



REPUBLIC AVIATION CORPORATION

FARMINGDALE, LONG ISLAND, NEW YORK

Telephone Farmingdale 1100

August 29, 1945

BULLETIN X

GLORY BE!

Glory be it's over! The tension that never left us, the brave show we made of having no fear for our loved ones, the fierce anger we felt over every neighbor's loss - we thank Divine Providence it's over.

We pay deepest tribute to those who gave their lives in our cause of Freedom. We offer our hand and our heart full of sympathy to those among us whose loved ones will not return.

THE NEWS AT REPUBLIC

Nearly two years of planning for the end of the war found Republic prepared for peace with a three-way program of new models for army use, an incredible new transport for the airlines of the world, and the first of new planes for the personal plane market -- the Seabee.

Army cancellations totaled \$242,000,000, closing our Evansville plant completely but leaving intact \$37,000,000 in experimental and new model orders for Farmingdale. Seabee commitments in hand exceed \$10,000,000 and airline business for many millions is in early prospect. Of 10,000 people employed at Farmingdale on V-J Day, 4500 have already been recalled to work and this number will increase as more work leaves the experimental shop for the production lines.

SEABEE NEWS

The Seabee will be made at Farmingdale. The entire first floor of our plant on the North side (now our tool shops) is being cleared for the Seabee production line. Incidentally, conclusion of negotiations for leasing all Defense Plant facilities now operated at Farmingdale appear to be on the point of satisfactory conclusion.

Seabee production schedules have been advanced by nearly sixty days although the first five demonstrators for accelerated field test may not be ready before December.

Latest specifications of the new Seabee are given in the enclosed letter drafted today as an answer to the hundreds of inquiries pouring in on us from recent Seabee advertising.

SPEAKING OF ADVERTISING

For your information Seabee releases actually made or pending are as follows:

Four-page color insert --	Air Tech - August
	Air News &
	Air Tech - September
	Flying - September
	Skyways - September
	Fortune - October
Single Page Color	Christian Science Monitor
	Magazine Section - August 18th
	Field & Stream - September
	Yachting - September

The booklet offered in all these Seabee advertisements called "One Million Missions" is late in coming off the press. We are acknowledging approximately one hundred requests a day by a post card that reads:

"Your request for a copy of "A Million Missions Proved Your Postwar Plane" has reached us. These booklets are just coming off the press. It will be our pleasure to have your copy sent directly to you by our local Seabee distributor as soon as available."

These inquiries we are segregating by distributors sales areas and counting on your cooperation, we are about to send the originals to you with the suggestion that you follow this procedure in handling them:

1. Examine for any special cases requiring your immediate attention such as a personal call or letter from you.
2. Segregate all by dealer sales areas.
3. Hold until you receive the "Million Mission" booklets from us, then mail a copy to each one preferably with a letter from you inviting the prospect to call on you for further information or to see "So and So", the Seabee dealer nearest his home.
4. Divide all your prospects among your salesmen making a prospect file card of any worth while with date and salesman's name.
5. Deliver all others, preferably in person, to your Seabee Dealers and ask them to make prospect cards and to follow up by phone, letter or personal call now and later when planes are available.

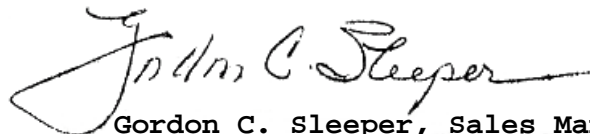
Advertising provides introductions to interested prospects. A boy's inquiry may lead to the father's pocketbook. One sale in one hundred follow-ups may mean over \$900 profit, or a pay-off of \$9.00 for every prospect called on. One dealer secured from an advertising inquiry may sell five planes for you or make you nearly \$2000 profit. That's gold in them thar inquiries. I'm sure you won't let it slip through your fingers by delay or neglect in follow-up.

SPENCER IN HOSPITAL

I know it would gladden Spence's heart if you wrote him a word of greeting and cheer. He was operated on a week ago for a hernia. His address for another ten days in The New York Hospital, Geo. F. Baker Pavilion, 525 East 68th Street, New York, N.Y., or send letters to me and I'll deliver them. His full name is P. E. Spencer.

MUNDY I. PEALE TO BE GENERAL SALES MANAGER

Many of you know our dynamic, likable Mundy I. Peale who as Vice-President and Divisional Manager has been largely responsible for the outstanding success of our Evansville Indiana Division. As soon as possible, Mundy will return to Farmingdale to become General Sales Manager, directing and coordinating the activities of the Military Contracts Division, the Transport Plane Division, Personal Plane Division, the Service Division and Advertising and Public Relations.



Gordon C. Sleeper, Sales Manager
Personal Plane Division

GCS:GW
Attachment

C O P Y

August 29, 1945

Dear Friend:

Thank you for writing us of your interest in the Seabee. I wish it were possible to answer personally all the questions that may be in your mind, but a tidal wave of mail has hit us since V-J Day, and individual answers are impossible at this moment.

A copy of our folder "A Million Missions Proved Your Post-war Plane" will be sent to you soon. In the meantime, here's a grand story on the Seabee written by Cecile Hamilton of the New York Herald-Tribune.

Now to answer your principal questions briefly. Deliveries of the production Seabee commence in April. It will be an all-metal four place amphibian of 3000 pounds gross weight, carrying 1020 pounds of useful load. Four can fly (680 lbs) with 40 gallons of fuel (240 lbs), 2.5 gallons of oil (20 lbs), and 80 pounds of baggage 2.8 hours at cruising speed, or, on the other extreme, two can fly (340 lbs) with 75 gallons of fuel (450 lbs), 2.5 gallons of oil, and 210 pounds of baggage for 5.5 hours at cruising speed.

At 75% power, cruising speed is estimated at 100 miles per hour. The engine will be a six-cylinder 212 h.p. air cooled Franklin. Wing span is 37'8", length 28', height 9'4", draft (loaded) 16". Wheels are retractable. Service ceiling is 12,000'. The Seabee lands at 55 m.p.h. with flaps. Standard equipment will include two-way radio. Two position propeller and blind flying instruments are optional extra equipment.

All of the above specifications are subject to change without notice but at this writing appear to be final.

The Seabee is sold only through Authorized Dealers appointed on recommendation of Republic's 38 Regional Distributors. Price F.O.B. Farmingdale, L.I. will be under \$4,000. Time payments can be arranged.

Dealers having established airport bases are invited to apply for a Seabee franchise.

Sincerely yours,

Gordon C. Sleeper, Sales Manager
Personal Plane Division

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