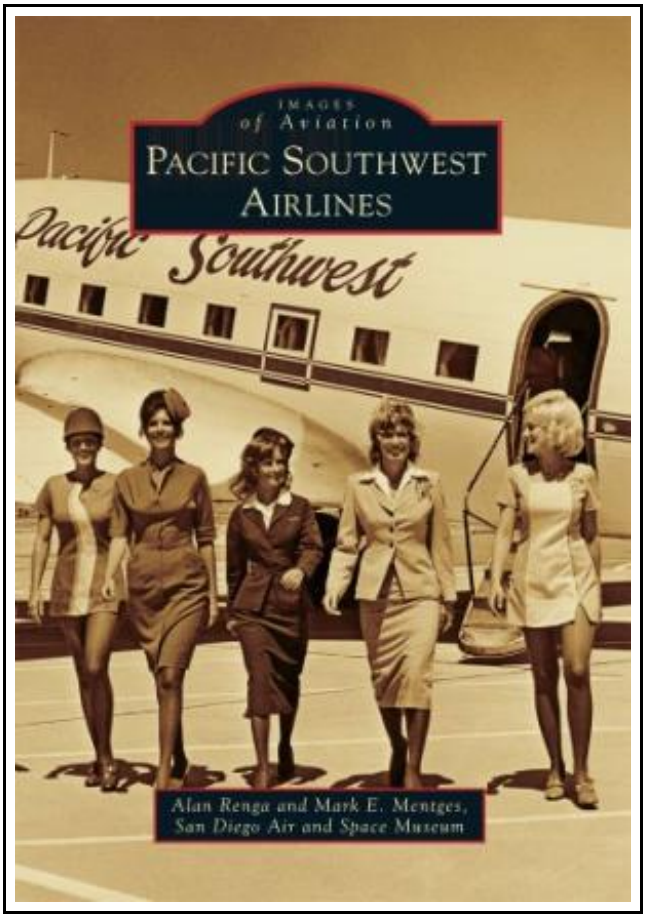
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Arcadia Publishing, 2010. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Title: BOOK REVIEW: PSA history captures airlines's sense of fun Author: Jim Trageser Publisher: North County Times Date: 11/28/2010 Hawaii and Alaska have their namesake airlines, and Hawaii also had Aloha Airlines for a good run. But San Diego may be the only city that was associated with an airline. A new book from Arcadia Publishing, and written by two staff members from the San Diego Air & Space Museum in Balboa Park, will remind locals of how much the long-gone Pacific Southwest Airlines personified Southern California in the 1960s and '70s. Largely a photo history drawing on the museum's extensive archive, "Pacific Southwest Airlines" reminds us of how influential the regional airline was. A trend-setter in both business practices and pop culture, PSA's influence was felt far from its relatively small service area. Photo after photo makes two points very well: The smiley faces painted on the front of all the PSA jets remain a potent symbol of a very smart corporate branding effort, and no airline contributed more to the stereotype of stewardesses in that era. In fact, it was PSA that was first to dress its female flight attendants in miniskirts, the first to adopt hot pants as a uniform item, the first to issue go-go boots. Looking at some of the vintage photographs in the book will leave you wondering if you're reading a history book or looking at outtakes from a lost "Austin Powers" movie. The book begins with the roots of PSA as a flight school founded after World War II to provide civilian flight instruction to former military pilots hoping to get jobs in the booming post-war airline industry. From small prop jobs up through the...

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