

AVA

From the Desk of
REX SMITH

I think this will
interest you.

Regards,

A red handwritten signature, possibly initials, enclosed in a red oval.

7/1



AMERICAN AIRLINES

BULLETIN



To: Supervisory Personnel
From: Public Relations Department
Subject: The Kiwi Club

Number 203-54

June 25, 1954

I assume and hope all of you read the story about the Kiwi Convention in the June 3rd issue of Flagship News. I would like you to read the enclosed history of the Kivis, and I am sure you can understand why this organization is of immense importance to American Airlines and should have our full cooperation and support in any reasonable manner.

These are very fine women and important in the community lives of the cities. They are organized. They are enthusiastic. And, they are an honor to their alma mater. They can be extremely helpful, and we want to help them to be helpful because there are many civic, charitable and community enterprises where the Kiwi Clubs would lend prestige and aid by their participation.

I am sorry that all of you could not have seen the enthusiasm of their first National Convention. These ladies have created a definite social and civic force, a new contribution arising from the airline industry. It is another first for American Airlines - by "ex-American's" - which is about as high a tribute as a company can receive.

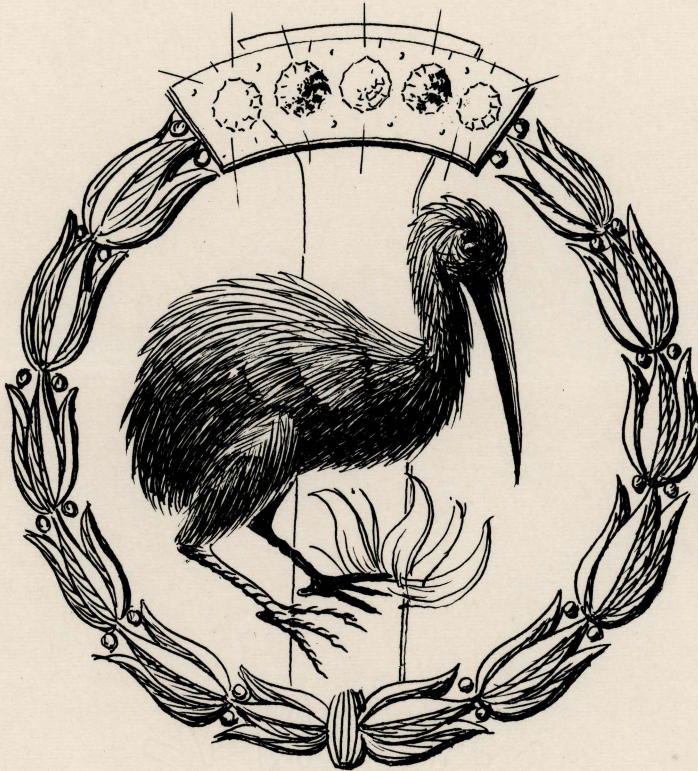
Rex Smith
Vice President Public Relations

Attachment

History of The Kiwi Club

Distribution

Lists:	1 issue	6
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THE KIWI CLUB

HISTORY

Presented at

First National Convention

Hotel Sherman, Chicago, Illinois

May 25, 26 and 27, 1954

May marks our second birthday as a national organization. And birthdays are somewhat like commencement exercises - a time for looking back to see how far you've come, and a time, certainly, for looking forward.

I remember that in early Kiwi correspondence there was quoted a saying by the Athenian philosopher Diogenes: "Friends share in common." In a very real sense, that is the motto of the Kiwis, and I think that we have made it live for us.

Our formal history as a group goes back, of course, only to the national delegates' meeting at Fort Worth in May, 1952. But the real beginnings - the beginnings in spirit - go back as far as the late nineteen thirties, when groups of us who had stopped flying the line gathered informally at one another's homes, or at parties, or got together for an occasional luncheon to exchange reminiscences, and to renew old friendships. This was particularly true in Los Angeles.

But it was not until 1946 or so that we began to give our groups a genuine degree of organization, and we began to call ourselves, officially, the Kiwis. Chapters were set up in a number of cities, and Kiwis corresponded with one another and tried to coordinate their interests and their activities as well as they could.

By 1951, however, it was very clear to us that what we needed - and what we wanted - was a national organization that would give us unity as a group, that would act as a clearing house for all information, and that would give our work in our individual communities the increased emphasis and significance that goes with being a national rather than a merely local group.

It was a dream, and to make the dream come true we had to have patience - because dreams do not materialize quickly - and we had to have a willingness to work hard. We had both. And the dream did come true.

The first letter broaching the idea of a national organization went out in July, 1951. There were 2,000 former American Airlines Stewardesses somewhere. We did not have addresses for all of them, and in some cases we did not have married names. It was a big job. But within two months, we had the beginning of a list of names and current addresses, and a plan for getting more had gone out to the cities with established chapters, and from there to other communities.

Until a national meeting could be organized - and I can remember how much of a dream that seemed - a number of the old and newly-forming chapters decided to temporarily adopt the by-laws of the New York chapter.

By the end of that year - 1951 - there were 11 functioning chapters. We had a contact list of more than 1,500 ex-Stewardesses, and we had received replies to our original July mailing from all over the world - Singapore and Alaska, the Philippines, Holland, Mexico.

A temporary headquarters for the national organization had been set up in New York, and newsletters were being mailed out periodically. Each of us knew what the other clubs were doing, and we began to exchange ideas for social events, and for welfare activities, and for community events on a constructive - but, more important, on a continuing basis.

The beginning of 1952 saw us looking forward to a delegates' meeting in the spring. It seemed just a little incredible that we had done so much in so short a time - but the proof was there. The chapters were engaged in all sorts of community work - a book exchange in Cleveland, help for needy children in Tulsa, a fashion show to help handicapped children in Fort Worth, to recall only 3 of many.

In the months that followed, more chapters were organized - Washington, and Houston, Indianapolis, the Twin Cities, Memphis, San Francisco, and Phoenix. I wish we had the time now to talk about each of the chapters as they were formed, how you got together and what you did. Unfortunately, we don't.

But the important thing, as we look back, is the enthusiasm and the energy that was there from the very first - so much so, that by March of '52 we had 15 chapters and had begun to attract a good deal of national attention.

And we had decided on Fort Worth as the place to hold our delegates' meeting.

The delegates' meeting at Fort Worth was a milestone, of course. By-laws were adopted, the national officers were elected, a start was made toward getting an emblem and an official pin for the Kiwi Club. Our dream of a year and more stood up and walked. The Kiwi Club was a reality, and we had national status as an organization. It has taken less than a hundred words for me to recall the events of those 3 days - but we all know how much work and hope went into them, and we know what they meant to us.

After that, our activities expanded, and we continued to grow. In the first 6 months of our national status, 11 chapters became affiliated. The Kiwi Newsletter, by now formally christened, continued to circulate news of all the clubs, what they were doing, and when, and it focused attention on things that, as a national organization, we had to be especially concerned with: the techniques of publicity, changes in national rulings, details to be watched carefully when participating in promotions or charities.

By February of 1953, the number of Kiwi Club chapters had increased to 12, the Kiwi pins were available, and we had our emblem and our official stationery. Some of these things may seem trifling to us now - but they weren't then, and perhaps it is one measure of our growth that they may appear trifling now to some of us.

By the time our first birthday rolled around last year, we had a lot to celebrate. In addition to everything that had been done the year before at Fort Worth, we had formed a membership committee, a chapter-forming committee, and we had 17 affiliated chapters.

And, to top off the birthday cake, we had agreed to hold our first national convention in 1954 - selecting Chicago as the site.

Since then, the 18th, 19th and 20th chapters are affiliated, and, **HERE WE ARE!**

I have not, obviously, intended this to be a complete or even a detailed history of The Kiwi Club. Too much has happened too quickly for this to be anything more than a brief review, a kind of general inventory of what we have achieved thus far.

The chronicle is there. It speaks vividly for itself. But no history is of value unless it teaches us something for the present, and serves in some degree to introduce the future.

As a group, of 20 fully affiliated chapters, what do we hope to achieve tomorrow?

Our goals have not changed in one particular from those that we set for ourselves in May of 1952:

To maintain the traditions of a profession which has achieved distinction and brought individual recognition to each of its members.

To establish an organization for women of common interest which shall provide opportunity for social and charitable activity.

To continue the spirit and tradition of service, which has been the watchword of active flight status, and with a program of service to others in the town, village, and community.

And to endeavor in every respect to utilize the qualifications of leadership, personality and training for the common good.

Nationally Affiliated Chapters

<u>Chapter</u>	<u>Date</u>	<u>Chapter</u>	<u>Date</u>
Chicago	September 4, 1952	Dallas	December 31, 1952
Fort Worth	September 4, 1952	Nashville	February 26, 1953
Boston	October 1, 1952	Los Angeles	March 9, 1953
Memphis	October 21, 1952	Cleveland	March 21, 1953
Tulsa	October 21, 1952	Valdosta	April 23, 1953
New York	October 21, 1952	Phoenix	April 27, 1953
Washington, D.C.	November 1, 1952	New Jersey	May 8, 1953
Indianapolis	November 20, 1952	San Francisco	October 15, 1953
Houston	November 20, 1952	Oklahoma City	April 10, 1954
Twin Cities	December 31, 1952	Dayton	May 5, 1954