



# REPUBLIC AVIATION CORPORATION

FARMINGDALE, LONG ISLAND, NEW YORK

Telephone Farmingdale 1100

November 28, 1945

## BULLETIN XVI

### REPUBLIC'S BASIC SALES POLICIES

Most of our distributors have so many sales agreements with so many manufacturers that it is hard to remember the exact terms of anyone of them.

Republic has certain fundamental sales policies, however, that it asks all of its distributors to remember and to make known and understood by their operating personnel.

Two basic agreements in the Republic Distributor Franchise are:

(1). That no Republic Seabee may be sold at a discount to any but an Authorized Dealer except with prior consent of Republic, and

(2). That to be an Authorized Republic Dealer the appointment must first be approved by Republic and be made on forms supplied by Republic, i.e., the standard Republic Dealer Sales Agreement we have supplied you.

These two fundamentals are found on Page 4, Section 2 entitled "Selling" and on Page 7, Section 10 entitled "Irregular Sales".

### THE NOVEMBER 30th REPORT

By now you have received Mr. Marchev's telegraphic confirmation that the factory list price of the Seabee including two-way radio is \$3995, and that you can expect production deliveries in April. TO know how far you have gone in establishing dealer distribution for the Seabee and to give us a measure of the sales organization task still ahead, we ask you make it your personal concern to send us promptly the enclosed Special Information Report on actual and expected Dealer appointments.

Many of you have covered your entire Sales Area making tentative agreements with the very best of dealers, some of whom have already sold a number of Seabees. It is necessary now to make those appointments official by submitting them to Republic for approval. This you are asked to do as soon as possible securing from the dealer the Republic Application for franchise and his signature on the one-page contract from the Standard Republic Dealer Sales Agreement.

On receiving these forms from you, we check the population of the proposed Dealer Sales area using a rough yardstick of 150,000 people to a quota of 10 Seabees. We study the dealer's location and facilities, register his area on master maps and prepare the Dealer's Master Record for our Rand Kardex files. His quota is entered as a charge against your total quota. All being in order, two copies of the Dealer Contract are returned to you approved, one for your records, the other for you to attach to the General Sales Agreement for delivery to the Dealer. We write him direct of our having approved his franchise and we send him direct his "Certificate" for framing (due from printer this week) and all available sales promotion material.

Later, all dealer sales to customers will be recorded on his master card as will other pertinent data such as visits to his airport, and our own appraisals of his service and sales facilities.

The Registered Dealer is the heart and soul of a lasting sales success. We insist again and again that your own retail sales should be held to the reasonable total that you would allow a dealer if he were operating on your airport and that your greatest success will come from your developing of outstanding dealer organizations in the principal trade centers of your territory.

FRANKLIN ENGINE AGENCIES

From Mr. Marchev's telegram and Republic's plant newspaper which I trust all of you are receiving, you know that Republic has made outright purchase of the Aircooled Motors Corporation for \$1,500,000 in cash. On a visit to Syracuse last week I learned from Carl Roth, president and Chauncey Bennum, sales manager, that it is their wish that all Republic Seabee distributors become Franklin distributors if they are not so already. If you are not a Franklin distributor and you wish to be, I suggest you write to Mr. Bennum. I have given him our complete distributor list.



Gordon C. Sleeper, Sales Manager  
Personal Plane Division

SPECIAL INFORMATION REPORT

Date \_\_\_\_\_

From:

To:           Personal Plane Division  
              Republic Aviation Corporation

Subject:    Special Information Report

As of November 30, 1945, the following is the status of our efforts in setting up dealer distribution for the Republic Seabee:

I. Franchises Approved by Factory

<u>Dealer's Name</u>	<u>Town</u>	<u>Quota</u>	<u>Seabee Sales to Date</u> (If known)
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II. Franchises Under Negotiation

<u>Dealer's Name</u>	<u>Town</u>	<u>Expected Quota</u>	<u>Seabee Sales to Date</u>
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III. Additional Dealer Sales Areas

Note - Please list below towns where you expect to appoint Seabee dealers later but in which for some good reason you cannot do so now:

<u>Town or Airport</u>	<u>Possible Date</u>	<u>Reason for Delay</u>
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How many Seabees have you sold at retail as of this date? \_\_\_\_\_

**REPUBLIC AVIATION CORPORATION**  
**FARMINGDALE, LONG ISLAND, NEW YORK**

To \_\_\_\_\_ Dept. \_\_\_\_\_ Date \_\_\_\_\_ 194 \_\_\_\_\_

**AMPHIBIAN FILE**

**BULETINS TO DISTRIBIUTORS**

**MISCELLANEOUS PUBLICITY RELEASES  
AND REPRINTS ON AMPHIBIAN**

Signed \_\_\_\_\_ Dept. \_\_\_\_\_ Ext. \_\_\_\_\_