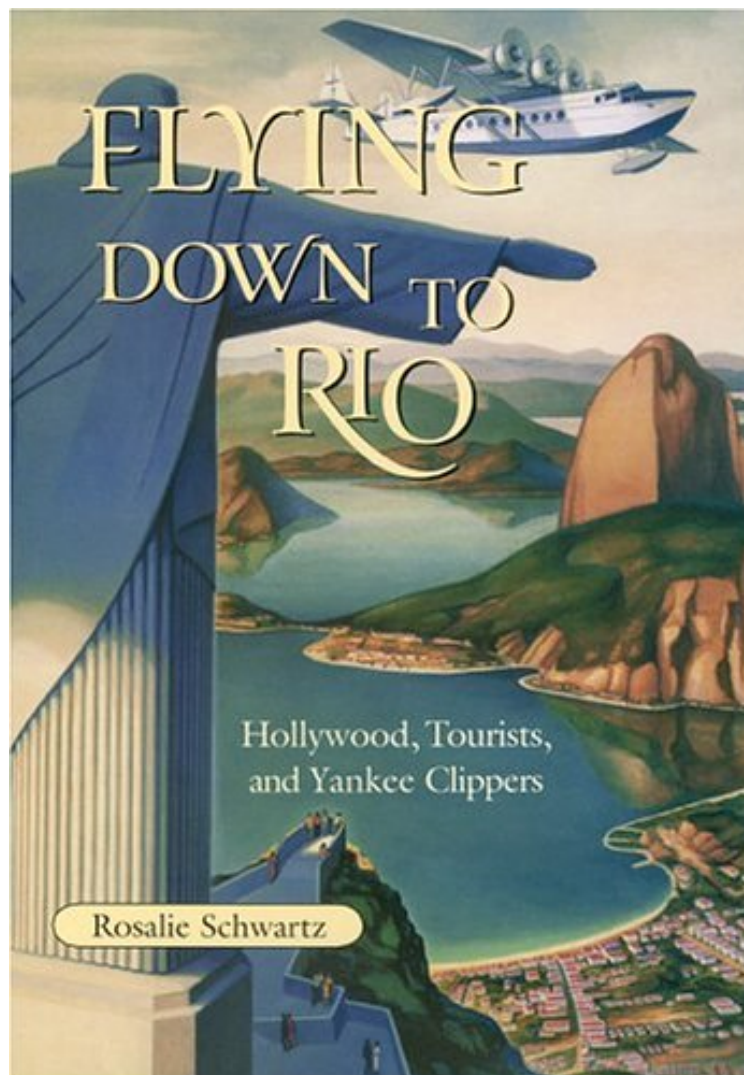


(Download pdf ebook) Flying Down to Rio: Hollywood, Tourists, and Yankee Clippers (Centennial of Flight Series)

## Flying Down to Rio: Hollywood, Tourists, and Yankee Clippers (Centennial of Flight Series)

*Rosalie Schwartz*

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**Rosalie Schwartz : Flying Down to Rio: Hollywood, Tourists, and Yankee Clippers (Centennial of Flight Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Flying Down to Rio: Hollywood, Tourists, and Yankee Clippers (Centennial of Flight Series):

0 of 0 people found the following review helpful. Four StarsBy Murshed AlamahmedMore photographs of Rio in the 1930s and 1950s would have made the book more attractive.4 of 6 people found the following review helpful.

Scholarly work on aviation developmental influences! By Mr. DAVID Geer I am still halfway through this book but can tell you it's a worthy read if at times a little ponderous. I find the detail both good yet distracting and whilst it starts out looking as if it will ignore the Europeans that is more than remedied by the 2nd chapter, however one can't help feeling that the Wright Brothers get a generous serve - there is a viewpoint out there, originally shared by the Smithsonian, until mercilessly lobbied by the "Brothers", that Santos Dumont was the first to fly heavier than air and not the Wrights, Schwartz dodges this issue but it is an American view after all. Whether I will have to revise this review will depend on how the Europeans are handled in subsequent chapters, for although Hollywood was no doubt a major factor in USA aviation development the Europeans especially the British (though not exclusively) do have a major claim to airmail driven development as well as rapid despatch of its Empire Administrators, none of which has anything whatsoever to do with entertainment and although the Europeans and Americans were not the good friends they are today, they both eyed each others activities if not with friendship then at least with competitive eyes (Short Brothers versus Sikorsky, Martin, Boeing or Boeing versus Airbus if you want a current example). As you can tell a book to set the mind thinking, but in the end perhaps it's the military aspects that really drove aviation until the jet age and economies of scale really set the final flare path alight. 5 of 5 people found the following review helpful. Flying will never be the same. By mm Flying Down To Rio is an amazing historical documentation on flying and it's social, political and recreational influence on our culture. We get on aircraft every day without realizing that there is some fascinating background and history surrounding our ride. The text is accompanied by some terrific photographs that compliment this outstanding work. Schwartz has done an great job of both research and writing in compiling this book. It may not be a book that interests everyone, but for many it will be a real treasure. Well done.

In this book, author Rosalie Schwartz uses the 1933 RKORadio Pictures production *Flying Down to Rio* to examine the interplay of technology and popular culture that shaped a distinctive twentieth century sensibility. The musical comedy connected airplanes, movies, and tourism, ending spectacularly with chorus girls dancing on the wings of airplanes high above Rio de Janeiro, Brazil. The Hollywood fantasy capped three decades during which airplanes and movies engendered new expectations and redefined peoples sense of wellbeing, their personal satisfactions, and their interpersonal relations. Wilbur and Orville Wright flew their airplane in 1903, at the same time that filmmakers began to project edited, filmed stories onto large screens. Spectators found entertainment value in both airplane competitions and motion pictures, and movie producers brought the thrill of aviators antics to a rapidly expanding audience. Meanwhile, air shows and competitions attracted large crowds of tourists. Mass tourism grew as a leisuretime activity, stimulated in part by travelogues and feature films. By 1930, the businessmen who envisioned transporting tourists to their destinations by airplane struggled to overcome the movie exaggerated association of flight with danger. Schwartz weaves these threads into a story of human daring and persistence, political intrigue, and international competition. From Wilbur and Orville to Fred and Ginger, Schwartzs narrative follows the fortunes of aviation and movie pioneers and the foundations and growth of Pan American Airways and RKORadio Pictures, the two companies that came together in *Flying Down to Rio*. By the end of the twentieth century, aviation, movies, and mass tourism had become powerful global industries, contributing to an internationally connected, entertainment oriented culture. What was once unthinkable had now become expected.

This book seems to hit virtually every thing of note in the crucial period of modern entertainment and aviation . . . a wonderful tapestry of technology, war, popular culture and social change. . . . an enjoyable read, while providing insights useful to the scholar as well as the general reader . . . history as it ought to be, but seldom is in reality. She has fused imagination, humor, has an eye for attractive detail, and is a skilled writer and historian. . . . It sets a new standard that places aviation history within a very insightful context and ties together a whole range of elements from tourism, popular culture, social change, evolving appreciation for the potential of aviation, politics, etc.--Colin M. MacLachlan, John Christie Barr Distinguished Professor of History, Tulane University