



REPUBLIC AVIATION CORPORATION

FARMINGDALE, LONG ISLAND, NEW YORK

Telephone Farmingdale 1100

May 28, 1945

BULLETIN VI

DISCOUNT POLICIES

Republic's discount to its distributors on airplanes is 25%. On Republic built parts it is now 40%. What it will be on purchased parts or accessories is not known now, but it will be as liberal as possible.

Recommended discount policy for authorized dealers is 15% on the first five "Seabees" purchased, 17½% on the next five and 20% from the eleventh up - no discounts to be retroactive.

Complete approval of this dealer policy has come from most of our distributors. Let me discuss it with you.

If the "Seabee" were over-priced, if no real demand existed, if tough selling were ahead, you might justify giving every possible inducement to the dealer to push the line.

The difference to you of giving 15% on the first five planes compared to giving 20% is \$175 per plane, or \$875. The difference on the second five between 17½% and 20% is \$87.50 each, or \$437.50. The total difference to you on the first ten planes is \$1312.50. If five dealers are involved, the possible difference in profit to you is \$6562, a tidy reward for real salesmanship on your part.

From a dealers point of view, it is not percentage that counts, but the number of dollars he makes and the turnover of his investment. If the "Seabee" is as hot as we believe it is, you are making him a gift of his first five planes, or a profit of \$2625, at \$525 each. On his second five, you gave him a bonus of 2½% of your profit in his business by giving him 20%, which, incidentally, is 28.6% on his cost of 2800 per plane. You can afford to do this for dealers who stand out as real merchants. You need a psychiatrist badly, if you give your profits away under any other conditions.

If any of you are still unconvinced, give me your arguments so I may try to answer them. If you do agree with my reasoning, please tell me so.

SEABEE PINS

In the mail to you are ten little "Seabee" pins. They are very hard to get and the first delivery to us is only 500. Our suggestion is that you make a little ceremony of giving one to each of your "Seabee" dealers and one to each customer who places an order for a "Seabee". Of course, you will need to ask us for more especially as your own staff and pilots will want them. Keep them in the family, however, perhaps giving them out only as recognition for some particular part in the "Seabee" program. We hope to have more available in another two weeks.

MILL & FACTORY REPRINTS

Also going forward to you are ten reprints of a most unusual story from the March issue of MILL & FACTORY entitled "A Thunderbolt is made". You may want to put one copy in each salesman's kit and to post a copy on your bulletin boards.

NEW YORK STOCK EXCHANGE LISTING

By error in my last bulletin, I gave May 16th as the day Republic stock would be admitted to trading on the NEW YORK STOCK EXCHANGE. The date is Monday, May 14th. The April issue of "Exchange", official publication of the New York Stock Exchange, has a good Republic story. I'll send you a copy if any are available.

VISITORS TO PLANT

Bright spots in busy days are the visits of our distributors, some of whom are here for the first time. Among recent arrivals by plane or train are Art Carnahan from Bloomington, Illinois; E. Merritt Anderson from Milwaukee; C. J. Wood of Southern Air Services from Memphis; Les Bowman from Fort Worth and Ted Hebert of Safair, now of Bendix Airport, New Jersey.

DISTRIBUTOR APPOINTMENT

A cordial welcome to the Republic family is extended to Arthur Hyde of Congressional School of Aeronautics, Inc. of Rockville, Maryland, who will organize "Seabee" distribution in the District of Columbia, Maryland and Virginia. Pres Mabry and I flew down to see Arthur last Thursday returning his earlier visit to Farmingdale.

SEABEE PRODUCTION PLANS

Because of the heavy volume of Thunderbolt construction and Army experimental contracts scheduled for Farmingdale, decision has been reached to have our Evansville, Indiana Division build the Army version of the "Seabee". It is quite possible that all "Seabee" production will be in Evansville if present plans carry through for continued operation of both divisions after the war.


Gordon C. Sleeper, Sales Manager
Personal Plane Division

