



## 1925

### Butter and ice for all

The first Cloncurry–Mount Isa–Camooweal service carries fresh butter and ice to inland residents. At this stage, household staples consist of white bread with dripping or jam, a small amount of meat if you are lucky, and black tea. But now canned food can be supplemented with (expensive) fruit and vegetables, fish, modern fashions, and yesterday's newspapers. These items are luxuries, and not common items of freight.

## 1926

### Build your own

To import a DH50A from England costs £2400, and it is becoming too costly for QANTAS to buy old planes, let alone new ones. Instead, for £100, the board licences the construction plans for the DH50 from de Havilland.

QANTAS imports engines, tanks, radiators and instruments from England, linen fabric for the wings from Ireland, and spruce from Canada. Queensland maple does a great job for the propellers, and Arthur Baird oversees the construction of de Havillands at Longreach. In all, Fysh reports a saving of only £50, but engineering skill across the business leaps forward and the company's reputation for engineering excellence is strengthened.

Over the next three years QANTAS will construct seven DH50s and one DH9.

» *The old planes had linen sewn around the wings before being coated with chemicals that shrunk it on tight, pulling it close and keeping it as waterproof as possible.*

### You worked on it, you fly in it

Under Baird's leadership, high-quality mechanical work and engineering becomes the norm. Due to QANTAS's 'work on it, fly in it' policy, motivation levels are kept high.



**Left:** Inspecting the DH50J (VH-UHE) *Atalanta* in Brisbane, late 1920s.

**Right:** Arthur Baird.

**Below:** Clamber aboard and it's good to go! DH9, late 1920s.





# Flying style

In 1929 a one-way fare from Brisbane to Longreach cost the equivalent of around \$1300. The DH86 made flying (slightly) cheaper, bring the price down to around \$1000, and the time down to 7 hours. Even still, flying was only for the well-heeled. And that meant when it was time to fly, it was time to look the part!

**Below:** Comic actor Charlie Chaplin with Captain Russell Tapp, actor Paulette Goddard and her mother Mrs A Goddard enjoying their travelling adventure, Batavia, 1936.

**Right:** Fashions for the jetsetting woman, circa 1935.





# 1930S

The pace of life increased in the 1930s, best represented by the installation of Sydney's first set of traffic lights. As the nation battled through the Great Depression early in the decade, Australian heroes and icons continued to emerge, among them Don Bradman, Phar Lap and the Sydney Harbour Bridge.

In 1935 the first airmail run to London delivered 55,000 items, with Qantas Empire Airways (QEA) a key participant. Its first international passenger flight from Brisbane to Singapore came soon after.

Swifter movement of people and cargo opened Australian business to the world: by the mid-1930s Australia's seafood industry had been given wings and Singapore was importing 400 dozen Sydney rock oysters each week.

Australia was suddenly on the international radar, but things would change once more after 1939, when one million Australians went to war again.

Right: DH50A (G-AUGD) *Pegasus* at Archerfield, circa 1931.



## 1938

### Flying boats take off

The first Short Brothers C-Class Empire flying boats are as 'graceful as an albatross and silent as a motor car'. They can fly the whole way from Sydney, Australia to Southampton, England, with a British Imperial Airways crew change in Singapore.

Fifteen passengers can now be carried in real comfort (including luxury hotels at stops), along with huge volumes of mail. The flight now only takes nine days (with 216 hours of flying time and fourteen stops). It costs an average years' salary to buy a ticket, however, so is only for the very wealthy.

Between 1938 and 1949, QEA takes ownership of eleven Short Brothers C-Class Empire flying boats.

### Service quality

The new fleet of flying boats prompts the start of inflight service: the first flight stewards are hired, and wear white waiters' jackets to serve three-course dinners that have been prepared on the ground and transported to the planes in wicker baskets. From poached eggs to roasts and trays of oysters kept on ice, things have come a long way from a BYO thermos of tea and a sandwich!

» *Promotional material for the long flight to London included 'instructions' to set passengers at ease, and make sure the plane wasn't overloaded. As well as promoting the interesting places that they would be seeing, passengers were told what to pack.*

*Men would need a sports suit, dinner suit and lightweight lounge suit, plus six day shirts and twelve collars. Six ties, pairs of socks and handkerchiefs were recommended, but only four sets of underwear. Oh, and one 'toilet outfit' – whatever that is. 'Your luggage is our worry' claimed the flying boat brochure.*

*For women, one 'costume', two dinner frocks, two silk frocks and two afternoon frocks were required. Three pairs of gloves, one hat box with two hats, three nightgowns and pyjamas and six pairs of stockings would do the trick, but handkerchiefs were not required. Presumably they could borrow these from the men.*



Aircraft maintenance took on a new perspective when out in the elements of sun and salt rather than under the tin roof in Longreach.

**This page:** Maintenance on S23 Empire flying boats at Rose Bay Sydney, circa 1939.





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The man with the monocle looks completely at home in first class. At the same time that luxury flying was being maintained, at 'other end of the plane', prices were becoming increasingly affordable, resulting in more people being able to fly to the other side of the world.

**This page:** Qantas Boeing 747 Captain Cook Lounge, where 'the sea meets the sky' in 1971.



# 1980s

Australia took to the stage as a global player when the Hawke Government floated the dollar in 1983. As Australia's economy grew, so did its presence as a tourist destination. Americans fell in love with the Australia of *Crocodile Dundee*, and in the mid-1980s the Australian Tourism Commission launched an ad campaign with Paul Hogan 'throwing shrimps on the barbie'. He was among other celebrities who became global stars.

Soaring demand for international travel was supported by decreasing costs for passengers as aircraft became quicker and more efficient. And as Australia became a popular destination for tourists and migrants, Qantas chartered an increasing number of outside aircraft to cope with demand. Life as we know it today came one step closer when, in 1987, Australia experienced its first mobile phone call.

Right: Qantas Boeing 747SP (VH-EAA) *City of Gold Coast*, 1981.





# Uniforms

Love them or loathe them, uniforms have become a key part of the Qantas image. Gone are the goggles and leather helmets, replaced by glamorous outfits on the cutting edge of fashion – even if looking back now, it seems that a few might have missed the mark!

**Below left:** Recently graduated QEA hostesses in the 1948–1959 summer uniform.

**Below right:** The ice-blue 1964–1969 uniform, designed by Leon Paule.

**Right:** Defining an era – long hair and moustaches complement the flares and florals of the Pucci uniform, 1974–1985.





## 2016

### Stay connected

Passengers flying domestically now have access to in-flight wi-fi. Remember the days when the very act of flying was entertainment?

### New look

New livery by Marc Newson and Houston Group is launched. The new livery and logo design brings Qantas into the modern age, though not everyone is happy that 'Skippy' has lost his arms in the update!

## 2018

### Powering on

Qantas posts another record profit, this time \$1.8 billion.

### Non-stop dreaming

25 March: Perth–London non-stop services begin with the Boeing 787-9 Dreamliner. The 17-hour flight is the first direct air service between Australia and Europe. The Dreamliner seats forty-two people in business class, twenty-eight in premium economy and 166 in economy.

### Jillaroo

Delivery of a new Dreamliner expands the fleet. Following on from naming the Dreamliners after things that are uniquely Australian – as nominated by the Qantas community – this one is named *Jillaroo*. Others are *Waltzing Matilda*, *Skippy* and *Great Southern Land*, with *Great Barrier Reef* planned for 2019.



**Above:** Evolution of the Flying Kangaroo.

**Right:** An Airbus A380 complete with the new livery preparing for takeoff, 2018.

