



NORTHWEST AIRLINES

JULY 2002

WORLD Traveler



75

*Years of
service*

SPECIAL COMMEMORATIVE ISSUE



“Northwest celebrates 75 years of passenger service.”

“That’s worth a round of applause!”



KLM congratulates Northwest Airlines with 75 years of worldwide flying experience. More than a decade ago we started working together as one alliance. To this date, 27,000 KLM people and 45,000 Northwest colleagues are continuously building on a strong and

dynamic alliance. With one goal in mind: to offer comfortable services to all our passengers, wherever they come from, wherever they go.

The Reliable Airline **KLM**
Royal Dutch Airlines

WE’RE THRILLED TO BE FLYING NORTHWEST AIRLINES.

Happy 75th birthday Northwest Airlines. And thanks for choosing Michelin innovation and technology to fly along with you for the last ten years.



© 2002, Michelin Aircraft Tire Corp. All rights reserved.



This year Northwest Airlines celebrates 75 years of service to the flying public. And we’re proud to say that for the last ten years they’ve relied on Michelin as their only supplier of aircraft tires. Congratulations Northwest. Here’s wishing you at least 75 more. And we’re looking forward to being with you the rest of the way.



www.michelin.com/aviation

Grab It and Go!



Grab the SANYO PLC-XW20, one of the world's smallest true XGA (1024 x 768) multimedia LCD projectors with a daunting 1100 ANSI Lumens. It's small but it's loaded with sophisticated features including a 10-Bit Digital Gamma Correction Function for superior fine color tone reproduction. SANYO's PLC-SW20 has similar features to the PLC-XW20 but with true SVGA (800x600) and 1000 ANSI Lumens.

- Only 6.2 Pounds
- Digital Keystone Correction
- 3D Automatic Uniformity Correction Control
- Component Video Inputs for High-Quality DVD and HDTV Available
- Card Type Remote
- USB Control Port
- Optional RC (w/laser pointer and mouse pad control)

Call today or visit our website for more information on SANYO's full line of critically acclaimed projectors.

For Your Most Brilliant Ideas

Toll free: 888-495-3452 www.sanyolcd.com

SANYO

©2002 SANYO Presentation Technologies



Get Personal!

Introducing the
SCP-5150 Phone
by SANYO



Personalize your SANYO PCS® phone with the Sprint PCS Ringers & More™ over-the-air ringer and graphic download service and SANYO's ringers and images download software*.



- Ringers and images maximized by SANYO's large, 2-inch backlit 256 vivid color display and 16-chord polyphonic sound ringer capability
- Photo caller I.D.
- One-touch Web/E-mail access
- Listen in while the incoming caller leaves a message.



Now with
Ringers & More™
Capability

Sprint PCS built the largest all-digital, all PCS nationwide network from the ground up, reaching more than 230 million people. On the web at www.sprintpcs.com/sanyo or 1.800.480.4PCS

Sprint

Sprint PCS

SANYO

www.sprintpcs.com/sanyo

©2001 SANYO Wireless Communications.
All rights reserved.

*Downloading software sold separately

contents

July 2002



Feature Story: 60

75 Years of Service

Northwest Airlines commemorates 75 years of passenger service with this special issue of *WorldTraveler*. Our cover presents six outstanding people, representing the airline's six largest employee groups—and a one-of-a-kind airplane, the only airworthy Hamilton Metalplane still in existence. This meticulous restoration recalls the days when Northwest flew this type of aircraft, beginning in 1928. The airline's past, its present and its future are the subjects of our special issue, featuring the people, places and things that built the company. The issue is highlighted by the wide-ranging interview with Northwest's senior executives, pictured above on the left and right.

On the Cover: Hamilton NC-879 H provided by the family of Gary Lysdale, retired Northwest pilot, whose father Jack restored the aircraft to airworthiness in 1975. Earlier restoration was performed by Capt. Harry McKee, also a Northwest pilot, with assistance from fellow employees and the airline. Photography by Brett Patterson and Tom Strand.

NORTHWEST AIRLINES
**WORLD
Traveler**
VOLUME 34, NUMBER 7

兔

HAPPY BIRTHDAY TO ALL THE GREAT RABBITS IN THIS WORLD.

ALBERT EINSTEIN
NAPOLEON BONAPARTE
MICHELANGELO
MARIE CURIE
WALT WHITMAN
SIGMUND FREUD
FRANK SINATRA
NORTHWEST AIRLINES

Born in the Year of the Rabbit, Northwest Airlines celebrate their 75th successful year in the airline passenger business.

Many happy returns and best wishes from OgilvyOne Worldwide,
their advertising, direct marketing, CRM and interactive partner throughout Asia.

Ogilvy

OgilvyOne Worldwide
Contact : john.goodman@ogilvy.com

contents

July 2002



75 Years
of Service16
Take a timeline tour of Northwest Airlines' first 75 years.

Jet Plane
Generation18
We're a generation which has come to take flight for granted. For that we can give a nod of thanks to the world's airplane manufacturers—namely Boeing and Airbus.



Out of Time32
Northwest first took flight in 1927. What else happened that year?

Where it all
Started36
A handful of cities have been crucial to Northwest's success. To see what each was like when the relationship began is to see how time has changed our landscape.

departments

CEO's Letter	10	Freeze Frame	78
Customers First	14	BookMarks	80
Inside Northwest	30	Free Product Information	98
Travel the Nation Contest	34	Passport	101
Crossword Puzzle	76	AirCares	115

How was your flight? Should you desire further communications with Northwest regarding your travel, please contact our Customer Relations department at www.nwa.com and click on "Talk to Us" located on the blue bar at the bottom of the page, or write to us at Northwest Airlines, Customer Relations, Mail Stop C6590, P.O.Box 11875, St. Paul, MN 55111-0875.



These are the Days . . .54
Sometimes, a single day can change a worldwide company. Here are five of them.

Proud People68
Any company is only as good as the employees who make it work. These four Northwest employees don't have much in common, but are tied together through a common love of aviation.

68

83

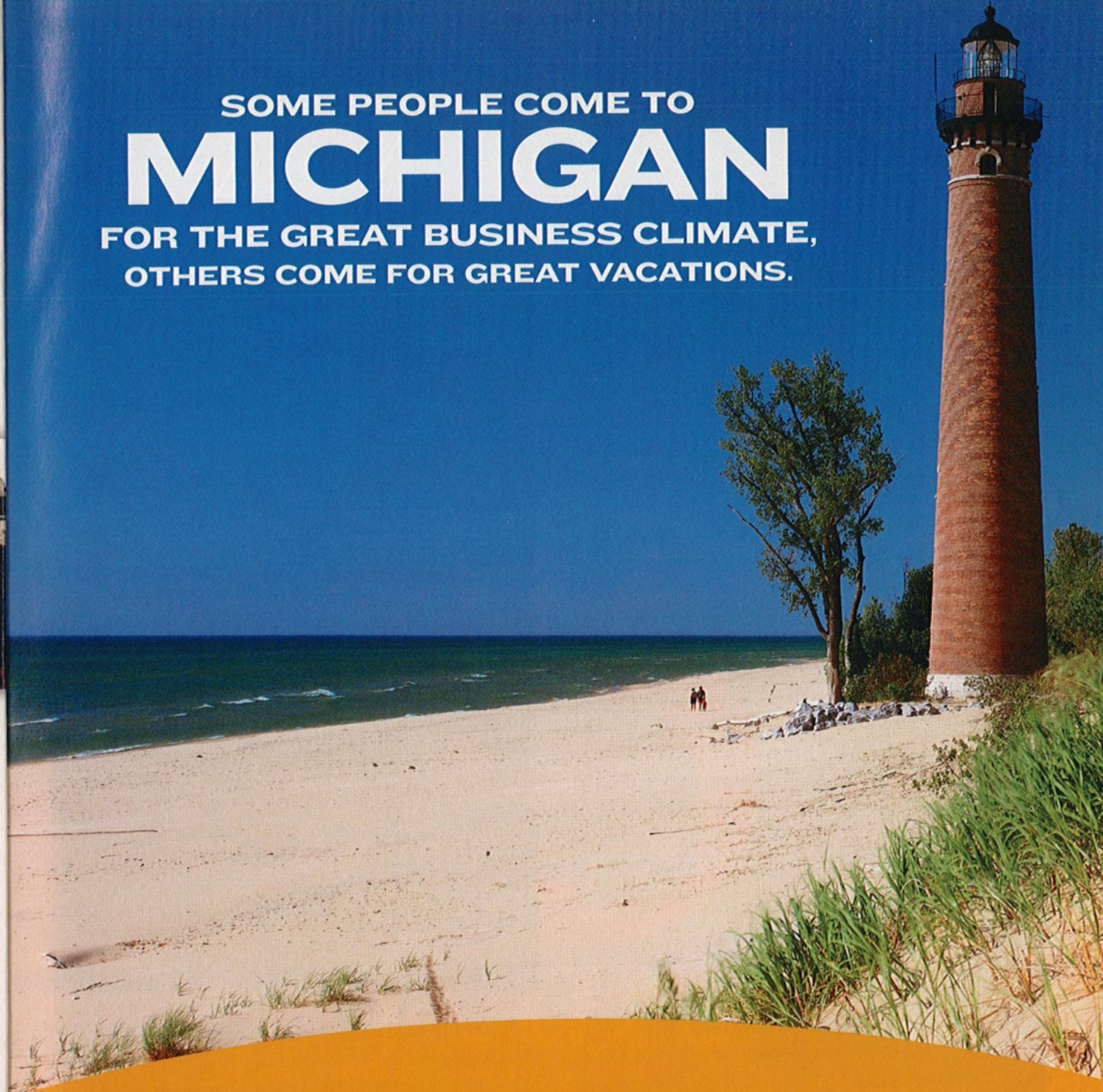


It's a Fact83
Each day, much happens behind the scenes to help Northwest passengers safely reach their destinations.

Inventions and
Innovations90
Many of the features that we take for granted in today's air travel were developed by Northwest. Makes you wonder: What's in store for the next 75 years?

NORTHWEST AIRLINES
**WORLD
Traveler**

SOME PEOPLE COME TO
MICHIGAN
FOR THE GREAT BUSINESS CLIMATE,
OTHERS COME FOR GREAT VACATIONS.



Visit the Michigan Business and Visitor's Center in the new Midfield Terminal for information about the great benefits to working in Michigan: playing in Michigan.

For the past 5 years, Michigan's been named #1 in the U.S. for Business Growth and Expansion. Thanks to our impressive growth in the areas of bio-science, information technology and advanced manufacturing and a business friendly climate.

Beautiful beaches. World class golf courses. Great Lakes and spectacular inland lakes and friendly resort towns have made Michigan a popular vacation choice for generations.

If you'd like to extend your business or pleasure trip, stop by while you're in the airport.

For the full story, call **1.800.946.6829** or visit www.michigan.org.

www.michigan.org



MICHIGAN | GREAT LAKES. GREAT LOCATION.



resilient and proud

This month Northwest celebrates its 75th year as a passenger airline. On July 5, 1927, Northwest Airways flew its first passenger from Minneapolis/St. Paul to Chicago. Nine months earlier on October 1, 1926, we got our start by carrying mail in two open-cockpit biplanes. Northwest has operated longer under the same name than any other U.S. airline.

In 75 years, Northwest employees have forged a resilient and proud history that has continued the vision of our founders. Our long history is a tribute to those early aviation pioneers, some of whom you'll meet in this issue. You'll also read about five of the most significant days in our history, beginning on page 54.

In my 12 years with Northwest, I've been involved as the company has added significant chapters to that history. We pioneered the development of global airline alliances. We launched new Asian service, making us the largest U.S. airline across the Pacific. We overcame financial hardship, leading to employee

Northwest has operated longer under the same name than any other U.S. airline.

stock ownership and employee representatives on our Board of Directors. We weathered the aftermath of the events of September 11. We designed, built and opened the WorldGateway terminal at Detroit, the world's newest and finest hub airport facility.

Most important, in those 12 years I've worked with some exceptional people who have spent their entire 30-, 40- or even 50-year careers with the airline. Six outstanding employees are pictured on this month's cover. As recipients of Northwest's highest honor, the President's Award, they represent the commitment and expertise of 45,000 Northwest employees worldwide. Later in this issue of *WorldTraveler* you'll learn more about each of them.

And on page 68, you'll read about two former employees and two current employees. Each employee has a unique story and a different perspective on our 75 years of history.



When all is said and done, the very best gratification for someone like me is to see in the faces of our employees—and hear from a customer—that we're running a great airline that puts customers first. To accomplish that, we must ensure that you have a safe, reliable and courteous experience when you fly. That's what we try to do every day, and in 75 years that hasn't changed.

Thanks for being a part of our history. Enjoy your flight. ☺

Richard

Richard Anderson, CEO

Great STEAK HOUSES OF North America

BROOK'S STEAK HOUSE

PROPRIETORS: BOB MELTON & JOE KATIN
DENVER, CO 303.770.1177

VIC STEWART'S

PROPRIETOR: JOHN HERRINGTON
WALNUT CREEK, CA (SAN FRANCISCO) 925.943.5666

MANNY'S

PROPRIETORS: PHIL ROBERTS, DON HAYS & PETER MIHAJLOV
MINNEAPOLIS, MN 612.339.0201

SAM & HARRY'S

PROPRIETORS: MICHAEL STERNBERG & LARRY WORK
WASHINGTON, DC 202.296.4333

METROPOLITAN GRILL

PROPRIETOR: JOE MENZYK
SEATTLE, WA 206.624.3287

GENE & GEORGETTI

PROPRIETORS: TONY & MARION DURPETT
CHICAGO, IL 312.527.3718

RAINWATER'S ON KETTNER

PROPRIETORS: LAUREL & PADDY RAINWATER
SAN DIEGO, CA 619.233.5757

THE CAUCUS ROOM

PROPRIETORS: HALEY BARBOUR & TOM BOGGS
WASHINGTON, DC 202.393.1300

HEREFORD HOUSE

PROPRIETOR: ROD ANDERSON
KANSAS CITY, MO 816.842.1080

UNION SQUARE GRILL

PROPRIETOR: TOM ARTHUR
SEATTLE, WA 206.224.4321

ST. ELMO STEAK HOUSE

PROPRIETORS: STEVE & CRAIG HUSE
INDIANAPOLIS, IN 317.635.0636

III FORKS

PROPRIETORS: RICK STEIN & CHRIS VOGELI
DALLAS, TX 972.267.1776

THE INDEPENDENT OWNER/OPERATORS WHO HAVE
A PASSION FOR FINE BEEF AND OUTSTANDING SERVICE.



FOR A FREE BROCHURE WRITE:
THE INDEPENDENT RETAIL CATTLEMAN'S ASSOCIATION
557 MT. PLEASANT ROAD
KINGSTON SPRINGS, TN 37082

NORTHWEST AIRLINES WORLD Traveler

northwest airlines

EDITORIAL BOARD

Fay Beauchine, Tim Griffin, Phil Haan,
Mary Linder, Beth Shultis, Doug Steenland

EXECUTIVE EDITOR

Jeff Smith

ASSOCIATE EDITOR

Bridget Zappa

CIRCULATION

Jan Ehrhart

skies america international
publishing & communications

Northwest Airlines WorldTraveler™

503.520.1955 FAX 503.520.1275

PUBLISHER

Sherrill Patterson, sherip@skies.com ext. 613

EDITOR

Beverly Dirks, bevdi@skies.com ext. 649

ART DIRECTOR

Jacque Merrill, jacquem@skies.com ext. 650

MANAGING EDITOR

Matt Williams, mattw@skies.com ext. 651

GRAPHIC DESIGNERS

Michelle Fandrey, michellef@skies.com ext. 659

Jesse Snyder, jesses@skies.com ext. 654

Meg Castillo, megc@skies.com ext. 645

ASSOCIATE EDITOR

Vi Ho, vih@skies.com ext. 601

ADVERTISING SERVICES

Natalie Mathews, nataliem@skies.com ext. 675

PRODUCTION DIRECTOR

John Mendez, johnm@skies.com ext. 642

PRODUCTION COORDINATOR

Cindy Pike, cindyp@skies.com ext. 154

READER SERVICE COORDINATOR

Melisa Vanderzanden, melisav@skies.com ext. 600

DISTRIBUTION DIRECTOR

Allen Nelson, subscription.service@skies.com ext. 634

PRESIDENT

James R. Rullo, jimr@skies.com ext. 615

VICE PRESIDENT FINANCE

Jeff Patterson, jeffp@skies.com ext. 639

FINANCIAL ADMINISTRATOR

Kathy Pike, kathyp@skies.com ext. 629

Northwest Airlines WorldTraveler™ (ISSN 1051-7383), Vol. 34, No. 7 is published monthly by Skies America International Publishing and Communications and Northwest Airlines. Publisher reserves the right to reject all advertising material. Publisher does not accept unsolicited manuscripts, art or photographs, and cannot return unsolicited materials. Written permission from Skies America International Publishing and Communications is required to reproduce any part of this magazine.

Send reprint requests, letters and questions about editorial to: Editor, Northwest Airlines WorldTraveler™, Skies America Publishing Company, P.O. Box 4005, Beaverton, OR 97076-4005.

Individual copies or back issues: \$5 in the U.S., \$12.50 non-U.S. Annual subscriptions are \$50 in the U.S., \$100 non-U.S. Send check or money order to the address above.

©Copyright 2002, Skies America Publishing Company. All rights reserved. Printed at Brown Printing Company in the USA.



NORTHWEST AIRLINES WORLD Traveler

advertising offices

NATIONAL

CHICAGO: Annabelle Jacobson, The Lyon Group;
847.256.6850; FAX 847.256.6819;

bellyon@megsnet.net

DALLAS: Brenda Cooner, Cooner & Co.;
972.980.7642; FAX 972.980.7460; brencooner@aol.com

DETROIT: Ron Noyd, The Noyd Group;
248.643.7240; FAX 248.637.6452;

rnoyd@attglobal.net

HAWAII: Wanda Garcia-Fetherston; 503.520.1955
ext. 602; FAX 503.520.1275; wandagf@skies.com

Karen Ho; 808.523.8045; FAX 503.520.1275;
karenho96734@yahoo.com

MINNEAPOLIS: Jacquelyn Baier, EAS Inc.;
651.686.5132; FAX 651.686.0132;

jabaier@worldnet.att.net

NEW YORK: Rick Edman; Anita Bartman;
Jeff Edman; Steve Buis, Edman & Company;

212.551.1121; FAX 212.551.1083
(CT) 203.656.1000; FAX 203.656.1007;

edmancomp@aol.com

NORTHWEST, NORTHERN CALIFORNIA & ALASKA:

Di Crowson; 503.520.1955 ext. 644;

FAX 503.520.1275; diannac@skies.com

SOUTHEAST: Frank Barbagallo, Frequency Ad
Sales; 904.277.2029; FAX 904.277.0618;

barbagal@fdn.com

SOUTHWEST & SOUTHERN CALIFORNIA: Wanda
Garcia-Fetherston; 503.520.1955 ext. 602; FAX

503.520.1275; wandagf@skies.com

VIDEO SALES: Heidi McBride, 503.520.1955

ext. 142; FAX 503.520.1275; heidim@skies.com

INTERNATIONAL

BENELUX: Marjan van Hal, Media Partners;
+31.20.547.36.00; FAX +31.20.647.51.21;

hal@rotonet.rsd.nl

FRANCE/ITALY/SPAIN: Antoine Reyre, IGA;
+33.1.41.34.84.34; FAX +33.1.41.34.82.16;

areyre@interdeco.fr

GERMANY: Matthias Kober, MP Intl. Media
Service; +49.40.32.52.66.48;

FAX +49.40.32.52.66.40; m.kober@mp-ims.de

HONG KONG / CHINA: Michele Li, Kahosha, Inc.;
+852.283.83.001; FAX +852.283.83.795;

kahosha@netvigator.com

JAPAN: Hiroko Minato, Kahosha, Inc.;

+81.3.35.47.63.33; FAX +81.3.35.47.63.30;

hiroko@bps-inc.co.jp

KOREA: M.S. Kim, DooBee, Inc.;

+82.2.3702.1700; FAX +82.2.720.5459;

medianetwork@mn.co.kr

RUSSIA: Valeri Shilkov, SPN Publishing Company;
+7.812.118.75.37; FAX +7.812.554.17.17;

sgyanat@sovintel.ru

SCANDINAVIA: Martin Brunchult, SAS Media AB;
+46.8.797.03.00; FAX +46.8.728.85.38;

martin.brunchult@sasmedia.se

SWITZERLAND / AUSTRIA: Marcel Wernli, Inflight
Media Marketing AG; +41.61.319.90.90;

FAX +41.61.319.90.95; inflightmedia@swissonline.ch

TAIWAN, ROC: Paula Liu, Epoch, Ltd.;

+886.2.23.77.91.08; FAX +886.2.27.36.28.76;

epoch.paula@msa.hinet.net

UNITED KINGDOM: James Rolls, Susana Sanchez;

Interactive Airline Partnerships;

+44.0.207.727.74.98; susana.sanchez@inflightmedia.com

Fueling flights, celebrating success.

As a supplier of jet fuel to Northwest Airlines, we understand the importance of reliability, cost savings and good old-fashioned customer service. These traits have made Northwest Airlines a success for 75 years, and at Williams, we're proud to be part of the celebration.



(800) Williams
NYSE:WMB
williams.com

©2002 The Williams Companies, Inc.

www.harvest-road.com



Congratulations
Northwest on
75 years in the air



Order Spinzels™
braided pretzels online!

www.harvest-road.com

Congratulations
Northwest on
75 years of
service.

Flint Hills Resources,
your Twin Cities
Neighbor and proud
maker of Blue Planet®
Gasoline and other
quality fuels.



FLINT HILLS
RESOURCES™

www.fhr.com

professional care

inside view

Summer is the peak time for minors traveling unaccompanied. We make sure these children are well supervised—and never left alone. We hire people who like working with children and who will provide them with a comfortable and enjoyable experience.

We have designated rooms for unaccompanied minors in Detroit, Minneapolis/St. Paul and Memphis, to wait for their connecting flights. Once onboard their flights, these children receive individual welcoming and safety briefings.

At the end of their flight, unaccompanied minors stay seated until all other passengers have deplaned. A flight attendant or customer service agent then escorts them to the gate area to meet the designated receiving party, who must present a photo ID.

At Northwest, we take care of these children as if they were our own.

Have a great flight!

Dirk McMahon
Senior Vice President-
Customer Service

While at the airport, feel free to pick up a copy of our Northwest Airlines Customer Guide, first issued in December 1999. It contains a great deal of helpful information about our policies and procedures—and our product and service commitment to our passengers. For even more information, or if you have a question or comment, check our Web site at www.nwa.com. Each month on this page we'll feature a Frequently Asked Question to keep you informed as you make your travel plans.



Q—Does Northwest Airlines accept unaccompanied minors on its flights?

A—Yes, Northwest Airlines welcomes unaccompanied children and teenage passengers on its flights. During this year's peak travel summer season alone, Northwest will carry about 100,000 unaccompanied minors.

Children must be at least 5 years old and, up to age 14, the Unaccompanied Minor Program is mandatory. It is optional for minors ages 15 to 17.

In the interest of the children, Northwest has established certain restrictions. For example, unaccompanied children ages 5 to 14 won't be accepted on the last connecting flight of the day, or any overnight flights that are longer than

two hours or are international flights.

A service fee will apply and is payable at the airport upon check-in. Brochures explaining this are available at Northwest ticket and airport locations, at Northwest's Web site at www.nwa.com, and from most travel agencies. You can also request an Unaccompanied Minor brochure by calling 1.800.358.3100.

To purchase a ticket for an unaccompanied minor, call Northwest Airlines Reservations at 1.800.225.2525 or go to www.nwa.com. ☺

Joyce Wilmes-Mittleider, quality service assistant, takes care of an unaccompanied minor in a room created for escorted children at Minneapolis/St. Paul International Airport.



Whoever thought people would fly to shop?

Mall of America thanks Northwest Airlines for making it a global attraction.

More than 400 million people have visited Mall of America since it opened in 1992—located only three miles from Minneapolis/St. Paul International Airport—a key Northwest hub. Mall of America has a \$1.6 billion positive economic impact on Minnesota annually and more than \$600 million is from tourists flying to the Twin Cities to visit the Mall's 520 retail and speciality stores, 60 restaurants, seven nightclubs and other attractions.

We congratulate Northwest Airlines for its 75 years of leadership in the aviation field and commitment to the tourism industry. We are proud to be your partner.

For more information on visiting
Mall of America call 1-800-879-3555
or visit www.mallofamerica.com

MALL OF AMERICA
Celebrating a decade of fun!





75 Years of Service

1920s

1927
St. Paul businessman Byron Webster becomes Northwest's first ticketed passenger, paying \$40 for a 12½ hour, one-way flight from the Twin Cities to Chicago.



Northwest carries a total of 106 passengers—about one-fourth the capacity of a single Boeing 747 from today's fleet.

1928
Northwest becomes the first airline to provide coordinated air-rail mail service—from the Twin Cities to Chicago.



1930s

1933
Northwest achieves the Northern Transcontinental route to Seattle and Tacoma, Washington.

1937
Croil Hunter is named president, the first Northwest Airlines operating officer to hold this title.



1938
Northwest helps develop the first practical aviation oxygen mask, making possible high-altitude flying over the Rocky Mountains.

1940s

1941
NWA common stock is publicly traded for the first time.

Annual passenger revenues exceed mail revenues for the first time.

1945
Northwest's first transcontinental flight takes off.



1947
Northwest Orient service begins from the Twin Cities via Anchorage and Shemya, Alaska, to Tokyo, Seoul, Shanghai and Manila.



1948
The "Red Tail," which becomes Northwest's permanent identifying mark, is painted on all Northwest aircraft for the first time.

1949
Northwest becomes the first airline to offer beverage service within the U.S.—on the Boeing Stratocruiser.



1950s

1956
Northwest becomes the first airline to operate its own airport, which was in Shemya, Alaska.

1957
Northwest is the only airline using pressurized aircraft on all its flights.

Clean air turbulence forecasting is pioneered by NWA.



1958
The "Regal Imperial Eagle" is adopted as Northwest's corporate logo.

1960s

1960
Northwest pioneers jet noise abatement procedures.

Northwest offers the fastest U.S. jet service from New York to Tokyo, beating its closest competitor by 6 hours and 31 minutes.



Northwest begins the nation's first transcontinental all-coach flights.

1970s

1972
Northwest is the first airline to provide Japanese interpreters for its customers.

1973
Northwest goes online with computerized ticketing and reservations service to and from Asia.



1980s



1986
Northwest completes the acquisition of Republic Airlines for \$884 million.

Northwest Aerospace Training Corporation (NATCO) is formed.



1988
Northwest bans smoking on all North American flights, the first major U.S. airline to do so.



1989
Northwest is the launch customer of the world's largest commercial airliner, the Boeing 747-400.

1990s

1991
Northwest pioneers the first satellite navigation and communication link.

1992
Northwest launches Northwest AirCares, an innovative giving program that teams with a new charity each quarter for fundraising and promotions.



1993
KLM and Northwest join together in creating a unified global airline system, the first of its kind in the world.

1994
Northwest and KLM introduce World Business Class, a roomier and enhanced international business class service offered at a regular business class price.



1996
Northwest introduces its Web site, www.nwa.com.

Northwest boards its 1.5 millionth passenger in Japan, making it the first year Northwest has boarded more than 1.5 million.

1990s

1997
Northwest debuts new Electronic Service Centers in Minneapolis/St. Paul and Chicago-O'Hare.

Northwest celebrates its 50th anniversary of service from the United States to Asia, becoming the only airline in history to mark this milestone.



Northwest ranks second in a *Fortune* survey of the World's Most Admired Companies.

1998
Northwest reports record 1997 profits of \$597 million, the largest annual net income in the company's history.

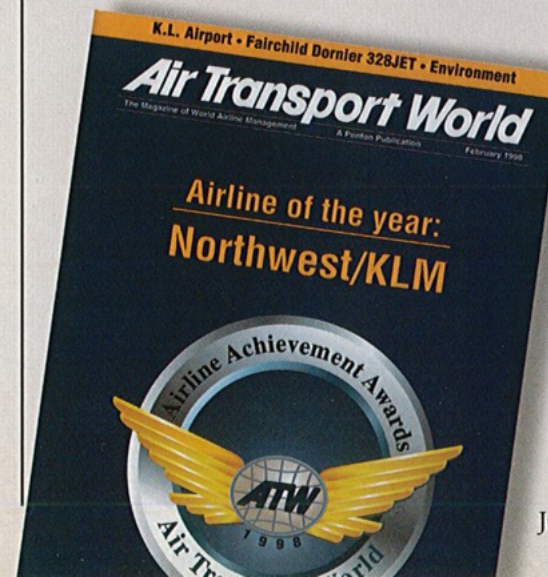
Northwest and KLM are named "Airline of the Year" by *Air Transport World* magazine. Mesaba Airlines, operating as Northwest Airlink, is named "Regional Airline of the Year."

2000s

2000
Northwest is the first major network carrier to offer an Internet check-in program through its Web site, www.nwa.com.

Northwest's Board of Directors elects Richard H. Anderson to the position of chief executive officer, and Douglas M. Steenland to the position of president.

2002
Northwest and Wayne County open the Edward H. McNamara Terminal/ Northwest WorldGateway.





75 Years of Service

JET PLANE generation

BOEING'S 757 AND THE AIRBUS A330 CAN CHANGE THE WAY YOU SEE FLYING

We of the jet plane generation tend to take flying for granted. But when you stop and think that manned flights have only been around for about 100 years, and commercial jet travel half that long, the innovation, design and production of aircraft to achieve that aerodynamic feat puts flight at the top of our species' heap of great triumphs.

For those a little jaded by jet travel, it sometimes feels like the novelty has worn off. But stop and think about the complexity of what occurs every time we take a flight. Thousands of finely engineered parts that must all function to perfection at every moment. A fuselage that bears the pressure of takeoff, landing, and actually *flying* in the harsh conditions and temperatures at

30,000 feet. Wings that lift perfectly every time, and set us down with gentle ease. Navigation gear that knows exactly where we are at every waking, and sleeping, moment. Hot coffee, meals and restroom facilities.

You want to feel humbled? Try standing at ground level of the mammoth buildings at two of the world's largest airplane manufacturers, Boeing and Airbus. Then take a peek inside to see how two of the world's most popular commercial jets begin to take shape. You'll find you feel less jaded and more elated the next time you climb aboard a Boeing or an Airbus jet, especially the two models featured on the following pages. **WORDS BY DON CAMPBELL**

PHOTO COURTESY AIRBUS

INNOVATION IS SEEING WHAT EVERYBODY SAW, BUT THINKING WHAT NOBODY THOUGHT.

Innovative, original ideas require unconventional thinking. Which is exactly the strategy behind the totally new 2003 Ford Expedition. We had to forget what we knew about SUVs and think without boundaries. The result - 123 major innovations.

To receive personalized information on the totally new 2003 Ford Expedition, just fill out the attached business reply card and drop it in the mail.



THE TOTALLY NEW
2003 FORD EXPEDITION.
IT HAS NO EQUAL.



INNOVATION > **01**
PowerFold™ 3rd-Row Seat* > Expedition is the only full-size SUV with a 3rd-row seat that folds completely flat into the floor at the push of a button.



INNOVATION > **02** **IRS** > Expedition is the only full-size SUV with a fully Independent Rear Suspension.

INNOVATION > **03** **Safety Canopy™ System**** > Expedition is the only full-size SUV with this new safety canopy and rollover sensors.

1-866-SUV-FORD See all 123 innovations
www.fordvehicles.com/expedition.

*Power assist optional for 3rd-row seat. **Optional.



no boundaries



BOEING 757

For 20 years, Boeing's 757 single-aisle workhorse has transported us around the planet. Nearly 60 airlines and other operators from 27 countries have ordered more than 1,000 757s in those two decades. Northwest Airlines currently employs 55 757-200s in its fleet, with 16 new 757-300s on order, taking delivery of the first ones this summer. This new iteration of the 757, an evolutionary plane that has made technical improvements in fuel efficiency and noise reduction, will replace Northwest's soon-to-be-decommissioned DC-10-40 fleet.

At Boeing's Renton, Washington, plant—where about 40 percent of the world's jet airplanes flying today were built—the 1,000th 757 rolled off the assembly line last May. The newest model of one of the industry's most dependable aircraft is a comfortable, efficient plane that is setting new benchmarks for fuel efficiency, noise reduction and comfort. You've likely been one of the more than 1.3 billion people to have been carried by the 757. In its 20 years, it has flown the equivalent of nearly 25,000 roundtrips between the Earth and the moon. The twinjet beauty has a range of about 4,000 miles.

At Renton, a calm, steely efficiency pervades the grounds that include a giant hangar where Boeing and the U.S. military once built the B-29 Superfortresses, and where the world's supply of "7s"—

Right: A Northwest 757-300 takes shape at Boeing.

Below: Northwest's first 757-300, with its paint job.



707s, 727s, 737s and 757s—have been born. The process of building these giant flying machines, with wingspans equal to the area of an average three-bedroom house, is spread out across three enormous buildings.

Several hundred skilled laborers will lay their hands on these planes. "These are not skills or knowledge that you acquire overnight," says Boeing spokesperson Sandra Angers of the crews' expertise. "And every process, after it's completed, is inspected." It happens over and over, thousands of times, in the

In 20 years, Boeing 757s have flown the equivalent of nearly 25,000 roundtrips between the Earth and the moon.

process of going from conceptual drawings to airborne craft.

Supervisor Ronald Huffman dons protective booties and slips into a 757 nearing completion. A client team from China is going through a "shake," or inspection. The plane's interior smells not unlike a new car. "My team can install an interior in 11 days," says Huffman, who has the plane from final assembly to rollout.

The 757s will shortly enjoy the same assembly line manufacturing style as their sister 737s, built next door. Once the planes are



**B/E Aerospace Salutes
Northwest Airlines**

75 Years Strong

**Thanks For Making
B/E Aerospace Part of
Your Success!**

B/E Aerospace is the world's leading manufacturer of cabin interior products for commercial passenger aircraft and business/VIP jets.

Commercial & Executive Seating Executive Cabinetry Galley Inserts
Lighting Oxygen Systems Crew Rests Galley Structures

**B/E
AEROSPACE**
www.beaerospace.com

PHOTOS COURTESY BOEING



assembled to look like planes, they are hitched to a tug that pulls them along a slow-moving line, a critical path where final installation takes place. Tools, parts and equipment are all laid out in standard arrays. Each component of installation occurs at a precise place and time during the course of each 24-hour period. Crew communicate closely via computers, an array of "signal lights," and even specific music that can signal problems or stoppages. Lost time is kept to an absolute minimum, problem-solving time maximized. Time is money.

Once assembled and painted—which itself is an exact science factoring in even coverage for weight and balance—the plane will undergo a series of ground tests and test flights. Says Angers, "After everything is [ground] tested, the plane thinks it's flown for five full days." B-1 flights, for initial Boeing testing, and C flights for the customer follow, Huffman says. "If all goes well, there's only one each of those," he says. And then it's rolled out, ready for service in skies around the world.

Northwest's 757-300s will hold 224 passengers, depending on configuration. It's the most fuel-efficient plane in its class. Boeing has also focused on environmental quality, improving other emissions, including carbon dioxide. As

75 Years of Service



such, the 757 already meets the 2004 international emissions limits for hydrocarbons, carbon monoxide, smoke and nitrogen oxides. The plane also has significantly reduced its "noise footprint," or the amount of sound it generates—good news for those who live near airports.

PHOTO COURTESY BOEING

FOR OVER 70 YEARS, WE'VE SHARED THE WILD BLUE YONDER WITH THE BIG RED TAIL.



MY, HOW TIME FLIES.

Boeing is proud to salute our partners at Northwest Airlines as they celebrate their 75 year commitment to customer service. We're equally proud that this anniversary year will also see Northwest take delivery of our new advanced 757-300 airplane. A sure sign that they intend to make their future every bit as impressive as their past.



www.boeing.com



Pratt & Whitney is proud to have been able to call Northwest Airlines a customer and a friend for the last seven decades. Congratulations on your 75th anniversary, and we look forward to soaring for the next 75 right along with you.



Why pay full price for a hotel room?

Save up to 70% on the places you want to stay!

New York
from
\$59.95

San Francisco
from
\$49.95

Orlando
from
\$39.95

Las Vegas
from
\$29.95

Save on thousands of hotels in hundreds of cities worldwide.

hotels.com
THE BEST PRICES AT THE BEST PLACES. GUARANTEED.

800-311-5232

hotels.com lowest price guarantee does not apply to all dates or properties. See www.hotels.com for further details.



AIRBUS A330

A transatlantic flight away, in Toulouse, France, the Airbus Central Office coordinates the production of the mighty A330 family, wide-body craft with a range of 6,400 miles. Since 1972, when the first Airbus airliner rolled off the assembly line, Airbus has grown to include manufacturing plants in France, Germany, the United Kingdom and Spain, as well as an international network of 1,500 suppliers in 27 countries, including some 800 suppliers in the United States. More than one aircraft rolls off its lines every working day.

Airbus, which has captured almost a 50 percent market share of commercial jet aircraft, considers the key to its success to be keeping an experienced workforce. Beginning as a consortium that included aerospace companies from France, Germany and Spain, Airbus' workforce has been sustained over the last three decades and draws on the expertise and coordinated work-sharing efforts from its far-flung partners.

continued on page 26

Above: Airbus' Design Office and final assembly facility in Toulouse, France.

PHOTO COURTESY AIRBUS

ADVERTISEMENT

A PARTNERSHIP OF VISION BEATS THE ODDS



A quick glance at the gift suggestions for anniversaries underscores how remarkable an achievement it is to reach one's 75th. While the 10th anniversary traditionally garners aluminum—appropriate in this case—it by no means is apt recognition of achieving 75 soaring years in the airline industry. Silver, gold and diamonds for 25, 50 and 60 years don't do Northwest justice. Rather, a fitting acknowledgment of this milestone is the strong and long-lasting relationship between partners—Northwest Airlines and Airbus.

With one of the largest Airbus fleets in the United States, Northwest Airlines became a proud member of the prestigious Airbus 100+ Club when the airline took delivery of its 100th Airbus aircraft just last year. The achievement served as an exclamation point for an increasingly significant partnership that began several years ago.

As the U.S. launch customer for the A320 in the 1980s, Northwest demonstrated the potential of the A320 in one of the most demanding operational and economic environments in the world. The Airbus fleet brought range capability to fly Northwest's longest domestic routes,

greater fuel efficiency and a comfortable cabin appreciated by passengers. During three decades, Northwest's dedicated employees have delivered their trademark service while making the most of the advantages the A320 offers—leading to continued growth of the airline's Airbus fleet with acquisition of the smaller A319.

The kind of vision and thoughtfulness to passenger comfort that led to Northwest's past success was demonstrated again when the airline selected the A330 as its future transatlantic flagship. When the A330-300s enter service next year, Northwest will be the launch customer for an enhanced Airbus cabin interior. Building on the success of the Northwest A319/A320 in North America and Asia, the carrier will be

providing a world-class, Airbus traveling experience for its customers in the important and demanding Atlantic market.

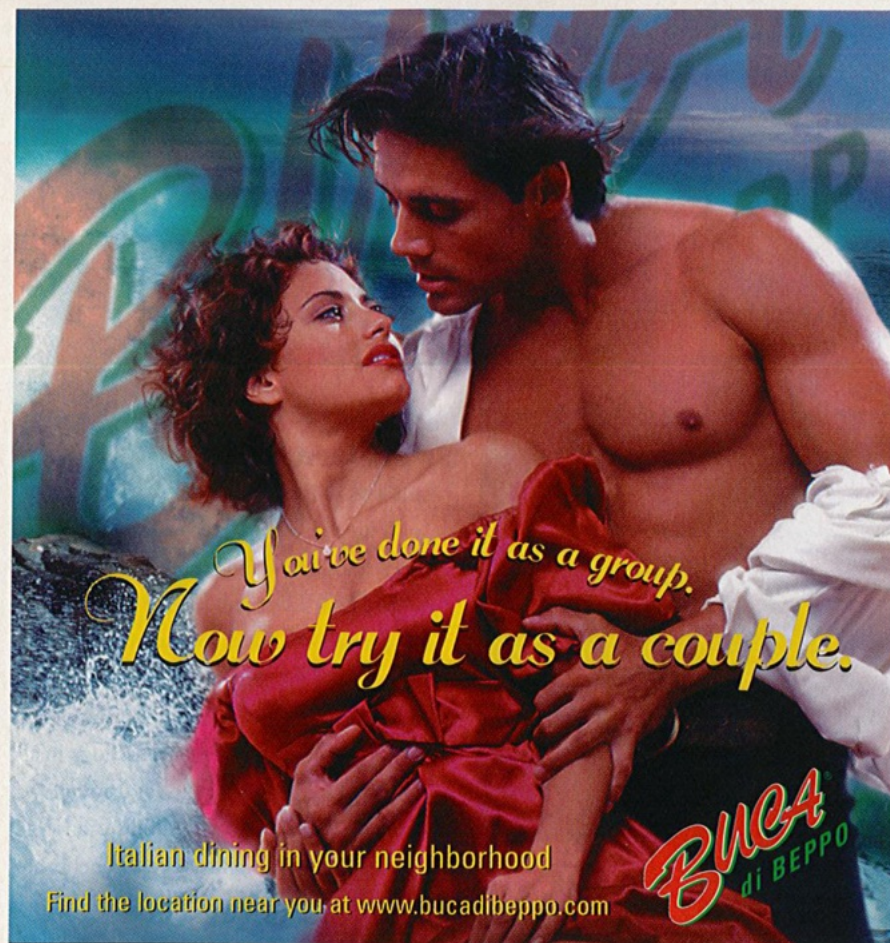
With the operation of the single-aisle A319 and A320 and, soon, the twin-aisle A330s, Northwest will be one of the growing number of airlines to recognize and take advantage of the commonality built into the Airbus product line. The application of the same proven, leading-edge technology in all current and future Airbus aircraft allows Northwest to realize tremendous economic and operational benefits. These benefits are positively reflected in the final product that Northwest's passengers and cargo customers experience every day.

The team spirit between Northwest Airlines and Airbus has made a difference for both companies—and for Northwest's passengers. It has been a true partnership for which the people of Airbus are extremely proud and grateful. From the Airbus team worldwide, "Happy 75th Anniversary and many Congratulations to Northwest!" Let's maintain this team spirit for the next 75 years—and beyond!



One of Northwest's 75 A320s





75 Years of Service

Part of the lure of bringing Airbus into the Northwest fleet was cabin size and comfort.

continued from page 24

The company evolved from consortium to integrated company in July 2000. More than 2,500 Airbus aircraft are currently in service with 186 operators globally.



In 1986, Northwest Airlines became the company's North American launch customer for the single-aisle A320, with the first aircraft going into service in 1989. In terms of number of planes, Northwest is one of the top-three U.S. operators of Airbus aircraft. The Northwest fleet currently includes 118 aircraft in the A320 family, including 43 A319s delivered or in service (with 35 set to be delivered), and 75 A320s (with nine new planes to be delivered). Last year, Northwest Airlines ordered 24 Airbus A330-300

Above: Electronic imaging of how a Northwest A330-300 will look.

PHOTO COURTESY AIRBUS



Your Experience Depends On Ours

When you want to have a great vacation to Hawaii, look to the people who have been taking people there for more than 75 years — Northwest Airlines® and Northwest Airlines WorldVacations®.

To celebrate our anniversary, we're offering you a savings of \$75 on your next WorldVacations trip of \$500 or more to any one of our several destinations. Book your trip between July 1 - Aug 31, 2002, for travel between Sept 1 - Dec 15, 2002.

For complete details, go to www.nwaworldvacations.com/worldtraveler.html.

Beyond our experience and great offers, we can give you several more reasons to choose WorldVacations:

- ▼ Convenient daily service to Honolulu
- ▼ Specially priced airfares on Northwest Airlines and inter-island airfares via Aloha Airlines and Hawaiian Airlines
- ▼ A wide selection of value-priced hotels and condominiums
- ▼ Car rentals, sightseeing tours, and more that you can add on to create your own custom-designed vacation
- ▼ 500 WorldVacations WorldPerks Bonus Miles with the purchase of air and hotel, in addition to actual miles flown
- ▼ Satisfaction guaranteed with our WorldVacations Travel Warranty



For reservations, visit us online at www.nwaworldvacations.com, call us at 1-866-244-2830 (ext. 76), or contact your professional travel agent.

DWV3164

The "Wonders Series" returns to Memphis



Attend the world premier showing of the exhibition of the Romanov Czars, then stay at The Peabody, the South's grand hotel.

The Imperial Russia Package

- Superior room for two for one evening
- Two tickets to the exhibition • Complimentary parking
- Complimentary admission to The Peabody Athletic Club

\$245

Plus tax, based upon availability. April 15, 2002 - September 15, 2002

1.800.PEABODY



Top 100 Hotels. Travel + Leisure magazine

149 Union Avenue. Memphis, Tennessee. 38103
www.peabodymemphis.com



The beauty is in the cut.



GIA certified diamonds cut to strict standards.

Visit our website at:

www.diasource.com

For example: VS2 Clarity, H Color: \$5,200 per carat

	FL	VVS1	VVS2	VS1	VS2	SI1	SI2
D	\$15200	\$10200	\$9100	\$7700	\$7100	\$6400	\$5400
E	\$10100	\$9100	\$7700	\$7300	\$6800	\$6000	\$5100
F	\$9000	\$7700	\$7300	\$6900	\$6500	\$5800	\$4800
G	\$7700	\$7100	\$6800	\$6400	\$6000	\$5400	\$4500
H	\$6200	\$6000	\$5700	\$5400	\$5200	\$4800	\$4300
I	\$5300	\$5100	\$4800	\$4700	\$4300	\$4100	\$3700
J	\$4400	\$4300	\$4200	\$4100	\$3900	\$3700	\$3400

* Note: Price chart based on per carat cost, for issue #6. Prices subject to change.



Arizona:
8428 E. Indian School Rd.
Scottsdale, AZ
(480) 990-0100

California:
1860 S. Sepulveda Blvd.
Los Angeles, CA
(310) 966-9991

75 Years of Service

twinjet airliners for its fleet of transatlantic aircraft. Deliveries of the aircraft are scheduled to run from June 2003 through 2006. The A330s will replace Northwest's fleet of DC-10s for use on its transatlantic routes.

The twin-engine A330-300 first entered service in early 1994. In 1998 Airbus launched the A330-200, offering long-range capability of up to 7,600 miles. The plane lays claim to some of the lowest operating costs of any aircraft design with maximum flexibility for a wide range of air service.

Part of the lure of bringing Airbus into the Northwest fleet was cabin size and comfort. Says Airbus spokesper-



son Mark Lugenbill, "The A320 is seven-and-a-half inches wider in the fuselage than comparable models. That translates into a bigger, more comfortable cabin."

Airbus has earned significant growth in its relatively short 30-year history, building its foundation on designing and manufacturing high-quality, leading-edge aircraft. It's a new generation of comfort, efficiency and modern technology. ®

Above: Airbus employee working on nose assembly in the new Erebus hall.

PHOTO COURTESY AIRBUS

BREWERY FRESH TASTE



Freshest Taste
within 110
Days

BORN ON
DATE

DAY / MO / YR

GUARANTEED FRESH.

August A. Busch III
AUGUST A. BUSCH III BREWMASTER & CEO



PROUDLY SERVING YOUR AIRLINES.

product placement

If you happen to be flying on one of our Boeing 747-400 jumbo jets right now, you are relying on more than six million individual parts. You also are relying on Chris Collette.

He has a title that fills two lines on his business card: Director of Commodity Management for Aircraft Component and Accessories. He is an integral part of a Materials Management organization that includes Material Requirements, Commodity Management, i.e. Purchasing, and Stores and Distribution functions.

At any time, Northwest has \$750 million in parts waiting in maintenance bases all over the world.

Collette and his team purchase aircraft parts and repairs. He works closely with his counterparts in Materials Management, who determine what parts are needed and store and transport them throughout the NWA system. You see, no single human being could comprehend the complexities of Northwest Airlines' vast inventory of parts for all sizes of aircraft: all the nuts and bolts and screws, the flaps and rudders, the seats, the fuses, the engines, the wires, the switches and, yes, even the kitchen sinks that go into a fleet of modern jet airliners. That 747 we mentioned has 171 miles of wiring and five miles of tubing in it.

Collette works on the strategies of acquiring and locating aircraft parts, analyz-

ing and anticipating the needs, the specifications and the costs of tens of thousands of parts that go into an aircraft. He deals primarily with avionics—those often hidden computer systems that guide and navigate aircraft—as well as the hydraulic systems, electrical systems, the pumps, the valves, the actuators and motors that keep you flying in air-conditioned, pressurized comfort.

Northwest spends between \$350 million and \$400 million a year on parts and on component repairs. It places an estimated 225,000 orders for parts each year. And it can get expensive. Ever notice those blades that spin around inside a jet engine? There are more than 2,000 of them, each costing an average of \$1,000. That's \$2 million worth of blades per engine on each of Northwest's fleet of more than 400 aircraft.

Each part has its own life span and its own seasons. Anti-ice equipment, obviously, works harder in the winter. Tires, on the other hand, get greater wear in the hot summers. Some parts last for years and rarely need replacement. Others, such as brakes and tires, need frequent replacement.

Predicting when and where parts will be needed is a sophisticated science handled by Collette's counterparts in the Material Requirements group, who are experts in the field of defining airline part requirements. The largest depot of parts is at the huge Northwest overhaul maintenance base at Minneapolis/St. Paul International Airport. Major hubs, too, have huge inventories on hand, while all stations must have parts on hand, based on the skills of people like

Collette and his colleagues in anticipating and filling the needs.

It would be impossible, of course, for all the parts for all the planes to be at all of the airports. Statistical laws, however, let these experts know the likelihood of a specific part being needed, say, in the winter in Manila. "Part of our forte is to be problem solvers," Collette says. He and his colleagues can improvise with astonishing efficiency the ordering and rushing of parts "to the right place at the right time."

At any given time, Northwest has \$750 million in parts waiting in maintenance bases and airport locations all over the world. "In the past two or three years we have worked very hard on what we have and where we have it," Collette says. "The better we do our job, the fewer surprises we have. Our job is to avoid surprises." ☺



Think of it as a Mute button for the world around you. Whether you're irritated by the engine roar on airplanes, noise of the city, bustle in the office, or the blare of neighborhood yard work, this headset lets you hush them all. And it does it with the flick of a switch. You savor delicate musical nuances in places where you couldn't before. And when you're not listening to music, you can use it to quietly enjoy a little peace. Clearly, the Bose QuietComfort headset is no ordinary headset. It's no exaggeration to say it's one of those things you have to experience to believe.



Reduce noise with Bose technology.

Whole Earth describes this headset as "perfectly wonderful," especially when you "need to listen anywhere there are a lot of background distractions."

That's because the QuietComfort headset actively monitors and counteracts unwanted noise and reduces it before it reaches your ears.

It recognizes what you're about to hear and compares it with what you want to hear—music, or silence itself. Patented Bose technology then counteracts the noise and delivers the sound you want.

Upscale magazine calls this headset "revolutionary." Respected columnist

Rich Warren hails it as his "product of the year." *Stereo Review's Sound & Vision* reports that it "can be a terrific antidote for delayed flights, engine noise, crackly airline headphones, and all the other nuisances passengers encounter."

Enjoy your music with Bose sound quality. The QuietComfort headset arrives ready to use with your portable CD/DVD/MP3 player, home stereo, laptop or office computer, and in-flight entertainment systems. As *Men's Journal* reports, it "puts the wearer in a zone



of blessed quiet, then fills the ears with rich stereo sound." The *Boston Globe* calls the audio quality "superb." MSNBC.com columnist Rudy Maxa finds it "stunning." Just what you expect from the most respected name in sound.

So comfortable, you may forget you're wearing it. With a weight of only 5.4 ounces, the QuietComfort headset nestles lightly around your ears. Audio critic Mark Fleischmann calls it "the most comfortable full-sized pair of headphones I've ever used," with the "softest earpads I've encountered in 30 years of wearing headphones."



Try the QuietComfort headset for yourself risk free. We don't expect you to take our word for how dramatically this headset reduces noise, how great it sounds, and how comfortable it feels.

You really must experience it to believe it. Call toll free to try the QuietComfort headset for 30 days in your home, at the office or on your next trip—satisfaction guaranteed. Use it to think, work and relax in peace. Listen to music or an in-flight movie with its clear, rich sound. If you love this headset, keep it. If you can bear to part with it, simply return it for a full refund of the purchase price. No questions asked.

Use it as a concert hall – or a sanctuary.

The Bose® QuietComfort® Acoustic Noise Cancelling® Headset.

Call 1-800-474-2673, ext. Q1662 today. This

headset is available directly from Bose, and *Airfax.com* reports that "you will not regret one penny spent" on it. You can also take advantage of our installment plan and make **12 low interest-free monthly payments.*** Call today to enjoy a very different kind of headset—the Bose QuietComfort headset.

1-800-474-2673, ext. Q1662

For information on all our products: www.bose.com/q1662

Name _____
Address _____
City _____ State _____ Zip _____
Day Phone _____ Eve. Phone _____

BOSE®
Better sound through research®

Mail to: Bose Corporation, Dept. CDD-Q1662
The Mountain, Framingham, MA 01701-9168

©2002 Bose Corporation. Patent rights issued and/or pending. *Installment payment plan not to be combined with any other offer or applied to previous purchases, and available on credit card orders only. Payment plan subject to change without notice. Quotes: *Whole Earth*, 12/00; Candis Dickerson and Constance E. Clemons, *Upscale*, 3/01; Rich Warren, *News-Gazette*, 11/27/00; Rebecca Day, *Stereo Review's Sound & Vision*, 12/00; by Mike Steere from *Men's Journal*, October 2000, by *Men's Journal* LLC 2000. All rights Reserved. Reprinted by Permission, Jerry Morris, *Boston Globe*, 10/24/99 on the original airline headset; Rudy Maxa, columnist, www.msnbc.com, 10/8/00; Mark Fleischmann, www.zdnet.com, 7/5/00; www.airfax.com, 6/00.



IN CONJUNCTION WITH THE HISTORY CHANNEL
ART BY BETTMAN / CORBIS | out of time

in the year 1927...

First Passenger

It was on July 5, 1927, that Northwest Airlines carried its first passenger, businessman Byron G. Webster. The flight, flown by Charles "Speed" Holman, was a one-way trip from Minneapolis/St. Paul to Chicago.

Lucky Lindy's Fateful Flight

On May 22, 1919, wealthy hotelier Raymond Orteig offered \$25,000 to the first pilot to fly nonstop across the Atlantic, between New York and Paris. Eight years later, a young airline pilot, Charles Lindbergh, rose to the challenge. But he recognized the risks: Before his historic flight, at least nine other attempts had been made, and six pilots had died trying.

Lindbergh raised \$13,000 from nine St. Louis businessmen and set to work designing a plane custom-made for the crossing. He chose a high wing monoplane, taking five sandwiches and one gallon of water for nearly 34 hours of flying. He trimmed the corners of his maps, left the radio behind and opted not to take a parachute.

For more than 33 grueling hours, Lindbergh skirted an endless ocean and cheated death. Fatigue was a grim companion. At last, at 10:21 p.m., May 21, 1927, Lindbergh landed on the other side of the Atlantic and was greeted in Paris by a mad crush of congratulators. His life would never be the same. But then, neither would the skies he flew.



Charles Lindbergh

A Woman President?

It could have happened if Victoria Woodhull, the first woman to run for the office of President of the United States, had achieved her goal.

Though now a name likely to draw blank stares, in her time, Woodhull's name was one of the most recognized in the country. Born in 1838, but well ahead of her era, she fought for such now-realized ideals as the eight-hour workday, social welfare programs and the graduated income tax.

Nominated by the Equal Rights Party, Woodhull ran for president in 1872. While not expected to win, her candidacy sent a message to the government—it was time for change, time for a woman in the White House. One hundred years later, we're still waiting.

Woodhull died June 9, 1927.

Pictures Talk

The first talking picture, Warner Bros.' *The Jazz Singer*, took the movie world by storm. Starring Al Jolson, the picture received a special Academy Award for "the pioneer talking picture which has revolutionized the industry." While there actually wasn't much talking going on in the movie, it was enough to set the industry on fire as other studios jumped on the bandwagon.

The Iron Lung

An electric aspirator, later called the iron lung, was installed at Bellevue Hospital in New York City on July 29, 1927. The aspirator, consisting of an iron box and two vacuum cleaners, was several feet in length and used a push-pull motion on the chest.

Born in July 1927

July 4

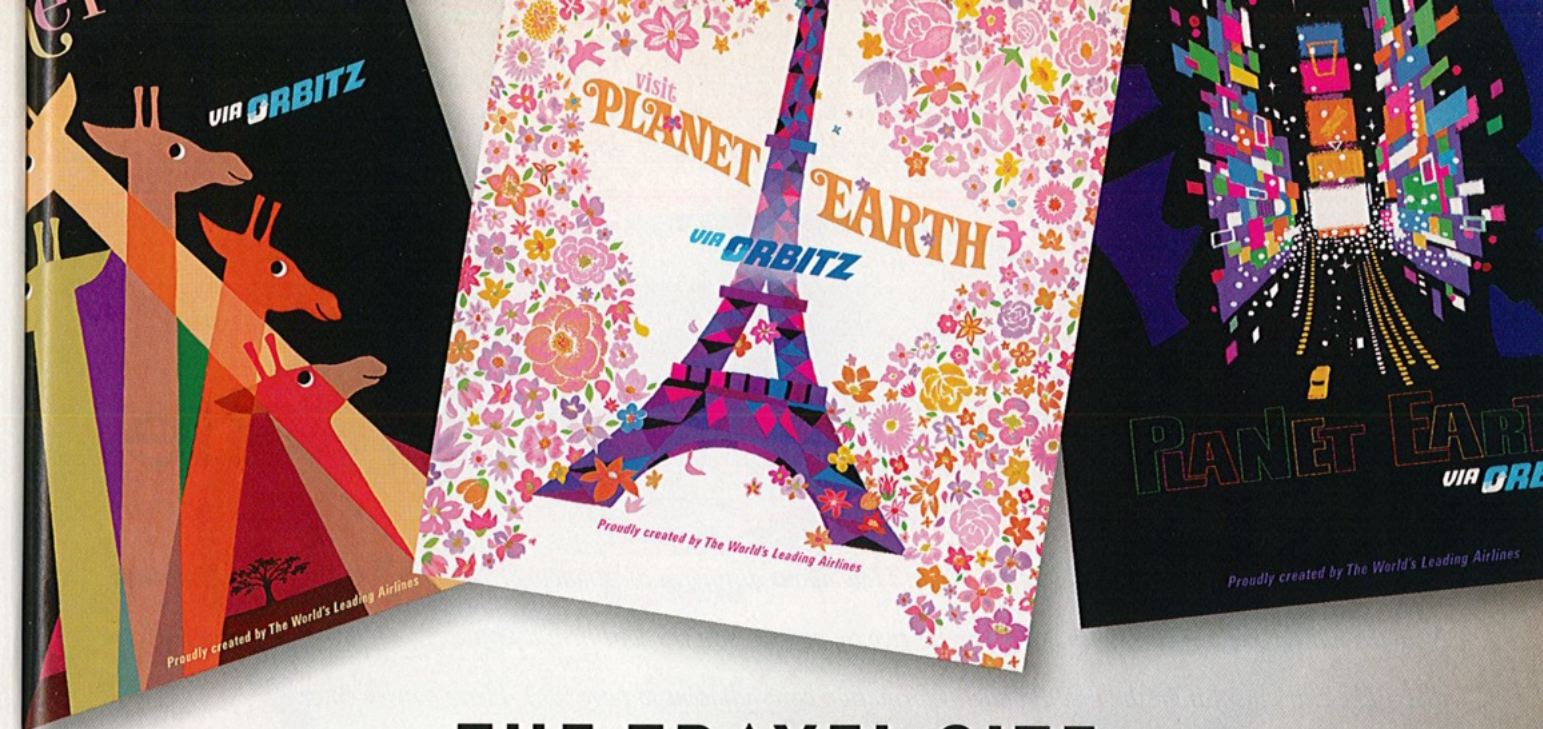
- Gina Lollobrigida, actor
(*Trapeze*, *Buona Sera Mrs. Campbell*)
- Neil Simon, playwright
(*The Odd Couple*, *Plaza Suite*, *Biloxi Blues*)

July 9

- Leonard Patrick "Red" Kelly, hockey
(*NHL hall of famer—Norris Trophy*)

July 14

- John Chancellor, news anchor
(*NBC*, *Voice of America*)



THE TRAVEL SITE WITH THE MOST LOW FARES.

The most available fares. The most flight options. The most Web fares in one place.
Scans more than two billion possibilities in seconds. Easy to navigate. Easy to use.

THE MOST LOW FARES TO PLANET EARTH. ORBITZ.COM

ORBITZ

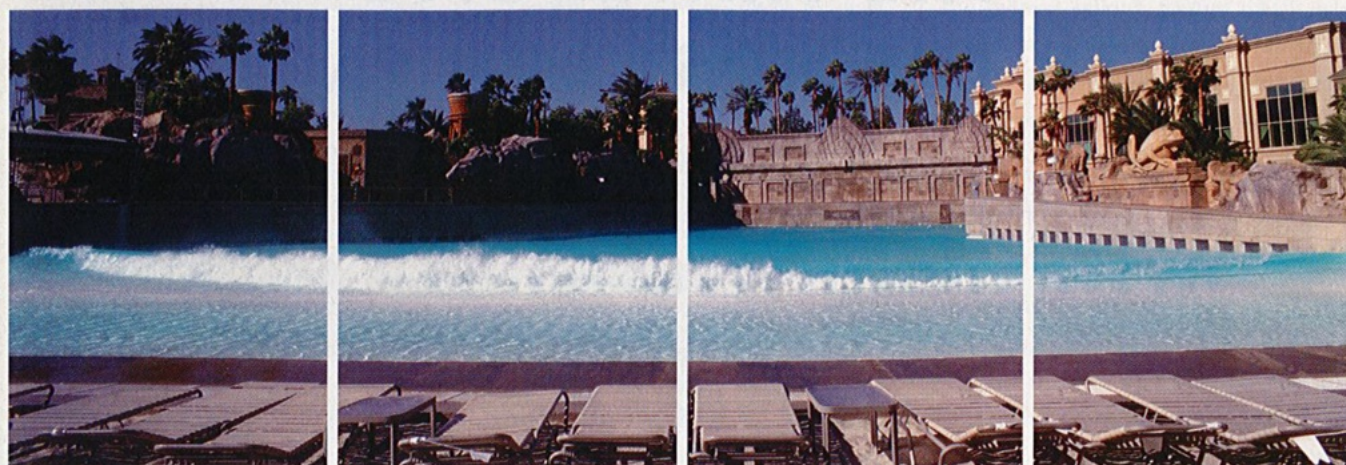
Proudly created by the World's Leading Airlines.



For **THIS WEEK IN HISTORY** tune in to The History Channel or www.HistoryChannel.com

win tickets for 2 nationwide

Ever feel like lounging near the pool in Las Vegas? How about dining in the shadow of New York's Empire State Building? Now the nation can be yours, with a free trip for two to anywhere in the continental United States that Northwest Airlines flies. (The entry form is on the Free Product Information card adjacent to page 98.) Here's how to enter:



1 Find five globe symbols (below, right), and list their page numbers on the contest entry form. (The form is located on the Free Product Information card adjacent to page 98. If there is no entry form available, a postcard is acceptable, but only if the specific contest being entered is noted.)

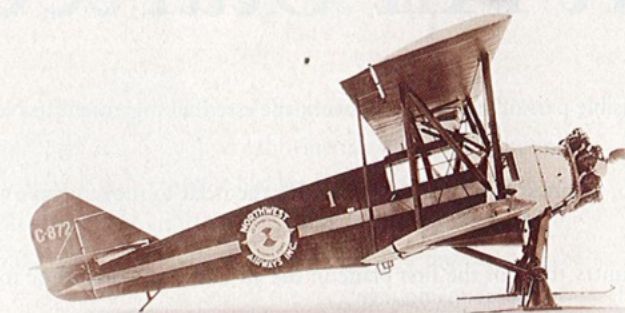


2 Place 23 cents U.S. postage or appropriate international postage on the card and mail. Be sure to include your full name and address and a daytime phone number for prize notification. Only one entry per person. Entries must be received by September 30, 2002. Winner will be notified by October 15, 2002. See Official Rules for complete details.

official rules No Purchase Necessary

TO ENTER: Complete and send the entry form on the Free Product Information cards adjacent to page 98. If no entry form is available, send a postcard (sorry, no faxes) with name of contest you are entering, page numbers of five (5) symbols, name, address and phone, and mail to: Northwest Airlines WorldTraveler, P.O. Box 4005, Beaverton, OR 97076-4005. Only one entry per person allowed. Sweepstakes begin July 1, 2002, and entries must be received by September 30, 2002. Winner will be selected on or about October 15, 2002, by random drawings from all correct entries under the supervision of Skies America Publishing Company, whose decision is final. Eligibility: Employees of Northwest Airlines, Skies America Publishing Company, their agents, affiliates and subsidiaries and their immediate families are ineligible. Entrants must be at least 18 years old. Applicable taxes are the responsibility of the winner. This sweepstakes subject to U.S.

law. All U.S. federal, state and local laws apply. No substitution for prizes which aren't transferable. Winner's name and likeness may be used for publicity purposes. Void where prohibited. Odds of winning depend on the number of entries received. Winner will be notified by mail and phone, and will be required to sign an Affidavit of Eligibility and Publicity Release, unless prohibited by law, within 14 days of notification. These sweepstakes are sponsored by Northwest Airlines Corporation, Minneapolis/St. Paul, Minnesota, and promoted by Skies America Publishing Company. Winner and travel companion will be required to sign a Release of Liability within 14 days of notification. For a list of winners, available after November 1, 2002, send a stamped, self-addressed envelope to: Contests, Northwest Airlines WorldTraveler magazine, Skies America Publishing Company, 9655 S.W. Sunshine Ct., St. 500, Beaverton, OR 97005.



Here's to big dreams. Congratulations to our friends at Northwest Airlines for always keeping the ultimate destination in mind. Happy 75th Anniversary.

CARMICHAEL LYNCH

CL



75 Years of Service

Where It All Started

While planes and airports are the most visible part of an airline, in truth, the essential ingredient in Northwest Airlines' long history is cities: cities that people want to visit for business or a break, or both. It's the need to move people and cargo from place to place, from city to city and from country to country that got the first plane in the air and drove an airline to 75 years of growth.

Northwest, together with its partners, serves about 750 different cities in nearly 120 countries. That's more than half of the countries in the world. But not all destinations are created equal. Throughout its history, Northwest has relied on a handful of cities for a large share of its success. Whether they were early launching pads for burgeoning route maps, or serve as hub locations today, these cities' early partnership and continued commitments have helped bring Northwest to maturity.

In the following pages, *WorldTraveler* profiles 10 cities whose relationship with the airline goes back to Northwest's fledgling days. To see what each city was like when that relationship began is to see how far the airline has come, and how time has changed the landscape in which we live. **WORDS BY MATT WILLIAMS**



Minneapolis ▲

St. Paul ▼



MINNEAPOLIS: COURTESY GREATER MINNEAPOLIS CONVENTION AND VISITORS ASSOCIATION. ST. PAUL: COURTESY ST. PAUL CONVENTION AND VISITORS BUREAU.

minneapolis/st. paul

Of all the cities Northwest has partnered with over the years, Minneapolis and St. Paul, Minnesota, have always served as the airline's bedrock. And while they are commonly known as the Twin Cities, the two are quite distinct.

The relationship began 75 years ago when Charlie "Speed" Holman took off from the St. Paul Municipal Airport, and continues today. The area serves as Northwest's world headquarters, home to about 20,000 employees.

Back when Speed was making history, the Twin Cities had a population of 700,000. The area was a magnet for Swedish, Norwegian and Danish immigrants. Its Midwestern roots were strong: It was not only a world leader in butter, linseed oil and iron ore production, but it was the world's flour milling capital, with 15 mills employing 3,000 people and making \$104

million of flour annually in the mid-'20s.

Every thriving city has a hearty business culture blanketed with a vital arts scene, and in the '20s, both ends were served in the Twin Cities. Perhaps as a precursor to the area's rich theater environment (today, the Twin Cities is second only to New York City in the per capita attendance at theater and arts events), motion picture theaters thrived. Moviegoers broke attendance records in more than 20 theaters in the Minneapolis downtown area between 1925 and 1930.

The balance between commerce and leisure continues to drive the Twin Cities, as both consistently rate high on U.S. livability surveys. The area is home to more than a dozen Fortune 500 companies, including 3M, General Mills and Medtronic.

Minneapolis' frenetic business culture is well balanced by St. Paul's European sensibility, with city squares and thoughtful

architecture showcasing turrets, towers and Baroque domes. St. Paul's Summit Avenue contains 4.5 miles of intact, residential Victorian architecture, the longest such stretch in the country. Its feel was enough to inspire Mark Twain to declare, "Saint Paul is a wonderful city. It is put together in solid blocks of honest bricks and stone and has the air of intending to stay."

The area has kept its environmental eye keen. In a state where 95 percent of the population lives within five miles of recreational lakes or rivers, the Twin Cities' love of the outdoors is easily met. There are about 20 lakes within Minneapolis' boundaries alone. In fact, the city's name is even relevant: "Minn" is the Dakota word for "water," while "polis" is Greek for "city."

During peak summer travel season, Northwest has 553 daily departures out of Minneapolis/St. Paul.



75 Years of Service

1920s ▼



1920S: UNDERWOOD & UNDERWOOD/CORBIS.
TODAY: VITO PALMISANO.

TODAY ▲



detroit, michigan

Today, Detroit serves as Northwest's most active hub, from the new World-Gateway terminal. But it's a little-known fact that Detroit is also Northwest's birthplace. The airline was founded at a lunch table at the Detroit Athletic Club in 1926, when St. Paul's Col. Lewis Brittin promoted an airline named Northwest Airways to carry mail. In all, 10 of the first 19 airplanes owned by Northwest were built in Detroit.

The business deal was no surprise to Detroiters, whose city was savoring a boom in the mid-'20s. In 1926, the auto industry produced 4,300,000 vehicles valued at \$3 billion. Three years later, Detroit would rank third in the nation in new construction, behind New York City and Chicago. At the end of the decade, the population would rank fourth, with nearly 1.5 million people.

Detroit's cultural face was ascending a similar slope. In the '20s, movie theaters were rising all over the city, thanks to the leisure time discovered after the Ford Motor Company initiated the 40-hour workweek in 1922. People tested their endurance at 95-hour marathon dancing contests, and watched a baseball player/manager named Ty Cobb run the Detroit Tigers until he left the team in 1926. The Detroit Zoo opened its gates in 1928, becoming the first U.S. zoo to use exhibits without bars.

The good times ended on October 24, 1929, when the stock market crashed and the Great Depression began. And, just like the rest of the nation, Detroit slogged through the '30s. It hit a bright spot in 1935 when it was dubbed "City of Champions" after the new Detroit Lions won the National Football League championship and the Detroit Red

Wings took home the Stanley Cup.

Today, the sports world is still strong in Detroit, which was named Best Sports City by *The Sporting News* in 1998. Soon, two of its teams will play side-by-side in brand new facilities. Next month, the \$220 million Ford Field stadium will house the Lions, next door to the Tigers' Comerica Park—a gleaming \$300 million ballpark.

Detroit's population is more than 4 million, and the city has one of the five largest ports in the country, carrying nearly 30 million tons of cargo each year. Its downtown is also undergoing renewal in the form of General Motors' new \$500 million headquarters in the five-towered Renaissance Center.

During peak summer travel season, Northwest has 547 daily departures out of Detroit.

We took a big idea...

...and made it bigger

The Self-Sticking Post-it® Easel Pad.

You're in a meeting, capturing ideas on your easel pad. But then everything grinds to a halt as you search for tacks or tape. Unless you're using a Post-it® Easel Pad. Its pages stick to the wall by themselves, with a strong adhesive. They're even repositionable. So stick with the easel pads that stick. Post-it® Easel Pads.

For more information, contact us at 1-800-328-6276, or www.Post-it.com.



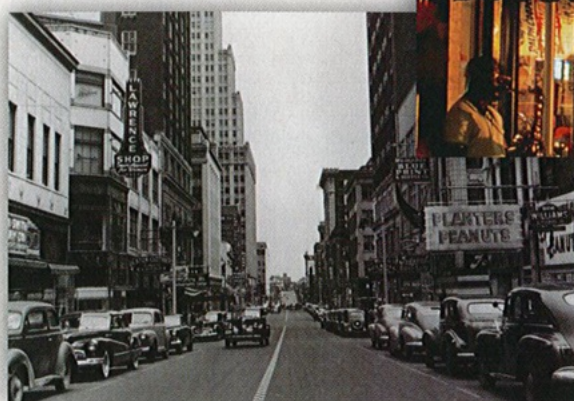
3M Innovation

©2002, 3M. Post-it is a registered trademark of 3M.
70-0709-5844-5



75 Years of Service

1940s ▼



1940S: ARCHIVE PHOTOS. 2000: COURTESY MEMPHIS CONVENTION AND VISITORS BUREAU.

memphis, tennessee

As one of Northwest's three U.S. hub cities, Memphis is a source of pride for the airline. But its history with the city is more complicated than most. The family tree dates back to June 1949, when Southern Airways began service. Southern became part of Republic Airways in 1979, and when Northwest merged with Republic in 1986, Memphis became Northwest's third domestic hub.

Named after the ancient Egyptian capital, Memphis means "Place of Good Abode." In 1949, that was no lie. With a population of around 300,000, Memphis was named the country's quietest, cleanest and safest city on several occasions throughout the next decade. And it was around that time when, in true domino fashion, Memphis' claim to world fame started to become reality.

In 1947, two owners of a struggling radio station, WDIA, decided to do something that had never been done in America:

they would convert to an all-black music format and staff the station with black personnel. In a time when Dinah Shore and Spike Jones were at the top of the charts, the move was risky. But ignoring letters of protest, the station expanded its play list.

One person who heard it all was 24-year-old Riley King, who convinced the owners to give him a daily 10-minute show. Within months King became one of WDIA's most popular deejays, even securing the station's first national advertiser, Lucky Strike. He went by the handle of Beale Street Blues Boy, after the legendary street which still rings with the sounds of guitars each night. That deejay is known today as the legendary B.B. King.

But others also were listening. Sam Phillips, another young disc jockey working at crosstown WREC, decided to open a recording studio on Union Avenue, which

drew the attention of deejay Ike Turner. The two recorded "Rocket 88" in 1951, regarded as one of the first rock 'n' roll releases.

The success of that record inspired Phillips to open Sun Records, which churned out hits by the likes of Elvis Presley, Carl Perkins, Jerry Lee Lewis, Johnny Cash and many more. They would go on to make names for themselves—and for Memphis. It's no surprise that it is mentioned in more songs than any other city in the world.

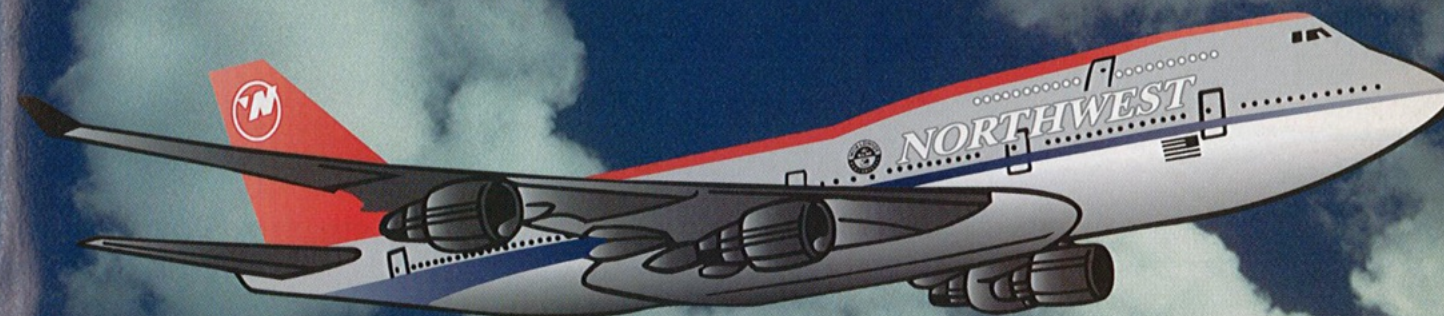
Today, home to more than 1 million people, Memphis is the nation's 18th-largest city. It calls itself America's Distribution Center, as it is not only based along the Mississippi, but is home to FedEx and boasts the busiest cargo hub in the world.

During peak summer travel season, Northwest has 252 daily departures out of Memphis.



TODAY ▲

Happy 75th Anniversary Northwest Airlines



From
Dr Pepper/Seven Up, Inc.
Ask your
Flight attendant
for a 7 UP® Now!





75 Years of Service

1950s ▼



1950s: COURTESY JAPANESE NATIONAL TOURIST ORGANIZATION



TODAY ▲

tokyo, japan

Northwest Airlines' Asian hub, Tokyo, is the model of modernity. As the capital city of the world's second-largest economy, it's easy to forget that fairly recently in its 500-year history, the city's industrial outlook could only improve.

When Northwest Airlines first lowered its landing gears into Tokyo in 1947, the move bode well for both partners. The airline had just flown its first flight East on an itinerary that included Seoul, Shanghai and Manila, and signified the start of its quest to become the U.S. leader in transpacific travel. And the arrival was a welcome event in a Tokyo which was finding its legs after six years of war. (More information on that historic flight can be found on page 56.)

Tokyo's war-torn economy started gaining momentum under American

occupation, which lasted until 1952. It was boosted by the supply of provisions to U.S. forces during the Korean War. Tokyo's subway also began to take its present form during the '50s, and the country continued to make gains in commerce and technology—in 1954, the average Japanese income was back up to where it was in the mid-'30s. When Japan joined the United Nations in 1956 and Tokyo hosted the Olympics in 1964, things were humming along nicely.

Before television began broadcasting in 1953, Japanese youth were entertained by decisively old-fashioned means. They would crowd around roadside "picture card shows," in which many budding comic book artists would show their drawings and paintings to herds of children in a makeshift theater, narrating the story over a loud-

speaker. Kids also exercised their imaginations in sidestreet bookstores: Due to a shortage of books and paper, teens would crowd the stores and pore over books, much to the owners' disdain.

Today in Tokyo, like most places in the world, teens aren't nearly as interested in books as they are their cell phones and digital cameras, which are as often as not the same device. Tokyo is clearly a world leader in technological advance, and is one of the top-five most important cities in the world in the fashion and financial realms. Twelve million people live in Tokyo, with a daytime population at 14 million, making it the third-most populated city in world.

Clearly, Tokyo is the engine of the Asian economies.

During peak summer travel season, Northwest has 22 daily departures out of Tokyo.

Reflecting on the past and still ready for takeoff.



Congratulations, Northwest Airlines®, for 75 years of exceptional, reliable service.

On July 5, 1927, Northwest Airlines began its passenger service between the Twin Cities and Chicago, with Charlie "Speed" Holman, its first pilot, at the controls. Today, Northwest still operates under the same name – longer than any other U.S. airline – and offers quality service to over 148,000 passengers every day. WorldPerks® Visa® is proud of our relationship with Northwest Airlines and is happy to extend our warmest wishes for this special 75th anniversary.

If you are interested in learning more about WorldPerks Visa products (and earning additional WorldPerks Bonus Miles!), please call 1-800-248-1762 and ask for extension 999.

We wish Northwest Airlines the very the best during its 75th anniversary celebration – and always!

usbank

The creditor and issuer of the WorldPerks Visa Credit Cards and the WorldPerks Visa Check Card are U.S. Bank National Association ND and U.S. Bancorp.



75 Years of Service

1920 ▼



1920: GETTY IMAGES. TODAY: COURTESY NETHERLANDS BOARD OF TOURISM.

TODAY ▲



amsterdam, netherlands

Amsterdam, Northwest's European hub, has a history that dates back to the 11th century, when some enterprising farmers decided to build dikes around the aimless Amstel River. Since that time it has seen both business prosperity and cultural renown.

The city first took to the skies in 1919, when Her Majesty Queen Wilhelmina signed a letter bestowing royal patronage on fledgling KLM Royal Dutch Airlines. The next year, KLM took its first flight (to London), and today is the oldest scheduled airline in the world still operating under the same name. (More information on the Northwest/KLM alliance can be found on page 58.)

While KLM was finding its wings, Amsterdam was doing the same; it had just seen the end of World War I, which it escaped fairly unscathed thanks mostly to

the fact that the Netherlands was a neutral country. But due to the Allied trade blockade of Europe during the war, the nation suffered from food shortages. Amsterdam's wealthy exploited the situation by selling arms and other supplies, but the masses took to the streets in riots that were answered with soup kitchens and rationing.

Bookended by the end of the war and the global economic collapse of the coming decade, the '20s were times of fortune for Amsterdam's citizens, who grew to today's current population of 700,000. The Dutch Shipbuilding Co. operated the world's second-largest wharf, refining tropical products such as cigars, margarine and chocolate, and the decade was crowned by the city's hosting of the 1928 Olympic Games.

Today, Amsterdam offers picturesque canals and architecture that survived

both World Wars. It's been called the "Venice of the North," and with good reason. Venice has about 115 islands, 150 canals and 400 bridges, while Amsterdam enjoys 90 islands, 160 canals and 1,280 bridges. Today, the canals are flushed regularly to avoid stagnant water, and they're not just for show—2,400 houseboats float within the city limits.

With such a long history, art has always been an Amsterdam mainstay. Along with veritable shrines to two of its most famous sons, Vincent Van Gogh and Rembrandt, Amsterdam's thriving arts scene supports about 60 theaters, churches and concert halls, 40 museums, 140 commercial art galleries and two symphony orchestras.

During peak summer travel season, Northwest/KLM has 254 flights from Amsterdam.

SUNRISE IN SANTIAGO, SUNSET IN SYDNEY.

EXECUTIVE MODEL GEOCHRON WITH SPICE OAK.



SEE IT HAPPEN, WHEN IT HAPPENS,

WITH **GEOCHRON®**...
the ultimate timekeeping device.

FOR AN AUTHORIZED DEALER NEAREST YOU OR FOR CATALOG INFORMATION CALL
650.361.1771 OR VISIT US AT WWW.GEOCHRONUSA.COM
MANUFACTURED IN THE USA BY
GEOCHRON ENTERPRISES INC.
800.342.1661



75 Years of Service

1928 ▼



TODAY ▲

1928: COURTESY CHICAGO HISTORICAL SOCIETY/
KAUFMAN & FABRY PHOTOGRAPHERS.
TODAY: RON SCHRAMM.

chicago, illinois

In the early days, Chicago was as important to Northwest as its Twin Cities hometown. In 1926, Northwest Airways began carrying mail to the Windy City in two open-cockpit biplanes. And a year later, it brought some passengers along for the ride. (See page 55 for more information on Northwest's first flight.) Today, it serves as one of Northwest's cargo hubs.

Chicago's mayor at that time was "Big" Bill Thompson, who, while he may have not been responsible for the rise of organized crime in his city, certainly didn't dissuade it. "He is universally condemned nowadays," says Ralph Pugh, a historian with the Chicago Historical Society.

But Thompson's rule wasn't all bad. "He was also known as an infrastructure mayor," Pugh says. Most of the bridges spanning the Chicago River were built under Thompson's watch. Grand movie

palaces were also in their heyday, as the '20s boasted 45 palaces that could seat 1,000 fans; the biggest, Uptown, had a capacity of 4,307.

Also seen in 1926 was the birth of a timeless temple: Wrigley Field. William Wrigley, the creator of Juicy Fruit Chewing Gum, bought Weeghman Park and gave it its famous moniker. The new owner, resistant to change, kept Wrigley Field as one of the few major league ballparks to change numbers by hand and forgo modern lighting for years to come.

The same year that Northwest Airways landed its inaugural flight at Chicago's Maywood Field, the city opened the Municipal Airport of Chicago, or Midway. By December 1927, it was being utilized by all of the carriers engaged in air traffic to and from Chicago.

Chicago's air traffic today is among the

world's busiest. In fact, Chicago's international airport, O'Hare, is the nation's busiest. But with a population of about 8.5 million, Chicago doesn't do anything small. Its McCormick Place is the largest convention center in North America, at 2.2 million square feet. Chicago also has the world's largest public library (the Harold Washington Library Center), the world's largest food festival (the Taste of Chicago), and the world's longest street (Western Avenue). No wonder it hosts 30 million foreign and domestic tourists each year.

The city has 10 of the 100 tallest buildings in the world, and possibly the tallest, depending on your definition. In 2000, the Sears Towers' antennae were replaced with taller ones to beat out any challengers.

During peak summer travel season, Northwest has 44 daily departures out of Chicago.



FREE SAMPLE of TEMPUR® pressure-relieving material,™ the molecular heart of Tempur-Pedic's legendary Weightless Sleep system, is yours for the asking. You also get a free video and Free Home Tryout Certificate.

...the technology you must feel to believe.

Our sleep breakthrough is recognized by NASA, raved about by the media, extolled worldwide by over 25,000 sleep clinics and health professionals. Yet this miracle has to be *felt* to be believed.

While the thick, ornate pads that cover most mattresses are necessary to keep the hard steel springs inside, they create a hammock effect outside—and can actually *cause* pressure points. Inside our bed, billions of microporous memory cells function as molecular springs that contour precisely to your body.

It uses no motors, switches, air pumps, or water heaters. It contains nothing mechanical or electrical. It can't break, leak, short-circuit, or stop working, it never needs turning, rotating, or flipping. It makes all other beds woefully obsolete!

Tempur-Pedic's Swedish scientists used NASA's early anti-G-force research to invent a new kind of viscoelastic bedding—TEMPUR pressure-relieving material—that *reacts* to body mass and temperature.



It *self-adjusts* to your exact shape and weight. And it's why millions are falling in love with the first *really* new bed in 75 years: our high-tech Weightless Sleep system.

And, unlike other mattresses, Tempur-Pedic's Swedish Sleep

System® transmits practically no body motion between sleep partners.

Small wonder, then, three out of four Tempur-Pedic owners go out of their way to recommend our bed to close friends and relatives—and 82% tell us it's the *best* bed they've ever had!

Please return the coupon below, without the least obligation, for a FREE DEMONSTRATION KIT. Better yet, phone or send us a fax. You'll receive a free sample, a free *BETTER SLEEP* video, a Consumer Guide, a Factory-Direct Price List...and a Free Home Try Out Certificate.



For free demonstration kit, call toll-free

1-888-225-7537

Or fax 1-859-514-4423

Name _____

Address _____

City/State/Zip _____

Phone (optional) _____



Recognized by NASA



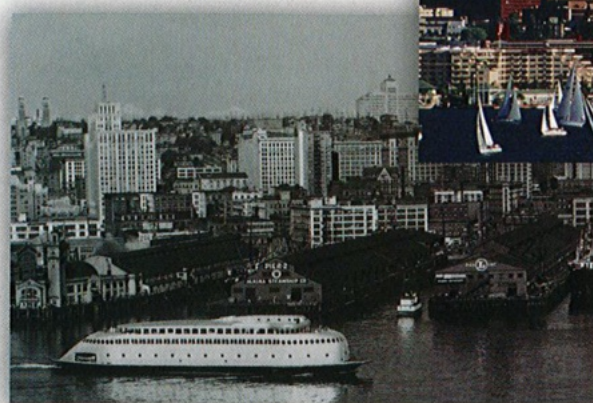
Certified by the Space Foundation

© Copyright 2002 by Tempur-Pedic, Inc. All Right Reserved



75 Years of Service

1930s ▼



TODAY ▲



1930s: PEMCO WEBSTER & STEVENS COLLECTION.
TODAY: MUSEUM OF HISTORY AND INDUSTRY.

seattle, washington

For the city of Seattle, 1933 was a busy year. Not only did it welcome Northwest Airlines' new Northern Transcontinental route from the Twin Cities, it, like the rest of the country, was seeing some turbulent economic and social times. With the Depression settling in and Prohibition moving out, Seattle was in as unique a period as it had ever seen.

In airline parlance, Seattle is synonymous with Boeing. The airline manufacturer began in Seattle in 1910, but in 1933 it introduced a new era in air travel with the flight of its Boeing 247. With a top speed of more than 200 miles an hour, the 247 was the fastest transport plane around. It turned heads at the 1933 Chicago World's Fair, but didn't open many wallets; only 75 were sold to airline companies.

That didn't stop Boeing from becoming one of the world's biggest airline man-

ufacturers. In fact, by 1957, nearly half of all workers living in Seattle's King County worked for Boeing or its suppliers.

Boeing's aspirations, like those of nearly every other company, were dulled by the Depression. On March 3, 1933, Washington Governor Clarence Martin decided that the best way to help the economy was to declare a 10-day "bank holiday." Seattle banks locked their doors, customers couldn't access safety deposit boxes, and change was given in store checks around town.

Seattle's economy today is humming, and in the national eye, the only downside to life in Seattle comes in the form of rain. But residents will say the "liquid sunshine" is only a stereotype. Actually, Seattle gets less rain than Miami or New York City.

Perhaps it inspires the lively arts scene, which makes Seattle one of only six U.S. cities to have a major symphony, major

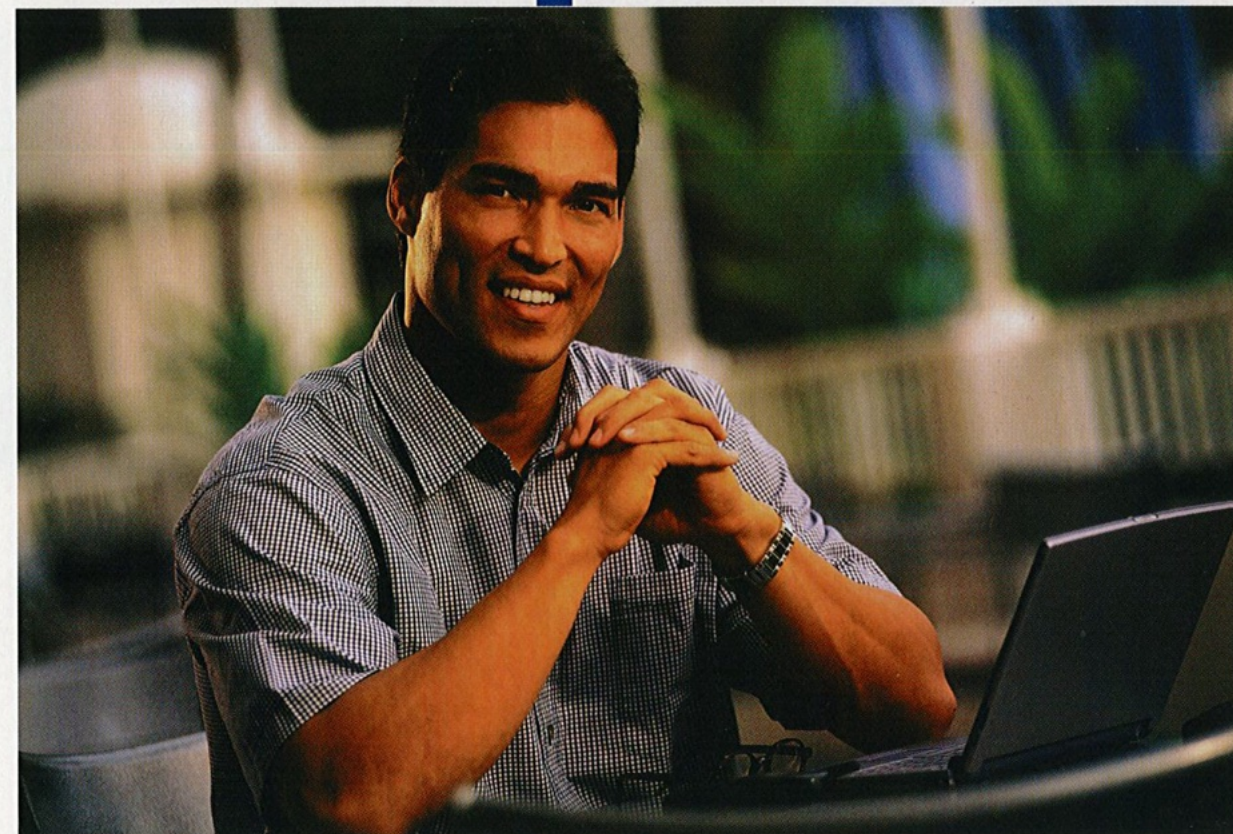
opera and major ballet company. The scene was ranked as one of the country's top-10 arts destinations in the 2002 summer issue of *American Style* magazine.

And Boeing isn't Seattle's only home-grown international company; two other firms fit the bill. One is Starbucks, whose first shop opened in Seattle's famed Pike Place Market in 1971. Another is Microsoft, which grew from a 1975 garage project to the world's leading software company. In fact, Washington State has the highest per capita share of technology-dependent jobs of any state in the country—something that certainly didn't seem possible 70 years ago.

Northwest's commitment to Seattle expanded in 1995, with the announcement of its alliance with Alaska Airlines.

During peak summer travel season, Northwest has 21 daily departures out of Seattle.

"I Incorporated!"



Business owners choose The Company Corporation® to help make their dreams come true. Incorporate or form an LLC for:

- Maximum protection of personal assets
- Substantial tax breaks
- Credibility with clients and investors

Save Time and Money

It's quick, easy and affordable. Avoid paying high professional fees, plus we'll do the paperwork, so you don't have to.

Incorporate By Phone or On-Line in Minutes

We make it easy...incorporate or form an LLC by phone or online in about 10 minutes.

Over 100 Years of Experience

Experience and expertise count. We've been incorporating businesses since 1899. Incorporate or form an LLC in any state, quickly and reliably.

1-800-818-0001
www.corporate.com

The Company Corporation®
Incorporating Businesses Since 1899

The Company Corporation is an incorporation service company and does not offer legal or financial advice.

© The Company Corporation® 1993-2002



75 Years of Service

1940s ▼



1940s: ANCHORAGE MUSEUM OF HISTORY AND ART.

anchorage, alaska

Anchorage is a Northwest cargo hub, which makes it integral to a side of business that passengers don't see: shipping. But Anchorage has always been a cradle of development for the airline. In 1947, it not only was the destination of a route pioneered from the Twin Cities, but also served as the first leg on Northwest's first flight to Asia.

Due to its position as the United States' northernmost major city, Anchorage has long been a logistical goldmine. During World War II, Northwest Airlines used a base in Anchorage to supply the country's far-flung outposts in the Aleutian Islands.

In 1940, the United States had a mere 200 troops stationed in all of Alaska. But when it became clear that Japan and Russia were building arsenals nearby, the troops began pouring in, followed by carpenters, plumbers, craftsmen and the like. Elmendorf

Air Force base was operational soon thereafter, and the city's population exploded from 4,000 in 1940 to 15,000 in 1942.

After the war, the city had new challenges. Many soldiers were enraptured with Alaska's charms and stayed to begin new lives. Alaska's highway opened to civilian traffic in 1947, bringing in even more settlers. With housing and electricity lagging, the city's infrastructure was almost nonexistent. After a hydroelectric plant was built in Eklutna and the housing market caught up, Anchorage teemed with progress over the next few years.

Reeling from the population boom, the city also debuted civic treats such as the Fourth Avenue Theater, which opened on May 31, 1947. It was greeted with enthusiasm, as expressed by reporter Robert Atwood in the *Anchorage Daily Times*: "Captain Lathrop, by investing his money

TODAY ▲



in the Fourth Avenue Theater, has shown his conviction that Anchorage has a brilliant future and his business is more than a 'boom' proposition. Other businessmen will adopt the same policy and great improvements in business and recreational facilities can be expected."

And he was right. Today, Anchorage's municipal boundaries stretch more than 50 miles—about the size of Delaware. Within those 50 miles are 200 mountains, more than 60 glaciers, 30 lakes and ponds and 10 whitewater streams. With moose trotting across city roads and foxes crossing golf courses, wildlife is as much a part of the city as its 261,000 people, who comprise 42 percent of Alaska's population. Not bad for a former remote outpost of civilization.

During peak summer travel season, Northwest has seven daily departures out of Anchorage.

The inventors of the Original Rollaboard® introduce the most significant luggage innovation of the 21st Century

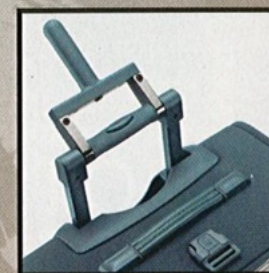
PLATINUM[®] 3

with ProGrip[™]
the "weight-less" handle system

As the leading luggage manufacturer known for originating wheeled carry-on luggage... The Original Rollaboard®, Travelpro, is once again at the forefront of innovation with a revolutionary new product - **Platinum 3 with ProGrip[™]**.*

Platinum 3 with ProGrip was created in response to need,

refined with innovation and high technology, and tested by healthcare professionals. Platinum 3 with ProGrip is a "weight-less" handle system that reduces excessive stress on the spine, neck, shoulders and wrist.



Visit your favorite Department Store or specialty luggage retailer and ask to "test ride" the new Platinum 3 Rollaboards with ProGrip featuring:

- DuPont® 1050D Original™ Ballistic Nylon with leather trim
- Full ABS honeycomb construction for added strength
- Removable passport / ticket holder
- Removable, hanging wetpack travelkit

Available in Cadet Blue and Black

*Patent pending



425,000 Flight Crew Members
Worldwide Choose Travelpro Luggage



Travelpro[®]
USA

For a Travelpro retailer near you, visit the information page at www.travelpro.com

Available at these and other fine stores

Burdines

1-800-334-7467

macy's

1-800-456-2297

bloomingdale's

1-800-232-1854

RICH'S
LAZARUS goldsmith's

1-800-282-8800



75 Years of Service

1920s ▼



TODAY ▲



1920s: FARGO THEATER. TODAY: BILL KLOUBEC.

fargo, north dakota

When Northwest Airlines expanded service into Fargo in 1928, it not only flew its first international route (Fargo to Winnipeg, Canada), but it found itself in a city in change. Fargo, which had tripled its population in the last 30 years, was suffering from pre-Depression downturns. In 1927, Fargo was the world's third-largest farm machinery distribution point, but North Dakota was so dependent on wheat that the lack of economic diversity put the state in jeopardy. In 1923, about 100 bank failures were recorded.

But Fargo continued to grow. Folks from outlying communities took advantage of the automobile—and the improving highway system—and came to shop in bigger stores like the J.C. Penney Company, the first national company to move into the state. (The railroad was the

primary source of travel until Northwest Airlines brought Fargo into the modern age of commercial flight.)

Another popular North Dakotan activity was harness racing, which drew huge crowds at the Fargo Fair Grounds in the mid-'20s. Enthusiasts could find racing news on WDAY radio, which had debuted in 1922 as the first radio station in the upper Midwest.

A few years later, the Depression hit Fargo harder than most areas; it was coupled with a major drought. One bright spot for Fargo was its growing theater scene, which included eight halls by 1940. On March 15, 1926, the Fargo Theater (above) opened its doors. Later that year, Babe Ruth showcased his swing inside by hitting a baseball hung from a wire. The theater was remodeled twice throughout the years. In 1937 it was remodeled in Art

Deco style, and then again in 1985, when a nonprofit group acquired its rights.

Today, Fargo isn't as reliant on agriculture. It has dubbed itself the "Silicon Prairie," embracing its agricultural roots as well as those of high tech companies, manufacturing, medical, retail and tourism industries. Fargo-Moorhead was named an All-America City in 2000, and with a population of about 175,000, it is the largest metro community found laterally between Minneapolis and Spokane, Washington. It has some of the lowest crime and unemployment rates in the nation and has been proclaimed as one of the most stress-free metro areas in America in past years.

Call it a frontier town made good. ☺

During peak summer travel season, Northwest has eight daily departures out of Fargo.

Four Great Reasons to Order Victory Coffee Today

1 Victory Coffee may be the best cup of coffee you've ever tasted.

Victory Coffee has the rich, full-bodied flavor that comes exclusively from Arabica Beans grown in a volcanic mountain range of Latin America. The fruit develops more slowly at high altitudes creating larger, harder beans with enhanced flavor. Roasted by Masters in the art of roasting for the fullest flavor without bitterness, our coffee is pre-screened and taste-tested.

3 You receive a full 50% tax deduction with each Victory Coffee order.

Half of every order you make is a charitable donation to the American Red Cross and our Armed Forces. With each coffee order you will receive a charitable donation receipt for your tax records.

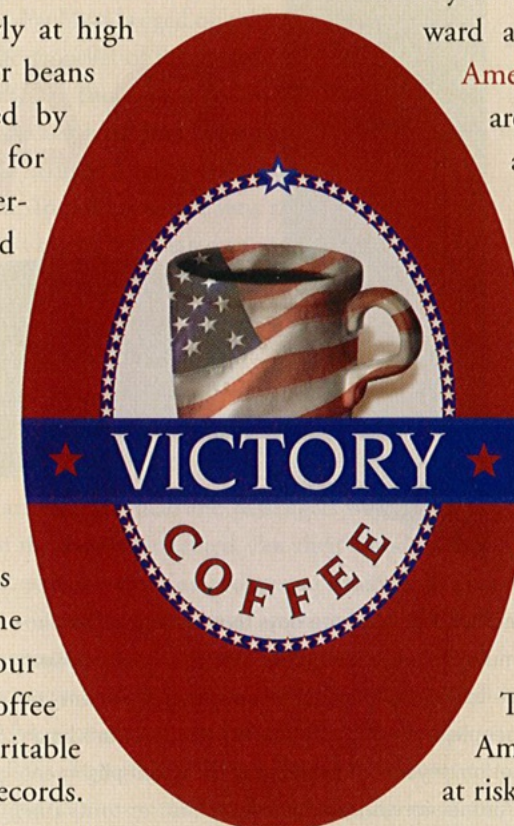
2 Your order sends Victory Coffee to our soldiers Fighting for Freedom—with your compliments.

When you order the PATRIOT Package, we forward an equal amount of coffee to the American Red Cross for our soldiers around the world to enjoy the warmth and comfort of home.

The Great Western Coffee and Tea Company is proud to be working with the American Red Cross, a humanitarian organization dedicated to saving lives, easing suffering and restoring hope at home and around the world.

4 You receive two "Freedom Isn't Free" Window Decals.

The decals are a visible salute to every American who has ever put his or her life at risk for our freedom.



While savoring the unmatched flavor of VICTORY COFFEE, you have the good feeling of knowing you've given the same pleasure to our soldiers overseas.



PATRIOT PACKAGE: ☐ Yes! Please send me one 10oz. bag of VICTORY COFFEE and ship a 10oz. bag to our soldiers overseas for just \$14.95.

PATRIOT PLUS PACKAGE: ☐ Yes! Please send me two 10 oz. bags of VICTORY COFFEE and ship two 10oz. bags to our soldiers overseas for just \$25.95.

In addition to your Victory Coffee order you will receive:

- A tax donation receipt for 50% of your purchase price
- Two "Freedom Isn't Free" decals
- Shipping and Handling

You will continue to receive your coffee order every 4-6 weeks. You may cancel this arrangement at any time after the first shipment.

Name _____
Address _____
City/State/Zip _____
PAYMENT TYPE: ☐ Check (payable to Great Western Coffee and Tea Co.)
☐ MasterCard ☐ Visa
Card Number _____ Exp. Date _____
Signature _____

Complete and mail to: Great Western Coffee and Tea Company, LLC., P.O. Box 7964, Salem OR, 97303. PH: 503-362-5052 Fax orders to 503-371-6138. Call 1-800-767-1372 toll free Monday-Friday 8:00 AM to 5:00 PM PST.

Order online at www.victorycoffee.com or www.greatwesterncoffee.com.



THESE ARE THE

DAYS

Five days in the course of 75 years are not much, unless they are days that, overnight, revolutionize an industry or capture the spirit of a multi-billion-dollar airline. Whether it's Northwest Airlines' first flight, its first passenger service to Asia, two industry-changing agreements or an overnight move involving thousands of people, each of the following moments are landmarks unto themselves. They are the culmination of years of experience and accomplishment that, in a single day, propelled Northwest Airlines forward and brought it closer to its current stature as one of the world's premier airlines. **WORDS BY KEITH ANDERSON**

75 Years of Service

JULY 5, 1927: The First Flight

The weather was going to be wretched, but a determined stunt pilot named Charles "Speed" Holman had no way of knowing that.

With Speed were the first two passengers for Northwest Airways, businessmen Byron G. Webster and L.R.S. Ferguson, president of the St. Paul City Council. Webster was the owner of the first ticket to Chicago, which cost \$40, and was the first standby passenger as well, since the mayor of St. Paul had begged off taking the journey.

Mechanic Andy Hufford cranked the propeller of the jaunty little biplane, and the single engine chuffed into action at the St. Paul Municipal Airport. The three-seat Stinson Detroider rolled down the runway and lifted into history, just a few weeks after Charles Lindbergh had soloed across the Atlantic. Its destination: Chicago.

Moments later, the engine sputtered. To put it another way, as Webster later said, "The engine suddenly went deader than a smelt." Holman scanned the terrain beneath him and settled the little plane onto a field, an unscheduled stop all of 35 miles from St. Paul. Northwest Airways passenger service was off to a shaky start.

Speed lifted the goggles on his leather cap and peered into the Wright Whirlwind engine. A fuel line had clogged. He cleaned it out, walked to a farm and called for a truck from St. Paul to come pick up the passengers and the U.S. mail. With his load lightened, the lanky, 6'5" Holman took off again and flew back to St. Paul.

As Holman landed, the mail truck arrived. The mail and passengers were reloaded onto the plane and the third takeoff of the day was executed. But their air adventure had only just begun. "Four storms, all with heavy rains and strong headwinds, cut down the speed and caused the plane to veer from its course," reported the *St. Paul Pioneer Press* the next day in a front-page article.

But the cabin of the Stinson Detroider was enclosed, passengers and pilot protected from the discomforts of the elements. After a scheduled stop at La Crosse, Wisconsin—where the three ate, refueled with 30 gallons of gasoline and were greeted by a crowd of well-wishers—they took off again, dodged rainstorms and ended up making stops in Madison and Milwaukee for refueling.

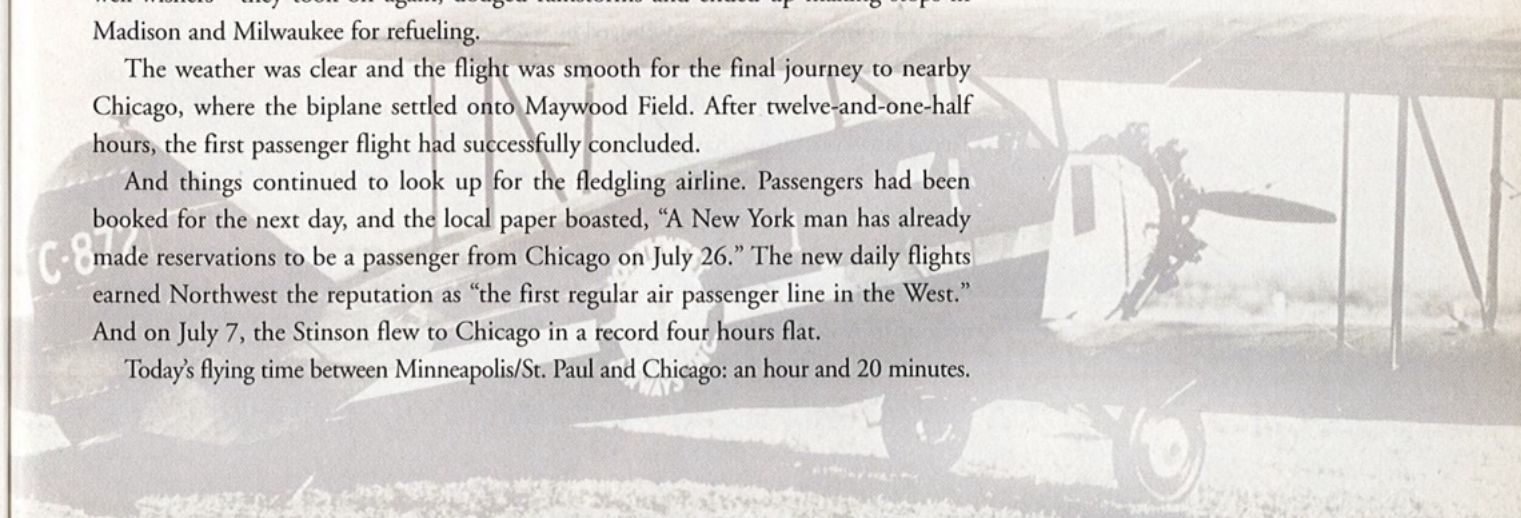
The weather was clear and the flight was smooth for the final journey to nearby Chicago, where the biplane settled onto Maywood Field. After twelve-and-one-half hours, the first passenger flight had successfully concluded.

And things continued to look up for the fledgling airline. Passengers had been booked for the next day, and the local paper boasted, "A New York man has already made reservations to be a passenger from Chicago on July 26." The new daily flights earned Northwest the reputation as "the first regular air passenger line in the West." And on July 7, the Stinson flew to Chicago in a record four hours flat.

Today's flying time between Minneapolis/St. Paul and Chicago: an hour and 20 minutes.



PHOTOS COURTESY THE HENNEPIN HISTORY MUSEUM





JULY 15, 1947: A New Route

It seems so simple now. Hop on a plane in New York or Detroit, and a half day later you are in Asia. You can thank Charles and Anne Lindbergh for that.

Lindbergh, celebrated almost entirely for his solo flight across the Atlantic in '27, also scouted the Northwest Airlines Great Circle route to Asia, determining that a polar route through Alaska and across the Bering Strait would be a quicker, more efficient way to the Orient from America. Supported by the airline in 1931, the couple flew a pontoon plane to Japan, proving the point that the Great Circle route trims as much as 2,000 miles off a flight from New York to Tokyo.

The first commercial passenger flight was a similarly ambitious undertaking; the four-engine DC-4 was not going to be content with a one-stop trip to Tokyo. It would fly on to both Seoul, Korea, and Shanghai, China, and on to its final destination of Manila in the Philippines.

The plane, christened *The Manila* in early-morning ceremonies, was trailblazing the largest potential aviation market in the world. Captain Chuck Curry flew the first leg of the inaugural flight. "The DC-4 was just a step up from the DC-3," Curry remembers. "It had a nose wheel so you could steer it without using the rudder pedals. I think we had radar."

Curry remembers that his leg of the trip was without difficulty. "There was a reserve pilot to spell the pilot and copilot because the flight to Anchorage took more than 12 hours," he says. They flew at an altitude of 7,000 to 8,000 feet and could go up to 10,000 feet if the frigid temperatures caused too much ice on the wings. "We could always go down closer to the water, too," he says. "The water was above freezing so we could get rid of the ice."

Curry's wife, Phyllis, began flying the route a year later as a stewardess, as flight attendants were called in those all-female days. In fact, when they married she had to resign, since airline industry policy in those days did not allow couples on the payroll.

Phyllis Curry recalled the route's first years, describing the mood during the 33 hours between Minneapolis/St. Paul and Tokyo as "a quiet excitement." The first leg took 12 hours to Anchorage, followed by a refueling and crew change stop at Shemya, in the Aleutians.

The route's inaugural flight held 44 passengers in total. On the initial flight to Tokyo however, many had to be detained for several days as government officials debated whether they could legally continue on to Korea, China and the Philippines under international protocol.

In the end, Northwest was one of only two airlines to secure these so called "fifth freedom" rights to land in Tokyo, pick up passengers and carry them to other destinations in Asia. Northwest now offers more service between the U.S. and Japan than any other carrier.



OCTOBER 1, 1986: The Merger

To this day, at the end of the bar in the Cherokee Sirloin Room in West St. Paul, there is a booth with a brass plate commemorating it as "The Big Deal Table." It was in this booth that the heads of two major airlines (Steven Rothmeier of Northwest Airlines and Stephen Wolf of Republic Airlines) huddled secretly, in that out-of-the-way steakhouse, to discuss a very Big Deal—the merger of Northwest Airlines and Republic Airlines.

The two Minneapolis/St. Paul-based carriers had been tough competitors for years. Northwest had been the seventh-largest airline in the nation and Republic was the ninth-largest. After weeks of negotiations and approvals following that initial meeting between Rothmeier and Wolf, Republic Airlines ceased to exist on October 1. At that time, it was the biggest airline merger in U.S. history. Bottom line: Northwest suddenly became the fourth-largest airline in the nation.

These were the economic realities for airlines, following the deregulation of the industry in the late '70s. Northwest, which was principally an international airline in a regulated environment, needed a viable U.S. route network to offer its customers. Republic also was faced with an ultimatum: either merge with another airline to gain an international route system or face a steady economic decline. Northwest Airlines would pay \$884 million for the carrier and bring into its system a new fleet of 126 aircraft and thousands of employees.

The price went far deeper than the \$884 million, however. In addition to being competitors, Republic and Northwest had different employee cultures. Complex labor union issues and work rules took years to resolve. (The work force ballooned from 17,000 to 33,000 overnight.) The airlines' route systems needed to be re-drawn to take advantage of the larger network that the combined airlines could serve, and fleets needed to be tuned to fit both international and domestic routes.

While the timeliness of the merger significantly strengthened Northwest in the world of international commercial aviation, it also inspired the thought process that there must be a less disruptive way to accomplish strategic growth. In retrospect, the growing pains of that merger probably inspired what was to take place a little more than four years later.

75 Years of Service





APRIL 2, 1991: Proud Partners

In one day, a litany of new airline expressions entered the vocabulary of world aviation. Words like "codeshare," "seamless service," "airline partnership" and "antitrust immunity" were welded together when a new world of commercial flying comfort began crossing the Atlantic in two distinctly different languages: English and Dutch.

On that day, Northwest Airlines and KLM Royal Dutch Airlines flew their first joint venture flights that treated each other's passengers as if they were their own. Travelers could book tickets, check luggage, share lounge facilities and enjoy frequent-flyer benefits with either airline as if they were one and the same, giving both companies all the benefits of an ownership merger without problems such as labor issues, fleet consolidations and constricted markets. To the contrary, each airline could prosper, gain a competitive edge and keep its own operation, its own shareholders and its own esprit de corps.

Before that day, Northwest recognized that it could either expand or stagnate. It became apparent that the two carriers needed each other to compete in a world of ever-enlarging airlines and marketplaces. KLM needed a way to distribute its passengers in the United States and beyond, while Northwest needed a way to send its passengers to Europe and beyond. While a merger of airlines from different countries was not legal, it would be clearly beneficial if each of the two carriers could let their passengers connect onto the other airline as if they were still dealing with the same company.

Did it work? Not only did it succeed, but it is changing the face of air travel for the 21st century. When the flights first started, Northwest and KLM's joint service was all of two flights per week between the Twin Cities and Amsterdam. Today, that joint service provides 212 weekly flights. Northwest has global partners from Kenya to Malaysia and from Houston to Cyprus.

Northwest Airlines and KLM Royal Dutch Airlines blazed a trail in the airline industry that, in one degree or another, every major carrier in the world has followed.



PHOTO BELOW: COURTESY KLM.

FEBRUARY 24, 2002: Moving Day

"After it was over, I slept for 18 hours, and it must have taken me six weeks to come down to normal." So says Greg Gluck, Northwest Airlines senior design manager, on one of the longest days of his life (22 hours, to be precise) and one of the most important in Northwest Airlines' history.

On that night, Gluck made aviation history without ever leaving the ground. He was the "move-master," as he puts it, when Northwest Airlines shifted its entire Detroit operation from the old terminal to the new \$1.2 billion WorldGateway terminal. Of course, it was hardly a single-handed effort—thousands had been involved in preparing for this night—but moving an airport with no disruption of service is just as complicated as it sounds.

Gluck is no stranger to this sort of operation. In his career, he has moved whole divisions of General Motors from one city to another, and even has moved hospitals, which also can hardly shut down in transit. "But they were nothing like this," Gluck says.

There was a massive tension headache hanging over Detroit for days prior to the frenetic operation. Although snow was in the forecast, "We had partly cloudy, clear skies and a temperature of about 45 degrees," Gluck says. "Perfect weather ... but the snowplows had been staged as early as the 21st."

Two days before Moving Day, the Grand Plan was changed, allowing people and equipment to arrive earlier in the day. In fact, 85 percent of the move occurred before February 22, 10 percent on the night of February 23/24, and 5 percent, such as federal inspection teams and fleet services, arrived after the 24th.

But Moving Day was no picnic. "The ramp equipment went first," Gluck says. Any aircraft arriving or waiting overnight were taxied over to the new terminal, beginning at 5 p.m. and ending at 10 p.m. The Big Push started at 11 p.m. With 800 people involved in the transition, it was supposed to be completed by 4 in the morning. "The last things to come over from the old terminal and into the new were the line-maintenance crews' toolboxes," Gluck says. No big deal, you say? "We had six 50-foot-long semi-trucks loaded with nothing but employee toolboxes."

And the best part is that, while there were glitches, nothing got to the point where planes started landing and did not have a place to go. "We finished at 1 a.m.," Gluck boasts. "The whole thing was done three hours ahead of schedule."

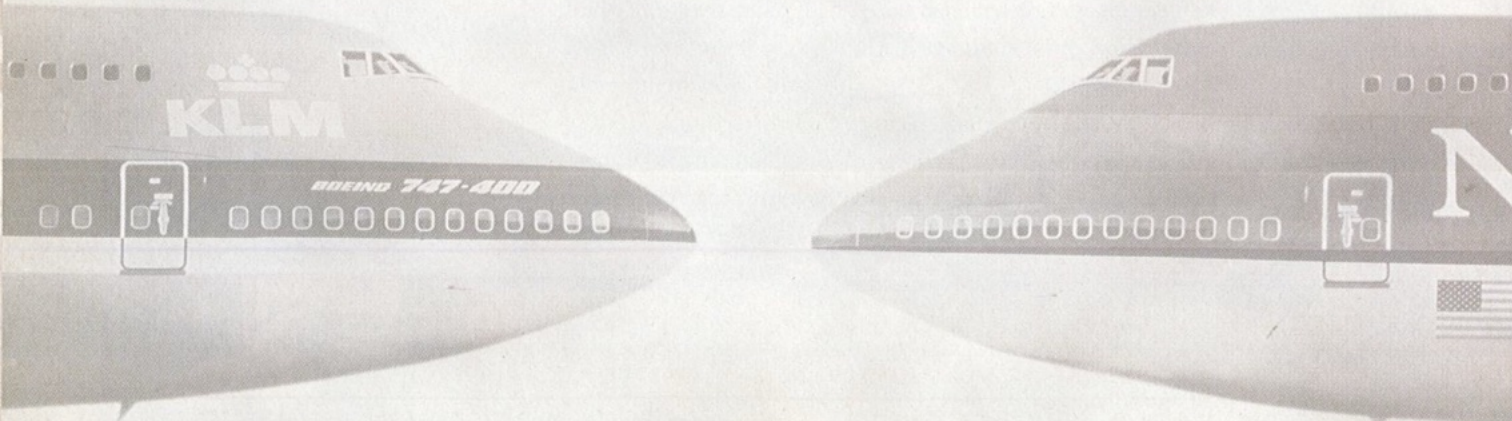
When the dust had settled, the new Northwest WorldGateway awaited its first arrival, flight 922 from Hawaii, with 264 passengers.

In the aftermath of this gigantic move, Gluck says nothing was lost, except two items. Somehow, two small refrigerators used for employee lunches were missing—and so were the lunches. "And I'm still searching for them," he says.

The victory was even felt on the home front. Says Gluck, "My daughter Lauren told me, 'Daddy, you just moved a whole airport—we're going to Disney World!'"

And they did. ☺

75 Years of Service





75 Years of Service



the track to SUCCESS

In an anniversary interview, Northwest Airlines execs talk about the company's strategy and its place within the airline industry.

When Richard Anderson and Doug Steenland assumed Northwest Airlines' two most senior positions as CEO and president in February 2001, they had a good idea of the challenges of running the world's fourth-largest airline. But life is never easy at the top, and that was especially true during the most challenging year in the history of commercial aviation.

Fortunately, Anderson and Steenland also had tremendously talented people around them, with whom they had worked closely for years, in the critical roles of finance, marketing and international business. Those close relationships resulted in quick and collaborative decision-making amidst incredible obstacles. A year-and-a-half later, Northwest is one of the strongest U.S. airlines financially, with the highest load factors in the industry.

Mickey Foret is Northwest's executive vice president and chief financial officer; Tim Griffin is executive vice president of marketing and distribution; and Phil Haan is executive vice president of international, sales and information services. They represent about 70 years of combined airline expertise.

Together, these leaders responded quickly to the drop in business travel in early 2001. The airline's 45,000 employees persevered after September 11. They are represented by the six outstanding frontline employees pictured on the following pages.

As Northwest Airlines celebrates its 75th anniversary, *WorldTraveler* magazine asked the five Northwest executives to discuss where the airline industry is headed, and where Northwest fits into that picture.



In these difficult economic times, most companies seem to be circling the wagons. But Northwest has been involved with construction at all five airport hubs and has 61 new planes joining its fleet through 2002. Why has the airline continued to push ahead, while many others have decided to wait for better days?

Richard Anderson: We're committed to moving Northwest forward rather than marking time. It's true that all three of our domestic hubs have either completed or are completing major runway and terminal facilities, and we're also completing upgrades at Tokyo and Amsterdam. We think that those moves give us a tremendous operating advantage. With new runways and facilities in place, it gives us long-term unlimited potential for growth at Detroit, Memphis and Minneapolis/St. Paul.



glen fink
Captain and Instructor
Pilot, Memphis

As an instructor pilot, Glen has helped certify more than 750 Northwest pilots. The success of his students is a personal challenge and he often helps them in his personal time. He consistently receives the highest marks on student critiques. Glen, a 16-year Northwest veteran, manages a ranch for 60 disadvantaged children between the ages of 5 and 12.



Mickey Foret: We have 187 new jets on order, with 61 aircraft arriving this year alone. One of the chief priorities was to ensure that every plane we've ordered was pre-financed. Our finance team has accomplished that, something unique in the industry. We are the only major airline in 2002 that has not curtailed its aircraft deliveries. Our fleet now totals 512 aircraft.

Has there ever been a more significant day for the airline than February 24, 2002, when the Northwest WorldGateway terminal opened at Detroit?

Doug Steenland: It was as significant as any day in our recent history, because it demonstrated that we have one of the best airport facilities in the world. The WorldGateway is the crown jewel in our system. It provides Northwest with its strongest and most efficient U.S. hub and puts us on par with the major airports around the world in terms of efficiency.

Previous pages, from left to right: Richard Anderson, Doug Steenland, Mickey Foret, Tim Griffin and Phil Haan. Above: Northwest has continued its investment in new aircraft. Opposite page: Northwest employees in the hub tower of the WorldGateway in Detroit ensure the safe movement of aircraft on the ground.

PREVIOUS SPREAD: TOM STRAND.

Richard and Doug, in the last year you have traveled more than 100,000 miles speaking to employees, with the goal to be in front of most of Northwest's 45,000 employees worldwide. What was the impetus behind that move?

Anderson: Since Doug and I assumed our positions, we have made the commitment to communicate face to face with our employees. Communication is really pivotal to our success, because our employees are our key strength going forward. We felt we owed our employees, especially in this very difficult time, very straight answers to difficult questions, and this was a tremendous opportunity to do just that. In some locations that we have not visited, we have arranged for visits from our senior management to brief our employees. We really wanted employees to receive a firsthand view of the issues facing Northwest now, and where we are headed. Speaking openly to our employees is a key process in becoming a preferred place to work.



75 Years of Service

carla glenn

Flight Attendant
Detroit



Carla sets a positive tone to assure consistent service delivery to customers on her flights. She has maintained an outstanding record throughout her more than 35-year career and is known as the ultimate professional in meeting the needs of passengers and fellow crew members onboard the aircraft. Carla also can be counted on to implement a flawless recovery plan when things do not go as planned. In her free time, Carla enjoys boating and volunteering at a local women's center.

Can you give an example of a difficult question you received?

Steenland: The timing of the first visits coincided with staff and budget reductions that we needed to accomplish during the first half of 2001, due to the decrease in business travel as a result of the economic recession in the U.S. At that point, we had to tell employees, which we did in a very direct manner, that we had to adjust our service levels to be consistent with declining revenues due to the reduction in more profitable business travel.

We had to cut flying and employment levels further after September 11. We were very frank with employees on what we needed to do: reduce our flying by 20 percent—and thus our employment by 20 percent—to react to the decrease in travel demand brought on by those events.

Tim Griffin: Doug and Richard also discussed the importance of the business traveler and the revenue that is realized when business-people travel at normal levels. And with the economy being in the shape that it was by early 2001, for every business traveler that did not fly with us, we needed to replace that revenue with at least three leisure travelers. That is a fundamental of airline economics.



And what sort of information did you receive from employees?

Anderson: We learned how dedicated our employees are to doing a good job for our customers. Their questions were generally very strategic, asking where the industry is heading and where Northwest is heading in the scheme of things.

We have a good, long-term answer to that question. Focus on the customer. Offer them an on-time airline that gets them to their destination with their luggage, safely and efficiently. And our employees are the key to accomplishing that.

Doug, is this customer focus part of the Checklist for the Future that you and Richard mention so often?

Steenland: Yes. The Checklist consists of five points. The first is to run a great airline. We strive to make the travel experience efficient and pleasant. The second is to put customers first. We've talked about the importance of accomplishing the customer service fundamentals, plus fixing problems on the spot.



morris "moe" moultrie

Equipment Services Chief
Washington, D.C.

Moe leads a crew of luggage handlers at Washington's Reagan National Airport. He played a key role in recruiting two other airlines to contract with Northwest to handle their ground service there. That's an example of how Moe and his fellow employees go the extra mile to ensure that airport services at the nation's capital are among the airline's most reliable. After more than a full week at the airport, Moe spends his week-ends running his own charter bus company, which serves the East Coast.



The third is to focus on people, which goes much further than the employee communications we have been talking about. It includes providing secure jobs and good benefits in an environment where employees know their efforts are valued. The fourth is to build our network. That's where the importance of growth at our hubs and the development of alliances comes in. The fifth is to secure our future, which is sort of a summary of the other four. In addition, it refers to having sustainable financial strength for the long term.

What is the most challenging issue facing the airline industry right now?

Anderson: There are a few issues surrounding travel that are paramount for both travelers and the airlines. We must make sure passengers continue to feel comfortable and secure during their travel experience. Moreover, we need to work closely with the U.S. government to make travel more efficient. During discussions with various federal agencies, we stressed that passengers deserve an efficient, customer-friendly security screening experience, lasting 10 minutes or less. We are very concerned by the possibility that the time from curb to airline seat could take longer than a 300-mile airline flight. The ability for a customer to complete a convenient one-day business trip is a critical element of the industry's recovery efforts.

Above: The KLM/Northwest Alliance began in 1991. Opposite page: Passengers file through security at Minneapolis/St. Paul International Airport.

TOP LEFT: COURTESY KLM. RIGHT: BRETT PATTERSON.



It seems that the most difficult challenge is finding the balance between the need for security so that people can be confident, and a reasonable limit on lines and personal searches.

Anderson: We believe that the two are not mutually exclusive. You must provide a secure environment, and there are ways to do that, such as the trusted traveler program and some of the security programs that have been developed here at Northwest, to identify passengers who require additional attention by security. Using technology that is or will soon be available, we believe that security scheduling can be done more thoroughly and efficiently. The vast majority of travelers are law-abiding citizens. We cannot continue to treat everyone as a high threat to safety.

75 Years of Service

ralph edgar

Technician
Minneapolis/St. Paul



Ralph is a dedicated leader in the maintenance of Boeing 747 radios and other electrical systems. In his 25 years at Northwest, his proficiency has been critical to the success of many projects. His fellow employees often rely on his years of experience saying, "Let's RBR it," meaning "Let's run it by Ralph."

You mentioned that there were other issues facing the industry?

Phil Haan: Another issue is the economics. Tim mentioned that the business traveler is the linchpin of the airline industry, and we need the business traveler to come back in reasonable numbers. We are also constantly watching the recovery of the Asian economies, where we have so much at stake.

Northwest Airlines has been working in partnership with KLM for more than 10 years now. What has that alliance meant to the airline—and to the industry?

Steenland: Clearly, there's no question that the KLM alliance, which is now more than 10 years old, is the most integrated alliance in the industry. And we have done that because we've worked together for a long period. Through all of our alliances we exchange about 12,000 to 14,000 passengers a day. They're flying us by virtue of the fact that we codeshare with another airline. And that has served as a model not only for our other alliances, but for other airlines as well. We invented alliances.



Haan: Northwest is relatively strong as the world's fourth-largest airline. But through our alliances we can fill in gaps in our own system, and we can now allow the traveler, with one transaction to go from point A to point B, nearly anywhere in the world, flying on a variety of alliance partners.

Even in difficult times you have increased service.

Griffin: Yes. Northwest continues to capitalize on growth opportunities by offering new service from our underdeveloped hubs at Detroit, Memphis and Minneapolis. Thanks to the growing fleet of regional jets flown by our Airlink partners Mesaba Airlines and Pinnacle Airlines [formerly Express Airlines], we recently introduced jet service to a number of cities including Cedar Rapids, Jacksonville, Little Rock, Omaha and Richmond. We will continue to look at jet service to new cities as well as expanded service to current Northwest destinations as market conditions allow.



pete scheaffer

Customer Service Agent
Minneapolis/St. Paul

Whether Pete is showing a passenger to the correct lobby check-in line, making announcements or checking in a family at the ticket counter, it's done with a professional, pleasant demeanor. In 2001, Pete, a 22-year veteran, performed CPR and resuscitated a passenger who suffered a heart attack and was not breathing. Paramedics credited Pete with saving the passenger's life.



Are there major changes coming in the aviation industry? How will we in, say 30 years, fly from L.A. to New York?

Foret: Well, in theory, most of the aircraft types in service today will still be in service in 20 to 30 years. At this point, the aerospace industry has not created a viable alternative to the jet engine. So aircraft speeds and the shape of an aircraft structure would be similar to what we see today. We will certainly see improved efficiencies in aircraft engines, and manufacturers will continue to use materials that are stronger and yet lighter, which will help with fuel efficiency. We will continue to make improvements in comfort for passengers in such areas as audio and visual equipment. Just as the technological revolution continues to change our everyday lives, so will it continue to play a part of air travel. Everything that is connected to technology will change, but the basic physics on how we get from L.A. to New York may be the same type of jet we're flying today.

Haan: One improvement I see over time is greater efficiencies on the ground. The time preparing to fly before takeoff and time spent after you land will markedly decrease, thanks to e-commerce and automation. The ability to book a flight, check in, check your luggage and get your luggage quickly upon arrival will all improve.

Above: Regional jets provide service to new cities. Opposite page: E-service machines offer convenient check-in at Northwest airports.

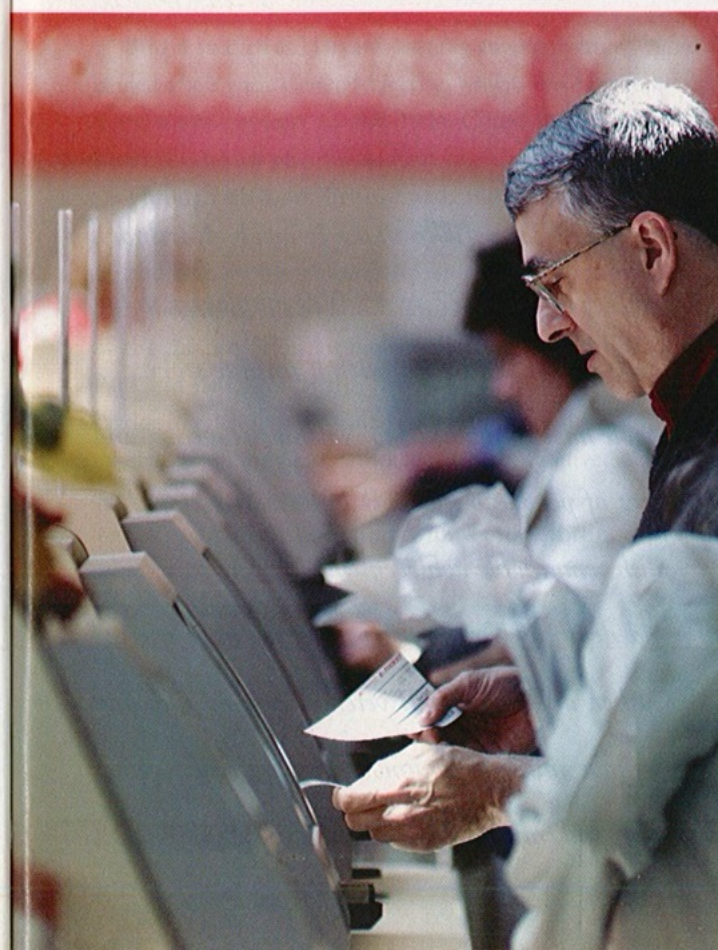
RIGHT: BRETT PATTERSON.

E-commerce has been the hallmark of today's technology. What is the next step as far as the Web site goes? I can already print my Northwest boarding pass from home. Where is the next place we can take the Internet?

Griffin: Personalization. The whole concept of my Internet, my portal. It's the concept that your e-profile knows where you like to sit on the airplane, how you like to book, etc. Again, it's using technology for more personalized service.

In Doug and Richard's first year-and-a-half or so, you've seen unprecedented challenges from last September, opened a world-class terminal in Detroit, and gone through the daily ups and downs of today's climate. What can you take away from all of this?

Foret: These challenges really tested the mettle of Northwest Airlines, and we've emerged as one of the three strongest airlines in the U.S. We have the highest industry load factor, the



75 Years of Service



melody daly

Reservations Sales Agent
Tampa

Melody has developed a sales technique that has made her Northwest's top performing reservations sales agent. During more than 14 years, Melody has set many new reservations division benchmarks for customer service and team spirit. And she delivers quality as well as quantity. She has received more than 35 letters from customers thanking her for the way she cared for their travel needs. Melody enjoys the Florida climate, where she loves boating and horseback riding.

best relative liquidity and the highest unit revenues. I think our employees and our customers will benefit from these trials, because they have given us the opportunity to test our business tactics under duress, and we've learned a lot from the experience of the past year.

Steenland: These trials have caused us to question everything we do, and to justify everything we do. They've caused us to understand how important it is to have a strategy in place. In fact, some of the lessons that we learned in the 1992 downturn have been put into practice this time. We've definitely learned from the past, and put the lessons into practice.

Anderson: I think what is important is that Northwest is committed to serving our customers even better in the future. Mickey mentioned how we've learned about the past, especially the recent past, and that we're far more efficient and more focused on doing what it takes to be one of the leading airlines of the world. We are committed to better service, anticipating travelers' needs, and making sure that our customer knows that we appreciate his or her business. ☺



PROUD People

A company is only as good as the employees who make it work. Northwest Airlines has grown from 11 employees in 1927 to 45,000 employees today, each with professional skills and talents, and each with a unique story.

During its 75 years, many people have contributed to Northwest's success, and Northwest has enabled thousands of people to not only build careers for their family's security, but to accomplish remarkable achievements in their own right. To demonstrate the diversity and depth of Northwest's people, we have selected four employees—the founding father, a World War II veteran, a stunt pilot and a judo referee—who might not have much in common, but are tied together through a common love of aviation and travel. WORDS BY JOHN RUDY

75 Years of Service

FOUNDING FATHER Lewis Brittin

Orphaned young and brought up in a boarding home in Connecticut, Lewis Brittin was a man of little means. What he did have was a rare intellect, remarkable vision, a persuasive personality and striking determination.

In 1926, at age 49, Brittin saw an opportunity to create an airline that would connect the Twin Cities and Chicago. What he created would eventually become the world's fourth-largest airline.

Brittin studied at Harvard, earning an engineering degree. He landed a job with General Electric, which sent him to work on some major projects in the Twin Cities, including the Ford Motor Company plant in St. Paul.

Through his work Brittin made many important contacts, but none more important than Detroit's famed Henry Ford. In addition to his automotive enterprise, Ford was also an early pioneer of the aviation industry. In 1926, Brittin learned of the demise of an airmail carrier between Minneapolis/St. Paul and Chicago. Brittin first tried to enlist an existing mail carrier to take over the failed route, but found no takers. "If nobody else will keep this thing alive, then I will do it myself," Brittin declared.

Parlaying his connection with Ford, Brittin contacted several prominent Detroit and St. Paul

While mail was the moneymaker, Brittin could see that the future would be in carrying passengers.

businessmen and persuaded them to invest in the route and establish Northwest Airways, Inc., as a Michigan corporation.

On October 1, 1926, the carrier first took to the air in two rented, open-cockpit biplanes loaded with mail. Northwest Airways was in business.

These aircraft were stand-ins until three Stinson Detroiters could be delivered from the manufacturer in Detroit later that year. The Stinson Detroit, which had an enclosed cabin and could seat three passengers, represented the real future of Northwest. While mail was the moneymaker for airlines in the early days, Brittin could see that the future would be in carrying passengers.

Northwest became the first airline to introduce a closed cabin plane for passenger service. Nine months after that first mail flight, Northwest boarded its first passenger, St. Paul businessman Byron Webster, for what would be a twelve-and-one-half-hour trip from Minneapolis/St. Paul to Chicago. (See page 55 for a look at that historic flight.)

On the ticker's dotted line, where the "signature of agent" was called for, the name L.H. Brittin appeared.

Northwest, as a passenger airline, was ready for takeoff.





DAREDEVIL Chuck Doyle

Weeks after Northwest Airways flew its first passenger, 11-year-old Chuck Doyle rode his bicycle across Minneapolis to see his hero, Charles Lindbergh, who was touring the nation after his historic flight across the Atlantic Ocean. Doyle soon dreamed of becoming a Northwest pilot.

At 16, he made his first solo flight, and two years later bought his first aircraft. At 19, he and a friend launched a barnstorming act, the Danny and Doyle Dare Devils, Monarchs of Thrills.

For nine years, thrills were his livelihood. But for all his success, he still wanted to be a pilot for Northwest Airways. His dream realized in 1942, Doyle quickly proved his mettle, flying C-47s—military cargo planes—north to Alaska. Japan had invaded two islands in the Aleutians, and the United States needed to quickly develop an air service infrastructure to supply a defensive buildup.

Doyle and other Northwest pilots flew supplies to western Canada, Alaska and out to the Aleutian Islands (then a combat area), in a grueling work schedule. "These were the world's worst conditions for flying," Doyle says. "This was before we had pressurized cockpits and we could only fly at 10,000 feet. We had to fly through roiling winds, rain, snow and ice."

After the war, the United States government granted Northwest the valuable air rights to serve Asia via Alaska. Doyle and other Northwest pilots pioneered this new Great Circle route. The route was hundreds of miles shorter to Asia than the route Pan Am had developed across the mid-Pacific.



Doyle flew with Northwest for 34 years, and between flights he continued with the calmer parts of his original thrill show business—banner towing, skywriting and air racing. "When other pilots would get off work, they would go to the golf course. I would get in my own plane and go flying," says Doyle, who is still flying at age 86.

His interests soon expanded to rebuilding historic aircraft. Today, 11 of Doyle's aircraft sit in museums or airports across the nation, including a replica of a 1910 Curtis Pusher, one of only three aircraft on display in the Minneapolis/St. Paul International Airport.

SAFETY FIRST Julie Clark

Many of Northwest's early aviators, such as Chuck Doyle, began their flying careers as daredevils and stunt pilots. Julie Clark, while no daredevil, is a modern day stunt pilot.

Clark has flown 25,000 hours, including more than 1,000 air shows, and is proud of the fact that she's "never even bent an airplane." Clark, a Minneapolis/St. Paul-based captain, has 25 years of service with Northwest and credits Doyle as one of her heroes. (He retired from Northwest not too long before she began her airline career.)



LEFT: COURTESY JULIE CLARK. ABOVE: BRETT PATTERSON



PASSION EVERLASTING

CARDIGAN RED™

After 75 years
of delivering travelers
here, there and everywhere,
may you, Northwest Airlines,
CARRY ON!



**Happy anniversary
from the shops and restaurants
of the Minneapolis-St. Paul
International Airport**

Ranked first among large airports
for Best Airport Concessions
by *Airport Retail News*, 2002



CAMBRIA
Quality Quartz Surfaces™

Countertops that ignite passion. Radiant natural quartz crystals make CAMBRIA quartz surfaces beautiful to behold. But its true beauty goes even deeper than that. Completely resistant to cracks, chips, scratches and stains, CAMBRIA, unlike granite, requires no sealing. CAMBRIA is easier to care for and naturally maintains its luster. Wait until you see the dazzling array of colors! CAMBRIA. Beautiful to the eye, to the touch, to the end of time.

1-866-CAMBRIA WWW.CAMBRIAUSA.COM

EDEN PRAIRIE, MINNESOTA MANUFACTURED IN THE UNITED STATES OF AMERICA VISIT OUR SHOWROOM AT INTERNATIONAL MARKET SQUARE, SUITE 512 IN MINNEAPOLIS.



75 Years of Service

For the last 23 years, Clark has owned and operated her own air show company, American Aerobatics, for which she flies her Beechcraft T-34 in about 20 to 25 air shows a year. She has won a long list of distinguished flying awards, including her induction into the Women in Aviation International, Pioneer Hall of Fame last March, and Mopar Parts has sponsored her for 15 years.

Safety is paramount for Clark, whether flying for Northwest or as an air show performer. Her father, Ernie Clark, was an airline pilot and her inspiration for becoming an aviator. In 1947 he was one of the 30 founding pilots of Pacific Airlines, which was one the many airlines that later became a part of Northwest as a result of the 1986 acquisition of Republic Airlines.

In 1977, Clark was hired as the second woman pilot at Hughes Air West (the first female pilot stayed only a few months). That airline would eventually become part of Northwest via Republic Airlines. "I wore my father's wings inside my jacket for the first year," she says, in honor of her father who had died 13 years earlier.

Like Doyle, Clark's whole life is flying, especially in her T-34 Mentor *Free Spirit* and her yellow T-28 *Top Banana in the West* at air shows across the continent. "People tell me I look like a ballet dancer up there," Clark says. "This sounds corny, but that's kind of the way I think of it. The airplane is my partner and the sky is my stage."

OLYMPIAN Joon Chi

Joon Chi's stage is altogether different. When Northwest employees tuned in to watch the 2000 Summer Olympic Games on television, they might have caught sight of a colleague, Chi, during the judo competition.

But Chi was not competing—he was a referee. "It was a dream come true," says Chi, a Minneapolis/St. Paul customer service supervisor with 23 years of service. He began to referee in judo and tae kwon do 32 years ago in his native South Korea while in college. As much as he loved competing in the two sports—he has an eighth-degree black belt in both judo and tae kwon do—he realized he also was a gifted referee and decided to focus there.

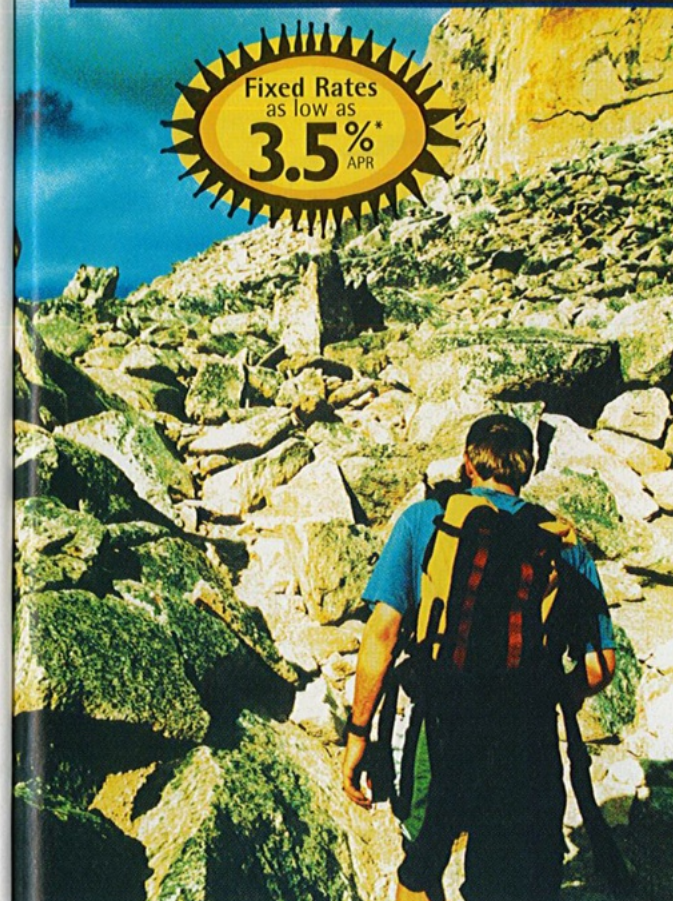
The decision has paid off, as Chi officiates across the United States and around the world at 10 or more world-class judo and tae kwon do championship events a year. These include the Pan American Championships, the Pan American Olympic Games, and the World Judo and Tae kwon do Championships. In 1996, he participated in the Olympic Games in Atlanta as a technical advisor and refereed at the ParaOlympics.

"I love judo and tae kwon do," Chi says. "The qualities of a good referee are the same as those of a supervisor at the airline—quick decisions must be made based on rules and regulations, with an appropriate mix of good judgment, all under pressure. The qualities



BRETT PATTERSON

Climbing A Mountain of Student Loan Debt?



edconsolidation from edsouth allows you to conquer your debt by consolidating your existing student loans through a reputable, reliable provider. **Lock in the lowest fixed rate in the history of student loans!** Qualified borrowers receive an even steeper discount of up to 1.25 percentage points. Enjoy life-of-loan servicing — your loan stays with edsouth until it is paid in full.

One loan. One lender. One low monthly payment.

edconsolidation does it all — because life is its own adventure.

Debt consolidation shouldn't be that hard.



edconsolidation

student loan debt you can live with

edsouth
an edamerica lender

Call 1.800.ED1LOAN(331.5626) for details or apply online at www.edsouth.org/edconsolidation
*Rates will vary depending on rates of loans consolidated. edconsolidation is exclusively for federal student loan debt.

Where there's a dream, there's edsouth.

CONGRATULATIONS NORTHWEST AIRLINES ON YOUR 75TH ANNIVERSARY.



Everybody at Hawaiian Airlines extends a hearty congratulations to our partner Northwest Airlines. Remember, you can earn HawaiianMiles on routes Northwest Airlines flies. Call your travel agent or us at 800-367-5320. Surf's up at HawaiianAir.com



HAWAIIAN
AIRLINES
WINGS AT 100 ISLANDS

Save up to
60% OFF!

altmanluggage.com

WalkAbout3 Rollaboards®

Travelpro®
USA

A. 22" Expandable
Carry-on Suiter.
#6122 Reg. \$260.
Special \$129.95

B. Deluxe Tote.
#6101 Reg. \$100.
Special \$49.95

Special
\$49.95

Available
in Black
or Clover

altmanluggage.com

C. 26" Expandable
Suiter. #6126
Reg. \$300.
Special \$149.95

Special
\$149.95

altmanluggage.com

WalkAbout®

Special
\$159.95

D. Rolling
Garment Bag.
#6132 Reg. \$320.
Special \$159.95

We ship anywhere!

**altman
luggage**

135 Orchard St. • New York, NY 10002
212-254-7275 • FAX 212-254-7663

Call 1-800-372-3377

altmanluggage.com



DART CONTAINER CORPORATION
"THE INDUSTRY STANDARD OF EXCELLENCE"

congratulates



NORTHWEST
AIRLINES®

on their



ANNIVERSARY

www.dartcontainer.com



WorldPerks® members
earn 50 miles per
qualifying rental day when
renting at
Dollar Rent A Car.



For Reservations: Book Online at
dollar.com or call 800-800-4000

Dollar features quality products of the DaimlerChrysler Motors Corporation and other fine cars.
© 2002 Dollar Rent A Car System, Inc.

75 Years of Service

of the sports also apply in my job—they
promote good teamwork."

Chi travels about 55,000 miles a year,
making him a Silver Elite member of
Northwest's WorldPerks frequent flyer
program. "Northwest is known world-
wide," he says. "I feel a great deal of
pride when people recognize Northwest
during my travels. Northwest is part of
my family. My colleagues and I help and
care for each other."

His immediate family is most on his
mind these days. Chi's oldest brother
was kidnapped from school by retreating
North Korean soldiers in 1953, shortly
before the Korean War ended. No one in
Chi's family has seen or heard from the
brother since.

"The qualities of a
good referee
are the same as those of
a supervisor
at the airline."

Through his officiating, Chi became
friends with a referee from North Korea
who passed the word to government
officials about Chi's brother. He also rec-
ommended they be reunited.

Recently, members of the North
Korean delegation to the United Nations
invited Chi to dine with them in New
York. They told him that the government
will look for his brother and invite Chi
and other members of his family to meet
him, assuming he is alive. Chi is now
awaiting word, unsure what will happen.
"I have a lot to thank Northwest for," he
says. "In so many ways, it has helped my
dreams come true." ☺



Co-pilot

Childhood doesn't last forever. The
love, the care, the friendship your
dog gives helps your children make
the very most of those magical
years. It's true, your dog is so much
more than a pet. There's only one
way to keep him safe.

For over 25 years, Invisible Fence® has contained dogs of all breeds with
an amazing 99.2% success rate. Over a million customers keep their dogs
safe with a system that's endorsed by the ASPCA® and veterinarians. Only
your local Invisible Fence professional provides:

- Free in-home consultation
- Custom-designed, professional installation
- Personalized dog training
- One-Year, Money-Back performance guarantee
- Lifetime warranty


Invisible Fence
Your dog safe at home®

1-877-866-DOGS
invisiblefence.com

©2001 Invisible Fence, Inc. Invisible Fence is a registered
trademark of Invisible Fence, Inc. All rights reserved.

letter addenda

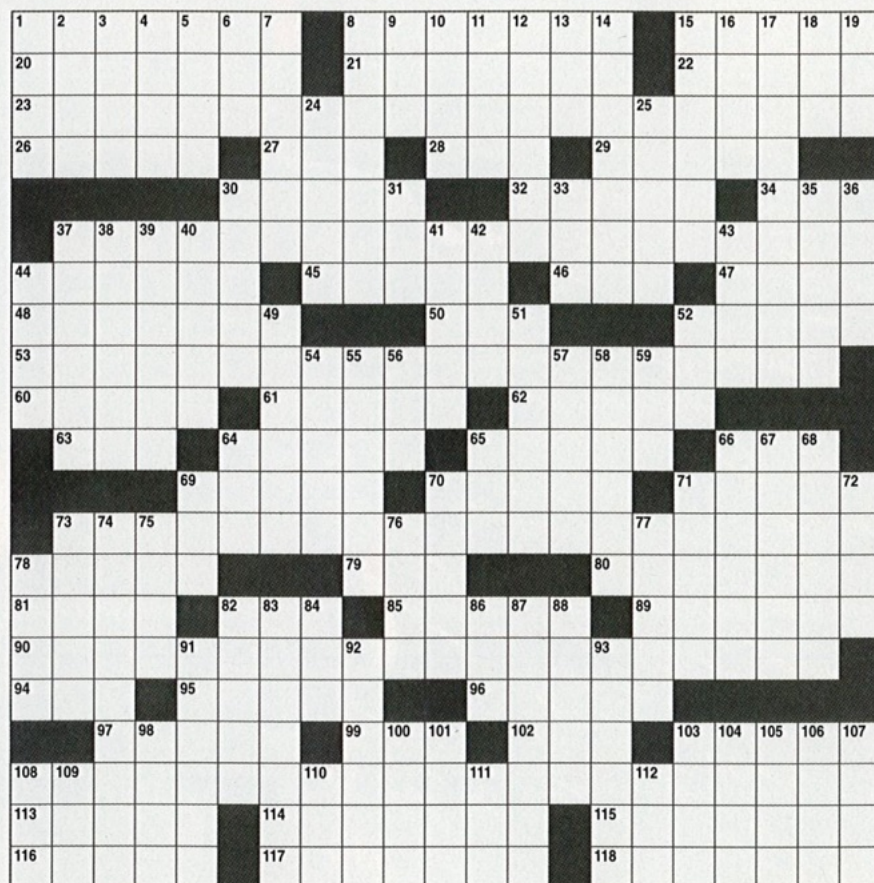
ACROSS

- 1 What melting ice leaves
8 Roadie's ride
15 Reverse sides
20 Foreign objects
21 Least certain
22 Bay window
23 P
26 Really need to bathe
27 Modus operandi
28 "___ who?"
29 Bold
30 Brahmins, e.g.
32 Author Zola
34 Softhead
37 Add a letter to 23-Across to get...
44 Kind of mutual fund
45 ___ sandwich
46 Seat holders
47 Infirmary-free
48 Not a bad golf score, informally
50 Cutting-room staff?: Abbr.
52 Coach
53 Add a letter to 37-Across to get...
60 Present times?
61 Earthy hue
62 Add
63 Inflamed
64 Camp-out treat
65 Nobelist for whom a physics unit is named
66 ___ cit.
69 Country musician's acoustic guitar
70 First name in cosmetics
71 Hollywood's Winger
73 Add a letter to 53-Across to get...
78 Cow of commercials
79 Draft inits.
80 Strips
81 Really need to bathe
82 Driller on base: Abbr.
85 Concealed
89 Don't stop
90 Add a letter to 73-Across to get...
94 Sun or moon

- 95 Comic strip Viking
96 Pen pas?
97 Jim Croce's "I Got ___"
99 Sticky stuff
102 Encouraging word
103 Offspring
108 Add a letter to 90-Across to get...
113 What some humor lacks
114 Miami Sound Machine frontwoman
115 Catchphrase
116 Early calendar developers
117 Fred Flintstone's boss
118 Like tea bags, traditionally

DOWN

- 1 Becomes the other half of?
2 It's taken when leaving
3 Lifesaver shapes
4 W.W. II gun
5 Dentist's tool
6 When D.S.T. ends
7 Japanese prize in the 1894-95 Sino-Japanese war
8 Wee one
9 O'er and o'er
10 Some blinking lights, for short
11 It may precede old age
12 Actor/comedian Richard
13 Made in ___
14 Gloomy
15 8-Down's footwear
16 Kennel racket
17 Sparta, for one
18 Kenan's pal on Nickelodeon
19 Slippery
24 Welcome sight to the parched
25 Is moodily silent
30 Space ___
31 Pilothouse abbr.
33 When George W. Bush was sworn in
35 Mix
36 Jury member



- 37 See eye to eye
38 Enthusiastic corrida cry
39 Fixed firmly
40 Gets concrete results?
41 Production studio device
42 Creole vegetable
43 Gangster
44 Too inquisitive
49 Some parallelograms
51 Pinellas Peninsula city, briefly
52 Haulage unit
54 Nut for a nut weevil
55 Purposely loses
56 Frequent garden visitor

- 57 Relatively reliable
58 Show up for
59 Variety's beat, with "the"
64 Kind of flour or ink
65 Barkley served with him: Abbr.
66 Like some riverbanks
67 San Luis ___, Calif.
68 El Greco, by birth
69 Nixon served with him: Abbr.
70 Krupp's headquarters
71 Sole source
72 Kind of V.P.
73 Make cloudy

- 74 Site of some overseas security
75 Big engineering project
76 Inits. for an armchair quarterback?
77 Karaoke equipment
78 Hence
82 Well-known whale
83 "Break a leg!"
84 Onetime jet insignia
86 Knock over, so to speak
87 Krupp's
88 Deprive of heat?
91 Synthetic fuel sources
92 Cants

- 93 Secret meeting places
98 Part of N.B.
100 Scott Turow book
101 Easy as falling ___ log
103 "Splendor in the Grass" Oscar winner
104 Successful pitch
105 Indiscretion
106 ___ Reader (magazine)
107 Regarded
108 Bill spitter-outer
109 Call from a pen
110 Medit. land
111 Unfaithful one
112 Pack it in, so to speak

For answers to this puzzle, see page 86.

Major magazines, newspapers and television news programs are giving rave reviews to HPF Hangover Prevention Formula™. Why? Because HPF is the patented, new herbal extract formula that you take before drinking to prevent a hangover-- instead of trying to cure one. And it really works!

Clinically tested by a noted medical team.
A natural food extract, HPF is derived from the fruit of the Prickly Pear Cactus. It was clinically tested at Tulane University by a team of independent medical researchers and found safe and effective with no side-effects. We guarantee HPF will work for you, or your money back.

Thumbs-up from the media.

"...I awake feeling as if I haven't had so much as a wine spritzer." (morning after he drank 9 cocktails and 2 beers)

Tom Hallman
Esquire Magazine

"... it was very effective at reducing physical pain and malaise."

David Blend
Men's Journal

"Several staffers eagerly gave HPF a whirl, and most agreed they felt better than expected the next day."

Elizabeth Shaw
SELF Magazine

"--renders the user hangover free for up to three days."

Playboy

"I suffered no hangover...no ill effects at all, except for the disquieting feeling that I should have suffered."

Gene Weingarten
The Washington Post

FINALLY. A PILL PREVENTS HANGOVERS.

**Hangovers are history!**

The patented extract formula in HPF Hangover Prevention Formula reduces inflammation, protects protein in tissue and cells and facilitates faster repair and recovery to prevent the ravages of a hangover. (Also eases the symptoms of jet-lag.)

10 capsules: \$24.95 Free Shipping (Each dose lasts 3 days.)

Free Trial Offer! Get a free 2-Capsule sample box (a \$12 value) when you order (2) 10-Capsule boxes. Try the sample. Satisfaction is guaranteed or simply return the 2 unopened boxes for a full refund.

Call (800) 720-2970 (24 hrs.)
Online: www.hangoverprevention.com

HPF HANGOVER PREVENTION FORMULA™
A DIETARY SUPPLEMENT

An ounce of hangover prevention is worth a pound of cure.

No Time To Work Out ?!

The TONE-A-MATIC® Workout is the Solution
Tone, Firm and shape your Abdominals, Pecs, Buttocks and Thighs, in just 45 min. a day while reading or watching television, in the privacy of your home, hotel or office.

NEVER DO SIT-UPS AGAIN!!! OBTAIN COMPLETE DEFINITION AND WASHBOARD ABS!!!!

* USED SUCCESSFULLY WORLDWIDE BY PROFESSIONAL ATHLETES, THERAPISTS, MODELS & PRO TRAINERS!

TOP QUALITY DIGITAL UNITS 5 YRS WARRANTY.
STARTS FROM \$159.99 30 DAYS MONEY BACK GUARANTEE (less 15% restocking fees)

Competitors inferior units are so small, light weight & weak that you get to the maximum power intensity within a few days without results!! BUY THE STRONGEST AND MOST EFFECTIVE UNITS ON THE MARKET from the various quality choices at WWW.TONEAMATIC.COM

8 Pads 2 Controls
Reg. Retail Price \$479.99
NOW \$179.99

10 Pads 3 Controls
Reg. Retail Price \$599.99
NOW \$239.99

16 Pads 6 Controls
Reg. Retail Price \$867.99
NOW \$479.99

12 Pads 4 Controls
Reg. Retail Price \$599.99
NOW \$299.99

20 Pads 8 Controls
Reg. Retail Price \$1100.99
NOW \$559.99

AB BELT SPECIAL \$69.99

Major Credit Cards & Money Orders Accepted
EASY PAYMENT AVAILABLE Fax Orders to 905-501-9290

Tone-a-matic International Inc.
USA OFFICE: 1051 CLINTON ST. BUFFALO, NY. 14206

CANADA OFFICE: 145 TRADERS BLVD.E. UNIT 18. MISS. ONT. L4Z 3L3



24Hr. Order Lines
905-501-0672
1-800-565-8663



www.toneamatic.com

Features of Top Quality Units	OURS	OTHERS
Maximum adjustable long Contraction Relax Control	1-75 Secs	Preset 3 Secs
Digital Technology/ Competitors Old Technology	YES	NO
Reciprocating feature will cut workout time in half.	YES	NO
Bi-phasic/mono-phasic feature	YES	NO
Maximum Adj frequency-200HZ	YES	NO
2-4 high power transformers.	YES	NO
Surge ramp / Safety feature	YES	NO
Our SuperPower units 9x12 volts (Competitor's VERY WEAK 6 volts)	YES	NO
Tens frequency for back pain	YES	NO
Sturdy carbonflex pads never needs replacements	YES	NO
Adhesive pads available!!!	YES	NO

win 2 tickets

Do you know where this photo was taken? Can you identify this location? If so, you could be rewarded with two tickets to anywhere in the continental U.S. Northwest Airlines flies. Just fill in the form with your guess, and your name will be entered in a drawing for the two tickets. (The form is located on the Free Product Information card adjacent to page 98.) Those who are stumped may turn to page 88 for the answer.



And if that isn't enough help,
here are some hints! In this city...

- ...exists an independent state.
- ...Audrey Hepburn and Gregory Peck took a "holiday."
- ...gladiators, slaves and Christians once fought for their lives before cheering masses.
- ...you can ensure your return by tossing a coin over your shoulder into a certain fountain.
- ...Michelangelo painted the world's most famous ceiling.

official rules No Purchase Necessary

TO ENTER: Complete and send the entry form on the Free Product Information cards adjacent to page 98. If no entry form is available, send a postcard (sorry, no faxes) with name of contest you are entering, appropriate answer, name, address and phone, and mail to: Northwest Airlines WorldTraveler, P.O. Box 4005, Beaverton, OR 97076-4005. Only one entry per person allowed. Sweepstakes begins July 1, 2002, and entries must be received by September 30, 2002. Winner will be selected on or about October 15, 2002, by random drawings from all correct entries under the supervision of Skies America Publishing Company, whose decision is final. Eligibility: Employees of Northwest Airlines and Skies America Publishing Company, their agents, affiliates and subsidiaries and their immediate families are ineligible. Entrants must be at least 18 years old. Applicable taxes are the responsibility of the winner. This sweepstakes subject

to U.S. law. All U.S. federal, state and local laws apply. No substitution for prizes which aren't transferable. Winner's name and likeness may be used for publicity purposes. Void where prohibited. Odds of winning depend on the number of entries received. Winner will be notified by mail and phone, and will be required to sign an Affidavit of Eligibility and Publicity Release, unless prohibited by law, within 14 days of notification. These sweepstakes are sponsored by Northwest Airlines Corporation, Minneapolis/St. Paul, Minnesota, and promoted by Skies America Publishing Company. Winner and travel companion will be required to sign a Release of Liability within 14 days of notification. For a list of winners, available after November 1, 2002, send a stamped, self-addressed envelope to: Contests, Northwest Airlines WorldTraveler magazine, Skies America Publishing Company, 9655 S.W. Sunshine Ct., St. 500, Beaverton, OR 97005.

Congratulations on your platinum jubilee.



Jet Airways, India's finest domestic airline, wishes you a memorable 75th anniversary.

Winner of the Air Transport World Award, 2001.

Call 1-866-U FLY JET or e-mail uflyjet@jetairways.com



Wishing Northwest Airlines® another 75 successful years.



pit stops on the information superhighway

WELCOME to WorldTraveler's BookMarks section, the place where the Internet's hot spots come alive. Take a look at some of the products and services that these sites provide, and feel free to take home our "BookMark" reference card, adjacent to page 98. For information on advertising with BookMarks, contact Natalie Mathews at 503.520.1955, ext. 675.

business | PRODUCTS

FASTSIGNS
www.fastsigns.com

Learn More About My FASTSIGNS:
1. Go directly to your customers.
2. Get driving directions.
3. Get a quote from your customers.
4. Send files to your customers.

Find a Store Near You!
Enter an address or zip code to find the nearest FASTSIGNS store.
City: _____ State: _____ Zip: _____
Display Store Address: _____

FASTSIGNS

www.fastsigns.com

Since 1992, Fastsigns has been consistently recognized as the sign industry's leading franchise. It holds unsurpassed track records in network growth, sales performance and franchise support.

business | PRODUCTS

THE DIAMOND SOURCE USA
www.diasource.com

We don't buy our diamonds from a source. We are the source. Learn how to buy diamonds, find price lists and even printable maps to our two showrooms, all from the convenience of your computer.

THE DIAMOND SOURCE USA

www.diasource.com

We don't buy diamonds from a source. We are the source. Learn how to buy diamonds, find price lists and even printable maps to our two showrooms, all from the convenience of your computer.

business | PRODUCTS

nimlok
DISPLAY AND EXHIBIT SOLUTIONS WORLDWIDE

Nimlok is a leading international manufacturer of display and exhibit solutions worldwide, offering an extensive product line ranging from lightweight portable displays to custom modular exhibits.

NIMLOK

www.nimlok.com

Nimlok is a leading international manufacturer of display and exhibit solutions worldwide, offering an extensive product line ranging from lightweight portable displays to custom modular exhibits.

CUSTOM LABEL CIGARS



The Choice the World Over...

As the leader in custom label cigars, **VICTORYCIGARS.COM** is the choice of corporations and individuals worldwide. We produce premium hand-rolled cigars with a commitment to quality and service.

Made in a top Dominican Republic factory and packaged in Spanish cedar boxes, our product will leave your customers and associates with a memorable and lasting impression.

Visit our Web site:

www.victorycigars.com

or call us at:

1-800-434-3994



VICTORYCIGARS.COM

The custom label cigar company

Minimum Order — 1 box • Quick Turnaround Time!

consumer | PRODUCTS

AMERICAN WATCH CO.
www.americanlogowatch.com

The logo watch leader for 50 years. For as low as \$10 each and no minimum purchase, they're simply the most affordable 24-hour advertising there is!

AMERICAN WATCH

www.americanlogowatch.com

The logo watch leader for 50 years. For as low as \$10 each and no minimum purchase, they're simply the most affordable 24-hour advertising there is!

consumer | PRODUCTS

HAWAIIAN AIRLINES
www.hawaiianair.com

Founded in the days of the amphibian Sikorsky biplane, Hawaiian Airlines was the first carrier in the Pacific territory. Today, we're the nation's 12th largest airline, carrying about 6 million passengers each year.

HAWAIIAN AIRLINES

www.hawaiianair.com

Founded in the days of the amphibian Sikorsky biplane, Hawaiian Airlines was the first carrier in the Pacific territory. Today, we're the nation's 12th largest airline, carrying about 6 million passengers each year.

consumer | PRODUCTS

HOTELS.COM
www.hotels.com

Save up to 70 percent on the places you want to stay! The Internet's leading provider of hotel accommodations worldwide. Easy-to-use, one-stop source for the Best Prices at the Best Places.

HOTELS.COM

www.hotels.com

Save up to 70 percent on the places you want to stay! The Internet's leading provider of hotel accommodations worldwide. Easy-to-use, one-stop source for the Best Prices at the Best Places.

consumer | PRODUCTS

MELBY RANCH
www.melbyranch.com

Melby Ranch Properties is located on the Eastern edge of the Sanchez Reservoir, with access to some of the best fishing in Southern Colorado. Visit our Web site to learn more!

MELBY RANCH

www.melbyranch.com

Melby Ranch Properties is located on the Eastern edge of the Sanchez Reservoir, with access to some of the best fishing in Southern Colorado. Visit our Web site to learn more!

consumer | PRODUCTS

SANYO-FISHER
www.sanyo.com

From consumer electronics to home appliances and commercial services, Sanyo has a wealth of information available at the touch of a button.

SANYO-FISHER

www.sanyo.com

From consumer electronics to home appliances and commercial services, Sanyo has a wealth of information available at the touch of a button.

consumer | PRODUCTS

VICTORY CIGARS
www.victorycigars.com

Anyone who likes cigars will love this site. Find out how cigars are made, why they're popular, and how you can get your hands on some!

VICTORY CIGARS

www.victorycigars.com

Anyone who likes cigars will love this site. Find out how cigars are made, why they're popular, and how you can get your hands on some!

education | SEMINAR

CALIFORNIA COAST UNIVERSITY
www.calcoast.edu

This university provides programs designed for self-directed, mid-career adults by utilizing a combination of distance learning and correspondence methodologies.

CALIFORNIA COAST UNIVERSITY

www.calcoast.edu

This university provides programs designed for self-directed, mid-career adults by utilizing a combination of distance learning and correspondence methodologies.

AMERICAN WATCH CO.
Call For Free CATALOG 800-862-6772

SPECIAL OFFER
Flag Watch \$13.00

YOUR LOGO HERE

AW-1883
WORLD TIME CALENDAR
\$19.20/ea. 15 pc. min.

AW-50 SPORTS WATCH
\$19.00/ea. no minimum

AW-6001
\$17.00

AW-6201
\$17.00

MILITARY WATCH
\$17.00

SPECIAL GIFT PACKAGING
cotton-filled gift box \$.50
gift pouch \$.75
flat and round metal tins \$2.00
deluxe gift box \$1.75

AW-50 SPORTS WATCH
\$19.00/ea. no minimum

American Watch Company
1225 S. Grand Ave.
Los Angeles, CA 90015
Toll free: (800) 862-6772
Tel: (213) 765-0765
Fax: (213) 765-0094
www.americanlogowatch.com

AW-1883
WORLD TIME CALENDAR
\$19.20/ea. 15 pc. min.

AW-50 SPORTS WATCH
\$19.00/ea. no minimum

American Watch Company
1225 S. Grand Ave.
Los Angeles, CA 90015
Toll free: (800) 862-6772
Tel: (213) 765-0765
Fax: (213) 765-0094
www.americanlogowatch.com

AW-1883
WORLD TIME CALENDAR
\$19.20/ea. 15 pc. min.

AW-50 SPORTS WATCH
\$19.00/ea. no minimum

American Watch Company
1225 S. Grand Ave.
Los Angeles, CA 90015
Toll free: (800) 862-6772
Tel: (213) 765-0765
Fax: (213) 765-0094
www.americanlogowatch.com

Travel Technology for your vehicle

How to make your car "invisible" to radar and laser!

Rocky Mountain Radar introduces a device designed to make your car's speed electronically unreadable—if you get a ticket while using the product, the manufacturer will pay your fine!*



■ The Phazer will "jam" both radar and laser guns, preventing police from measuring your speed.

If your heart doesn't skip a beat when you drive past a speed trap—even if you aren't speeding—don't bother reading this. How many times has this happened to you? Driving down the interstate with your cruise control set at eight miles over the speed limit, and you catch a glimpse of a police car parked on the side of the road. Your heart skips a beat and for some reason you look at your speedometer. After you've passed the trap, your eyes stay glued to the rearview mirror, praying the officer will pass you up for a "bigger fish."

The solution. Today, Rocky Mountain Radar offers drivers a perfect solution—the Phazer. Combining a passive radar scrambler with an active laser scrambler, the Phazer makes your automobile electronically "invisible" to police speed-detecting equipment.

The radar component works by mixing an X, K or Ka radar signal with an FM "chirp" and bouncing it back at the squad car by way of a waveguide antenna, effectively confusing the computer inside the radar gun. The laser component transmits an infrared beam that has the same effect on laser Lidar units.

Operating legally. Some radar devices have been outlawed because they transmit scrambling radar beams back to the waiting law enforcement vehicle. The Phazer, however, reflects a portion of the signal plus an added

FM signal back to the police car. This, in effect, gives the waiting radar unit an electronic "lobotomy." Best of all, unless you are a resident of California, Minnesota, Nebraska, Oklahoma, Virginia, or Washington D.C., using the Phazer is completely within your legal rights.



How it scrambles radar.

Police radar takes five to 10 measurements of a vehicle's speed in about one second. For an example, the Phazer sends one signal that may tell the radar the car is going 15 m.p.h. and another signal that the car is going 312 m.p.h. Because police radar can't verify the speed, it displays no speed at all. To the radar gun, your car isn't even on the road.

Works with laser, too! The Phazer also protects your vehicle from Lidar guns that use the change in distance over time to detect a vehicle's speed. The Phazer uses

HOW TO MAKE YOUR CAR DISAPPEAR

Radar and laser scramblers are devices that foil speed traps by making vehicles electronically "invisible" to police radar. Radar scramblers mix a portion of the radar signal with background clutter and reflect it back to the squad car. This technique, pioneered by Rocky Mountain Radar, creates an unreadable signal that confuses the computer inside the radar gun.

The laser scrambler in the Phazer works in a similar manner. It transmits a special infrared beam with information designed to scramble the laser signal. The result? Readouts on police radar and laser guns remain blank. As far as the police officer is concerned, your vehicle is not even on the road.

■ The Phazer makes your car "invisible" to police radar and lasers or the manufacturer will pay your speeding ticket!*



light-emitting diodes (LEDs) to fire invisible infrared pulses through the windshield. Laser guns interpret those pulses as a false indication of the car's distance, blocking measurement of your speed. Again, it's as if your car isn't even on the road.

Range up to two miles. Depending on the terrain, the Phazer begins to scramble both radar and laser signals as far as two miles away from the speed trap. Its range of effectiveness will depend on the size of your vehicle, but for most cars it extends to about 200 feet away from the police car. At this point you should be able to make visual contact and reduce your speed accordingly.

*Ticket rebate program.

Rocky Mountain Radar is so confident that the Phazer will protect you from both radar and laser speed-detection devices that if you do get a speeding ticket within the first year while using your Phazer, they will pay your fine! The manufacturer will only pay tickets where the speed limit was not exceeded by more than 30%, or 15 miles per hour, whichever is less.

Try it yourself. Thanks to the ticket rebate program, speed traps won't make your heart skip a beat anymore. Try it. Your car will be invisible to police radar and laser, or the manufacturer will pay your fine! It's backed by a three-year manufacturer's warranty and TechnoScout's exclusive home trial. Try this product for 30 days and return it for the full purchase price if not satisfied, less shipping and handling.



■ The Phazer is a completely legal way to help you avoid speed traps (except in CA, OK, MN, NE, VA, and Washington D.C.).

While the Phazer is designed to help you avoid speed traps, it is not intended to condone excessive speeding.

The Phazer

3 easy credit card payments of 3P-1216 \$49.95 each + S&H
Please mention promotional code 22827.

For fastest service, call toll-free 24 hours a day
800-399-7858

To order by mail with check or money order, or by credit card, ask for the total amount including S&H. To charge it to your credit card, enclose your account number and expiration date. Virginia residents only—please include 4.5% sales tax.

TECHNO SCOUT
1998 Ruffin Mill Road
Colonial Heights, Va 23834

30071

Q.

How do you improve the best phone card?



A.

Drop the rate to just 5¢ a minute.

Now just **5¢** a minute

For instant activation
24 hours a day:

1-888-211-0133

*Purchase of \$50 card required. 5¢ domestic plan rate applies for new sign-ups only. There is a \$1.99 monthly service charge. Pay phone surcharge may apply. Rates and service charges are subject to change without notice. Credit Card or certified check required for activation. GlobalCall is a registered service mark, and IDT® is a trademark of IDT Corporation. IDT (NYSE:IDT, IDT.B) is a global leader in discount telecommunications. © 2002 IDT Corporation. All rights reserved.

GlobalCall
PREPAID CALLING CARD

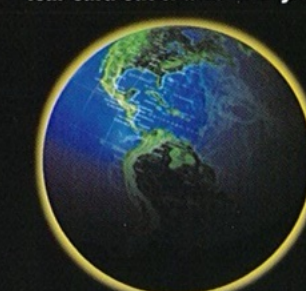
Tear card out & take with you.



Instant Activation! Call Today!

GlobalCall
PREPAID CALLING CARD

Tear card out & take with you.



Instant Activation! Call Today!



With GlobalCall, domestic calls are just 5¢ a minute, and international calls start as low as 10¢!

Simply take one of the attached GlobalCall cards, call **1-888-211-0133** to activate it, and immediately call coast to coast and around the world for some of the lowest rates available.

With GlobalCall, you get:

- Low rates from over 25 countries to 230 countries
- Automatic recharge
- NO connection fees
- NO activation charges
- NO contracts
- NO switching current telephone carriers

Call 1-888-211-0133 to activate your card now

Country	Cust. Service Activation #	In-Country Access #	Country	Cust. Service Activation #	In-Country Access #
Australia	1800-14-7551	1800-46-6480	Italy	800-78-0181	800-78-4037
Belgium	0800-7-7927	0800-7-2383	Japan	00531-13-0157	00531-13-0455
Canada	1-888-898-6054	1-888-972-1933	Mexico	01-800-888-5382	01-800-888-5555
Denmark	8088-2903	8088-4624	Netherlands	0800-024-4631	0800-024-4630
France	0800-91-5711	0800-91-8132	Spain	900-878-236	900-878-235
Germany	0800-031-9022	0800-031-9021	Sweden	020-79-4697	020-79-1607
Israel	1-800-931-2054	1-800-930-0136	Switzerland	0800-83-4915	0800-56-4650
			UK	0-800-028-5821	0800-279-3325

To use your card from the U.S. dial 1-800-693-3298

For access numbers not listed visit our web site at www.global-call.net

When outside the United States: Use the appropriate International Access number and wait for greeting. Enter card number when prompted. For domestic calls and calls to Canada: dial 1 + Area Code + Local Number. For non-U.S. Numbers: dial 011 + Country Code + City Code + Local Number. For additional calls: don't hang up — press [9] key 3 times and wait for prompt.

There is a \$1.99 monthly service charge. Pay phone surcharges may apply. Rates and service charges are subject to change without notice. Credit card or certified check required for activation. GlobalCall is a registered service mark, and IDT® is a trademark of IDT Corporation.

Call 1-888-211-0133 to activate your card now

Country	Cust. Service Activation #	In-Country Access #	Country	Cust. Service Activation #	In-Country Access #
Australia	1800-14-7551	1800-46-6480	Italy	800-78-0181	800-78-4037
Belgium	0800-7-7927	0800-7-2383	Japan	00531-13-0157	00531-13-0455
Canada	1-888-898-6054	1-888-972-1933	Mexico	01-800-888-5382	01-800-888-5555
Denmark	8088-2903	8088-4624	Netherlands	0800-024-4631	0800-024-4630
France	0800-91-5711	0800-91-8132	Spain	900-878-236	900-878-235
Germany	0800-031-9022	0800-031-9021	Sweden	020-79-4697	020-79-1607
Israel	1-800-931-2054	1-800-930-0136	Switzerland	0800-83-4915	0800-56-4650
			UK	0-800-028-5821	0800-279-3325

To use your card from the U.S. dial 1-800-693-3298

For access numbers not listed visit our web site at www.global-call.net

When outside the United States: Use the appropriate International Access number and wait for greeting. Enter card number when prompted. For domestic calls and calls to Canada: dial 1 + Area Code + Local Number. For non-U.S. Numbers: dial 011 + Country Code + City Code + Local Number. For additional calls: don't hang up — press [9] key 3 times and wait for prompt.

There is a \$1.99 monthly service charge. Pay phone surcharges may apply. Rates and service charges are subject to change without notice. Credit card or certified check required for activation. GlobalCall is a registered service mark, and IDT® is a trademark of IDT Corporation.

From the U.S. Rate/Min.

Country	IDT GlobalCall	AT&T	MCI	Sprint
U.S. (within)	5¢	17¢	9¢	15¢
Australia	10¢	68¢	26¢	46¢
Canada	10¢	34¢	16¢	46¢
Denmark	10¢	85¢	23¢	50¢
France	10¢	51¢	20¢	46¢
Germany	10¢	51¢	19¢	46¢
Netherlands	10¢	85¢	20¢	46¢
Sweden	10¢	85¢	20¢	46¢
United Kingdom	10¢	34¢	18¢	46¢

Brazil-Sao Paulo	15¢	85¢	52¢	92¢
Chile	15¢	85¢	35¢	69¢
Colombia-Bogota	15¢	85¢	85¢	55¢
Ireland	15¢	85¢	24¢	69¢
Israel	15¢	85¢	37¢	\$1.15
Japan	15¢	51¢	27¢	69¢
Mexico City	15¢	51¢	39¢	49¢
Spain	15¢	85¢	25¢	92¢
Venezuela-Caracas	15¢	85¢	75¢	69¢

Comparison as of 5/13/02. AT&T rates based on 240 minute card. MCI rates based on 166 unit card. Sprint rates based on 250 minute card.

For Instant Activation 24 hours a day:
1-888-211-0133
Visit our Web site at www.global-call.net

*Purchase of \$50 card required. 5¢ domestic plan rate applies for new sign-ups only. There is a \$1.99 monthly service charge. Pay phone surcharge may apply. Rates and service charges are subject to change without notice. Credit card or certified check required for activation. GlobalCall is a registered service mark, and IDT® is a trademark of IDT Corporation. IDT (NYSE:IDT, IDT.B) is a global leader in discount telecommunications. © 2002 IDT Corporation. All rights reserved.



75 Years of Service

It's a fact

Much happens each day to help Northwest customers safely reach their destinations. Here's just a glimpse....

IN ONE AVERAGE DAY...

- Northwest will take 168,046 people where they need to go.
- NWA Cargo will transport more than 2.2 million pounds of freight and about 470,000 pounds of mail.



TO MAKE IT ALL HAPPEN...

- The Web site, www.nwa.com, will receive 7.5 million hits.
- About 1,000 reservations sales agents will answer customer phone calls.
- During the day, 500 line maintenance mechanics will check each airplane when it's parked at the gate and solve any problems.

NIMLOK PRESENTS
look closely
400 EXHIBIT IDEAS ON 1 FREE CD!



CALL TODAY TO RECEIVE OUR FREE CATALOG AND INTERACTIVE CD

800-233-8870
Fax: (847) 647-2044

nimlok WT-7/02

DISPLAY AND EXHIBIT SOLUTIONS WORLDWIDE
WWW.NIMLOK.COM

7420 N. Lehigh Ave. • Niles, Illinois 60714

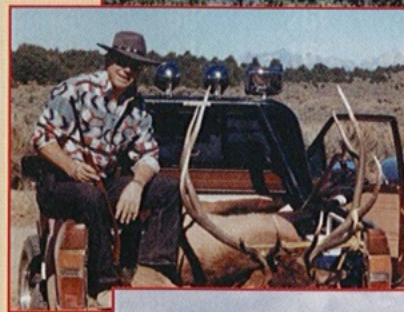
Representatives Located Worldwide

Melby Ranch Properties

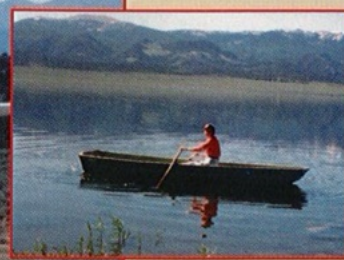
One of the Most Beautiful Areas in Southern Colorado

...Only 45 Minutes from Taos, New Mexico.

35 Acre Ranches Starting at \$35,000



- 4 Mile Long Gorgeous Lake
- Lake Front Lots Available in a New Subdivision called Little Norway
 - 2 Acres at \$125,000 with over 200 feet of lake front
 - Absolutely breath-taking views
 - Some of the best fishing in Colorado
 - Best Elk hunting area for your private use
 - Near 2 National Forests
 - 7 Ski Resorts within 1½ hours from property
- 2 Mile Long Private Airstrip
 - Taxi your own plane to your 35 acre parcel
- 25 Thousand Acres of Untouched Beauty



Interested parties will be treated to a night at Melby Ranch Lodge on Lake Sanchez, a sumptuous dinner, then breakfast before you leave. All this *free*, just for coming out and touring with one of our land guides.

OWNER WILL FINANCE – Call for a free package with video

1-888-316-LAND

www.MelbyRanch.com

75 Years of Service

TO MAKE IT ALL HAPPEN...



• Each night, 375 mechanics will double-check each aircraft to make sure it's ready to fly the next day.

• More than 3,200 customer service agents will work at the gates, ticket counters and city ticket offices.

• More than 3,800 equipment service employees will work in the ramp areas to load and unload luggage, and to help pilots park the planes.



MINNEAPOLIS...THE ONLY CITY
TO SUMMER IN.

Minneapolis is a hotbed of activity, whether you're looking for fun-filled days or fast-paced nights. Add all of our premier museums, restaurants and shopping choices, and you'll find Minneapolis is the ideal city to summer in. With so much to see and do, you'll be asking.....are we there yet?

Northwest Airlines...the gateway to Minneapolis for 75 years.

minneapolis
THE COOLEST PLACE ON EARTH!
1-800-445-7412 www.minneapolis.org

Finish What You Started...



OFF-CAMPUS ACCELERATED DEGREE PROGRAMS

California Coast University is a pioneer in the development of distance learning degree programs. For more than 28 years, we've been helping people achieve their goals of Bachelor's, Master's and Doctoral degrees.

The University's study programs are individually designed to allow enrollment at any time, and completion as rapidly as time and ability permit, without classroom or residency requirements.

For more information on how to qualify for advanced placement in a Bachelor's, Master's or Doctoral program in Business Administration, Management, Engineering Management, Psychology, Education or Health Care Management, contact our Admissions Office.



www.calcoast.edu

For a FREE catalog, call 1-800-854-8768

(714) 547-9625

Happy 75th Anniversary Northwest Airlines!
from your proud business partner for over a decade



The Small Company
That Delivers Big

Diversified Distribution Systems • 1.800.444.3386



TO MAKE IT ALL HAPPEN...

- More than 1,500 pilots will fly the planes.
- The jets will consume nearly 5 million gallons of fuel.
- Nearly 2,500 flight attendants will serve passengers in flight.
- Behind the scenes, almost 3,000 mechanics will be on the job in hangars, performing major maintenance on aircraft.
- Approximately 50,000 meals will be prepared and served.



Solution for crossword on page 76



75 Years of Service

DID YOU KNOW?



- Northwest was one of the first airlines to uniform its flight crews.
- Amelia Earhart rode along on Northwest's 1933 "proof of pudding" flight to convince Washington State officials that a northern route to Seattle was feasible in winter.



- Northwest is the largest U.S. airline to serve Japan.
- One of Northwest's assignments during World War II was to run a bomber modification facility in St. Paul, Minnesota.

Given our advanced age, we
still think of Northwest as
the new kid on the block.

Congratulations on 75 years of service!



100
years
OF SERVICE

from AAA Minnesota/Iowa
Celebrating its 100th
anniversary in 2002

THE BEST LUGGAGE DEALS ARE ONLINE!

TRAVELPRO FLIGHTPRO 2

SAVE 50%

PLUS MANUFACTURER'S REBATE
AND A FREE GIFT WITH PURCHASE!

Famous TravelPro quality, durability and convenience at prices that save you half the regular cost! Plus special rebate and gift offers that make these the luggage buys of the year! Order online today...or call toll-free 1-888-958-4424 for fast, free* shipping from the web's largest selection of luggage and business cases.

MANUFACTURER'S
REBATE! Take an extra
\$20 off all uprights 22"
and larger!



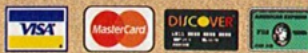
Travelpro
USA

FREE GIFT! Get a matching Carryall Duffel #8107 (\$80 value) FREE with purchase of any two Rollaboards!

A. #8101	Deluxe Tote	Reg. \$140	Online \$ 69.95
B. #8113	Rolling Tote	Reg. \$200	Online \$ 99.95
C. #8122	22" Exp. Rollaboard Suiter	Reg. \$320	Online \$159.95
D. #8126	26" Exp. Rollaboard Suiter	Reg. \$360	Online \$179.95
E. #8132	Horiz. Rolling Garment Bag	Reg. \$380	Online \$289.95

See our website for the full Travelpro line!
Call toll-free: 1-888-958-4424

All major credit cards. *Fast, free shipping on orders over \$125.



No Sales Tax
(Except PA/NJ)

www.luggageonline.com/nw



Luggage Online



Spot Your Luggage in Seconds with Travel Wraps® & Straps!

Travel Wraps™ & Straps are the most timesaving, innovative travel product you can find. They are simple, effective and easy to use. You can't miss the bright neon colors—or your suitcases—even when the carousel is piled high with look-alike rolling black luggage. No more searching for your luggage, or grabbing other peoples' bags. You'll marvel at all the time you save. Even better, no one will run off with your luggage by mistake. When your flight ends, will you be able to quickly identify your luggage?

Colors Available:



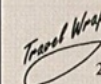
Great Gift for
Anyone, Anytime.

Travel Wraps™ & Straps are a necessity for anyone who travels for business or pleasure, short trips or long. As a gift, they're both novel and practical. In get-noticed hot pink, yellow, green, orange or splash. Made exclusively in the USA.

Wraps™ are Easy to Use.
They Fit All Suitcases.

So easy to use. Attach in seconds. Brightly colored nylon wraps are secured to the handles of your suitcase with Velcro® closures. Switch from suitcase to suitcase in a wink! Quick-release luggage straps adjust to fit any bag. For even more travel insurance, you can write on these durable wraps with a permanent marker.

MENTION THIS AD AND RECEIVE \$1 OFF PER BOX.



Travel Wrap

2224 First Avenue South, Seattle, WA 98134

Phone: 206-382-1370

Fax: 206-682-1084

e-mail: TravelWrap@aol.com

To order call toll-free 866-382-9727

(7:30am - 5:00pm PST) or visit us online at www.travelwrap.com

Or send check or money order to:

2224 First Avenue South, Seattle, WA 98134

Please add \$4.95 for shipping & handling. Satisfaction Guaranteed.



POOL ENCLOSURES

Garden Prairie Pool & Spa enclosures are designed to allow swimming activities all year. Materials and designs minimize maintenance and give long usable life. Aluminum frames and rafters are color coated. Opening roof panels and doors allow for natural ventilation and clear fresh air. Residential and Commercial Custom Designs.

For our 12 page color brochure call: 1-800-537-8231
http://www.ccsiusa.com Email ccsi@ccsiusa.com

CCSI International, Inc.

Manufacturing and Distribution
8642 Hwy. 20, Garden Prairie, IL 61038
815-544-8385 FAX: 815-544-4353

CONGRATULATIONS NORTHWEST!

*Action Moving Services
congratulates
Northwest Airlines
for 75 years of
passenger service.*

*We're proud to serve
Northwest Airlines in
all of its personnel and
equipment needs.*



12400 WASHBURN AVE., SOUTH
BURNSVILLE, MN 55337
1-800-328-3803
www.actionmoving.com MC-79658



DID YOU KNOW?

- An ingenious medical probe gave one Northwest mechanic the inspiration to create a tool called the boroscope, which can check the "innards" of an aircraft engine.



- Northwest was the first airline to hire Japanese flight attendants and to use Japanese interpreters in flight.
- Northwest was the first airline to serve hot "oshibori" towels in flight.
- In February 1928, Northwest was the first airline to operate an international route between Minneapolis/St. Paul and Winnipeg, Manitoba, Canada. ☺

freeze
FRAME
contest answer
rome

Congratulations NORTHWEST AIRLINES on 75 years of service



WESSCO
INTERNATIONAL



SKIES AMERICA
INTERNATIONAL
PUBLISHING &
COMMUNICATIONS

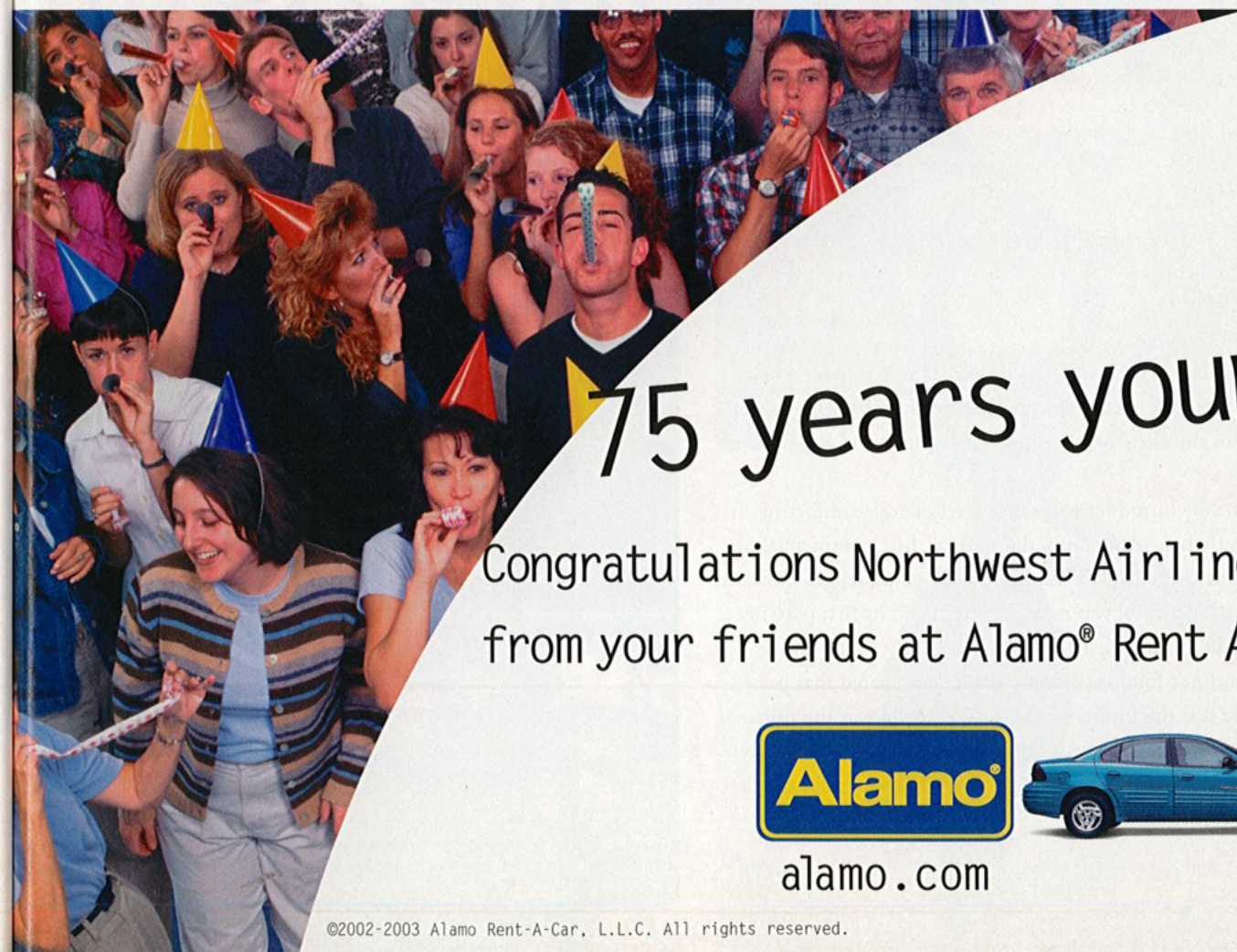
Ship Ship Hooray!

Cheers from FedEx to Northwest Airlines for 75 years of service.



fedex.com

©2002 FedEx



75 years young!

Congratulations Northwest Airlines®
from your friends at Alamo® Rent A Car.



alamo.com



©2002-2003 Alamo Rent-A-Car, L.L.C. All rights reserved.

8535B-AAR-602



When you celebrate your 75th birthday, it's a safe assumption that you've learned some things over the years. The same is true with companies. Northwest Airlines has been operating under the same certificate of flight longer than any airline in the United States. And during its 75 years of passenger service, Northwest has developed or introduced many of the features that we take for granted in today's air travel. Makes you wonder: What's in store in the next 75? **WORDS BY JOHN RUDY**

Inventions *and* Innovations

1927 First Enclosed Cabin

When airlines first carried passengers, it was in open-cockpit biplanes. As if it wasn't already a scary ride, passengers were exposed to the elements, battling harsh winds and the smell of oil fumes.

Northwest introduced the first level of real comfort in airline travel when it obtained the nation's first commercial airplane with an enclosed cabin, the three-passenger Stinson Detroiter. Northwest was now ready to board its first passenger, which it did on July 5, 1927.

The airline's founder, Lewis Brittin, anticipated that passenger traffic was the future for the airlines. Mail was the primary source of revenues in the 1920s, but passenger revenues grew rapidly in the 1930s, finally eclipsing mail revenues for the first time at Northwest in 1941.



LEFT: THE HENNEPIN HISTORY MUSEUM. ABOVE: BRETT PATTERSON. RIGHT: COURTESY THE MAYO CLINIC

1938 First Practical Oxygen Mask

One of the hazards of being a doctor is that people use social occasions to get free medical advice. At a party in 1937, Northwest President Croil Hunter was no wallflower when he had a chance to talk to the famed Dr. Charles Mayo, son of one of the founders of the Mayo Clinic in Rochester, Minnesota, about a troubling and recurring health problem. The conversation would have a profound impact throughout the airline industry.

The problems Hunter recounted weren't his own. Instead, he explained how the airline's pilots would occasionally become drowsy or woozy while flying at 13,000 feet or higher over the Rocky Mountains. The doctor, an aviation enthusiast, instantly diagnosed oxygen deficiency. A formal meeting was arranged for Christmas day in 1937 that launched a study on "the problem of oxygen in aviation."

Three Mayo Clinic doctors worked on the project, designing an extremely lightweight mask that would fit over the nose and would mix air and pure oxygen in the proper quantities with the aid of a small rubber balloon "rebreather device." The mask worked perfectly at test altitudes as high as 40,000 feet.

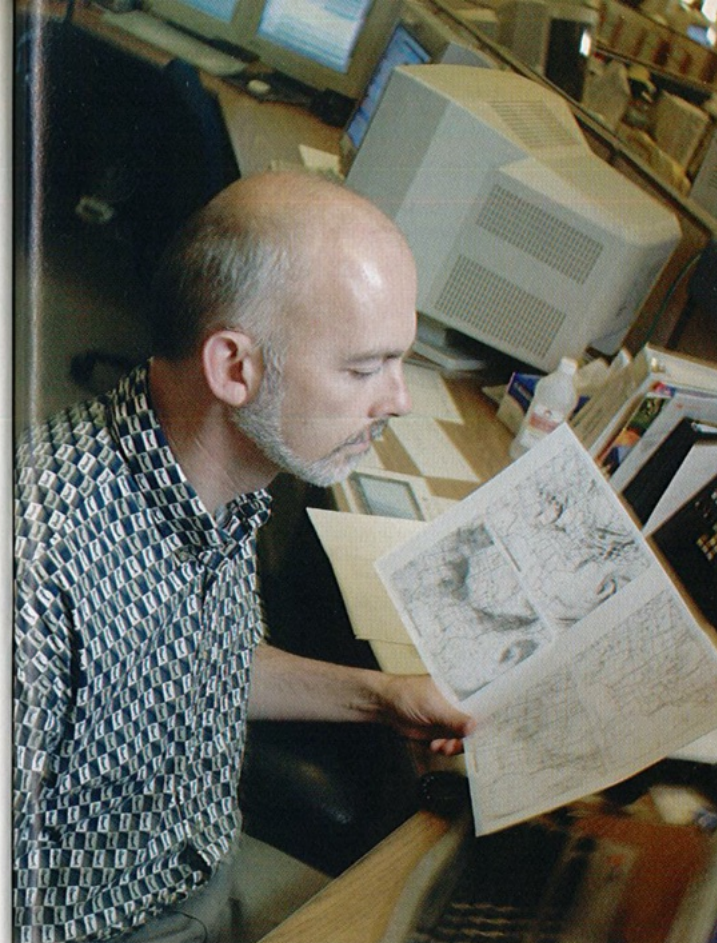
Just months later, Northwest installed the new masks on all of its Zephyr aircraft for its flight crews and granted permission to two other carriers to adopt the same equipment. Eventually, Northwest became the first U.S. airline to install individual oxygen outlets for passengers as well.

1950s and 1960s Turbulence and Wind Shear

Mark Twain once remarked, "Everybody talks about the weather but nobody does anything about it." Northwest has been proving him wrong since the 1950s.

Back then, the airline's meteorologists realized that what they had learned about weather forecasting on the ground had little bearing on the weather—especially turbulence—experienced by aircraft in flight. They began a plan to gather data from the flight crews every hour. "As one example, when our planes call in on the radio every hour they're aloft, we get a temperature report, along with wind speed and direction," said Dan Sowa, a past chief meteorologist at Northwest, in an interview in the 1980s. "This is important because all weather is caused by

Today, wind shear forecasts come on computer model outputs for people like Northwest Senior Meteorologist Fred Brennan to decipher.



FASTSIGNS
Sign & Graphic Solutions Made Simple.

**From Banners to Buildings,
and Trucks to Trade Shows
...We Do It All!**

FASTSIGNS® is the one source you can count on for exactly what you need, when you need it.

800-FASTSIGNS

www.fastsigns.com • Over 435 Locations Worldwide

75 Years of Service

changes in temperature, so flight reports, help keep our air charts up to date."

Under the leadership of Sowa and Paul Soderlind, then director of flight operations—technical, Northwest developed the ability to forecast clear air turbulence in 1957. The pair continued to study the problem and, by 1968, they had created the Turbulence Plot System—another first for the airline industry. "We learned what causes turbulence, how to avoid dangerous turbulence, and when to advise the cockpit to put on the seat belt sign because moderate turbulence is ahead," Sowa said.

Major advances in communication, automation and meteorology have been incorporated since that time. Today, the system can send pictures of the area of observed or forecasted turbulence and its extent and direction of movement within seconds.

Northwest broke new ground for the industry in 1962 when it implemented a low-level wind shear forecast procedure. When a cold or warm front was near the airport, pilots were no longer surprised by the sudden change in wind direction and speed during landing or takeoff.

Sowa and Soderlind led the effort that developed methods of predicting low-level wind shear to help pilots avoid the approach and climb-out problems caused by unexpected changes in wind direction and/or speed.

The pioneering work of Sowa and Soderlind (and the continued improvements by their successors), are so outstanding that it continues to be recognized for its groundbreaking impact. The latest recognition came just two years ago, when *Air Transport World*, the industry's most prestigious publication, presented Northwest with the Airline Technology Management Award for the very Turbulence Plot System that Sowa and Soderlind invented 32 years before.

**You should see a game
from down there.**

MEMPHIS
REDBIRDS BASEBALL

For Redbirds Tickets call 901-721-6000
or visit our website
www.memphisredbirds.com

Triple-A Affiliate of the St. Louis Cardinals

Lapel pins from PinSource,

**custom quality and
prices as low as 98¢.**

For over a decade quality service and workmanship has set PinSource apart from other lapel pin companies. Let us help you with your next pin purchase. Call today.

Satisfaction is guaranteed.

- 5-day QuickPin Service.
- View Mock-ups on the internet
- Call today for more information!



☐ **YES**, please send me your **FREE** color catalog.

PinSource®
Great pins, factory direct prices

PinSource USA
Tel: 802-872-7700 • Fax: 802-872-5797
580 Hurricane Lane, Ste. 201, Williston, VT 05495 USA
PinSource Europe
Tel: +31 20 774 3487 • Fax: +31 20 774 3488

E-Mail: catalogs@pinsource.com • Visit our web site at www.pinsource.com

Mail or fax this coupon or call Toll-Free

800-678-9288

and give this sale code
NW0702
to receive

15% Off
of our already low catalog prices.

Offer excludes rush orders, full relief, mylar & precious metal pins. Expires 09/30/02.

Some Things Just Get Better and Better...

**Congratulations, Northwest Airlines, on
75 years of outstanding service
to the aerospace industry.**



Hamilton Sundstrand is proud to partner with Northwest Airlines, providing simplified supply chain and inventory management through the On-Site Support program. Visit us at www.hscustomerservice.com



Hamilton Sundstrand
A United Technologies Company

The Aerospace Power Company™

Snecma Services joins the entire industry in extending
**Congratulations to
 NORTHWEST AIRLINES**
 on your 75th anniversary.

Over the years, Northwest Airlines has proven to be one of the strongest airlines in North America.

Snecma Services is honored to have played a part in your growth, as a provider of economical and reliable CFM56-5A engine maintenance services since 1997. Everybody at Snecma Services would like to thank Northwest Airlines for your ongoing confidence in our company. We are looking forward to sustaining and expanding this relationship of mutual trust in the coming years.



CONGRATULATIONS
 TO **NORTHWEST AIRLINES** ON
**75 YEARS OF
 SERVICE**



CITGO Petroleum Corporation

75 Years of Service

1954 Standardizing
 Safety



Bill Hochbrunn, Northwest's general manager of flight operations, recalled in an interview that in 1954 there was no standardization of cockpit controls and instruments. "There were eight different types and configurations of the DC-4 alone," he said.

Northwest realized that safety could be enhanced if the cockpits were equipped with the same types of instruments in the same locations regardless of aircraft type or manufacturer. So that year Northwest made the investment and led the industry in cockpit standardization. "Even if they were blindfolded," retired Captain Vince Doyle said later, "our pilots could reach out and touch the flap indicator, the air speed indicator, the deicing switch or any other instrument. No matter what NWA cockpit you're in, you feel at home."

The next part of standardization involved crew procedures. "Until then, every captain had his own pet way of doing things," recalled Doyle. "You got hell for not doing things one way, and then another captain would give you hell for doing it another. Now everybody does *everything* the same way."

Under the direction of Paul Soderlind, then director of flight standards, Northwest brought new discipline into the cockpit—all crew members could work together, and everyone knew what was expected, and when.

COURTESY MUSEUM OF FLIGHT



Congratulations
 on 75 years of
 Excellent Service

**For 75 years, there's been
 no heading like Northwest.**

On July 5, 1927, Northwest Airlines made its maiden flight, carrying passengers from Minneapolis to Chicago. Since then, you've had a number of firsts, including pioneering the "Great Circle" route, connecting Tokyo, Seoul, Shanghai and Manila. From innovative technology to customer service—in so many ways, you've set the industry standard. We proudly congratulate you on this impressive milestone, and look forward to our next heading together. The future.

Honeywell
 The unlimited
 partnership

www.honeywell.com



People make the difference



Courteous, dedicated and knowledgeable employees are why customers choose Northwest Airlines.

Congratulations to the people of Northwest Airlines on 75 years of excellence.

Outstanding people need personalized financial services from a place that cares.

For nearly 65 years, NWA Federal Credit Union has proudly served those who make Northwest an outstanding airline—helping employees and their families achieve their financial dreams.

1 (800) NWA-CASH
www.nwafcu.org



NWA Federal Credit Union is Federally insured by the National Credit Union Administration.

Just the Space You've Been Looking For!



Available Space:

- 142,000 sq. ft.
- 1,946 sq. ft. office space
- 28 ft. clear ceiling height

We offer:

- 574 acre Commercial/Industrial site
- Scenic 50-acre Park
- 24-hour gated security
- On-site Memphis Police Precinct
- Executive Meeting & Conference Center
- Other available building space from 22,000 sq. ft. to more than 200,000 sq. ft.
- Competitive lease rates

Close proximity to:

- FedEx & UPS Hubs
- I-240 & I-55 • Downtown
- Public Transportation
- Memphis International Airport



Memphis Depot Business Park

For more information, contact:

Linda Reid,
Business Development Manager

2163 Airways Blvd., Suite 140,
Bldg 144, Memphis, TN 38114
(901)942-4939

Fax (901)942-5131

www.MemphisDepot.co.shelby.tn.us

75 Years of Service

1990s E-Commerce



When the e-commerce revolution began in the 1990s, Northwest was in the vanguard. The airline was the first major network airline to introduce features now considered essential by travelers. "Our e-commerce efforts have been about offering customers the choice of doing all of their business with Northwest electronically," says Al Lenza, vice president-distribution and e-commerce.

Among the many features that Northwest developed first are:

- nwa.com Check-in—gives customers the ability to check in for their flight online and print a boarding pass at their home or office.
- Award Travel Reservations—the ability of WorldPerks members to redeem frequent flyer mileage awards to book and ticket online.
- Alternate flight planning—confirming alternate flight service when a flight is canceled or mis-connected—on wireless devices, nwa.com, and while checking in at an E-Service Center or at nwa.com Check-in.
- Ticket change fee collection—offers customers the ability to pay ticket change fees during self-service check-in, or during online self-service rebooking.
- nwa.com Club—the first online membership program that features travel-related offers and discounts, all redeemable online. ☺

If your eyes have changed... shouldn't your light?

The OTT-LITE® VisionSaver™ Floor Lamp reduces eyestrain caused by glare, and brings the look and feel of natural daylight inside.

Designed by a vision expert, this technology helps to enhance the eye's ability to work tirelessly for hours while reading, or at a workstation, by imitating the beneficial wavelengths of natural daylight. OTT-LITE® VisionSaver™ technology, which can reduce eye strain caused by glare, is based on a scientific understanding of the eyes. The results are a new ease in reading, a reduction in eyestrain, and colors and words that jump off the screen. Vision-Saver™ lamps give off extremely low heat and are almost glare-free, resulting in reduced distortion, increased contrast and visual clarity that is significantly greater than typical cool white lamps. The 10,000-hour bulb uses very low energy while it gives an amazing optical experience.

The technology that lets you see with startling clarity. Dr. John Nash Ott, a world-renowned scientist, developed the first OTT-LITE® over forty years ago. Dr. Ott spent over forty years researching sunlight and its effect on people, plants and animals. This led to his discovery of OTT-LITE® Natural Light Supplements™—the closest thing to natural daylight. While no light perfectly duplicates sunlight, OTT-LITE® lamps are the next best thing to natural sunlight. The OTT-LITE® lamp has naturally balanced wavelengths in much the same way as sunlight, bringing the benefits of sunlight indoors without heat and glare.



See better...with less eyestrain

Dr. John Nash Ott, a scientist with more than forty years experience with lighting technology, developed the first OTT-LITE®. His Natural Light Products utilize a rare earth phosphor blend technology that makes it possible to see almost as clearly and accurately indoors as you do outside under natural light. The result is reduced glare with the OTT-LITE® VisionSaver™ Floor Lamp.

ADVERTISEMENT

Lighting Technology for eye comfort

ENJOY THE BENEFITS OF NATURAL SUNSHINE WITH THE FLICK OF A SWITCH

- Superior contrast lets you see details with startling clarity
- See colors true-to-life
- Almost glare-free to reduce eyestrain
- Provides sharp visibility
- Flexible gooseneck design
- 10,000 hour bulb
- Low energy usage
- Produces low heat

OTT-LITE® Natural Light Supplements™—the first lights that simulate the visible wavelengths of sunlight.

Dr. Ott's Natural Light Products utilize a rare earth phosphor blend technology that makes it possible to see almost as clearly and accurately indoors as you do outside under natural light. Practically glare and heat-free, this lamp will change the way you look at your work. These lights also bring the light of a sunny spring day all year long to any room.

A superior optical experience. This new technology has revolutionized the way we see colors and details. With the OTT-LITE® VisionSaver™ Floor Lamp, you'll be able to read, work and study indoors with all the clarity and accuracy of being outside on a beautiful spring day! Anyone from hobby or reading enthusiasts, students to computer users and senior citizens can enjoy the amazing benefits of this technology.

Try the ultimate lighting technology. The OTT-LITE® VisionSaver™ Floor Lamp provides a difference your eyes can truly feel. The special formulation that brings the feeling of a sunny spring day indoors all year long, is one you'll truly be thankful for. The OTT-LITE® VisionSaver™ Floor

Artists, graphic designers, and photographers use VisionSaver™ to judge colors accurately.

What people are saying about OTT-LITE® Lamps

OTT-LITE (lamp) has proved itself that by creating natural light indoors...this new technology is changing the way we work. The natural exhilaration of a sunlit outdoors day is now available anywhere.

—Paul Harvey

World renowned radio journalist

"Not only did it reduce my eyestrain, it also allowed me to read comfortably without my reading glasses."

—Sun-Sentinel, FL

"Wow!...It would take wild horses to pry this light off my desk."

—Bob Mitchell,

Fly Fishing
New England Magazine

"The lamp(s)...help you see more clearly and with startling clarity."

—Chicago Sun-Times

Results may vary

Lamp is backed by TechnoScout's exclusive home trial. Try this product for 30 days and return it for the full purchase price if not satisfied, less shipping and handling.

OTT-LITE® VisionSaver™ Floor Lamp
ZZ-2652 \$99.95 + S&H
Please mention promotional code 22828

For fastest service, call toll-free 24 hours a day
800-289-0063

To order by mail with check or money order, or by credit card, please call for total amount plus S&H. To charge it to your credit card, enclose your account number and expiration date. Virginia residents only—please add 4.5% sales tax.

LATEST...GREATEST...NEATEST...COOLEST
You can see hundreds of high-tech products at
www.technoscout.com



30017

free information

Circle numbers on the adjacent business reply card for free information. (Offer ends September 30, 2002.)

Business Products & Services

1. American Watch Company: Promotional watches, clocks, calculators. 1.800.862.6772. www.americanlogowatch.com.
2. B/E Aerospace: The world's leading manufacturer of aircraft cabin interior products.
3. Cambria: Quality Quartz Surfaces.
4. The Company Corporation: Incorporate your business or form an LLC. Get a free brochure entitled "How to Incorporate Your Business," or call 800.818.0001 to incorporate today!
5. Custom Lapel Pins by PinSource: Buying direct is easy, fast and less expensive. Call 1.800.678.9288 for our free catalog.
6. Diversified Distribution Systems Inc.: DDS provides flexible, customized supply distribution programs for generic and proprietary producer replenishment. Call 1.800.444.3386.
7. Fastsigns: Put FASTSIGNS® to work for you. Using state-of-the-art computer-aided sign making systems, FASTSIGNS® is your sign and graphics solutions source.
8. Geochron Clocks: Mention *WorldTraveler* magazine when ordering your Geochron and receive a \$100 discount. Call 650.361.1771 or e-mail us at sales@geochronusa.com for customer service.
9. Grab It and Go: The Sanyo micro-mobile LCD projector—an XGA, 1100 ANSI lumens, 6.2 lb projector with many sophisticated features.
10. ITW GSE Group: The ITW/GSE Group consists of industry leaders, Hobart, Trilectron, AXA, and Air-A-Plane manufacturing ground power, pre-conditioned air, and air-start equipment.

11. Memphis Depot Business Parks: An ideal business location in the Distribution Capital of the World, close to the Memphis International Airport, FedEx/UPS Hubs and Interstates 55 and 240. Call 901.942.4939 or visit MemphisDepot.co.shelby.tn.us.

12. Nimlok: Manufacturer of a wide range of portable and modular exhibit systems and accompanying cases.

13. OgilvyOne Worldwide: Advertising, direct marketing, CRM, interactive, telemarketing and data services throughout Asia.

Consumer

14. Bose Corporation: The new Bose® Quiet Comfort™ acoustic noise cancelling® headset. For more information, call 1.800.474.2673 or visit www.bose.com/q1682.

15. Custom Label Cigars—VictoryCigars.com: Custom label cigars for all occasions, events, trade shows & business meetings. 1 box minimum order. 800.434.3994.



CONGRATULATIONS TO
NORTHWEST AIRLINES
FOR 75 YEARS OF SERVICE

AXA Power: (+45) 63 18 60 00 • Hobart: 937-332-5080 • Trilectron/air-a-plane: 941-721-1000
www.itwgsegroup.com



16. Diamond Source: A new way to own diamonds. The largest inventory of fine-cut diamonds from 1/2 carat and up, all accompanied with GIA or EGL certificates. www.diamondsource.com.

17. Garden Prairie / Atria Pool Enclosures: Swim all year. Color literature describing residential and commercial enclosures. 1.800.537.8231, visit www.ccsiusa.com, or e-mail ccsi@ccsiusa.com.

18. Great Western Coffee and Tea: Help give our men and women in the armed forces warmth and comfort from home. When you buy Victory Coffee, we send an equivalent amount of coffee to the American Red Cross to brew for our soldiers fighting for freedom—with your compliments.

19. Invisible Fence: The originator of electronic pet containment, endorsed by ASPCA and veterinarians.

20. Mall of America: 10th year celebration! Nation's largest shopping and entertainment complex, in Minneapolis, MN. Visit www.mallofamerica.com or www.minneapolis-moa.com.

21. Memphis Redbirds Baseball: Triple-A affiliate of the St. Louis Cardinals. For ticket info, call 901.721.6000.

22. Orly The Matchmaker: Phone calls only or visit our Web site www.ONLYTHEMATCHMAKER.COM, 310.289.9534.

23. Relax The Back: America's largest chain of stores specializing in relief and prevention of back pain. 800.222.5728, www.relaxtheback.com.

24. WorldPerks Visa® Card: Earn WorldPerks miles on Northwest Airlines for the dollars you charge with the WorldPerks Visa Card. Call 1.800.360.2900 to apply today.

Education/Language

25. California Coast University: Off-campus degree programs for mid-career adults for 25 years. Work/life experience credited. 1.800.854.8768. Download catalog from Web page: www.calcoast.edu.

26. Edconsolidation from Edsouth: Consolidate your student loan debt with fixed rates as low as 3.5 percent. Call 1.800.ED1.LOAN for details. www.edamerica.org.

Health/Fitness

27. Airborne Labs: Airborne Formula was created by a second grade teacher who was sick of catching colds in crowds. "A miracle coldbuster." www.airbornehealth.com 1.800.590.9794.

28. HPF Hangover Prevention Formula: New all-natural, clinically proven herbal extract taken before drinking. Actually prevents hangovers! For more information, or to order, call 800.720.2970 or visit our Web site at www.perfectequation.net.

29. No Time to Work Out?: www.toneamatic.com. Tone, Firm and build muscles fast. Trim love handles. TENS / EMS for back pain and muscle injury. Never do sit-ups again. 905.501.0672.

30. Quick Recovery: Penetrating organic lotion relieves muscle stress and arthritis; heals burns and abrasions. Call 800.767.1371 for more information.

Home Products & Services

31. Action Moving Services, Inc.: Providing complete moving services—local, long distance and international—for homes, businesses, high-value products and trade shows.

32. Neville Log Homes: Check out the Long Log Advantage® at www.nevillog.com. Neville Log Homes, 2036 Hwy 93 North, Victor, MT 59875. 800.635.7911

Hotels/Resorts/Food

33. Dart Container Corp.: Quality foodservice disposable products, including foam cups, plastic cups, dinnerware and hinged-lid containers.

34. Great Steak Houses of North America: The last of the Great Independents. The owner/operators who give not only fine beef but their hearts as well.

35. Hotels.com: Save up to 70 percent on the places you want to stay! The Internet's leading provider of hotel accommodations worldwide. Easy-to-use, one-stop service for the Best Prices at the Best Places.

36. Melby Ranch Properties: Nestled within Wild Horse Mesa in the beautiful San Luis Valley in Southern Colorado, our breathtaking properties include selections ranging from 2- to 35-acre parcels. Call our office today at 888.316.5263.

37. Northstar Crossing: Send for a free guide to the exciting shopping and eating at the Minneapolis/St. Paul International Airport.

38. Peabody Hotel: "The South's Grand Hotel" and home of the famous Peabody ducks. Call 1.800.Peabody for reservations and information about packages.

Telecommunications

39. IDT Corporation: IDT GlobalCall Calling Card. Pay just 6.9¢ per minute on all domestic calls anywhere within the U.S. 24 hours a day, 365 days a year. 800.523.7345, www.global-call.net.

40. Sanyo SCP-5150 Wireless Phone: The Sanyo SCP-5150 has a large, 2-inch, backlit, 256-color display, and it can be "personalized" by downloading ringtones and images.

Travel Product & Services

41. AAA Minnesota/Iowa: Join AAA today and get 500 WorldPerks® miles and a free eligible Associate membership. www.joinaaaonline.com

42. Altman Luggage: The best price on Brand-name luggage. Super savings for frequent travelers.

43. Minneapolis—The only city to Summer in: All the wonderful museums, restaurants and shopping choices make Minneapolis the ideal city to Summer in.

44. Northwest Airlines WorldVacations: Many destinations, including Europe, Asia and Hawaii! Visit us online at www.nwa.worldvacations.com for specials and promotions.

45. Orbitz.com: The world's leading airlines have proudly created Orbitz—the travel site that brings you the most low fares. Scanning more than 2 billion possibilities in seconds to find every available low fare option, only Orbitz is a one-stop-shop for airline Web-only fares.

46. Robinson Luggage: The largest selection of luggage and briefcases in the Philadelphia metropolitan area, featuring several famous brand names. Call 1.800.958.4424.

47. Spot Your Luggage in Seconds: Travel Wraps®! The most timesaving, innovative travel product you can find. Travel Wraps and Straps.

48. Travelpro Luggage: 425,000 flight crew members worldwide choose Travelpro Rollaboard® luggage. High quality value pricing—luggage and business cases. www.travelpro.com.

49. Wessco International: A major U.S. supplier of amenities, gifts, bags, tableware and selected products to airlines and airport shops worldwide.

50. Windjammer Cruises: Explore the Caribbean aboard a traditional tall ship. Hidden harbors, tropical rainforests and secluded shores are yours to discover on a six or 13-day sailing adventure from only \$700. Visit us online at www.windjammer.com or call 800.327.2601.

marketPLACE

For advertising rates and information call: 800.237.9851

LACROSSE UNIVERSITY
"The Global Leader in Distance Education"

- Graduate And Under-Graduate Degrees
- Credit For Work/Life/Academic Experience
- Low Tuition/Interest Free Payment Plan
- Accredited Member - W.A.U.C.
- Open Enrollment/No On-Campus Attendance

Call For Free Catalog!
(877) 810-GRAD (4723) Ext. 712
www.lacrosseuniversity.com

Madison University
Distance Education Degree Programs
www.MadisonU.com
Bachelor/Master/Ph.D./Law

Free Evaluation of work/life Experience.

- Self Paced Program
- Earn your degree from Home
- Tuition payment plans available
- Business, Counseling, Computer Science, Engineering, Education, Psychology, Social Work, & many more.

FREE CATALOG & EVALUATION
Toll Free (888) 661-8744 Fax: (228) 868-6624

Superb Smallmouth Bass
Exclusive five star facility on a system of 20 lakes in NW Ontario, Canada.
Hawk Lake Lodge (800) 528-9045
or visit us at www.hawk-lake.com

Worldwide TIMESHARE RESALES
ERA® STROMAN • Since 1979
www.timesharelink.com
BUYERS/SELLERS
1-800-392-0918
Main/Int'l 936-588-4488

Saint Regis University
FREE DEGREE EVALUATION
Earned & Honorary Degrees

- Prior Learning
- Career/life experience
- Self taught skills
- Acquired knowledge

www.saintregisedu.org
Toll Free 888 866 4916

SLASH MANUFACTURING COSTS!
Outsource overseas. Established 1984. Operations: Taiwan, Hong Kong, China. Customers: "Big 3", major retailers, distributors, inventors. Metal: stamping, die-casting, extrusion, machining, polishing, anodizing, painting. Plastic: molding. Electronics: small motors, starters, alternators, distributors. Tooling: affordable quality. Engineering: mechanical, electrical. Plus: design, packaging, assembly.
Call Richard Smith, (800) 521-1005. Warren, Michigan.
E-Mail: richard@proformparts.com
Web site: www.proformparts.com

GET OUT OF DEBT FREE!
Stop collection calls, reduce payments up to 50%, lower interest. Non-profit, licensed, bonded.
Call: **(800) 715-3983**
www.amerix.com

marketplace EXTRA
GOLF TRAVEL BAGS/Golf Bags: TravelGolfBags.com
HallsonGolf.com (888) 634-5746.



TO PLACE YOUR AD IN

marketPLACE

CONTACT US TODAY!

(800) 237-9851 • FAX: (727) 445-9380

E-Mail: northwest@rja-ads.com

P.O. Box 1510 • Clearwater, FL 33757-1510

ONLY THE ONE AND ONLY MATCHMAKER

THE FIRST
MATCHMAKER
EVER IN THE
GUINNESS
WORLD
RECORDS!



WHAT IS THE MEDIA SAYING ABOUT ORLY?

CNN News, Live with David Goodnow

"Orly is the Rolls Royce of matchmaking..."

NBC Evening News

"Orly, matchmaker for 25 years..."

Sally Jesse Rafael Show

"Orly's service is designed for the professionals..."

AM Los Angeles Show

"Orly's clients were married live on the show..."

ABC Eyewitness News

"Orly, world renowned matchmaker..."

KTLL Morning News

"Orly, matchmaker in action..."

ABC 5 O'Clock News

"Orly is nationally and internationally known..."

Montel Williams Show

"Orly's clients are the cream de la cream..."

AM Philadelphia Show

"Orly's clients are simply top of the line..."

Cleveland Tonight Show

"Orly, a touch of class for selective singles..."

Orange County New Channel

"Orly was born a matchmaker..."

AM Northwest Show, Oregon

"Orly, author of finding the perfect match..."

Good Evening Seattle Show

"Orly is an investment in your future..."

The Dimi Petty Show, Canada

"Orly can change your life..."

CBS Noon News

"Orly has a dream date for you..."

Jewish TV Network

"Orly is a real marriage broker..."

USA Today Newspaper

"Orly matches the rich and successful..."

Company Show Detroit

"Orly made countless successful introductions..."

The Roseanne Barr Show

"Orly is a unique personal matchmaker..."

American Journal Show

"Orly, a matchmaker with a sixth sense..."

The Good Company Show, Minnesota

"Orly is a celebrity matchmaker..."

Orange County Register

"Orly has a match for the sincere singles..."

Los Angeles Times

"Orly's video tape is captivating..."

Fox TV News

"Orly, featured in thousands of publications..."

WWW.ONLYTHEMATCHMAKER.COM

(310) 289-9534 • Beverly Hills

E-BIZ PERKSSM REWARDS SMALL- TO MEDIUM-SIZED BUSINESSES

Enroll your company in E-Biz Perks and start earning points toward free travel, first class upgrades and more great rewards just for booking corporate travel at nwa.com[®]. E-Biz Perks rewards small- to medium-sized companies for booking business travel online with Northwest Airlines[®] and our alliance partners to any Northwest destination worldwide. And, while your company earns E-Biz Perks points, you still accrue miles in Northwest's WorldPerks[®] program.

MORE PERKS FOR BUSINESS TRAVEL
Visit corporate.nwa.com for complete details.

Palm[™] i705 AND NWA.COM

Check out the new wireless Palm i705 handheld with Palm.Net[®] wireless service's always-on e-mail and web access.* It alerts you whenever you get new messages, and it's perfect for making sure you always stay in touch. And, as it happens, it's also a great way to visit wireless.nwa.com to check your flight and gate status, arrival and departure information, WorldPerks mileage balance, or even change your travel reservations – from anywhere.

NWA.COM FROM ANYWHERESM
Visit wireless.nwa.com for more information.

WORLDPERKS BONUS OFFERS

- Earn 5,000 Bonus Miles for your first flight when your company enrolls in E-Biz Perks through December 31, 2002.**
- New subscribers earn up to 2,000 Bonus Miles by signing up for NWA E-mail. And a chance to win 25,000 Bonus Miles, if you're one of the three lucky NWA E-mail subscribers each month. Sign up at nwa.com by September 30, 2002.**
- Earn 2,000 Bonus Miles roundtrip for your first-ever ticket purchase at nwa.com and earn 500 Bonus Miles roundtrip for each subsequent ticket purchase. Offers good through September 30, 2002.**
- Earn 1,000 Bonus Miles for your first ever use of nwa.com Check-InSM to print a boarding pass for your flight. Offer good through September 30, 2002†.**

E-BIZ PERKS BONUS

NWA E-MAIL BONUS

ONLINE BOOKING BONUS

NWA.COM CHECK-IN BONUS

passport movies, music, maps and more



Short Takes 102

Personal Video System Entertainment Grid 103

The Northwest Airlines Personal Video System offers the very best inflight entertainment for our international First Class and World Business Class customers.

Main Cabin Movies 104-107

Hollywood's hottest hits and cinema classics.

Hawaii Movies & Currents Descriptions 108-109

Rhythms / Audio Entertainment 110-111

Whatever your taste, we have what you're looking for— from today's chart-toppers to classical favorites to interviews with business leaders shaping the global economy.

Beverages / Special Products 112-113

NWA Fleet 114

AirCares 115

NWA Partners 116-117

Route Maps 118-127

Airport Terminals 128-130



*Internet and e-mail access requires a subscription to the Palm.Net wireless service.

**Visit nwa.com for details, terms and conditions.

†One time bonus, only valid for first time users. Registration is not required.



short takes



The Rookie

perfectly fit When the filmmakers searched for an All-American type to play pitcher Jim Morris in *The Rookie*, **Dennis Quaid** just fit. "He's fit, he looks like an athlete. He's from Texas. And on top of everything else, he's left-handed, like Jim," says producer **Gordon Gray**.

Playing an athlete was nothing new for Quaid. He's played a football player, a track star, a bicyclist and even a singer-turned-boxer.

"Maybe I look like an athlete, but I'm nowhere near being one," Quaid says. "That's what I love about being an actor. You do all this stuff that you never get a chance to do in real life."

The film was shot entirely on location in and around Austin, Texas. The company traveled to The Ballpark in Arlington, home field of the Texas Rangers, and was the first film company to shoot on the field during an actual game since 1994.

[Director] "**John [Lee Hancock]** always wanted to make Texas a major texture of this movie," says cinematographer **John Schwartzman**. "And we've tried to incorporate the real flavor of Texas in every shot. The skies and the clouds are very special to this place, as are the heat and the wind and the dust."

For Quaid, a native of Houston, being in Texas and at Arlington

was a dream come true. "Reliving that moment when Jim ran on to the field with 40,000 fans going crazy was truly fantastic," he says.

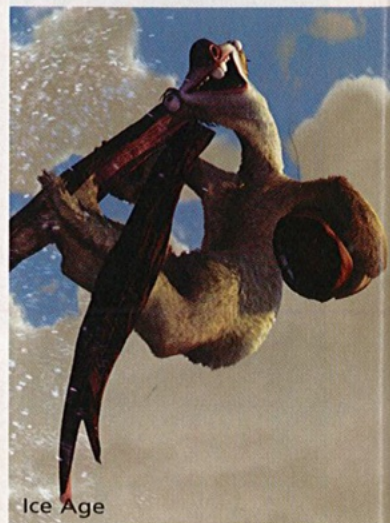
tricky traits *Ice Age* is the story of four characters: "three pre-historic mammals and a baby," says director **Chris Wedge**. Sid, Manny and Diego make their way across the ice-covered landscape on an incredible journey to help a human baby named Roshan reunite with his family. Creating the unique characteristics for each character was an important part of the filmmaking process.

First came the creation of the massive woolly mammoth, Manfred, a high plains drifter who has a rough exterior but a good heart. The animation team at Blue Sky Studios had to create tons of fur and the long trunk that covers his face. "A woolly mammoth isn't simply an elephant with long hair, so we were working with a creature that has never appeared in animated form," says character designer **Peter deSeve**. "We had to decide how the fur falls, the shape of the tendrils, and figure out a lot of new shape relationships."

Then there's the voice of Sid, the lazy sloth, and Diego, the saber-toothed tiger. **John Leguizamo** watched tapes of slow-moving sloths to get ready for his part. "Sloths move like 'doo, dee, doo, dee, doo.' You know, really slow," he says.

Dennis Leary was cast as the voice of Diego. "They kind of based Diego on my personality," Leary jokes. "You know, good looking, feared by men, adored by women. Except the teeth."

Look for both movies on selected flights. ☺



Ice Age

personal video programs world business class

Detailed programming information for World Business Class can be found in *Ovation* magazine, located in World Business Class seat pockets.

Locate your flight below

	See pages 12&13	See pages 14&15	See pages 16&17	See pages 18&19
Amsterdam to Boston		•		
Amsterdam to Detroit		•		
Amsterdam to Miami		•		
Amsterdam to Minneapolis		•		
Amsterdam to Mumbai			•	
Amsterdam to New York		•		
Amsterdam to Seattle		•		
Amsterdam to Washington, D.C.		•		
Bangkok to Tokyo			•	
Beijing to Detroit	•			
Beijing to Tokyo			•	
Boston to Amsterdam	•			
Detroit to Amsterdam	•			
Detroit to Beijing		•		
Detroit to Frankfurt	•			
Detroit to London	•			
Detroit to Nagoya		•		
Detroit to Osaka		•		
Detroit to Paris	•			
Detroit to Rome	•			
Detroit to Tokyo		•		
Frankfurt to Detroit		•		
Guam to Tokyo			•	
Hong Kong to Tokyo			•	

Locate your flight below

	See pages 12&13	See pages 14&15	See pages 16&17	See pages 18&19
Honolulu to Osaka		•		
Honolulu to Tokyo		•		
London to Detroit		•		
London to Minneapolis		•		
Los Angeles to Tokyo		•		
Manila to Nagoya			•	
Manila to Tokyo			•	
Miami to Amsterdam	•			
Minneapolis to Amsterdam	•			
Minneapolis to London	•			
Minneapolis to Tokyo		•		
Mumbai to Amsterdam			•	
Nagoya to Detroit	•			
Nagoya to Manila			•	
New York to Amsterdam	•			
New York to Tokyo	•			
Osaka to Detroit	•			
Osaka to Honolulu	•			
Osaka to Taipei*				
Paris to Detroit		•		
Rome to Detroit		•		
Saipan to Tokyo			•	
San Francisco to Tokyo		•		
Seattle to Amsterdam	•			

Locate your flight below

	See pages 12&13	See pages 14&15	See pages 16&17	See pages 18&19
Seattle to Tokyo		•		
Shanghai to Tokyo*				
Seoul to Tokyo*				
Singapore to Tokyo			•	
Taipei to Osaka*				
Tokyo to Bangkok				•
Tokyo to Beijing				•
Tokyo to Detroit	•			
Tokyo to Guam				•
Tokyo to Honolulu	•			
Tokyo to Hong Kong				•
Tokyo to Los Angeles	•			
Tokyo to Manila				•
Tokyo to Minneapolis	•			
Tokyo to New York	•			
Tokyo to Saipan				•
Tokyo to San Francisco	•			
Tokyo to Seattle	•			
Tokyo to Shanghai*				
Tokyo to Singapore				•
Tokyo to Seoul*				
Washington, D.C. to Amsterdam	•			

*denotes Currents programming only

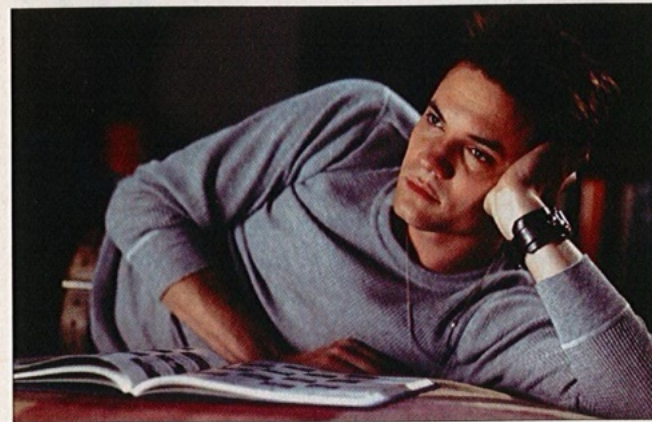
main cabin entertainment westbound/southbound international flights



1



2



3

currents

- Smooth Jazz TV—Quincy Jones & Kenny G
- CNN's Traveler—Beijing, Bali and Salt Lake City
- Discovery—Fireworks →

For a description of programming, see page 109



1) **crossroads** Comedy/94 minutes

This is the story of three childhood friends who rediscover their friendship on a cross-country trip. Along the way, they not only gather experiences that will change their lives forever, but also discover how important it is to hold onto their hearts' desires.

ノット・ア・ガール コメディ/東回り路線の一部

2) **dragonfly** Drama/103 minutes

Joe Darrow loses his wife Emily in an accident. Six months after her death, he still can't resign himself to the loss, and is certain Emily is trying to reach him. Everyone around him is uncomfortable with this premise except Sister Madeline—the only person who understands that Joe and Emily have unfinished business and that neither of them will rest until it is resolved.

3) **a walk to remember** Drama/102 minutes

After pulling a prank with his buddies, Landon Carter is assigned to tutor a young student on weekends and participate in the Drama Club's spring play. Landon is also thrown into close contact with conservative and religious Jamie Sullivan, who is already volunteering as a tutor and a lead in the play.

soundtracks

- English soundtrack only
- ▼ English & Japanese soundtracks w/Chinese subtitles OR French, Italian or German soundtracks
- ◆ Cantonese and Mandarin soundtracks with English subtitles

4) **love undercover** Comedy/100 minutes

Despite her poor performance on several physical tests, Fong Lee Kuen manages to make it onto the Hong Kong police force, where she's later assigned to work as an undercover operative in a surveillance operation. By chance, the target of surveillance, Hoi, takes a liking to Fong and her role becomes more and more complicated.



4



5

5) **a beautiful mind** Drama/120 minutes

This is the story of an eccentric mathematician who made an astonishing discovery early in life and stood on the brink of international acclaim. But his life took a drastic turn when his intuitive brilliance was undermined by schizophrenia.

◆=from India to Amsterdam ▼=within Asia

ビューティフル・マインド ドラマ/西回り路線の一部

content symbols

■ explicit language ■ adult themes ■ violent content

Please note: All main cabin movies are edited for main screen audiences.

Locate your flight below

	Crossroads	Dragonfly	A Walk to Remember	Love Undercover	A Beautiful Mind	Currents
Amsterdam to Boston	•	•				•
Amsterdam to Detroit	•	•				•
Amsterdam to Miami	•	•				•
Amsterdam to Minneapolis	•	•				•
Amsterdam to New York	•	•				•
Amsterdam to Seattle	•	•				•
Amsterdam to Washington, D.C.	•	•				•
Detroit to Beijing	•	•	•			•
Detroit to Nagoya	•	•	•			•
Detroit to Osaka	•	•	•			•
Detroit to Tokyo	•	•	•			•
Frankfurt to Detroit	•	•				•
London to Detroit	•	•				•
London to Minneapolis	•	•				•
Los Angeles to Tokyo	•	•				•
Minneapolis to Tokyo	•	•				•
Mumbai to Amsterdam					•	•
Nagoya to Manila						•
New York to Tokyo	•	•	•			•
Paris to Detroit	•	•				•
Rome to Detroit	•	•				•
San Francisco to Tokyo	•	•				•
Seattle to Tokyo	•	•				•
Taipei to Osaka						•
Tokyo to Bangkok						•
Tokyo to Beijing						•
Tokyo to Guam						•
Tokyo to Hong Kong						•
Tokyo to Manila						•
Tokyo to Saipan						•
Tokyo to Seoul						•
Tokyo to Shanghai						•
Tokyo to Singapore						•

Locate your flight below

main cabin entertainment

eastbound/northbound

international flights



1



2



3

1) **i am sam** ▼ Drama/125 minutes

Sam Dawson is a mentally challenged father who is raising his daughter Lucy with help from friends. As Lucy begins to intellectually surpass her father, their close bond is threatened by a social worker wanting to place Lucy in foster care.

アイ・アム・サム ドラマ/東回り路線の一部

2) **high crimes** ▼ Drama/113 minutes

A successful lawyer is shocked to learn that her husband has a hidden past as a classified military operative, and is accused of committing a heinous war crime. She must wrestle her own doubts about his guilt as she defends him, with the help of a private investigator.

ハイ・クライムズ ドラマ/西回り路線の一部

3) **big fat liar** ▼ Comedy/86 minutes

Who's afraid of the Big Bad Wolf? Not Jason Shepherd, who has to prove that sleazy Hollywood producer Marty Wolf stole his class paper and turned it into a hit movie. Through a hilarious series of pranks and ruses, Jason brings Marty to his knees.

ビッグ・ファット・ライアー コメディ/西回り路線の一部

soundtracks

- English soundtrack only
- ▼ English & Japanese soundtracks w/Chinese subtitles OR French, Italian or German soundtracks
- ◆ Cantonese and Mandarin soundtracks with English subtitles

currents

- *The West Wing* and *Frasier*
- *E! Behind the Scenes*—John Q.
- *VHI Storytellers*—Dave Matthews Band →

For a description of programming, see page 109



4) **second time around** ◆ Drama/89minutes

Ren and Sing take a road trip to Las Vegas to test their luck at the casinos. They're on a winning streak until Ren foolishly challenges the best dealer in blackjack and loses everything. On the way back home, they come across a mysterious woman who gives them "The Second Chance," a stone that allows its owner to change the past.

5) **snow dogs** ●▼ Comedy/99 minutes

When Miami dentist Ted Jones discovers he's been named in a will, he travels to Alaska thinking he's going to be rich. But his dreams of wealth turn to mush: He's been left racing dogs who have it in for him.

●=from Amsterdam to India ▼=within Asia

スノー・ドッグ コメディ/東回り路線の一部



4



5

content symbols

■ explicit language ■ adult themes ■ violent content

Please note: All main cabin movies are edited for main screen audiences.

Locate your flight below

	I Am Sam	High Crimes	Big Fat Liar	Second Time Around	Snow Dogs	Currents
Amsterdam to Mumbai					●	●
Bangkok to Tokyo					●	●
Beijing to Detroit	●	●	●		●	
Beijing to Tokyo					●	●
Boston to Amsterdam	●				●	
Detroit to Amsterdam	●				●	
Detroit to Frankfurt	●				●	
Detroit to London	●				●	
Detroit to Paris	●				●	
Detroit to Rome	●				●	
Guam to Tokyo					●	●
Hong Kong to Tokyo					●	●
Manila to Nagoya					●	●
Manila to Tokyo					●	●
Miami to Amsterdam	●				●	
Minneapolis to Amsterdam	●				●	
Minneapolis to London	●				●	

Locate your flight below

	I Am Sam	High Crimes	Big Fat Liar	Second Time Around	Snow Dogs	Currents
Nagoya to Detroit	●	●	●			●
New York to Amsterdam	●					●
Osaka to Detroit	●	●	●			●
Osaka to Taipei						●
Saipan to Tokyo					●	●
Seattle to Amsterdam	●					●
Seoul to Tokyo						●
Shanghai to Tokyo						●
Singapore to Tokyo					●	●
Tokyo to Detroit	●	●	●			●
Tokyo to Los Angeles	●	●				●
Tokyo to Minneapolis	●	●	●			●
Tokyo to New York	●	●	●			●
Tokyo to San Francisco	●	●				●
Tokyo to Seattle	●	●				●
Washington, D.C. to Amsterdam	●					●

hawaii flights



1



2



3

On Honolulu/Mainland flights, Northwest Airlines offers all on-board entertainment free of charge. Headsets used for video and audio can be purchased from your flight attendant for \$1, and once purchased, they are yours to keep.

content symbols

■ explicit language ■ adult themes ■ violent content

1) ice age Comedy/82 minutes

Set against the onslaught of the ice age—and a world filled with wonder and danger—this story revolves around three unforgettable characters: a woolly mammoth, a saber-toothed tiger and a sloth, who reunite to return a human baby to his tribe. Directed by Chris Wedge and Carlos Saldanha.

2) the rookie Drama/120 minutes

Pitcher Jim Morris hadn't made it out of the minor leagues when a shoulder injury ended his career 12 years ago. Now he's a baseball coach in Texas. Learning about Jim's near miss at pro ball, the team he coaches makes a deal with him: If they win the district championship, Jim will try out with a Major League organization.

3) crossroads Comedy/94 minutes

This is the story of three childhood friends who rediscover their friendship on a cross-country trip. Along the way, they not only gather experiences that will change their lives forever, but they also discover how important it is to hold onto their hearts' desires. *English and Japanese soundtracks with Chinese subtitles.*



4



5

4) dragonfly Drama/103 minutes

Joe Darrow loses his wife Emily in an accident. Six months after her death, he still can't resign himself to the loss, and is certain Emily is trying to reach him. Everyone around him is uncomfortable with this premise except Sister Madeline—the only person who understands that Joe and Emily have unfinished business and that neither of them will rest until it is resolved.

5) i am sam Drama/125 minutes

Sam Dawson (Sean Penn) is a mentally challenged father who is raising his daughter Lucy (Dakota Fanning) with help from friends. As Lucy begins to intellectually surpass her father, their close bond is threatened by a social worker wanting to place Lucy in foster care. *English and Japanese soundtracks with Chinese subtitles.*

Locate your flight below

	Ice Age	The Rookie	Crossroads	Dragonfly	I Am Sam	Currents
Honolulu to Mainland	•					•
Honolulu to Osaka		•	•	•		•
Honolulu to Tokyo		•	•	•		•
Mainland to Honolulu		•				•
Osaka to Honolulu					•	•
Tokyo to Honolulu					•	•

All main cabin movies are edited for main screen audiences

northwest airlines currents

Programming is shown on Hawaii and international flights only.

eastbound

frasier

Kelsey Grammer stars as an insecure and pompous call-in radio psychologist who has answers to everybody's problems but his own.

e! behind the scenes—john q

E! goes behind the scenes, including interviews with the stars.

vh1 storytellers—dave matthews band

Recorded in the spring of '99, this episode of *Storytellers* traces Dave Matthews' career.

northwest airlines—worldgateway in detroit

The new WorldGateway airport terminal in Detroit, Michigan, features the only indoor, elevated tram in the world.

the west wing

This drama centers around Josiah Bartlet, a U.S. president who exudes a country-lawyer charisma.

westbound

behind the scenes—ice age

Go behind the scenes of the hilarious 20th Century Fox animated feature *Ice Age*.

cnn's traveler—beijing/bali/salt lake

Tour fascinating Beijing on CNN's *Traveler*. Also visit beautiful Bali and the hip culture of Salt Lake City.

discovery—fireworks

Everything you wanted to know about fireworks—including a behind-the-scenes look at the very best fireworks shows.

smooth jazz tv—quincy jones/kenny g

This month, *Smooth Jazz TV* takes an intimate look into the life of Quincy Jones, Kenny G, Dave Koz, Sade and more.

“Dennis Quaid is the quintessential American hero.”

THE ROOKIE PRODUCER MARK JOHNSON

rhythms audio entertainment

classical channel 5

Hosts: Peter Fleming & Philip Brunelle. A colorful and varied program of the classics including ballet music by Copland and the Violin Concerto by Menotti.

Grieg
String Quartet in G minor, Op. 27
First, Second and Third Movements
Vertavo String Quartet

Copland
Billy the Kid
San Francisco Symphony Orchestra
Michael Tilson Thomas, conductor

Fauré
Clair de lune; Mandoline; Ici-bas!
Au bord l'eau; Le secret
Maria Jette, soprano
Judith Kogan, harp

Menotti
Concerto for Violin and Orchestra
Spoleto Festival Orchestra
Richard Hickox, conductor
Jennifer Koh, violin

Rachmaninoff
Vocalise
Mstislav Rostropovich, cello
Alexander Dedyukhin, piano

Bach
Prelude in G major
Glenn Gould, piano

the blue room channel 6

Host: Mason Evans. Welcome to the Blue Room, where you'll hear your favorite Jazz artists, classic recordings and a special spotlight on trumpeter, Doc Severinsen.

Jammin' For Mr. Lee / Plas Johnson & Red Holloway
Look Who's Here / Russell Malone
Nancy (With The Smiling Face) / Cannonball Adderley
Baby, Won't You Please Come Home / Ruby Braff



Swing, Swing, Swing (Sing, Sing, Sing) / Keely Smith
Sweet Lorraine / Frank Capp Trio & Rickey Woodard
Poor Butterfly / Doc Severinsen & The Tonight Show Band
How Long Has This Been Going On / Doc Severinsen & The Tonight Show Band
Georgia On My Mind / Doc Severinsen & The Cincinnati Pops
How Deep Is The Ocean / Eric Reed
Heat (The Slow Burn) / Kenny Burrell & Mike Lang
You're Driving Me Crazy / Curtis Stigers
One Mint Julep / Hank Crawford & Jimmy McGriff
Back In The Day / Steve Turre
Hallelujah, I Love Her So / Ben E. King
Open Spaces / Oscar Peterson
Itty Bitty Blues / The Ray Brown Trio & Clark Terry
I Hear A Rhapsody / The Dave Brubeck Quartet

northwest fm channel 7

Host: Anita Gevinson. Northwest FM celebrates rock 'n' roll's greatest night, Thanksgiving 1976 at San Francisco's Winterland, when an A-list cast of guest musicians joined The Band in their farewell concert appearance.

Up On Cripple Creek / The Band
The Shape I'm In / The Band

It Makes No Difference / The Band
Who Do You Love / The Band
Life Is A Carnival / The Band
Such A Night / The Band
Mystery Train / The Band
Mannish Boy / The Band
Stagefright / The Band
Rag Mama Rag / The Band
All Our Past Times / The Band
Ophelia / The Band
Four Strong Winds / The Band
Coyote / The Band
Acadian Driftwood / The Band
Caravan / The Band
Baby Let Me Follow You Down / The Band
Hazel / The Band
I Don't Believe You [She Acts Like We Never Have Met] / The Band
Forever Young / The Band
Baby Let Me Follow You Down [Reprise] / The Band

right here, right now channel 8

Host: Rich Guzman. You've got the best of the R&B, Rock and Pop charts, Right Here, Right Now!

Round Up / Lady May (Featuring Blu Cantrell)
Love / Rosey
Destiny / Zero 7
I Love You / Faith Evans
I'm Alive / Celine Dion
Beauty On The Fire / Natalie Imbruglia
Love At First Sight / Kylie Minogue
Heaven / DJ Sammy & Yanou
Featuring Do
Don't Turn Off The Lights / Enrique Iglesias
Halfcrazy / Musiq
No Such Thing / John Mayer
California / Phantom Planet
Original Sin / Elton John
To Where You Are / Josh Groban
The Color Of Love / Boyz II Men
Gots To Be / B2K
Sugar High / Jade Anderson

Objection [Tango] / Shakira
Caught In The Middle / A1
Pacific Coast Party / Smash Mouth
Weekend Song / Freestylers
C'mon C'mon / Sheryl Crow
Here Is Gone / The Goo Goo Dolls
Good Souls / Starsailor

business & technology report channel 9

Host: M.D. Perrin

• Ron Wilbur, CEO, Luminor, www.luminor.com
• James K. Johnson, Global CEO, Enterprise IG, www.enterpriseig.com
• Margery Kraus, President/CEO, APCO Worldwide, www.apcoworldwide.com
• Mike Wall, General Manager, Intel, www.intel.com
• Burke Allen, President & CEO, NovoLogic, Inc., www.novologic.com
• Bob Brennan, CEO, Connected Corporation, www.connected.com
• Steven Gustafson, Experience Based Learning, Inc., www.ebl.org
• Joshua V. Richman, President/CEO, Straw Hat Pizza, www.strawhatpizza.com



Natalie Imbruglia / Channel 8

• Frank Coyle, Dir. Franchise Development, Wienerschnitzel, www.wienerschnitzel.com
• Dennis Jenkins, VP Franchise Licensing, Money Mailer, www.moneymailer.net
• Fred Harms, VP Franchise Development, Handyman Connection, www.handymanconnection.com
• John W. Jones, President/CEO, The Great Frame Up, 800.553.7263, www.thegreatframeup.com
• John Marquez, Senior Director Market Development, Interim HealthCare, www.interimhealthcare.com

CancerTalk™
& Excerpts from The Group Room®
Made possible by
ORTHO BIOTECH PRODUCTS L.P.
www.orthobiotech.com

Host Selma R. Schimmel discusses cancer-related fatigue with Dr. Denise Williams, Assoc. Medical Director, Clinical Affairs Oncology, Ortho Biotech Products, L.P.



www.vitaloptions.org

• Bryon Hodge, Outrigger Resort Condominiums, Hawaii, www.outrigger.com
• Aston Hotels and Resorts, 800.922.7866, www.aston-hotels.com
• Jim Covington, President, Memphis Depot Business Park, www.memphisdepot.co.shelby.tn.us
• Gerald R. Cysewski, Ph.D., President & CEO, Cyanotech Corporation, www.cyanotech.com
• Jack Canfield, co-author, The Power of Focus, Health Communications Inc., www.hci-online.com
• Charles T. Tuggle, Jr., CEO, Baker, Donelson, Bearman & Caldwell, www.bakerdonelson.com
• Adrian Moravcsik, CFA, Sr. Vice President & Principal, Stein Roe Investment Counsel, www.sric.net
• Leo W. Munson, Assoc. Vice Chancellor for Academic Support, Texas Christian Univ., www.tcu.edu
• Joseph A. Steger, Pres., Univ. of Cincinnati, www.uc.edu
• Dr. James Barnes, Pres., Indiana Wesleyan Univ., <http://www.iwuonline.com>
• John M. Ferretti, D.O., President, Lake Erie College of Osteopathic Medicine, www.lecom.edu
• Dr. Sallie Johnson, Dean, Distance Learning, Doc Kunkle, Dir., Student Support, The Distance Learning Center, Troy State Univ., www.tsulearn.net
• Dr. Tito Guerrero, President, Stephen F. Austin State Univ., www.sfasu.edu

Today's program is produced by Sky Radio. Thanks for listening!

SKY
RADIO

www.SkyRadioNet.com.
Marc Holland, Executive Producer,
Toll Free 888.330.7869.



Sasha Lazard / Channel 12

japanese favorites channel 10

果てなく続くストーリー / MISIA
花になる / 奥田民生
bittersweet samba〜ニッポンの夜明け前〜 / Re: Japan
Kiss You 情熱 / 上原多香子
二人のアカボシ / キンモクセイ
恋の歌謡日 / ゆず
美しく燃える森 / 東京スカパラダイスオーケストラ

そうだ! We're ALIVE / モーニング娘。
Out Of Orbit〜Triple ZERO〜 / T.M. Revolution

INNER CHILD / hitomi
花のワルツ / 藤野とし恵

ひとり宿 / 岡ゆう子

人妻しぐれ / 半田浩二

逢えるじゃないかまたあした / 石原裕次郎・川中美幸

女の酒 / 森若里子
離別(イビヨル) / 増位山太志郎

憂き世川 / 日野美歌
愛・さすらい / 増位山太志郎

夢おんな / 桂 銀淑
祝い酒 / 坂本冬美

気がかり / 山川 豊
俺が村田だ / 村田英雄

ご利用便によっては、次の楽曲が引き続きお楽しみいただけます。

夜桜お七 / 田川寿美

ain't nuthin' but da blues channel 11

Host: Jon Wheat. The future of blues is very bright with some of the best guitar slingers in the business.

Blues Come Walkin' In / Tab Benoit
Cross The Line / Tab Benoit
Time and Time Again / Tab Benoit
Cherry Tree Blues / Tab Benoit
Luther's Blues / Luther Allison
Easy Baby / Luther Allison
Let's Have A Little Talk / Luther Allison
Driving Wheel / Luther Allison

Still Rainin' / Jonny Lang
Walking Away / Jonny Lang
Right Back / Jonny Lang
Leaving To Stay / Jonny Lang
Who's Been Talkin' / John Hammond
Howling For My Darling / John Hammond
Pretty Thing / John Hammond
Sweet Home Chicago / John Hammond
Moan / Robert Cray Band
Steppin' Out / Robert Cray Band
Never Matter Much / Robert Cray Band
Enough For Me / Robert Cray Band

independent spirit channel 12

Host: Mary Lee. The Independent Spirit takes it easy with Craig Armstrong, Jeb Loy Nichols and Mark Eitzel, along with a bevy of electronic, alt-country and indie rock icons, keeping the laid-back groove going.

Trouble Over Me / Tift Merritt
I Envy The Wind / Lucinda Williams
Wake Up In New York / Craig Armstrong
Snowbird / Mark Eitzel
Pleasurehead / Seafood
Gentle On My Mind / Mark Eitzel
Heaven Help Me / Jeb Loy Nichols
A Little Love / Jeb Loy Nichols
My Star / Madder Rose
Go Where You're Feeling Free / Whale
Move On Up / Mark Eitzel
Hold Me Strong / Jeb Loy Nichols
Night Owl / Soul Hooligan
Heavy Soup / Cornershop
Too Much / Playgroup
Found A Way / Round Four
Monolith / Bitstream
Waltz / Craig Armstrong
Trans-Europe Express / Kraftwerk
Stabat Reprise / Sasha Lazard
Starless II / Craig Armstrong
Matte Kudasai / King Crimson
Sea Song / Craig Armstrong
The Woods And The Rivers Are Silent / Mediaeval Baebes

broadway bound channel 13

Host: Jean Evans. Join us for two very different but award-winning Broadway Musicals. Your orchestra seat is waiting.

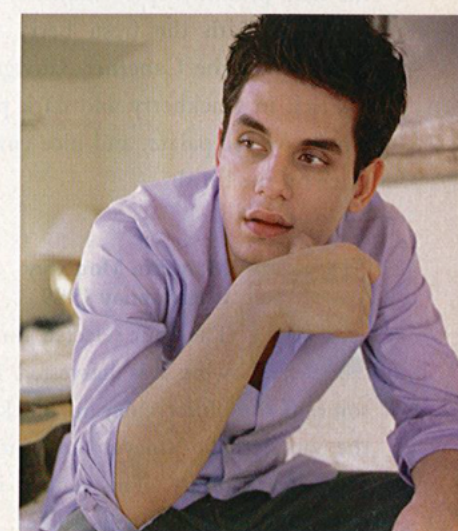
BEAUTY AND THE BEAST
Belle / Susan Egan, Burke Moses & Company
No Matter What / Susan Egan & Tom Bosley
Me / Burke Moses & Susan Egan
Home / Susan Egan
Gaston / Kenny Raskin, Burke Moses & Company
How Long Must This Go On / Terrence Mann
Be Our Guest / Gery Beach, Beth Fowler, Heath Lamberts & Company
If I Can't Love Her / Terrence Mann
Something There / Susan Egan, Terrence Mann, Beth Fowler & Heath Lamberts
Human Again / Gary Beach, Barbara Marineau, Heath Lamberts & Company
Maison Des Lunes / Burke Moses, Kenny Raskin & Gordon Stanley
If I Can't Love Her (reprise) / Terrence Mann
Beauty And The Beast / Beth Fowler
Transformation / Terrence Mann & Susan Egan
Beauty And The Beast (reprise) / The Company

SUNDAY IN THE PARK WITH GEORGE
Sunday In The Park With George / Mandy Patinkin & Bernadette Peters
No Life / Charles Kimbrough & Dana Ivey
Color And Light / Mandy Patinkin & Bernadette Peters
The Day Off / Mandy Patinkin & Company
Everybody Loves Louis / Bernadette Peters
Finishing The Hat / Mandy Patinkin
We Do Not Belong Together / Mandy Patinkin & Bernadette Peters
Beautiful / Barbara Bryne & Mandy Patinkin
Sunday / Company

featured artist: john mayer

John Mayer's genuine enthusiasm and passion for songwriting has earned him a huge following in his hometown of Atlanta, Georgia. "The very nature of standing in front of a mic with a guitar that's in tune, the millions of songs that could happen at that moment—I love that!" he says. "The best feeling that I will ever have in my life is just walking, just being, the night that I finish a song."

Nowadays, Mayer (Channel 8) is bringing his songs to life with a band and his first major label debut album, *Room for Squares*.



beverages

WINES

Domestic First Class

Northwest Airlines, along with Food & Wine magazine, is proud to recommend the following wines.



Coastal Ridge California Chardonnay 1999

This is a Chardonnay oozing tropical fruit and green apple aromas and a full cornucopia of fruit flavor, especially tangerine flavors that go on and on. It's full-bodied in character, and balanced with crisp, bright fruit acidity.



Rosemount Diamond Shiraz/Cabernet 2001

This fabulous blend is packed with bright, fresh fruit aromas and flavors, combining the rich, plummy, spicy characteristics of Shiraz with the fresh berry fruit character of the Cabernet Sauvignon. It's rich in blackberry and dark plum flavors on the palate, and nice currant spice on the finish.



Monterra Monterey Chardonnay 1999

The fruit selected for this wine was harvested from some of the oldest vineyard blocks on the San Bernabe Vineyard in Southern Monterey County. The aroma is of fresh pears, ripe green apples, and

COMPLIMENTARY BEVERAGES

Pepsi, Diet Pepsi, VeryFine Apple Cranberry Juice, La Croix Sparkling Water, Lipton Brisk Iced Tea (international flights only), Canada Dry Club Soda, Canada Dry Tonic Water, Mott's Apple Juice, Mott's Tomato Juice, Mr. & Mrs. T Bloody Mary Mix, Ginger Ale, Orange Juice, Texus Pink Grapefruit Juice, Coffee, Decaf Coffee, Tea, Crystal Geyser Spring Water (except international main cabin), 7Up and Diet 7Up



ソフトドリンク ペpsi, ダイエットペpsi, セブンアップ, ダイエット・セブンアップ, ウェルチ・克蘭ベリー・ジュースカクテル, ラクロー・スパークリングウォーター, リプトン・ブリスクアイスティー (国際線のみ), カナダドライ・クラブソーダ, カナダドライ・トニックウォーター, モッツ・アップルジュース, モッツ・トマトジュース, ミスター・アンド・ミセスティー・ブラディ・メリーミックス, ジンジャーエール, オレンジジュース, テキサス・ピンクグレープフルーツジュース, コーヒー, ディキャフコーヒー (カフェイン抜きコーヒー), 紅茶, クリスタルガイザー・スプリングウォーター (国際線コーチクラスを除く)。

免费赠送饮料 百事可乐、无糖可乐、七喜、无糖七喜、威尔奇越桔汁、克罗斯汽水、里普顿冰茶 (仅限国际航班)、加拿大苏打水、加拿大汽水、摩特苹果汁、摩特番茄汁、拉迪玛丽混合饮料、姜汁汽水、橘汁、泰克森柚汁、咖啡、无咖啡因咖啡、茶、克利斯多·盖瑟矿泉水 (国际主机舱不供应)。



Caravali Gourmet Coffee カラバリ グルメ コーヒー カラバリ上等咖啡 Our award-winning Caravali coffee is a very special ensemble of gourmet coffees made from the finest specialty-grade Arabica beans. We meticulously hand-roast our beans "Seattle-style," promising a richer, bolder, smoother cup of coffee. Enjoy! 1.800.647.JAVA.

tropical fruits encompassing an enticing butterscotch foundation. In the mouth the wine is full-bodied, rich and silky and reminiscent of pineapple, coconut and lemon peel. The long, rich finish is enhanced by hints of spicy oak.



LaPaya Merlot 1999

This Bordeaux-like Chilean Merlot offers a pleasant black raspberry and dark

chocolate nose, a medium-bodied palate with subtle smoke, plum, tobacco and vanilla flavors and polished tannins framing the forward fruit. This is an easy drinking wine.

Main Cabin

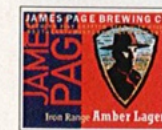
Cabernet Sauvignon
Chardonnay

Beverage selection will vary by market and class of service. For a listing of World Business Class wines and champagne, please refer to the printed menu.

beverages special products

BEER

Becks, Budweiser, Bud Light, Heineken, Kirin, James Page, Hite Beer, Molson Ice, San Miguel, Sapporo, Tecate, Tiger, and Tsing Tao. **Boldface indicates beers available on selected international flights.**



James Page

The James Page Brewing Company of Minneapolis, brewers of fine crafted beer since 1986, is proud to offer you our Gold Medal winning beer from the 1999 Great American Beer Festival. The amber color and smooth caramel malt flavor is perfectly balanced with imported German Spalter hops. Enjoy James Page Amber Lager, you deserve the best!

www.pagebrewing.com

ビール

ベックス、バドワイザー、バッドライト、ハイネケン、キリン、モルソンアイス (カナダ)、ジェームスページ、ハイトビール、サンミゲル、サッポロ、シンハ、サントリー、タイガー、テカテ (メキシコ)、チンタオ。太字の銘柄は一部の国際線でお楽しみいただけます。詳しくは客室乗務員にお尋ねください。

啤酒

粗体字表示该种啤酒仅限在所选国际航班供应。

SPIRITS AND LIQUEURS

Amaretto di Saronno, Bacardi Rum, Baileys Irish Cream, Bombay Sapphire Gin, Campari, Chivas Regal Scotch, Christian Brothers Brandy, Courvoisier V.S.O.P. Cognac, Drambuie, Eisen Sake (also main cabin), Glenlivet Pure Single Malt Scotch Whisky, Grand Marnier, Jack Daniel's Whiskey, Johnnie Walker Black Label Scotch, Kahlua, Maker's Mark Bourbon, Martell V.S.O.P. Cognac, Seagram's V.O. Canadian Whisky, Skyy Vodka and Tanqueray Gin.

Boldface indicates premium spirits and liqueurs available in World Business Class on international flights only.

アルコール飲料

メーカーズマーク・バーボン、ジャックダニエル・ウイスキー、シーグラムVO・カナディアンウイスキー、シーバズリーガル・スコッチ、ジョニーウォーカーブラックラベル・スコッチ、グレンリベット・ピュアシングルモルトスコッチ、タンケリー・ジン、ビーフィーター・ジン、ボンベイサファイア・ジン、バガーディラム、スミノフ・ウオッカ、アブソルート・ウオッカ、クリスチャンブラザーズ・ブランディ、ベイリーズ・アイリッシュクリーム、ドランビュイエ、カルーア、マーテールVSOP・コニャック、クルボワージェVSOP・コニャック、アマレットディサロンノ、カンパリ、グランマニエ、榮川・日本酒 (コーチクラスも有り) 太字の銘柄は国際線のワールド・ビジネスクラスでお楽しみいただけます。

烈酒和甜酒

粗体字表示仅限在国际航班国际公务舱供应的上等烈酒和甜酒。

SELECT FLIGHTS

Philadelphia Brand Cream Cheese

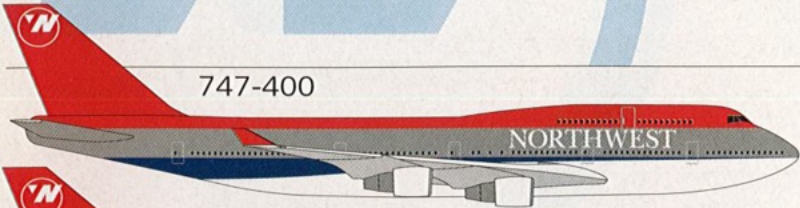
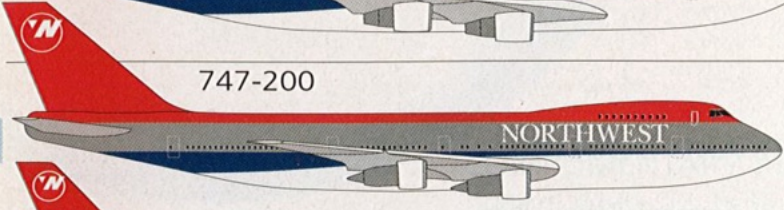
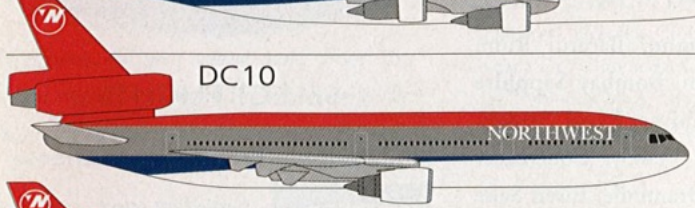
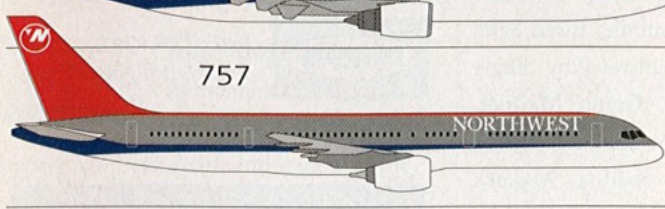
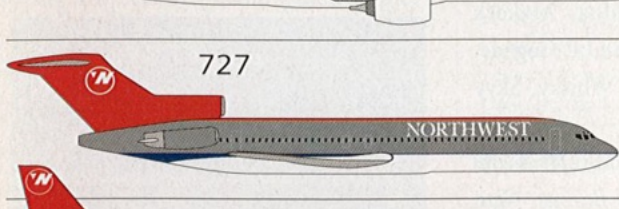
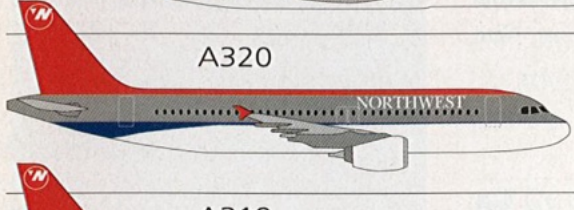
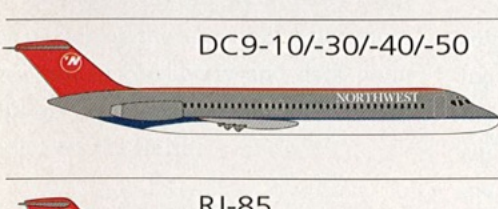
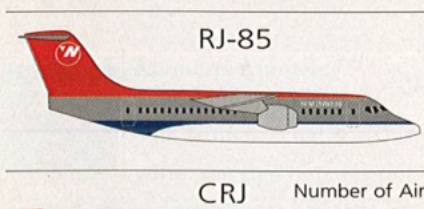
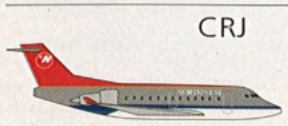


Served on select breakfast flights.

beverage prices

On domestic flights, the following alcoholic beverages are available in the Main Cabin for \$4: Beer, spirits, liqueurs, wine splits, Molson Ice (available on flights to Canada) and Tecate (available on flights to Mexico).

northwest fleet

	747-400	Number of Aircraft: 16 Seating Capacity: 403 passengers Main Cabin: Two aisles, 3-4-3 seating Range: 7,650 miles Cruising Speed: 565 mph
	747-200	Number of Aircraft: 20 Seating Capacity: 349-446 passengers Main Cabin: Two aisles, 3-4-3 seating Range: 5,775-7,150 miles Cruising Speed: 558 mph
	DC10	Number of Aircraft: 32 Seating Capacity: 273-298 passengers Main Cabin: Two aisles, 2-5-2 seating Range: 4,700-5,750 miles Cruising Speed: 550 mph
	757	Number of Aircraft: 55 Seating Capacity: 180-184 passengers Main Cabin: One aisle, three seats each side Range: 2,875 miles Cruising Speed: 530 mph
	727	Number of Aircraft: 20 Seating Capacity: 149 passengers Main Cabin: One aisle, three seats each side Range: 1,550 miles Cruising Speed: 530 mph
	A320	Number of Aircraft: 75 Seating Capacity: 148 passengers Main Cabin: One aisle, three seats each side Range: 2,700 miles Cruising Speed: 525 mph
	A319	Number of Aircraft: 43 Seating Capacity: 124 passengers Main Cabin: One aisle, three seats each side Range: 2,700 miles Cruising Speed: 525 mph
	DC9-10/-30/-40/-50	Number of Aircraft: 169 Seating Capacity: 78-125 passengers Main Cabin: One aisle, 2-3 seating Range: 960-1,240 miles Cruising Speed: 505 mph
	RJ-85	Number of Aircraft: 36 Seating Capacity: 69 passengers Main Cabin: One aisle, 2-3 seating Range: 1,250 miles Cruising Speed: 460 mph
	CRJ	Number of Aircraft: 37 Seating Capacity: 44/50 passengers Main Cabin: One aisle, two seats each side Range: 1,600 miles Cruising Speed: 510 mph
	Saab 340	Number of Aircraft: 92 Seating Capacity: 30-34 passengers Main Cabin: One aisle, 1-2 seating Range: 920 miles Cruising Speed: 290 mph

a link to life



One percent of the world's children suffer from congenital heart disease, the most common birth defect in the developing world. One in 20 school-age children in the developing world are struck by rheumatic fever, an easily preventable disease that can kill. Ninety three percent of the people living in developing countries have no access to quality cardiac care.

Since 1969, Children's HeartLink has been striving to save the lives of as many of these children as possible by helping

medical facilities build the expertise and create the programs that will save more lives. Children's HeartLink is working with the vision that one day children the world over will have ready access to quality care for the prevention and treatment of heart disease.

Imagine the heartbreak of a family of a child with heart disease who has no medical help. One-third of babies with an untreated heart defect die in their first year. Another third are weak, underdeveloped, and more susceptible to other diseases because they are not getting enough oxygen.

In most cases, the problem can be solved, and that's why Children's HeartLink was established. With the philosophy of "teach a man to fish and he eats for a lifetime," Children's HeartLink responds to the training

needs of its partner hospitals in developing countries to help them build self-sustaining programs to care for more children. Many countries are able to help these areas improve their medical capacity and quality of care. Children's HeartLink links those who can help with those who need assistance.

Children's HeartLink's medical volunteers work with doctors in the developing world, demonstrating procedures as they provide one-on-one training. They arrange advanced training at leading medical institutions such as Boston Children's Hospital, the Mayo Clinic, the University of Michigan Hospital and The Hospital for Sick Children in Toronto.

Children's HeartLink has treated children from 29 countries. Last year its partner sites treated more than 7,000 children with heart disease. ☺

For more information, or to make a monetary donation to Children's HeartLink, please call 1.888.928.6678 or mail your donation check to them at 5075 Arcadia Avenue, Minneapolis, MN 55436. WorldPerks members who donate \$50 or more are eligible for 500 WorldPerks bonus miles. To receive the bonus miles, please be sure to include your WorldPerks number. All monetary contributions are tax deductible. If you wish to make a WorldPerks mileage donation (not tax deductible), call toll free at 1.800.327.2881. All mileage and monetary donations are final.

Children's HeartLink
links those who can help
with those who need
assistance.

Northwest Airlines Partners

More than 750 cities in over 120 countries on 6 continents

From Bemidji to Bangkok, Rochester to Rio de Janeiro or Amsterdam to Appleton, Northwest Airlines and its 26 global partner carriers have teamed up to provide you with convenient, reliable service to more than 750 cities in more than 120 countries on six continents. Our combined efforts to bring you seamless global service provide several convenient benefits:

- **Carefree arrival**—Whether you're flying to a major Asian business center or to your favorite ski resort in the Swiss Alps, Northwest and its partners will fly you all the way to your final destination on a single ticket.
- **Frequent flyer program**—As a WorldPerks member, you can rapidly accrue and redeem awards on all 26 of our partner carriers, as well as our six car rental and 29 hotel affiliates. Earn elite status by flying on these partners: Northwest Airlines, Northwest Airlink, KLM Royal Dutch Airlines, Continental Airlines, Alaska Airlines, and Northwest designated flights operated by other partner airlines.
- **Through check-in**—Northwest alliance partners work hard to minimize your transfer times in our hubs, so you spend less time waiting in the airport and more time at your destination. With through check-in service, you check your luggage once—from your point of origin through to your final destination.
- **Global airport lounge access**—Our WorldClub Membership provides access to 94 WorldClubs and affiliated lounges worldwide.



: partner of the month

Thomas L. Cooper, a former captain for Eastern Airlines, founded Gulfstream International Airlines in 1988. Today, Gulfstream operates under the Continental Connection brand and serves business travelers and vacationers with more than 200 daily flights to 15 cities in Florida and the Bahamas. Gulfstream International operates a fleet of Beechcraft 1900 "D" jet prop planes and offers high-frequency service on most of the routes it serves.

The partnership between Northwest Airlines and Gulfstream International dates back to January 2001 and includes codesharing to 10 cities in Florida and the Bahamas. Northwest WorldPerks members earn and redeem awards on all flights operated by Gulfstream International, and all connecting customers will receive boarding passes and luggage check-in to their final destination.

Gulfstream International can be reached at its Web site: www.gulfstreamair.com



PARTNER AIRLINE	DESTINATION	WORLDPERKS BENEFITS	PARTNER'S LOUNGE	THROUGH CHECK-IN	PARTNER AIRLINE	DESTINATION	WORLDPERKS BENEFITS	PARTNER'S LOUNGE	THROUGH CHECK-IN
KLM	US, Europe, Middle East, Africa, India	System Wide	Yes	Yes	HAWAIIAN AIRLINES	Hawaii	Earn Hawaii only. Redeem System Wide	n/a	Yes
Continental Airlines	North America, Latin America, Japan	System Wide	Yes	Yes	Horizon Air	Pacific Northwest, Canada	System Wide	n/a	Yes
airA!ps	Austria	System Wide	n/a	Yes	JAS JAPAN AIR SYSTEM	Japan	System Wide	n/a	Yes
AIR CHINA 中国南方航空公司	China	All Codeshare Flights	Yes	Yes	JET AIRWAYS	India	System Wide	n/a	Yes
Alaska Airlines	US West Coast, Alaska, Canada, Mexico	System Wide	Yes	Yes	Kenya Airways The Pulse of Africa	Africa & Asia Africa Links	System Wide	Yes	Yes
American Airlines	Northeast US, Southern California	All Codeshare Flights	n/a	Yes	KLM cityhopper	Europe	System Wide	n/a	Yes
AMERICA WEST AIRLINES	Las Vegas, Phoenix	All Codeshare Flights, Mexico and Canada	Yes	Yes	KLM exel	Netherlands	System Wide	n/a	Yes
BIGSKY	Montana	All Codeshare Flights	n/a	Yes	KLM uk	United Kingdom	System Wide	n/a	Yes
CEBU PACIFIC	Philippines	System Wide	n/a	No	Malaysia Airlines	Malaysia	System Wide	n/a	Yes
Copa Airlines	Central America	System Wide	Yes	Yes	MALEV Hungarian Airlines	Hungary	All Codeshare Flights	Yes	Yes
CYPRUS AIRWAYS	Cyprus	All NW Codeshare Flights	n/a	Yes	NORTHWEST Airlink MESABA AIRLINES	Northern East and Central US	System Wide	n/a	Yes
NORTHWEST Airlink Express Airlines I	Southeast US	System Wide	n/a	Yes	Pacific Island Aviation	Micronesia	System Wide	n/a	Yes
Garuda Indonesia	Indonesia	Select Asia Indonesia Flights	n/a	Yes	Transavia airlines	Portugal, Italy & Morocco	All HV scheduled flights	n/a	Yes
GULFSTREAM International AIRLINES	Florida, Bahamas	NW/CO coded flights	n/a	Yes	<i>Note: Due to WorldTraveler deadline restrictions, individual route designations on map pages are subject to change.</i>				



CONNECTED
to Success



We deliver a **dynamic, educated, affluent** audience of **frequent travelers** who are **decision-makers** for themselves and their companies.

Advertise in *WorldTraveler* and get results! Call us at 503.520.1955 ext. 675.

NORTH AMERICA

- Northwest Airlines
- KLM Royal Dutch Airlines
- Northwest Airlines or KLM service
- Continental Airlines (Northwest and KLM partner)
- Air China (Northwest partner)
- Malaysia Airlines (Northwest and KLM partner)
- Alaska Airlines (Northwest and KLM partner)

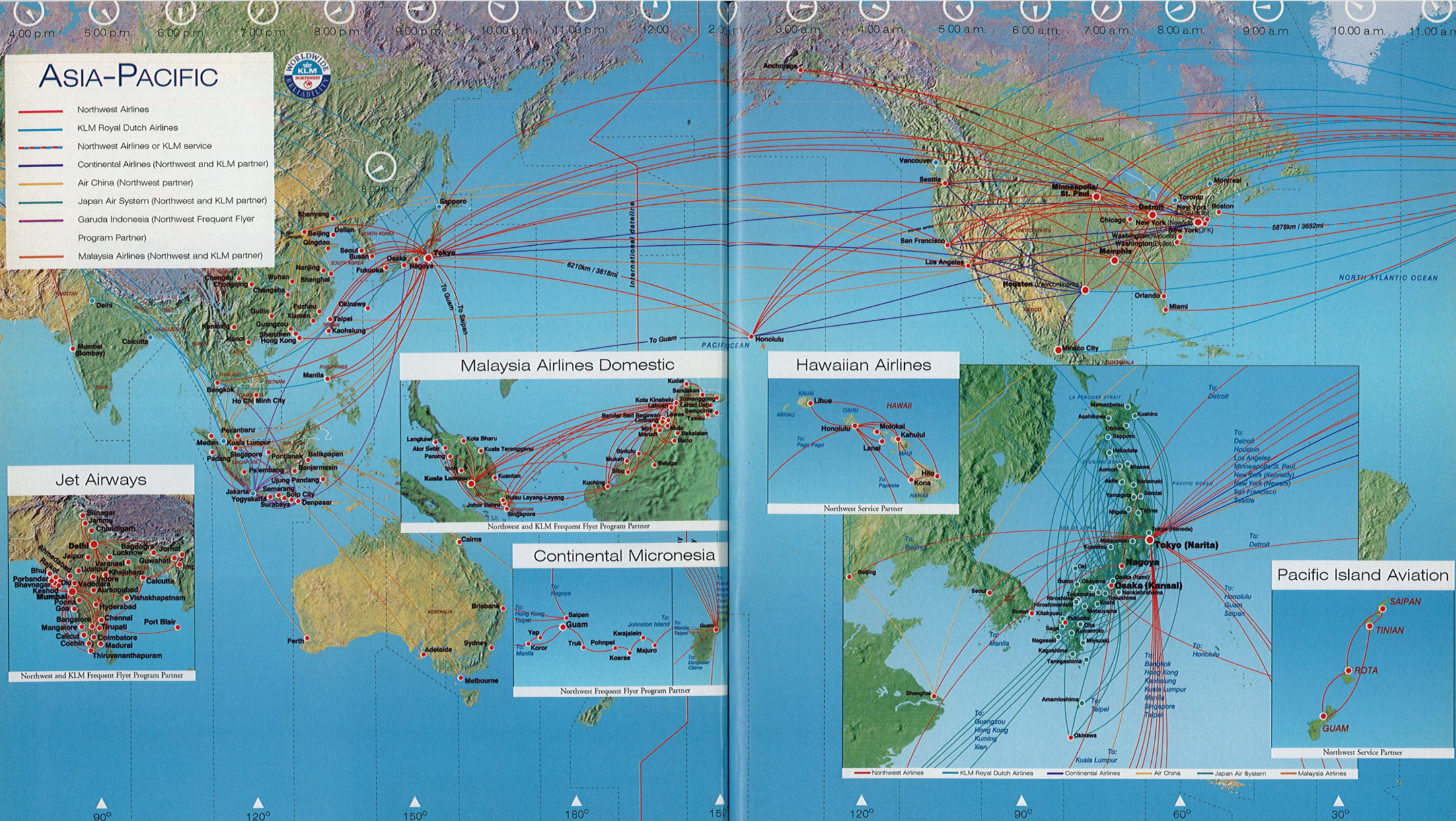


CONNECTED
to Travel



Every day, **150,000 passengers worldwide**—from New York to Beijing, from Los Angeles to Amsterdam—buckle up on a Northwest Airlines flight with *WorldTraveler* **directly in front of them.**

Advertise in *WorldTraveler* and get results! Call us at 503.520.1955 ext. 675.



CONNECTED
to Global Business



Having carried **international business executives** across oceans and international borders for more than 60 years, we are **known and trusted** as the airline of choice, **worldwide**.

Advertise in *WorldTraveler* and get results! **Call us at 503.520.1955 ext. 675.**



CONNECTED
to the Future



We efficiently deliver access to **60 million**
active consumers with an eye on tomorrow,
and the **income** to **act today**.

Advertise in *WorldTraveler* and get results! Call us at 503.520.1955 ext. 675.

Copa Airlines



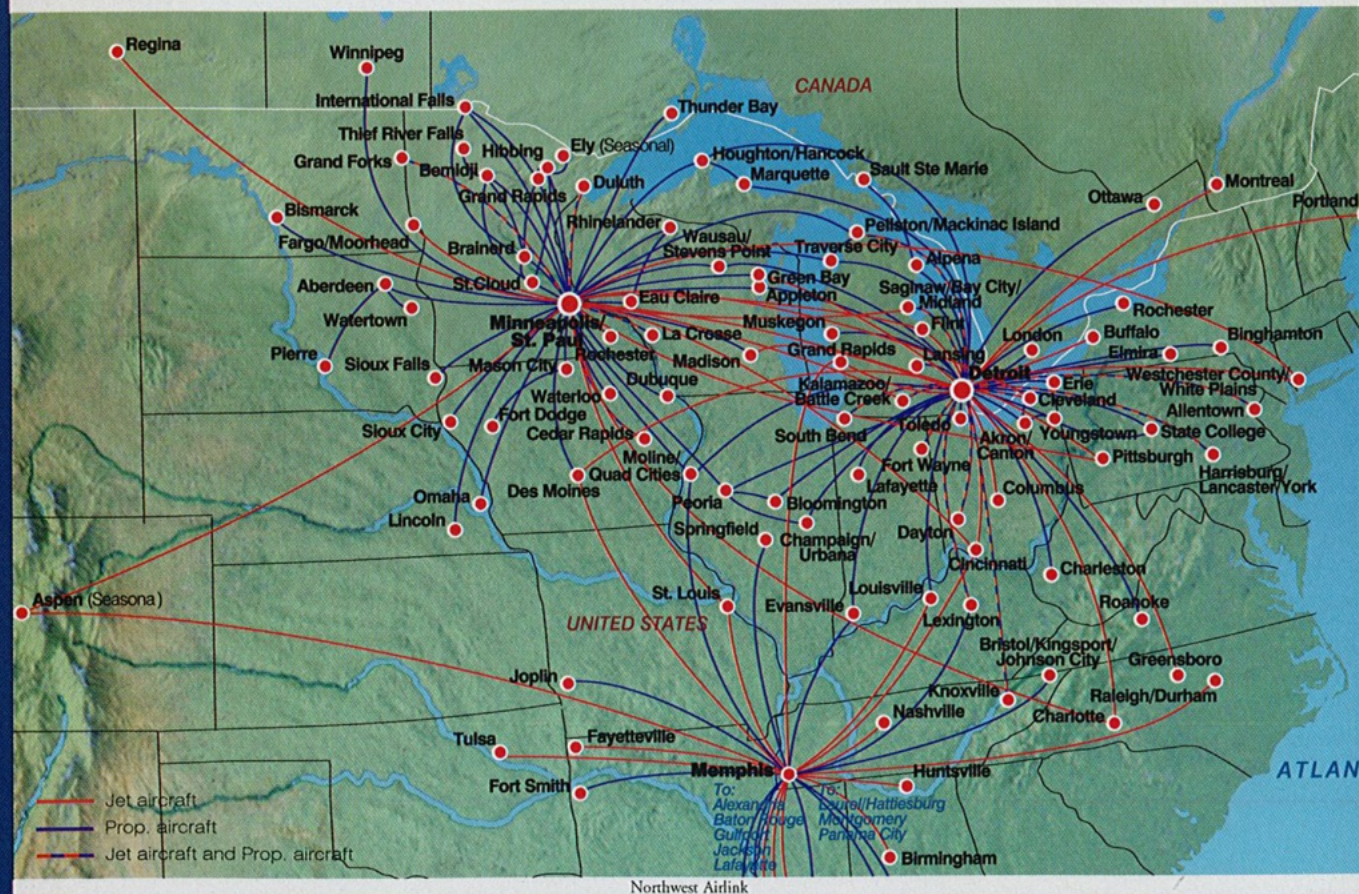
Big Sky



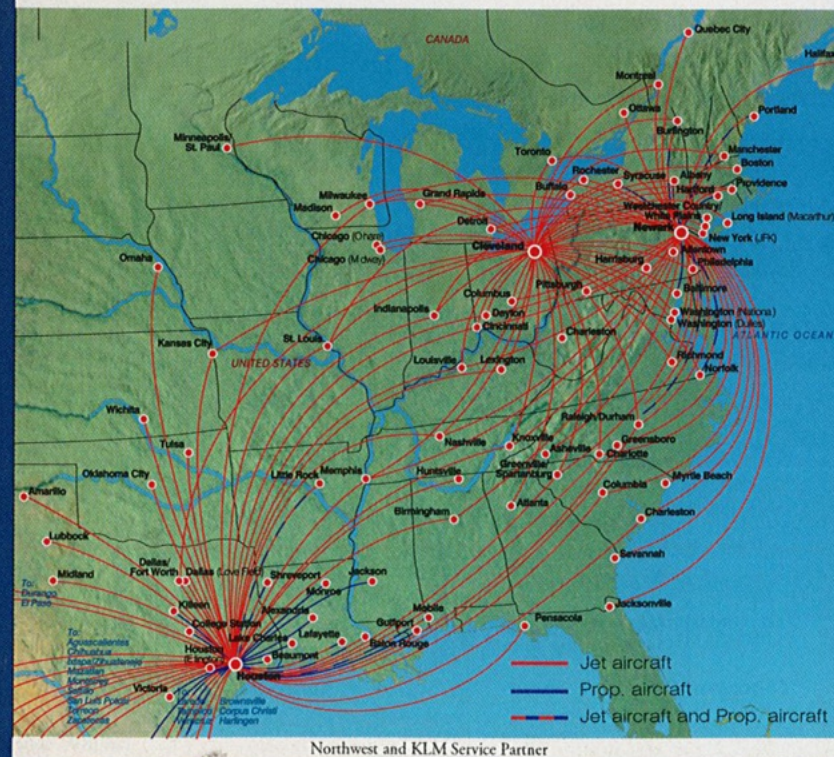
Pinnacle Airlines



Mesaba Aviation

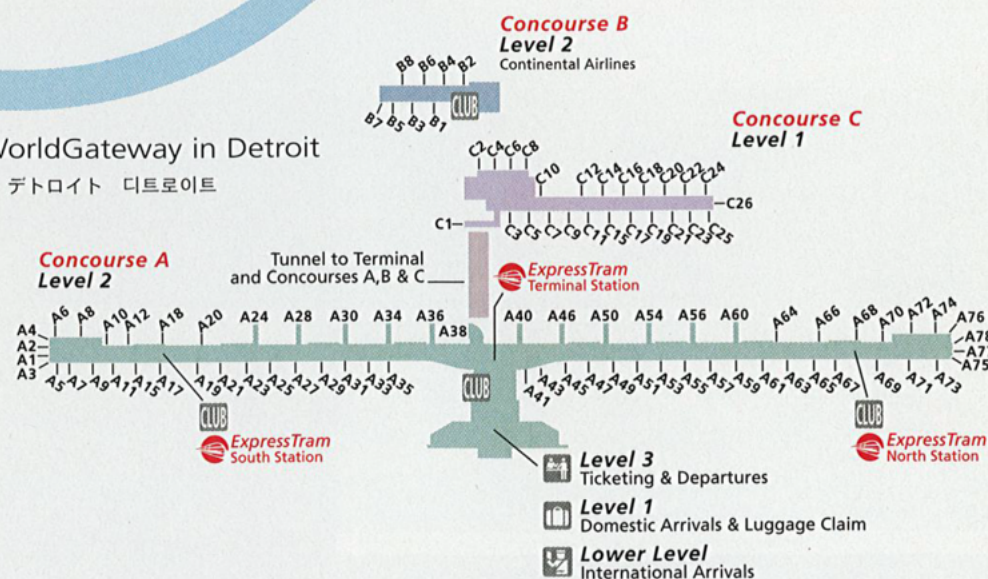


Continental Express



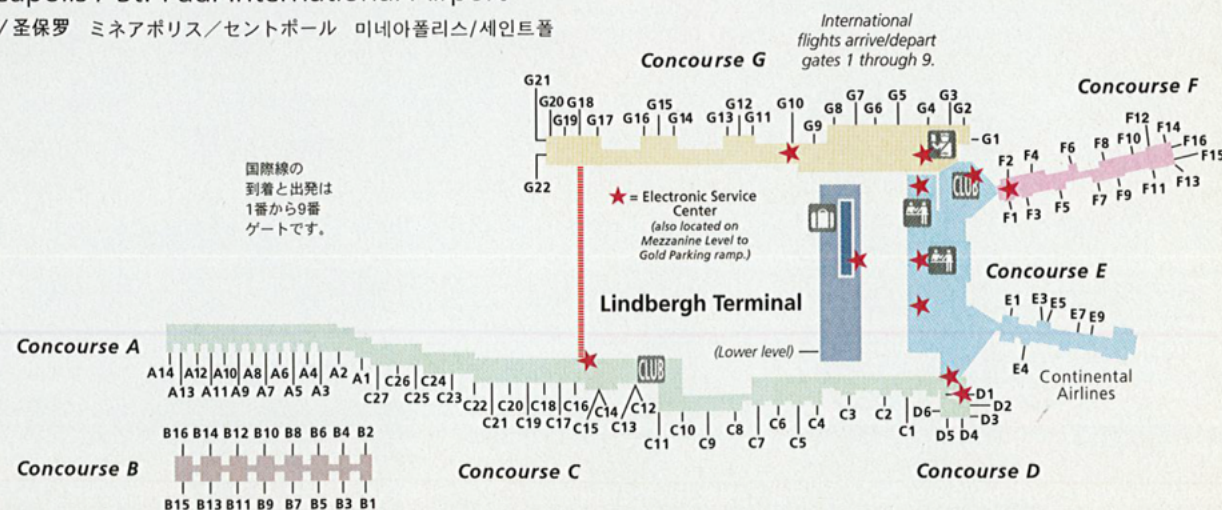
airport terminals

Northwest WorldGateway in Detroit
底特律 デトロイト 디트로이트

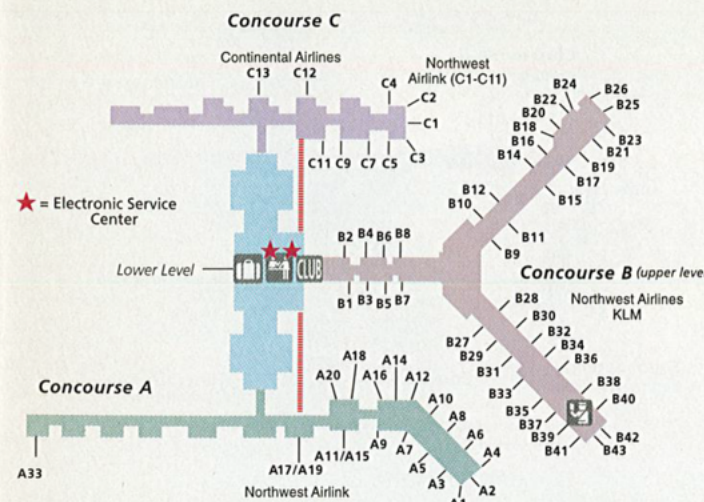


Interpreting service available at check-in
LanguageLine
チケットカウンターにて電話通訳サービス実施中
報到柜台提供中文翻译服务
체크인 하실 때 한국어 통역서비스가 가능합니다.

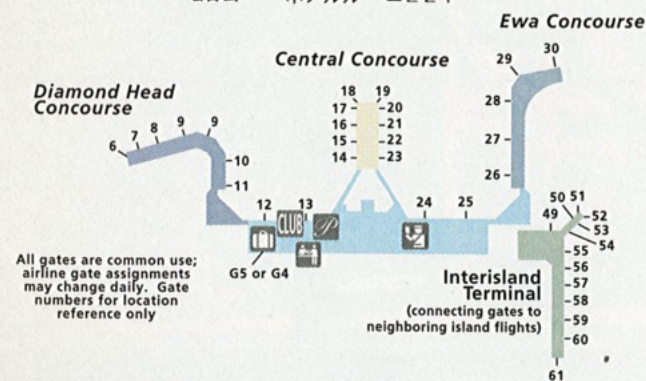
Minneapolis / St. Paul International Airport
明尼阿波利斯 / 圣保罗 ミネアポリス / セントポール ミネアポリス / 세인트폴



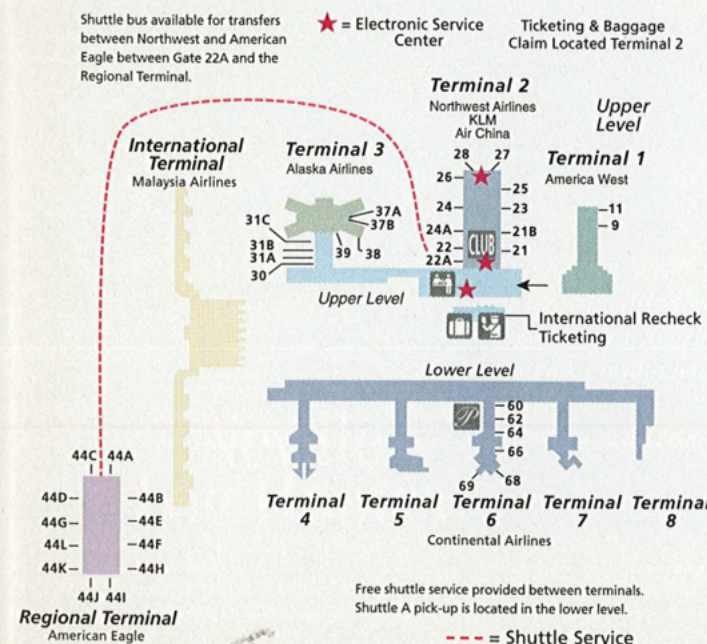
Memphis International Airport
曼非斯 メンフィス 멤피스



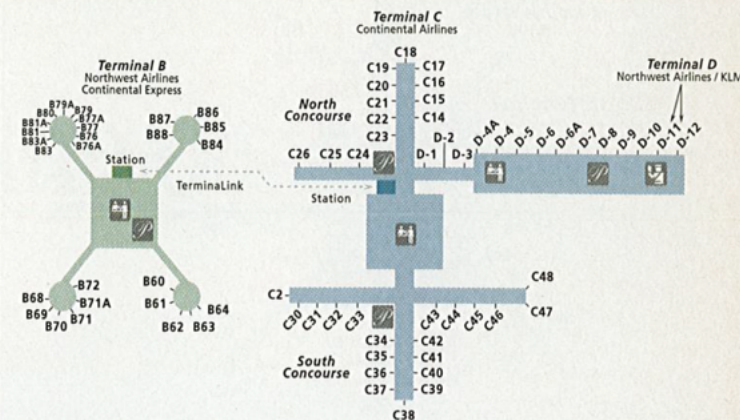
Honolulu International Airport
檀香山 ホノルル 호놀룰루



Los Angeles International Airport
洛杉矶 ロサンゼルス 로스앤젤레스

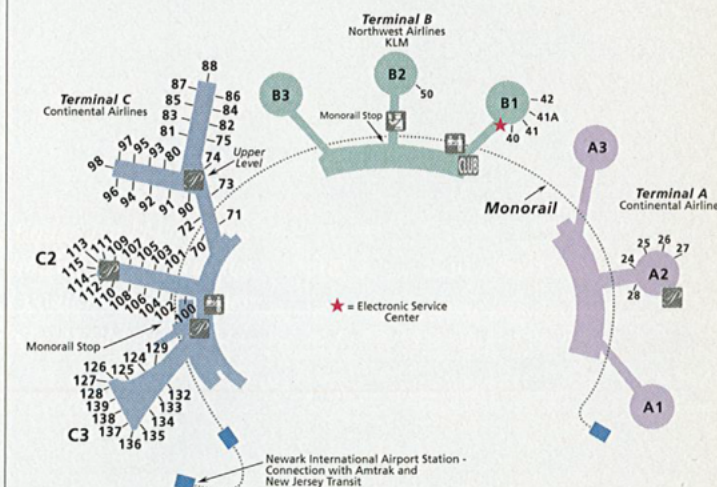


Houston / George Bush Intercontinental Airport
休士頓乔治布希 ヒューストン 휴스턴 조지 부쉬



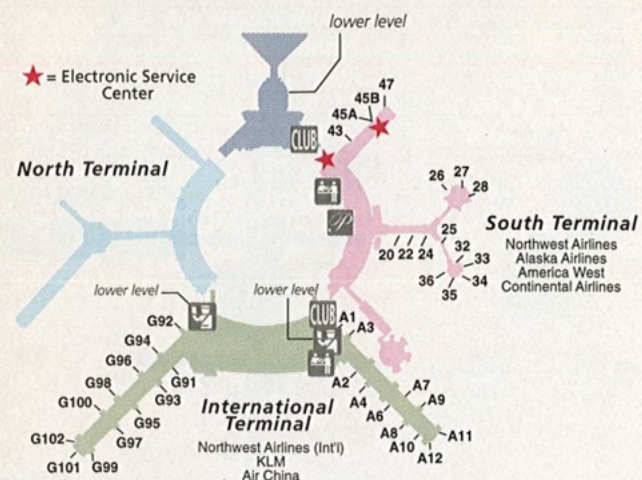
- Check-in** 票务处 チケットカウンター 티켓 카운터
- Immigration** 出境口 出国移民局 외국행 이민
- Baggage Claim** 行李提领处 預かり荷物受取所 짐 찾는 곳
- A1 Gate Numbers** 登机门号码 게이트ナンバー 게이트 번호
- WorldClub** 环宇贵宾俱乐部 ワールドクラブラウンジ 월드클럽 시설
- Transfer Desk** 转接台 乗り換えデスク 이송 데스크
- President's Club** 总统俱乐部 프레지던트스 클럽 프레지던트 클럽

New York / Newark International Airport
纽渥克 ニューヨーク/ニューワーク国際空港 뉴욕



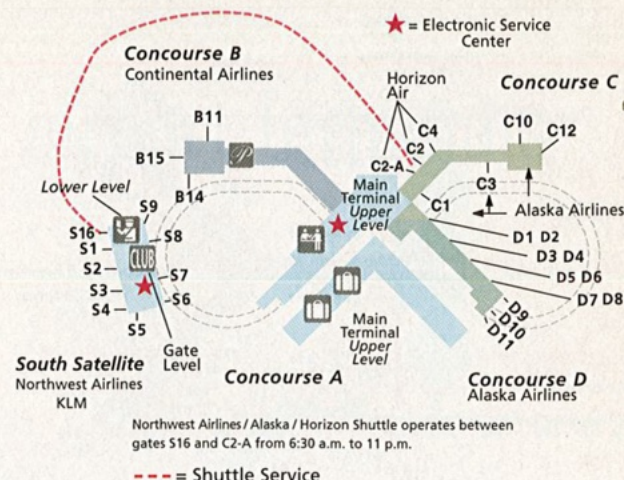
San Francisco International Airport

旧金山 サンフランシスコ国際空港 샌프란시스코



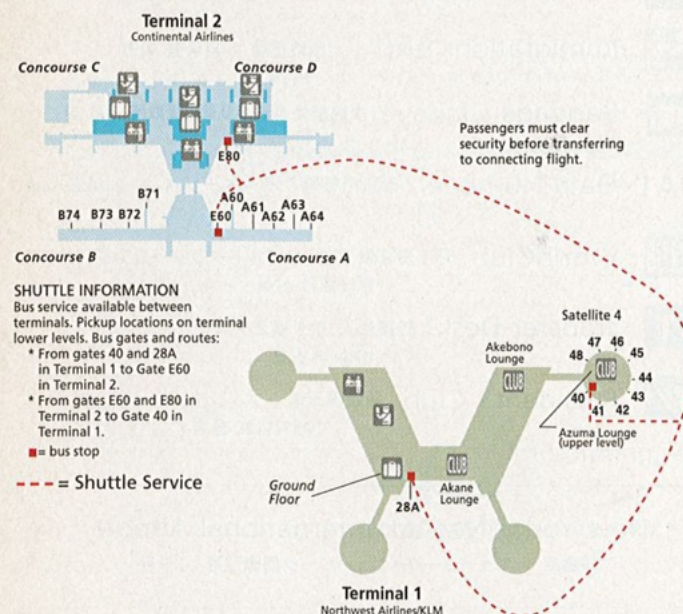
Seattle / Tacoma International Airport

西雅图 / 塔可玛 시애틀 / 타코마 시애틀 / 타코마



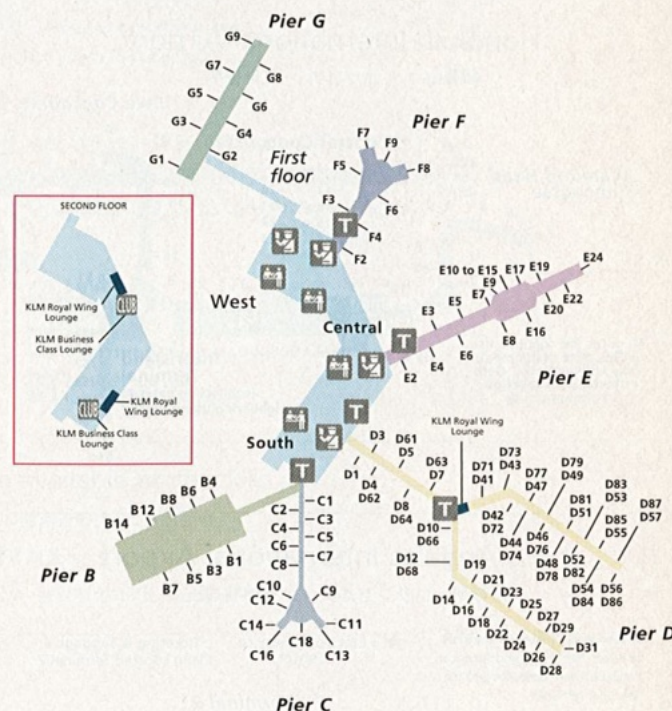
Tokyo / Narita Airport

东京 成田空港 (東京) 동경



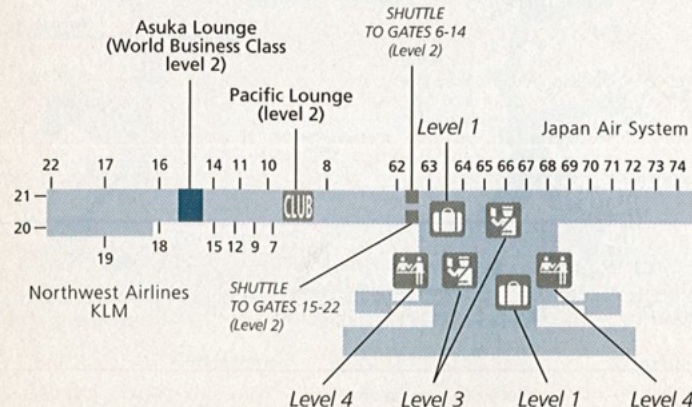
Amsterdam / Schiphol Airport

阿姆斯特丹 암스테르담 암스테르담



Osaka / Kansai International Airport

大阪关西 関西空港 (大阪) 오사카 / 관서



RESERVATIONS

Within U.S. ~ 800.225.2525

International ~ 800.447.4747

西北航空公司订票处, 美国国内线

800.692.8011

西北航空公司订票处, 美国国内线

800.692.4410

ノースウェスト航空予約課

800.692.2345

노스웨스트 매표, 예약

800.692.1165

Réservation et billets ~ 800.345.7458

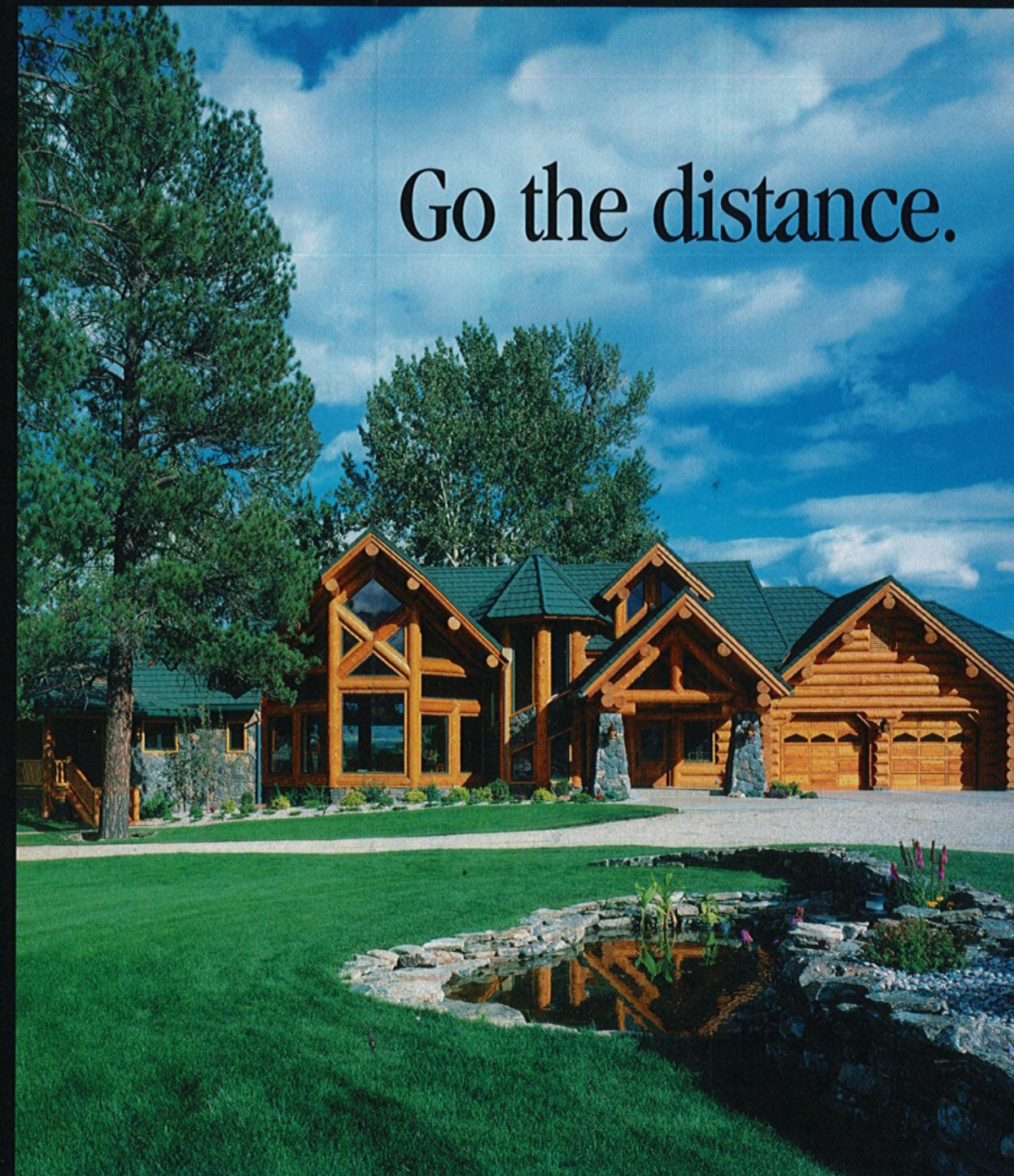
Reservaciones de boletos ~

800.345.7411

VIP Same-Day Package Service ~

800.638.7337

Go the distance.



Neville Log Homes
THE LONG LOG ADVANTAGE®

"I found that Neville Log Homes could do things at their facility that allowed me to put logs together in ways that I couldn't...with other systems I evaluated. There wasn't anything I could imagine or design that Neville couldn't do with factory precision."

STEPHEN L. BALL, AIA
AWARD-WINNING ARCHITECT

THE LONG LOG ADVANTAGE®

The patented system of producing logs up to 60 feet long with perfectly consistent diameters, eliminating the need for unnecessary butt joints.

www.nevillog.com • VICTOR, MONTANA USA • 800.635.7911 • KAMLOOPS, B.C. CANADA • 866.573.1866

You think your proposal is good.

Your coworkers think it's good.

Your boss thinks it's good. And it is good.

But good is only half a block from average.

And great is all the way uptown.

Never settle.™

Forbes
CAPITALIST TOOL™

To subscribe call 1-800-888-9896 ext. 17
or go to www.forbes.com/sub.

Backpain Solutions with UltraStim® for lower back pain

Finally a way without pills.
No costly medical treatments.
Convenient - use as needed in your home,
office or when you travel.

Save over \$200.00
without a prescription!

- 30 Day Money Back Guarantee -

Only \$199.95

Price Includes: • \$12.95 S&H

- Backbell
- Sports Massager
- Electrodes
- Manuals
- Batteries



UltraStim® FDA Approved

1-800-562-1390
www.ultrastim.com

Increase Breast Size Guaranteed! #1 Seller In America!

Now you can increase your breast size with the #1 selling breast formula in America! **Bloussant Breast Enhancing Tablets** increases your breast size, firmness and fullness- naturally! An independent double blind clinical study states that "Breast volume, bustline, breast width, breast circumference and breast length were all significantly increased." The clinical study also showed an average increase of 2 cup sizes- and, in several participants, an increase of 3 cup sizes. Also, breast enlargement occurred **without weight gain** in other parts of the body! No more artificial padding or expensive surgical implants. Get back the increased cleavage and gain back the firmness you had as a teenager. **Doctor approved and recommended.** Results in just a few weeks. Guaranteed results or send back for a full product refund. 60 day moneyback guarantee! **Call now and ask how to get a 30 day supply of Bloussant absolutely free!**



OVER 400,000 BOTTLES SOLD!
NOT AVAILABLE IN STORES!

You can actually watch your bustline increase!
Bloussant's pure & natural botanical ingredients enhance your bustline, breast volume, width, circumference and length- naturally!

To order, call toll-free: **1-888-592-6353**

24 hours a day, 7 days a week / We accept checks by phone!

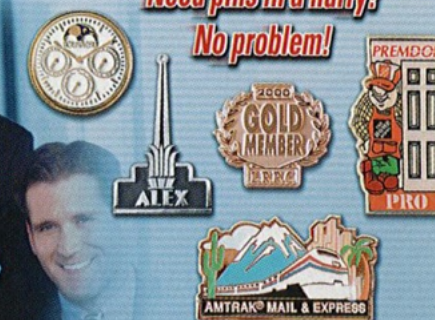
Custom Lapel Pins

Promotional Pins To Fine Emblematic Jewelry
Custom Designed Pins To Fit Your Budget
On-Time Delivery All The Time

Perfect For: Special Event Promotions
Recognition Awards, Corporate Identification
Fundraising, Premiums & Incentives



Need pins in a hurry?
No problem!



Call now for a **FREE** catalog
1-800-781-8806
or visit www.nationalcustominsignia.com



Special Offer: Receive 10% off your first order
Plus: **FREE** set-up, **FREE** artwork & **FREE** shipping
When you mention promotion code - **NW702**

Plastic Injection Molding



- Modern CAD CAM •
- 15 ton to 2,000 ton •
- Mold Flow Analysis •
- Prototypes/Models within 2 weeks •
- Full Engineering and QC Staff •
- No Job Too Small •
- Welcome Existing Jobs to Quote •
- Drop Ship • Inventory •
- Hot Stamping • Sonic Welding •
- Complete Assembly •

*Our firm is seeking new projects!
We are willing to amortize tooling,
over production runs and offer no
charge for tooling.
If production is high nominal terms
for parts is net 60.
We offer the best prices and great service!*

NTM, INC.

333 South Union Street, Mauston, WI 53948
email: ljo@mwt.net
(608) 462-5066 • fax (608) 462-8950

almost heaven



LifeForm® Ultimate Executive Chair

Ergonomic design adjusts to fit every body to more evenly distribute body weight, increase circulation and improve productivity.

Experience the ultimate in support, and innovative designs for the prevention and relief of back and neck pain.

Come in and see our selection of ergonomic home, office, sleep and fitness products that relieve and prevent back and neck pain so you feel good all day.

Relax The Back - Comfort is our business.

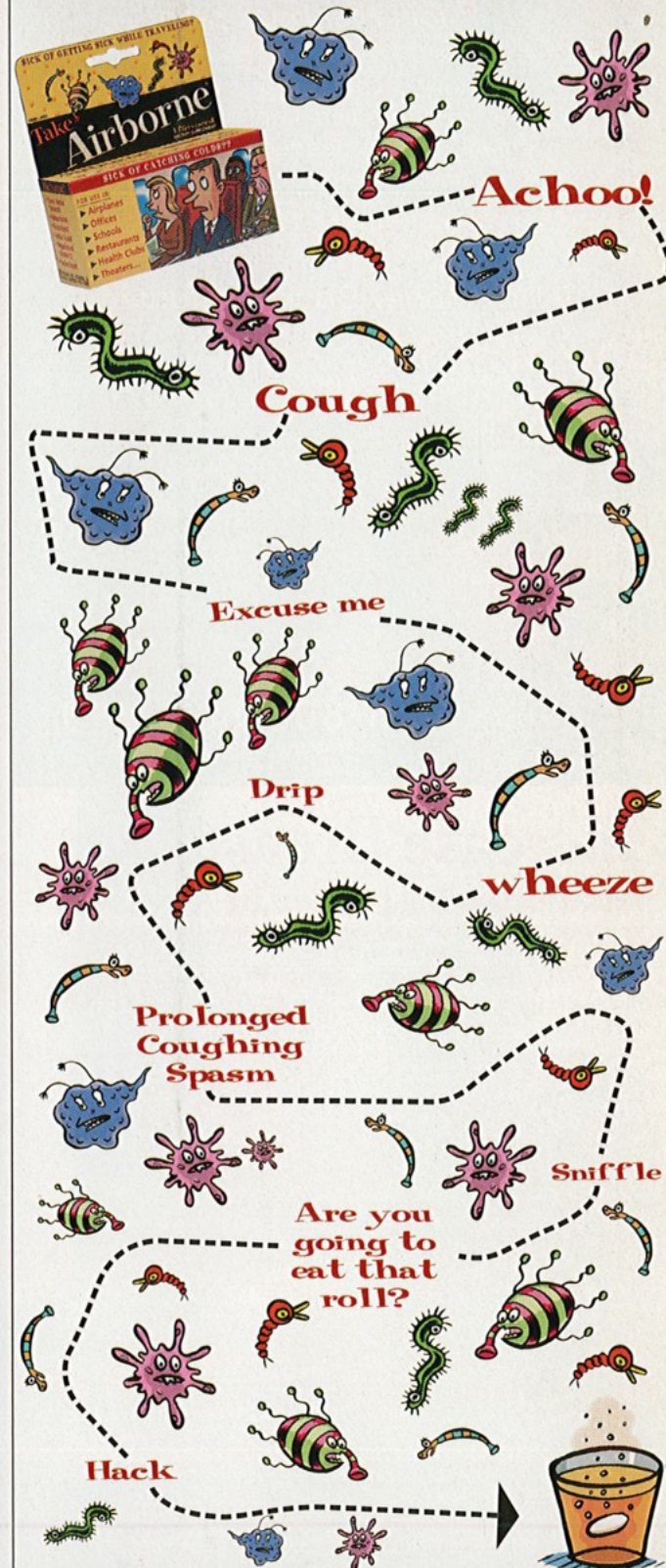
For a free catalog or a store near you call 800-222-5728.

RELAX THE BACK



www.relaxtheback.com

Ain't Flying Fun?



SICK OF CATCHING COLDS?
Take Airborne. baby!

At drugstores everywhere • www.airbornehealth.com

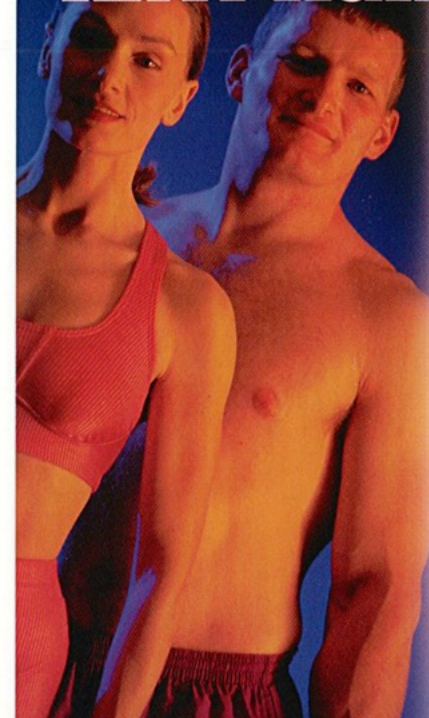
Advertisement

1UOL

HGH

100%
SATISFACTION
GUARANTEED!!

ANTI-AGING TREATMENT with Human Growth Factors



**LOSE WEIGHT
WHILE YOU
SLEEP WITHOUT
DIETING OR
EXERCISE!!**

Experience up to an
82% IMPROVEMENT in
BODY FAT while erasing
10 YEARS in 10 WEEKS!

**Endorsed by doctors
WORLDWIDE!**

Experts in the New England Journal of Medicine, report that Human Growth Hormone therapy makes you look and feel 20 YEARS YOUNGER!

IF YOU WANT...

- a flat tummy!
- more energy!
- trim thighs!
- to sleep better!
- to erase cellulite!
- more lean muscle!
- to lose those wrinkles!
- sexual potency!

Then you need 1UOL HGH!

A system that's 100%
SAFE and ENDORSED
by DOCTORS!

- Body Fat Loss...
82% improvement
- Wrinkle Reduction...
61% improvement
- Energy Level...
84% improvement
- Muscle Strength...
88% improvement
- Sexual Potency...
75% improvement
- Emotional Stability...
67% improvement
- Memory...
62% improvement

Don't just take our word for it!

"I am very happy with the results that I have experienced from using this product. I have never used anything that made my skin look better. As you can see from the pictures I sent you, I lost inches off my tummy and thighs. I would have never fit into that pink bikini I was wearing before I started taking HGH 2000 Plus. I am amazed at how tight my skin became. All my friends are going to start taking HGH 2000 Plus."
Lori P. - Pawtucket, RI

"I have just finished my first bottle of HGF Spray. I just had to write to you and tell you about the results that I experienced. I sleep through the whole night now. The bags under my eyes are finally gone. I am in a great mood every day. I am 50 years old but I feel like I'm 35."
John R. - Boston, MA

To order call 866-556-6566. Our phone lines are open 24 hours a day, 7 days a week.

HGH 2000 Plus..... 90 Capsules.....\$79.00
Item Number: 10-004-01

HGF Spray..... 1 Bottle, 30ml.....\$79.00
Item Number: 10-001-01

To order by phone, have your credit card ready with account number and expiration date. To order by mail, send check or money order for the appropriate amount plus \$5.95 S&H. To charge it to your credit card, include your account number and expiration date. Massachusetts residents only - please add 5% sales tax.

TRY HGH 2000 PLUS and HGF RISK-FREE. We're so sure that you'll love the results of HGH 2000 PLUS and HGF that we offer you a 100% satisfaction guarantee. You may begin to see results in the first week or first month. If you're not completely satisfied, return the unused portion within 30 days for a full "No Questions Asked" refund.



OLNM
Products you can trust

101 Federal Street, Suite 1900, Boston, MA 02110

Your choice of spray or pill.



100% SATISFACTION GUARANTEED

Your absolute satisfaction is guaranteed. Look in the mirror. Let your friends tell you how terrific you look. Feel the renewed vigor in your life. If for any reason you are not absolutely 100% satisfied, send back the unopened or partially opened used bottles and your money will be cheerfully refunded (less postage and handling of course).

Your absolute satisfaction is guaranteed!

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Travel
Laughter
Friendship
Success
Dreams
Luxury
Food
Fun



We make life exciting!

You may not know our name, but you know what we do. Every day throughout our global travel, hospitality and marketing brands, we deliver the things that make life worth living. We couldn't do it without good friends and hometown partners like Northwest Airlines. Happy 75th birthday, Northwest.



Carlson Companies

Life is our business.

Radisson Hotels & Resorts • Carlson Marketing Group • Radisson Seven Seas Cruises
Country Inns & Suites By Carlson • T.G.I. Friday's • Regent International Hotels • Park Inn & Park Plaza Hotels
Cruise Holidays • Pick Up Stix • Carlson Wagonlit Travel • Results! Travel