



Reflections

Dedicated to preserving the history of a great airline.

Campbell Mithun and Northwest Airlines: A 26-Year Partnership

A report by Robert DuBert

One day at the NWA History Centre, while scanning and cataloguing 35mm slides, I discovered this image of a magazine page, showing Northwest Airlines VP **Bryan Moon** and **Robert Blegen**, an employee of Campbell Mithun, an advertising and marketing firm based in Minneapolis, at work designing an “image program” for the airline.



*Robert Blegen, CM, (l) and Bryan Moon, Northwest Airlines VP
NWAHC Archives*

Intrigued by this photo, and motivated in part by my love of the television series “Mad Men” (about a fictional Madison Avenue advertising agency during the 1960s), I resolved to learn more about the business relationship of Campbell Mithun and Northwest Airlines, especially from the agency’s point of view.

For this report, I interviewed retired CM employees **Steve Gordon**, **Dick Moberg** and **John Hovanec**, who worked on the Northwest account during the 1970s as Account Manager, Account Supervisor, and Director of Advertising-Orient Region, respectively. I also interviewed Bryan Moon, Northwest VP of Advertising from 1968-87, for the client’s perspective.

Campbell Mithun

Ralph Campbell and **Ray Mithun**, using \$3,000 of borrowed money, opened their namesake agency in the Depression year of 1933. Campbell died in 1947, but, until his retirement in 1983, Ray Mithun was the guiding force of the company. His *Creative Philosophy* and *Cogwheel Marketing Diagram* appear on the company’s website and remain the foundation of the CM credo: “Everything Talks.”

Mithun believed that advertising was most effective when a client’s product demonstrated pioneering excellence, and since Northwest always considered itself a “pioneering airline,” the business relationship seemed destined. Said Steve Gordon, “**Donald Nyrop** respected Mithun’s keen business sense and work ethic -- it mirrored his own. I think Nyrop knew that Mithun and his team would run through walls to help Northwest succeed...and to help them stand out in their field.

Ray Mithun and Donald Nyrop became very close friends over the years. They were even fishing buddies, and Steve Gordon told of one infamous fishing trip the duo made to Alaska. On the return flight, due to insufficient dry ice, the salmon spoiled and stank up the plane, a scheduled Northwest passenger flight. Mr. Nyrop was not amused.

Continued on page 3

President's Message

by Bruce Kitt

Improving each time you do something is a satisfying reward. For those who have attended earlier Coffee & Conversations at the NWA History Centre, the latest one, "Hijacked," about the November 1971 Cooper hijacking, was an out-of-the-ballpark home run. The topic, Bill Rataczak's recounting of the eight-hour ordeal as the co-pilot on the fateful flight, the 130+ attendees - everything about the event was top-notch and exceeded anything we've hosted before. The bar has

been raised and I want to acknowledge the hard work put in by our volunteers. They're the ones who made it such a success. Thank you for your help, ideas and enthusiasm.

It is with deep sorrow that we report the death of John Peterson, founder and Director Emeritus, on September 16. We mourn John's passing with his family ➔



Great Gifts!**

Purchase your DVD of the "Highjacked!" Coffee & Conversation held on Sept. 8 at the NWAHC. You'll find yourself with Bill Rataczak, listening to his excellent first-hand account of NWA Flight 305, Nov. 24, 1971, when D. B. Cooper was last seen.

Other Coffee & Conversation DVDs still available:

"Wisconsin Central & North Central"

"Remembering Donald Nyrop"

"Meet NWA Orient Route Pioneers"

"No Rules," Al Johnson's story

**To order, call Mary Fryer at 651-699-8833 or Email mcfryer@q.com
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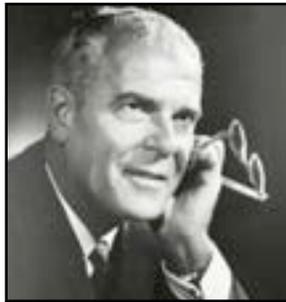
** NWAHC Members always receive a 10% discount at the Gift Shop.

Campbell Mithun and Northwest Airlines *Continued from page 1*

The Agency-Client Relationship and the Creative

As Moberg tells it, “Northwest was a thinly-staffed, top-down company run by Donald Nyrop, who knew what he wanted people to do.”

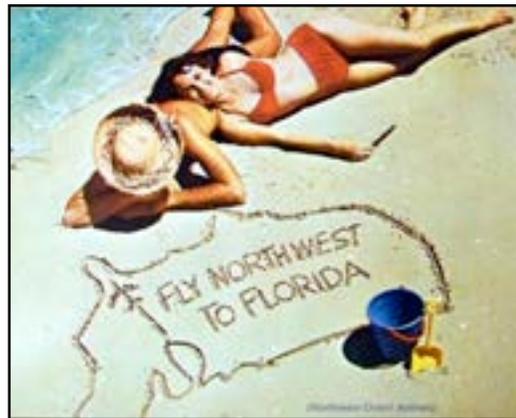
Adds Gordon: “They were a demanding client, expected fast turnaround on projects, and a dedicated team. And they got it!” Unlike the “image advertising” of other airlines (such as Eastern’s *The Wings of Man* campaign, and *The Friendly Skies of United*), Northwest ads were informational and market-specific. Moberg: “Flaunting non-stop service, convenient departure times, schedule frequency and equipment advantages were of the highest priority.” Added Gordon: “They did like to cram a lot of information into each ad and show lots of pictures of airplanes.”



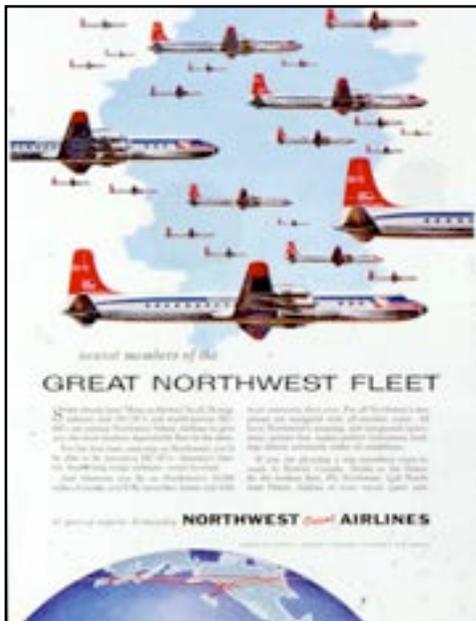
Ray Mithun.

Photo courtesy Campbell Mithun.

when Northwest entered the Florida market, they embraced a CM creative idea that came about by pure chance. Gordon: “The ads were born by accident. The Creative Team was working on the campaign and a map of the USA was sitting on a desk where they were working. One of the team, looking at the map upside-down, said ‘Look! From this angle, you can fly northwest (direction) to Florida!’ The rest is history! Northwest was not a known player in the Florida market, and this campaign put them on the map.” A CM innovation



Minnesota History Center Archives



NWAHC Archives

Steve Gordon described Northwest as very conservative, both in media placement and in creative (design), but added that the airline was CM’s second or third largest client (in billings), was high-profile for the agency, and was the “busiest” account. Fortunately, Northwest (execs) recognized that they were in the travel business, which was often perceived as fun, so they had a sense of humor. For example, during the 1960s,

added a gong sound to the tag line of radio and TV commercials. Although initially resisted by Mr. Nyrop, the Northwest Orient gong quickly became part of the airline’s identity, the audio counter to the visual red tail.

Enter Bryan Moon

The Campbell Mithun/Northwest team entered a very productive period when Bryan Moon joined the airline as VP-Advertising in 1968, after Donald Nyrop had concluded (according to Moon) that the airline’s image “hadn’t changed, and was too old-fashioned” for a company expecting delivery of a new fleet of wide-body 747s and DC-10s. Moon, a native of Southampton, England, possessed singular credentials: a university degree in art, military service in the Royal Air Force, and executive experience at Vickers-Armstrong and Aloha Airlines. On hiring Moon, Nyrop ordered him to design a complete makeover of Northwest’s corporate image. (The full story of Bryan Moon’s career at Northwest Airlines is compelling, deserving of a future Newsletter article.) Assisted by a tiny staff of two and a CM team dedicated to the account, Moon designed, prepared and launched a bold and comprehensive corporate design program, signaling Northwest’s entry into the airline “big league.”

Continued on page 6

A Great Idea ~ But This One Didn't Fly!

by Bob Johnson

Northwest's fleet of 72-96 passenger DC-7Cs served the airline well for about 10 years into the late 1960s. Most were sold off or returned to Douglas. One, however, Northwest donated to an Alexandria, Minn. aviation school. It wound up in the care of Alexandria's Kensington Runestone Museum on a patch of sodden turf at the city's airport.

"In 1998 I heard about the plane from a neighbor," recalls History Centre stalwart Don Swanson. "A lady she knew who worked at the museum told her about it. The Alexandria Airport people wanted the museum to get it out of there.

"I got to thinking. TWA had success in redoing a couple of its old planes for promotional purposes. Why couldn't we do it? I heard someplace there were only about a dozen DC-7Cs left in the world. The museum thought my idea was a good one and so did the Airport Authority. They gave me three months.

Don contacted Northwest President Steven Rothmeier. He received a nice letter - thanks but no thanks. "As a company we're not in the business of supporting restorations of airplanes now owned by other parties." (Okay, fair enough).



Don Swanson with a handsome model of the DC-7C, at home in the NWA History Centre

Then one fine day Don got a call from the museum. "Sorry," it said. "We sold the airplane. For \$10,000. Our museum needs a new roof." (What a deal, Don thought. "One cargo door on that thing is worth at least 10 grand.")

"I don't think I was ever so unhappy. The museum reneged. So unhappy, so just plain mad," Don recalls. "All that work, all that planning, all that time and effort. But there was nothing I could do. But okay, \$10,000 is better than nothing."

The folks at T-G Aviation, the plane's buyers, sent a fix-up cadre to Alexandria and, via special permit, flew it back to its Chandler, Ariz. headquarters. One of the firm's endeavors was rescuing old planes and selling them to shoestring airlines around the world, many of them cargo carriers. T-G had the plane for six or seven months. "I happened to be in Arizona in the interim, so I stopped at Chandler to see it. It was a mess. But still with 'City of Alexandria' on each side of its nose."

Don learned of the plane's fate from an Oklahoma friend. T-G sold it to an Argentine freight outfit. Coming into a mountain airport one day it lost an engine. The pilot feathered the wrong one.

That was the end of that airplane, and of this story. ➔



The old DC-7C proudly displays its name

Don decided to go on his own. "No exaggeration, I spent, literally, probably more than 300 hours on the project. Endless talks with people, phone calls, correspondence. Back and forth. Even with the Smithsonian Institute and the Army Corps of Engineers. The Corps agreed to build a cement platform we could haul the plane up on, to work on it. Sort of a training exercise."

Don talked about his idea with fellow Northwest employees. Pin-on shirt buttons, donations of time and money. He was helped by a story in "Passages," Northwest's employee newspaper. More than 200 employees volunteering to go to Alexandria to help ding the plane up. One was retired Captain Chuck Doyle: "Let's go. I'll fly the old S.O.B. back here myself!" One possible spot for it was South St. Paul's Fleming Field, at Chuck's hangar.



Its brilliant Northwest colors worn and shorn, the "City of Alexandria" revs up for its trip to Chandler, Ariz. The plane was named by its new owner, T-G Aviation.

Special thanks to all volunteers who helped produce the very successful Coffee & Conversation event “Hijacked!” on Saturday, Sept. 8, at the NWA History Centre

See story pages 8-11

Moderator: **Norm Midthun**

Speaker - **Bill Rataczak**

Videographer - **Kevin Callahan**

Joe Calaci - Ray Carlson - Julie Cohen - Gail Diercks - Flora Dreyer - Robert DuBert - Sandy Elliott - Kay Ferrell - Mary Fryer - Joanne Gibson - Elaine Hernke - Karen Jensen - Bob Johnson - Judy Jurgensen - Anne B. Kerr - Bruce Kitt - Fay Kulenkamp - Darlene Lemke - Bill Marchessault - Steve Marks - Karen Melchior - Elaine Mielke - Jerry Nielsen - Joe Olson - Vicky Pritchett - Vince Rodriguez - Susan Rostkoski - Kevin Sliwinski - Wayne Snyder - Don Swanson - Jessie Swanson - David Trautman - Arlye Weisheim.



L. Sandy Elliott and Gail Diercks



R. Vicky Pritchett, Flora Dreyer, Karen Nelson.



The D. B. Cooper event was great, but it wasn't all candy and gum. There was much tiring cleanup work afterwards. Just ask (left) Darlene Lemke and HC Secretary Mary Fryer; (below) Administration Chief Jerry Nielsen, Volunteer Coordinator Flora Dreyer, and Operations Chief Wayne Snyder R.J.



Photos by Bob Johnson.

Publisher

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www.nwahistory.org

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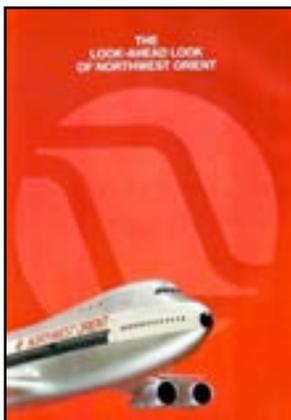
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Campbell Mithun and Northwest Airlines *Continued from page 3*



NWAHC Archives



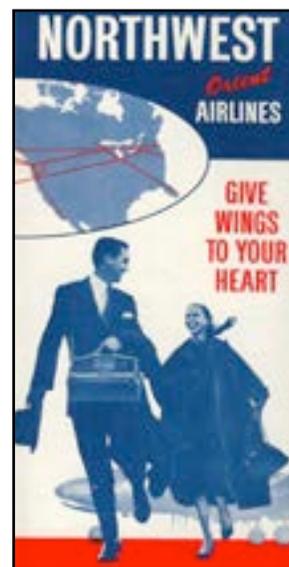
One of a series of ads placed in National Geographic during the 1970s. CM considered this media buy a “smartly targeted” way to reach affluent, well-educated frequent travelers. Robert DuBert collection.

Northwest’s advertising extended beyond the United States. Under the aegis of Moon and CM, some work was delegated to overseas agencies having specific marketing expertise in Japan, Taiwan, Korea, Hong Kong and the Philippines. During the 1970s, CM “loaned” John Hovanec to Northwest, to serve as Director of Advertising-Orient Region. For this position, Hovanec moved his family to Tokyo where they lived in company-supplied housing for several years.

Language-related cultural differences could arise. Hovanec recalled one of CM’s memorable ad campaign proposals, built around the slogan *Give Wings to Your Heart*, long used for stateside ads. “Northwest loved the

idea! It was very evocative and effective in the USA and they were quite insistent that it be translated and used in Japan. But our Japanese agency hemmed and hawed, trying to delay. Northwest (probably me) insisted that we needed to see something. Finally, they produced a series of ads, in Japanese, based on *Give Wings to Your Heart*. Asked for a direct translation, the ad headline read *Put Feathers on Your Blood Pump* said the Japanese ad man, with a look of complete befuddlement on his face!”

John Hovanec fondly recalled Bill Glaza, who for many years was Northwest’s Director of Public Relations in Tokyo. Glaza understood the importance of gift-giving in Asian culture, and he commissioned notch and exceeded anything we’ve hosted before. The bar has many promotional items, dubbed “Glazarama” by CM wags, which were imprinted with the Northwest logo and presented to travel agents, the press corps and passengers. Hovanec graciously donated some



1959 System Timetable



An example of Glazarama -- a small tool box for pens, pencils and desk items. Donation from John Hovanec. Photo: Robert DuBert.

CM-NW connections could be long-lasting. Years after leaving his job at CM, writer Kenneth Ruble was commissioned, in conjunction with Northwest’s 60th anniversary and the Republic merger, to compile the company history. His exuberant 1986 book *Flight to the Top* remains, to this day, the best single-volume account of the airline’s earlier years.

Continued next page

Campbell Mithun and Northwest Airlines *Continued from page 6***The End of an Era**

CM held the Northwest account for 26 years, from 1955-1981. When Donald Nyrop retired at the end of 1978, the new executive team eventually decided to rebid the business. Dick Moberg: "The conventional wisdom at the time was that the agency change was driven by Steve Rothmeier. My recollection is that he was about to move, or had just moved, from his VP position to President and it was his new standing that enabled him to take the action." Grey Advertising of New York landed the prestigious account, and *The New York Times* opined "Grey is on a hot streak." However, said Steve Gordon, "It is quite common for 'new guys' to change agencies, especially long-term relationships. We were Nyrop's agency."

Nevertheless, Steve Gordon, Dick Moberg and John Hovanec have very positive memories of their time spent working on the Northwest Airlines account. All stressed that it was intense, demanding work but often lots of fun as well. Bryan Moon remembered the three (and the late Don Ittner, another CM exec) as being "a pleasure to work with." Moon told me, simply but eloquently, "I love those guys."

Epilogue

Where can you see and hear the print, radio and television ads produced by Campbell Mithun for NWA? For starters, check out the *Sights and Sounds* section at the HC website: www.nwahistory.org. You can see a classic TV ad, starring Buster Keaton, in the *Agency: History: Work* section of www.CampbellMithun.com. Do a Google image search, troll the depths of YouTube and eBay, and don't overlook the newspaper and magazine archives at your local public library. You'll discover evocative ads reflecting a time when air travel was an experience to be savored, a stylish adventure, and often, downright fun.

Give Wings to Your Heart. ➔



The "Mad Men" of Campbell Mithun, honoring the 50th Anniversary of Northwest Airlines in 1976. L-R Dick Moberg, Don Ittner, Jeff Juehl, John Hovanec and Steve Gordon.

Photo courtesy of John Hovanec.



June 2012 at the HC: Dick Moberg, John Hovanec and Steve Gordon with a Campbell Mithun Great Idea -- The Northwest Orient Gong.

Photo: Robert DuBert.

Special note: Thank You to Kristine Olson and Peg Sjolander of Campbell Mithun, and James Fogerty and Duane Swanson of The Minnesota History Center, for their kind assistance in the preparation of this article. RD

The NWA History Centre invites you to participate in Give to the Max Day on November 15, 2012



On Give to the Max Day, non-profits across the state ask Minnesotans to display their generosity. On November 15 go to giveMN.org and designate the NWA History Centre as recipient of your gift.

The NWA History Centre is a 501(c)(3) non-profit, dedicated to preserving the history of a great airline.

Donations are tax deductible to the full extent of state and federal levels.



Photo courtesy of Lona Falencykowski

Hijacked!

D. B. Cooper Revisited

Capt. Bill Rataczak, Co-Pilot on that Fateful Flight, Delivers First-Hand Report to NWAHC Audience

by Bob Johnson

Does anybody not know who D. B. Cooper is? That nefarious villain who hijacked a Northwest Airlines Boeing 727-100, received \$200,000 for his effort, and parachuted into a freezing night sky over southwestern Washington state on Nov. 24, 1971, never to be seen or heard from again.

It's been more than four decades, now. He's been glorified in poems, ballads and rock songs and has been the subject, or partial subject, of 22 books. To many, despite his grim deed, he is an American folk hero.

On Sept. 8 a packed house at the Northwest Airlines History Centre got a brilliant first hand report on the Cooper saga from a man who lived it, retired Northwest Airlines Capt. Bill Rataczak, co-pilot on that fateful Thanksgiving-eve flight.

Details of the Cooper flight are well known; but a brief summary on page nine recounts the story. Here are a few little-known-facts Rataczak provided to his audience, often spiced with a bit of wry humor.

➔For the most part Cooper was a cool customer. He was a chain smoker, though. Raleighs were his brand. He had one cocktail.

➔President Nyrop rightly agreed with our insistence that any and all decisions were to be handled exclusively by our three-man flight crew. No interference from outside agencies. "The safety of the passengers came first and they were *our* passengers. Everybody's job, on the ground or in the air, was to protect our crew and passengers and keep that airplane in one piece," says Rataczak. "And we did that."

➔Second Officer Anderson began monitoring the refueling, and it was soon obvious that ground personnel were delaying the process (probably on the F.B.I.'s orders, despite Mr. Nyrop's directive not to intervene). Andy challenged the crew via his interphone and was told the truck was vapor locked. A second truck pumped only 300 of the 4,500 gallons we required. Andy ordered a third truck, which the ground crew claimed was vapor locked also. F/O Rataczak got on the interphone and told them in no uncertain terms to quit playing games. They finally cooperated and pumped the full 4,500 gallons.

➔The FBI says Cooper had a real bomb: eight sticks of dynamite with wires, batteries, etc. He apparently threw it out when he jumped. No sign of the bomb was found by authorities in Reno.

➔We had to hold over Seattle while Cooper's demands were being met. What to tell the passengers? There's a man sitting back there with you who has a bomb? No, we said we had a minor maintenance problem and asked them to please remain in their seats.

➔At 10,000 feet out of Seattle there was a cloud layer, causing icing to occur on the aircraft. We were flying what we call a "dirty airplane" with flaps and gear down. We were unpressurized. We had another problem besides Cooper. Icing.

➔During our descent into Reno, we made a P.A. to Cooper (if he was still there) that the stairs needed to be raised for landing so they would not be damaged, which could prevent a subsequent takeoff.

➔The crew didn't see Cooper jump nor did anybody, apparently, in the chase planes. Where he attempted to open the parachute would have had a bearing on where he landed. If he pulled it quickly he would have floated quite a ways. A late pull or no pull at all would have taken him straight down.

Continued next page

D. B. Cooper Revisited Continued

➔ There's been a lot of talk, some recently, about former purser Ken Christiansen being D. B. Cooper. He was fully vetted by the F.B.I., who determined he was not a person of interest.

➔ Cooper offered Stewardess Tina Mucklow a packet of \$20 bills before leaving. She declined.

➔ At least two bodies have been recovered in the Cooper search area, neither of them is our man.

➔ Each year, the day before Thanksgiving, the little bar/filling station town of Ariel, Wash., in Cooper territory, holds a Cooper celebration. "It would be fun to visit Ariel, then, incognito, and take it all in," Rataczak says. "I might do that one of these years."

Rataczak strongly opposes the folk hero moniker. "No way. He was a criminal, one of the worst kind. He was a hijacker and a thief and he endangered the lives of innocent people. There's nothing heroic about that."

Nonetheless, the unsolved Cooper story remains a fascinating episode, perhaps the most notorious crime in commercial aviation history.

"I agree with my good friend, FBI Agent Ralph Himmelsbach, who bird-dogged the Cooper case for many years," Rataczak says. "I don't think he made it out alive. I think he's down there in the blackberry brambles someplace."

Perhaps we'll never know. Or we might know tomorrow. ➔

NWA 305 Earned Legendary Status on 11/24/71

Flight 305, a Boeing 727-100, left Minneapolis-St. Paul the morning of November 24, 1971. Destination Seattle via Great Falls and Missoula, Mont., Spokane, Wash. and Portland, Ore. Its six-person crew included Capt. Bill Scott, First Officer Bill Rataczak, Second Officer Harold Anderson and Stewardesses Flo Schaffner, Alice Hancock and Tina Mucklow.

Thirty-six passengers were aboard (some reports say 35) when it left Portland for its 36-minute bounce to Seattle, ETA 5:46 p.m. Pacific time. A well-dressed man with a briefcase sat in the back row of the tourist section. He wore dark glasses. After takeoff he handed Stewardess Flo Schaffner a note. She pocketed it. Probably another mash note, she thought. Later the passenger insisted, "Miss, I want you to read that note," he said. "Read it now."

The terse message: he had a bomb in his case. He would blow the plane up unless \$200,000 in \$20 bills and four parachutes were awaiting him in Seattle. President Nyrop immediately authorized withdrawal of the money from a Seattle bank. Parachutes were obtained from McCord Air Force Base, 20 miles south of Seattle. Loot aboard, Cooper released the passengers along with Stewardesses Schaffner and Hancock. The plane was refueled and Cooper directed the crew to Mexico.

His instructions: Cruise at ten thousand feet. Gear down. Flaps 15 degrees. About 24 minutes out, 28 miles north of Portland, the second officer's annunciator panel indicated that the rear stairs had been lowered. The crew did not know for sure that their hijacker had jumped until they landed in Reno.

D. B. Cooper was never seen again. ➔

Update F/A Tina Mucklow

Stewardess Tina Mucklow had the unenviable job of sitting with D. B. Cooper in the 727's empty cabin, relaying his commands up front, as Capt. Bill Scott, Rataczak and Second Officer Harold Anderson guided their plane southward from Seattle.

"She flew a couple of more years," Rataczak recalls, and then she entered a Roman Catholic convent of cloistered Carmelite nuns in Oregon. I tried to contact her there without success. After she left the convent years later, I tracked her down.

"I talk with her now and then but seldom about the Cooper episode. That's a closed book. I know where she lives but I gave her my word I'd never tell.

"She was terrific on that flight. She never lost her composure. She is a wonderful lady." ➔

WE SAW YOU AT THE

Update: Capt. Bill Rataczak

A Minneapolitan, Bill was brought up in the shadow of Wold-Chamberlain Field, now Twin Cities International Airport. He graduated from Roosevelt High School, then the University of Minnesota, where he majored in international relations and economics with a year-and-a-half of engineering for good measure. How did he find time to be a varsity cheerleader for football, basketball and hockey?

Bill's first Northwest school-time job was washing casserole dishes at Northwest's food service kitchen. "A tough job," Bill says. He moved up to polishing airplanes and finally that Big Promotion, to baggage smasher.

"One day my crew chief said 'Mr. Ebert wants to see you.' Bob Ebert. I thought uh oh, what have I done? Bob Ebert was Northwest's V. P. of Personnel. To make a long story short I went to work for Larry Stewart, V.P. of Northwest's Economic Planning. There was the possibility of a pretty good job there when I graduated, but I decided I wanted to fly."

Bill joined Northwest's pilot ranks in June 1966. He flew the Lockheed Electra ("I loved that airplane"), the 727, 707 and the DC-10 and was one of Northwest's first 757 captains. Home is now with his wife Judy, in South Haven, Minnesota near the Twin Cities.

Bill's resume also shows six-and-one-half years with the United States Air Force including reserve time. His dad, John Rataczak, was a Northwest crew chief for more than 38 years. From February 1942 to June 1999, for more than 57 years, there was a Rataczak on Northwest's payroll, of which Bill is rightfully proud. ➔

D.B. Cooper Event

Door Prize Winners:

Ruth Penn - Applebees Gift Card

Bill Bakeman - Logo Mug

Joe McKernan - Flight 305 Picture Video

Stanley Fukai - T-shirt

Jean Bateman - Book - "Voices From The Sky"

Lona Falencykowski - Book -
"D.B. Cooper, Dead or Alive"

Shirley Huskins, left, widow of **Bill Huskins**, former NWA V.P., and **President Nyrop's** long-time secretary **Marianne Bloomquist**.



From left: **Jimmy Dean**, **Peter Ropinski**, **Stan Fukai**

From left: **Joe Olson**, **James Oelschlager**, **Joe McKernan**, who was involved in development of the 727 rear door lock, which prevented the door from being opened in flight.



Dino Oliva, **Rataczak** and **History Centre President Bruce Kitt** talk things over.

Photos and captions above by Bob Johnson.

Three retired NWA F/As (and one "Stew" - guess which one) **Shirley Hoibe**, **Anne Kerr** and **Karen Schmit** with **Lona Falencykowski**, who holds Rataczak's FBI copy of the \$20 bills found near the site where D.B. Cooper is thought to have jumped.

Photo: from Lona Falencykowski



Heartfelt thanks from the NWAHC Board of Directors. to the volunteers and cleanup crew of the Hijacked! Coffee & Conversation event. See page 5

NWAHC HIJACKED! COFFEE & CONVERSATION



Capt. **Norm Midthun** and former flight attendant, **Terry Belden-Wallen**. Terry is Capt. **Lloyd Belden's** daughter. Norm introduced Bill Rataczak to the audience.



Former flight attendants **Bonnie Christy** and **Karen Jensen**. Both are History Centre volunteers now.



Retired NWA Pilot's Assn. (RNPA) Treasurer **Dino Oliva**, **Bill Rataczak**



"Hey, I'm in enemy territory!" Capt. **Bill and Mary Bateman**. Bill flew with Western Air Lines from 1962 to 1987 and with Delta, when it took over Western, until 1993.



Door Prize Winner **Lona Falencykowski**, daughter of Capt. **Cass Falencykowski**, with her copy of "D. B. Cooper - Dead or Alive." This is probably the most authoritative book on the subject, a cooperative effort between Rataczak and the writer, Richard Tosaw. "I asked Mr. Nyrop if it was okay to do the book," Rataczak recalls. "He said 'okay, go ahead'."



43-year NWA employee **Lillian Libra Antonelli** with Bill Rataczak. Lil joined Northwest in 1948 at the old G.O. at 1885 University Ave., St. Paul. Her first job was with Sam Wyman, manager of passenger service.



Former NWA F/A's **Libby Meillier**, **Karen Schmitz**, editor of **BITS AND PIECES**, and **Shirley Hoiby**.



Capt. **Wally Weber**, Capt. **Red Kennedy** and his wife **Hannab**. Red worked for some time in western Canada as a mechanic during Northwest's Northern Region operation during WWII.



Capt. **Gary Thompson**, left, and long-time Northwest Director of Security, **Archie Caple**. Archie is something of a legend among Northwest's old-timers.



Left: Retirees **Rita Lee** and **Carol Peterson**. Rita joined Northwest as an F/A at age 49 and flew 16 years. Carol was a City Ticket Office sales agent.

Photos and captions by Bob Johnson.

NWA History Centre



8101 34th Avenue South
Bloomington, MN 55425



Photo: Bob Johnson

*Bill Rataczak had them
spellbound at the NWAHC
Coffee & Conversation event,
"Hijacked!" See Page 8*

NWA History Centre Reflections

Fall 2012

NWA History Centre 10th Anniversary Celebration

Saturday, October 20 Best Western Plus Motel

Located across (south) from Mall of America - 1901 Killebrew Drive

Airline Collectible Show & Sale ~ 9 a.m. to 4 p.m.

**Timetables, Safety Cards, Models, T-Shirts, China, Wings,
Playing Cards, Postcards, Photos, Posters, Books ... and much more!**

10th Anniversary Dinner ~ 5 p.m.

Hors d'oeuvres ~ Door prizes ~ Cash bar

Come reminisce with your old NWA pals! Your donations help the NWA History Centre preserve artifacts and memories for future generations. Book signings by NWA Airline Family authors.

R.S.V.P. Mary Fryer at 651-699-8833 email mcfryer@q.com

Advance Admission Donation for both events \$10* ~ at the door \$20*

Collectible Show only, \$5.00* ~ Kids under 12 free for show

For advance reservations: Send your check to Mary Fryer, NWA History Centre, 8101 34th Avenue South, Bloomington, MN 55425. Make checks payable to NWA History Centre.

***Income received from memberships, donations, events and the sale of merchandise support the goals of the NWA History Centre. Donations are tax deductible to the full extent of state and federal levels.**
