

Seabee



Bulletin

FROM PERSONAL PLANE DIVISION OF REPUBLIC AVIATION CORPORATION

Dealer Bulletin No. 1

May 22, 1946

DELIVERY PROSPECTS

Three weeks ago it looked as though Republic would hit almost exactly on the button delivery schedules established over six months ago.

Although keenly aware of the troubles that were besetting every other aircraft manufacturer turning out new models, it looked as though Republic was once more doing the impossible. Three weeks ago the miracle seemed really to have happened—production was on time and we were hitting a stride that should have turned out from 80 to 100 planes in May and from 250 to 300 in June.

Now with deepest regret I have to report to you that the picture has changed. We are dropping steadily behind from a combination of a dozen different causes, each minor in itself yet important enough in the aggregate to slow down the whole line.

We're not too concerned about the temporary delays that will hold back for perhaps only a week or so deliveries of our first production airplanes but we are deeply concerned about delays that are threatening us from the troubles of other manufacturers supplying us with tools or press time, or with equipment items essential to sustained or accelerating output.

Both our own plant and our engine division are completely free of labor difficulties but I must not conceal from you the seriousness of certain situations in the supply field which have developed since recent forecasts for the current period were made.

I think you know the resourcefulness of Republic well enough to believe that we will find a solution to any difficulty that may confront us but I do, in fairness to you and your customers, want you to know that all delivery promises or indications that may have been made to you of definite dates for even your demonstrator are out the window.

Quantity production of the Seabee depends on completion of production tools. All were due to be done by July 1st. Now it looks like August.

Meanwhile, we are making Seabees from temporary tools supplemented by our own Machine Shop operations. This is slow and terribly expensive. We can get out perhaps 200 in June and July - enough, we hope, so that most of you will see and fly the Seabee at your own base even though you wait for customer deliveries until the present nation-wide threats to all business are over.



ARE YOU RECEIVING THE "NEWS"

Every Seabee dealer is supposed to be on the mailing list to receive Republic's bi-monthly plant newspaper. It is crammed full of news not only of the Seabee but of Republic's activities in the military and transport fields. If you are not receiving the News, please let us know.

SPEAKING OF NEWS

This is the first Seabee Bulletin sent directly to all the wonderful new friends Republic has been making all over the United States and in so many other places in the world.

It isn't meant to be formal or fussy but just to carry to you from time to time special news or information about what's going on here at Republic or to discuss with you some of the questions that concern all of us.

Later I hope to tell you much more about the people who build the Seabee and who are helping you sell it. I hope that we can all get to know each other better meaning out distributors at home and abroad and the amazing family of Republic dealers who already constitute potentially the greatest selling organization in the personal plane industry.

LANDINGS UNLIMITED

Long delayed by every conceivable printing difficulty, the beautiful 16-page four-color Seabee booklet "Landings Unlimited" is at last off the press. An initial quantity of 100 copies has been mailed direct to all Republic dealers. Before you give any to anyone else, send a copy to your actual customers or to your very best Seabee prospects.

The demand for this book has been enormous but as the first edition is only 100,000 copies, they will not go far among seventy distributors and 350 dealers unless they are given out with some discretion.

SEABEE PHOTOGRAPHS

Realizing how hungry you all are for more and better photographs of the Seabee, we have ordered 400 sets of six brand new shots and these will be on their way to you in the next few days. One of these shows Don Parker of our Rainbow Division and Bill Hunt of our Seabee Division on a recent trip to Candlewood Lake, N.Y. on which they carried along a collapsible Link canoe. It worked splendidly and Link is releasing the whole story to some of the aviation magazines. Don and Bill are also shown doing some quiet fishing from the Seabee itself. Another picture shows Perce Spencer and Don on a trip to Great South Bay in Long Island where they demonstrated duck hunting for a Life photographer.

FEATURE STORY

Among many fine stories on the Seabee recently published by leading magazines, none is more thorough nor professionally done than the eighteen-page feature in the May issue of "Aviation" by Irving Stone, Associate Editor, entitled "Design Analysis of Republic Seabee." Reprints of this story have been ordered and will be available to you through your Seabee distributors.

PRESENT STATUS OF THE SEABEE

Like the new house that looks completely ready for its eager owner but which still takes days for all the last minute finishing touches, so the Seabee waits while our own engineers and shop people gild the lily that needs only its N.C. Numbers to take off on demonstration flights all over America. Splendid co-operation from all CAA authorities have long since put behind us design and construction features requiring approval.

We ourselves have met flight requirements of the CAA in the course of hundreds of flights testing the performance, reliability, safety and convenience of every detail of control, equipment, instruments and accessories. Attitude, speed, climb, stall, spin, landing and take-off characteristics have all been found satisfactory. There remains only the detail of last minute changes incorporated in the final production model. One change that the Sales Department asked for is the lockable tailwheel control for the pilot to assist him in crosswind taxiing. We have it now but it did cause delay as have other last minute crabs of our own inspection and flight test section.

Final approval and details of issuing N.C. Numbers may take another two weeks or more. Then, deliveries to our distributors will begin to be followed by demonstrators for you as dealers.

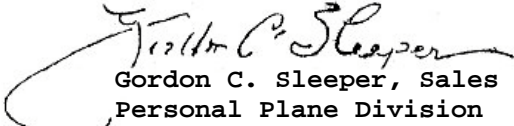
YOUR OWN DELIVERY PROMISES

All of you have made more or less definite commitments to one or more customers who have urgent need of a Seabee for business purposes. Please do not withhold from them the truth about Republic's delivery situation. Tell them promptly and honestly that because of circumstances beyond your control or Republic's, you will not be able to make customer deliveries before August. If the coal mines do close down again, or other threatened stoppages of business occur, no dates will mean anything and no one will escape the consequences. All you can do is offer to accept any cancellation requested being sure that for every buyer you may lose there will be ten waiting to take his place.

The next six weeks will be tough sledding for all manufacturers but Republic expects to make up for lost time when complete production tools replace the temporary tools and hand operations we are using on making the first Seabees.

LAST MINUTE NEWS

As this bulletin is written, special permission has been relayed to us from Washington for three Seabees to go on tour without waiting for N.C. Numbers. Accordingly, we'll get Jess Gaugh, District Sales Supervisor for the central states, off to Indianapolis to meet the crowds coming in for the Speedway races and for visits later to our dealers in Indiana, Illinois, Wisconsin, Michigan, Ohio and Kentucky. We'll send Sam Solberger and Tom Drummond through the South and Bill Hunt and George Dougherty out West. More details later of time and place.


Gordon C. Sleeper, Sales Manager
Personal Plane Division