



Come Fly with Us!: A Global History of the Airline Hostess

Johanna Omelia, Michael Waldock

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When the first commercial flights took off in the 1930s, stewardesses were registered nurses whose duties included swatting flies and helping passengers read railroad timetables in the event of forced landings. In the 1950s, stewardesses were viewed as wives-in-training, as adept at preparing a baby's bottle as mixing a martini. By the swinging 1960s and 1970s, female flight attendants were considered successful marketing tools, sporting micro-minis, hot pants, and buttons that read "Pure, Sober, and Available" to lure male business passengers on board. *Come Fly With Us!* explores the unique history of this industry pioneered by women, tracing changes in the flight attendant's role - from flying nurse to airborne sex kitten to today's custodian of safety and service. Stunning visuals from airline archives and early flight maps, promotional brochures, and print advertisements re-create a sense of the early days and underscore the dramatic changes encountered in this dynamic industry.

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