

Jan. 1, 1960: Service inaugurated to Fort Lauderdale, Florida.

Dec. 15, 1960: Service inaugurated to Baltimore, Maryland.

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FOR IMMEDIATE RELEASE

NORTHWEST AIRLINES OFFERS

REDUCED FARES FOR SERVICEMEN

Northwest Airlines will offer reduced fares on reserved space transportation to servicemen on leave starting Sept. 16, 1967, subject to Civil Aeronautics Board approval.

The new fares will be one-third lower than normal Jet Coach Fares.

Examples of the new reserved space transportation fares for servicemen on leave include: \$81.60 between Atlanta and Seattle/Portland; \$29.15 between Chicago and New York; \$94.30 between Philadelphia and Seattle/Portland; and \$91.50 between Seattle/Portland and Washington, D. C.

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FOR IMMEDIATE RELEASE

"BIRD WOMAN"

FINALLY FLIES

Sacajawea, the famous "Bird Woman" who accompanied the Lewis and Clark expedition, has flown at last, in spirit at least, if not in body.

A likeness of the intrepid Indian girl is used as the corporate symbol of North Dakota's Provident Life Insurance Company, headquartered in Bismarck. A small statue of Sacajawea was modeled by the firm's Director of Sales Promotion and Advertising, James Dybdal, from which bronze castings will be made. The castings are to be done in Trenton, New Jersey, and Dybdal contacted Northwest Airlines to determine the best way of getting the fragile statue to Trenton quickly and with a minimum of handling.

The airline suggested that Dybdal purchase Sacajawea an airline ticket, place her in a first class seat aboard Northwest's flight #220, which is a direct jet flight to New York's LaGuardia airport with only one stop in the Twin Cities. LeNora Ballantyne, a Northwest stewardess who is a Cree Indian from Manitoba, Canada, agreed to escort Sacajawea on the flight.

(MORE)

## First Add -- "Bird Woman" Finally Flies

Provident Life President R. W. Edick, on hand for the ceremony at Bismarck's airport, released the small statue into the custody of Miss Ballantyne with the observation that Sacajawea, who was born around 1788 was probably old enough to take care of herself but Miss Ballantyne's services were greatly appreciated.

Sacajawea, or Sakakawea in Dakota usage, means bird woman in the native Shoshone language. She joined the Lewis and Clark expedition in 1804 at the Mandan village where Bismarck now stands. She was the only woman in the party and was married to a French trapper who was hired as an interpreter on the expedition. Not only was she able to guide the explorers over much of the western wilderness, but many historians credit her presence on the journey as a major factor which prevented hostilities between the explorers and the various tribes they encountered.

"It's safe to say," commented Miss Ballantyne, "that Sacajawea's east-bound trip was much more pleasant than her western voyage 164 years ago."

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