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FIRE

BPW PARLEY Garden Club

Mothers Club Y-TEENS

Beverly Hills

MAY 25, 1952

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 ADVANCED RADAR & ELECTRONIC FIRE CONTROL SYSTEM ALLISON PISTON ENGINE • SIMPLE FIRE CONTROL SYSTEM . EJECTION TYPE PILOT SEAT SIMPLE CABLE & PULLEY CONTROL SYSTEM . IFT ENGINE AND AFTERBURNER HYDRAULIC POWER CONTROL SYSTEM TO CARRY LOADS 15 TIMES GREATER THAN P-51 • CONVENTIONAL WING STRUCTURE WITH THIN METAL SKINS DOUBLE REINFORCED WING STRUCTURE USING TAPERED THICKNESS PLATES · CONVENTIONAL PILOT SEAT \$500,000 \$100,000 • SIMPLE ELECTRICAL CIRCUITS 41/3 MILES OF SF 83 1952 · F-86D Sabre Jet 1942 · P-51 Mustang



You, as a taxpayer, foot the bills for your country's aircraft program. That's why North American believes you should know whether you're getting your mee's worth for your aircraft-tax-dollar. To begin with, let's compare two famous North American Aviation planes, built ten years apart. The P-51 Mustang of World War II had a price tag of about \$100,000, including all equip-ment and spare parts. On the same basis, North Ameri-can's new F-86D Sabre Jet interceptor costs around \$500,000. These are total costs – not the prices paid to North American for its part of the job.

(Norz:) North American receives about 38¢ out of every dollar of the cost of a Sanks Jet (47¢ including spare parts). For our part of the dollar we design the airplane, build the structural parts, and assemble and test the airplane. The remaining 53¢ of the dollar goes into equipment like engines, radar and arma-ment which are bought by the government direct from other companies, and fur-nished to us for installation in the complete airplane.

LOS ANGELES,

But let's go back to our direct comparison between the Mustang and the Sabre Jet:

Between the 1942 Mustang and the 1952 Sabre Jet lie ten years of intensive and revolutionary improvement in aircraft design—and advances in design increase engi-neering man-hours and costs. To this, add two significant trends during this period. First, the 1952 dollar will buy only half as much. Second, the 1952 airplane is infinitely harder to build, partly because of the added precision and strength needed for sonic flight, and partly because of the costly, complex equipment built into it. The fol-lowing problems are typical:

lowing problems are typical: TrEM: The MUSTANG needed no refrigeration system; the SABRE Jet flies so fast the cockpit heats up to an unbear-able 180° F., so the plane is equipped with a refrigeration system that theoretically could make over 175,000 ice cubes per day. TrEM: The MUSTANG had no radar; the SABRE Jet's radar installation is the equivalent of a small television network. TrEM: The MUSTANG pllot moved his con-trols by a simple linkage system; the SABRE Jet flies so much faster that a pressure of five tons is needed to move the plane's controls-necessitating an elaborate hydraulic "power" system to help the pilot fly the plane.

Naturally, all these improvements cost more money: Engineering cost "per Mustang" was \$698; estimated

WNEY, FRESNO, TORRANCE, CALIFORNIA,

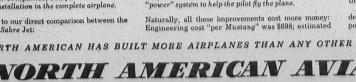
engineering cost on each Sabre Jet is \$19,529, roughly thirty times greater. Tooling cost on each Mustang was \$2,044, against the Sabre Jet's \$23,425. It cos \$12,264 to fabricate and assemble a Mustang, and \$66,075 in the case of the Sabre Jet. The materials that wont into a Mustang came to \$11,735, while the Sabre Jet uses \$40,280 worth. Add to this the costs of spare parts, complex electronic equipment, jet engines and other government-furnished items, and you have a total cost of \$100,000 for a Mustang and \$500,000 for a Sabre Jet—five times as much. Yet by comparing performance figures, the Sabre Jet is in an entirely different class. (AND REMEMBER — when you consider that this performance

(AND REMEMBER – when you consider that this perform-ance is bought with 1952 dollars – worth only half as much as the earlier, or "Mustana dollar" – the Sanux Jet costs only two and a half times as much on a comparable basis.)

Yes, you're getting your money's worth in today's North American airplanes - plus something more you can't measure in dollars: Your own priceless security in the skies.

donars: four own prices pledges itself to continue to And North American pledges itself to continue to design and build the best planes possible, at the lowest possible cost, to help maintain that security for you.

NORTH AMERICAN HAS BUILT MORE AIRPLANES THAN ANY OTHER COMPANY IN THE WORLD



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TORRANCE HERALD