



**“Up In Smoke:
The Airline Flight Attendants’ Fight
To End Smoking Aloft”**

Alan Blum, M.D.

Flight Attendant Medical Research Institute
William Cahan Distinguished Professor

Professor and Gerald Leon Wallace
Endowed Chair in Family Medicine,
College of Community Health Sciences,
School of Medicine, The University of
Alabama

Director, The University of Alabama Center
for the Study of Tobacco and Society

"Lucky Strikes were the cigarettes carried on the 'Friendship' when she crossed the Atlantic."

Amelia M. Earhart
Amelia M. Earhart,
first woman to fly the Atlantic by aeroplane

For a slender figure—
Reach for a Lucky instead of a sweet

"It's toasted" No Throat Irritation - No Cough.

© 1929, The American Tobacco Co., Manufacturers

The University of Alabama
Center for the Study of Tobacco and Society

Of course women prefer them
—they're **FRESH!**

Nothing in a cigarette has ever appealed to women so swiftly and truly as the fresh mildness of Camels in the Humidor Pack.

To the delicate feminine throat the suave, cool fragrance of this perfectly conditioned cigarette comes as a genuine and welcome boon.

Now women smokers as well as men are learning what a throat-friendly joy a fine cigarette in prime, factory-fresh condition can be!

Now they can relish the satisfaction of expertly blended fine Turkish and mild Domestic tobaccos free from the scratch-and-sting of parched and dusty dryness.

Camels in the Humidor Pack are just what good

cigarettes should be—a superb blend of fine tobaccos kept fine, no matter where or when you buy them.

The scientific germ-safe wrapping—not plain ordinary Cellophane but *moisture-proof* Cellophane which costs nearly twice as much—seals in all the factory freshness and aroma, seals it so tightly that wet weather cannot make Camels damp, nor drought weather make them dry.

If your taste is jaded with the heat and sting of hot-burning dried-out cigarettes, try cool, humidur fresh Camels for a grateful change.

Give your throat a vacation—try Camels for just one day; then quit them—if you can.

CAMELS

Mild . . . NO CIGARETTE AFTER-TASTE

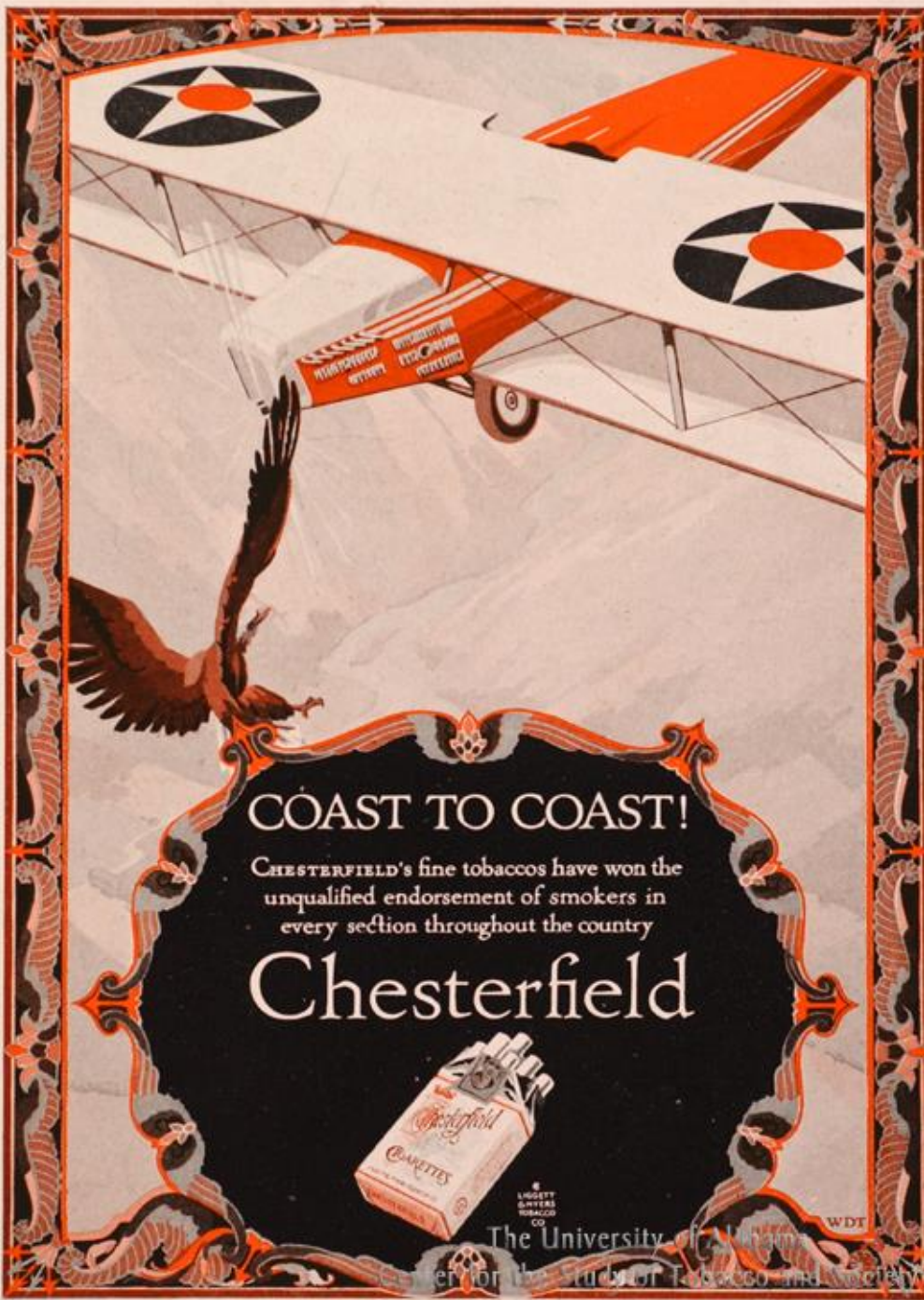
• THIS IS CAMEL QUARTER PACK featuring Morton Downey and Tony Wynn—Coral Orchestra, direction Jacques Renard—Columbia System—every night except Sunday

• Don't remove the moisture-proof Cellophane from your package of Camels until you open it. The Humidor Pack is protection against perfume and powder odors, dust and germs. Even in offices and homes, in the dry atmosphere of artificial heat, the Humidor Pack delivers fresh Camels and keeps them right until the last one has been smoked.



Smoke a
FRESH
cigarette

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Center for the Study of Tobacco and Society



COAST TO COAST!

CHESTERFIELD'S fine tobaccos have won the unqualified endorsement of smokers in every section throughout the country

Chesterfield



W.D. & H.O. WILLS
BRISTOL & LONDON

The University of Virginia

Center for the Study of Tobacco and Society

AIRLINE



MILD CIGARETTES

The University of Alabama
Center for the Study of Tobacco and Society



Col. Chas. A. Lindbergh

*HE DOES NOT DRINK, SMOKE,
CHEW OR SWEAR*

DR. BUNDESEN, Chicago Commissioner of Health:

"Colonel Lindbergh is the picture of the clean, healthy, courageous mind in the clean, healthy courageous body. We salute him."

AMBASSADOR HERRICK:

"Had we searched all America, we could not have found a better type than young Lindbergh to represent the spirit and high purpose of our people. He is the Lincoln type. Who could say more?"

F. W. LOUGH, SUPT.
BOX 575
INDIANAPOLIS, IND.

The University of Alabama
Center for the Study of Tobacco and Society





• Don't remove the moisture-proof wrapping from your packages of Camels when you open it. The Camel Humidor Pack is protected against odors, dust and germs. But Camels by the carton for home or office. The Camel Humidor Pack can be de-patched again to deliver fresh Camels every time.

Smoke a fresh cigarette

*Camel
Humidor
Pack*

FRESH cigarettes are now served in the skies

CAMELS ARE NEVER PARCHED OR TOASTED

Last year 43,000 men and women flew to their destinations in the great planes of the United Air Lines which travel more than a million miles per month. This year to add to the pleasure of air-travel, passengers on this line are served Camel cigarettes. Made fresh and kept fresh, *never parched or toasted*, Camels always provide a fresh, cool, mild, delightful smoke. Switch to Camels, then leave them—if you can.

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.



© 1932, R. J. Reynolds Tobacco Company

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Smoke a fresh cigarette

Ever put a cigarette to the altitude test?

Ever smoked in a plane? In rarefied atmosphere? Then you've put cigarettes to 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 tasting right, under all smoking conditions.



EASTERN AIR TRANSPORT 18-PASSENGER PLANE

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

Spud is always enjoyable, always comfortable. It used to be a "now-and-then" cigarette . . . a refreshing change. Now it's an established best-seller . . . rewarding steady devotees with real tobacco enjoyment . . . and capping it all with that delightful, cool, clean taste. Have you learned about mouth-happiness?



20 FOR 15c

(25c IN CANADA)

SPUD

MENTHOL-COOLED CIGARETTES

THE AXTON-FISHER TOBACCO COMPANY, INC. Louisville, KY

The University of Alabama
Center for the Study of Tobacco and Society



AMERICA'S FINEST COAST-TO-COAST TRANSPORTATION



The Mercury

between *NEW YORK*
and *LOS ANGELES*

11 HOURS, 30 MINUTES



The Southerner

between *NEW YORK*
and *SAN FRANCISCO*

13 HOURS, 30 MINUTES

"The Mercury" and "The Southerner" are two good examples of why more people TRAVEL AMERICAN than any other airline in the world.

American's famous DC-6 Flagships are the world's finest and most modern transport aircraft. In spacious seats beside big picture windows you relax in complete comfort as you see America's most spectacular scenery including the Grand Canyon, Pike's Peak and Boulder Dam—all on the route of the Flagships.

Also, American's schedules offer the most convenient departure and arrival times, whether you choose to travel by day or night. So whenever you go, go by American's Mercury or Southerner—America's finest coast-to-coast transportation.

America's Leading Airline

AMERICAN AIRLINES INC.

The University of Alabama

Center for the Study of Tobacco and Society





*Here I am -- the fellow who
said he would never fly!*

"If I'd thought it was anything like this, I'd have been flying long ago! Here I am, enjoying undreamed-of travel comforts, seeing beauty I never knew existed, saving *days* of time! It's not costing me a penny more, but I'm sure *getting more!*"

Most everyone who flies has at one time said: "*I'll never fly!*" But wisdom whispered: "Don't be too sure. It's a *big* thing! Better try it and see." And so they flew . . . and alighted from their first flights, elated, discoverers of a new world! You, too, have only to *fly* to know that travel by air is a reality for *thousands* every day and night the whole year around, and that the *sooner* you adopt flying, the *sooner* you catch up with other modern-day folks! American Airlines, Inc., Dept. E-20, 20 North Wacker Drive, Chicago.

Serving America's Major Cities From Coast to Coast

The University of Alabama
Center for the Study of Tobacco and Society

ESTABLISHED — OVER 100 YEARS

PHILIP MORRIS

KING SIZE

FINEST



SELECTION

SPECIAL BLEND

MADE IN U.S.A.

BY
PHILIP MORRIS & CO. LTD. INC. NEW YORK

Welcome Aboard...



Air Lines

SERVING 10 STATES IN THE
MIDWEST

YOU CAN'T
HELP
INHALING
— BUT

*YOU CAN HELP
YOUR THROAT!*

IT'S true—all smokers *sometimes* inhale. But—between PHILIP MORRIS and other leading cigarettes there's a tremendous difference in irritant qualities. Doctors who compared the five leading brands report that . . .

IN STRIKING CONTRAST TO PHILIP MORRIS, IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS HIGH — AND LASTED MORE THAN FIVE TIMES AS LONG!

Finest tobacco—of course. *But that's not enough!* PHILIP MORRIS are made differently. They *taste* better — they're *priced better* for your nose and throat.

Smooth as Modern Flying!



CALL FOR
PHILIP MORRIS

Just Remember — It's America's Finest Cigarette
Center for the Study of Tobacco and Society



The Pilot thought he had Johnny on the Spot. "Why," he asked, "is PHILIP MORRIS so much better to smoke?"

"Because PHILIP MORRIS is the ONLY leading cigarette scientifically proved far less irritating to the nose and throat," Johnny replied. "Less irritation means more enjoyment. That's why

the PHILIP MORRIS smoker really gets what other smokers only hope to get . . . better taste, finer flavor, perfect smoking pleasure!"

Yes, it's true . . . if every smoker knew what PHILIP MORRIS smokers know—they'd all change to PHILIP MORRIS, America's finest cigarette.

TRY A PACK TODAY!

CALL FOR **PHILIP MORRIS**

The University of Alabama
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AMERICA IS SMOKING *MORE**

* Government figures show all-time peak in smoking



SKY-PASSENGERS on Pan American Clippers are served with America's FINEST Cigarette!

And far more Americans
are wisely smoking
PHILIP MORRIS!

Doctors report, in medical journals, that:

**EVERY CASE OF IRRITATION OF NOSE OR THROAT
DUE TO SMOKING, CLEARED UP COMPLETELY—OR
DEFINITELY IMPROVED... WHEN SMOKERS CHANGED
TO PHILIP MORRIS!**

No claim is made of any curative power in
PHILIP MORRIS. *BUT*—this evidence clearly
proves PHILIP MORRIS far less irritating for nose
and throat—therefore better for you. Try them!

And do they taste GOOD!



CALL FOR
PHILIP MORRIS

America's *FINEST* Cigarette

The University of Alabama

Center for the Study of Tobacco and Society

En todas partes

ES

Chesterfield

The University of Alabama
Center for the Study of Tobacco and Society

Get the genuine article

Get the honest taste of a LUCKY STRIKE



Honest taste is the true, full, generous taste of fine tobacco. It's the taste that a man wants when he smokes. And you get it every time in a Lucky Strike.

The University of Alabama

Product of The American Tobacco Company - Success is our middle name

Center for the Study of Tobacco and Society



See why
LUCKIES
TASTE
BETTER!

How to prove to
yourself Luckies are
made better—to taste
cleaner, fresher, smoother

Strip the paper from a Lucky by carefully tearing down the seam from end to end. Be sure it's from a newly opened pack, and that you don't dig into the tobacco. Then gently lift out the tobacco.



Here's why Luckies taste cleaner: You can see that Luckies hold together without crumbling—without loose ends that get in your mouth and spoil the taste. Lucky Strike remains a perfect cylinder of clean tobacco—round, firm and fully packed.



Here's why Luckies taste fresher: Note how free Luckies are from air spaces—those "hot spots" that give you a hot, harsh taste. What's more, every pack of Luckies is extra-tightly sealed to keep in Luckies' fresher taste.



Here's why Luckies taste smoother: L.S./M.F.T. Lucky Strike means fine tobacco—long strands of fine, light, naturally mild tobacco, in a cigarette that draws freely and smokes smoothly. So, for a cigarette that tastes cleaner, fresher, smoother—make your next carton Lucky Strike!

FOR A CLEANER, FRESHER,
SMOOTHER SMOKE...

Be Happy-Go LUCKY!

presented by The American Tobacco Company, AMERICA'S LEADING MANUFACTURER OF CIGARETTES
The University of Alabama
Center for the Study of Tobacco and Society

ALL OVER AMERICA — SMOKERS ARE CHANGING TO CHESTERFIELD



"CHESTERFIELDS ARE PROVIDED EXCLUSIVELY on all United's Strato-cruiser flights to Honolulu. We have found our passengers prefer Chesterfields."

A. Magarell
VICE PRESIDENT, UNITED AIR LINES

DALE ROBERTSON
gets his Chesterfields from
Stewardess Audrey Jones

See him starring in
"LYDIA BAILEY"
A 20th Century-Fox Production
Color by Technicolor



Wherever you go—

Sound Off

for **MILDNESS** — plus
No Unpleasant After-taste*

* FROM THE REPORT OF A WELL-KNOWN RESEARCH ORGANIZATION

... AND ONLY CHESTERFIELD HAS IT!

*Try them
today!*

The University of Alabama
Center for the Study of Tobacco and Society

Ja, PLAYER'S git's au i de *Schwyz

* Die Schweizer Stewardess
sagt es Ihnen:
„PLAYER'S Cigaretten
gibt es auch in der Schweiz.“



PLAYER'S Cigaretten sind in der ganzen Welt beliebt.
In 137 Ländern.

Das macht PLAYER'S Cigaretten so weltberühmt:
ihr international hohes Geschmacksniveau
die erlesensten Tabake aus aller Welt
ihr unverkennbar feines Aroma
ihre würzige Leichtigkeit.

Mit Filter: P & S



Rauche - staune - gute Laune

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Center for the Study of Tobacco and Society

PLAYER'S in der ganzen Welt zu Hause.

Que si, hay PLAYER'S en Argentina



Die argentinische Stewardess sagt es Ihnen:
„PLAYER'S Cigaretten gibt es auch in Argentinien.“

PLAYER'S Cigaretten sind in der ganzen Welt
beliebt. In 137 Ländern.

Das macht PLAYER'S Cigaretten so weltberühmt:
ihr international hohes Geschmacksniveau;
die erlesensten Tabake aus aller Welt;
ihr unverkennbar feines Aroma, ihre würdige Leichtigkeit.

Rauche — staune — gute Laune



Filter-Freunde wählen P & S

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KENT

CIGARETTES

FOR THE FINEST
IN SMOKING PLEASURE



...FOR THE FINEST
IN AIR TRAVEL

FLY TWA

U.S.A. • EUROPE
AFRICA • ASIA

More taste... fine tobacco



KENT

the filter cigarette
from America
preferred around
the world.



**“This world famous brand is for sale
at the Amsterdam Airport TAX-FREE SHOPS”**



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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!

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 afloat!

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 luggage racks, wood-paneled interiors, music 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 sleep berth that is more comfortable than bed! In the morning, sunshine is a waking, but beautiful view of sight is best by your TWA window. It's the only air sleep service between New York and California.



Finest Food in Flight! Enjoy gourmet full-course meals right at your seat. Dine your favorite dishes from TWA's full selection of beverages. Enjoy a perfect snack from TWA's beautiful variety of tempting new cheese and fresh breads. All complimentary, available!

Fly the finest... **FLY TWA**
TRANS WORLD AIRLINES
U.S.A. - CANADA - MEXICO





DOUGLAS

DC-8



Stewardesses call it... (and so will you!)
"The world's most luxurious jetliner!"

Airline stewardesses, always concerned with your comfort aloft, have been well-trained in the Douglas DC-8 Jetliner, going into regular service this month. They vote it the world's most luxurious airliner—and so will you!

"Lounges like private clubs!"

"Wide aisles!" "Everything is big!" These are typical comments.

On your first DC-8 flight, you will see, too, the many unusual Douglas touches. Restful, overhead-shoulder lighting, built right into your seat! Service buttons right at hand. A real table—not a

tray—that springs into position at a finger's flick.

And in the DC-8 you'll enjoy that long-famous feature of all Douglas aircraft—*peace of mind*. One DC-8 flight and you'll agree with your stewardess—"It's the world's most luxurious jetliner!"

More airlines choose the DC-8 than any other jetliner: Alitalia-Lines Aeree Italiane • Delta Air Lines • Eastern Air Lines • Japan Air Lines • KLM Royal Dutch Air Lines • National Airlines • Northwest Orient Airlines • Olympic Airways • Panagra • Panair De Brasil • Pan American World Airways • SAS—Scandinavian Airlines System • Swissair • Trans-Canada Air Lines • Transports Aeriens Intercontinentaux • Union Aérienne De Transport United Air Lines

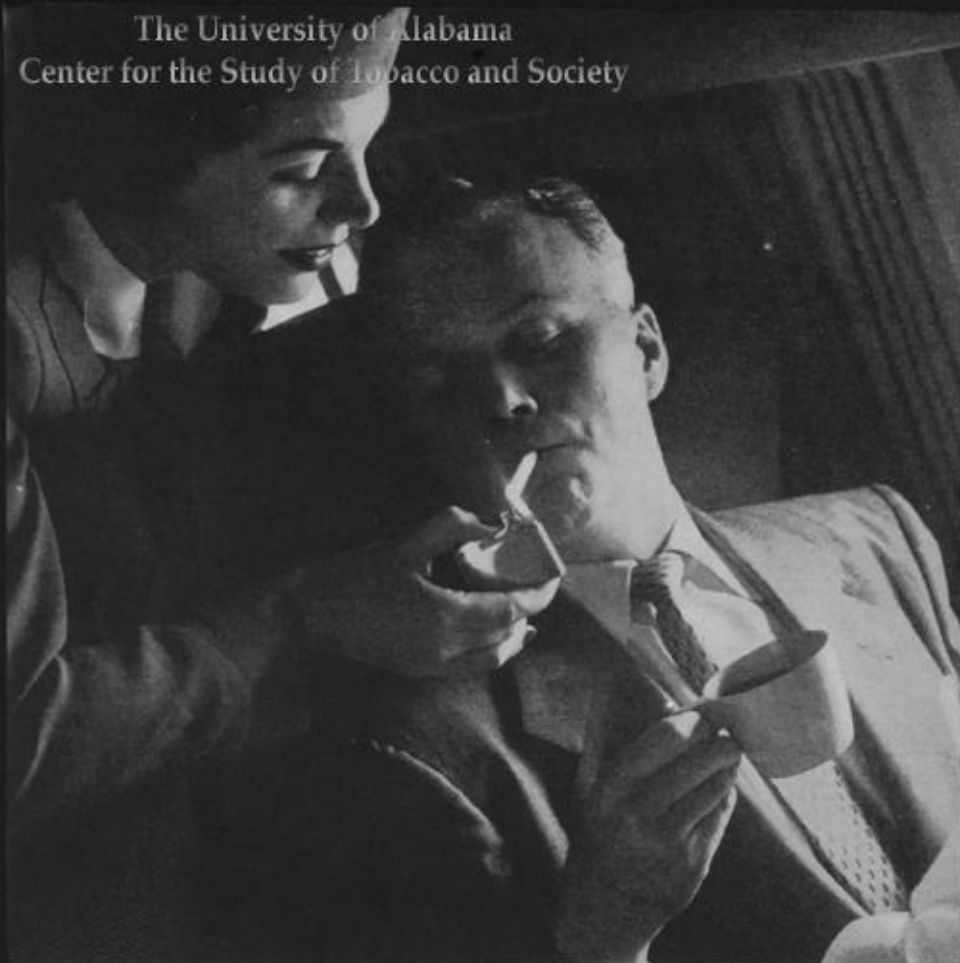
You'll travel in club-like luxury—at about 900 miles an hour!



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Now—try the
1st Big Name Filter Cigarette
Old Gold
Filter Kings



Old Gold... ONE GREAT NAME FOR THREE GREAT SMOKES

1. New Finer Kings

Every easy draw will tell you, a true tobacco treat. Tastes as good, you'd never know it's a filtered cigarette. Full big size. Popular filter price.

2. Regular Size

Treats your taste right—all day long—tastes so the brighter, more golden tobacco that the very name Old Gold tells you Old Gold does.

3. King Size

If you like 'em long—here's the one you're legend for! Always smooth, never harsh or bitter. Really nonperforating—free the first you light to your last at night.

*"The King" is a trademark of the P. Lorillard Co.

COPYRIGHT 1982 P. LORILLARD COMPANY

ALWAYS SMOOTH... NEVER HARSH OR BITTER...

Old Gold treats your taste right all day long

... OLD GOLD'S EXCLUSIVE
OF BRIGHTER, MORE GOLDEN TOBACCOS

"MOISTURE-FRESH" BLENDING

TREATS YOUR TASTE RIGHT

FROM THE FIRST YOU LIGHT TO YOUR LAST AT NIGHT

Manufactured and marketed by P. Lorillard Co., New York, N.Y.



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2003. 01. 202

OZ-73-OP-057
REV. 1/81
0373-7057-51



OZARK AIRLINES

**SMOKING
PERMITTED**



**AFT OF
THESE SEATS**

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Center for the Study of Tobacco and Society



NORTHWEST ORIENT

727-200
ECHO CONFIGURATION

PASSENGER ENTRANCE
COATRUM

| | | |
|-------------------|------|-----------------|
| 1A | 1A | 1B |
| WINDOW NO SMOKING | ISLE | ISLE NO SMOKING |
| 2A | 2A | 2B |
| WINDOW NO SMOKING | ISLE | ISLE NO SMOKING |
| 3A | 3A | 3B |
| WINDOW NO SMOKING | ISLE | ISLE NO SMOKING |
| 4A | 4A | 4B |
| WINDOW | ISLE | ISLE |

NO
SMOKING

LAVATORY
GALLEY

BASSINET

| | | |
|-----------------|------|-------------------|
| 3C | 3C | 3D |
| ISLE NO SMOKING | ISLE | WINDOW NO SMOKING |
| 4C | 4C | 4D |
| ISLE | ISLE | WINDOW |

BASSINET

| | | |
|-------------------|-------------------|-----------------|
| 5A | 5B | 5C |
| WINDOW NO SMOKING | CENTER NO SMOKING | ISLE NO SMOKING |
| 6A | 6B | 6C |
| WINDOW NO SMOKING | CENTER NO SMOKING | ISLE NO SMOKING |
| 7A | 7B | 7C |
| WINDOW NO SMOKING | CENTER NO SMOKING | ISLE NO SMOKING |
| 8A | 8B | 8C |
| WINDOW NO SMOKING | CENTER NO SMOKING | ISLE NO SMOKING |
| 9A | 9B | 9C |
| WINDOW NO SMOKING | CENTER NO SMOKING | ISLE NO SMOKING |
| 10A | 10B | 10C |
| WINDOW NO SMOKING | CENTER NO SMOKING | ISLE NO SMOKING |
| 11A | 11B | 11C |
| WINDOW NO SMOKING | CENTER NO SMOKING | ISLE NO SMOKING |
| 12A | 12B | 12C |
| WINDOW NO SMOKING | CENTER NO SMOKING | ISLE NO SMOKING |
| 13A | 13B | 13C |
| WINDOW NO SMOKING | CENTER NO SMOKING | ISLE NO SMOKING |
| 14A | 14B | 14C |
| WINDOW NO SMOKING | CENTER NO SMOKING | ISLE NO SMOKING |
| 15A | 15B | 15C |
| WINDOW NO SMOKING | CENTER NO SMOKING | ISLE NO SMOKING |
| 16A | 16B | 16C |
| WINDOW NO SMOKING | CENTER NO SMOKING | ISLE NO SMOKING |
| 17A | 17B | 17C |
| WINDOW NO SMOKING | CENTER NO SMOKING | ISLE NO SMOKING |
| 18A | 18B | 18C |
| WINDOW NO SMOKING | CENTER NO SMOKING | ISLE NO SMOKING |
| 19A | 19B | 19C |
| WINDOW NO SMOKING | CENTER NO SMOKING | ISLE NO SMOKING |
| 20A | 20B | 20C |
| WINDOW | CENTER | ISLE |
| 21A | 21B | 21C |
| WINDOW | CENTER | ISLE |
| 22A | 22B | 22C |
| WINDOW | CENTER | ISLE |
| 23A | 23B | 23C |
| WINDOW | CENTER | ISLE |
| 24A | 24B | 24C |
| WINDOW | CENTER | ISLE |
| 25A | 25B | 25C |
| WINDOW | CENTER | ISLE |

NOTE 1

NOTE 1

NO
SMOKING

NOTE 2

NOTE 2

BASSINET

| | | |
|-----------------|-------------------|-------------------|
| 5D* | 5E* | 5F* |
| ISLE NO SMOKING | CENTER NO SMOKING | WINDOW NO SMOKING |
| 6D | 6E | 6F |
| ISLE NO SMOKING | CENTER NO SMOKING | WINDOW NO SMOKING |
| 7D | 7E | 7F |
| ISLE NO SMOKING | CENTER NO SMOKING | WINDOW NO SMOKING |
| 8D | 8E | 8F |
| ISLE NO SMOKING | CENTER NO SMOKING | WINDOW NO SMOKING |
| 9D | 9E | 9F |
| ISLE NO SMOKING | CENTER NO SMOKING | WINDOW NO SMOKING |
| 10D | 10E | 10F |
| ISLE NO SMOKING | CENTER NO SMOKING | WINDOW NO SMOKING |
| 11D | 11E | 11F |
| ISLE NO SMOKING | CENTER NO SMOKING | WINDOW NO SMOKING |
| 12D | 12E | 12F |
| ISLE NO SMOKING | CENTER NO SMOKING | WINDOW NO SMOKING |
| 13D | 13E | 13F |
| ISLE NO SMOKING | CENTER NO SMOKING | WINDOW NO SMOKING |
| 14D | 14E | 14F |
| ISLE NO SMOKING | CENTER NO SMOKING | WINDOW NO SMOKING |
| 15D | 15E | 15F |
| ISLE NO SMOKING | CENTER NO SMOKING | WINDOW NO SMOKING |
| 16D | 16E | 16F |
| ISLE NO SMOKING | CENTER NO SMOKING | WINDOW NO SMOKING |
| 17D | 17E | 17F |
| ISLE NO SMOKING | CENTER NO SMOKING | WINDOW NO SMOKING |
| 18D | 18E | 18F |
| ISLE NO SMOKING | CENTER NO SMOKING | WINDOW NO SMOKING |
| 19D | 19E | 19F |
| ISLE NO SMOKING | CENTER NO SMOKING | WINDOW NO SMOKING |
| 20D | 20E | 20F |
| ISLE | CENTER | WINDOW |
| 21D | 21E | 21F |
| ISLE | CENTER | WINDOW |
| 22D | 22E | 22F |
| ISLE | CENTER | WINDOW |
| 23D | 23E | 23F |
| ISLE | CENTER | WINDOW |
| 24D | 24E | 24F |
| ISLE | CENTER | WINDOW |
| 25D | 25E | 25F |
| ISLE | CENTER | WINDOW |
| 26D | 26E | 26F |
| ISLE | CENTER | WINDOW |
| 27D | 27E | |
| ISLE | CENTER WINDOW | |

GALLEY

727-200 ECHO COACH CAPACITY
COACH SEATS NOT OCCUPIED
COACH SEATS OCCUPIED
FC SEATS OCCUPIED

134

NOTE 1 - HANDICAPPED SEATING
FOLD-UP ARMRESTS ROWS 6 AND 7.
NOTE 2 - DO NOT SEAT HANDICAPPED IN EMER. EXIT
ROWS 15 AND 17.

* DURING CONVERSION PERIOD, CHECK WHETHER COATRUM HAS
BEEN RELOCATED BEFORE ASSIGNING THESE SEATS. ON AIR-
CRAFT WITH COATRUM MOVED FORWARD, SEATS 300E ARE
AVAILABLE AND 300F NOT AVAILABLE. ON AIRCRAFT WITH
COATRUM STILL LOCATED AFT, SEATS 300E ARE AVAILABLE
AND 300F NOT AVAILABLE.

GALLEY

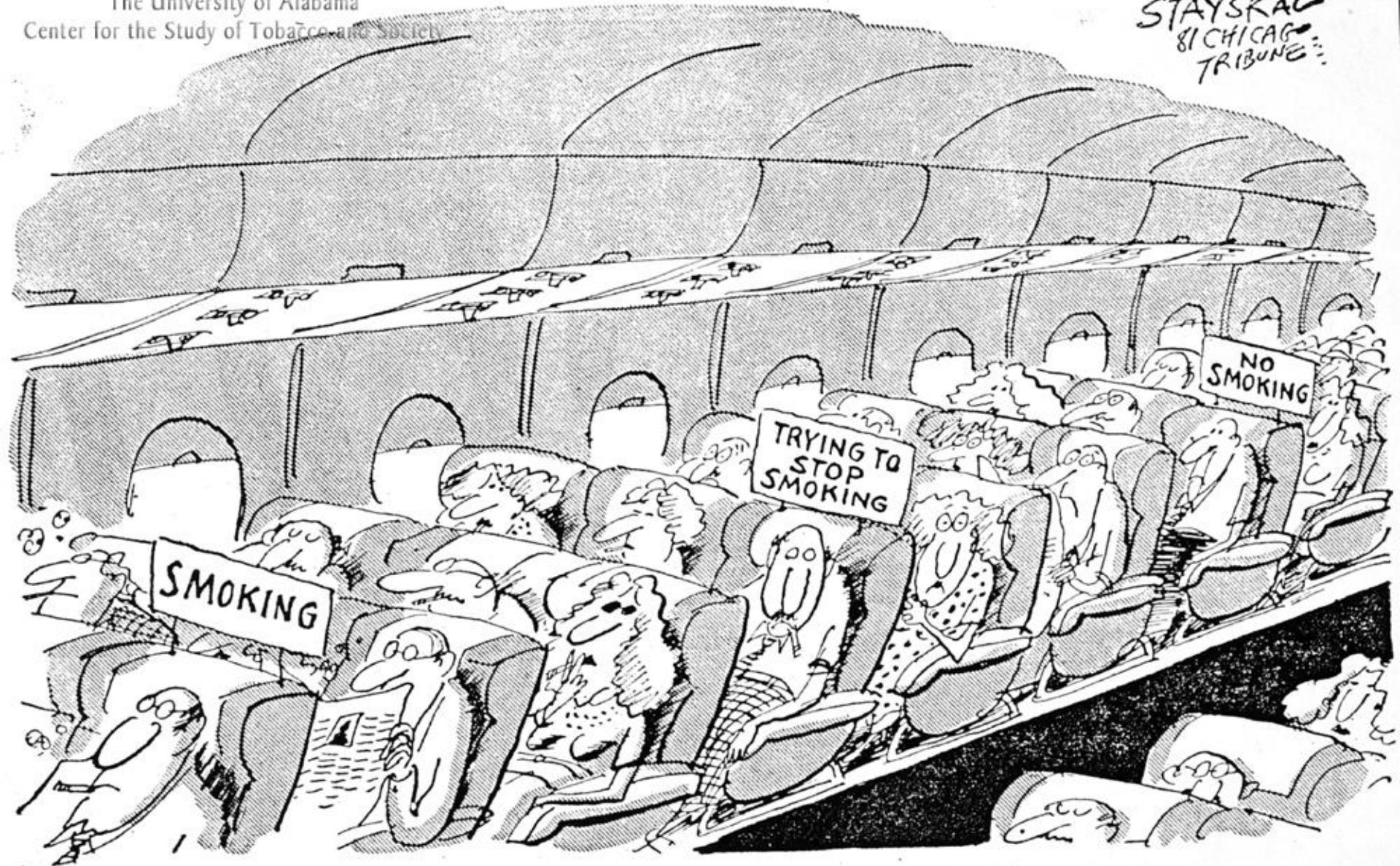
LAVATORY

232-GH-007 • OS-0166 • 727-200 "E" • REV. 1/82 • MEYERS PRITG. MPLS. MN

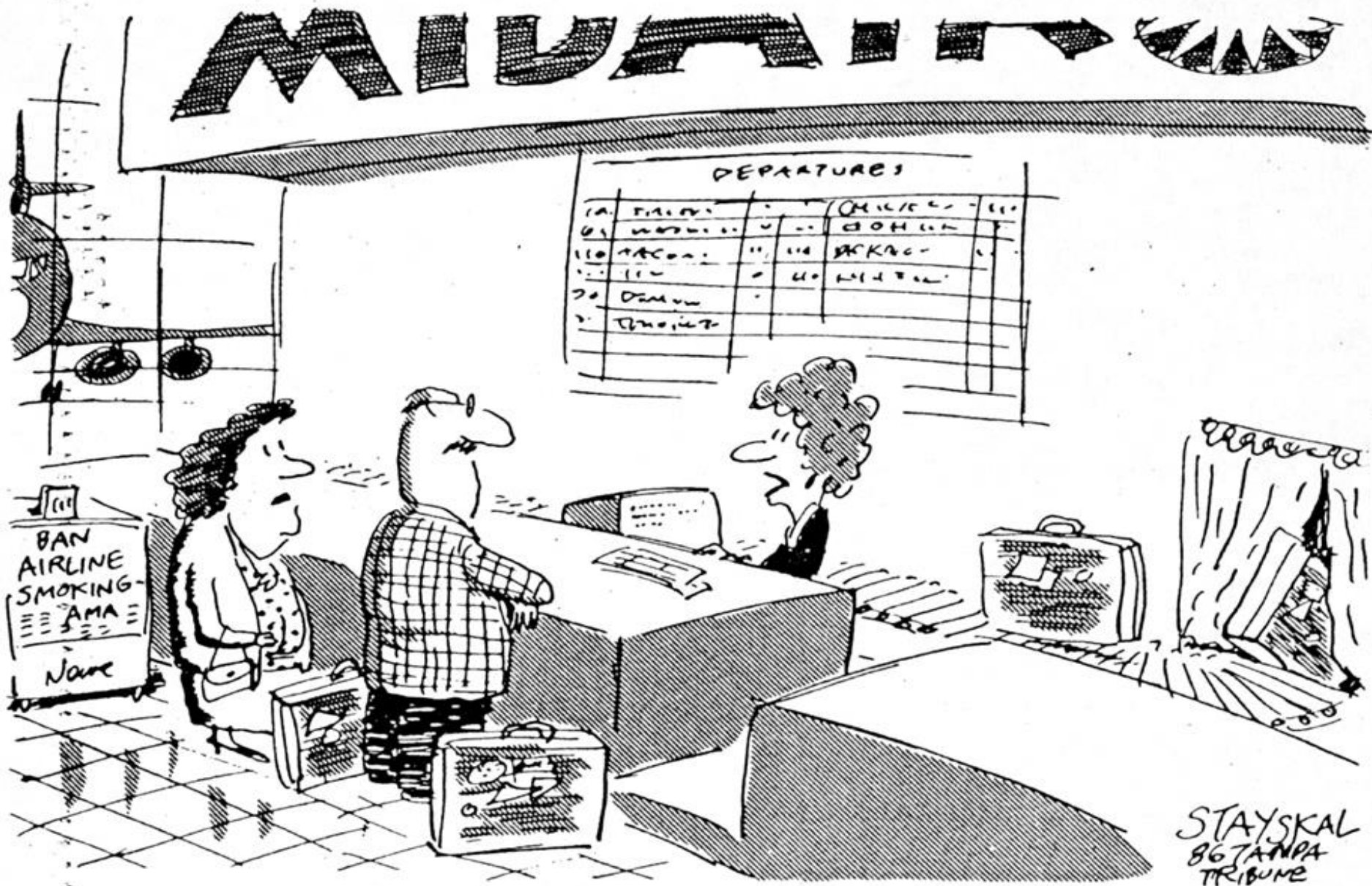
SERVICE AND EMERGENCY DOOR

| | | |
|------|--------|--------|
| 28D | 28E | 28F |
| ISLE | CENTER | WINDOW |
| 29D | 29E | 29F* |
| ISLE | CENTER | WINDOW |

Center for the Study of Tobacco and Society



MILWAUKEE

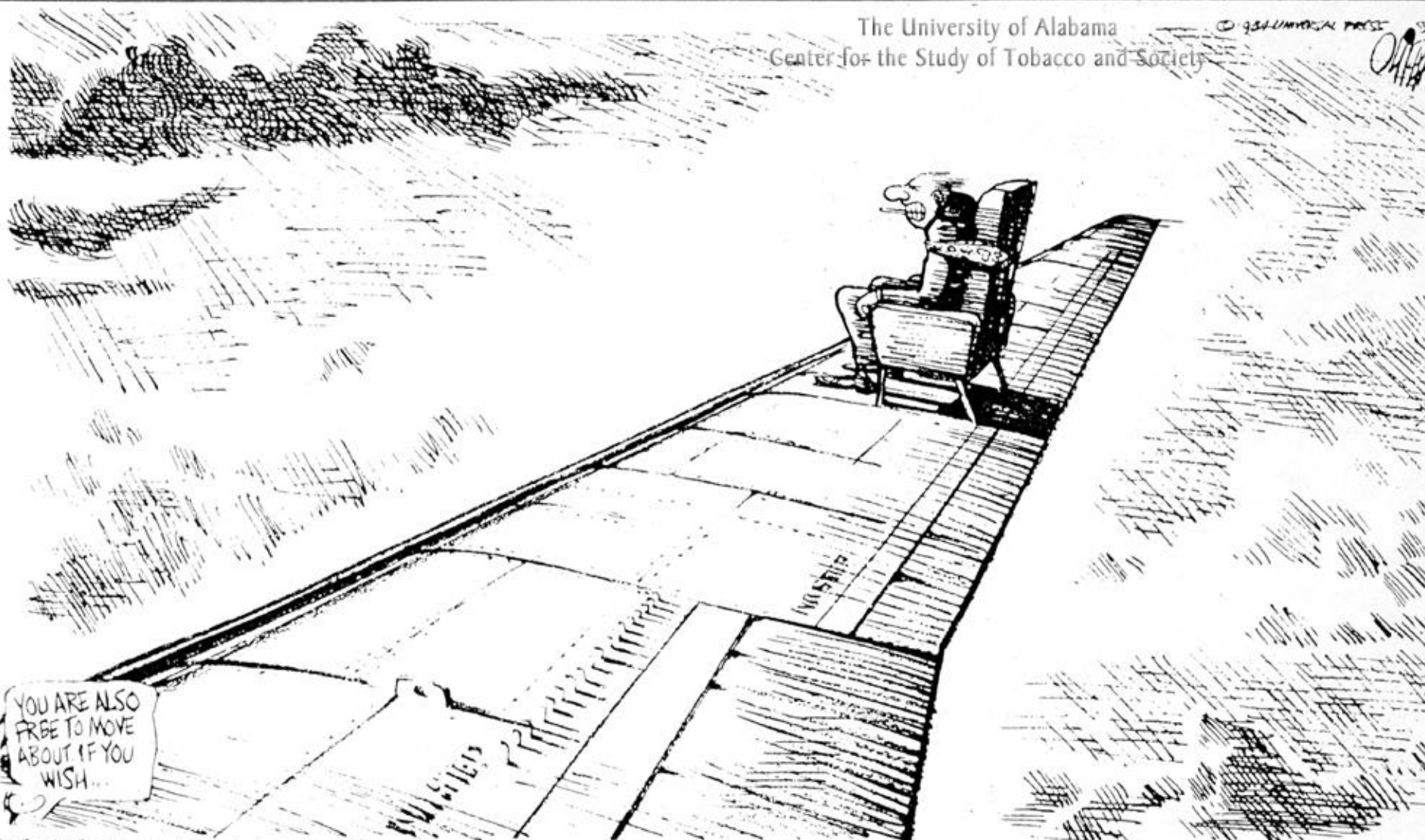


STAYSKAL
86 TAMPA
TRIBUNE

“Which section would you like . . . ‘no smoking’ or ‘grumbling about no smoking?’”



"LOOK ON THE BRIGHT SIDE...MAYBE THERE WILL BE AN EMERGENCY AND THE OXYGEN BAGS WILL DROP DOWN!"



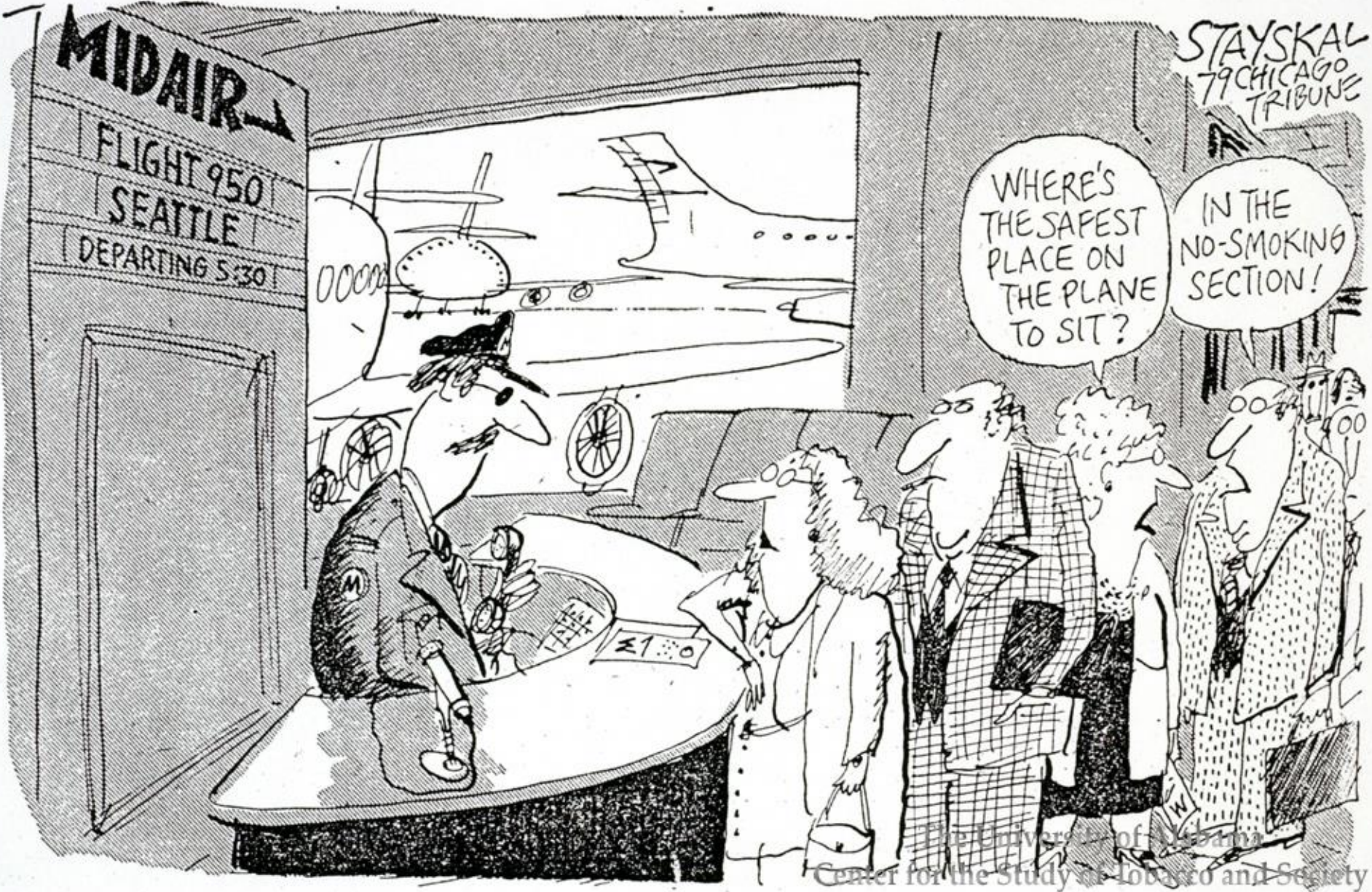
YOU ARE ALSO
FREE TO MOVE
ABOUT IF YOU
WISH...

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9-15-89 *Blacking*
RAYMOND TIMES DISPATCH





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The second-hand smokescreen.

For decades, public and private organizations have waged a massive campaign to discourage cigarette smoking. For most of that time, the target of this effort has been the smoker.

Recently, however, the emphasis has undergone a major shift. Today there are scientists who claim that cigarette smoke in the air can actually cause disease in *non-smokers*. We hear a great deal about "second-hand smoke" and "passive smoking."

But is this new approach wholly motivated by concern for the non-smoker, or is it the same old war on smoking in a new guise?

These doubts are raised when we recall statements like the following, by a spokesperson for the American Lung Association:

Probably the only way we can win a substantial reduction [in smoking] is if we can somehow make it nonacceptable socially.... We thought the scare of medical statistics and opinions would produce a major reduction. It really didn't.

Obviously, one way to make smoking "nonacceptable socially" would be to suggest that second-hand smoke could cause disease. So it is not surprising that we are now seeing a flurry of research seeking scientific support for these suggestions.

Many independent experts believe the scientific evidence on passive smoking is questionable. But a zealous group of anti-smokers are using this issue in their campaign against tobacco as if the claims were established scientific fact.

We deplore the actions of those who try to manipulate public opinion through scare tactics. As the late, respected pathologist, Dr. H. Russell Fisher, stated in testimony submitted to a Congressional hearing on passive smoking:

...[I]n the absence of any scientific proof of harm from atmospheric tobacco smoke, we are dealing with a social question and not a medical one. In this regard it should be noted that, since fears and phobias can lead to ill health, those who urge policies based on fear and not scientific facts could be making a medical problem out of a social one. This is indeed a strange prospect to see coming from the efforts of members of the medical profession.

We are not ignoring the fact that cigarette smoke can be bothersome to many non-smokers. But we believe this problem is best solved not by governments but by individuals, and not with more rhetoric but more common sense and courtesy.

Of course, if anti-smoking advocates want to work for the abolition of smoking, that is their right. We only wish they would come out from behind their second-hand smokescreen.

R. J. Reynolds Tobacco Company

The University of Alabama
Center for the Study of Tobacco and Society

THE LENGTH YOU GO TO FOR PLEASURE



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Smoking in the Skies: The Rules

Major provisions of the airline smoking ban, which went into effect today.

- No smoking on all domestic flights scheduled to last two hours or less. A flight is defined as any single segment between two cities.
- Exemptions: Charters, international flights and flights by foreign carriers.
- Remains in effect even if a scheduled flight is delayed and lasts longer than two hours.
- Airlines must announce before takeoff that smoking is prohibited on the flight.
- "No Smoking" indicator lights must remain lighted during the flight.
- Fines: Up to \$1,000 for violators; \$2,000 for tampering with lavatory smoke alarms.

Source: Associated Press

Today, Only 'No Smoking' Signs Will Light Up on Shorter Flights

By The Associated Press

Flight attendants and ticket agents will ply passengers with free candy and gum and get tough if necessary to enforce a new Federal prohibition on smoking that takes effect today on thousands of domestic flights.

The new regulation, which outlaws smoking on flights of less than two hours, carries stiff fines for violations: up to \$1,000 for smoking and \$2,000 for tinkering with lavatory smoke alarms.

It applies to about 80 percent of all United States flights, or an estimated 13,600 flights a day.

Under the regulations, airlines are required to tell passengers before takeoff that smoking is prohibited on the flight, and to keep the "no smoking" sign on for the duration of affected flights. Many airlines also plan to make announcements in the gate area before passengers board.

Flight Attendants' Task

"Our employees have been briefed," said Paula Musto, a spokeswoman for Eastern Airlines. "The flight attendants, as the front-line people, will have to deal with it more than anybody."

Travelers flying United Airlines, the nation's largest carrier, will be advised individually of the new regulation when they check in. The no-smoking edict covers 57 percent of United's flights.

American Airlines, the No. 2 carrier,

says it has spent more than \$180,000 developing programs to comply with the ban.

Along with the stick of heavy fines, airlines are also offering the carrot of sweets for passengers trying to squelch the urge to smoke.

Northwest Airlines, whose tough policy goes beyond the Federal rules by banning smoking on nearly all domestic flights, plans to hand out candy and mints as well as brochures to passengers. American will provide cinnamon hard candies suggested by the American Heart Association and the American Lung Association as a substitute for cigarettes.

Strategy on Rebels

And Continental Airlines expects to distribute today more than 430,000 pieces of a gum designed to temporarily control the urge.

Airlines have briefed cabin crews on how to handle potentially defiant smokers. Flight attendants will tell rebels they are violating Federal law and advise them of the consequences.

If a passenger persists in smoking, airlines say they may notify the authorities at the plane's next stop, arrange for the plane to be met by the police or even divert the aircraft in some cases involving unruly smokers.

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