

# *Seabee* Bulletin

FROM PERSONAL PLANE DIVISION OF REPUBLIC AVIATION CORPORATION

DEALER BULLETIN NO. 24

Sept. 19, 1947

I thought the attached release might help overcome some of your customers' sales resistance. There are many more incidents just like this.

Which all goes to prove that if we give a prospect a convincing demonstration, a good, thorough check-out, plus a little service and attention in the early stages of his Seabee flying, he quickly becomes a satisfied customer like Mr. Sheen - which, after all, is the world's best salesman!



Don M. Parker, Director  
Personal Plane Sales

Sept. 15, 1947

FOR IMMEDIATE RELEASE

"FLYING OFFICE" ENABLES PUMP FIRM PRESIDENT TO COVER

U. S. FOR NEW MARKETS, STILL DIRECT COMPANY'S AFFAIRS

Equipping a four-place, all-metal amphibian airplane into a flying office, with such novel installations as a Sound-Scribing dictation recording machine, an electric razor, parachute seat cushions and other innovations for transacting business as usual while piloting the plane to branch agencies throughout the country, is not a fad or hobby with Robert T. Sheen of Philadelphia.

Mr. Sheen is a practical, hard headed chemical and consulting engineer and president of the Milton Roy Company of 1300 East Mermaid Avenue, Chestnut Hill, Philadelphia, Manufacturers and designers of Milton Roy precision controlled volume chemical and high pressure pumps. Rigging up a Republic Seabee amphibian as a one man flying executive office (without detracting from its capacity for carrying three additional passengers in comfort whenever desired) was just a reasonable and practical idea with no other motive behind it than to be able to carry on the home office business by remote control with very little delay, and at the same time keep up personal contacts with the various sales and service agencies of the company throughout all the United States.

Robert Sheen and his father, Milton Roy Sheen, after the war took on a large volume of new business with new designs of pumps for precision metering of virtually every type of chemical, liquid or solids in suspension under pressure up to 20,000 pounds per square inch. They frankly faced the fact that the time requirements and responsibilities of design and manufacturing details had left neither of them with time to maintain adequate personal contact with their 36 regional sales and service representatives in this country and Canada.

Then, last April, the father died. Robert Sheen, succeeding to the presidency, found the demands upon his time doubly difficult to meet. So, Bob Sheen had a definite practical program in mind when he bought his Seabee. First, he had to cover the various sections of the United States, giving both sales and technical advice. He had to be able to cover the ground fast and cover whatever territory presented problems requiring his assistance, and at the same time he had to keep in daily touch with the correspondence and technical problems of the home office in Philadelphia.

Sheen had just 50 hours flying time when he set out on his first major cross-country swing. On his first real business trip he covered approximately 15,700 miles, visited company agencies in a score of cities, utilizing either airport or water landing facilities whichever were most convenient to the office of his destination, and by the time he was back at the home office in Philadelphia, had in addition transacted \$55,000 worth of additional business.

But what appealed most to both Mr. Sheen and the Milton Roy Company was the fact that he was able to take daily care of his business at the home office. This was the idea back of the equipment he had installed in his Seabee. When he leaves the home office he leaves an itinerary which he corrects as necessary from time to time by wire, and instructions to his office to forward to him in advance of his arrival at each destination all correspondence and memorandums on sales or technical problems

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requiring his attention. At each stop he picks up the forwarded correspondence and on his departure straps to the right hand front seat beside him with the regulation safety belt a Sound-Scriber recording machine. Except when bad weather requires all of his attention as a pilot, Sheen takes off, gains the desired altitude, fixes his compass bearing, gets out his correspondence, plugs in the switch on the Sound-Scriber and proceeds to dictate his replies while flying along at 100 miles per hour plus towards his next stop. Upon arriving there he inserts the recorded disc or discs into a mailing package to the home office along with the letters to which he has replied.

For operation of the Sound-Scriber, Sheen has installed an electric inverter system which also has a special plug-in for his electric razor. If he wants to get out of a town early in the morning, he gives himself a quick brush-up, goes to the airport or water base where he has tethered his plane, and gets under way. Then before arriving at his next destination, he plugs in the electric shaver and upon his arrival his face is smooth and fresh as a daisy.

Aside from these office and boudoir conveniences, Bob Sheen also has installed Irving parachute seats and cushions in the front seats of his Seabee; is adapting an ordinary low price lady's hair dryer to function as a cooling and ventilating system on hot days and, right down his alley, now is designing a new sort of low priced and extra-convenient bilge pump especially for amphibian airplane hulls.

On his first swing around the territory in his aerial office Sheen was able to call personally on the company's sales representatives on the following itinerary: Leaving from Philadelphia in his Seabee (NC6241K), he flew in order to Charleston, West Virginia (where he came in for a water landing near the regional office and flew assembled prospective customers of the company on a series of pleasure flights) to Charlotte, North Carolina; Knoxville, Tennessee; New Orleans, La.; Houston, Texas (which became headquarters for side trips to Corpus Christi, the Dow Chemical Company at Freeport, and other points); Beaumont and Dallas, Texas; thence northward for visits to Tulsa, Oklahoma; St. Louis and Kansas City, Missouri; Denver, Colorado (where with 92° temperature he took off from the 5,500 ft. high airport); via Kansas City to circle a storm and on to Chicago, a total of 1,000 miles that day on which the Kansas City to Chicago leg was flown non-stop; north to Appleton, Wisconsin; then westward to the Twin Cities of Minneapolis and St. Paul, Minnesota; thence back to Chicago; to Saugatuck, Michigan; to Cleveland, Ohio; Wilkes-Barre, Pa., and home.

Sheen's recent cross-country trip was from Philadelphia to Boston and the New England territory on the week of July 28, punctuated by a brief visit to the plant of Republic Aviation Corporation at Farmingdale, L.I., where the Seabees are built.

Mr. Sheen made another swing in August, which took him to Cincinnati, Ohio; Indianapolis, Indiana; Memphis, Tennessee; thence north through the territory to Detroit, Mich., Cleveland, Ohio; Buffalo, New York; south to Pittsburgh and back to Philadelphia. In October, the Milton Roy Company will have an exhibit of its products at the Pacific Chemical Exposition in San Francisco and this will be the signal for the first coast to coast flight, as he will make the journey to California in his Seabee to personally direct the exhibit, and be in attendance for consultation on technical problems of customers and prospective customers.

Mr. Sheen, in addition to his many other accomplishments, is a competent photographer and on his first trip not only found that the Seabee was paying for itself rapidly in terms of cash business as well as time saved but obtained some splendid color photographs of the Great Smokies in North Carolina and Tennessee and

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over Texas City where he obtained while in flight, splendid Kodachromes of the destruction at Texas City.

Some of Robert Sheen's own observations on the extremely practical side of his use of the airplane in business are contained in a letter to Republic Aviation, posted from his Philadelphia office under date of August 8, 1947 and dictated a day or so earlier "From the Flying Step Valve, enroute: Pittsburgh to Cincinnati".

"I am cruising along right now at 2500 elevation, indicated air speed 105 miles per hour, and just nicely out of Pittsburgh enroute to Cincinnati, and will make Cincinnati tonight. I put your letter in the folder along with a bunch of other correspondence to take care of while flying this afternoon.

"You have asked that I comment on how long it will take for the Seabee to pay for itself in value to the company", Mr. Sheen wrote. "This is a difficult one to answer as the saving has been principally in my own time in getting around the country, my ability to cover these territories making my own schedules, and then of course the advertising value as well. I think there is little doubt, however, but what the Seabee will pay for itself in the first six months to one year of ownership in any event, and even that is going some when we consider the fact that we are a relatively small company.

"On a number of trips to the various territories, I have picked up our local representatives and flown them on calls in the territories to our various customers and prospects. The prestige that results from a call made by plane is always of assistance and aids in commanding attention and respect.

"I took on the Seabee as a valuable and effective sales tool as well as a means of fast and economical transportation to various points around the country on my own schedules, and look forward to flying the ship on each trip as an opportunity to relax from the detailed cares and pressure of the office.

"I have taken numerous people in the Seabee for their first plane ride. The comments invariably are expressions of amazement at the sturdiness of the plane and the fact that it is a really rugged ship. I have had many comments on the safety of the ship from the fact that regardless of where a forced landing might take place, the fact that such forced landings can be made in comparative safety, as, if neither water nor a landing field is available, then we have a good strong hull on which to come in on a skid landing in a relatively short space. The practicalness & the relatively low cost of operation has always been a thing of surprise to the average executive of my customers' plants. They just can hardly believe it possible that a ship of this kind can be flown so economically.

"The nature of my visits to the various territories is primarily educational work with our representatives and with our principal customers to advise them how to better use our pumps and chemical feed systems, and to advise on new applications."

Mr. Sheen explained that as President of the company, which has 65 employees & has been working two shifts since a year ago in order to turn out enough pumps to keep pace with growing customer requirements, he has retained principal responsibility for all sales and market development activities. As a chemical engineer, he is ideally situated from the standpoint of technical knowledge, as well as the experience of a principal business executive, to personally handle the development of new markets and the discovery of fields for new products which his company is equipped to manufacture. It is only through the use of his "flying office" that he is able personally to handle this field work for which he is so well equipped and at the same time direct the administrative responsibilities for the operations of the company.

The concluding sentence of his letter to Republic, dictated while cruising along in the Flying Step Valve, is significant: "Please do not hesitate to refer any business man to me if I can be of assistance in persuading them the Seabee is the aviation industry's answer to the business man's prayer for a safe economical airplane that can be flown for both pleasure and profit."