

March 2023  
NEWSLETTER

816-234-1011  
TWAMUSEUM@GMAIL.COM  
10 Richards Road  
Kansas City, MO 64116  
twamuseum.org



OPEN WED-SAT 10-4

# Museum

## at 10 Richards Road

*From the Director, Pam Blaschum*

*Dear TWA, thanks for the memories!*

I had a very long and exciting career as a TWA Hostess/Flight Attendant. While doing tours at the TWA Museum, I often tell visitors it was not my job, it was my life. Am I being a bit dramatic? Probably. One of the best parts of being a TWA employee were the innovations that TWA came up with regarding customer service.

In 1938 the Civil Aeronautics Board (CAB) was formed to regulate aviation services including scheduled passenger airline service. It was abolished in 1985. In 1978 Congress passed a law allowing airlines to set their own fares and routes, an event that transformed the commercial airline industry and passenger experience.

In 1968 TWA introduced Blue Chip Service. It was a very lucrative service to and from Chicago and New York in competition with United and American. One left on the hour and the other on the half hour. TWA's slogan was 15 B 4 and BTR, translated to 15 minutes before the hour and Beat the Rush. At TWA you did not have to wait in line for your boarding pass, all reading material was financial and we served gourmet deli sandwiches and beer from a small keg. It didn't last long as the beer keg was packed in dry ice, then gently thrown in the galley. At cruising altitude in a pressurized cabin, the beer normally froze ending up with a glass of foam! This promotion ended seven months later.



Then in March 1969, TWA launched one of the most unique and comprehensive advertising campaigns in airline history, Happy Money. In magazines and newspapers throughout the land TWA will be promising its employees a million dollar bonus if they can make our customers happier than United or American.



### Board of Directors

Pam Blaschum-President  
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Larry Dingman

### Media Relations

Judy Gerling

### Hangar Dance Event

### Newsletter

Nancy Sitzmann

### Golf Tourney Planners

Kevin Clossick  
Don Lueke

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In 1975 TWA introduced Trans World Service. A taste of Europe flying in the USA. It was long haul domestic and it was meant to get our customers interest in our international flights. Peter Sellers did the ads and the lucky Flight Attendants got to wear paper dresses! The dresses were Manhattan Penthouse, French Gold Lame, Italian Toga and English Wench. It would be wise to make sure you carried masking tape to repair any tears in your wear only once paper dress!

It was a great ride!

### Volunteer Appreciation Dinner, January 9th

Enjoy these smiling faces! Our volunteers are the best there are and they are appreciated more than they will ever know! We couldn't do what we do without them! Come and join our team! Call the TWA Museum at 816-234-1011 for more information!



Nina Newberry



Patrice Carpenter, John Coleman, & Larry Chalberg



Marcia and Larry Lillge (Sadly, Marcia passed away 2/5/2023.) She will be missed.



Steve Bumgarner, Zana Allen



Joe Hobbs, Barbara & Matt Chronister, Emily Burlington & Belinda Hobbs



Larry Dingman & Lori Moore



Wendy Mays, Joe Ballweg



Bryan Sitzmann



Jay and Marilyn Stewart

## Our Newest TWA Museum Volunteers



Conner McCollim

The average age of our volunteers is in the 70's, or it was until a new volunteer came on board. **Conner McCollim** is a 14 year old eighth grader at Lansing, KS middle school. He began volunteering at the museum a couple of months ago. Conner's parents, Pat and Becky will bring him to the museum on Saturdays for a few hours.

Conner's enthusiasm and energy is refreshing. He will assist our museum guests fly our flight simulator and any other area that needs help. He will often just shadow other museum guides. His interest in Aviation is the history of different aircraft and airlines. We understand he has quite a collection of memorabilia in his room.

Conner likes volunteering here and enjoys the stories and experiences other museum guides share with Museum guests.

Maybe someday his younger brother, Max may want to join him at the museum.

**Jay Stewart** recently retired from a career in Medical and Dental equipment sales. He was looking for a place to volunteer his time. Joe Ballweg gave him a tour of the TWA Museum one day and he was hooked.



Jay Stewart

Jay grew up around Aviation. His Father was a B-17G pilot and flew 49 missions out of Foggia, Italy. (15<sup>th</sup> Air Force). His Mother was an officer in the Women's Army Corps.

Jay flew TWA a lot in the late 80's and in the 90's for his sales job. He has his private pilot's certification and one year took his Mother for a birthday ride.

Jay is an Army veteran and graduated from KU with a Bachelor's degree. He has always been an enthusiast for local history and aviation and TWA embodies both of those entities.

Jay and his wife Marilyn reside in the River Market area.



Matt Chronister

"Ellie" is getting some additional TLC these days! **Mathew Chronister**, an employee of BNSF railroad stops by weekly to tend to our Lockheed Electra! Matt was previously employed by Northwest Airlines as an A & P Mechanic. Matt has also installed new lighting in the interior of the plane and plans to add new lighting in one of the procedure trainers.

He has inflated and rotated the tires with the help of **Larry Chalberg**. Larry still gets out his duster weekly to keep Ellie clean when time permits. Matt's wife Barbara said he is so happy to be around airplanes again. Thanks to Matt and Larry for the special attention to our beloved Ellie!

While not a new volunteer, we are thankful to **Dennis Claus** for the rolling displays for Ellie! One of the tasks for opening and closing was to put the signs out and put them inside at the end of the day so they didn't get knocked over or blown away in the hangar. The display looks great Dennis! Thanks!

# Taking Flight Red Hot Night - a fundraising event benefiting Children's Mercy Hospital

Our Museum was invited to participate in the recent Children's Mercy fundraising event. This year's theme was related to the grand opening of the new MCI terminal. Our Museum was able to contribute in two ways. Firstly, our Boeing 707/ 727 Cabin Trainer was used to shoot the video for the event. The film shoot, which occurred on January 23rd, consisted of a film crew, the "talent" (which included a former Kansas City Chiefs player and a local radio personality), and Children's Mercy team members. The production included running 1-2 cameras and took 4-5 hours for the shoot. While we have yet to see the video (it was held back for release at the fundraising event), our hope is to receive a copy soon so that we may share it with everyone.



Our second contribution included TWA flight attendants, dressed in vintage uniforms, featured at the 19th Annual Red Hot Night on Saturday, February 4, 2023, at the Kansas City Convention Center. The Museum was offered space right outside the Grand Ballroom, which allowed our lovely flight attendants to interact with guests, along with the opportunity to showcase several items from our museum.



Some of the items on display were a full Rosenthal China dinner set, a TWA serving cart, Super Bowl 1 memorabilia, model planes, and a few other select items. Our flight attendants, and Super Bowl 1 memorabilia (to include the famous halftime photo of Len Dawson), were a huge hit! A common response from guests was, "this is so cool"!

Special thanks to our flight attendants, **Janet Lhuillier, Cheri Gallion and Judy Gerling** for sharing TWA's history with hundreds of people. Also, thanks to Carol Emert and Zana Allen for assisting us in managing the display items for the event.

## Just another day at the museum. . .

We had a lighting issue with our L1011 Model, after the first of the year, so President **Pam Blaschum, Matt Chronister, and Fred Scheiszer** worked together to get it lit once more! **Dennis McCarthy**, who restored this model consulted by



phone, unfortunately, it failed the next day. We contacted Dennis and he recently came down and replaced all the lights. Thank you Dennis!

# A Little TWA History

Submitted by Larry Dingman

Sadly, air rage incidents received much of the attention for the past several years. When some flight attendants now receive self-defense training as part of their recurrent, there's something wrong in the air. Looking past that, we decided to it's time to take a look back at where we've been and the many changes we've seen.

Flashback: 1935-1959

Our first class of 23 "air hostesses" graduated from training in 1935 at Kansas City. All were nurses, and all donned new uniforms of grey wool serge. Required check-in time for your flight was 15 minutes.

Once onboard, hostesses ensured that the correct number of lunches had been provisioned and that the correct number of passengers were onboard as well. Hostesses then checked with the captain for his opinion "on the probable completion" of the flight.

Later, when hot meals were introduced, they were pre-cooked and boarded in large thermos containers. Another thermos contained hot water for coffee and tea. During the summer, hot meals were often replaced with a variety of cold cuts boarded in boxes.

At one point, each hostess was issued her own set of cutlery in a wicker basket. On their layovers, hostesses were expected to take their basket to their room and wash the cutlery before the next flight. Because hostesses were held accountable for their issued cutlery, some expressed fear that a passenger might inadvertently walk off with a knife.

After donning uniform jackets for boarding, hostesses then took passenger names and passed newspapers and magazines. Several other duties, however, fell by the wayside. They included cleaning the lavatory, sweeping the cabin floor, and dusting the window sills.

We introduced our five Boeing Stratoliners in 1940 (although they were soon confiscated for the war effort). Before that happened, up to 33 lucky passengers saw their coast-to-coast travel time reduced to as little as 12 hours. At night, 16 even luckier passengers were assigned lie-flat sleeping berths, while the remaining 9 settled into chaise lounge type chairs.

The stratoliner also held another distinction: the first two person cabin crew. The "senior" hostess always worked galley, while the "junior" one worked the aisle.

Shortly after the introduction of the Stratoliner, TWA as we knew it was put on hold for the remainder of World War II. When the war ended, however, we received our first international route authority. Service began in 1946 aboard the Lockheed Constellation. On the Constellation, TWA added a male purser position. The purser did all of the "heavy lifting" as well as liquor provisioning and company/government paperwork such as customs declarations. According to the company, the purser, acting as "in-flight maitre'd" was responsible for maintaining "courteous service".

Beginning with the "G" model Constellation, we actually began cooking in-flight. (Well, not really. The meals were actually pre-cooked on the ground and later reheated while airborne). The Super G also introduced two classes of service. Coach passengers sat upfront where the noise and engine vibration was worst. First Class passengers, enjoyed their own lounge and seating in the rear.



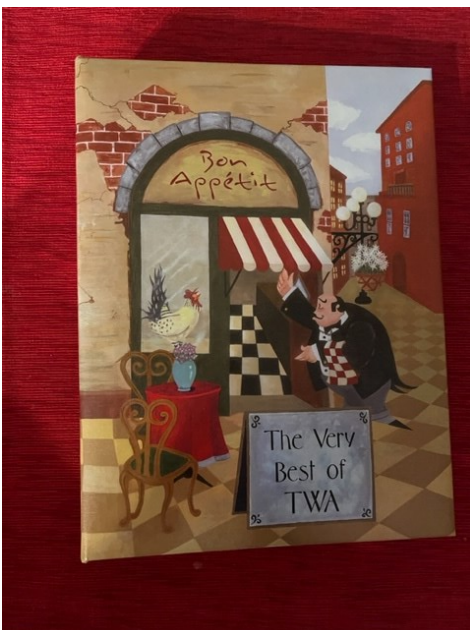
Saturday, November 26th Santa traveled from the North Pole to pay a visit to the **TWA Museum** and visited with children AND adults and had many photos made. It was a delightful time and everyone enjoyed seeing the faces of the children as they met this amazing jolly fellow for the first time! Santa plans to visit again next year so save Saturday November 25th to bring your little ones and big ones to visit Santa and the TWA Museum! Donations were accepted and we had a few gift items for sale! Thanks to our Santa's helpers: Bryan Sitzmann and Elves, Dennis Claus (Wait, what? A relative????) and John Mays!



## New Items in the TWA Museum Gift Shop

If you would like to order either of these items, email your order to [twajohnmays@gmail.com](mailto:twajohnmays@gmail.com). Once we receive the information we will issue you a PayPal invoice which will allow you to pay via credit card.

The cookbook is \$25.00 (plus shipping) and will ship via media mail. The challenge coins are \$20.00 (plus shipping).



## Thinking of Donating Items to the Museum?

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

[twajohnmays@gmail.com](mailto: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.



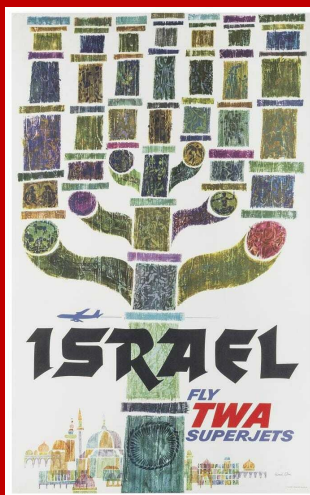
Thank you for your consideration!

## Have you visited our new webpage?

Based upon feedback from our volunteers and supporters of our museum, we have updated our website. Our new website, [www.twamuseum.org](http://www.twamuseum.org), now offers more streamlined content and is easier to navigate. We have also added specific pages to our website related to our history, research and upcoming events. Additional photos of our museum also promote our exhibits to website visitors. Our goal is to later introduce an on-line store in which you may make purchases directly from our gift shop. However, due to the supply chain issues that everyone is experiencing right now, we have postponed a complete rollout of our on-line store.

## David Klein Poster Donation

Our museum recently received a generous donation of professionally-framed David Klein posters, to include Switzerland, Hong Kong, Israel, Germany, Rome, Holy Land, Portugal, Boston, Kansas City, New York and London. This donation was made by Stephen and Carolyn Mary Felker Light as a permanent remembrance of Carolyn and her service and dedication to TWA which took her around the globe and which she loved deeply. Currently, Carolyn is very ill with Alzheimer's disease. Some of the volunteers at the museum worked with Carolyn when she was Kansas City-based as a flight attendant and also as a flight attendant trainer (she flew as Carolyn Neese and Carolyn Peel). Her career lasted from 1965 until the "early out" retirement program offered in the summer of 1992. Thanks to Stephen and Carolyn for their generous donation, and our thoughts and prayers are with them.



## Royal Ambassador Service



### Beef With Red Wine Sauce

3 lbs boneless beef chuck roast, cut into 1-inch pieces

1 10 1/2 oz can beef broth

1 medium onion sliced

1 cup red wine

1 lb fresh mushrooms, sliced

2 tbsp tomato paste

1 1.61 oz package brown gravy mix

1 bay leaf

1/2 cup flour blended with 3/4 cup water for thickening.

Place first 3 ingredients in a 6-quart slow cooker. Whisk together gravy mix, beef broth, red wine & tomato paste; pour evenly over beef and vegetables. Add bay leaf.

Cover and cook on HIGH for 6 hours. Remove and discard bay leaf and thicken with flour/water mixture and let it cook until thickened.

Serve over egg noodles!

*(Not a TWA recipe, but very easy and very tasty! Enjoy)*



# TWA Museum

## 2023 Hangar Dance

You are cordially invited to attend a 1940's  
USO style Hangar Dance to benefit the  
TWA Museum!



7:00-10:00 Dance to the Music of the  
Moonlight Serenade Orchestra

Where: **Signature Flight Support Hangar at  
10 Richards Road,  
Kansas City, Missouri**

When: **Saturday, April 22, 2023**

Time: 5:30-7:00 Check in/Museum Open

### Featured Dance Performers:

The Swingsters

TWA Captain Russ Longley and Partner  
Maysen Wilder (Just Dancing in St. Louis)

### OTHER INFORMATION:

Vintage WWII and other military uniforms,  
vintage 40's attire and  
TWA uniforms welcomed or come as you are!!!

*Cash Bar*

*(No outside alcohol/beverages are allowed)*

Bring a picnic dinner or appetizers for your group!  
\$30.00 per person pre-reservations (before April  
14th)

\$35.00 per person at the door!

**(Tables seat 4 or 8)**

*Ticket Reservations: Call the TWA Museum at 816-234-1011 for more information or email [twamuseum@gmail.com](mailto:twamuseum@gmail.com) or [nlsitzmann7@gmail.com](mailto:nlsitzmann7@gmail.com). Fill out the form below, attach your payment and we will confirm your reservation via e-mail or by phone.*

**Please include names of attendees on the back of this form.**

Name \_\_\_\_\_ Phone# \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email address \_\_\_\_\_

Method of Payment: Check \_\_\_ Visa \_\_\_ Mastercard \_\_\_ Name on Credit Card \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration \_\_\_\_\_ CCV# \_\_\_\_\_

Mail or drop off this form with payment (please make checks payable to the TWA Museum) to: TWA Museum, Attn: Nancy Sitzmann, 10 Richards Road, Kansas City, MO 64116



## Special Museum Visitors, Saturday, November 12th

Last November, the staff from **Hello! Pediatric Dentistry** in Blue Springs, Missouri visited the **TWA Museum** on a scheduled tour. When they arrived, we saw quite a group! They were all dressed in aviation attire. The young women were dressed as vintage WASP (Women's Army Service Pilots), flight attendants, or ground service mechanics with marshalling wands. The dentist was dressed as an airline Captain! They had a professional photographer with them that composed all the pictures. They used our Ellie airplane, our airline seats, and the cockpit trainers in our Education Room, our displays and artifacts in the Ambassador, Scouts, and Board Rooms and of course our Cabin Trainer, as props. It was so much fun watching them act out their roles as the photographer directed them and you could tell they were all having a ball! We did too! About their group: Hello! Pediatric Dentistry is committed to making it fun for kiddos to come to the dentist! Dr. Ben and the Hello! staff are dedicated to quality care and a superior patient experience with low stress and efficient appointments for kiddos and parents!



# 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!



**MCR** for our partnership with the new TWA Hotel at the former TWA Terminal at JFK and their generous donation!



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



**Perfection Floor Tile** for the wonderful flooring including logos that they have provided for the Museum and our new Ambassador club!



**Signature Flight Support** for allowing us to hold our TWA Museum 1940's Style Hangar Dance each spring as our annual fundraiser!



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



BRA COUTURE KC

**Bra Couture Kansas City** for partnering with the TWA Museum in sharing our events on Hangar Dance weekend in April!

**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.

**Fred Scheiszer**, Professor, was the Program Director of Aviation at UCM. He has worked on the 1011 CPT as well as the Cabin Trainer, and donated the original TWA 707 CPT.



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 Non-Profit.

## Museum Library Hours

### 10-4 PM by Appointment

For more detailed museum information, please visit our website at [TWAMUSEUM.ORG](http://TWAMUSEUM.ORG). Upon payment of the museum entry fee, simply advise your welcome volunteer of your intent to visit the library and a volunteer will escort you to the Library. If you have any questions, please contact John Mays at 913-515-0080 or via email at [twajohnmays@gmail.com](mailto:twajohnmays@gmail.com)

## 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

Zana Allen  
 Joe Ballweg  
 Dianna Bennett  
 Pam Blaschum  
 Margo Cabillonar  
 Larry Chalberg, Sr  
 Dennis Claus  
 Kevin Clossick  
 John Coleman  
 Dean & Carol Conner  
 Mathew Connister  
 Larry Dingman  
 Robert Eckerle  
 Chris Elkins  
 Carol Emert  
 Keith Epperson  
 Caleb Flake  
 Chris & Sandy Funk  
 Judy Gerling  
 Joe & Belinda Hobbs  
 Matt Larsen  
 Janet Lhuiller  
 Larry & Marcia Lillge  
 Don Lueke  
 Art Lujin  
 Gary Mayden  
 John Mays  
 Conner McCollim  
 Lori Moore  
 David Morningstar  
 Eric Morse  
 Mark Murtha  
 Nina Newberry  
 Ray Rowe  
 Frank Ruege, Jr  
 Nancy Sitzmann  
 Jay Stewart  
 Mark Townsend  
 Alice Wasko  
 Chelsey Willetts

TWA Museum Volunteers

TWA Museum Volunteers

TWA Museum Volunteers

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



## Friend of the Museum

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

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)

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.

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)

Lifetime - \$1,000.00

Benefits: Member card, free family entry life of the member, 10% discount on all merchandise, newsletter, advance notice of special events and exhibits.

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.

## 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 \_\_\_\_\_