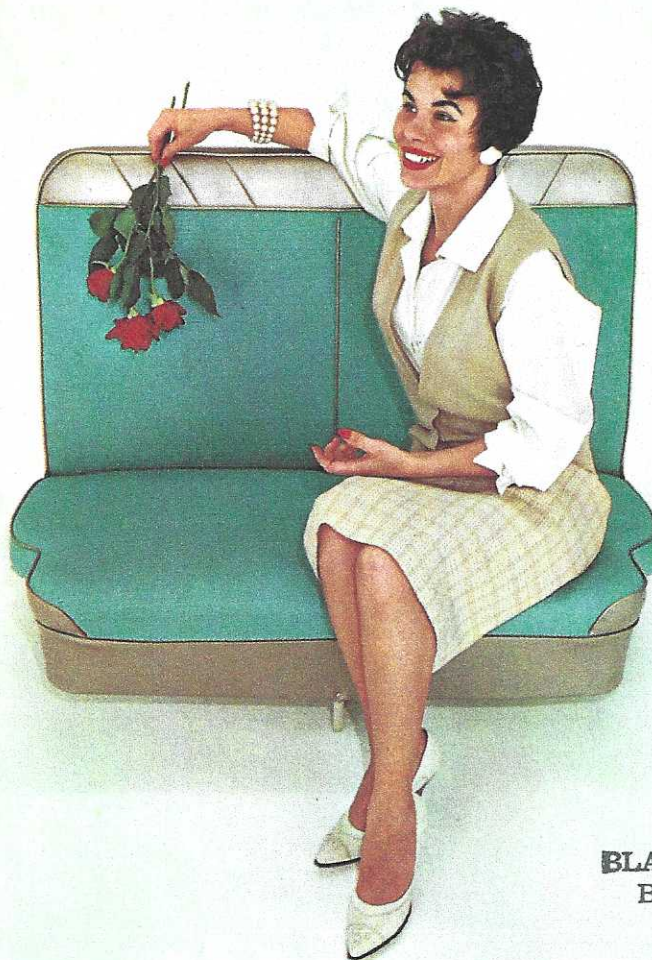
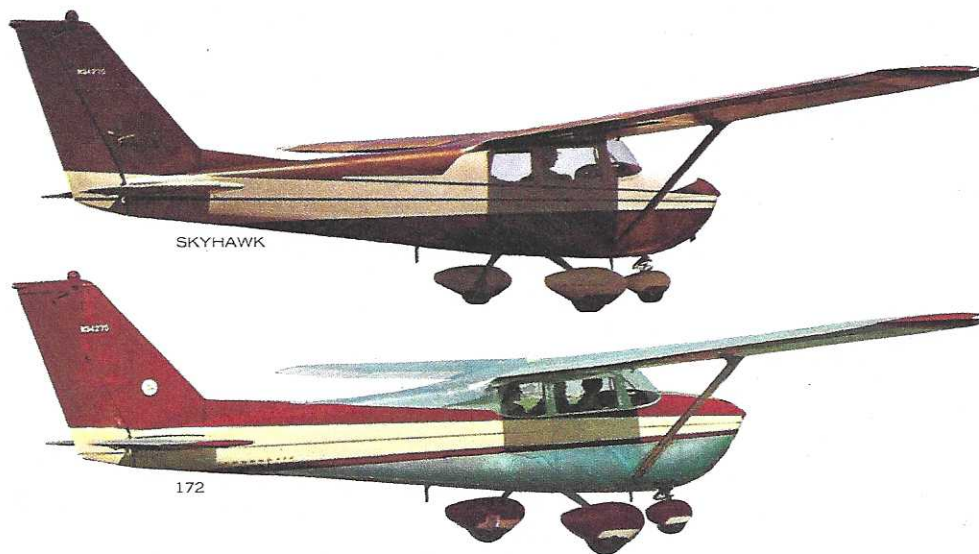


CESSNA FOR '61

SKYHAWK



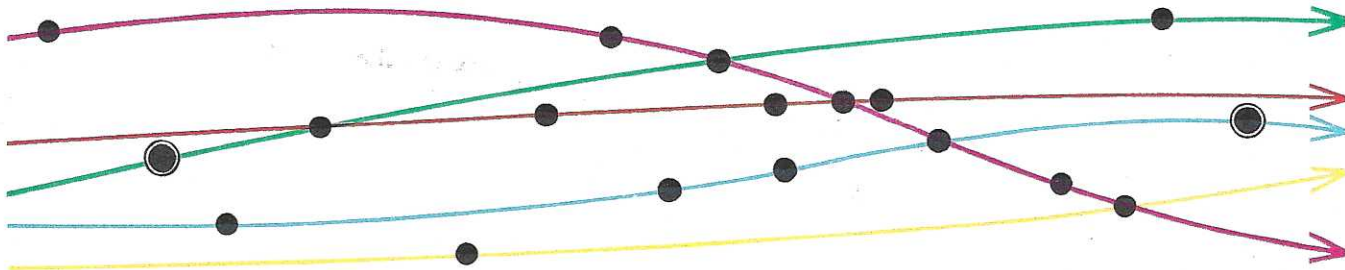
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BLAIR-BEDFORD AIRWAYS, INC.
BEDFORD AIRPORT, BOX 30
BEDFORD, PENNA.

● AIRLINE TERMINAL

● CESSNAPOINTS



How much mobility will I gain from 5400 extra Cessnaports? Squeezing **more** miles into **fewer** minutes — going whenever, wherever the need arises — is a **major must** in modern business. And you can meet these vital travel requirements as economically as in your car and far more flexibly than via commercial airliner — **in a Cessna!** And consider, too, this practical feat of multiplied mobility! Between lunch and dinner you can easily complete a 500-mile marketing or management trip... **along any point of the compass** at speeds up to 140 mph aboard a brilliantly styled Cessna Skyhawk/172 for '61! And you can **expect and get** an average of ten-to-one improvement in mobility over commercial airline travel... a positive promise made possible by the 5400 **extra** Cessnaports of opportunity which await your arrival located in between the 600 cities served by commercial airlines: The proof of your Cessna mobility is a matter of mathematics. See for yourself. See your Cessna dealer.

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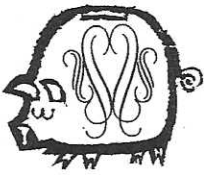
HOW MUCH POWER, PERFORMANCE
CAN I EXPECT FROM A SKYHAWK





FREE VPM ANALYSIS —

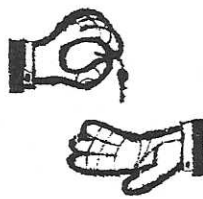
With the answers to six simple questions, your Cessna dealer can provide a Value Per Mile Analysis for your company. You can actually see **how little** it costs to travel farther and faster in your choice of 12 Cessna's for '61 and **how much** extra power, performance, and progress you can **expect and get**. Ask your Cessna Dealer for a free VPM Analysis, now. No obligation.



FINANCING — Your choice of 12 new Cessna's for '61 are as easy to **buy** as they are to fly!...for Cessna dealers offer a convenient, practical plan for financing...a program designed to provide fast, simple, pre-planned financing service. See your Cessna dealer for the details, and terms, of a financing plan which will put you out front, keep you out front—to stay...in a Cessna for '61. Lease plans are also available.



RENT-A-PLANE — If you want to test the profit-proven benefits of a Cessna before you buy...if you're looking for the link to make an important travel connection...or if you simply want to fly for fun...remember, you can rent a plane just like you rent a car! Fly yourself or with pilot provided. Call your Cessna dealer for complete details.



COOPERATIVE OWNERSHIP — If your individual needs do not presently justify sole ownership of the Cessna of your choice, ask your Cessna dealer about group ownership. He'll give you the full details of the popular associate plan for cooperative airplane ownership...a practical plan which permits small groups to pool their private air travel budgets in order to economically participate in the progress...and fun of flying a Cessna for '61!



LEARN TO FLY AS YOU TRAVEL — Your Cessna dealer has a flight training plan to fit your every-day schedule. Most popular is the "Learn-to-fly-as-you-travel" plan. You can actually take "on-the-job" flight training during business trips! Your Cessna dealer can also arrange an "after-five" and weekend schedule of training, too. And when you solo, your Cessna dealer will present you with a "Cessna Solo Trophy," a clever and handsome piece you'll be proud to put on permanent display in your trophy case, at home or in the office!

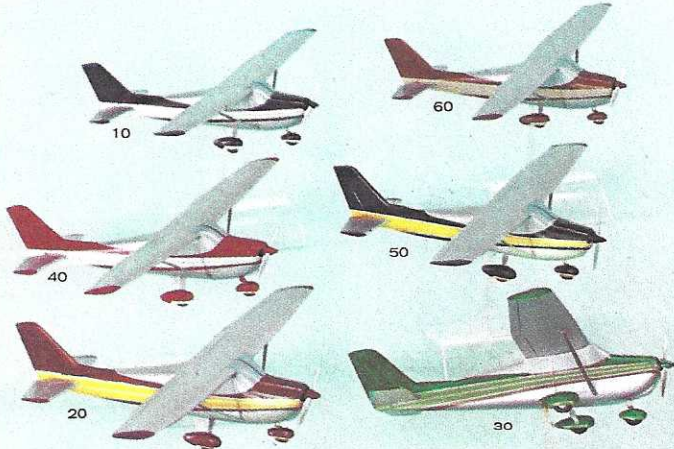


"GOLDEN RULE" WORLD-WIDE SALES AND SERVICE — Wherever you go you'll be only minutes away from the Cessna "Golden Rule" service. When you see the Cessna dealer's red and blue pennant shield of service...it's a sure sign that your service needs will be handled expertly, economically, and efficiently by factory-trained service technicians — and that you'll get prompt, courteous attention. Across the nation...around the world...look for the red and blue pennants, the sign of Cessna Golden Rule Service!

FLIGHT/SWEEP STYLED COLOR SELECTIONS

172

- | | | |
|--------------------------------------|-------------------------------------------|---------------------------------------|
| 10: WINCHESTER GRAY
CLASSIC IVORY | 20: COPPERTONE BROWN
STARGLO YELLOW | 50: WINCHESTER GRAY
STARGLO YELLOW |
| 40: RANGOON RED
CLASSIC IVORY | 60: COPPERTONE BROWN
PEBBLESTONE BEIGE | 30: NOCTURNAL GREEN
SPRING GREEN |



SKYHAWK

- | | | |
|----------------------------------------|------------------------------------------|----------------------------------|
| 1: WINCHESTER GRAY
CLASSIC IVORY | 5: WINCHESTER GRAY
STARGLO YELLOW | 2: SPRING GREEN
CLASSIC IVORY |
| 3: CELESTIAL BLUE
PEBBLESTONE BEIGE | 6: PEBBLESTONE BEIGE
COPPERTONE BROWN | 4: CLASSIC IVORY
RANGOON RED |



WHATEVER YOUR TRAVEL NEED...SEE YOUR CESSNA DEALER TODAY

Cessna®
AIRCRAFT COMPANY
WICHITA / KANSAS