



A digest of corporate approaches to public problems published by The Chase Manhattan Bank, New York

# ACTION REPORT

VOL. 1, NO. 5 — FALL, 1968

## Self-improvement Course Given to Ghetto Girls

Not all the stewardesses of American Airlines have been working on airplanes during the past year. Some have been working in auditoriums, schoolrooms, apartment house basements, storefronts and other neighborhood meeting places in such cities as Los Angeles, Dallas, St. Louis, Detroit, Cincinnati, Hartford and New York. Their purpose: to teach the secrets of poise and good grooming to teen-age girls from disadvantaged neighborhoods.

Working usually with small groups of girls, the stewardesses show them the proper use of make-up, how to fix their hair, sit properly, walk gracefully, take care of their skin and in other ways look and act their best. The aim of the "American Youth Beauty Workshop," says Thomas J. Ross, a vice president of American Airlines, is to inspire the teen-agers to continue their education, gain confidence in themselves and, in some cases, consider an airline career.

Local organizations such as youth agencies or anti-poverty groups choose the girls who attend and provide the meeting places. When the



*Stewardess instructs teen-ager in the art of make-up at workshop session.*

teenagers arrive, they are likely to look sullen, wary or embarrassed. "The girls are suspicious because it's their first contact with any business firm," explained Myrna Pope, one of the stewardesses. But this attitude does not last long. "As soon as we

start applying make-up, we've won them over."

In addition to instruction, the company provides each girl with about \$20 worth of cosmetics, in cooperation with such well-known manufacturers as Clairol, Bonne Bell, Breck, Christian Dior and Revlon. The workshop program was launched in New York late in 1967. When it proved to be successful, American Airlines expanded it this year to include 13 major U.S. cities.