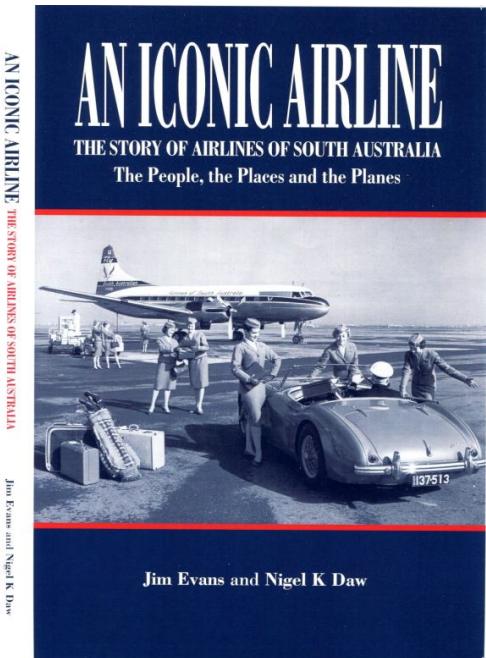


“AN ICONIC AIRLINE“ The Story of Airlines of South Australia

NEW BOOK NOW ON SALE



AN ICONIC AIRLINE: THE STORY OF AIRLINES OF SOUTH AUSTRALIA

Jim Evans and Nigel K Daw

An Iconic Airline primarily contains information pertaining to the former airline that served South Australia over three decades.

More however it tells the story of the airline's predecessor, Guinea Airways, which started in 1927 as an Adelaide company based in Papua New Guinea.

Guinea Airways commenced flying passenger services in South Australia during 1937, and in 1959 Ansett Transport Industries Ltd gained control of the company, renaming it Airlines of South Australia.

In his Foreword, former airline captain Wal Taylor describes the airline's undoubted success as unique, due to the great *esprit de corps* that ran through the whole staff structure, with people looking forward to going to work because they wanted to be there, not because they had to be.

He says, "Good-hearted humour was ever present, a mark of people enjoying each other's company, and happy in their work. Because of this, operational flying standard was maintained at a high level, day by day, and indeed year by year, as was customer service."

An Iconic Airline is a detailed summary of the company's operations and its people, but most importantly it contains one of the most comprehensive photograph histories of aircraft of the period in print today.



This is the story of '**The People, the Places and the Planes**'. From 1960 to 1986 the airline faithfully served the people of South Australia.

The book provides a summary of important dates in aviation history in SA, the story of Guinea Airways mainland operations, passenger and staff oral stories, routes and ports served histories, fleet lists and competitors. Relive the nostalgia of the era. The publication contains approximately 280 pages and is crammed with interesting photographs and memorabilia.

Purchase price for the book is \$39-95 plus delivery cost (via DHL). **Delivery costs** are as follows:

- 1) **Adelaide Metropolitan area \$12-00** (books delivered by authors);
- 2) **Courier cost \$12-00 to any city/metro area within Australia.** If a shipment travels to a **country or rural address the cost will be \$25-00.**
- 3) For delivery to any other area or overseas please apply to the authors e-mail at:
skyways@adam.com.au
- 4) Please advise your street address as the book will be delivered by courier.

Payment arrangements may be made as follows:

- 1) Via the secure website www.airlinesofsa.com which offers credit card facilities;
- 2) Direct credit to bank account J Evans & N K Daw: BSB 065118 A/C: 10418606
Insert your name in the 'details' panel. Then send an e-mail to skyways@adam.com.au with your details of the transaction.
- 3) Post a cheque for the book purchase and delivery cost to: J Evans and N K Daw, PO Box 428, Port Adelaide BC SA 5015. Please include your name and address details.

The book is also available via the following outlets:

- A) **Adelaide Airport Post Office, Shop2, Commercial Centre, Export Park, Adelaide Airport;**
- B) South Australian Aviation Museum Inc, 66 Lipson Street, Port Adelaide.**

Enquiries to: Jim Evans or Nigel Daw at: skyways@adam.com.au