

Seabee

Bulletin

FROM PERSONAL PLANE DIVISION OF REPUBLIC AVIATION CORPORATION

Dealer Bulletin No. 2

July 10, 1946

NEW SEABEE PRICES

Republic Aviation Corporation announces that effective July 15, 1946 the list price of the standard Seabee amphibian will be increased to \$4495. F.A.F. Farmingdale, Long Island, New York. The list price of the Hartzell Propeller is increased to \$350.; the Cross Country Panel remains the same at \$150., which brings the list price of the Seabee equipped with these two extras to \$4995.

In order that you may understand fully why this increase is necessary, I wish to call your attention to the following facts.

When Republic announced one year and a half ago its intention to offer the Seabee at \$3995. including two-way radio, that price was no rash figure pulled out of thin air, but a hard headed estimate made under conditions then existing of Republic's ability to produce the Seabee at that price and at a reasonable profit.

That estimate was based on revolutionary thinking in aircraft design; on the ability to so simplify conventional structures of component parts as to reduce all labor and assembly costs.

That estimate called for a financial investment in complete tooling probably never before undertaken in the personal plane industry.

Finally, it counted on reasonable stabilization in the prices of raw materials, labor and necessary purchased parts as then quoted by the largest and most reliable of supply sources.

You know the situation today one year and a half later!

Ready for delivery, proven by months of flight tests, certified by the C.A.A., the Seabee has in fact revolutionized all thinking in aircraft design. Simplified construction puts Republic months and perhaps years ahead of competition. It does reduce costs and it does enable Republic to give increased values.

On the second point calling for complete tooling, Republic's management, backed by the confidence of its directors and stockholders have invested over one million dollars in the Seabee. Complete tooling is a fact needing only a few late deliveries to put the entire plane on a production basis.

Over and above these development and tooling costs, Republic has also bought its own engine plant at a cost of \$1,500,000. to insure a dependable source of engines for the Seabee.

Up to this point, every plan and estimate made by Republic one and a half years ago has justified the expectancy that the Seabee could be produced to sell at \$3995.

In the third factor, however, and one entirely beyond the control of Republic, profound and devastating changes have taken place in the last few months.

Prices have become entirely fluid. Supply sources all the way back to basic industries have been affected by the waves of strikes and stoppages that have swept the country. Even firm contracts placed months ago have in some cases had to be reopened to absorb increases in costs.

For months Republic has made determined efforts to offset rising costs by new economies in design or manufacturing methods. Prices, however, are still rising and Republic cannot hold the line alone.

Percentagewise, the increase in the price of the Seabee is modest in comparison with price changes made by many other manufacturers and at the new list price the Seabee is still unmatched for either price or performance and quality.

SPECIAL NOTICE

Republic has on hand deposits of money covering all expected deliveries of Seabees for the first 90 days of production. Notice is given to all distributors and dealers that Republic will without question accept cancellation of orders and will refund promptly deposits involved in any cases of hardship or dissatisfaction caused by the increase in Seabee prices.

Unless promptly notified to the contrary, however, Republic will assume that both distributors and dealers accept the new prices as applying to all orders placed with Republic and that acceptance has also been secured from all retail customers from whom orders have been taken to this date.

THE HARTZELL PROPELLER

Because of almost universal demand for the Hartzell Controllable and Reversible Propeller in orders received for many months past, this propeller was used in the CAA tests for certification of the Seabee. To have done otherwise would have meant delay in delivering the Seabee with the Hartzell installation which by popular vote is one of the Seabee's most outstanding features.

As soon as possible, however, the Seabee will be resubmitted to the CAA for certification using the Koppers or other suitable fixed pitch propeller. Until such tests are concluded, it is understood that orders calling for the standard fixed-pitch prop will be subject to delay in shipment. All outstanding orders should be reviewed to insure that the Hartzell propeller is specified if normal delivery is desired.

HOW THE SEABEE WON ITS NC

You who have followed the development of the Seabee from Spencer's original homemade model of cloth and wood on through Republic's first three-place prototype and then on to the present sleek and beautiful four-place production model know what a thrill it was when after six full months of punishing field tests, the same Perce Spencer speaking for Engineering, Flight Test, Manufacturing and Sales on Wednesday, June 19th said: "The Seabee is ready for her N.C. tests. Let's call the CAA today."

What followed was packed with drama for let no one underestimate the thoroughness of the flight tests that CAA pilots give any plane seeking commercial license. We had run the tests ourselves. We knew the Seabee's wonderful performance. In our test models we had made endless refinements to insure every phase of altitude climb, stalls, spins, changes in CG and so on through the 22 required flight tests of the CAA. Probably no personal plane ever had better engineering or a longer period of development yet for all our complete confidence we were on pins and needles when we turned Number Seven over to the CAA.

A grand chap, Henry Faller, came out Thursday to make plans for his test program. Friday it rained - Saturday and Sunday were not CAA work days but on Monday June 24th, Mr. Faller flew the Seabee for seven hours. On Tuesday he flew from early morning to darkness at night. He completed 18 of the 22 tests and we breathed big sighs of relief.

Wednesday gusty winds prevented taking official movies of land and water takeoffs. Thursday in dive tests made by our own pilot, Carl Bellinger, the nose door came unlatched. Mr. Faller made nothing of it. Incidentally, the dive registered airspeed of 189 m.p.h.

Friday there was some unfinished business about climb tests with and without flaps - again no flying on Saturday or Sunday but at noon Monday, Faller climbed out of the Seabee smiling. He shook hands with Spence and all who were waiting: "Congratulations, Spence, you have your N.C. Republic can start deliveries at once under temporary certificate which becomes final in 60 days unless review of our flight data causes us to ask you for some modification in planes already shipped."

In previous bulletins I reported to you the wonderful cooperation that Republic has had from the very beginning from the CAA in every phase of the Seabee's development - in the testing of component parts, in the review and approval of engineering data, in friendly advice and guidance from all divisions of the CAA. Now in fitting climax comes the prompt and highly competent handling by the CAA of final flight tests and actual certification of the Seabee. Private flying in our opinion has no better friend than the CAA.

Announcement of the Seabee's getting its Approved Type Certificate was telegraphed to all distributors Monday, July 1st and copies of the first news release were mailed to both dealers and distributors the same day.

REPUBLIC PILOTS LODGE

For the convenience and pleasure of visiting pilots particularly ferry pilots who may be weathered in or for other reason need to stay overnight, Republic has leased outright the South Shore resort hotel at Amityville, L. I., formerly known as Amity Harbor Lodge. This hotel renamed, Republic Pilots Lodge and being run by Republic Aviation Corporation is not pretentious but it is clean and comfortable and it will accommodate up to 30 guests.

Room charges are \$3.00 per person. Breakfast and supper may be had a la carte. The lodge is six miles from Republic's flying field. All reservations and arrangements for transportation are made at the Visiting Pilots Service Desk located in Hangar One. Phone Farmingdale 1100, Extension 654 or 453.

CANADIAN DOLLAR PARITY

The news just announced that Canada's Finance Minister has arranged parity between Canadian and United States dollar currency is of great significance to all Seabee distributors and dealers in the Canadian provinces as the saving of 10½% previously charged for buying American dollars offsets \$400 of the announced increase of \$500 in the American base price of the Seabee. It more than offsets the 5% increase in the Hartzell Propeller and it in effect reduces the Canadian cost of the Cross Country Instrument Panel (not changed) by 10½%.

SEABEES STEP OUT

Just as proud parents record baby's first adventures in walking so I like to tell of some of the Seabees' recent travels about the country.

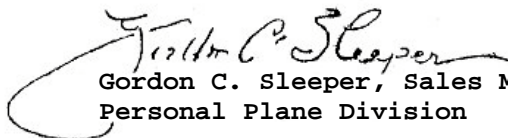
With Bill Hunt as pilot and Bill Holmes as service representative, I took in the New England Air Tour, June 13th - 16th, flying in our number 8 Seabee. Our stops included Providence, R.I., Concord, N.H. and Lewiston, Maine the first day; then on through the White Mountains with a detour to visit the Dartmouth Airways at Lebanon, N.H. in the Connecticut River Valley, then north to Newport, Vermont for the second night. There were 92 planes on the tour and all seemed to agree that our stay on the shores of Lake Memphremagog was our top adventure. Saturday we bid everyone goodbye and went back to Dartmouth College for a visit to my son. We were royally entertained at the Theta Delta Chi house overnight and Sunday made our way home well satisfied with the Seabee's performance and with the entire tour.

On Friday, June 21st, Bill Hunt, Jack Owens and I started out for General Electric's big party at Schnectady. We flew up the Hudson in Number 10, visited Chuck and Dave O'Connor at Albany then reported in at the G. E. headquarters joining Fred Marchev and Ken Ellington of Republic who had flown up in our C-45. For two days the Seabee shared top honors with the jets and helicopters and the Army and Navy's best fighting and cargo ships. We flew many distinguished guests and were happy to help close as our newest dealer George nad Mrs. Haven of the Haven Flying Service. On leaving Saturday we flew Lew Lavery back to his water base on Round Lake then went on to visit our dealers at Great Barrington, Mass., Mr. & Mrs. Walter Koladza. We came home over Candlewood Lake and I dropped off at Westchester Airport near my home in Scarsdale.

For real adventures, however, we should have the stories of Jess Gaugh who took off with Bill Holmes in Number 8 on Saturday, June 29th, and who has had a continuous round of wonderful receptions right across New Jersey, Pennsylvania, Ohio and Indiana or the tales of Sam Solberger, Sonny Harris and George Doughty, who starting the same day, helped G. S. Ireland of The Walz Corporation put on his big show at Camden, N.J., who went on to Washington, D. C., Richmond, Virginia (Conklin Aviation Corp.) and into North Carolina for a week of demonstrating and visiting with Truman Miller of Servair at Raleigh and his dealers and Tom Davis of Piedmont Aviation at Winston Salem and his dealers. Now they are in Atlanta introducing the Seabee to all of Southeastern Air Service's dealers in Georgia.

FIRST DISTRIBUTORS FLYAWAYS

Tex Rankin and his partner Bob Norswing flew in via airine today to put some time in on Republic's number one distributor Seabee before starting home with it to the Pacific Coast. They are the first of the famous names in aviation who will take delivery of Seabees in the days and weeks immediately ahead.


Gordon C. Sleeper, Sales Manager
Personal Plane Division