

Did a lot of work on Air Tractor for Smith and Associates, which strengthened the brand and sold a lot of airplanes. Won quite a few awards, too. Here's an ad that was translated to run for their dealers in Argentina, plus a couple of PR releases.

Air Tractor's AT-402A

Who says work has to be dull?

So you spend half your life in an ag plane. Who says it has to be boring? Or uncomfortable? Or noisy, slow, sluggish, or temperamental? Not Air Tractor.

Whatever your ag needs, the AT-402A will do the job as well as -- or better than -- anything else in the sky. But there's another, equally important side to this new ag plane from Air Tractor.

What a joy it is to fly.

Operators tell us how the low stick and rudder forces make the controls light and quick, reducing fatigue. How the three-piece panoramic windshield increases their field of view. How the new 550 SHP turbine engine gives them outstanding performance -- faster climb rates and increased cruise speed -- with exceptional quiet and reliability. How the increased wing efficiency and Hoerner wing tips give them quick turn time, greater maneuverability, and shorter landing and loaded take-off distances.

How they actually are excited about getting into a cockpit again.

See for yourself. Call Paul Marsteller, Enrique Abeledo or Julio Di Giuseppe. Tell them you want to take a test flight. But be careful. Once you get in an AT-402A you may never want to get out.

Air Tractor's AT402A -- the workhorse ag airplane that's fun to fly!

SHOT(S) OF AT-402A SPECS

DISTRIBUTOR

Paul Marsteller, Tradelink, Inc. South America/Mexico W. Europe/N. Africa (817)491-2442
Fax: (817) 430-4807

DEALERS (ARGENTINA)

Enrique Abeledo, Transaire Provincia de Buenos Aires Ph: 0144-714-74 Fax: 0174-104-40

Julio Di Giuseppe, Di Giuseppe Aviacion Provincia de Santa Fe Ph: 0419-312-40 Fax: 0415-105-94

¿QUIEN DICE QUE EL TRABAJO TIENE QUE SER ABURRIDO?

Seguramente le parece que ha pasado la mitad de su vida dentro de un avion agricola. Pero quien dice que tiene que ser aburrido? O incomodo? O ruidoso, lento, pesado, o temperamental? Con un Air Tractor es todo lo opuesto.

No importa cuales son sus necesidades en su trabajo "agro-areo," el AT-402A hara el trabajo tan bien como -- o mejor que -- cualquier otro avion en el cielo. Tanto como el trabajo que puede realizar hay otro lado de este nuevo agro-avion de air tractor de igual importancia.

El placer que es volarlo.

Operadores comentan que la baja fuerza en la palanca y el timon direccional hacen que los controles sean agiles y livianos. Hablan de como el parabrisa panoramico de tres piezas amplia el campo visual. Hablan de como el nuevo motor turbina de 550 SHP les da un rendimiento y funcionamiento exceptional -- con velocidades mas rapidas de subida y crucero -- con mas confiabilidad y un motor mas silencioso. Tambien comentan de como la mayor eficiencia de las alas y las puntas de ala "Hoerner" les dan un tiempo de viraje rapido, mayor maniobrabilidad, y distancias menores de aterrisaje y despegue cargado.

Realmente miran con anticipacion el momento de volver a entrar en la cabina.

Vealo por si mismo. Llame a Paul Marsteller, Enrique Abeledo, o Julio Di Guiseppe. Digales que quiere tomar un vuelo de prueba. Pero cuidado... una vez que entre en un AT-402A quiza nunca va a querer salir.

Distribuidores

**M&M Air Service:
Taking Care of Business**

By Bill Davidson
(405)722-0901

The sun is a dimming sliver on the horizon, and the lights of Beaumont, Texas, are beginning to dot the dusk. The last plane is long since cleaned up and tied down.

George Mitchell, Jr., and I are walking toward the offices of M&M Air Service after a particularly full day of spraying.

Responding to my empty stomach's rumble I suggest dinner. George nods. "Sounds good to me," he says. "But first I have to go through my nightly ritual."

I follow him to his desk, where he examines every bill, every invoice, every statement, every estimate, every check that has arrived during the day. Finally he puts his pencil down and stretches. "My bookkeeping GPS," he smiles. "If I didn't do this every night I wouldn't be comfortable, wouldn't know exactly where we are. Things can creep up on you."

The only thing George Mitchell, Jr., has allowed to creep up on him is success. Fifty-two years ago, George's father and uncle, George, Sr. and Poley, saw the handwriting on the wall -- or more accurately, in the air.

Three years later, in 1949, they decided to "get serious about" aerial application, so Poley bid on 200 surplus Stearman biplanes at an auction. He was able to get 42 (at about \$55 each) which were converted for ag work.

Today the Stearmans are all gone but one, flown by George Jr. as a hobby. They were replaced in the seventies and eighties with nineteen 600 Ag Cats, which gradually became the fleet of five AT-402's, three AT-400's, and a Piper Pawnee. Early this year they replaced four of the 400-gallon aircraft with three 502's, also picking up a turbine Brave in trade. The company's fleet now consists of three AT-502A's, two AT-402B's, two AT-400's, the Pawnee and Brave, which M&M keeps at its San Angelo branch to do brush work. George says he plans to replace the two AT-400's with another 502A early next year.

“There’s a pattern here,” George smiles. “Seems like the fewer airplanes we have the more acres we can do.”

The company now has thirty employees, but open just about any door and you'll see a Mitchell smiling back at you: David, who schedules the aircraft and buys the chemicals, Andy, who flies an AT-502A, Mark, who flies an AT-402B, and Lisa, who takes care of payables and receivables. You'll probably bump into the fourth generation while you're there, too: Justin and Hunter, David’s sons, or their cousin Heather.

George Jr. now mostly flies a desk, preferring to stay on the ground -- and on top of the business. “I know a lot of operators get into spraying because they love to fly,” George says. “There are plenty of basically one or two man operations out there, happy to just be getting paid to do what they like to do. And sure, a lot of the time I’d probably rather be flying than checking bills and invoices, scheduling, managing the office. But I’ve got the responsibility for making sure M&M turns a profit every year, and that means details, details, details. And besides, when I can’t stand it any more I can always go jump in the Stearman.”

“You can’t run a business like this on a day to day basis. You’ve got to look at the future and get ready for it. For instance, rice planting has been our primary business for years, as about 90% of the rice in Southeast Texas is planted by air. But rice acreage is dropping steadily around here, down to 65,000 or so acres from its prime in 1970 of 250,000 acres. Probably because of low rice prices. We’ve got to find ways to offset that potential loss of business. That can’t happen if you don’t look at trends and plan ahead.”

“We’re now sending planes to Northwest Texas from July until the first freeze to work cotton, and for the past several years we’ve also been involved in the state boll weevil program.”

“It’s also why we stepped up from the 402’s to the 502’s. With a Satloc-equipped 502 we make fewer passes and stay out there longer, with less loading and ferry time. That makes us more productive, which means we make more money -- if we’re smart. And that’s really what it’s all about.”

It’s 5:30 a.m., still black as the inside of a bruised crow, and you can already feel the heat in the air. George Jr. is behind his desk, meticulously laying out the day, making sure everyone knows exactly what their responsibilities are.

“My GPS,” he says again, pointing to the desk. “Keeps me on track, lets me know exactly where I am. Because I figure if you don’t know exactly where you are, you’re lost.”

CUTLINES

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GEORGE MITCHELL JR EXPLAINS THE FINER POINTS OF FLYING TO HIS GRANDSON JUSTIN

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GEORGE MITCHELL JR (LEFT) AND POLEY MITCHELL IN FRONT OF THE ONLY STEARMAN REMAINING IN M&M'S FLEET

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DAVID MITCHELL (STANDING) WITH FOUR PILOTS (FROM LEFT) ANDY MITCHELL, DWAYNE WILLIAMS, JOHN BURRELL, AND MARK MITCHELL, IN FRONT OF THREE NEW AT-502A'S.

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FROM LEFT: ANDY MITCHELL (AT-502 PILOT), GEORGE MITCHELL (OWNER), DAVID MITCHELL (DIRECTOR OF OPERATIONS), LISA MITCHELL (OFFICE MANAGER), AND MARK MITCHELL (AT-402B PILOT)

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FROM LEFT: LENO HERNANDEZ, JUAN HERNANDEZ, ELADIO FLORES, AUGUSTINE SALINAS, AND JOSE SAAVEDRA.

Kristin Snow, Corporate Communications Director

FOR IMMEDIATE RELEASE

**GOING WITH THE FLOW
AIR TRACTOR'S AT-802 SUITS UP FOR HIGH VOLUME**

It started a few years ago, with an occasional request from overseas. An operation in Spain, another in Australia. Pretty soon the calls were regular enough to point out a trend. More and more operations were getting involved in high volume spraying – and were looking for a system that would make them more productive and more efficient, and would let them expand their operations into new areas requiring HV.

The result is the recently developed high volume spray system option for the AT-802, with a Transland pump capable of up to 400 gallons per minute.

Sam Cooke, who's been test flying Air Tractors since before they were called Air Tractors, tested the first system, installed on an 802 going to Australian customer Colin Pay. "We did a flow rate check," Sam comments. "At 160 MPH we were showing 374 gallons a minute, which translates at a 65-foot swath to nearly 18 gallons an acre."

air Tractor worked with Transland to develop the HV option, which consists of 3" booms, equipped with 84 nozzles, stretching 75% of the 802's wing length. The pump inlet is 4" and the outlet is 3", with a 3" Transland valve.

Air Tractor President Leland Snow feels this type of system will be valuable in a wide variety of applications. “There’s a growing need for higher volume,” Leland said, “especially overseas – in Australia and Spain. We try to give our operators what they want.”

Air Tractor has also included Aero Flow check valves as an option on the HV system, for secure shutoff. Basically, it’s a rubber cap that won’t let liquid through unless pressure is applied, to keep nozzles from dripping. According to Cooke, the Aero Flow nozzles and check valves are lighter and more streamlined, allowing the airplane to fly with less power.

Gary Coker, in Research and Development at Air Tractor, says the Aero Flow nozzles and check valves are light, easy to install, easy to operate, and don’t create much drag. “And I haven’t seen a leak at all,” Coker added.

The HV spray system is now available as an option on new 802’s or as a retrofit.

For more information, or for the name of the nearest authorized Air Tractor dealer, operators should contact Air Tractor, Inc. at (940) 564-5616.

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