

**You're  
building**



**a new kind  
of airline.**



You... the people of North Central and Southern. You're the real strength of Republic Airlines.

As North Central and Southern, our growth depended on you—the "good people who make our airline great" and the "people-pleasing people." Our growth still depends on you.

Now more than ever, you're the key to success. The key that will make the difference between mediocrity and superiority.

Building Republic Airlines into the kind of airline people want is no easy task. It's a tremendous job... one that will take lots of time and hard work on your part. And we're counting on you to get the job done.

Just remember, you're doing more than building a new, bigger airline. This is our once-in-a-lifetime opportunity to build a better one.

We're going to make Republic Airlines the kind of airline people want. An airline travelers will be talking about:

"Republic Airlines? Hey, that's my kind of airline!"

**You're building  
Republic Airlines...  
the best of North Central  
and Southern combined.**









In the North, a truck company traded one of its products for a used airplane. In the South, a young man traded odd jobs around the local airport for flying lessons.

North Central Airlines can trace its roots back to a truck. In the late 30's, The Four Wheel Drive Auto Company of Clintonville, Wisconsin needed faster transportation to Chicago. So they traded one of their new FWD trucks for a used four-place Waco biplane and later bought a five-place Howard high-wing monoplane.

Service became so popular, especially with other area businessmen who were "hooking" free space-available rides, that it was decided to form an airline and charge for flights. First, a main-base hangar in Clintonville for the two-plane fleet. Then a name that reflected the scope of service: Wisconsin Central Airlines. On February 24, 1948 the first scheduled flights began.

From this proud, if not powerful beginning, came more routes and a new name, North Central Airlines. The now-famous mallard duck "Herman" logo began a journey on aircraft such as the Lockheed 10A Electra, Douglas DC-3, Convair 340, 440 and 580 and the

Douglas DC-9. Flying a route that began with flights between Clintonville and Chicago "two or three times a week" and expanding to 725 departures a day over a 22,400-mile route system.

For Southern Airways, it began with a man's determination to fly. In the late 1920's, Frank W. Hulse—presently chairman of the board—knew he had to fly. So he worked at odd jobs around the local airport in trade for flying lessons. And, after graduating from Georgia Tech and working as an airport manager in Augusta, Hulse worked to teach flying to others.

In the early years of WW II, Hulse established a group of flying schools where over 25,000 Allied pilots trained during the war. And, after the war, he began building a place where some of those pilots could be put to good use.

On June 10, 1949, Hulse started Southern Airways flying with one DC-3... providing scheduled service between Atlanta, Ga., and Memphis, Tenn.

The comforts of pressurized cabins, air conditioning and inflight food service came in 1961 when the "large" Martin 404's were added to the fleet.

These were followed by today's Douglas DC-9 jets that have Southern serving 65 cities in 17 states, the District of Columbia and the Cayman Islands in the British West Indies. Routes that carry some 15,000 passengers per day.

In the 1940's, nearly 1,600 parties sought CAB certificates to operate an airline. Only nineteen airlines were authorized and in the 1970's only eight regional airlines still survived... including North Central and Southern. That means the odds against their survival, when they began, were a staggering 200 to 1.

Why did they succeed? Because during their more than 30 years of growth, North Central and Southern were blessed with a valuable resource... outstanding people. Employees with the vision, courage and expertise to constantly strive for improvement. To grow with America's need for more efficient air travel.

As the names North Central and Southern fade into a proud history, the type of people who built these carriers are the key to Republic's future. People like you. Continuing to build... building a new kind of airline.

**You started building Republic Airlines over 30 years ago.**





Republic Airlines is really taking off. Our name is going up everywhere...from baggage carts in Tupelo to air freight trucks in Oshkosh. From the insignia on pilots' caps to the twenty-foot letters on the Minneapolis/St. Paul hangar. And that's only the beginning. Just look around. Notice how many places the North Central or Southern name appears. Obviously these all have to be changed. But it will take time.

And that's where the challenge begins.

As travelers fly over the Republic system, they're still going to see hints of North Central and Southern. An airport sign that hasn't been changed yet. An old ticket jacket. A billboard. A Southern or North Central plane. And who knows what else.

It's just physically impossible to turn two airlines the size of North Central and Southern into Republic Airlines overnight. With your help, however, it will happen as rapidly as possible.

In the meantime, you can minimize the traveling public's confusion...by being even more alert than usual to customer needs. Point out and clarify possible confusion areas ahead of time.

For instance...tell the little old grandmother from Alpena that she's going to leave on a North Central plane. And when she changes planes in Detroit, it may be to a Southern plane. Just be sure she—and everyone like her—knows that North Central, Southern and Republic are all one and the same.

That little extra time and effort now will be more than worth it in the future...because we'll be building a great new name for ourselves. Republic Airlines!

**Now we're building  
a new name  
for ourselves.**





Television. Newspaper. Outdoor. Whenever and wherever possible, our advertising will be featuring you, the people of Republic Airlines.

"We're building your kind of airline," we'll be telling the traveling public. And you're doing the building.

You may have seen television film crews around recently. And photographers. You might have actually been involved. It's all part of creating our initial advertising campaign.

Right now, we're letting people see how we're changing North Central and Southern into Republic Airlines. And as time goes on, we'll show other aspects of "building your kind of airline." New nonstops, new foods, new methods and services...but in each case, we'll also be featuring you, the people of Republic Airlines.

We're out to communicate our positive, refreshing attitude. The attitude of Republic. Because time and time again, in study after study, we see that the things people look for most in airlines are friendly, courteous service. Performance. And honesty. From the person who answers the telephone to the ticket agent to the baggage handler to the flight attendant

and on and on. Friendly, courteous service. A smile. They're mighty important.

We'll be showing off our attitude in the new Republic Airlines advertising. But there's still no better advertising than a satisfied customer. And that's up to you.

**You have the leading role in our new advertising campaign.**





Naturally, as Republic Airlines grows so do the opportunities. With over 150 cities already on our new system, the places to live and work are almost endless. Near the snow-capped Rockies or the sunny Florida beaches. In small towns or big cities. North or south, east or west. Republic Airlines now reaches across the country... and a lot more is in store.

As we build, we'll also be creating new positions... positions that we think will make the most of your abilities. Enabling you to expand your own career goals and personal ambitions.

Just remember, you are the ones building Republic Airlines. Take advantage of the new opportunities. And all of us working together will make Republic Airlines the kind of airline people remember.

"Republic Airlines? Hey, that's my kind of airline!"

**We're also building  
your kind of  
opportunities.**



