



Museum

at 10 Richards Road

From the President, Pam Blaschum

The Museum has been fortunate to receive so many donations since moving to 10 Richards Road. But the latest is the most unusual from the **Hastings Museum** in Nebraska from Curator of collections, **Sarah Polak**.

In 1938, flying was still a new and exciting experience. **TWA** was then known as **Transcontinental and Western Airlines**. In collaboration with the **Kool-Aid Corporation**, the two companies developed a marketing strategy to introduce their brands to local Chicago families.

Few people flew, but there were plenty of new customers for Kool-Aid. Everyone knew that kids love Kool-Aid. And who buys that? Moms.

FREE "Chief" AVIATION INSIGNIA PIN

"Chief" HOSTESS PIN for GIRLS

"Chief" PILOT PIN for BOYS

"Chief" PILOT

HERE'S HOW YOU GET THIS AVIATION PIN FREE:

Show your Kool-Aid Cap to three of your playmates. Tell them you're starting a Kool-Aid Aviation Club and that they can join and wear Kool-Aid Caps, too. Tell each of your three friends to give you three empty Kool-Aid packages. When you have collected NINE empty packages in all (three for each member), write down the names and addresses of your three playmates on coupon you see on other side of this circular. Then mail the coupon and nine package fronts direct to headquarters (address on coupon). To your playmates we'll send Free Caps, Membership Cards and Certificates just like you already have. AND WE'LL SEND YOU THE GOLD PLATED "CHIEF" PILOT OR HOSTESS PIN. Remember—when you wear this swell pin, you'll be "Chief" of your club!

SAY! IT'LL LOOK KEEN ON THE FRONT OF YOUR AVIATION CAP

GOLLY, you'll be proud to wear one of these new "Chief" Aviation Pins . . . just the thing for the front of your Kool-Aid Aviation Cap! There's a special pin for Pilots and a different one for Hostesses. And are they nifty . . . they're plated with real gold. Say, the moment your playmates see how extra-swell it looks, they'll surely wish they were you. Boy, oh, boy!

SAY! A HOSTESS CLUB IS A GRAND IDEA. YOU'LL LEARN TO DO MANY OF THE THINGS I DO WHEN I FLY WITH CAPTAIN FREDERICKS ON A BIG TWA SKYLINER!

CAPT. CHARLES FREDERICKS AND MARY CARLTON, PILOT AND HOSTESS, FOR TRANSCONTINENTAL & WESTERN AIRLINES, TELL YOU HOW TO START A KOOL-AID AVIATION CLUB AMONG YOUR PLAYMATES. SEE OTHER SIDE

FLYING IS REAL FUN ON A TWA SKYLINER. YOU'LL HAVE FUN, TOO. START YOUR KOOL-AID AVIATION CLUB RIGHT AWAY!

"Chief" HOSTESS BE A "Chief"

FORM YOUR OWN AVIATION CLUB . . . SEND FOR YOUR PIN RIGHT AWAY!

Board of Directors

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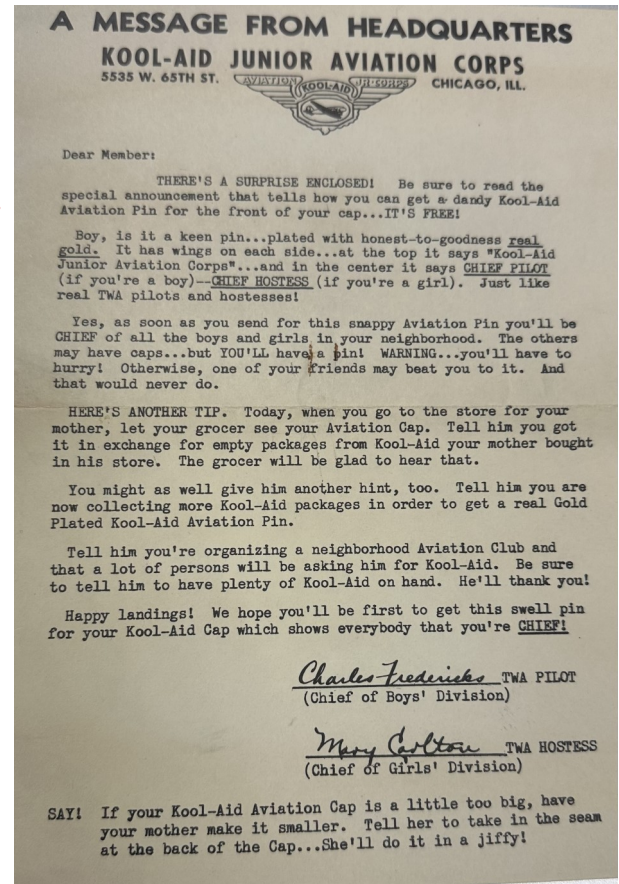
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As part of their marketing strategy, a cap was sent through the mail to local families who had sent them an empty Kool-Aid package as proof of purchase. A letter from the Kool-Aid corporation accompanied the stylish cap. It read in part, "When you go to the store for your mother, let the grocer see the aviation cap. Tell him you got it in exchange for empty Kool-Aid packages that your mother bought in his store. The grocer will be glad to hear that." It continued, "You might as well give him another hint, too. Tell him you are now collecting more Kool-Aid packages in order to get a real gold-plated Kool-Aid aviation pin."

There were two styles of the cap—a blue one for Pilots and a red one for Air Hostesses. "Also, tell him you're organizing a neighborhood Aviation club and that a lot of people will be asking him for Kool-Aid!

By signing up three friends as part of the club, the advertisement gave each child the opportunity to become a Chief Pilot or Chief Hostess by wearing the newly minted Aviation pin. This pin featured the Transcontinental and Western logo, just like the real thing. A pilot named Captain Fredericks and an air hostess named Mary Carlton represented the face of the airline. I couldn't validate their employment. They were probably fictitious.



Along with the pin, Kool-Aid awarded members a nifty "Official CLUB Manual". FOR MEMBERS ONLY is emblazoned on the front. They received an official certificate and a membership card. I am unable to validate the success of this program. However, it sounds remarkably similar to the Ovaltine and local radio ads of the 1930s. They also encouraged young listeners to join and receive a decoder, which they used to decode secret messages sent out during advertisement time.

*Special thanks to Volunteer Dianna Bennett for her time researching this story and co-writing this article!
Dianna is our resident Author of the book "Jumpseat"!*

Russian Motorcyclist Stops at the TWA Museum

On April 16, Vadim Saifullin stopped to visit the TWA Museum on a 30-day trip from San Francisco to Atlantic City, New Jersey on a rented Harley Davidson!

Vadim is a natural gas engineer who plans to write a book about his travels. We look forward to reading about us!

(Vadim is pictured with museum volunteer, Tom Nicks)



Happy 100th Birthday Helen Krautz Kennedy!

Helen served as TWA Hostess from 1948-1952! She turned 100 years old on April 6, 2025. Helen lived in Leawood, Kansas for 61 years before moving to Minnesota in 2024 to be near her family. Our museum designed a banner for Helen to include signatures from our volunteers and several museum guests, and we shipped it off to her home in Minnesota. Here are some photos from daughter-in-law Cathy Kennedy!



The TWA Museum received an invitation to attend the Memorial Commemoration in Italy of the 66th anniversary of the 70 lives lost on June 26, 1959. We also want to remember Flight 800 and the 230 lives lost on July 17, 1996, as well as the 128 lives lost on June 30, 1956 over the Grand Canyon.



Olgiate Olona, June 2025

Dearest friends,

66 years have passed since the plane crash of Olgiate Olona and for seventeen years the population of Olgiate Olona and many others in the world have given new vigor and meaning to the memory of the beloved seventy immortal lives.

And You, with affection and closeness, remotely and in person, honor the protagonists of the memory of the fifth worst disaster of civil aviation in Italy, and the commitment of the staff promoting the commemorative events of June 26, 1959. Thank you!

Since the 2009/2010 school year, the memory of June 26, 1959, has encouraged love for History and life, especially in the new generations of Olgiate Olona, the students in the eighth grade who participate in the educational project in memory of June 26, 1959, which has reached its 15th edition in 2025; the high value of the initiative was recognized already in 2011 by the medal awarded by the Presidency of the Italian Republic and is attested by the literary heritage constituted by the works written by the students of Olgiate Olona and by the deserving ones awarded: a heritage now collected in a book.

So, we invite you to Olgiate Olona for the ceremony commemorating the 66th anniversary

THURSDAY JUNE 26, 2025, at 5.33 pm
(PARTICIPANTS WILL BE RECEIVED FROM 5 PM)
IN THE TOWN HALL (via Luigia Greppi)

COMMEMORATION OF THE SEVENTY IMMORTAL LIVES

- international prayer in suffrage
- speech of Olgiate Olona mayor

15th EDITION OF THE EDUCATIONAL PROJECT IN MEMORY OF THE PLANE CRASH

awarding of the deserving works inspired by the memory of June 26, 1959
produced by the students in the eighth grade of Olgiate Olona in 2024/2025 school year

PRESENTATION OF BOOK *La memoria del 26 giugno 1959 perpetuata dai giovani olgiatesi.*

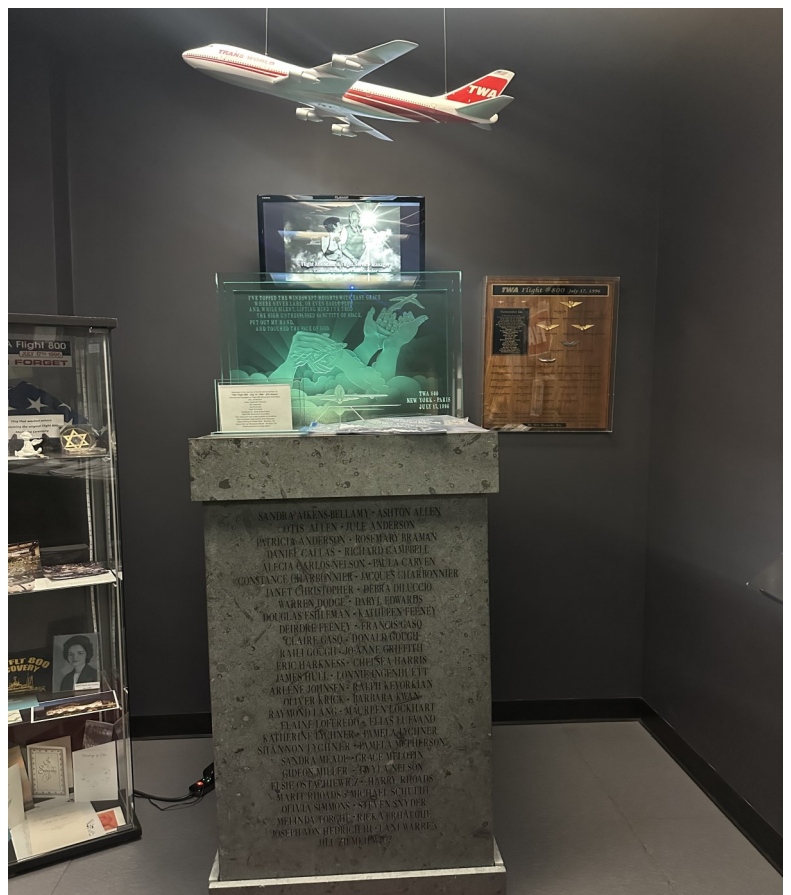
Il progetto didattico 2010-2025 e gli elaborati meritevoli premiati

AWARDING OF CERTIFICATES OF THANKS

We thank you for your attention and your appreciated presence at the ceremony.

Best regards,

The organizing staff of the commemorative events
Alberto Colombo and Nicola Puddu



Remember that Neon TWA Sign on the Headquarters Building???

As many of you know, our museum has been in possession of the TWA "letters" neon sign which appeared on the roof over the East Wing for many years. When the sign was finally removed (and dropped) from the building, our friend **Cooper Weeks, Sr.** recovered them and eventually donated them to our museum. While the letters are in rough shape, our hope was to someday recondition them and eventually remount them back on the roof of our building. Well, that day has come!

Volunteer Nancy Sitzmann, with the assistance of John Mays, Operation Manager, has taken the lead on this project to get the sign letters restored and reinstalled. Recently, the museum hosted a meeting with **Thomas Cobi-an of the Neon Gallery.** Thomas and a group of experts examined the sign letters and proposed locations for the restored sign on the roof of our building at 10 NW Richards Road. The idea is to run beams across the parapet (the protective wall along the roof) and mounting the letters directly to the platform which would be attached to the beams. Mounting the letters on beams, instead of the roof, would allow a more stable installation and would avoid drilling into the roof. Also, since the parapet is higher than the roof, the platform would not need to be designed as tall as originally thought. It was thought that since we would use the beams that the sign could face directly towards the bridge, which would also allow two smaller neon "Museum" signs to be placed at angles on the sides if we can afford that option. The letters, which are largely intact, can be rehabbed entirely, using newer neon technology which will result in enormous cost savings due to the smaller energy footprint required to illuminate the signs. While we have not yet received a quote for the cost of the project, we estimate the cost to be close to \$20,000. Be on the lookout for future emails and Facebook posts regarding our fundraising campaign to get these treasures back on the roof and illuminated. Our sign will serve as a lasting reminder to all Kansas Citians of the great influence that Trans World Airlines has had on MKC, and the City of Kansas City, Missouri.



Pictured is the TWA Headquarters building with the TWA sign back in the day!

Operations Manager John Mays pictured with **Thomas Cobian of Downtown Neon Gallery and Art Studio!**

The TWA Museum Mission:

To preserve and celebrate the extraordinary legacy of Trans World Airlines (TWA), educate visitors about its pioneering spirit and contributions to aviation history, and to inspire future generations!

The original TWA Headquarters (pictured above) was built in 1932 and is the home of the TWA Museum!

Meet our New Volunteers, Martin Bryant and Debra Knechtenhofer



Growing up in central Kansas, I would often be drawn to sounds or sights of all types of aircraft in the skies above me. Having two older brothers involved in military aviation and attending air shows at NAS Olathe and Richards-Gebaur AFB really heightened my interest. While earning my BS degree in Wichita (Go Shockers!), I was surrounded by the vibe of a city that was connected to Cessna, Beech, Boeing and Learjet. A summer roommate was a delivery pilot and instructor, who took me for flights including a ferry trip to Winnipeg, Canada. Near the beginning of my career as a Medical Technologist, I got my private pilot's license in Hays, Kansas and set out to "learn" on every flight.

Married to Rita for 40 wonderful years this October, raised three boys and worked at Research Medical Center for 39 years, retirement arrived in 2023. Traveling to visit sons in the DC area and Dallas, spoiling our two grandsons here in KC, church activities, "Old Man softball" and serving as an MCI Airport Ambassador are pleasant uses of my time. Being allowed to "non-rev" due to our Dallas son's employment has given us myriad travel opportunities. I am excited to learn more about TWA's history and influence on Kansas City and air travel as I volunteer here at the museum.

My name is **Debra Knechtenhofer**. I started my career with TWA on January 18, 1979 and retired from American Airlines on January 18, 2024. During those 45 years, I was based in STL, JFK and DFW, flying domestic and international.



Welcome Martin and Debra!

ACE CAMP KANSAS CITY VISITS THE TWA MUSEUM!

On Monday, June 9th our museum was honored to have hosted another visit from **ACE Camp Kansas City**. It was the museum's 3rd year hosting the camp. It was a wonderful visit for everyone and we are so thankful that they selected our museum to enhance their educational experience!



Thinking of Donating Items to the Museum?

Before sending or dropping off items to the museum, please send an email to:

twajohnmays@gmail.com

describing your donation, list of items and pictures if possible.

We will respond as soon as we can!

We truly appreciate the donations we receive but are running out of storage room.

Thank you for your consideration!



Want to Book a Tour of 10 Guests or More?

Simply follow this link to book your tour online:

<https://twamuseum.org/group-tours>

All group admission prices require a minimum of **10 guests** paying in one transaction.

Reservations are required. Please book **72 hours** before your visit date.

Group Admission Fees:

Adults (ages 17-59), 10 people or over – \$10.00 each.

Youth and Seniors pay usual rates, regardless of number in the group.

Seniors (age 60+) – \$8.00

Youth (ages 6-16) – \$7.00

Children (ages 1-5) – FREE

From a TWA Lover's Kitchen

Hot Chicken Salad

3 cups cooked and chopped chicken

1 can cream of chicken soup

1 cup chopped celery

2 tablespoons chopped onion (or more)

1/2 cup slivered almonds

1 cut water chestnuts (sliced)

1/2 cup mayo

1/2 cup sour cream

2 tablespoons lemon juice

Pepperidge Farms Herb Dressing or Bag Onion Rings

Combine all ingredients except stuffing mix. Spread in 9 x 13 pan and bake at 350 degrees for 30 minutes.

Service with a salad or vegetable of your choice!

Easy and delicious!





**2025 Annual Golf Fundraiser
Paradise Pointe Golf Complex**

**Tuesday, September 9, 2025 - 8:30am Check-in/10am Tee-off
18212 Golf Course Rd, Smithville, Missouri**

4 Person Scramble

\$150 per person

\$600 for each team of 4

**Four-person team registration
includes:**

- **Breakfast & Lunch**
- **Loaded Goodie Bag**
- **18 Holes of Golf with Cart**
- **Snacks and Beverages**
- **Awards at 3 PM**

**Follow the link below or scan the
QR code to:**

- **View the agenda & location**
- **Register for the event**
- **Check out our sponsors**
- **Check out our sponsorship opportunities**
- **Donate to the cause**
- **Volunteer**

Charitygolftoday.com/TWAMuseum25

Need more information?

Don Lueke - 816-234-1011 (TWA Museum)

Bruce Slimmer - 913-927-9876 (Dixon Golf)



Another Amazing TWA Experience!

I wanted to share pictures of “my” TWA Experience on May 3rd with all of our readers! I’ve been a volunteer at the museum for almost 12 years, though I never worked for TWA. I have been so excited about this fundraising event and one of my friends suggested we participate with several of our friends! I can’t say enough about this! Everything was amazing from the gourmet dinner, dessert and drinks, to the beautiful service of former TWA hosts and hostesses who ALL volunteered their time to devote to our evening reliving what it was like to fly first class during the 60’s. SO MUCH FUN! We heard so many fun stories from former flight attendants that also included a fabulous fashion show of flight attendant uniforms through the years.

If you’re *thinking* about signing up for your own Experience, stop thinking and pick a date!!!! It’s totally worth it and it’s an experience unlike anything you’ve ever done. Invite some friends to join you and tell them they would be benefiting the TWA Museum in Kansas City that is devoted to keeping the history and spirit of TWA alive for future generations! *Submitted by Nancy Sitzmann*



As a footnote, Nancy recently “retired” as the Museum Secretary after serving in that position since 2013. Nancy continues to volunteer at the museum and to serve as our Event Coordinator. She began volunteering for the TWA Museum in 2013. Special thanks to Nancy for her years of board service and for her commitment to our museum.



THE TWA Museum is proud to announce The TWA Experience

A special evening for you and your group of 12 or more!

You will begin your experience with cocktails and appetizers in the Ambassador Club

Enjoy a fashion show of Vintage TWA Uniforms!

You are now ready to go through the jetway and board your flight!

Once seated in the cabin you will be treated to a hot towel, sorbet and a glass of Champagne.

Next, you will be served House Salad accompanied by Homemade Artesian Bread and Honey Butter served on
Royal Ambassador China.

Your choice of Beef or Chicken Entree

Three Cheese Au Gratin Potatoes

Vegetable Medley

A Fruit & International Cheese Plate

Crème Brûlée with Berries & Whipped Cream

Coffee

Red or White Wine served with Dinner

Catered by Emily McMurray of Gourmet-ish!

\$250 per Person

Minimum number of Guests-12 (Maximum of 25 Guests)



THANK YOU!

The TWA Museum would like to thank the following businesses for their support in so many ways!



IWERX for allowing us use of their space for events and their continuing support!



Community America for their history and partnership in the future with the TWA Museum!



Silver Wings International for their generous and consistent donations they make to the TWA Museum!

Chris Funk owner of **Picture and Frame Industries** is our Treasurer and a member of our Board Directors. Most of the posters you see in the museum, as well as numerous prints, were framed by his company.



Clipped Wings International for their generous donation of \$49,000 to the TWA Museum and their wonderful in-person support at special events!



Signature Flight Support for their continued support in all our endeavors!



Thank you to our Caterer Emily McMurray of "**Gourmet-ish**", for helping us with the many events that we host!

Also, thank you to our wonderful TWA former employees, Friends of the Museum, and all those who have donated items and money to make sure we preserve the history of TWA here in Kansas City, as well as the world.





Museum Legacy Society

The TWA Museum Legacy Society has been established to provide you the opportunity to commit a gift during your lifetime that will help preserve the TWA Museum for years to come!

Dying is not something we want to think about. However, if we want to have a say in what happens after our passing, we need to make sure our wishes are known ahead of time. If in lieu of flowers you would like memorial donations made to the TWA Museum in your memory or the memory of a loved one, make sure that your loved ones are told of your wishes or if you would like to leave part of your estate to the museum, make sure it is put in your will or trust to that effect.

All of the memorial donations are tax deductible as the Museum is a 501C3 nonprofit.

Need to Conduct Some Research?

The museum offers several links and resources in which to perform research. The museum's archives website and digital collection is a great place to start. Most of the information that you seek may be found by searching through the resources offered here:

<https://twamuseum.org/research>

<http://www.twamuseumarchives.org/>

MAKE YOUR PROM OR ENGAGEMENT A SPECIAL MEMORY AT THE TWA MUSEUM



We have had several requests for **Prom and Engagement Pictures** to be taken with **Ellie**, in our **vintage phone booths** or in the **Ambassador Club**. Now we can include our **Cabin Trainer**! We love to get our pictures out there and welcome the opportunity for those special moments in time. A \$25.00 donation is suggested for personal phone photos and a \$50.00 donation for professional photographers. Reservations are recommended so we can secure the volunteers we need to help with this one of a kind opportunity. Call the Museum at **816-234-1011** to make your reservation!



TWA Museum Hours

Wednesday - Saturday 10 AM to 4 PM

TWA Museum Volunteers

TWA Museum Volunteers

TWA Museum Volunteers

Zana Allen
Joe Ballweg
Dianna Bennett
Pam Blaschum
Martin Bryant
Margo Cabillonar
Larry Chalberg, Sr.
Dennis Claus
Kevin Clossick
Sandra Clouser
Jawn Collins
Dwight Donald
Larry Dingman
Linda & Robert Eckerle
Chris Elkins
Margie Foley
Chris Funk
Judy Gerling
Jim Hall
Pam Henderson
Joe & Belinda Hobbs
Debra Knechtenhofer
Matt Larsen
Janet Lhuiller
Don Lueke
Art Lujin
Seth Mason
Gary Mayden
Conner McCollim
John Miller
Bill (Mitch) Mitchell
Lori Moore
David Morningstar
Elli & Eric Morse
Mark Murtha
Nina Newberry
Tom Nicks
David Parker
Shelley Tork Raker
Ray Rowe
Frank Ruege, Jr.
Lane Sisson
Nancy Sitzmann
Jay Stewart
Mark Townsend
Pam Tucker
Alice Wasko

TWA Museum
10 NW Richards Rd
Kansas City, MO 64116-4253



Donation Form

Your support ensures that the Legacy of TWA and it's influence on early aviation remains intact within future generations, and for that WE THANK YOU!

If you would like to make a donation through this newsletter, please fill out the following form and mail it to the volunteers at:

TWA Museum
10 Richards Road, Suite 110
Kansas City, Missouri 64116

Name_____

Address_____

Phone Number:_____

Amount Enclosed:

_____ \$250 _____ \$500 _____ \$750 _____ \$1000 _____ Other _____

Additionally, if you would like to become a Friend of the Museum, please choose from the options below:

Friend of the Museum

_____ Individual - \$45.00

Benefits: Member card, unlimited free museum admission 1 year, a 10% discount in the gift shop and online sales, and advance notice to special events and exhibits.

(Senior \$35.00)

_____ Family (Mother, Father, Son, Daughter)-\$75.00

Benefits: Member card, unlimited free museum admission for family members 1 year, a 10% discount in the gift shop and online sales, and advance notice to special events and exhibits.

(Senior \$65.00)

_____ Founders Club-\$2,500.00

Benefits: Member card, free family entry life of donor, 20% discount on all merchandise, newsletter, advance notice of special events and exhibits, PERMANENT RECOGNITION on beautiful plaque displayed in the TWA Museum.