

## ARTICLES ABOUT THE FIRST STEWARDESSES ON CENTRAL AIRLINES.

THEY REPLACED THE MALE PURSERS BEGINNING ON DECEMBER 16, 1953.  
THESE ARTICLES ARE FROM THE JANUARY, 1954 CENTRAL SKYWRITER NEWSLETTER.

# THE SWITCH TO STEWARDESSES

CENTRAL AIRLINES, last month, switched to a feminine touch it placed stewardesses aboard all the DC-3 Centraliners.

This addition of glamour followed four years of operations with pursers. Keith Kahle, CENTRAL's president summed up the reason for the change stating, "We have given this matter considerable thought and finally decided to follow a trend that has been accepted by almost every airline in the nation.

The pursers have done an excellent job for CENTRAL AIRLINES," Kahle said. "In our four years of operation, the CENTRAL AIRLINES pursers have not only become a credit to our airlines, but they have become known throughout the airline industry as

one of the most courteous, efficient groups of men to fly for any airline."

CENTRAL, immediately upon  
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## STEWARDESSES

*(Cont. From Page 1)*

planning the switch-over from pursers to stewardesses, made arrangements to absorb the entire purser roster in other departments of the airline, if they so desire. Many CENTRAL AIRLINES pursers elected to remain with the company, others decided to go with other airlines in various capacities.

The great change-over to stewardesses took CENTRAL AIRLINES three months to complete from the time the first announcement went out to company personnel regarding the change, until the first stewardess climbed aboard a Centraliner December 16.

The change took the combined efforts of literally every member of the CENTRAL "ball club."

Falling within the category of the Operations Department, John L. "Whitey" Blackwell, Operations Manager, and his staff, bore the brunt of the problems created by the change-over.



**Thelma Doyle**  
Chief Stewardess

Placing stewardesses on "the line" meant that each station had to assume greater responsibility for the loading and unloading of cargo. Blackwell, E. H. "Zek" Evans, Superintendent of Stations, Kendall Bond, Assistant Operations Manager, and Nelson Embleton, Chief Purser, worked out the many problems regarding the actual operation of the airline under the stewardess system.

Meanwhile, CENTRAL AIRLINES appointed Miss Thelma Christine Doyle as chief stewardess. Miss Doyle, a native of Apache, Oklahoma, has a background of several years experience with the American Airlines both as a stewardess flying regularly scheduled American flights, and in various sales promotion projects and the hiring of American stewardess personnel.

Miss Doyle set to work compiling a CENTRAL AIRLINES stewardess manual, and together with Blackwell and his staff, worked out the details of the change-over. Then Miss Doyle, began flying the CENTRAL AIRLINES route system interviewing young ladies for the position of CENTRAL AIRLINES



**AFTER** — Ready to take to the air, new stewardesses watch Joanne Timmons receive her wings from President Keith Kahle. At left, rear, is Miss Thelma Christine Doyle, CENTRAL's chief stewardess. Watching the proceedings (left to right) are Betty Steel, Wanda Salter, Jeanne Reuss, Katherine Pruitt, Betty Phillips and Leone Newby.

stewardess.

"Mr Kahle wanted to give girls from CENTRAL cities the first opportunity to become stewardesses for CENTRAL," Miss Doyle said.

Finally Miss Doyle, chose 19 young ladies from cities and towns on or near the CENTRAL route system and CENTRAL AIRLINES first stewardess training class began in the lecture room of CENTRAL's hanger, at Meacham Field in Fort Worth.

Under the direction of Miss Doyle, the 19 would-be stewardesses underwent an intensive training program designed to make them competent airline stewardesses. They not only learned the CENTRAL AIRLINE axiom — "Afford The Passenger The Ut-

most Consideration" — but they also were schooled in operational functions of the DC-3 Centraliners, just short of learning how to fly them.

Finally the 19 girls began training in the field. They made practice flights with Miss Doyle, and swarmed over the DC-3 Centraliners, in order to become completely familiar with the ships.

Meanwhile, well-known Dallas designer, Margie Werth, was engaged to design the CENTRAL AIRLINES stewardess uniforms. Miss Werth submitted many sketches until the present stewardess uniform design was chosen.

(See story of CENTRAL AIRLINES stewardess uniform elsewhere in this issue.)

Finally, with training completed, the stewardesses were ready to receive their "wings." On December 12th a graduation dinner was held at Fort Worth Greater International Airport, Amon Carter Field.

President Kahle, served as master of ceremonies, spoke at length on the "wonderful service and cooperation" the pursers have given CENTRAL AIRLINES since their inception in 1949.

Then he presented each new stewardess with the silver wings of CENTRAL AIRLINES and a diploma.

The following Wednesday the first stewardesses went on the line and CENTRAL AIRLINES entered a new era of service to its passengers.



**BEFORE**—CENTRAL AIRLINES "would-be" stewardesses are pictured above in the stewardess training class. Standing is Miss Thelma Christine Doyle, CENTRAL's Chief stewardess. The girls are (left to right last row): Retha Choat of Lawton, Oklahoma; Mary Francis Collins of Dallas; Peggy McSpadden of Fort Worth; Marilyn Hamilton of Dallas; Carol Hartwig of Oklahoma City; Nancy Harris of Fort Worth and Betty Steel of Duncan. (Center row left to right): Vivian Wright of Fort Worth; Wanda Salter of Ada, Oklahoma; Margaret Collins of Konowa, Oklahoma; Katherine Pruitt of Konowa, Oklahoma; Leone Newby of Fort Worth and Margaret Coffey of Wichita Falls. (Front row, left to right): Ann Oberschelp of Ponca City, Oklahoma; Betty Phillips of Fort Worth, Jeanne Reuss, of Borger, Texas and Joanne Timmons of Ada, Oklahoma. Not pictured are Carolyn Hoffman of Butte, Montana and Mary Blevins of Fall River, Mass., both of whom were not attending the training class because they had previous experience as airline stewardesses.



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