

The
National

fly ing farmer



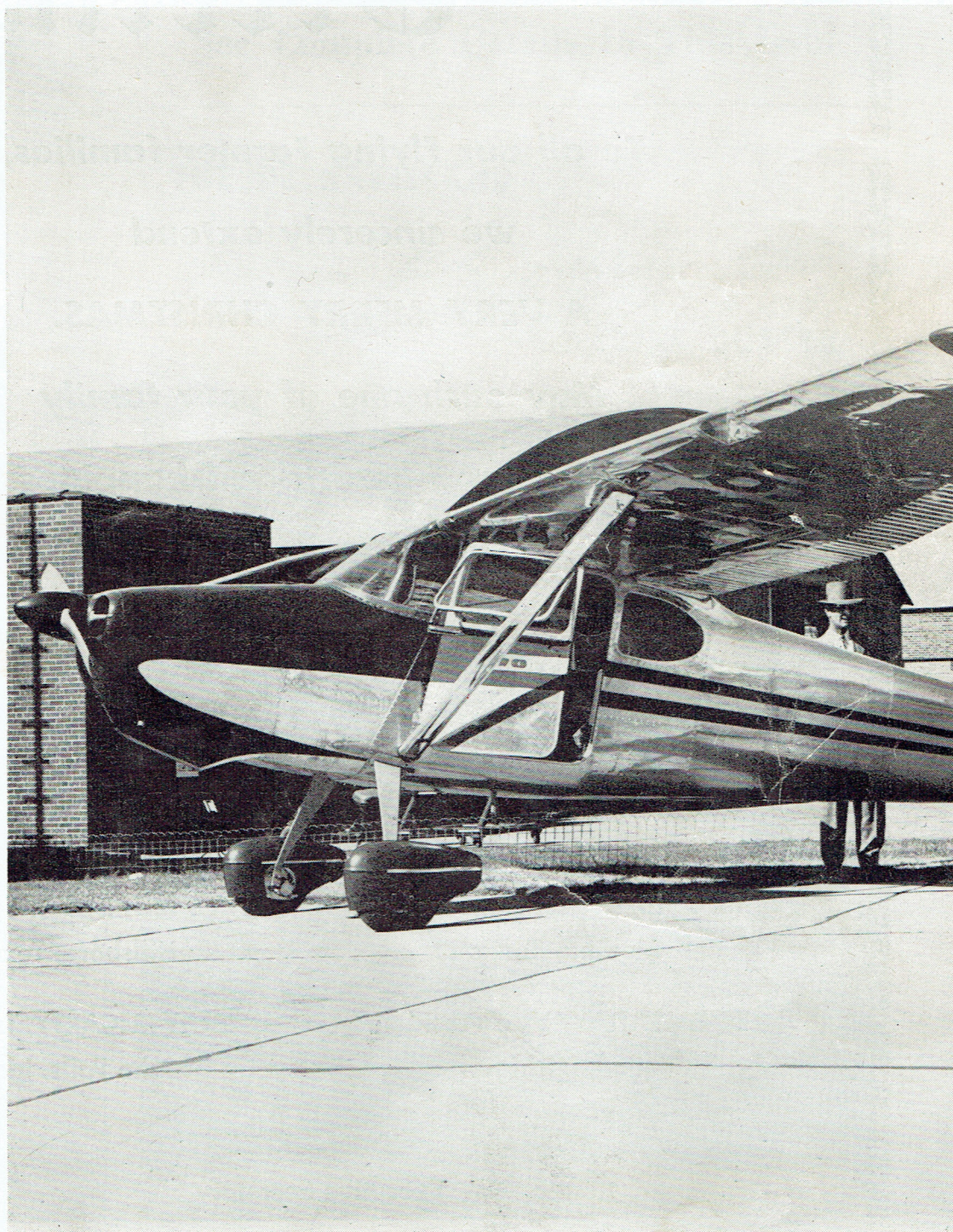
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Antelope, Kans.

Arnold W. Boettcher

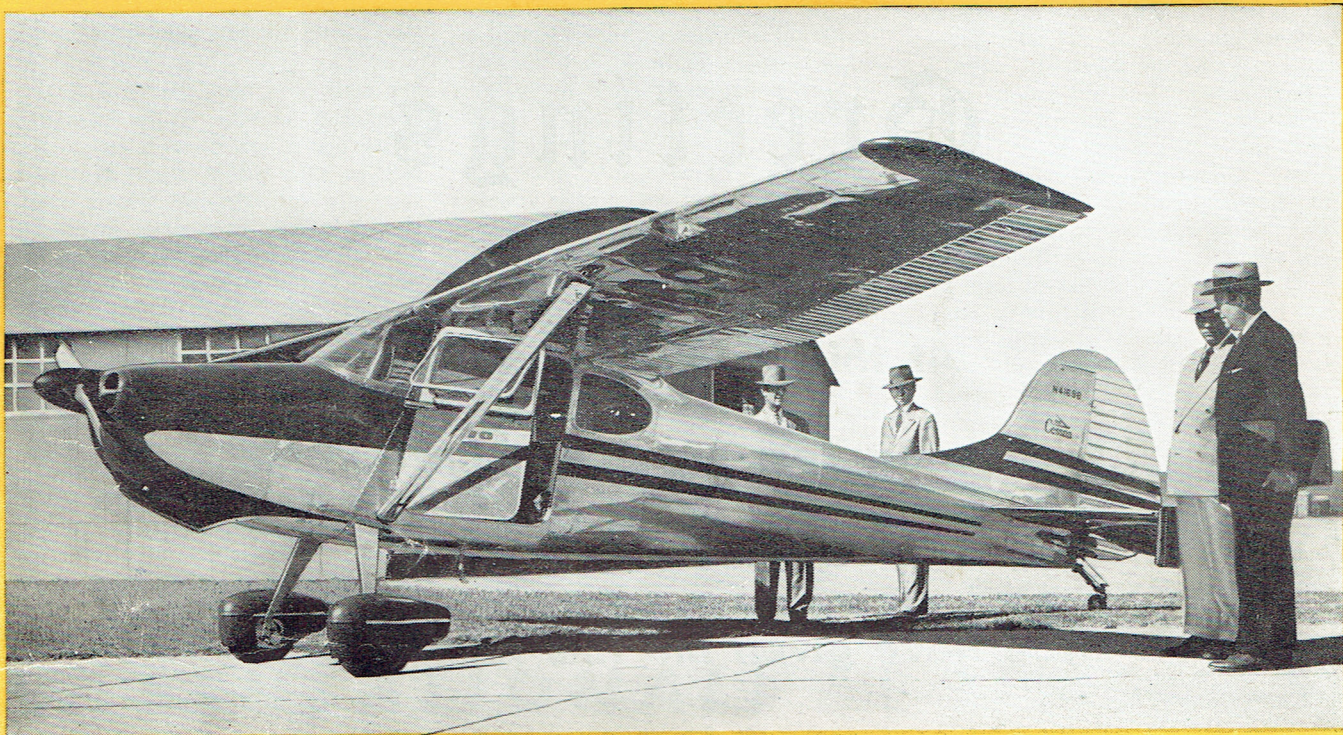
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"15,000 HOURS IN 15 MINUTES"

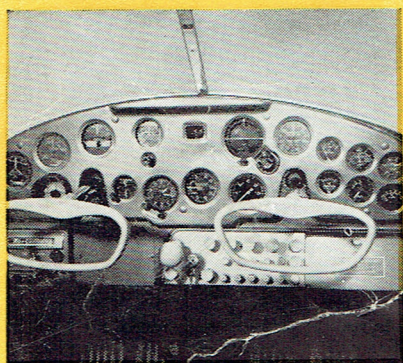
CESSNA UNVEILS

NEW "GOLDEN YEAR" MODEL

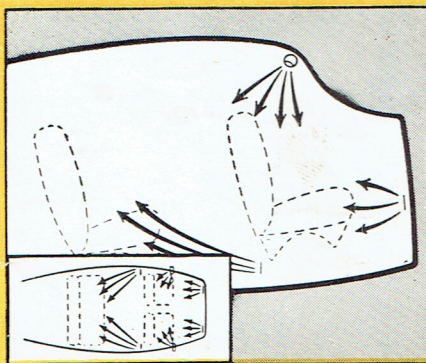
of America's Largest-Selling Private Plane



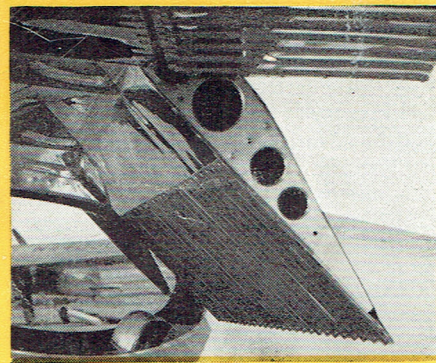
THE NEW ALL-METAL CESSNA 170! The plane businessmen found the most practical for their business needs in 1952...new and greatly improved for flying's anniversary year! The finest 170 ever built to save hours, increase efficiency, earn more profits for you!



NEW BEAUTY! Completely redesigned instrument panel. Easier to read. Blends with beautiful new interiors.



NEW COMFORT! Completely new heating and ventilating system for "living room" comfort at any season, any altitude.



EXCLUSIVE safety features! "Para-Lift" flaps, for example, reduce landing speed 10%, give quick added lift out of short fields.

• The Best from 50 Years of Aviation Progress in One Completely Practical Low-Priced Plane!

In 1903, the Wright Brothers made their first flight. And now—for 1953, the "Golden Year of Flying"—Cessna launches the first of its "Golden Year" airplanes, the new Cessna 170! The best from 50 years of flying—the best from Cessna's own 42-year history—have gone into this airplane. Proved and improved through daily use by thousands of business firms, the Cessna 170 is already—deservedly—America's largest-selling business airplane. And now it's better than ever!

The "Golden Year" Cessna 170 is new in appearance, new in performance, new in comfort and safety. All of the new features can't possibly be listed here—but if you, like so many other businessmen, feel that there is a place for an airplane in your business, see the new low priced all-metal Cessna 170 at your Cessna Dealer. He is listed in the yellow pages of your phone book. Or write: Cessna Aircraft Company, Dept. 91, Wichita, Kansas.