



## Pacific Southwest Airlines (Images of Aviation)

By Renga, Alan; Mentges, Mark E.; San Diego Air and Space Museum

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...

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