

Seabee

Bulletin

FROM PERSONAL PLANE DIVISION OF REPUBLIC AVIATION CORPORATION

DEALER BULLETIN No. 6

November 6, 1946

ARE YOU READY FOR YOUR SEABEE

Between now and December 31st to nearly every one of Republic's 352 Blue Ribbon Dealers will come a phone call: "Hello. Is this you, Bill? Your first Seabee is ready."

But are you ready for the Seabee? Can you take delivery? Can you fly it? Can you teach others to fly it? Have you had any water time? Have you a water rating?

When your distributor came to your airport with his Seabee, did you put in time with him or did you say: "Never mind me, take my customers for a ride." I don't blame you for a minute if you said just that for customers are important and so are prospects but now the phone is ringing - your Seabee is ready. It's beautiful. It's like a dream come true. It's all yours, but are you ready for it?

LEIGHTON COLLINS TELLS YOU

The best story anyone has written to date on how to fly the Seabee has been told by Leighton Collins in his October issue of AIR FACTS. We loaned him a Seabee and what he tells you, he found out for himself. We think you'll find his story so helpful that we are going to send you early next week a reprint prepared for us through the courtesy of Tom Warfield, our Seabee dealer on Long Island, whose mail address is C-B Warfield Company, 72 Fifth Avenue, New York 11, New York.

BILL ONG ALSO TELLS YOU

Bill Ong, as most of you know, is one of the country's great speed pilots but for a steady diet, he loves to fly personal airplanes and to teach others to fly them. He is Republic's distributor for Kansas and western Missouri. A few days ago he wrote a remarkable report on the Seabee for one of the leading insurance underwriters.

His searching analysis of the Seabee's flying characteristics and his pointed reminder of what the pilot needs to remember in flying it is so good that I telegraphed for consent to reproduce it and send it on to you. If your insurance underwriter wants the lowdown on the Seabee I suggest you share this report with him.

FIRST IMPRESSIONS ARE IMPORTANT

A thousand untruths told about the Seabee have only whetted the appetite of the public to see and fly this plane that has so captured their imagination. Yours is a great responsibility when you finally say to the people of your town: "It's really here! Come and let me demonstrate it."

First impressions are important. If you scare your passengers to death on their first ride; if you break off a wing float without excuse; if you know nothing about navigation rules and pay no attention to danger bouys anchored over a wreck; if you think that all your hours on land planes make you a water pilot; if you forget to check your gas and have to make emergency landings all over the map -- remember it's the Seabee that gets the blame, not the pilot. Take it easy - you've got a fortune in sales at stake. Make your first impressions good impressions.

Take your time. Don't carry passengers until you are thoroughly at home in the Seabee yourself. Don't even fly by yourself until you have been completely checked out by some experienced Seabee pilot. Learn how to fly with full load as well as light loads. Learn to make landings with power on as well as the emergency technique of power off landings. Learn to fly from rough water as well as smooth. Don't be too proud to take lots of instruction and don't think that because you have made a half dozen water landings and takeoffs that you are ready to instruct others.

DON'T SELL YOUR DEMONSTRATOR

Republic has invested three million dollars just to get you your first demonstrator. If you sell it to satisfy one customer, you are out of business, for you can't get another until 351 other dealers have had their first Seabee. You can't keep other customers satisfied and how can you solicit new orders? You can't check out new pilots. You can't take emergency charter trips. If you sell your demonstrator you can't reasonably ask either Republic or your distributor to give you any particular consideration in making the next allotments.

PRODUCTION IS INCREASING

In three short months - August, September and October - Republic from incomplete tooling has made and delivered 103 Seabees, of which 52 were shipped in October. Ninety are scheduled for November and 136 for December. Allocations totaling 215 for January have just been given to distributors against which they are sending firm orders accompanied by 15% deposits as called for under their contracts. They in turn are now in a position to make allocations to dealers for January delivery and to ask for 15% deposits less quota deposits already on hand.

RENEWAL OF DEALER FRANCHISES

All Republic Dealer Franchises unless previously renewed expire on December 31st of this year.

Distributors have been authorized to negotiate for their renewal for a term of one year subject to final approval by Republic. New quotas may be requested or sales areas reconsidered in cases of special merit or proven inequality.

Any dealers whose contracts are not renewed will be tendered return of quota deposits by the distributor or credited with balances on hand under any new quotas arranged for 1947. Renewed contracts will call for deposit with the distributor of \$50 per plane for the new quota agreed upon.

Republic does not presume to tell any distributor or dealer what other lines he may handle but does reserve the right not to approve or continue any franchise where evidence is lacking of sustained and enthusiastic interest in the Seabee.

The best evidence of interest is sales. Sales are evidenced by retail orders on Republic's retail order forms, one copy of which the dealer gives to the customer -- one copy he keeps for himself, two he sends on to the distributor, one of which is for Republic.

SPECIAL REPORT REQUESTED

About ten days ago we asked our distributors for a report on all retail sales in their territory but we did not allow time enough for complete returns to be prepared.

Accordingly, so that we may bring our own records completely up-to-date and estimate more accurately the production needed to fill all orders now outstanding, we ask you to send us through your distributor not later than November 15th, the enclosed "Special Dealer Sales Report".

You may be one of the many Seabee dealers who have sold your full years quota or you may have made no sales because you have waited for actual deliveries. Never mind what the record is, send it in promptly as the best evidence that you are on the ball and ready to from here out.

THE QUESTION OF PRICE

Republic in its distribution contracts, dealer sales agreements and retail order blanks states clearly that all sales are made subject to prices prevailing at the time of delivery. No price increase, however, is contemplated during the balance of this year and none is likely until all dealers have received their demonstrators.

Business conditions will control Republic's price policies in 1947 and these are dependent on so many non-predictable factors that no forecast of their influence on the Seabee program is profitable at this time.

NATIONAL AVIATION SHOW

Republic invites you to attend the National Aviation Show to be held in Cleveland November 15th to 24th inclusive.

This first and greatest truly national exhibit of the year's best military, commercial and personal aircraft is sponsored by the A.I.A. just as the great automobile shows are staged by the Automobile Manufacturers Association.

Republic will hold open house to all its dealers and distributors at Republic booths 125 and 126 featuring the Seabee, Rainbow and the P-84 Thunderjet, also in the special exhibit of Aircooled Motors Division which features Franklin engines in booth H-8.

Representing Republic for the Seabee Division will be the writer of this Bulletin, our three District Sales Supervisors, Jess Gaugh, Sam Solberger and Bill Perry and possibly Fred Eaton, Assistant Sales Manager. Ken Ellington will be present as Director of Public Relations, Bob Scheirer, Sales Promotion Manager for part of the time and Fred Marchev and Mundy Peale for special meetings being held during the show.

Enclosed are two tickets good for admission on any day of the show. I'd appreciate it greatly if you will drop me a postcard or letter telling me who, if anyone, is coming from your company and your best guess as to what days you will be there. Please check in at the Seabee exhibit on arrival.

SEABEES AT THE SHOW

Many who can do so will fly their Seabees or other available aircraft to the Cleveland Show. Landing fees have been waived by the Cleveland Airport management for the occasion. Our own Seabee distributor, the Harrington Air Service, Inc., has a huge hangar on the Cleveland Airport and tiedown facilities for may planes.

SEABEES IN THE NORTH COUNTRY

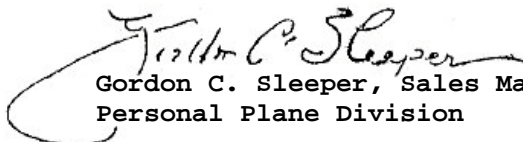
The Seabee is now no stranger in the North Country. Not only did Joe Crosson introduce it to Alaska but Air Commodore Earl MacLeod flew his to Victoria in British Columbia, Sydney McDonald flew his to Edmonton in Alberta, C. R. Leavens flew his to Toronto for demonstration throughout Ontario, Bill Oliver, head of Curtiss-Reid Flying Service, flew his to Montreal, O. B. Pulsifer flew his to Halifax and Mr. & Mrs. E. W. Blackwood on their honeymoon came by train to Farmingdale and flew their Seabee to St. Johns in Newfoundland.

Thus the Seabee now flies from one end to the other of the great land that lies to the north of the United States.

SEABEES IN THE SOUTH

Watch the next issues of Esquire Magazine for the thrilling story of two men and a girl in the tropical jungles of lower Mexico and Guatemala. Read how Pete Tomich and Helen Dufy flew Esquire's Travel Reporter, Dick Joseph, into adventures with a Seabee that none of them ever dreamed would happen in this day and age.

Another Seabee tale worth hearing is how A. L. Tobias, former Navy Lt. Commander, now Chief Pilot for our export agents, Smith, Kirkpatrick & Co., accompanied by Republic serviceman, Russ Gumaer, flew Seabee Number 49 to Havana, Cuba, down the 500-mile length of the Island to Santiago, over 250 miles of open water to Port-au-Prince, Haiti, on to Ciudad Trujillo, then 260 miles over the treacherous 100 mile Mona Passage encountering winds of 35 to 45 mph, to San Juan, Puerto Rico, where they visited our distributor Clara Livingston. Tobey and Miss Livingston on a checkout ride flew to the Virgin Islands for courtesy calls at the Marine Air Station at St. Thomas and to a famous vacation spot on the Island of St. John.


Gordon C. Sleeper, Sales Manager
Personal Plane Division

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REPRINT OF A REPORT ON THE REPUBLIC
AMPHIBIAN SEABEE, MADE BY WILLIAM
ONG OF ONG AIRCRAFT CORPORATION,
KANSAS CITY, UNDER DATE OF NOVEMBER
1, 1946 TO A LEADING INSURANCE
UNDERWRITER.

"In accordance with your request I have had the pleasure of riding with four of your pilots in my Seabee demonstrator, in order to acquaint them with the characteristics of the airplane, so that your office could form an intelligent idea of the airplane, following the submission of flight reports by these four men who have ridden with me on land and water.

Since you have been good enough to give me some nice cash business at the rate of twenty bucks per hour, I thought that I would pass on to you some of my impressions of the Seabee, formed after sixty hours in the airplane. I won't charge you a cent for these thoughts, and you can add them to the written reports to be made by your own men. Perhaps they will be of value.

To begin with the Seabee is not a light airplane, and never was represented as such by Republic Aviation. Repeated bulletins of the factory to the dealers and distributors have cautioned us against allowing the idea to become prevalent that the Seabee is another light airplane. I think the chief reason for this popular assumption has been the price range of the Seabee, originally quoted at under \$4000. which of course is directly in the light plane bracket.

Although it is not to be classified as a light plane with its 3150 pounds gross load, neither is the Seabee even remotely on the "hot" side. In my sixty hours in the ship I have failed to discover a single characteristic of the airplane that might possibly bite the unwary or inexperienced pilot. The muscular effort required to stall the airplane at cruising speed is so great that it is quite impossible to imagine even the most inexperienced pilot exerting enough pressure on the elevators to accomplish a stall accidentally. In the power off condition, the airplane settles rapidly and gives all the warning in the world of the fact that one is getting too close to the line. I actually believe that there is less possibility of accidental stalls in the Seabee than there is in many other types of aircraft presently widely used by the private flyer.

With reference to performance, the airplane to my way of thinking does an outstanding job with 215 HP. I have operated out of some exceedingly rough and short strips adjacent to water areas, in Oklahoma and in the Ozarks in Missouri. I have carried four people including myself out of these strips that are not even good enough to be classified as auxiliary fields, over high trees, cliffs and other high obstacles, sometimes with some degree of cross wind, landed on the water area, taken off and flown back and landed on the strip again.

In one field in Oklahoma a Stinson "150" was the only four place airplane that could operate out of the field I was using. Other pilots who came to the site that day used two place light jobs. I believe the marvelous landing gear used on the Seabee is one of the reasons why this rough small field operation is possible. I have certainly been in a lot of fields where I would hesitate very much to take a Stinson Reliant with a 265 HP Lycoming engine, a Beechcraft, or a Fairchild "24".

It is actually difficult to make a bad landing with the Seabee. Of course the gear forgives a good deal, but on the other hand the airplane has a natural tendency to go on three points, and once on the ground it stays there. As for ground looping, it compares favorably with the best handling of the four place cabin airplanes.

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I have been operating cross wind a great deal of the time with the Seabee, and I have never yet used or had to use the tail wheel lock whether on landing or takeoff.

I think that the Seabee offers a far greater margin for safety for the pilot than any other four place cabin job built and I will tell you why. In the first place the visibility is unequaled by any ship that I know in it's category, and secondly the ability to make a smooth, short, safe landing on the keel with wheels retracted, is a tremendous factor when one has to land in rough or rolling country, or is forced down at night.

You may remember that I formerly made exhibition landings for the Beech Aircraft Company, using a Beech airplane with the wheels retracted. I used to set the airplane down within a one hundred foot circle with a dead stick, wheels retracted and propeller locked crossways. I can do the same thing all day long with the Seabee and it isn't necessary to stop the propeller and lock it in a crossways position. A normal landing on the keel will not damage the hull. I would rather ride a dead stick in the Seabee, at night over strange country, than in any airplane I know of today.

As you know I am not a water pilot and my experience is very limited. However, it does seem to me that the Seabee is just about as much at home in the water as a fish, and even I with my previous ignorance of flying boats or sea planes did a creditable job right from the beginning. I don't know enough about flying boats to compare the hull qualities of the Seabee with other amphibians, but I can tell you that it is mighty difficult to make a serious mistake with the airplane on landing or takeoff, unless you simply shove the wheel forward and put the nose under water. Apparently from comparing the Seabee with the performance of seaplanes, it simply isn't possible for the twin pontoon job to compare with the flying boat hull type of construction for ease of handling and safety on the water.

I believe that the often expressed fears of the layman with reference to docking and mooring the airplane are largely overrated. I have put the Seabee up to the dock, put it up on a shingle beach, let the wheels down and taxied up on the beach and backed it off, and generally monkeyed around as though it were a Garwood boat, and all this with no previous experience and certainly no skill in handling flying boats. I am also probably one of the few fellows who has not fooled around with motor boats, and as a consequence the Seabee had no break whatever in my handling of it on the water. I do not believe that you are going to have much water damage, except minor losses like knocking off pontoon tips or things like that. You will of course have some individuals who knock the bottom out by running over a sunken log, or pile headlong into a dock at thirty miles an hour, but you have the same thing with land planes and land pilots.

Now that I have said all the good things about the Seabee, I will mention the other things. First, the Seabee is not by any means over powered, and must be flown with this in mind. The action of load on the center of gravity in the airplane is just the opposite from a tractor plane, in that the more people who are in the cabin the more nose heavy the airplane becomes. This means that the pilot must be alert with the trim tab, and if he is then he will have no trouble on landings or takeoff. If he isn't there is a possibility that he can react too slowly in overcoming control pressures.

Light plane pilots will find that the airplane does not respond as quickly to a burst of the gun as they would expect from the performance of their light planes. This is because the airplane is heavy to start with, and because the drag of the

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hull and the wing tip pontoon all contribute to creating a mass which must maintain momentum, and which takes some seconds longer to add additional momentum. If this is allowed for by the pilot I do not believe that anyone can get in trouble with the Seabee in flight where minimum speeds are approached.

This of course is a matter for Seabee distributors and dealers to handle with their customers, and if an adequate job of checking out is done by the sales organization then the Seabee should have an outstanding safety record. If the dealers and distributors are negligent or inadequate in their checkout procedure with their relatively inexperienced customers, then I think that a failure by a customer to realize the weight and mass of the airplane, and the attendant additional seconds required to accelerate above minimum speeds, might well result in an accident. Finally, any checkout procedure by dealers or distributors should be thorough enough to include entire familiarity with the airplane under every possible load condition both in takeoff, cruise and landing.

Republic Aviation Corporation has repeatedly brought the attention of dealers and distributors to the necessity for becoming entirely familiar with the airplane and seeing that their customers are equally at home in the ship before releasing the plane after the sale. If these distributors and dealers will cooperate with Republic then everything is going to be swell. If they don't cooperate I still think you are going to have a lot of serious trouble because the airplane is very ruggedly built and while you will have some crackups I doubt you will have a great many serious ones. All in all, I feel more confident in the airplane than in many conventional types of four place land planes."

SPECIAL DEALER SALES REPORT
As of November 15, 1946

To: Personal Plane Division
Republic Aviation Corporation
(Forwarded through Distributor)

Dear Mr. Sleeper:

My dealer quota for 1946 is _____ Seabees. I have made the following retail sales up to November 15th:

<u>Date of Sales</u>	<u>Purchaser's Name</u>	<u>Address</u>	<u>Deposit</u>	<u>Sent to Distributor</u>	
				<u>Yes</u>	<u>No</u>
			\$		

Including sales reported above, I estimate I need for my requirements in 1947 a total of _____ Seabees.

COMMENTS:

DISTRIBUTOR'S NAME _____

DEALER'S NAME _____

By:

Town _____ State _____