

November 2022

NEWSLETTER

816-234-1011

TWAMUSEUM@GMAIL.COM

10 Richards Road

Kansas City, MO 64116

twamuseum.com



OPEN WED-SAT 10-4

# Museum

## at 10 Richards Road

***From the Director, Pam Blaschum***

Introducing our new Office Manager, John Mays. . .

John began volunteering at the museum in 2013 in the Archives Department, sharing a mutual passion in preserving the history of Trans World Airlines.

John established the research library at the museum which now archives several thousand items to include documents, photos, slides, and video/audio recordings. He established the museum's archives website which offers digital copies of the library's holdings. John has also assisted in expanding the museum's partnerships with other museums/collections in an effort to digitize their TWA archives holdings. He has spent most of his life serving within the government and nonprofit sectors. John was a longtime customer of Trans World Airlines, becoming a lifetime TWA Platinum Aviators member. He is an avid collector of TWA display model planes and tin planes/toys, as well as books and films!



**Board of Directors**

Pam Blaschum-Director  
Judy Gerling  
Alice Wasko  
Caleb Flake  
Nancy Sitzmann-Secretary  
Chris Funk-Treasurer

**Office Manager**

John Mays

**Archivists**

Carol Emert  
Zana Allen  
Joe Ballweg  
Mark Murtha

**BSA Merit Badge Program**

Art Lujin

**Volunteer Coordinator**

**Friends of the Museum Liaison**

Belinda Hobbs

**Social Media**

Matt Larsen  
Larry Dingman

**Media Relations**

Judy Gerling

**Hangar Dance Event**

**Newsletter**

Nancy Sitzmann

**Golf Tourney Planners**

Kevin Clossick  
Don Lueke

## Santa Claus is coming to the TWA Museum!!!!

Saturday, November 26th 11 am to 1 pm

Bring your little ones to tell Santa their wishes and take their picture with Santa and our 1937 Lockheed Electra!



# Celebrating TWA in New York !

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Jayme H. Simões, Louis Karno & Company Communications, LLC  
Strategic Communication Counsel  
Concord, NH*

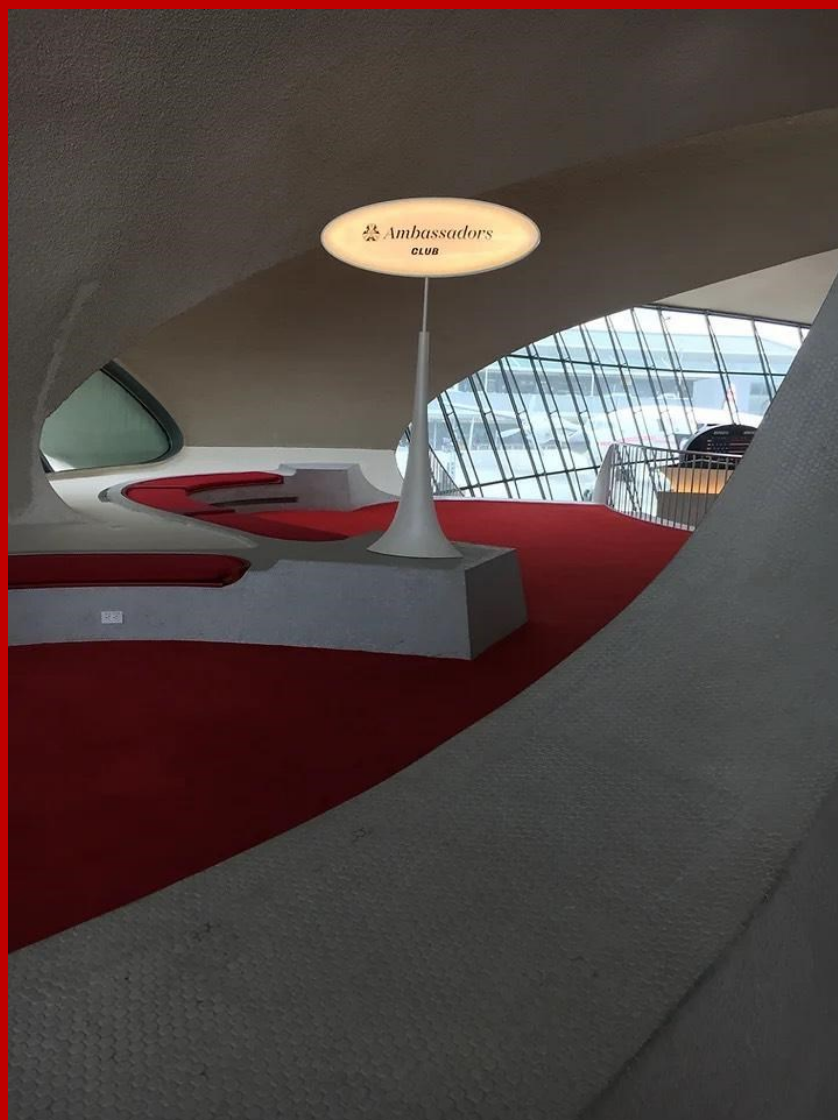
It was 1962. JFK was president. The Dodgers moved into LA's Dodger Stadium. The Cuban Missile Crisis happened. America and the world were changing. And, Eero Saarinen's breathtaking TWA Flight Center opened in what would become JFK Airport.

My first memory of that landmark was in 1977, right before Christmas, we were flying to Portugal to spend the holidays with our family. I remember the soaring ceilings, the bright red carpets and Santa and his sleigh hanging from the ceiling. Over the next 20 years I would spend many an hour in that terminal, waiting for flights, connecting on my own as a teenager. It was our gateway to Portugal, and back then there were precious few lights to Lisbon other than TWA flight 900.

And the rebirth of the TWA Flight Center is an amazing example that historic preservation not only works, but that it celebrates a dead brand, a rare accomplishment.

I just came back from spending the weekend at the new TWA Hotel. And, I gotta say it is a lesson in branding. The hotel celebrates TWA everywhere and in everything - you cannot walk away and not be in awe of the lost airline. While I have to admit I was truly saddened in 2001 when TWA stopped flying, I saw it as a triggering event. The world would change in 2001. Air travel would no longer be fun or glamorous. Security, nickel and dime pricing, and waves of consolidation would make air travel more like riding a bus.

But, visit the TWA Hotel, and you are swept back in time. Howard Hughes is forever associated with the company. It offered the first coast to coast service back in 1930. It helped pioneer the DC-1 that would lead to the legendary DC-3. They offered the first pressurized cabins in the late 1930s. And working with Lockheed, TWA helped design the famous Constellation. They pioneered flights to Europe in the 1950s. They were the first US airline to hire an African-American flight attendant. At their height, it would own the Hilton hotel chain and have more than 10,000 employees. It was the first US airline to fly an all jet fleet. In 1988 1 out of 2 passengers flying to Europe from the US flew TWA.



*(Celebrating TWA Continued from page 2)*

But, if the last TWA flight was in 2001, why is the brand so strong today? Yes, nostalgia — but there is another fact too. Branding. Along with its New York TWA Flight Center in the early 1960s came branding Saarinen's very design as a masterpiece — a cathedral to aviation steeped in TWA red and white. The airline imposed its brand with coordination and style on everything it did — the use of logo, color, uniforms, ticketing, promotional ties built a strong brand that is modern and powerful, more than 20 years after the company shut down. Think about it: Eastern, Continental, Braniff, US Air, Midway and Northwest - long gone, and almost forgotten.

It is a lesson to us all — a clean logo, and religious dedication to brand, and a brand that is simple and easy to embrace. Yes, a name like TransWorld Airlines says a lot, but the aircraft, building, fashion and feel — TWA lived up to its claim. And, if we tend to overinflate it today, it is because no other airline, not even the once-great Pan Am, could or can live up to the TWA legend as the airline to stars. Both celebrity and celestial, they even built a fake rocket and put it on the company headquarters.

Then the world got smaller, more complicated, and a lot less stylish. The TWA Hotel is a not-so subtle monument to what we gave up in travel. When TWA shut down in 2000, the Saarinen-designed Flight Center was deemed too hard to operate in the era of TSA. Preservationists saved it from the fate of the PanAm World Center and Penn Station. But, new construction encircled it in and cut it off from Saarinen's vision of a window on aviation. Entombed, the terminals sat empty. But in almost a thumb in the eye to modern air transport, the new hotel has filled the Flight Center's view with the classic Lockheed Constellation. No modern aircraft can capture the romance and beauty of a Connie. It makes everything else seem meh, and that is the power of incredible branding. It's not good because it's old, but old because it is good.

TWA's font, its colors and logo are better than many modern aviation brands — and they have come to stand for a nostalgic return to when flying was cool, when American airlines led in the world. It still stands as a giant of branding, while others still seem small in comparison.

**Submitted by Larry Dingman**

## **Recent Group Visits to the TWA Museum**

The **TWA DCS Alumni** held their final reunion in Kansas city on September 23-September 25. For the early arrivals on Thursday, September 22, a reception was held at the **TWA Museum**. Thirty-five DCS alumni and guests gathered in the Ambassador's Club to socialize and catch up with others. The reunion was held at the Marriott Downtown with 51 people in attendance. Over the next few days, approximately 30 members of the group toured the museum and shopped in the Gift Shop. For many, it was their first visit to the museum. Everyone thoroughly enjoyed themselves.

On October 4, 25 seniors toured the **TWA Museum**. The group was organized through the Gladstone Parks and Recreation program. It was a first time visit for all of them and everyone had a good time! A couple of the visitors had a connection to TWA which made it extra special for them!

***Looking for a fun event for a group? Contact the TWA Museum to set up a tour at 816-234-1011!***





## Royal Ambassador Service



### Lemon Snowflakes

1 c. butter, softened

1/2 c. confectioners' sugar

3/4 c. cornstarch

1 1/2 c. flour

2 tsp. grated lemon rind

2 c. finely chopped walnuts

3/4 c. chopped pistachios for garnish

Cream butter. Sift together the next 3 ingredients and gradually add to the creamed butter. Add lemon rind. Chill for at least an hour. Shape the dough into balls and roll in the chopped nuts. Place on a greased cookie sheet 2 inches apart and flatten with the bottom of the measuring cup dipped in flour. Bake at 350 for about 15 minutes. Cool.

Spread with frosting or place a dollop in the center and sprinkle the chopped pistachios on top.

#### Frosting:

Mix 1 cup confectioners' sugar, 2 tablespoons of melted butter and 1 tablespoon of lemon juice until well blended.



## TWA Museum Holiday Hours

The TWA Museum will be closed Thursday, November 24th.

Saturday December 24th, and Saturday, December 31st

for Thanksgiving, Christmas, and New Years Eve observances.

We will be open 10 am-4 pm all other Wednesdays through Saturdays in November and December.





# TWA In-Flight Service Instructors Reunion!

*(Submitted by Larry Dingman)*

Almost 40 former TWA In-Flight Service Instructors (and assorted spouses) met the weekend of October 7-8 at The Intercontinental Hotel in Kansas City. Attendees flew in from across the country. The group first attended a Friday night cocktail reception. Then on Saturday morning they boarded buses for an extensive tour of the TWA Museum. Many had never visited before and several commented that they were “wowed” by the displays. Saturday night featured another reception and the retelling of many “war stories”! After dinner the “mystery guest speaker” was Nina Peltzman who had served as a mentor for many attendees. Pictures: Nina Peltzman with Todd Burke; Judy Gerling takes attendees on a TWA Museum tour; Kathy Hurst, Sara Dove and Shelley Tork Raker; Roger Cargile in uniform; and Ginnie Hall with Fred Balmer; Group Picture





# Welcome Caleb Flake to the TWA Board of Directors

## Caleb J. Flake, P.E., LEED AP

*Civil Engineer*



Caleb has more than two decades of experience working in the civil engineering field, which spans a diverse cross-section of private land development projects. This experience encompasses nearly all aspects of civil engineering, including commercial, industrial, residential, and telecom/utility, and federal projects. Caleb serves as the lead project manager, acting as a client liaison and overseeing the day-to-day operational activities of his design team. He also has extensive experience serving as a client’s primary advocate— assembling and leading the team required to advance the client’s priorities.

Caleb grew up in the Kansas City metro and has several acquaintances who have worked for TWA. His passion for aviation and flying, along with his desire to give back to the community, has led him to join the Museum staff, serving as a volunteer on the Steering Committee and then joining the Board of Directors.

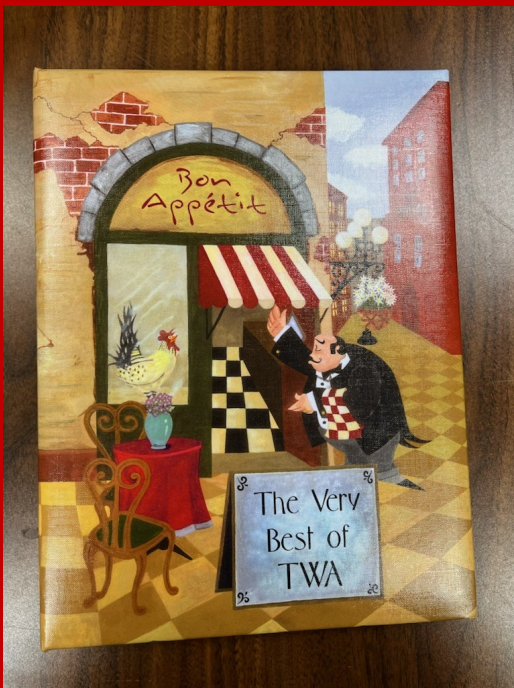
### Professional Qualifications

Bachelor of Science, Civil Engineering, Valparaiso University  
Professional Engineer in Missouri, Colorado, Georgia, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nevada New Mexico, South Dakota  
LEED AP

## Christmas Gift Ideas from the TWA Museum

We have had a few inquiries about the TWA Cookbook. If there is sufficient interest, we will have another publication run. Email the museum at [twamuseum@gmail.com](mailto:twamuseum@gmail.com) if you are interested in one of the cookbooks. We have a minimum order purchase of 100 copies.

We have prints for sale from Jet Age Productions. They are \$35.00 each. They consist of Lambert Field in St. Louis, Chicago, and New York!



# 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!



# New TWA Museum Volunteers

The Museum welcomes three new volunteers. Eric Morse and Chelsey Willetts for Saturdays and Lynnette "Looney" Seehausen during the week. Lynnette is a retired Flight Attendant. Both Eric and Chelsey have full time jobs during the week. Chelsey is a flight instructor with ATD and a pilot. We welcome their knowledge to our volunteer staff.



Thank you to all who sent a birthday card to Burt Jolley of Parkville, Missouri who celebrated his 100th birthday in July. He enjoyed a wonderful celebration with almost 70 people attending!



Burt is pictured with TWA Museum volunteers: Art Lujin, Zana Allen, Nancy Sitzmann, Belinda Hobbs, and Joe Hobbs.

## TWA Firsts. . . . .

First to provide jet service at: San Francisco, Philadelphia, Washington/Baltimore, Pittsburgh and Kansas City. (1959)



Paris in the Spring... Love, John

Mary was a little dazed at first, and then she remembered. Her thoughts raced back to the sunny days of their engagement when John had wined, "Somebody'll take you on a trip to Paris... in the Spring..."

And now it was all coming true. Paris, London, Rome. She dabbed her eyes and looked at the Giltip certificate again. The gift of travel - how wonderfully different! And then she noticed something else. Only her John would have thought of it. There in the envelope was

a third ticket - the gift that meant Mother could come to stay with the children while she and John were abroad.

Perhaps the TWA Giltip... the gift of travel... is the unusual idea you've been looking for. It's easy to arrange a Skyliner trip to any long-dreamed-of place - in this country or overseas. Or you can arrange to bring loved ones to join you for the holidays. Call TWA or your travel agent, and avoid shopping crowds.



ACROSS THE U.S. AND OVERSEAS... YOU CAN DEPEND ON

**TWA**  
TRANS WORLD AIRLINES  
U.S.A. - EUROPE - AFRICA - ASIA







## **Howard Hughes Stories**

***In our July newsletter we asked for personal experiences or stories that have been passed down to our readers! We have a few to share about the famous, eccentric, influential and financially successful pilot!***

My mom, Beverly Brunner, was walking through the hanger (MKC I believe) and she saw a bum hanging out there. Concerned about that, she went over to another TWA employee to report the interloper. He explained, "Oh no, that's not a bum--that's Howard Hughes"!!

***Submitted by Robert Stitt***

Before she met my father, my step-mother worked for Lockheed in Burbank, California. She was the final inspector for the Constellations when she encountered Hughes. A lot of the Connies have her "airworthiness" inspection stamp on the door frame. She held this position when Hughes decided to buy one for his personal use. However, he wanted his wing design used for the plane.

One day when my step-mother came to work she found Hughes sitting at her desk in his underwear, and thus began the rocky relationship. He designed three different wings before she gave the last her "airworthiness" stamp of approval. This process took several months with an unhappy Howard Hughes. The plane was finally approved, and she got her office back. Years later I married a TWA hostess who worked on the Connies that may have been inspected by her mother-in-law. We celebrate our 60th anniversary this year.

I wound up in Hollywood in 1951 in my junior year of high school. We lived very near the Players Restaurant that was owned by Preston Sturges, the noted writer and movie director. Due to my stage work in school I soon became involved with the dinner theater there where I met Eddie Bracken, Sterling Holloway and other stars of the time. My parents also would go there, and soon we became friends with Sturges' staff.

During the afternoons a strange man would appear at the restaurant and go to the front "porch" that was enclosed with windows that were covered with blinds. It was dark there with only a desk light. The man had at least two telephones and people would come and go during the day. He drove an old wood body Ford station wagon. One day he almost ran me down pulling out of the parking lot. My father's comment was that maybe I should have let him hit me, since he was Howard Hughes.

It turns out that the Players was Hughes' office hideout. He was living nearby in the Sunset Towers and ran his empire from the restaurant. He also provided the funds to help keep the Players in business.

***Submitted by Robert Phillips***

***(continued next page)***



In 1940, my mom, Ruth Richter, was a little girl riding in the car with her mom, Daisy, to pick up her father at work. Her father was **Paul Richter, co-founder of TWA** along with **Jack Frye** and **Walter Hamilton**. Back in those days, families usually had only one car, so they would take and pick up Paul if they had the car that day. My mom got to the building located at 10 Richards Road in Kansas City to pick her dad up. Daisy said "you run in and get your Dad." So little Ruthie went into the lobby to look for her father. That's when she saw a man sleeping on the couch in the lobby. She wondered who he was since he looked a little dirty and unkept, but she went on to get her Dad upstairs. When she got back in the car with her Mom and Dad, Ruthie said, "Hey mom who is that bum in the lobby laying on the couch?" Her parents laughed and said "Ruthie, that's not a bum - that's Howard Hughes."

Here's another story about Ruthie Richter and Howard Hughes. Howard would come into Kansas City a lot throughout the early years of TWA because he wanted to learn all about running an airline from the three founders of TWA. So one of his visits ended up being on Thanksgiving. Howard Hughes showed up at Paul and Daisy's house in the afternoon of Thanksgiving day. He rang the doorbell and Daisy answered the door. She saw who it was and said "Hello Howard, what are you doing here today? I don't remember Paul saying you two had a meeting?" Howard Hughes said "I came for Thanksgiving Dinner" (but he was not invited). My Grammie then said "Well Howard, if you are going to sit at my table, please go to your hotel and have a shower and shave then you may join us for our Thanksgiving Dinner." So Howard found a barber on Thanksgiving day. Shaved and bathed, he came back to their house for their Thanksgiving Dinner. My mom remembers that all he did during that dinner was ask questions about TWA and twirl his fork in his fingers over and over, not really eating anything. My mom remembered thinking "Why can Howard play with his silverware and I can't!"

**Submitted by Karen Young, Granddaughter of Paul Richter, one of three founders of TWA**

*Thank you all who took the time to submit stories about the infamous Howard Hughes! He obviously enjoyed sleeping on the couch in the lobby of the TWA Building at 10 Richards Road!*

## TWA and Airlines of the World Documentary!

**EXCITING NEWS!!** The **TWA Museum** has been invited to participate in a documentary titled, "Airlines of the World." **William Shatner** will be narrating the series and **TWA** will be one of the featured airlines. Mr. Shatner has cultivated a career spanning over 50 years as an award winning actor, director, producer, writer, recording artist, and horseman. He continues to act, write, produce and direct. We are so pleased to be part of an iconic series and to know that William Shatner is looking forward to telling the story of global commercial aviation history.

"Airlines of the World" is the first documentary television series dedicated to the global airline industry and will be the most comprehensive ever to be seen by a global audience. Our museum is honored to be part of this historic series which will delve deep into the history of the world wide airline industry. Stay tuned, more to come!

## 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 annual donation!



BRA COUTURE KC

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



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.



You shop. Amazon gives.

Did you know you can support the TWA Museum simply by shopping??? Go to smile. Amazon.com and igive.com and list the TWA Museum as your favorite charity. A small portion of your purchase price will be sent to the Museum every time you shop!





## 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.COM](http://TWAMUSEUM.COM). 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

## VOLUNTEERS

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



# 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\_\_\_\_\_

# 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)

## \_\_\_\_ 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.

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