

Seabee

Bulletin

FROM PERSONAL PLANE DIVISION OF REPUBLIC AVIATION CORPORATION

DEALER BULLETIN No. 10

December 27, 1946

RENEWAL OF SEABEE FRANCHISES

To reassure all who have expressed concern regarding expiration of their Republic Dealer Sales Agreements, let me tell you that Republic has requested its Distributors to extend all existing Dealer agreements to March 31, 1947 in order to provide more time and a better basis of actual sales and delivery experience before negotiating contract for the new season.

All that is needed to continue your present Republic contract in full force is for you to acknowledge to your Distributor his tender of extension to March 31, 1947. If you do not receive such an offer in the next few days, please inquire of your distributor.

Extending Dealer Agreements to March 31st has the further advantage of bringing actual renewal dates into harmony with our Distributor contracts, all of which have April 1st as their anniversary date.

Before actual renewal calls for decision on your part as to how many Seabees you will need for the new year starting I spring, you will have received your demonstrator, made at least some deliveries on your back orders and determined the scale on which you want to organize your Seabee sales campaign for normal operations.

REPUBLIC'S PRODUCTION SCHEDULE

As of Monday December 9th, production of Seabees went to four a day and despite the interruptions and freight embargo of the coal strike, present indications are that deliveries for December will total 60 as scheduled.

January output is planned to total 100 Seabees with February adding another 200.

FOREIGN DELIVERIES

Rumor has it that Republic is favoring foreign customers at the expense of domestic dealers who are still waiting for their first demonstrators. The truth is that Republic has established through Smith, Kirkpatrick & Company, Inc. (42 Broadway, New York 4, N.Y.) Seabee representation in 18 foreign countries and has up to this date allocated one Seabee to each of these foreign distributors.

In later bulletins I want to tell you the story of each of these foreign outlets believing that you will take great interest and pride in having them associated with you in the sale of Seabees. We expect to allot a total of one-tenth of our output to markets outside the United States and Canada.

ARTHUR GODFREY

Most of you know Arthur Godfrey whose early morning broadcasts over CBS 6:00 to 7:45 and their later rebroadcasts plus his great network program at 11:00 a.m. E.S.T. have given him a daily audience estimated at 57 million listeners.

Arthur has gone completely nuts about the Seabee and is giving it a boost over the air such as no plane ever had since radio began.

A pilot of light planes for twenty years, he became interested in magazine stories about the Seabee, tried to buy one through some dealer near his home in Virginia, got the brush off and then asked one of the Columbia Broadcasting Company's officers to help him find someone who could give him a demonstration.

Word reached us and just two weeks before Christmas, Eddie Stafford, our Chief Seabee pilot, and I flew in to Gulf Oil's Skyport at 23rd Street on the East River in New York City to meet Arthur Godfrey and to give him the ride of his life. He visited here at Republic, then on Saturday Eddie gave him two hours of instruction. That night he bought a Seabee, giving us a deposit against delivery to be arranged through Arthur Hyde of Capital Aircraft Sales, our Washington, D.C. distributor.

No man we've ever met has seemed to enjoy the Seabee so much as Arthur Godfrey and no one has ever done so much to prove it as he has on his daily broadcasts.

RECENT SEABEE STORIES

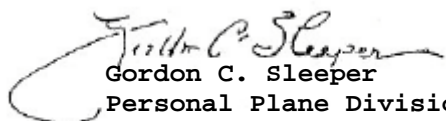
Your particular attention is invited to excellent stories about the Seabee that have appeared in recent magazines including Major Donald E. Keyhoe's story, "The Republic Seabee" in the January issue of TRUE MAGAZINE; Dwight Weist's story, "He Flies Through the Air" in the January issue of RADIO MIRROR; picture and brief mention in BUSINESS WEEK for December 7th and a grand story on "Air Taxi Trial Proves Profitable Operation Possible" in the November issue of THE TAXICAB INDUSTRY.

Watch also for Nealy's "Wing Talk" story about Tex Rankin, our West Coast distributor, in next week's issue of COLLIER'S.

DEALER REGISTRATION "PLATES"

In Dealer Bulletin No. 8 we gave you the story of the new CAA registration procedure and enclosed the application for your new Dealer "plates".

May we again urge you all to apply to the nearest CAA regional office for these time-saving cards. Also please remember to bring them with you when you come to take delivery of your Seabees.


Gordon C. Sleeper
Personal Plane Division

GCS:mz