

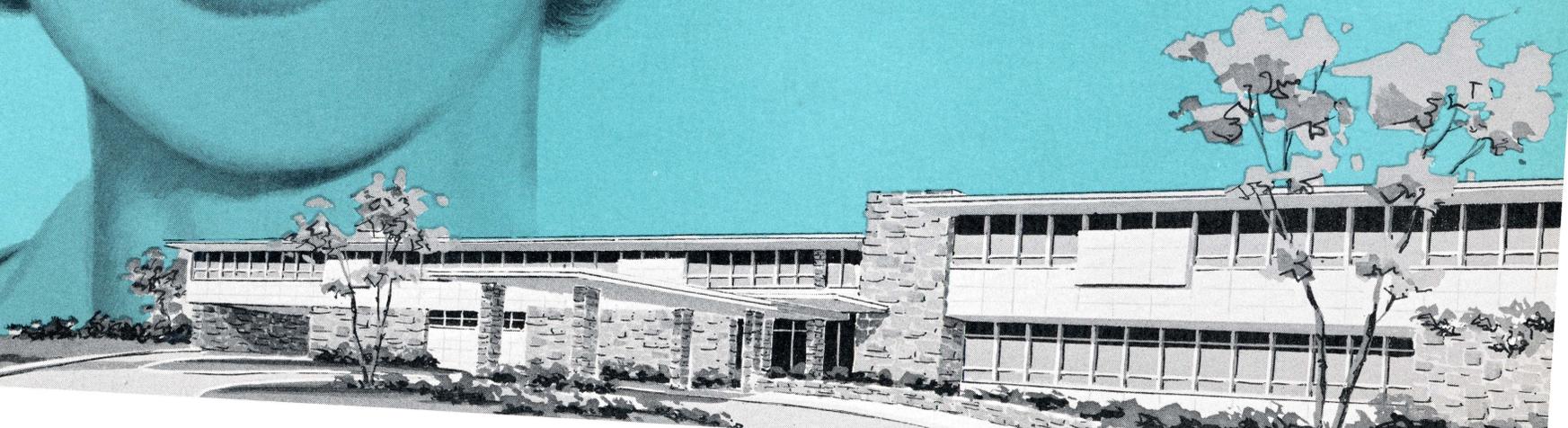
**AMERICAN**



**AIRLINES**



STEWARDESS  
COLLEGE



THE  
*AMERICAN AIRLINES*  
STEWARDESS COLLEGE



*Dedication* To the thousands of young American women who, as American Airlines stewardesses, have contributed so much in creating an awareness throughout the nation that ours is truly an air age—and to the thousands who will serve America's jet future in the best traditions of a proud Corps—this is respectfully dedicated.

# *It's an Art*

Stewardesses are something special. Not only must they be young and attractive, they must also possess a unique blend of personality, poise, imagination, courage, knowledge and the desire to serve.

Being a stewardess, obviously, is an art—a very special art, as thousands of American's stewardesses of yesterday and today can attest. Just as a painter must know his palette and technique, so an American stewardess must know human nature and the air world.

Therein lies the art of the stewardess. It is an art that has been taught successfully for some 20 years. And in the decades ahead American will continue to refine and transmit that art to the stewardesses of tomorrow who dedicate themselves to air progress through service.



# The American Stewardess

The life of a stewardess is as rewarding as it is demanding, as varied as it is complex, and often not as glamorous as many believe. Yet the prestige a stewardess enjoys makes it a highly desirable career for thousands of American girls.

Only about 600 of the countless young women who apply annually at American Airlines hoping for a stewardess career manage to meet American's high standards. Of those selected, all are between 20 and 26 years old, single, between 5'2" and 5'8" in height, attractive, healthy, diplomatic, and possess sense of responsibility. Qualified young ladies receive a specialized education in the art of the stewardess that requires approximately six weeks to complete.

Your average American Airlines stewardess has about two years of college,

though her roommates may range from high school graduates to PhD's and registered nurses. She is 24 years old, weighs 113 pounds, and is 5' 4½" tall. She flies with American about 28 months. During that time she will be in the air some 1,900 hours and on duty on the ground for 1,100 hours. During her career, she will assist some 15,000 passengers, play with 1,000 children, serve nearly 8,000 meals, and make 3,500 landings and takeoffs. She may become a supervisor or instructress if she remains over two years. But 85 per cent of those who resign do so to marry; most of them marry the "boy back home."

Being a stewardess—as many will tell you—is obviously one of the most stimulating and fascinating careers a young woman may have today.



# The Heart of the Matter

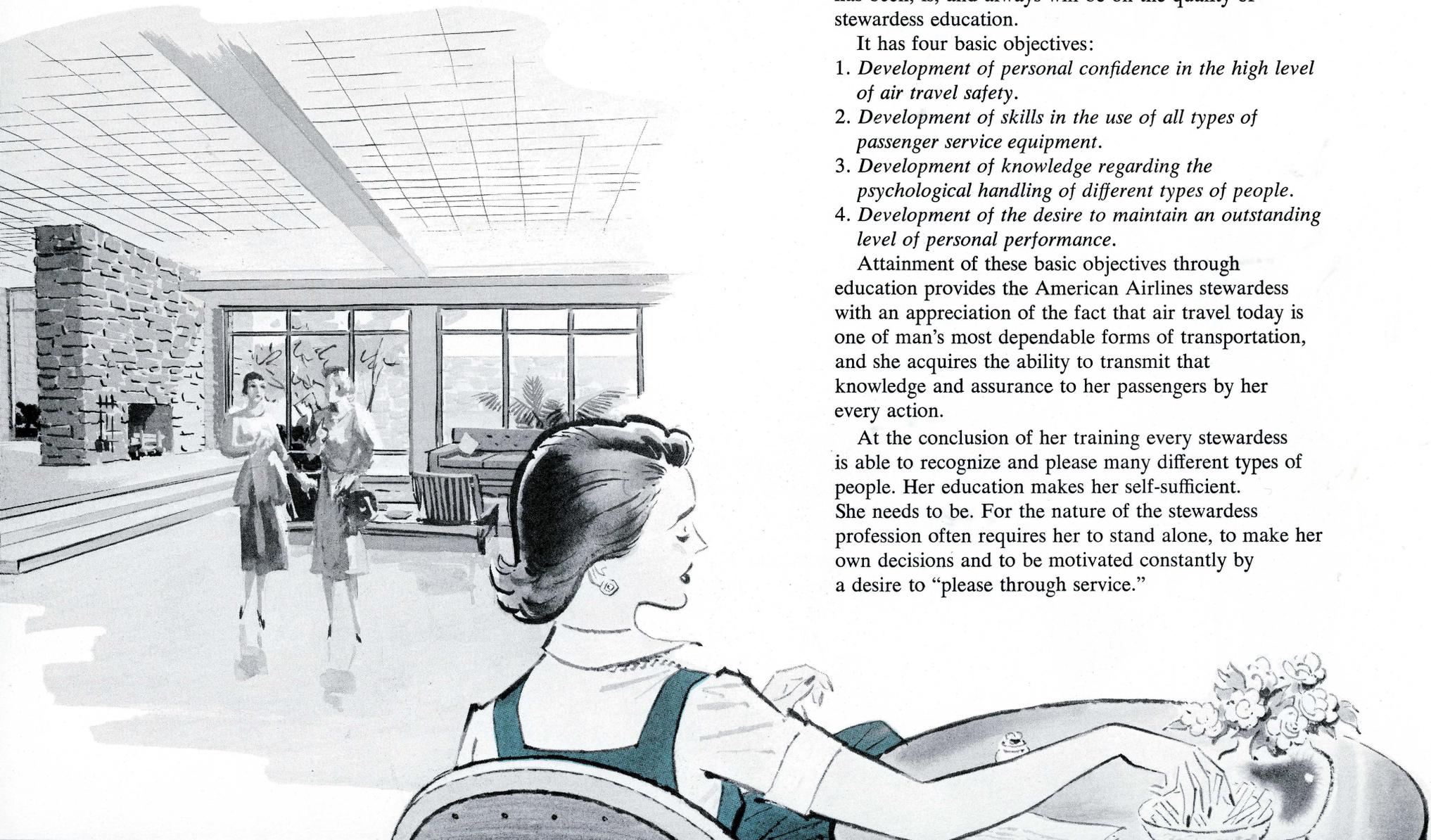
Even after such careful selection by American, a stewardess can be only as good as her education has qualified her to be. The emphasis at American, therefore, has been, is, and always will be on the quality of stewardess education.

It has four basic objectives:

1. *Development of personal confidence in the high level of air travel safety.*
2. *Development of skills in the use of all types of passenger service equipment.*
3. *Development of knowledge regarding the psychological handling of different types of people.*
4. *Development of the desire to maintain an outstanding level of personal performance.*

Attainment of these basic objectives through education provides the American Airlines stewardess with an appreciation of the fact that air travel today is one of man's most dependable forms of transportation, and she acquires the ability to transmit that knowledge and assurance to her passengers by her every action.

At the conclusion of her training every stewardess is able to recognize and please many different types of people. Her education makes her self-sufficient. She needs to be. For the nature of the stewardess profession often requires her to stand alone, to make her own decisions and to be motivated constantly by a desire to "please through service."





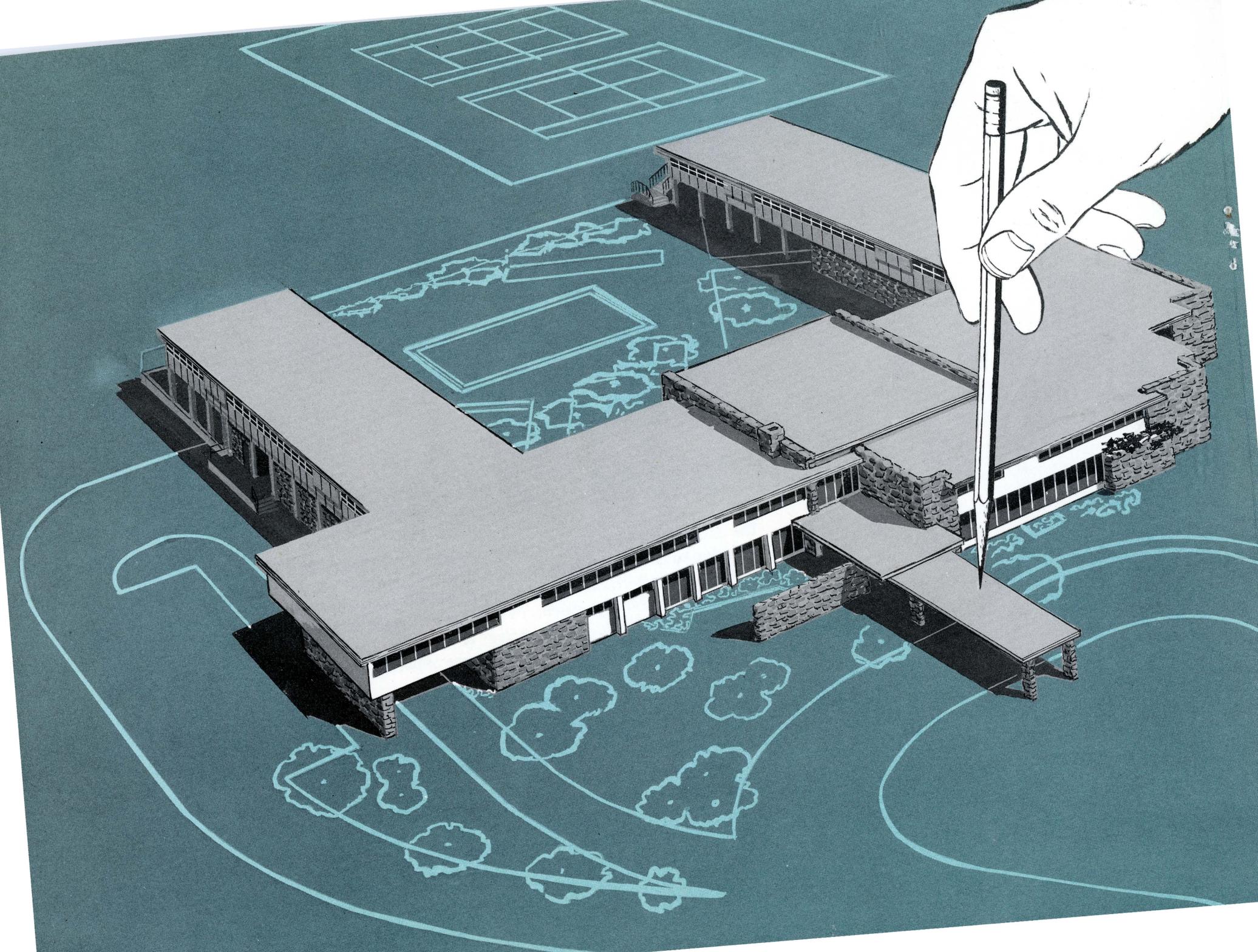
## Stewardess Curriculum

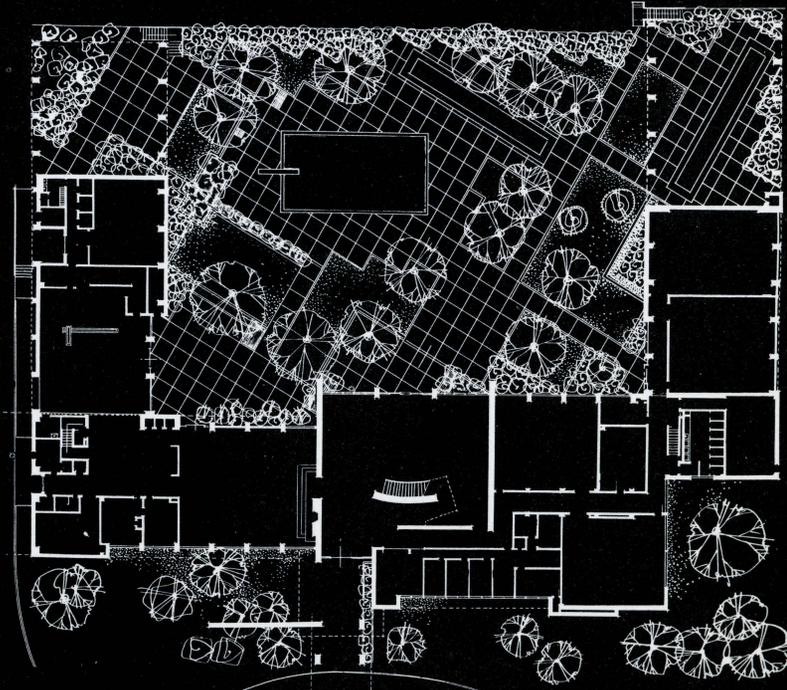
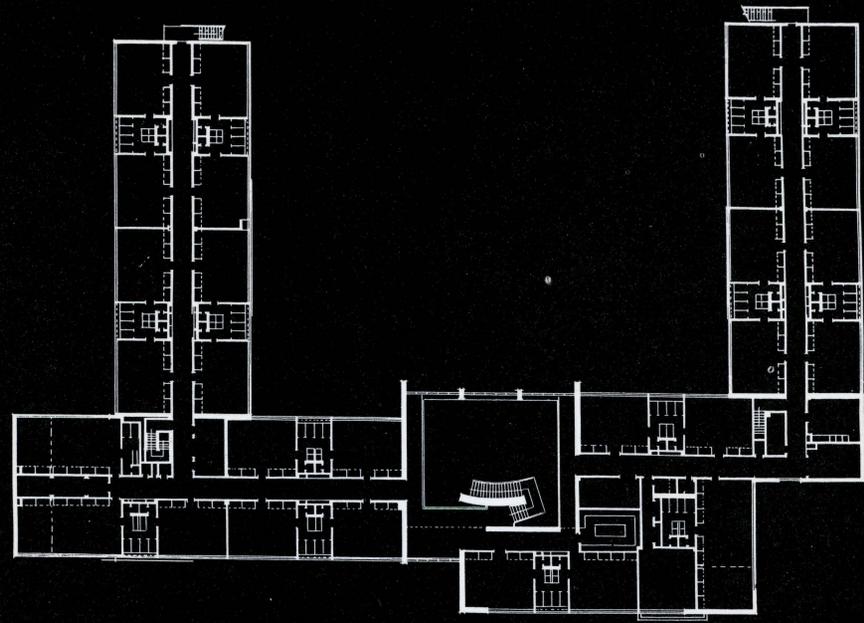
The education a student stewardess receives is swift, thorough, and practical. Sixty-five subjects are taught. Broadly speaking, they fall into six categories.

1. *Aircraft familiarization, maintenance, and the theory of flight.*
2. *Passenger service equipment, its location and use.*
3. *Safety: passengers, planes and equipment.*
4. *Psychology of service and serving procedures.*
5. *Grooming.*
6. *Motivation—stressing the importance and rewards of a “job well done.”*

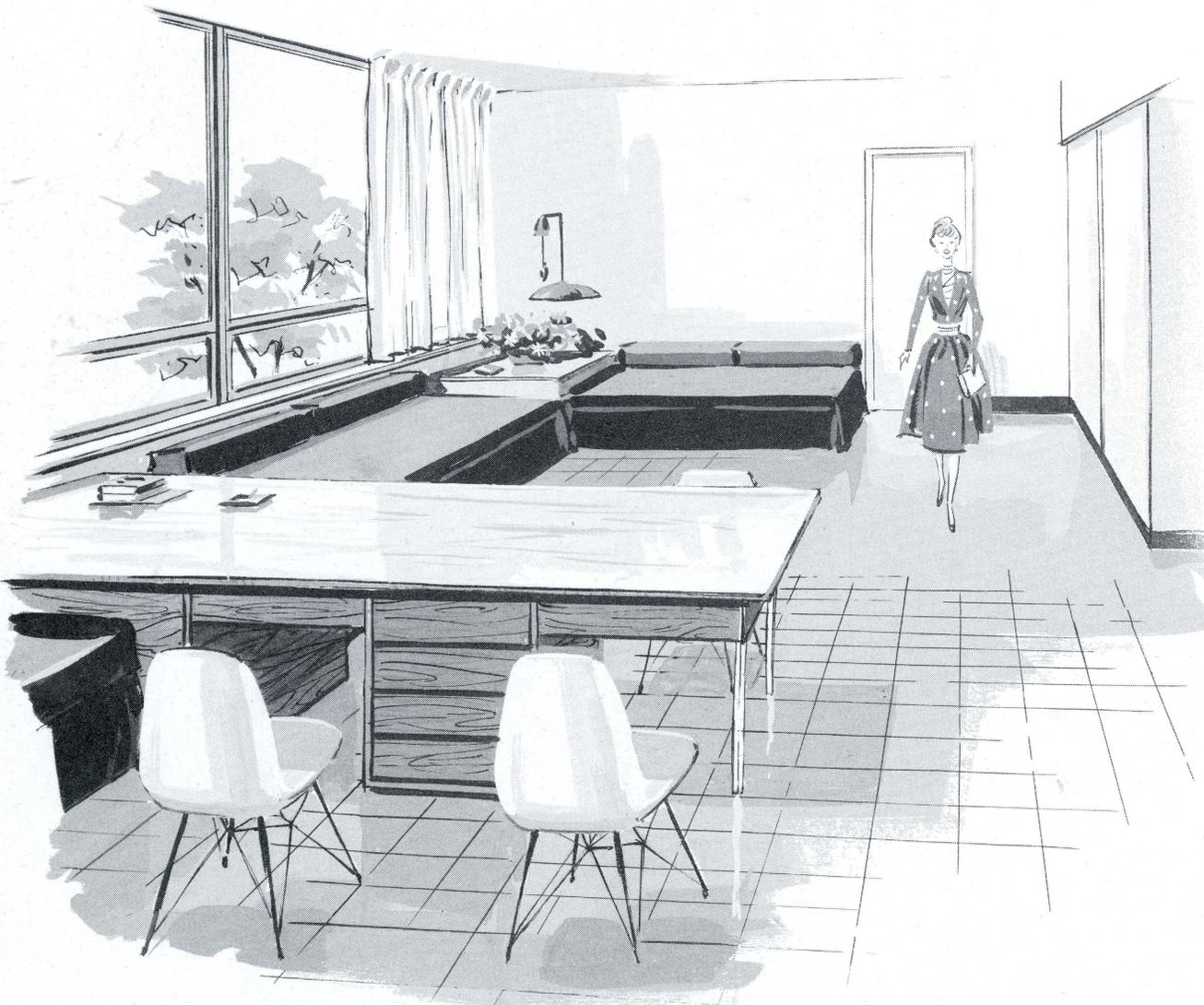
Education of American’s future stewardesses in these areas which are basic to her chosen profession is provided by a staff of mature, professional women who have not only been trained in a similar fashion but also have obtained a wide range of experience through years of flying as American stewardesses.

These instructors know their job. Their teaching is direct and personal. And, in class after class, they transform eager, alert young girls into poised, knowledgeable stewardesses who are second to none.





# Knowledge Has Many Facets



The education of a stewardess, the knowledge she absorbs, is almost as varied as life itself. In slightly less than six weeks she must learn much about many things.

She must become familiar with the air world, regulations of the Civil Aeronautics Administration, and every phase of American Airlines operations.

An American stewardess receives courses in conversation, radio navigation, food service, meteorology, first aid, and aircraft maintenance. In addition, she learns the theory of flight, and all aspects of cabin service in the various types of Company aircraft.



Although the student stewardess has classes eight hours a day and devotes many evenings to study, her educational program is designed to insure that a proper balance is always maintained between study and recreation. American believes this to be so vital to stewardess education that recreational facilities are literally built-in to the college.

Days filled with work and play pass all too quickly. As the day of graduation dawns, with its proud moment when the silver "wings" are pinned securely to her new uniform, many a young lady has paused briefly—and with good cause—for a last nostalgic look at six of the happiest, most rewarding weeks she has ever spent.



# The New Facilities

It has been said that a good college consists of three parts: eager students, good books and courses, and facilities conducive to learning. American Airlines has always had excellent candidates and has developed a superb educational system. The significance of more than adequate facilities cannot be overemphasized.

American believes proper surroundings are so vital to the education of superior stewardesses that the Company has spent approximately one million dollars in the construction of the world's first Stewardess College. Located in Texas, mid-way between Dallas and Fort Worth, the modern structure of contemporary design is set in a 21-acre site.

The entire structure and layout has been designed around the intimacy of the student body, which is even more dedicated than in normal college life. It will foster the strong, natural friendships which develop among the students during their stay.

Equipped to train 1,000 students a year, the college consists of a U-shaped building which is designed so that it can be almost doubled in size by adding additional wings.

One of the striking features of the building is the use of Texas fieldstone on some of the exterior and interior walls. The gray stone was obtained from fences built over 100 years ago in Hood County, West Texas. Use of the natural stone in the building enables it to blend with its surroundings. Interior design is coordinated to

enhance the visitors' first impression through the use of brilliant primary colors in contrast to the natural stone.

The first floor of the two-story building is primarily devoted to classrooms, administrative offices, kitchen and dining areas, a beauty salon, and an ultra-modern recreation room.

A curved cantilever stairway leads from the first floor to the mezzanine lounge which overlooks the reception hall. One side of the lounge is entirely enclosed in glass, as is one entire side of the graceful reception hall.

The second floor of the contemporary structure includes 27 spacious bedroom suites, 15 baths, and ample storage rooms and closets. An automatically equipped self-service laundry is also located on the second floor.

Included in the 48,000 square-foot building are a self-operating elevator and a "Colorgraphic" electronic control panel, with zone control, which provides heating in winter and air conditioning in summer. All bedroom suites have cork floors, while other floors have terrazzo or vinyl tile. Fluorescent lighting is used throughout.

Recreational facilities among the gardens surrounding the building include a swimming pool, two tennis courts, and double shuffleboards on paved patios.

The entire tract is landscaped with an eye toward enhancing the beauty of the college in its natural surroundings. The five-room gatehouse is the residence of the college caretaker and his family.



AA AMERICAN AIRLINES STEWARDESS COLLEGE



# The American Way



Having won her wings through hard work, the new American stewardess will leave her bright new college to join a select group and become the envy of many of her contemporaries who chose a less rewarding career.

The new stewardess will fly one of American's 200 modern aircraft, the majority of which are four-engined, long-distance planes. Her duty will take her to many of the more than 62 major cities in American's system serving the United States, Canada, and Mexico.

She will be an active member of the flight crew every hour of the 85 hours she will fly each month. During each tour of duty she will proudly represent the nation's leading airline, an airline which flies more than eight million passengers a year an average of more than 630 miles each—that's about 21,000 passengers a day, every day in the year.

Soon she may be flying one of American's 35 Lockheed Electra's, a 400-mile-an-hour prop-jet, or one of the 30 Boeing 707 turbojets which will carry about 100 passengers to 30,000 feet at speeds around 550 miles an hour.

And when she retires for marriage and a family, she may join the famous Kiwi Club—an unofficial organization of former American Airlines stewardesses with chapters in nearly every state. Thus, by becoming a Kiwi, a stewardess may continue her warm association with other former stewardesses, with her rewarding career in the air, and, indirectly, with the airline she served.

It is and will continue to be an exciting life.



*America's Leading Airline*