



Presenting the New Beechcraft Bonanza

"The new Beechcraft Bonanza for the first time in aviation history incorporates in one single airplane the element of luxurious, high speed transportation with an operating cost that is so low that anyone of even moderate financial means can afford to utilize the airplane for the solution of his transportation requirements." Thus, in a special unveiling of the aircraft, Walter H. Beech, president and chairman of the board of directors of Beech Aircraft Corporation, introduced the company's newest model to the public. "The Beechcraft Bonanza is a masterpiece of engineering; it's an airplane that constitutes a modern miracle of aeronautical design; and in our opinion, marks a new milestone in the progress of aviation."

Designed and built for the utility of its owners, until now little has been told about this new advanced type, four-place, all-metal, high performance, low-wing, cantilever monoplane with fully retractable tricycle landing gear, solid cabin top, and full equipment as standard, which will carry the trade-name "Bonanza." But this week and this month, through a special world-wide promotion and publicity program planned months ago for Beechcraft distributors, magazines, radio and newspapers, these facts about the new Beechcraft Bonanza are being made public. It cruises at 175 mph. Its range is 750 miles. It has a payload of 780 pounds. It will be delivered complete for day and night instrument flight. For the Bonanza owner — there's nothing more to buy, he just steps in and flies!

"A Money-Maker"

"The Beechcraft Bonanza is designed to transport passengers at a low cost, with complete comfort, and at a very high degree of safety. The direct operating cost of the new Beechcraft, when used approximately 100 hours per month, is less than 1½ cents per passenger mile counting three passengers only and not including the pilot," Mr. Beech stated in

explaining how the Bonanza will be a "money-maker" for business and charter owners.

Story Behind the Name

In announcing the company's choice of the trade-name "Bonanza," Mr. Beech explained. "Airplanes have been named after stars, galaxies, constellations, animals, fish, birds, and natural phenomena such as hurricanes, lightning, and thunderbolts. For the new Model 35, Beech Aircraft sought to find a name that would be descriptive of the extra value offered in the way of economy, performance, and pleasure to the owner. We examined the word 'Bonanza' which in English has the common meaning of a rich source of profit or gain, or an unusual value. We found that it has the same general meaning in other languages and also has an additional meaning of fair weather in certain foreign languages. This seemed to be consistent with the fact that the Beechcraft Bonanza has a 'built-in tail wind.' To a pilot, fair weather obviously implies a tail wind and the Bonanza has it as 'standard equipment.' The literal translations are as follows:

"Spanish — Bonanza. Translation: prosperity, success, fair weather.

"Portuguese — Bonanca. Translation: prosperity, success, calm, fair weather.

"French — Bonace. Translation: calm, smooth sea, tranquility.

"Italian — Bonaccia. Translation: prosperity, welfare, calm tranquility.

"Since we have given a great deal of attention to soundproofing in the airplane and have provided mufflers for the engine as well as a slow turning quiet propeller we feel that the translation of tranquility or calm tranquility in French and Italian also applies to the comfort of the occupants of the Bonanza while in flight. Summing up all the meanings of 'Bonanza' in English and in other languages, we feel that 'Bonanza' is a fit name for our new airplane. We have designed it for the prosperity, success and pleasure of its owners and we are certain that it will fulfill those requirements."

Carrying Capacity

The Beechcraft Bonanza is a *unique* four-place airplane. All of the items that are considered "extra" in many airplanes, and for which allowance in reduced payload must be made when they are installed in the aircraft, have been engineered into the Bonanza. Their weight has been computed and the structure of the plane has been balanced and designed so that *full* use can be made of the aircraft.

The Beechcraft Bonanza is the first fully equipped four-place airplane in the medium-price field that allows the owner to carry *four* 170-pound occupants, with a *full* load of fuel, a *full* baggage allowance of 100 pounds for the *full* range of the aircraft, 750 miles.

There's a difference between just having space and being able to utilize that space fully.