

HERE'S REAL NEWS! A *LOW*-cost, *ALL*-metal, *FOUR*-place plane — with roomy interiors, over 120 m. p. h. cruising speed. An even finer "FAMILY CAR OF THE AIR" — an even better business tool for you—ready to take you anywhere!



NEW! Tapered, **ALL-metal** wing for improved stability, greater flying control, lower maintenance! **NEW**, more effective wing flaps for safer landings!

NEW! "Dorsal-fin" tail construction for added stability, added beauty!

NEW gravity fuel system—larger tanks. More reliability—more range—lower maintenance!

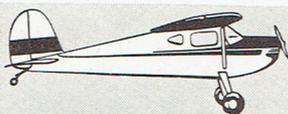
NEW interior styling! Fine upholstery, beautifully tailored. Harmonizing color schemes. Deep luxurious, roomy comfortable seats.

140 M. P. H. TOP SPEED—145 H. P. Continental Engine. Over 500-mile range. Wide doors. Wide seats! Wheel pants *optional*.

Best Way to Raise Your Pay (OR PROFITS)

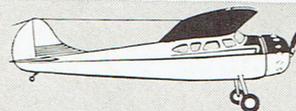


THE RAISES—THE COMMISSIONS—THE PROFITS go to men *who get things done!* So move *fast* the easy way in your own 4-place Cessna 170! (And help "key men" get more done, too . . . by equipping *them* with modern transportation!) You travel at a comfortable 120 m. p. h. You're free of schedules and connections. You can contact *more* customers, visit *more* markets, trouble-shoot *more* places . . . with *less* fatigue, more time at home! Easy to fly! Surprisingly inexpensive to operate. And wonderful for family vacations, of course! You'll soon be using your new Cessna 170 as casually as you would a car!



CESSNA 140

A roomy, 2-place, cross-country plane at light training plane price! Choice of 85 or 90 H. P. engine. Cruise at over 105 or 110 m. p. h.



CESSNA 190-195

Luxurious, 4-5 place personal or company airliners. Yet surprisingly economical to own and operate. Cruise at over 165 m. p. h.

CESSNA LEADS* because Cessna offers "more for the money!"

*In 1948, Cessna sold more personal planes than any other company.

USE THIS COUPON or See Your Nearest Cessna Dealer

Cessna Aircraft Co., Dept. F-7, Wichita, Kans.
Please send free literature giving complete description of the Cessna 170 (); Cessna 140 (); Cessna 190, 195 (); Literature for model builders ().

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