

North Central Airlines inaugurates jet service with the quick, quiet Douglas DC-9



North Central Airlines is pleased to introduce Douglas DC-9 jet service to many communities on its route system. The Douglas DC-9 provides the long-sought answer to North Central's particular need for an intermediate-range jet aircraft.

Now, in the 100-passenger all first-class DC-9 you will enjoy faster flights, brief en route stops and the smooth, quiet Jetliner comfort of high altitude flying. With congratulations to Douglas and the DC-9, North Central looks forward to welcoming you aboard its new jet aircraft.

Hal N. Carr
Chairman of the Board
and President
North Central Airlines



The DC-9 will take you there quickly

Superb performance is one of the key reasons we selected the Douglas DC-9 to serve you. This powerful twin-fanjet cruises serenely at nearly the speed of sound to take you places in a wink, a blink, and a nod. Just a wink and a blink on shorter trips. ☐ For example, total DC-9 flying time for a 200-mile trip is less than 30 minutes. As this suggests, total elapsed times between take-offs and landings are extremely fast. This is because the aircraft easily performs at high rates of climb after take-off and of descent before landing. ☐ **SMOOTH AIR** But taking you places quickly is only one aspect of this airplane's outstanding performance characteristics. The DC-9, which flies as fast as the big, long-range jets, also operates at big-jet altitudes—up where the weather isn't, and the smooth air is. ☐ And the DC-9, with its ability to operate from runways only 5000 feet in length, can take you swiftly and surely to places where jets have never been, particularly to those communities where jet service was previously impossible or impractical. ☐ **A DREAMPLANE** Call it greater passenger convenience in air travel. Call it expanding the Jet Age. Call it a dreamplane come true. Or, more simply, call it the DC-9, a plane that flies fast, high and easy... has great reserve power and excellent climb capability... can take-off and land at most of the world's airports. ☐ Our pilots tell us the DC-9 is a dreamplane from their point of view, too. They're saying it is a marvelously easy airplane for them to fly and maneuver... that it has all the performance characteristics, the "feel," of a truly great transport aircraft.















The DC-9 will take you there quietly

For all its swiftness, the DC-9 offers a quiet, comfortable—even leisurely—environment in which to travel. ☐ This is another reason we selected the DC-9 as the best way to take you to those not-so-far-away places. ☐ The DC-9 has the same quiet, vibration-free ride already associated with pure-jet aircraft. But more than that, you will find the most effective acoustical design and climate control features ever engineered into a passenger transport. ☐ **COMFORT-CONDITIONED CABIN** The DC-9's air conditioning system, as an example, can hold the cabin at 70°F. under all cruising conditions. On the ground, with engines at idle, the same comfortable cabin temperature can be maintained with exterior temperatures as low as 40° below zero. ☐ In fact, there are two independent air conditioning systems in the DC-9 to assure a comfort-conditioned cabin climate regardless of whether the world outside the airplane is cold, hot, dry, or humid. ☐ **EXCELLENT STABILITY** Travel by DC-9 is ultra smooth, with excellent stability at all flight levels assured by the aircraft's tail and control system design. In-flight noises or vibration are virtually non-existent, as a result of aft-mounted engines and the use of vibration-isolating engine mounts. ☐ Interior noise levels are controlled by a fuselage design which incorporates such features as acoustical insulating materials, shock-mounted panels, and triple-pane anacoustic windows. Speech interference sound level within the passenger cabin will not exceed 68 decibels. That's whisper quiet. ☐ **PARTNER IN PROGRESS** And the aircraft's pressurization system maintains sea-level cabin pressure even when the DC-9 is at an altitude of 18,500 feet. Cabin pressure is equivalent to only 6000 feet when the actual flight altitude is 30,000 feet. ☐ Even on the outside the DC-9 will be a relatively quiet partner in the progress of the communities it serves. Due to its ability to climb away steeply on take-off, and the low exhaust velocity of its turbofan engines, the DC-9 on take-off, for example, sounds about 80% quieter in the neighboring areas than a long-range jetliner and about 30% quieter than a large propeller-driven airplane.



The DC-9 will take you there beautifully

The quiet inner world of the DC-9 is a beautiful world, too. ☐ In fact, beauty and grandeur abound, up in the upper realm where this princely new jet reigns. ☐ For one thing, you will like the originality that keynotes the DC-9's contemporary interior design. And you will find an abundance of fresh fashion ideas all around you, as well as regal fabrics and textures specially selected to win your favor. ☐ Look and you will see restful patterns and vivid highlights, custom carpets and drapes, and imaginative decor all blended into a smart balance, with power to please. ☐ **CONTOURED CHAIR** You will find that aboard the DC-9 you are royalty in a contoured chair, serene in a luxurious lounge-like atmosphere—with a view of the world. ☐ Your majestic view is through large "picture" windows that always remain clear... that are sized and spaced to present all the grandeur of the upperworld for your personal approval. ☐ **TOTAL DESIGN INTEGRITY** The beauty of the DC-9 is not just skin deep. The real beauty of this airplane is in its total design integrity, a virtual trademark of Douglas-built aircraft. ☐ The passenger chairs, for example, not only look good, but they feel good. They are contoured and constructed not so much with the "average" passenger in mind, but the not-so-average passenger. As just one indication of this, there is greater shin clearance on the basic DC-9 seat than is available on any other aircraft seat. The DC-9 seats are designed and built to give a high level of comfort. ☐ **THE HIGH-T TAIL** Other integral elements of the DC-9's interior beauty include its wide aisles and the general spaciousness of the passenger cabin—as roomy and comfortable for each passenger as the big jets. ☐ Externally the DC-9 is a beautiful airplane, too. From its distinctive high-T tail to its graceful swept-back wings and modern radome nose, the DC-9 looks like a great airplane. We think you will agree that it is.





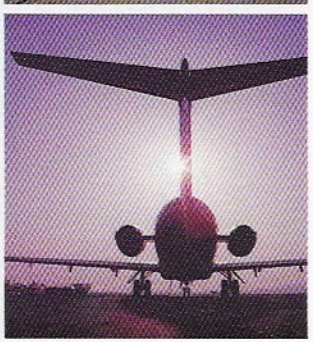




















The DC-9 will take you there royally

☐ A new standard in gracious sky-living will be yours aboard the DC-9. ☐ Our cabin crew will be there to personalize the fact that you are a welcome and honored guest. ☐ You will find all of the conveniences of modern air travel virtually at your fingertips. ☐ Big things and little things. ☐ Just press a button to call for service. ☐ Fold down a handsome, built-in service tray when you want a personal, ideally positioned surface for dining, writing, or games. ☐ Flick on a specially designed lamp when you want a large, uniform field of light for reading. ☐ Adjust the cool-air outlet to your satisfaction. ☐ Or recline the seat, at a touch, for daydreaming or napping. ☐ By design, the quiet, beautiful world of the DC-9 is a totally gracious and functional world, too, a world in which your approval is our primary concern.





Douglas DC-9

Series 30

CAPACITY

Number of Passengers	Up to 115
Cargo Area	895 cubic feet

PERFORMANCE

Normal Cruising Speed	Up to 560 mph
Cruising Altitude	Up to 35,000 feet
Operating Range	100 to 1500 miles
Runway Requirement	6,250 feet

DIMENSIONS AND FEATURES

Wing Area	1000.7 square feet
Wing Span	94.3 feet
Wing Sweepback @ 25% Chord	24 degrees
Overall Length	119.2 feet
Overall Height	27.4 feet
Maximum Take-off Weight	98,000 pounds
Maximum Landing Weight	93,400 pounds

POWER PLANT

Fan-Jet Engines	Pratt & Whitney JT8D-7
Maximum Rated Take-off Thrust per engine	14,000 pounds

Another step forward for North Central

Introduction of DC-9 jet service to North Central Airlines' system is a significant step forward—one which evolves naturally from the company's 19 years of continuous growth and service.

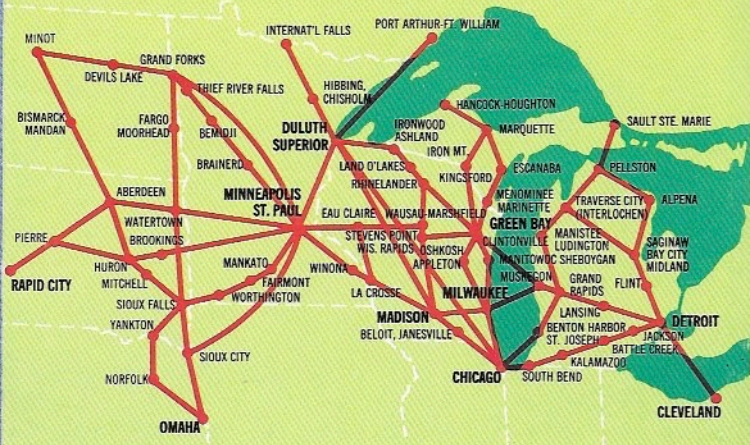
Starting operations in 1948—originally as "Wisconsin Central Airlines"—North Central was headquartered in Madison, Wisconsin, and served only 19 cities in three states. But the budding airline grew rapidly, extending service to the principal communities of Wisconsin, eastern Minnesota, and Upper Michigan. With mounting business came the need for larger, faster aircraft, and in 1951 North Central turned to the 21-passenger DC-3. These hardy, reliable twin-engine "Northliners" with their Mallard duck insignia became a familiar sight on airport runways throughout the Midwest.

Expansion continued at a lively pace. The company name was changed to North Central in 1952; the general office and main operations base was moved to Minneapolis-St. Paul; North Central was well on its way to becoming America's leading regional airline. In 1958, the DC-3 Northliner fleet numbered 32 planes, and additional hangar and maintenance facilities became a "must"—at O'Hare Field in 1961, at Detroit in 1966.

But even as the North Central fleet was being augmented with larger, Convair aircraft, research was begun to determine the *jet* aircraft best suited to the airline's intermediate-range system. Result: an order of ten 100-passenger Douglas DC-9 twin-engine Fan Jets—with five scheduled to go into service in 1967, five more in 1968. Outfitted for all first-class service, they are introducing the speed and quiet comfort of jet travel to many of the 90 key cities in the Midwest and Canada served by North Central.



IT'S FASTER THAN EVER TO FLY NORTH CENTRAL AIRLINES



Wisconsin, Michigan, Ohio, Minnesota, North and South Dakota, Iowa, Illinois, Indiana and Nebraska. These are the states North Central serves. Truly America's Heartland. Rich in crops and minerals. A focal point of industry . . . and a vacationer's haven, offering a variety of sporting activities around the calendar. Fishing, horseback riding, skiing, hunting, boating – to name a few.

From the business and industrial centers of Detroit, Cleveland, Chicago, Milwaukee, Minneapolis-St. Paul and Omaha, from the clean, peaceful farmland communities of the Dakotas, to the Canadian gateways of Port Arthur-Ft. William and Sault Ste. Marie, North Central is proud of the area it serves and represents . . . Stay here awhile, and you'll share this enthusiasm for the great Midwest.



NORTH CENTRAL AIRLINES