



REPUBLIC AVIATION CORPORATION

FARMINGDALE, LONG ISLAND, NEW YORK

Telephone Farmingdale 1100

October 19, 1945

BULLETIN XIV

"MILLION MISSIONS" BOOKLETS

They've come at last - more beautiful than promised - a wonderful piece of selling literature - the story of what's behind the Seabee, "A Million Missions Proved Your Post-War Plane".

Please call your office staff together. Tell them that Republic is Expressing to you a limited supply of this booklet and an equal number of "Latest Seabee Specifications". Please arrange first that one Specification Sheet be inserted in every single booklet so that no booklet ever goes without the specifications.

Now please note that Bob Scheirer is sending you the inquiries for this booklet that we have received from your territory. We answered them saying that you would send them the booklet.

Please do this, then promptly distribute the prospect letters among your Seabee Dealers or your own salesmen.

Note 1. Our print run on the booklet was only 50,000, ample to answer inquiries from advertising or to give to your own active prospects but not enough for general distribution. We limited the quantity in anticipation of new literature when the production Seabee becomes available.

Note 2. Your mailing of the booklet would be more effective if accompanied by a letter on your stationery expressing your pleasure in sending him the booklet, at the same time saying that you as Republic's Distributor and all your Authorized Republic Dealers are taking orders on the Seabee now in anticipation of delivery in early Spring. You might add that although not officially announced, you anticipate that the factory list price will be \$3995, including two-way radio.

ORDER BLANKS

Look closely in the Express package Bob Scheirer is sending you and you will find your initial supply of Retail Order Blanks. These should be given out as needed to your Seabee Dealers. For every retail sale, one copy goes to the customer, one is kept by the Dealer, two copies are sent to you and you send our copy to us.

You understand, of course, that your name or the Dealer's name and address goes in the box at the top of the front page.

You can use your own numbering system under the words "Retail Order" for reference on the copies of orders you send us

DEALER FRANCHISES

Please note that with 600 expected Republic Dealer outlets to be put under written franchise before May 1, 1946, we all have a big task ahead requiring prompt and continuous cooperation.

By now you have doubtless decided on at least one-half of your Seabee Dealers. To insure that they get all possible help from the factory's advertising and sales promotion plans and that they concentrate their efforts on the restricted sales areas to be given them, it is to everyone's interest that you prepare at once a definite sales agreement covering the three points of Sales Area, Quota, and Deposit.

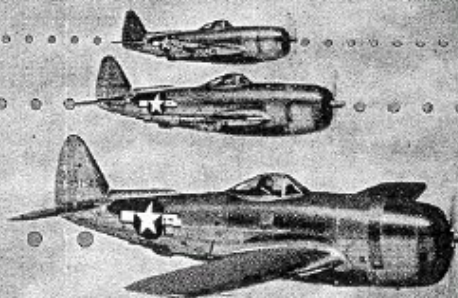
To review the procedure, you go over with the Dealer all the terms of the Blue "Dealers Sales Agreement". You then execute together the three copies of the one page contract incorporating the specific conditions you agree on. You forward these three copies to us for approval accompanied by one copy of the Dealer's application for franchise.

We check the Sales Area granted and the quota and if we approve it we return two copies of the one page contract to you. You attach the Dealer's copy to the complete Blue Dealer's Sales Agreement and deliver it to him taking from him the money deposit called for if you have not done so already.

Remember, please, not to give one dealer more territory than he can intensively cover from his operating base and do not give him for his quota more planes than you are willing to give him from your quota.

(Ed. Note: Below is a copy of the "Million Mission" booklet discussed in the above bulletin.)

**A
MILLION MISSIONS
PROVED YOUR
POST-WAR PLANE**





For more than a generation, the cruel Roman spectacle of the annual 500-mile Decoration Day classic at Indianapolis has held a far greater significance for millions of automobile owners than just the world's most thrilling race. For through the gruelling tests imposed on every phase of motor and accessory manufacture, greater safety, greater comfort, greater efficiency and economy are developed.

So, too, in the blazing skies of the world conflict just ended, there was born tomorrow's air safety, for the lessons learned on a racing oval or in combat flying will never be found on a drafting board

Climbing at better than a mile a minute . . . fighting at over forty thousand feet . . . flying across the space of continents in a matter of hours, carrying fantastic loads of men and material . . . this has been the daily dale of our great air armadas.

The constant improvement in these planes, the vital accessories, the safety devices of incredible accuracy, were all born and developed to uncompromising needs . . . for in one year, more than a hundred new inventions or effective improvements on old ones, were direct results of the lessons learned in air-combat

The planes which won the war in the air were so splendidly efficient, so trustworthy, because . . . some gunner froze his fingers . . . some bombardier caught pneumonia . . . some pilot couldn't throttle back enough to keep formation . . . because

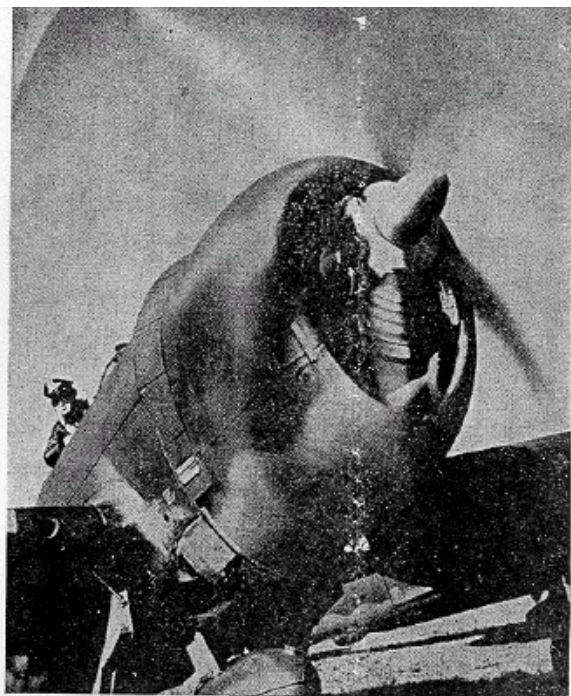
some navigator had a compass that spun around like a top . . . because some radio man couldn't get an S.O.S. through.

Such vital lessons were learned by pilots flying Thunderbolts, by ground crews servicing them, by engineers analyzing them . . . and, transmitted into better planes, their increasing efficiency proved how effectively it had been turned into product improvement

Over fifteen thousand Thunderbolts were delivered to the Air Forces of the United States . . . England . . . Russia . . . France . . . Brazil and Mexico. More than a million missions proved their incomparable worth. Because . . . of all this, your Seabee Amphibian will be something entirely new and strikingly different in post-war personal plane design.

More reliable . . . because . . . It is built by the same men and by the same methods which produced the war-tested Thunderbolt. More economical . . . because . . . while many a beautiful plane has been designed for speed and performance, only time-tested production methods can produce top quality at minimum cost

More comfortable . . . because . . . its interior was planned and created by one of America's established leaders in industrial design. More versatile . . . because . . . in developing this pioneer amphibian, we have had available that rare experience gained in producing planes to war's exacting standards. It is these tried and tested methods which have in turn been directed to producing a post-war personal plane of the greatest possible safety, efficiency, beauty, and comfort the SEABEE Amphibian.



Editorial

Safety first . . . last . . . and under all conditions must be the most important consideration for the post-war personal plane owner. That ruggedness is an inherent quality of any product of Republic Aviation is amply attested in this photo epic of a stock P-47 Thunderbolt. Your post-war Seabee is designed, built and tested by the same organization which produced this incomparable fighter for the Air Forces of the United Nations.

Evidence

The before and after photographic proof of a P-47's enviable ability to take it and still "bring 'em back alive" is reproduced from official U. S. Army Signal Corps photos. This 15th Air Force Thunderbolt completed an exacting mission and brought its pilot home unscathed, having bull-dozed a young forest enroute . . . The pilot was back on patrol the next day.



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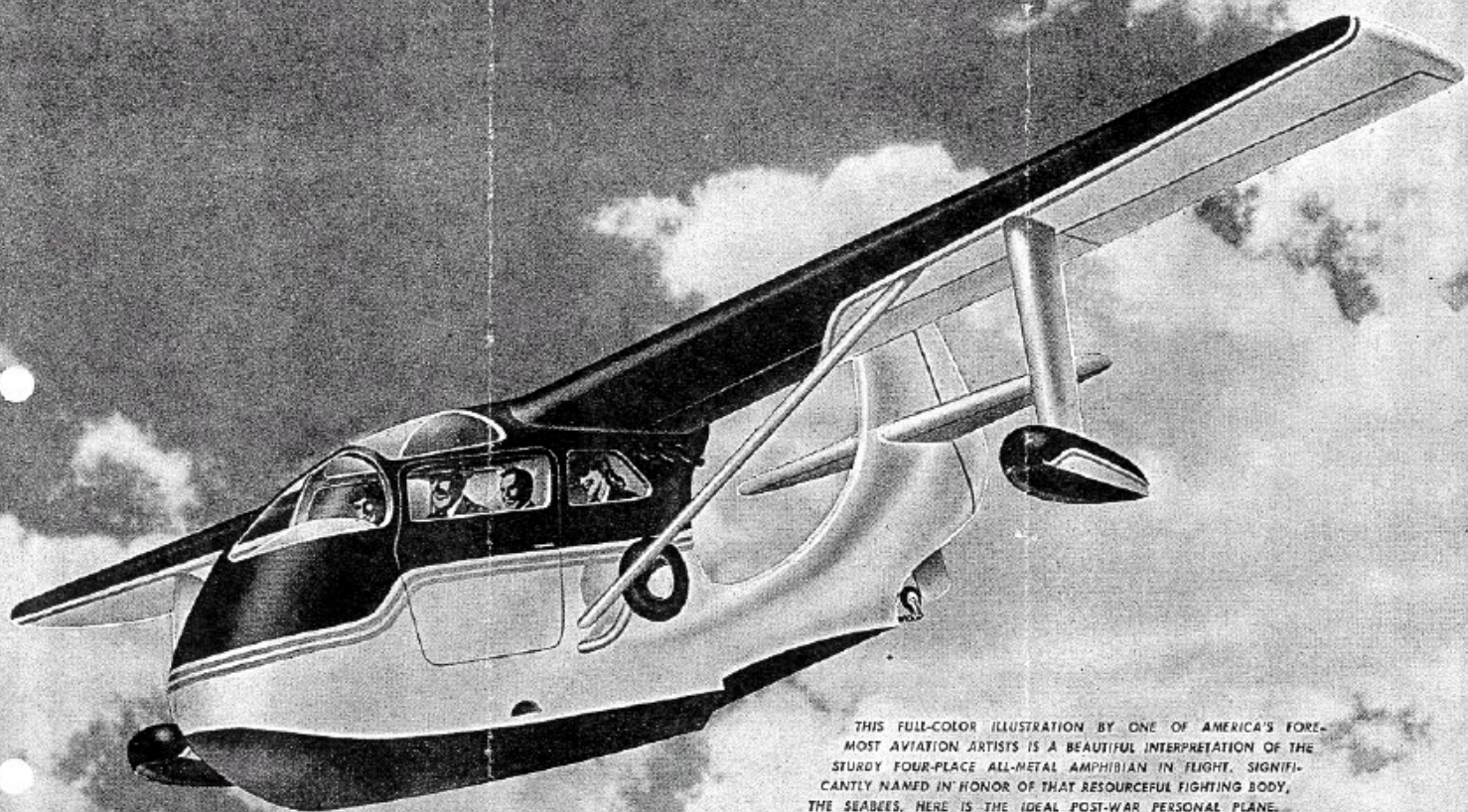


AVIATION • • • • •

CORPORATION

Makers of the Mighty Thunderbolt

FARMINGDALE, L. I., N. Y.



THIS FULL-COLOR ILLUSTRATION BY ONE OF AMERICA'S FORE-
MOST AVIATION ARTISTS IS A BEAUTIFUL INTERPRETATION OF THE
STURDY FOUR-PLACE ALL-METAL AMPHIBIAN IN FLIGHT. SIGNIFI-
CANTLY NAMED IN HONOR OF THAT RESOURCEFUL FIGHTING BODY,
THE SEABEES, HERE IS THE IDEAL POST-WAR PERSONAL PLANE.
EASY TO FLY, STEADY IN THE AIR, AND SETS DOWN OR TAKES
OFF FROM A REMARKABLY SMALL AREA ON LAND OR WATER. SEE
YOUR NEAREST SEABEE DEALER OR WRITE US FOR FURTHER DETAILS.

Seabee 