

Seabee

Bulletin

FROM PERSONAL PLANE DIVISION OF REPUBLIC AVIATION CORPORATION

DEALER BULLETIN NO. 20

May 12, 1947

THE STORY OF REPUBLIC'S FIRST DISTRIBUTORS' CONVENTION

Despite every handicap of a stationary front that for days blanketed every state east of the Mississippi, forty-four of Republic's 49 domestic and Canadian distributors attended the first annual sales convention held at Westchester Country Club in Rye, May 5th and 6th. Actually 65 delegates attended including partners and top sales personnel. I'm sure that many will issue their own bulletins to tell you of their impressions and experiences but I'll try to brief some of the highlights for you.

The convention really opened on Sunday when about half checked in to be sure of being on time. Promptly at 10:30 the next morning Mundy Peale, president of Republic, opened the convention. He won the confidence and support of everyone present with his straight from the shoulder story of the Seabees development from the cloth and wood prototype he helped Perce Spencer build in Spence's back yard in 1941 to the production line that visitors to Republic are today declaring to be the nearest to the methods and efficiency of automobile output they have seen in the personal plane industry.

Mundy Peale recalled his early experiences as an amphibian pilot and demonstrator when for several years he covered a large part of the middle-west and Canada selling Sikorsky S-38's.

He recognized the handicaps of our own dealers and distributors resulting from Republic's delays in getting tooled and the orders that were lost as the result of the two price increases. He regretted that full discount did not go with the last increase but pointed out that while Republic has yet to make the first dollar of profit, our dealers and distributors have already divided one million dollars of gross profit on the first 800 Seabees they have sold.

He regretted service and maintenance difficulties on some of the Seabees in the field but showed that both will drop steadily as complete tooling and highly organized assembly procedures assure more uniform construction and performance.

Mr. Peale announced the Seabee's new steerable tail wheel soon to be standard equipment. He further announced that for all Seabees delivered by Republic at the factory on or after April 7th and forward until factory installation is running solid, kits will be supplied free to permit modification of the present non-steerable tail wheel. Some machine work on old parts will be necessary in the field and Republic will not pay labor charges but the company will bear the lion's share of the cost by supplying new parts free to purchasers from April 7th on.

Later kits will be offered for sale on a no profit basis to all Seabee owners.

P. H. SPENCER PRESENT

Perce Spencer received a big ovation from visiting distributors as the man whose original design made the Republic Seabee possible.

PROJECT ENGINEER, AL KEMP, SPEAKS

Many fine engineers have made important contributions to developing the Seabee but the man who finally brought it into production and who now carries full responsibility for its satisfactory performance is Al Kemp, one of Alexander Kartveli's able assistants. Al met a heavy barrage of demands for better ventilation, defogging, cabin heaters and better provision for winter operation. All are under development now and Mundy Peale promised the full support of management to bring them to early conclusion.

AL DYSART INTRODUCED

Reporting that for every 11 of the 1100 new employed in direct labor on the Seabee there is one inspector reporting solely to his Quality Control department, Al Dysart, Republic's veteran Chief Inspector, told distributors that Republic has only one standard of inspection and that whether it be Thunderjets (P-84s) for the Army or Seabees for private owners there would be no compromise with quality.

SALES SESSIONS

Monday afternoon was wholly devoted to sales and its three partners -- advertising, publicity and sales promotion. Henry Lehne as general sales manager, told of Republic's great Army contracts under which the P-84 Thunderjet is now being produced, telling also what can be revealed of other military projects and of the status of the Rainbow which waits only additional orders to be put into production.

Gordon Sleeper as Sales Manager of the Seabee division then took over reviewing the sales program and policies that have brought the Seabee world-wide distribution. Later bulletins will give in detail many of the sales plans discussed that all agreed will help bring home the bacon.

Ken Ellington as Public Relations Director discussed the part played by publicity and advertising in making the Seabee one of the most talked of planes in the world. Lou de Garmo of The Albert Woodley Company who has handled all Republic advertising from the beginning presented the new Seabee campaign for 1947. Bob Scheirer as Sales Promotion Manager presented a complete program of new sales aids including a series of new booklets, prepared copy for dealer advertising, a new Seabee dealer sign, cover-alls for line men and mechanics and many other items about which he will give you more details.

All top Republic personnel attended the Monday night dinner but speeches were absolutely taboo. The only scheduled entertainment was the showing of Esquire's remarkable color film "Where Do We Go From Here".

Tuesday morning, Factory Manager H. J. MacDonald, who like Mundy Peale first worked on amphibians when he entered the aviation industry seventeen years ago, invited the distributors to come to Republic to see for themselves how closely Republic is applying the techniques of mass production as known in the automobile industry to low-cost volume production of Seabees.

Bud Hass, Director of Flight Test, related how Seabees are put through their aerial paces before being "bought" or certified for license. He made a special plea to all distributors and dealers to give more adequate check-out both on land and water to pilots sent to Republic to take flyaway delivery of Seabees.

Howard Ehmann, Director of Republic's Service Division, took over the balance of the morning and with his assistants, Ed Hlavac and Jack Weglage, reviewed all aspects of both factory and field service work as well as the entire program of spare parts and special equipment. Much of this has and will come to you in the form of Service Bulletins.

A chartered C-54 in two trips flew everyone from Westchester County Airport to the Republic field for a conducted tour of the plant during which they saw the P-84 in flight.

A high point of the convention followed when 22 Seabees waiting on the line were flown away by distributors in a mass flight back to Westchester Airport each carrying a full load of passengers.

The convention ended with another informal dinner followed by an unscheduled meeting that turned out to be one of the best sessions of the entire program. Some distributors who had been lukewarm when they came because of local problems of having too little water, too high winds or more than their share of service difficulties, made public declaration of their renewed faith in Republic and their confidence that the Seabee will be a money maker in their territory.

All voted the convention a success and many plan to hold similar affairs for their Seabee dealers. Wednesday morning, despite high winds and some bad weather reports a total of 30 Seabees including one flight of four for the Pacific Coast took off from either Westchester Airport or Republic's field bound for all parts of the United States and Canada.

MAY PRODUCTION

The great task of moving all Seabee production from Building 5 to the main plant during April was costly in production and though output increased from 133 in March to 163 in April, the total did not reach the 225 for which orders had been accepted. May will also be somewhat affected and indicated totals may not exceed 250.

All of the above points to a severe shortage in June and dealers are warned to protect themselves by placing firm orders with distributor as far in advance as possible. I have predicted a sudden new swing to the Seabee as the greatest dollar value in aviation and the most all-around useful plane on the market. It can easily catch you unprepared to cash in on it if you have not made your arrangements in advance for needed deliveries.

Remember Republic does not schedule for production one single Seabee for which it does not have a firm order from a distributor with a \$300 deposit. No distributor can be expected to give Republic such an order unless he knows the needs of his sales area.

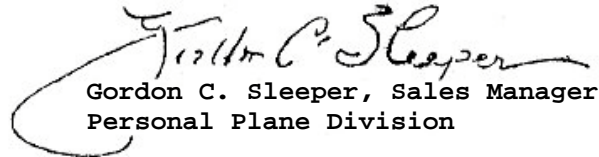
Any dealer who does not have a Seabee on his field ready for spot delivery will be at a great disadvantage as the season's best selling months come upon us. If you can't finance a demonstrator alone, I suggest taking in as a financial partner for the first two or three sales either a finance company, your local banker or some friend who knows something about aviation. You can afford to pay for financial assistance for your profit on Seabee sales goes from \$750 on the first five to \$875 on the next five and then to \$1,000 a plane on all you sell thereafter.

I also suggest if you need help that you appoint a commission salesman on every airport in your sales area offering him \$150 or 20% of your \$750 for every sale he is responsible for your closing.

This does not authorize you to appoint sub-dealers and all sales made through such representatives should be made in your name under your franchise. It does recognize that you cannot personally make all the contacts that lead to sales.

I also recommend that you offer a liberal bonus to every member of your own organization, including husbands and wives, who register a prospect's name with you, if within one month from listing it with you, an actual sale of a Seabee results from their recommendation.

This is the method successfully used by Wiggins Airways with their entire organization throughout New England. It can easily double your sales if every one of your people is given a real incentive to sell Seabees.



Gordon C. Sleeper, Sales Manager
Personal Plane Division

Revised May 1, 1947

TO OWNERS AND OPERATORS OF ALL AIRCRAFT:

LICENSING PROCEDURE -- AIRCRAFT RADIO EQUIPMENT

This Public Notice is issued primarily for the purpose of outlining the procedure in securing a radio station license for aircraft. The Civil Aeronautics Administration and other appropriate agencies are being requested to assist in making this Notice available to all concerned. Please do not destroy as it may be needed later in connection with any change or addition to your aircraft radio equipment. Additional information on this or associated matters may be obtained at any time by addressing an inquiry to the Federal Communications Commission, Washington 25, D. C.

Under the provisions of the Communications Act of 1934 (as amended), no person may use or operate any apparatus for the transmission of energy or communications or signals by radio, aircraft operation included, except under and in accordance with a station license in that behalf granted by the Federal Communications Commission and further under and in accordance with an operator's license issued to the individual operator by the Commission.

I. Station License for New Aircraft -- Factory Equipped

The purchaser of new aircraft which is factory-equipped with radio should immediately complete one copy of an Application for aircraft Station license* for submission to the Commission. The manufacturer, dealer or distributor should also complete two copies of a Temporary Certification (F.C.C. Form 453-B)*, one copy of which should be mailed to the Commission with the above application for license and one copy of which should be placed aboard the aircraft as a temporary 30-day authority for the radio station therein. When the regular aircraft radio station license is received, it should be placed aboard the aircraft and the Temporary Certification removed.

II. Station License for New Radio Installation -- Not Factory Equipped

When a radio installation is made aboard an aircraft subsequent to its purchase, the radio equipment may not be used until the regular radio station license is obtained. In this case the owner should complete and submit one copy of an Application for Aircraft Station License* to the Commission as soon as the details of the proposed installation are known. The license, when obtained, should immediately be placed aboard the aircraft.

III. Modification of Station License -- Changes of Radio Equipment

The replacement of existing licensed equipment of a different type or model, or the installation of additional equipment aboard an aircraft, requires that a new license be obtained that accurately describes the complete modified installation. In this case application should be made for modification of the old license by completing and forwarding one copy of an Application for Aircraft Station License* to the Commission as soon as the details of the proposed installation are known. The old license may be retained for use during the period the old equipment is operated, but the new equipment may not be operated until the license covering that equipment is received and placed aboard the aircraft.

IV. Station License -- Change of Owner -- No Change in Radio Equipment

When a radio equipped non-scheduled aircraft changes hands, the station license issued in the name of the previous owner remains valid for a period of 30 days for use of the same equipment by the new owner, provided the purchaser completes and forwards one copy of an Application for Aircraft Station License* to the Commission immediately. The new license should be substituted for the old one, immediately upon receipt.

V. Renewal of Aircraft Radio Station License

Application for renewal of an aircraft radio station license should be made approximately 30 days prior to the expiration date indicated on the license or in any temporary extension granted thereto. One copy of an Application for Renewal of Station License* should be completed and forwarded to the Commission for this purpose.

VI. Radio Operator License Requirements

Aircraft radio stations may be operated by the holders of certain specified grades of Radio Operator Licenses. These may be obtained upon application and examination at any of the Commission's District or Sub-Offices and, in addition, Aircraft Radiotelephone Authorizations may also be obtained from CAA designated flight examiners who have been selected by the FCC for that purpose.

VII. Station Identification -- Radiotelephone Procedure

Aircraft stations frequently cause confusion by failure to properly identify themselves when calling or working by radiotelephone. If no other approved method of identification is adopted, as provided in the Commission's Rules, it is recommended that aircraft radiotelephone stations announce their official registration numbers in full at the beginning of each series of communications. In other communications of each series, the last three (3) numbers may be used, provided, the practice is first inaugurated by the ground station operator.

Note (*) Application Forms

The following forms may be obtained upon request to the nearest Field Office or the Washington, D. C., Office of the Federal Communications Commission:

F.C.C. Form 404 - Application for Aircraft Station License
(For new or modified license for aircraft using chain frequencies)

F.C.C. Form 404-A - Application for Non-Scheduled Aircraft Station License
(For new, modified or renewal license for aircraft not using chain frequencies) (Normally used for private aircraft)

F.C.C. Form 405 - Application for Renewal of Radio Station License
(Form renewal of license for aircraft using chain frequencies)

F.C.C. Form 453-B - Temporary Certification of New Aircraft
(Certificate of Special Temporary Authorization for Operation of Radio Station on Board New Aircraft)