

Up In Smoke

Tobacco and Flight Attendant Health



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San Francisco Airport Museums

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

September 15, 2004–March 15, 2005

Cover: Air Hôtesse cigarette packet 1951
paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.02



Egyptian Deities cigarette advertisement c. 1915
 printed paper
 Collection of The University of Alabama
 Center for the Study of Tobacco and Society
 2003.01.160

Ever put a cigarette to the altitude test?

Ever smoked in a plane? In rarified atmosphere! Then you've put cigarettes in the toughest test there is... Says the Eastern representative of a group of leading air lines: "Hostesses on many of our planes report that Spuds are very popular with the passengers."... That tiny bit of menthol in Spuds keeps the tobacco's tasting right, under all smoking conditions.



IN-THE-AIR OR ON-THE-GROUND...

Spud is always on hand, and it's always portable. It used to be a "smoke-and-think" cigarette... a refreshing change. Now it's an established hot seller... rewarding steady devotees with real tobacco enjoyment... and keeping it all with that delightful, cool, clean taste. Have you learned about mouth-happiness?



20 FOR 15c

SPUD
 MENTHOL-COOLED
 CIGARETTES

THE AXTON-FINER TOBACCO COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY

Spud cigarette advertisement 1933
 printed paper
 Collection of The University of Alabama
 Center for the Study of Tobacco and Society
 2003.01.146

Light Up and Fly Right

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.



Western Airlines no smoking sign © 1975
plastic
San Francisco Airport Museums
Gift of Ed Wells
2001.177.004

Ozark Airlines smoking section sign 1981
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.209



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.



Wings cigarette poster c. 1948
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.06



Airline cigarette packet 1940s
paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.01



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 Dreyfus, world-famous designer!

Step aboard and enjoy the most delightful non-stop 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 aloft!

Every feature of this giant of the skyways is a tribute to painstaking planning and engineering—such scientific advances as a nose equipped for radar to "see" weather a hundred miles ahead—such luxuries as the glare-free picture windows that give you a better view of the world below. You can sit back and relax in one of the four spacious cabins (yes, four!)... or sleep away the miles in your own full-length berth. Special soundproofing quiets the four mighty Turbo-compound engines to a reassuring hum.

Scores of other features will delight you, too... the richly decorated lounge where you can enjoy pleasant conversation with fellow passengers, three beautifully appointed lavatories, adjustable reading lights, handy baggage racks, wood-paneled interiors, much more. And TWA's traditionally superb service matches the smart, luxurious setting every moment you're aboard.

Plan to be one of the first to fly TWA's luxurious new Super-G Constellations. For information and reservations, see your TWA travel agent or call your nearest Trans World Airlines ticket office today.



Sleep away the miles in a wide, full-length, deeper berth than in any airplane that will handle 100 mph storms, thanks to a patented "berth-bed" system that folds to reveal TWA's famous 100 mph air stream intake between New York and California.



Finest food in flight! In our newly inflated lounge, right at your seat. Offer your favorite dishes from TWA's full-course, all-course menu a perfect meal. Taste TWA's beautiful nation of cuisine here and look alike. All complimentary, naturally!

Fly the finest... **FLY TWA**
TRANS WORLD AIRLINES



Patty Young 1966
photograph
Courtesy of Patty Young
R2004.2303.001



Lufthansa German Airlines ashtray c. 1960s
Ornamin
Minden, Federal Republic of Germany
plastic
San Francisco Airport Museums
Gift of Thomas G. Dragges
1999.061.092

Please Extinguish All Cigarettes

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.

Exhibition Checklist

Egyptian Deities cigarette advertisement c. 1915
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.160

Chesterfield cigarette advertisement 1926
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.90

Lucky Strike cigarette advertisement 1929
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.100

Chesterfield cigarette advertisement 1938
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2004.2302.018.02

Camels cigarette advertisement 1932
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2004.2302.018.03

Spud cigarette advertisement 1933
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.146

Garbáty cigarette card series album no. 2 [pages 2-3] 1930
Berlin-Pankow
printed paper
San Francisco Airport Museums
1994.17.001a

Daily Mail tobacco can for Trans-Canada Airlines late 1930s
W. C. Macdonald Inc.
Montreal, Canada
metal
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.267

Air Hötése cigarette packet 1951
paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.02

Airline cigarette packet 1940s
paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.01

Chesterfield cigarette poster 1930s
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.163

Camels cigarette advertisement 1931
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.92

Camel cigarette advertisement c. 1942
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.126

Philip Morris cigarette advertisement c. 1940
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.156

Philip Morris cigarette advertisement c. 1940
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.130

Fatima cigarette advertisement 1952
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.08

Lucky Strike cigarette advertisement 1952
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.06

American Airlines advertisement c. 1947
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.117

Chesterfield cigarette advertisement 1952
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.127

Studies on the Role of Nicotine [pages 212-213]
Keeping Fit for Flying
New York: Pan American Airways 1943
San Francisco Airport Museums
Gift of Carolyn Jeanne Ames and Stephen Bennet Ames in memory of their father, Captain Robert Ames
00-1563

TWA ashtray with model aircraft c. 1946
Riffe Models
Kansas City, Kansas
polychrome metal, rubber
San Francisco Airport Museums
1995.43.06

Pan American World Airways ashtray with model aircraft 1950s
marble, polychrome metal, felt
San Francisco Airport Museums
Gift of Constance Ogilvie
2002.013.004

TWA "Airtray" with model aircraft c. 1936
V. F. Pastushin Company
Santa Monica, California
metal, enamel
San Francisco Airport Museums
1995.43.10

Benson and Hedges cigarette packet for Qantas Empire Airways c. 1960s
metal
San Francisco Airport Museums
Gift of Thomas G. Dragges
2002.035.310

Rothmans complimentary cigarette packet for Air France 1950s
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.168

Winston complimentary cigarette packet for United Air Lines 1960s
paper
San Francisco Airport Museums
Gift of Thomas G. Dragges
2001.109.227

Winston complimentary cigarette packet for TWA 1960s
paper
San Francisco Airport Museums
Gift of Thomas G. Dragges
2001.109.226

Kent complimentary cigarette packet for TWA c. 1960s
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.167

Viceroy complimentary cigarette packet for American Airlines 1960s
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.168

Wings cigarette poster c. 1948
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.86

TWA advertisement c. 1955
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.158

State Express 555 cigarette advertisement 1954
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.154

Player's cigarette advertisement 1960
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.04

Player's cigarette advertisement c. 1961
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.88

Douglas DC-8 advertisement c. 1960
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.111

British European Airways in-flight information pamphlet with B.O.A.C. route map and Senior Service cigarette advertisement 1961
printed paper
San Francisco Airport Museums
2002.033.063

Pan American World Airways combination seat occupied card and "Beverages and Diversions" list c. 1950s
printed paper
San Francisco Airport Museums
Anonymous gift
2002.076.001

Capital Airlines ticket jacket 1956
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.195

Capital Airlines ticket jacket 1956
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.196

Civil Air Transport pocket lighter 1960s
Prince
metal
San Francisco Airport Museums
Gift of Captain Theodore C. P. Chang
2003.073.041

Piedmont Airlines pocket lighter c. 1970s
Penguin
Japan
metal
San Francisco Airport Museums
Gift of Thomas G. Dragges
2001.109.013

Pan Am pocket lighter c. 1980s
Penguin
Japan
metal
San Francisco Airport Museums
Gift of Barnaby Conrad III
2001.038.079

Pan American Airways table lighter c. 1940s
Cygnus
Japan
metal
San Francisco Airport Museums
Gift of Thomas G. Dragges
1999.061.090

Pan American World Airways table lighter 1960s
Cygnus
Japan
metal
San Francisco Airport Museums
1995.35.87

Continental Air Lines matchbook c. 1948
Universal Match Corporation
Denver, Colorado
paper
San Francisco Airport Museums
2001.139.007

United Airlines matchbook 1970s
Superior Match Company
Chicago
paper
San Francisco Airport Museums
Gift of Ernie Bloom
2000.141.002

KLM matchbook 1980s
paper, wood
San Francisco Airport Museums
Gift of Craig Lynes
2003.105.279

Olympic Airways matchbook 1960s
Click Bookmatch
Baltimore, Maryland
paper
San Francisco Airport Museums
Gift of Thomas G. Dragges
2003.065.099

Pan Am matchbook 1980s
Lion Match Corporation of America
New York
paper
San Francisco Airport Museums
Gift of Denis Sunderland
1996.08.06a

Pan Am pop-up matchbook c. 1970s
Jamaica, West Indies
paper
San Francisco Airport Museums
Gift of Barnaby Conrad III
2001.038.082

British Caledonian in-flight bar tariff with Rothmans cigarette advertisement 1980
printed paper
San Francisco Airport Museums
Gift of Thomas G. Dragges
2001.080.014

Acknowledgements

Viceroy cigarette advertisement [detail]
1963
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.122

Patty Young 1966
photograph
Courtesy of Patty Young
R2004.2303.001

United Air Lines ashtray 1960s
metal, felt
San Francisco Airport Museums
Gift of Thomas G. Dragges
2002.018.112

Braniff International Airways ashtray 1967
Ornamin by Ornamold
Montreal, Canada
plastic
San Francisco Airport Museums
Gift of Thomas G. Dragges
2002.018.123

Western Airlines ashtray c. 1930s
plaster
San Francisco Airport Museums
Anonymous gift
1999.014.009

American Airlines ashtray 1950s
ceramic
San Francisco Airport Museums
Gift of Thomas G. Dragges
2002.018.162

Alitalia ashtray 1960s
Marmaca
Republic of San Marino, made in Italy
ceramic
San Francisco Airport Museums
Gift of Thomas G. Dragges
2002.018.114

Lufthansa German Airlines ashtray c. 1960s
Ornamin
Minden, Federal Republic of Germany
plastic
San Francisco Airport Museums
Gift of Thomas G. Dragges
1999.061.092

Olympic Airways ashtray 1960s
Ceramiche Titano
Republic of San Marino, made in Italy
ceramic
San Francisco Airport Museums
Gift of Thomas G. Dragges
2002.018.161

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Michael Cummings
United Kingdom: BMJ Publishing Group
Collection of The University of Alabama
Center for the Study of Tobacco and Society
L2004.2302.022

Northwest Orient Boeing Model 727-200
seating designation sheet 1982
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.102

Japan Air Lines seat-mounted smoking
section sign c. 1970s
plastic, metal, Velcro
San Francisco Airport Museums
Gift of Thomas G. Dragges
2002.035.297

Airline smoking section sign c. 1980s
plastic
San Francisco Airport Museums
Gift of David Coen
2002.060.001

Pan Am Boeing Model 747 seating chart
1979
printed paper
San Francisco Airport Museums
Gift of Joseph P. Hanna
1998.131.009

Pan Am Lockheed Model L-1011, Boeing
Model 727-200, and Boeing Model 737
seating plan 1984
printed paper
San Francisco Airport Museums
Gift of David A. Abercrombie in memory of
Stanley A. Abercrombie
2001.105.008

Lufthansa Airbus Model A340-200 and
Airbus Model A340-300 seating plan 1998
printed paper
San Francisco Airport Museums
Gift of David A. Abercrombie in memory of
Stanley A. Abercrombie
2001.105.009

Ozark Airlines smoking section sign 1981
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.209

Muse Air promotional pin c. 1982
paper, metal
San Francisco Airport Museums
Gift of Thomas G. Dragges
2003.069.559

"Today, only 'no smoking'."
New York Times, April 23, 1986
printed paper
Collection of The University of Alabama
Center for the Study of Tobacco and Society
2003.01.164

Western Airlines no smoking sign c. 1970s
plastic
San Francisco Airport Museums
Gift of Ed Wells
2001.177.004

The exhibition, *Up In Smoke: Tobacco and Flight Attendant Health*, was conceived by Alan Blum, MD, Director, Center for the Study of Tobacco and Society, University of Alabama, Tuscaloosa. Lori Jacobi, Archivist, provided research assistance. The Center for the Study of Tobacco and Society explores the role and influence of tobacco in historical and contemporary society through an interdisciplinary approach involving research, education, service, and community outreach. The Center's collection development and research into the history of tobacco and aviation has been supported by the Flight Attendant Medical Research Institute, Miami, Florida.



San Francisco International Airport

San Francisco Airport Museums