



**FIRST STEWARDESSES** — These eight women pioneered stewardess service in 1930 when they began their duties on the San Francisco - Chicago route of Boeing Air Transport, a forerunner to United Air Lines. At top, left, is Ellen Church, who originated the idea. She is now administrator of a hospital at Terre Haute, Ind.—(UPI Telephoto)

## 1960 Marks 30th Anniversary Of Stewardesses With Airlines

Washington—UPI—The airlines should be planning something special in the way of a celebration in 1960—it marks the 30th anniversary of the airlines stewardesses.

It was in 1930 that Boeing Airlines (later to become United Airlines) hired the first cabin attendant in commercial aviation.

The idea was born in the mind of a Boeing official who was on a rough flight from San Francisco to Reno, Nev. The pilot and co-pilot were busy trying to keep the wings level, so the official took over their job of handing out coffee and sandwiches to anyone still well enough to swallow.

Why not, thought the official, hire stewardesses to perform this chore?

**Nurses Proposed**  
He passed this suggestion on to Boeing's top brass. But the brass were busy pondering another suggestion—this one from a young San Francisco nurse named Ellen Church. She had proposed that the airline hire nurses as flight attendants, because of the airsickness problem.

Boeing put the ideas together and took the plunge. It told Miss Church to hire nurses for the San Francisco-Chicago run on a three-month trial basis. She was to observe certain standards: each girl was to be no more than 25 years old, weigh no more than 115 pounds or be taller than 5 feet, four inches. The salary would be \$150 a month for 100 hours of flying. (The average stewardess now earns about \$300 for flying 80 hours a month.)

**Pilots Stunned**  
If management was skeptical, the pilots were stunned and furious. Adding a woman to the crew, they argued, was about as sensible as removing one of the wings. But the trial period was ordered anyway. To everyone's surprise except Miss Church's, the stewardess plan was a huge success.

There was something about the uniformed girls going about their business calmly and efficiently that made male passengers (air trips in those days were about 98 per cent male) feel ashamed of being afraid. And fear of flying was the biggest handicap the infant airline industry had to combat.

As the airlines expanded, the supply of registered nurses who also were willing to fly for a living became somewhat short. By the 1940s, most airlines had waived the nurse requirement (Trans-Canada Airlines was the last carrier to drop the rule in 1957). Also, the airlines were setting up their own stewardess training schools in the realization that a girl could be an efficient cabin attendant without needing the medical knowledge of a nurse. And finally, airsickness was becoming rarer.

**Jobs Essential**  
Today, there are about 8,000 stewardesses working for the domestic airlines. Their jobs are officially deemed essential by the Civil Aeronautics Board whose regulations include a provision that every plane carrying 10 or more passengers must have a flight attendant. Their two-to-four-week training courses include emergency procedures as well as passenger service. Most airlines call their

girls stewardesses, but a few refer to them as hostesses. Until a few years ago, they had to quit if they got married but a couple of airlines, plagued by the stewardess turnover problem, are letting a few girls who married pilots stay on the job. The average stewardess lasts only about 20 months with an airline, the majority of them leaving to get married.

Ellen Church, the nurse who started the whole thing, flew with United for only a year and a half. She is now administrator of the Union Hospital in Terre Haute, Ind.

**Pilots Concede**  
Pilots, who once put stewardesses in the same category as engine failure, now concede the girls are a vital part of commercial aviation. They will play jokes on new "stews" (such as the captain who got the LaGuardia Airport public address system

to broadcast that "Stewardess Jones is loaded and ready for immediate departure"), but they have a healthy respect for their feminine crew members.

Almost every pilot, for example, knows the story of Stewardess Mary Frances Housley of National Airlines. She was working a flight on a DC-4 that crashed while landing at Philadelphia in 1951. The plane caught fire. The official Civil Aeronautics Board report on the accident contains these words:

"One pilot escaped through the front cargo door, the other through the sliding cockpit window. Their attempts to assist the stewardess, still in the cabin, with the evacuation of the passengers were unsuccessful due to the intense heat already existing in the area of the main cabin exit, which prevented them from getting close to it. The stewardess, who opened the main cabin door, advised everyone to remain calm and rendered the utmost assistance to all, was highly praised by the passengers who escaped for her courageous efforts . . ."

Rescue workers later found the body of Stewardess Mary Frances Housley in the charred cabin. She never even tried to get out.

## Jobs Abandoned, Newspapers Feel

Portland—UPI—Managements of the Oregon Journal and the Oregonian said that they feel members of the Portland Web Pressmen's Union No. 17 have abandoned their jobs. The union disagreed.

A letter sent to the union said that because of the absence of members since the start of the strike they were no longer employees of the newspapers.

Harold D. Bamberg, chairman of the union's negotiating committee, replied by telegram that the local "emphatically disagrees" its members have terminated their employment.

ALL UNION BARBER SHOPS Will Be **CLOSED SATURDAY JANUARY 2** Local 269 JBU



Your present lenses mounted in new, beautiful frames . . . "while you wait" . . . and at very little cost, too! Captivating eyeframes from the largest collection ever offered in this area. Newest colors and shapes from European and Domestic designers and craftsmen. Skilled, fashion-wise dispensers to help you. Visit the office nearest you.

- No Appointment Needed
- Convenient Credit
- We give 2% Green Stamps

our 55th year **COLUMBIAN OPTICAL CO.** MEDFORD SHOPPING CENTER Phone SP 2-9990 casual shopping with convenient parking Dr. Omer J. Noles and William T. Hodson

We Give **GREEN STAMPS** CENTRAL REXALL DRUG Main and Central

# OPEN MONDAY AND FRIDAY 'TIL 9 P.M. WHITE GOODS SALE

It's that wonderful time of the year to stock up and save household linens. Harmony House sheets and pillow cases, white or pastel quality — controlled from cotton spindle to plastic sealed package. Fitted sheets, Sanforized to 1% shrinkage all color-keyed like our famous warmth-without weight electric blankets, to "go" with all your Sears home furnishings!



### muslin twin sheets, fitted or flat, 72x108 in.

Snow-whites for youngsters and hard wash and wear! Your Harmony House muslins mangle so nicely! 134-thread count after washing!

Reg. \$1.89  
**\$1.57**  
SAVE 32c

### pastel colored muslins, flat or fitted, 72 x 108 in.

Frosty pink, mint green, sunshine yellow, horizon blue, violet.

Reg. \$2.19  
**\$1.93**  
SAVE 26c

### percale twin sheets, fitted or flat, 72x108 in.

Snow-whites and so beautiful, Harmony House percales for heavenly sleeping! Silky-smooth 190 thread count after washing!

Reg. \$2.19  
**\$1.93**  
SAVE 26c



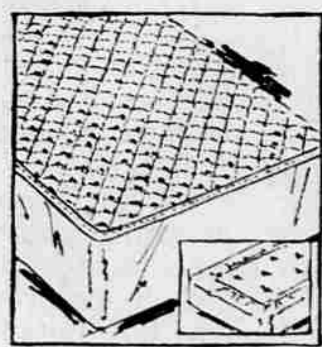
Plastic Mattress Cover. Fits twin or full size. Reg. \$1.99, save 26c, now \$1.72



Printed Cotton Quilt Topping, 85% cotton, 15% rayon filled quilt. 76x82-in. \$5.98



Perfect Light Weight Cotton Sheet Blanket. 70x90 \$1.99



Fitted Mattress Pad, 90% cotton, 10% nylon, twin \$4.57 Full \$5.57



Rose-Print Pampering. Fluffly acrilan\*filled comforter. Washable, twin, full, 68x80-in. \$7.99



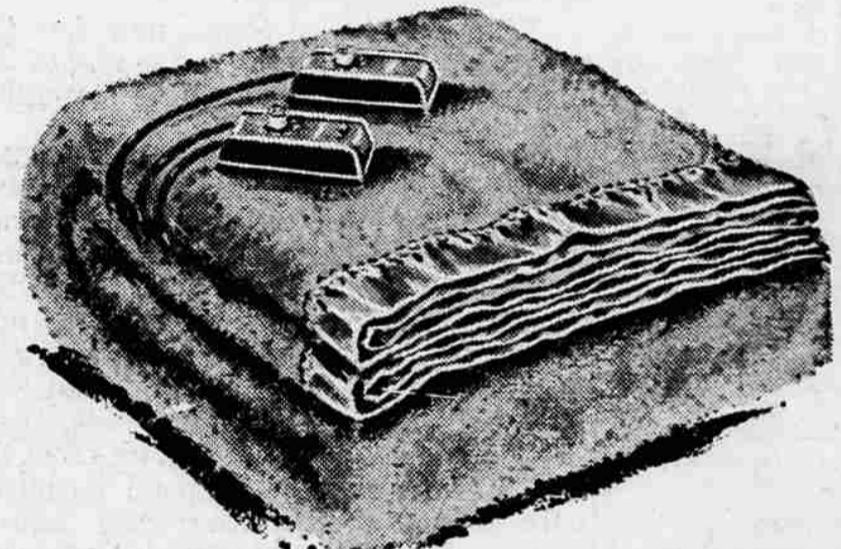
Man-made Orlon\*\* warmth! Non-allergenic, washable Blanket. Twin size, just \$8.44



Nature's warmth virgin wool Kenisan ever-fresh Blanket. Twin, full \$10.97



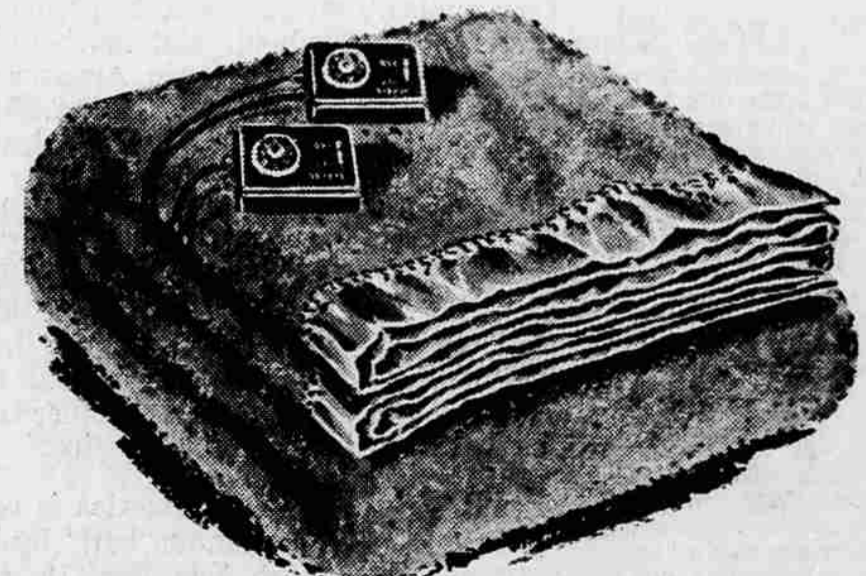
Just say "Charge It" on SRC . . . use as a 30-DAY CHARGE ACCOUNT or take many months to pay!



### WHISPER WEIGHT AUTOMATIC BLANKET

Blend of Rayon, Cotton and Nylon. Easy To Launder—Machine Washable Nylon Binding.

Twin Single **\$15.99**  
Full Single . . . \$16.99 Full Double . . . \$24.99



### AUTOMATIC BLANKET FOR EVEN WARMTH

Your Harmony House automatic blanket fits your bed, heat needs and color scheme! This whisper-weight blanket is thermostat controlled! Rayon, cotton, nylon blend, machine washable. Two year replacement guarantee; in 4 Harmony House colors. Full size.

twin 62x84 in. **\$12.88**  
72 x 84-in. single control . . . \$14.88  
72 x 84-in. dual control . . . \$22.88

"Satisfaction guaranteed or your money back" **SEARS** ROEBUCK AND CO.

JACKSON AT BIDDLE RD. IN MEDFORD 9:30 a.m. to 5:30 p.m. Daily Monday and Friday Till 9 p.m. PHONE SP 3-6661 — FREE PARKING