San Francisco International Airport

Up In Smoke
Tobacco and Flight Attendant Health

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San Francisco Airport Commission Aviation Library
Louis A. Turpen Aviation Museum

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The early days of aviation were associated with glamour, excitement, and sophistication. At the same time, cigarette smoking was increasingly promoted and popularized. The aviation and tobacco industries were often depicted together in advertisements that presented flight-related scenarios. Many of these promotional materials linked women to smoking and flying. Images of pioneering female aviators were used to sell cigarettes. Aspects of public air travel on the new commercial airlines were also incorporated into print advertising for mass marketing. The airline flight attendant, then known as a stewardess or air hostess, was seen as a model spokesperson for numerous tobacco brands. Tobacco companies created brand names and issued cigarette card series based on aviation themes.
The No Smoking Sign is Off

In-flight tobacco use by passengers was prevalent on commercial flights in the 1960s and 1970s. Cross-marketing between the airlines and the tobacco companies increased. Providing cigarettes became part of customer service, and brand name tobacco products appeared on menus, ticket jackets, and airline brochures. Other promotional items related to smoking, such as lighters and matchbooks, were produced and branded with company logos. Despite a growing recognition of the harmful effects of smoking, the airline industry made only minimal efforts to protect nonsmoking travelers and crew. Smoking and nonsmoking sections were designated and, despite some attempts at separate ventilation systems, cabin air was shared by all.
Smoke 'em if You've Got 'em

Cigarettes were highly popular during World War II, and advertisements continued to use images of flying and smoking. Although smoking was not initially permitted on commercial aircraft, tobacco companies provided samples to passengers. Manufacturers also used aviation related brand names. The few publications on tobacco's effects on flight safety and crew health were related to "human factors" and design concerns and were published for the aviation profession. After the war, images of airlines and smoking were seen together worldwide. By the 1950s, virtually all of the airlines permitted smoking, distributed complimentary cigarettes, and even produced airplane model ashtrays. On some flights, and aboard certain types of aircraft, pipe and cigar smoking was also allowed.
DISCOVER A NEW HIGH IN AIR TRAVEL...

TWA's great new
SUPER-G-CONSTELLATIONS

LARGEST MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!

Created by Lockheed especially for TWA

Powered by Curtiss-Wright's newest turbo-compound engines

Interior by Henry Dreyfuss, world-famous designer!

Stay ahead and enjoy the most delightful on-board service you've ever experienced between major cities coast to coast. For TWA's great new Super-G Constellation is a perfect combination of outstanding speed and supreme luxury-a combination never before dreamed possible! TWA's
great new Super-G Constellation is a perfect combination of outstanding speed and supreme luxury-a combination never before dreamed possible!

Every feature of this plane is a tribute to precision engineering-reportedly the world's finest. You can sit back and relax in one of the four spacious cabins. You can sit back and relax in one of the four spacious cabins.

Some of the other features will delight you, too... the richly appointed lounge where you can enjoy pleasant conversation with fellow passengers, three beautifully appointed lavatories, adjustable reading lights, handy luggage trays, most-spacious lavatories, adjustable reading lights, handy luggage trays, most-spacious

TWA's traditionally excellent service matches the superb, luxurious setting you're in.

Fly the finest... FLY TWA

TRANS WORLD AIRLINES
While tabletop ashtrays were used on board, even after ashtrays were incorporated into the passenger seat armrest, many were still produced as promotional items. The introduction of adjustable nonsmoking sections had failed to diminish cabin air pollution, and, by the 1980s, motivated flight attendants, such as Patty Young who had initiated efforts to ban smoking in the 1960s, to intensify their lobbying of the United States Congress for the eradication of smoking aloft. The tobacco industry and the airlines resisted the effort disputing allegations of harm from secondhand smoke. In 1988, however, a new federal regulation outlawed smoking on domestic flights of less than two hours, imposing heavy fines for violators. Northwest Airlines then chose to ban smoking on all domestic flights, and Muse Air never permitted it. The focus on tobacco as an occupational and public health issue continued into the 1990s. A quest by flight attendants for legal redress for harm suffered from occupational exposure to tobacco smoke resulted in the largest class action settlement in the history of tobacco litigation and the creation of the Flight Attendant Medical Research Institute.
Acknowledgements

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