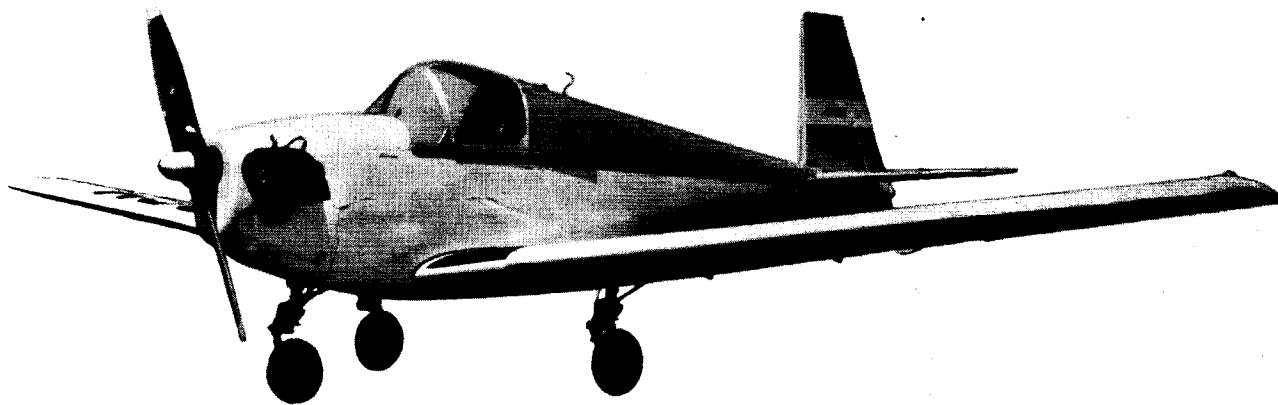


**REVOLUTIONARY - PRACTICAL
TRANSPORTATION VEHICLES**



MOONEY AIRCRAFT, INC.

GENERAL PURPOSE

An airplane is nothing more than a vehicle of transportation. Transportation in modern times has probably become the most important factor in our business and social life; this primarily because the range of our activities covers large areas. The most vital factor in the growth of America was the use and development of the various means of transportation. During that growth in transportation the controlling factors have always been and always will be cost and time involved. Therefore, an airplane can only ask for recognition in the scheme of transportation in those instances where it affords advantages in cost and in time involved for the service in which it may be used.

Transportation is so varied in its requirements that any specific vehicle is not necessarily useful for all transportation; and therefore, every vehicle used must be more or less fitted to the particular service required.

We are offering for your consideration a new means of individual transportation which has been especially designed and developed for the quickest and lowest cost of individual transportation that has ever been available. We are offering and have on the market an airplane which will carry only one person and a substantial quantity of baggage. It has been primarily built for one person because it is generally known that most traveling is done by one person in all personal needs of transportation. This was true in the horse and buggy days and is still true in these automobile days. Surveys of automobile occupancy and particularly for traveling, indicate an occupancy of only one and a small fraction persons. This fact is particularly important in airplane travel, for larger airplanes capable of carrying more persons but flown without being occupied in a useful way, necessarily cost practically as much to operate as though they were fully occupied.

A single-person airplane has in itself distinct advantages. It means less investment, less cost of operation, less cost of insurance, and with the added factor of lack of distraction by other occupants, which necessarily means for safety and full attention to the purpose of the trip. It, therefore, becomes a useful vehicle where travel is used and needed.

It is, therefore, the purpose of this brochure to invite your attention to a series of MOONEY airplanes which have been designed and built to meet all of these considerations and which are unexcelled for low-cost transportation, and have safety features and factors not found in any other present-day airplane of any size or capacity.

OPERATING COSTS

Based upon a typical business use in which 300 total hours are flown per year, the operating cost (less depreciation) of a MOONEY has been demonstrated to be as follows:

<i>Fuel (3.5 gallons /hour at \$0.30 gallon)</i>	\$315.00
<i>Oil (5 hours /quart at \$0.40 quart)</i>	24.00
<i>Maintenance, Inspection, Checks, etc., (\$25.00/100 hours)</i>	75.00
<i>Insurance, (Ground, Air, Liability, 10% Deductible)</i>	260.00
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<i>Total per Year for 300 Flying Hours, or Approximately 36,000 Miles</i>	\$674.00

For each flying hour, this cost figures out to be \$2.25 per hour; at 120 miles per hour, the figure is \$1.88 per 100 miles or less than 2¢ per mile.

The out-of-pocket expense (fuel and oil) is \$339.00 per year for 300 flying hours, which reduces to \$1.13 for each hour, or \$0.94 per 100 miles or less than 1¢ per mile.

EXAMPLE OF TYPICAL TRIP

On a typical business trip from Chicago to Cincinnati of 270 miles, a salesman would find that the trip would take 2¼ hours at 120 miles per hour, with \$2.54 being the out-of-pocket expense. The accounting department would use \$5.08 as the total transportation cost to be charged.

OTHER EXPENSES

Depreciation and storage allowances vary so widely between different organizations and uses that no standard figure can be adopted. These can be computed from your own records or policies, and a MOONEY representative will gladly assist in working out the complete analysis of MOONEY MITE operation in your business. Likewise, figures for other than 300-hour-per-year usage may readily be worked out. In summary, the MOONEY MITE offers previously unheard-of, low-cost, individual transportation at a time-saving speed.

COMPLETENESS OF LINE

The MOONEY Single-place line is complete, including the Model M-18LA Standard with Lycoming power, the Model M-18C Standard with Continental power, and the Model M-18C Deluxe also with Continental power. Many combinations of equipment are available, and the Deluxe Model includes an electric starter, generator, and position lights. Radio equipment to customer's requirements can be installed. From this line a model may be selected which meets all requirements of a particular individual transportation problem.

FEATURES AND CHARACTERISTICS

It is difficult to describe the all-around excellence of the MOONEY by a list of its features and characteristics. These advanced and desirable features and characteristics contribute more to the total "friendliness" of the airplane than the perfection and desirability of each of them. Their combination in this airplane makes for performance, ease of operation, and a naturalness in flight that has never been accomplished in any other present-day airplane. In flight it is a new experience for any pilot, with its great performance, the change of speed at which it will safely fly, its great reserve of power, and its ease of control and lightness of foot on the ground. The MOONEY offers the highest degree of safety, performance, economy, and usability together with superb handling characteristics, for individual business transportation.

As an example, the tricycle landing gear makes take-offs and landings very easily executed, thus contributing to safety. The MOONEY, because of this feature, can easily be handled in high-surface winds, thus increasing its usability with safety. The landing gear is simply retracted by a hand-operated lever, with a substantial contribution to performance, economy, and low maintenance cost.

Further, "Safe-Trim" makes a substantial contribution to safety, because it takes all of the guess-work out of properly trimming the airplane. For instance, without having to know the optimum flap and tail settings for all desired flight conditions, the pilot only needs to operate a single basic trim control to obtain optimum performance for any condition. Trim is not changed or upset by a change in power when the throttle is moved, which is a unique feature found only in the MOONEY.

The very high performance of the MOONEY constitutes safety in itself. To be able to land in and climb rapidly from small fields and pastures is a necessity if an airplane is to be useful. The rapid climb from sea-level to 10,000 feet in twelve minutes at a small fuel expenditure opens up a completely new field of utility in light aircraft. Favorable winds can be readily reached at altitudes, hot and rough air at low altitudes can be by-passed, and mountain flying becomes routine in the MOONEY.

The two-mile-a-minute or better cruising speed represents a real time saving in cross-country travel. The low landing speed, combined with very mild and controllable stalling characteristics, give assurance and confidence at all times to the pilot. The ability to fly slowly under full control is an outstanding MOONEY characteristic which contributes immeasurably to its popularity and acceptance.

The MOONEY has unexcelled vision from the cockpit. This, together with its high degree of inherent stability makes for relaxed flight, leaving the pilot fresh and alert after many miles. And the easy glide and approach characteristics quickly help even the novice pilot to make precision landings.

In short, the combination of these features in perfect proportion, along with individual toe-operated brakes, steerable nose wheel, positive push-pull elevator and aileron controls, ample baggage and package

space, serviceable and neat upholstery, comfortable seating, and many other quality features, makes the MOONEY an outstanding product, supreme in its class in the world. Many uses have been and are being found every day. Primarily intended for business use, it has also been widely flown in advanced student training, in local and cross-country rental by fixed-base operators, for pipe-line, ranch, range, and forest patrol, for personal transportation by private individuals, and for pure pleasure flying, to list only a few uses.

Owners and operators are uniformly enthusiastic in their acceptance of this fine airplane. Many of them tell us that, in their opinion, it cannot be improved upon. MAY WE ARRANGE FOR OUR REPRESENTATIVE TO DEMONSTRATE THIS REMARKABLE BUSINESS MACHINE TO YOU, AND EVALUATE ITS SERVICE TO YOU IN YOUR BUSINESS ACTIVITIES?

CONDENSED SPECIFICATIONS

	<u>Model M-18LA</u>	<u>Model M-18C</u>
<i>Maximum Speed, Sea-level</i>	<i>138 mph</i>	<i>142 mph</i>
<i>Optimum Cruising Speed at 10,000 feet . . .</i>	<i>125 mph</i>	<i>130 mph</i>
<i>Minimum Level Flying Speed with Power .</i>	<i>45 mph</i>	<i>45 mph</i>
<i>Stalling Speed, Power Off</i>	<i>43 mph</i>	<i>43 mph</i>
<i>Rate of Climb at Sea-level</i>	<i>Well in Excess of 1,000 fpm</i>	
<i>Ceiling</i>	<i>Over 21,000 feet</i>	
<i>Maximum Range</i>	<i>440 miles</i>	<i>390 miles</i>
<i>Take-off Distance</i>	<i>290 feet</i>	<i>300 feet</i>
<i>Landing Distance</i>	<i>275 feet</i>	<i>275 feet</i>
<i>Weight Empty, Approximate</i>	<i>520 lbs.</i>	<i>540 lbs.</i>
<i>Gross Weight</i>	<i>780 lbs.</i>	<i>850 lbs.</i>
<i>Baggage Capacity</i>	<i>40 lbs.</i>	<i>75 lbs.</i>
<i>Engine (Either 65 H. P.)</i>	<i>Lycoming</i>	<i>Continental</i>

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