

Seabee Bulletin

FROM PERSONAL PLANE DIVISION OF REPUBLIC AVIATION CORPORATION

DEALER BULLETIN No. 14

January 29, 1947

ALL TAKE NOTICE PLEASE

If you are a Republic dealer you are as much a partner in Republic as any stockholder. What you do in your sales area will affect favorably or otherwise every other Republic dealer.

What you do with your first Seabee will determine the reputation of the Seabee not only in your home town but in everyone else's home town.

To illustrate: If you say -- I'm all frozen in here - my customers all want to wait until Spring - I haven't any hangar anyway - I believe I'll offer my Seabee for quick sale in some other area -- here is what happens:

1. If you do sell it in some other area you prove that you have no customers in your own area.
2. You cause other dealers to complain bitterly that you received a Seabee you didn't need when they have desperate need of deliveries to hold customers they do have.
3. You indicate that a Seabee franchise, which is a legal, written contract, means nothing to you because you have agreed not to sell outside your specific trade area without prior written consent of your distributor (excepting only in Texas).
4. If you advertise for customers outside your trade area, it is a specific violation of your contract, paragraph one, page five - "IRREGULAR SALES".
5. If you say to yourself -- I'll make it legal by calling it a demonstrator -- you violate the contract you have signed which says that a Republic plane is new regardless of its use as a demonstrator until it has sixty hours of flying time and is also sixty days old.

These first days of Seabee deliveries are critical for everyone connected with the personal plane industry. With your help it can be proved that an agency to sell airplanes can become as valuable as an agency to sell fine automobiles, Gruen watches or other trade-marked products.

But it takes team work to establish the honest value of any products and to win for it the respect and confidence of the public.

All dealers wherever established must sell for one list plus delivery charges. All must resolve to keep for their own families and their own business needs every doillar of legitimate profit. All must realize that to share discounts or to give profits away leads to the poorhouse and invites stronger and better dealers to take over. A product prostituted by weak dealers never lasts long but a franchise developed by strong dealers becomes an asset that any banker will recognize.

Republic is a big and powerful company. It has the confidence of the United States Army Air Forces and the thousands of pilots who wear Army wings. It has the confidence of great airlines who have built their plans for global flying around the Republic Rainbow. It has \$100,000,000 of unfilled orders for its products.

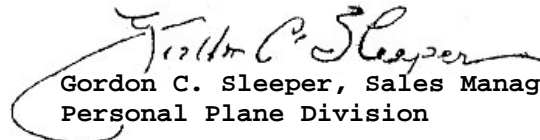
You, too, can have confidence in Republic, for behind the Seabee whose agency you have asked for, is every engineering and manufacturing resource of Republic, three years of development work and six million dollars of money invested to give you the finest, most useful and most saleable plane in the personal plane field.

The Seabee is now coming into its own. It is the most talked-of plane in the world. It has no competition - there is no other low-priced amphibian. Even as a land plane it offers more than many other planes and it sells for less. All that is needed is real production and it is at hand.

Now comes the test of our dealers. We want no lukewarm friends. We want no timid souls full of fears about the Seabee. We want resolute dealers who can sell in their own communities, who have money enough to own a demonstrator and who realize that there is no sales success where there is no service.

We want partners willing and able to build for the future. We invite criticism and suggestion but we expect it to be friendly. We want sales but only those that are legitimate.

I write you in this serious vein because I feel deeply that what we do today will set the pattern for all our tomorows. Our opportunity is so big that we must not miss it. Our distributors are requested to use the utmost care in the allocation of Seabees to dealers, to favor those who need deliveries most, to delay deliveries to any not ready to receive them and to cancel out immediately any dealers who hurt the entire Seabee program by thoughtless or wilful violation of the Republic Dealer's Sales Agreement by unauthorized sales outside their territory or by other practices contrary to good business.


Gordon C. Sleeper, Sales Manager
Personal Plane Division

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