With Wings of Silver and Gold

THE HISTORY AND UNIFORMS OF AMERICAN AIRLINES STEWARDESSES/FLIGHT ATTENDANTS

Linda H. Hieger



Bob K. Kopitzke

"Flying the Beam"

In the early days of navigation a radio beacon sent out signals in a Morse Code pattern of A's (dot-dash) and N's (dash-dot). When the signals intersected they combined to produce a continuous tone that pilots could follow toward the radio beacon. If the aircraft strayed from the center of the beam, the signal of either an A or N alerted the pilot that he was off course.

This book is dedicated to the individuals who have inspired and kept me on the right path with their faith and guidance:

Craig Bowerman
Debbie Carvatta
Bobbyejo Coke
Jeffrey Johns
Vivian Shattuck Jorgensen
Bob Kopitzke
Gerrie Skaggs McAlhany

To my husband Rich for his patience and encouragement

To my daughter, Kimberly M. Timberlake, who has been an inspiration since the day she was born...

Linda H. Hieger

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All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage or retrieval system without permission from the publisher in writing. "Sometimes the best historians are those who lived the history they write about. Linda Hutchinson Hieger flew the line for American Airlines as a stewardess and flight attendant for more than 30 years. Not only did she witness the evolutionary growth of one of the world's great airlines, but she knew many of the players. This book is more than another history of American, for it conveys the stories of the many talented women and men who flew as cabin crewmembers and then creatively chronicles the fashionable uniforms they sported on the job. Linda Hutchinson Hieger is undoubtedly the foremost expert in the world on the uniforms worn by the stewardesses and flight attendants of American Airlines. With Wings of Silver of Gold is not only a delightful read, it's an invaluable resource as a reference on uniforms." Jeff Johns

Jeffrey Johns, formerly the Associate Director and Chief Curator of the American Airlines C.R. Smith Museum, is currently Executive Director of the Fort Worth Air & Space Museum Foundation.



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PREFACE

This book began with the idea of presenting the uniforms and history of American Airways and American Airlines stewardesses and flight Attendants from 1933-2010.

It was impossible for this author to write the entire story regarding American Airlines history. There is so much more to be said about its employees, charitable efforts, innovations, struggles, tragedies, awards, and achievements.

This book is but a part of the tremendous story of AA. While it touches on some historic happenings, more in-depth history of each department and employee group is best left to be told by those who lived the events.

I encourage you to build on the history by adding your own accounting, by contributing information and funds to the American Airlines C.R. Smith Museum, and/or producing the elements that are important to you in the overall history of this great airline through your own publications.

It has truly been a pleasure to tell the story of American Airlines from this author's prospective... Linda Hutchinson Hieger



THE BEGINNING

Charles A. Lindbergh was hired in October of 1925, by the Robertson Aircraft Corporation (RAC) in St. Louis, Missouri. On April 15, 1926 he flew from Chicago to St. Louis in a de Havilland DH-4 to deliver a single bag of mail on Contract Air Mail Route #2. Robertson Aircraft Corporation was one of some eighty companies that eventually became American Airlines.

This young aviator gained fame by his 1927 solo flight from New York to Paris in a single engine aircraft named "Spirit of St. Louis."

The fledgling airline industry was busy working on new concepts to make air travel more desirous to the public. Many aviation history articles state that stewardess service began when aircraft increased in size.



As a suggestion, I was just wondering if you had ever given any serious thought to the subject of young women as couriers.

Imagine the psychology of having young women as regular members of the crew. I am not suggesting the flapper type of girl, or one that would go haywire. You know nurses as well as I do, and you know that they are not given to flightiness - I mean in the head.

The average nurse is a girl with some horse sense, and is very practical, and has seen enough of men to not be inclined to chase them around the block at every opportunity.

The young women that we would select would naturally be intelligent and could handle what traffic work aboard was necessary, such as: keeping records, filling out reports, issuing tickets, etc. They would probably do this as well, or better, than the average young fellow.

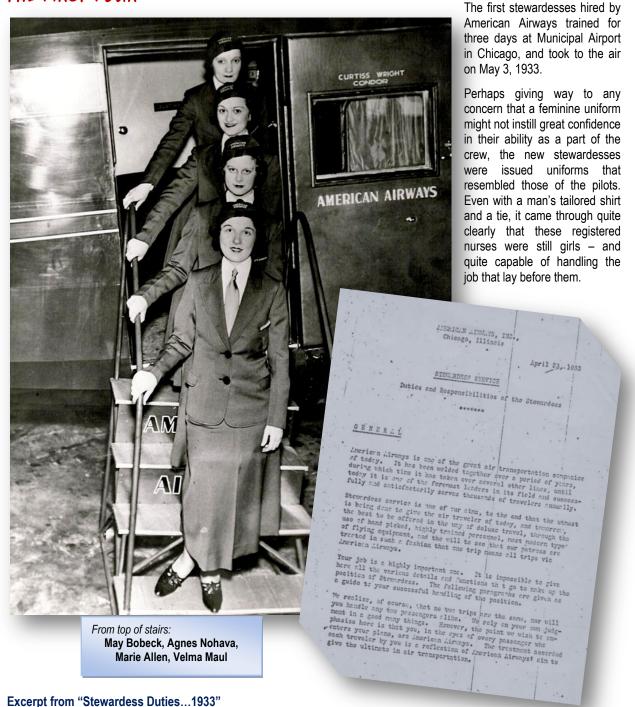
Imagine the national publicity we could get from it and the tremendous effect it would have on the traveling public. Also, imagine the value that it would be to us - not only in the neater and nicer method of serving food and looking out for the passenger's welfare - but, also in an emergency. It seems Boeing Air Transport Traffic Manager Steve Stimson took the suggestion of Ellen Church by proposing that nurses be hired to see to the comfort of nervous customers on the aircraft.

Ellen Church, a registered nurse, then became the first ever stewardess. The memo may have been written something like the example on the left. In response, On May 15, 1930, Boeing Air Transport, one of United Airlines' predecessor subsidiaries, introduced the world's first stewardess service. The idea was such a success that stewardesses quickly became a fixture of commercial air travel.



"There was basically very little training, and no physical exam. New stewardesses were told to just keep people comfortable." -Agnes Nohava (Hincks)

THE FIRST FOUR



"In general it is the duty and responsibility of the stewardess aboard each plane to personally take care of the wants and comforts of our patrons, anticipating their wishes as much as possible and to do this in such a way as to have our patrons remember this service, long after the actual trip is completed. Courtesy costs nothing and pays big dividends. We want our patrons to talk about this service. We want first time riders to become our regular patrons."

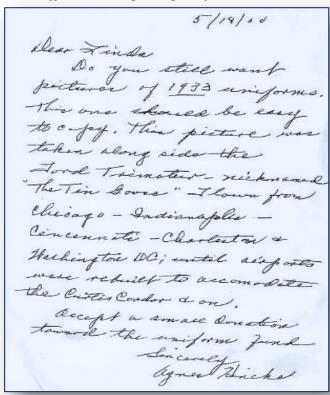
AMERICAN AIRWAYS STEWARDESS UNIFORM

The following prescribed uniform will be required of all stewardesses:

-Number 3285 - Royal Blue Tricotino. Two button, single breasted, semi-form fitting jacket, with open vent. Edges single stitched ¼ inch with silk thread. Back to be 25 inches long for a person 5'5" tall (others in proportion). Back to be made in three pieces. Jacket will be fully lined with dark blue material.

-Modified peak lapels, 3 inches wide at the top and 10 inches long. Collar is to be 1 5/8 inches wide in back. The under collar will be made of same material as the uniform. No buttonholes are to appear on the lapel. The buttons are to be of good quality, bone, 45 line, black, four-hole sew through type, on front of coat. Two buttons of 22 line, matching those in front, will appear on each sleeve. Buttons on front to be spread 4 ½". The buttonholes are to be handmade of silk and placed ½ inch from edge of jacket.

-There will be one welt pocket on left breast, to be 3 ½ inches wide with ½ inch welt. At each hip will appear pocket flap with rounded corners. Front of jacket to be cut into proper form fitting shape. Fronts and collar are to be stiffened with lightweight Hyme canvas.





-Collar to be hand felled. Sleeve linings to be felled in by hand. A ¾ inch outlet shall be allowed for in all seams.

-A six gore skirt with one inverted pleat in back and one in front. Bottom of skirt shall be 12 inches from the floor.

-For the hat, a toque of same material as uniform, with darted crown and draped band tied high in center back, knotted at center front with red.

-A tailored white blouse, to be worn in summer, and a white shirt to be worn in winter or colder months.

-A royal blue, four-in-hand necktie - no pattern, to be worn with shirt. Hose will be silk, gunmetal shade. Shoes will be black oxford with military heel.

THEY WERE PIONEERS

Agnes Nohava was born in Lonsdale, Minnesota, on January 26, 1910. As a young woman, she was looking for a more exciting life than her small town seemed to offer. She became a nurse during the great depression, and upon hearing from one of her patients that American Airways was looking for registered nurses to be stewardesses on their flights, she applied for the position.

Agnes was sent to St. Louis while they were testing the Curtiss-Condor. Her flight to St. Louis was on the Stinson Aircraft out of Municipal Airport in Chicago.

Agnes, Marie Allen, May Bobeck and Velma Maul were all hired at the same time. In addition to being accepted for an interview and flying to St. Louis, they had the opportunity to meet Charles Lindbergh.

Agnes was pretty excited on her very first trip, and that was about all she could remember. There was not a lot of fanfare, no one really came out – it was not made a special day. Meals were boarded in containers, which she states were actually pretty good. The salary at that time was \$125.00 per month, which she states was considered good.

According to an interview with Agnes, there was basically no real emergency training, and most people during that time were afraid of flying. She said that some passengers became panicky on take-off, and that it was pretty bumpy flying over West Virginia and over the mountains.



From top of stairs: May Bobeck, Agnes Nohava, Marie Allen, and Velma Maul posing for a publicity photo.



Agnes Nohava (Hincks) 1910-2003

During flights on the Ford Tri-Motor to Washington, D.C., Agnes recalled the beautiful scenery on the way, and the animals below being frightened and running out from under the trees as they passed over. She was told by passengers that the spiraling smoke coming up from the trees, in some areas of the country, was actually from moonshine stills. "Of course, this was during prohibition," Agnes remarked.

As more flights were added, so were additional stewardesses. They answered questions they could from their passengers, or found out the answers from their pilots. As the number of girls grew, they collectively felt they would like more training in order to answer more questions on their own.



Co-Author with Agnes Hincks 1996 Kiwi Convention

THREE FOR THREE

Marie Allen (Sullivan) - The airline and family tradition was continued with the graduation from American Airlines stewardess training of her daughter, Jane Sullivan Warren in 1949, and her granddaughter, Lisa Warren in 1984. Marie passed away on December 14, 1999.

Velma Maul (Tanzer) - Velma was born in 1911 in Alton, Illinois. She received her medical training at Chicago's Jackson Park Hospital in 1933. Velma remained with the company until 1936. In 1942, she joined the Army Nurse Corps with the rank of 2nd lieutenant. She was assigned to Bushnell General Hospital in Brigham City, Utah, where she met Radford Tanzer, a plastic surgeon, whom she married in December of 1943. Velma Maul (Tanzer) was assigned to the 104th Evacuation Hospital in Bend, Oregon, before being transferred to England in 1944 and serving one year in the European theater. Velma died in 1990.

May Bobeck – May kept her nursing qualifications up to date after resigning from the stewardess position. She later worked in American Airlines' medical department in New York and then Chicago.

Agnes Nohava (Hincks) - Agnes flew for five years - resigning when she married. In 2000, she was invited to the American Airlines Training and Conference Center – formerly the American Airlines Stewardess College when it opened in 1957 - where she was presented with a pair of gold wings.



L-R Agnes Nohava, Velma Maul, and May Bobeck celebrate three years of service.

Agnes lost all of her mementos many years before in a house fire. For the occasion at the AA Conference and Training Center, Agnes wore a replica of her first American Airlines stewardess uniform, courtesy of The Kiwi Club's traveling uniform collection. At the time Agnes was the last living stewardess of the original four for American. Agnes Nohava (Hincks) passed away on September 6, 2003.



-The stewardess will be under the jurisdiction of the station manager at his terminal and will follow out his instructions insofar as it is possible. While in flight and in emergency fields, the pilot will be in complete charge, and his instructions at that time are to be implicitly followed.

-General supervision and instruction of stewardess personnel will be the responsibility of the operations department.

-Stewardess will report for duty to the station manager 30 minutes before departure time. This is for the purpose of receiving any special instructions, checking plane, etc. Her appearance shall be faultless. Smoking at any time, while in uniform on duty, will not be tolerated.

-It is the responsibility of the stewardess to inspect and see that all proper supplies are on board and the cabin in first class condition before the plane leaves the hangar. If everything has not been attended to, report it at once. You have full authority to refuse a ship until everything is in proper order.



-Department of Commerce and Post Office Regulations state that an operator must not carry passengers who are obviously under the influence of, or have in their possession, intoxicating liquor, cocaine or other habit-forming drugs. Naturally, there are times when it will be difficult for the stewardess or any other American Airways employee to definitely determine that a passenger is intoxicated.

-If a passenger becomes unmanageable or objectionable to other passengers, the pilot should stop at the next emergency field, which in his opinion is safe for a landing and take-off; the passenger put off and furnished with a refund to his destination. It is expected that when it is necessary to enforce these regulations it will be done with tact and good judgment.

-A short while before landing, the stewardess will inquire if she can be of any special service, such as mailing letters, sending telegrams, making hotel or return reservations, etc. She will also assist the passengers with their wraps and help them fasten their seatbelts.

-When in flight the stewardess will not go forward to the pilot's cockpit except when necessary. If such an occasion should arise she will state her business and then return to the cabin immediately. Stewardesses are not to carry on conversation with pilots, co-pilots, or ground personnel when on duty, except on business.

-In the event of forced landings the stewardess will then place herself under supervision of the pilot and help in every way possible to see that all passengers are quickly and efficiently handled to the end they get to their destination as rapidly and comfortably as possible.

-The co-pilot and stewardess will make the arrangements for ground transportation to railroad stations, make rail and pullman reservations, take care of telegrams, etc., and advise nearest station via phone or radio, giving time, train number and other details.



AMERICAN'S FIRST AIRCRAFT WITH STEWARDESSES

The Ford Tri-Motor entered American Airways fleet in 1927 and stayed with American Airlines until 1936. Representing an early step toward the "modern airliner," the Ford Tri-Motor had an unusual corrugated metal skin, which gave it strength, and three engines - giving the aircraft a degree of safety not found in earlier passenger aircraft.

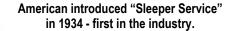


The Curtiss-Wright Condor was introduced at American Airways in 1933 and was flown into the year 1936 as part of American Airlines fleet. Considered the most luxurious aircraft of the times, the Condor passenger seats could be converted into berths. American operated both day and sleeper versions of the aircraft.

SLEEPER AIRCRAFT



Stewardesses were required to make up the berths for each flight. While the top berth was not difficult, the lower berths – sitting on the floor – were hard to reach.



In the picture below, and below left, stewardesses are shown wearing a small dark ribbon tied at the neckline instead of the man's style tie.



AMERICAN AIRWAYS
AMERICAN AIRLINES





C. R. SMITH

Cyrus Rowlett Smith helped to shape the entire airline industry. He was an aviation pioneer, entering the airline business in the time of open-cockpit biplanes. He built American from a small, unprofitable airline, into one of the largest in the world.

He was born on September 9, 1899, in Minerva, Texas, the eldest of seven children. At the age of nine, he secured his first job - office boy to cattleman C.T. Herring. Young C.R. Smith also worked as a cotton picker, store clerk, bookkeeper and bank teller. Although he had not graduated from high school, he had received permission to enter the University of Texas at Austin, where he studied business administration, economics, and law. In 1924, Smith became employed as an accountant with Peat, Marwick, Mitchell and Company in Dallas. A. P. Barrett, one of their clients, owned the Texas-Louisiana Power Co. Barrett noticed the young accountant and hired C.R. Smith as assistant treasurer for the utility company.

Barrett purchased Texas Air Transport in 1928 and asked C.R. Smith to be the firm's secretary and treasurer. On February 18, 1929, Barrett launched (SAT) Southern Air Transport, which absorbed Texas Air Transport. Smith served as vice president and treasurer of SAT. Later that year, SAT became part of Aviation Corporation (AVCO).



In January 1930, AVCO's directors created American Airways and appointed C.R. Smith vice president of the Southern Division. Following the Air-Mail interruption of February, 1934, and the new U. S. Post Office ruling, American Airways was dissolved and American Airlines was founded – acquiring some of the assets of American Airways.

On the rare occasions that C.R. was not in his office or on an airplane, he enjoyed being outdoors. An avid hunter and fisherman, C.R. gathered an impressive collection of original Remington and Russell western theme oil paintings. His love of the West even extended to the window drapes in the bedroom of his New York apartment - they were cut in the shape of cowboy chaps. C.R. Smith married Elizabeth L. Manget in 1934 and they had one son, Doug. The marriage soon ended and Smith never remarried. – *Biography courtesy of American Airlines/C.R. Smith Museum.*

AMERICAN AIRWAYS BECOMES AMERICAN AIRLINES



On May 13th of 1934, American Airways became American Airlines. Thirty-five year old Cyrus Rowlett Smith was elected president of the new company on October 26th of that same year.

To all members of the American Airlines organization, C.R. Smith was "Mr. C.R.," or simply "C.R."

Over the next five years, Smith would consolidate American's crazy quilt-like routes into a smooth, sensible network. He then standardized the company's heterogeneous collection of airplanes with a fleet of new DC-3s.

C.R. was famous for his memos. He sent out a constant stream of short, terse messages on every subject from aircrew training to the taste of the coffee served to passengers.

Mr. C. R. set the standard for service, safety and technological progress. Under his guidance, American Airlines grew rapidly with the introduction of the DC-3, becoming the leading airline by 1940.



When the United States entered World War II, C.R. Smith joined the Army Air Force as a Colonel, to help organize the Air Transport Command (ATC). When the war ended in 1945 he was Deputy Commander of the Air Transport Command, and then returned to American Airlines.

In early 1968, C. R. Smith retired as Chief Executive of American Airlines when President Lyndon B. Johnson appointed him Secretary of Commerce. He was a member of the Cabinet during the last year of President Johnson's administration.

In 1973, American's Board of Directors asked Mr. C.R. to return as the interim chairman while they searched for a permanent chief executive. He remained, until Albert V. Casey was elected.

After retiring from American Airlines, C.R. Smith remained active in civic affairs in Washington, D.C. He passed away on April 4, 1990 at the age of 90 and was buried at Arlington National Cemetery.

FIRST AMERICAN AIRLINES STEWARDESS UNIFORM



This is the all-season uniform worn from 1934 through 1937.

The navy blue wool double-breasted jacket had a matching long skirt with zipper on the left side and a pleat on each lower side.

The uniform had a matching hat, light blue short or long sleeved (mantailored) shirt with a pocket on each side of the bodice, man's wide black or dark navy tie, black lace up shoes with military style heel (1½"-2" high), silver wings with square "enameled" center (on which the eagle faced left), and a hosiery shade described as "gunmetal."

Before metal stewardess wings were worn, the jacket's left breast pocket was embroidered with the words "American Airlines."

During the transition of American Airways to American Airlines, the new uniform was worn with three different style hats (see insets on left).

The first hat was like the one worn with the previous stewardess uniform, but "American Airlines" replaced the embroidered "American Airways" on the front of the hat. Hats were also pictured with a small red patch in the front that was described as being rectangular or square. The hat worn by Hazel Brooks (Rice) was similar to a sailor's hat, and was worn with an AA Logo pin placed in the center of the hat. Still another style hat was shown with a "duck-bill" rim in the front (lower left inset).

Some hat patches like the one shown (above left) were diagonal - facing right, while some were diagonal - facing left. This may have been attributed to different tailor's interpretations.

IN MEMORY OF ADA

Ada Huckeby became the first American Airlines stewardess to lose her life in the line of duty. All seven persons aboard the flight perished.

The aircraft was reported missing around 4 PM on June 9th in 1934. The wreckage was found on June 11th near Mongaup Mountain, New York. The pilot, Clyde Holbrook and co-Pilot, John Barron, Jr., also perished in the accident.

In 1934 AA introduced the first true in-flight meal service in the United States and the first hot meal service just one year later.

The Air Travel Plan, one of the industry's first sales promotion programs, was introduced in September of 1934.



Shown above is the first style stewardess nameplate used aboard early aircraft. Note the Registered Nurse (R.N.) indication at the bottom of the plate.







DC-2 AIRCRAFT

American Airlines was operating a transcontinental sleeper service using Curtis T-32 Condors. They wanted an aircraft that had the roominess and comfort of the Condor with the performance and economy of the DC-2.

American Airlines purchased fifteen Douglas DC-2 aircraft. This plane carried fourteen passengers, two pilots and a stewardess. Joining AA's fleet in 1934, the DC-2 remained until 1941.

Even before receiving their first DC-2, American approached the Douglas Aircraft Corporation requesting that the aircraft be stretched and developed as a sleeper transport.

The proposed new aircraft should have a greater payload, a larger cabin for the installation of some sleeper berths, greater range, and more directional control to correct the DC-2's "fish tailing."

Douglas then designed a new aircraft that had a wider, longer fuselage, with more powerful engines and larger wings to accommodate more fuel. This new aircraft was the Douglas Sleeper Transport (DST).





(Above) The DC-2 enjoyed a "Hollywood" moment with the movie "Bright Eyes," featuring Shirley Temple and Jane Withers dancing in the aisle singing "Good Ship Lollipop." Another publicity photo with Shirley Temple is shown on the left.

LONG DISTANCE, PLEASE

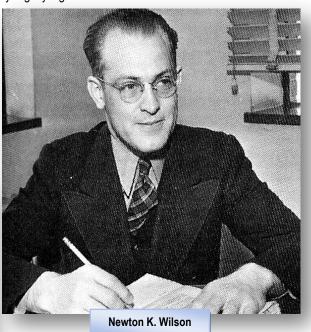
In 1934, C. R. Smith made a \$335.50 (two-hour) phone call to Donald Douglas of Douglas Aircraft Company. During this phone conversation, Douglas and Mr. C. R. agreed to build a new larger aircraft that would expand availability of air travel. The new DC-3 carried 21 passengers and was able to operate at a cost only slightly higher than the older and smaller aircraft.

STEWARDESS TRAINING

In 1935 Newton K. Wilson (right) was named supervisor of the company's seventeen stewardesses. Newt Wilson left for a position at Sky Chef in 1942.

Hazel Brooks, a stewardess Wilson described as a born leader, began teaching young stewardesses in her Chicago apartment. C. R. Smith first learned of Hazel's training when one of the classes began singing below his office window at Municipal Airport in Chicago.





With C. R.'s support, training for stewardesses began at the Hyde Park Hotel. With those songs, began the tradition of singing at each graduation.

Training for the first students ranged from 5 days to two weeks, which later developed into at least six weeks.

The first formal training was conducted at the Hyde Park Hotel near Municipal Airport in Chicago, and was then moved to one of the hangars.

Over the course of the next 20 years, the training would relocate five more times. First to New York, in 1939; Ardmore, Oklahoma, in 1947; on to Tulsa; back to Chicago (Midway); and finally, to the American Airlines Stewardess School in Ft. Worth, Texas, in 1957.

The Airways Traffic Control System, developed by American's leadership in 1935, improved passenger safety and was eventually administered by the Civil Aeronautics Administration (forerunner to the Federal Aviation Authority).

In 1936 the Tiffany passenger reservation system was introduced by AA, greatly increasing accuracy and efficiency of reservation procedures.

DOUGLAS DC-3

On June 25, 1936, American Airlines inaugurated the first commercial DC-3 aircraft (*Flagship Illinois*) between Chicago and New York - becoming the first airliner able to operate at a profit carrying only passengers.

When the first *Flagship* was put into service, newsreels all over the country heralded the advent of a new era in travel, luxury and speed. It was only natural that American Airlines, which was first with sleeper planes, should again be first with the new 14-berth Douglas Flagship Skysleepers and 21 passenger Flagship Club Planes.

Berths in the new Skysleepers were 6'5" long. DST Skysleeper Service was inaugurated on September 18, 1936.

The Flagships



The DC-3 served American into 1949. With the DC-3 came the name *"Flagship,"* a name credited to C. R. Smith and his love of nautical terms. The aircraft carried 14 passengers as a sleeper aircraft with berths and 21 passengers on the daytime version. The crew consisted of two pilots and one stewardess.

The DC-3 was a twin-engine, all-metal, low-wing monoplane with retractable landing gear. The aircraft had a cockpit crew of two and one stewardess. The entire aircraft, except for the control surfaces, was made of high-tension strength aluminum alloy known as *Alclad*, and the control surfaces were metal framed covered with fabric.



The DST had fourteen wide seats which could be converted into seven lower berths and seven upper berths. The upper berths folded into the aircraft ceiling when not in use. The DST could be identified by four small rectangular windows on each side of the fuselage above the first, third, fifth and seventh passenger windows. American Airlines also ordered a "daytime" version of the DST without berths and the four small rectangular windows, and this was identified as the Douglas DC-3.







