



THE TRUE COST

The true cost of Piper transportation is measured in terms of savings. For Piper — better than any other means of travel — can reduce cost per mile, and chalk up further savings by eliminating "hidden" travel expenses. Many of these savings are immediately evident.

With Piper transportation, less time is spent traveling. A typical business trip, which might otherwise require 2 or 3 days, is often easily accomplished in one day. Overnight expenses and other costs are frequently eliminated. In the beautiful, roomy Piper Tri-Pacer four persons travel as inexpensively as one. And Piper delivers you right to your destination, usually non-stop. Short field ability and low landing speed, inherent in Piper design, permit use of any convenient airstrip. No more wasted time getting to and from major airports. In the corporate picture, where time means money, Piper transportation means real savings.

Against the actual cost of Piper transportation must be credited actual increased earnings, brought on by increased productivity of yourself, your key personnel. With travel time in most cases cut in half, your business territories can be multiplied in size and still receive more personal attention than ever before. Swift, sure Piper transportation, available when you need it, will improve customer good will and service, give better management supervision, enhance company prestige, introduce you to completely new business prospects.

When you travel by Piper you'll arrive at your next appointment fresh and alert, thoughts collected, "on top" of the job. Business trips are pleasant and profitable with Piper transportation.

Other savings are just as real, if perhaps more intangible. For how much is saved by the convenience of personal air travel? There's no worry about limited reservations, no racing the clock to meet rigid timetables, no valuable information lost because you didn't have time to attend a sudden out-of-town conference, see a distant prospect or go to an important trade convention.

And how much more can be saved? . . . with a Piper to transport critical parts and prevent production stoppage, to deliver rush goods and prevent the loss of distant clients to local competition, to carry consultants to remote operations, speeding the projects and possibly preventing costly errors.

With business matters consummated more quickly, you've saved time to enjoy the limitless adventure of vacation travel in a Piper. In a week — a never-before-possible tour of the country; a breath-taking cruise to the Caribbean . . . or a weekend — hundreds of miles away in a matter of hours. New horizons are yours with dependable, economical Piper transportation.

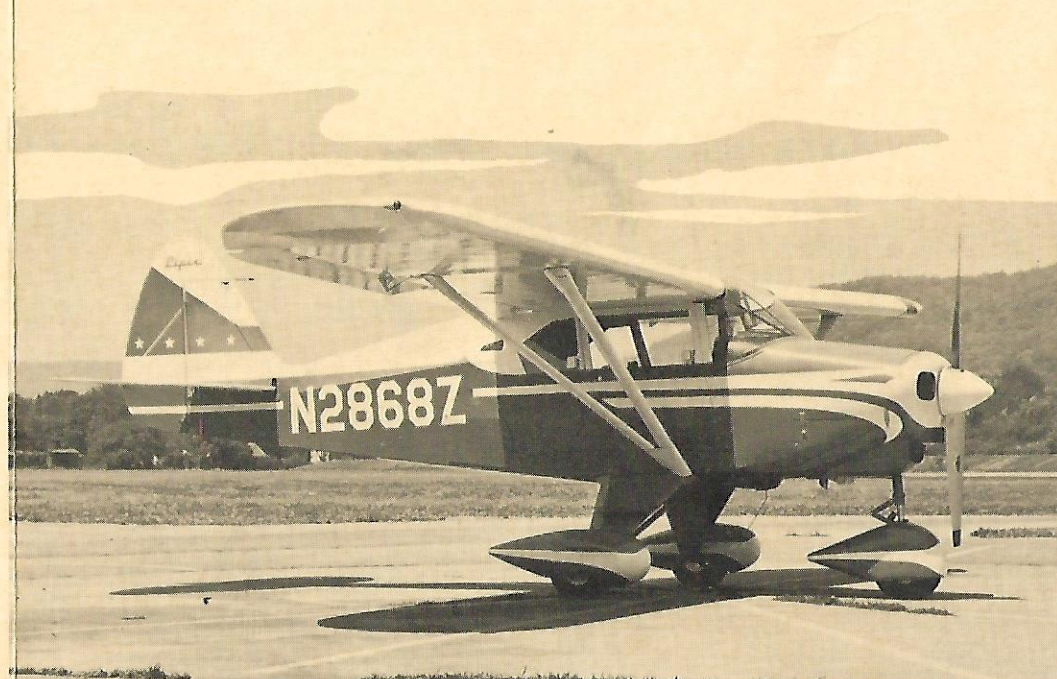
Count your savings, then measure the true cost of Piper transportation. You'll agree with thousands who already own Pipers that you cannot afford to be without one.

PIPER AIRCRAFT CORPORATION, LOCK HAVEN, PA., U. S. A.

OPERATING FIGURES

1960 **PIPER**

**Super
Custom** *Tri-Pacer*





SUPER
CUSTOM *Tri-Pacer* 160

\$11,225

FOR PLEASURE & BUSINESS

HOURLY DIRECT COSTS

Gas & Oil:	\$3.67
9 Gal. per hr. @ 40¢ and Oil consumption including 50 hr. Oil change.	
Inspection & Maintenance:	1.07
Includes 100 hour Inspections, parts and normal maintenance.	
Reserve for Engine Overhaul:	1.13
Overhaul rate based on minimum time recommended by Manufacturer. Engine time . . . 800 hrs. . . may be extended to 1200 hrs. when inspected & approved by a licensed mechanic.	
TOTAL DIRECT OPERATING COSTS:	\$5.87

ANNUAL INDIRECT COSTS

Hangar Rent @ \$30.00 a Month	\$360.00
Insurance:	
Hull . . . Full Coverage . . . Ground & Flight . . .	
\$250 Deductible . . . 5% *	561.25
Single Limit Liability . . . \$250,000	198.00
TOTAL ANNUAL INDIRECT COSTS	\$1,119.25

*Lower Rates Available

FOR BUSINESS PURPOSES

Depreciation:	
16% per yr. with a 20% Residual after 5 yrs.	\$1,796.00

Annual Hours Flown	300	400	500	600	800	1000
Miles Flown	38,100	50,800	63,500	76,200	101,600	127,000
Direct Hourly Cost	\$5.87	\$5.87	\$5.87	\$5.87	\$5.87	\$5.87
Indirect Hourly Cost	3.73	2.80	2.24	1.87	1.40	1.12
TOTAL HOURLY OPERATING COST	\$9.60	\$8.67	\$8.11	\$7.74	\$7.27	\$6.99
OPERATING COST PER MILE at 127 MPH (block to block)	7.6¢	6.8¢	6.4¢	6.1¢	5.7¢	5.5¢
For Business Purposes:						
Depreciation for mile (16% per yr.—20% Residual—5 yrs.)	4.7¢	3.5¢	2.8¢	2.4¢	1.8¢	1.4¢
TOTAL COST PER MILE	12.3¢	10.3¢	9.2¢	8.5¢	7.5¢	6.9¢