



# REPUBLIC AVIATION CORPORATION

FARMINGDALE, LONG ISLAND, NEW YORK

Telephone Farmingdale 1100

BULLETIN XVIII

December 18, 1945

## INFORMATION WANTED URGENTLY

Just before Christmas may seem a strange time to ask you to consider important business matters but Republic has pressing need of your best judgment in a decision of vital importance to you as well as all of us at Republic.

It concerns the production schedule on the Seabee. You know that all our quotas are set up on a basis of our making 5000 I the first full year of production. Actually, it's more than a year because we won't hit the full rate of 100 a week until July, which means that it would be June 30th of 1947 before we completed the first 5000.

Most of you have been making dealer allocations on the basis of getting your full quota in the calendar year 1946 but on our present schedule we will have delivered only 2800 planes by December 31st.

Your success with the Seabee to date and reports from all our other distributors make it appear that present schedules are unsatisfactory. Your quota is \_\_\_\_\_ planes or \_\_\_\_\_ % of our total production, on which you would receive only \_\_\_\_\_ planes in 1946.

We can't change schedules for April, May and June which call for delivery of the first 400 Seabees, nor can we change July which calls for 100 a week but instead of continuing at 100 a week, we can accelerate to 600 in August, 600 in September, 600 in October, 500 in November, 500 in December, giving a 1946 total of 3600 instead of the 2800 contemplated. Our revised schedule would continue on with 400 in January, 400 in February, 500 in March, 500 in April, 600 in May and 600 in June, giving a total for the first 14 months of 6200.

This increase is made possible by our purchase of the Franklin engine company but can only be realized if we take immediate steps to contract far ahead for engines, instruments and all equipment items.

Will you write the above schedule out on paper and ask yourself these questions:

(1). Will your percentage of the proposed new schedule be sufficient to meet your indicated sales requirements and will you on request give a firm order for deliveries on this basis? (Payment to be as in your contract, i.e. 15% on not over 90 day increments).

(2). If your percentage of the proposed schedule is not sufficient to meet your indicated needs, then disregarding your present quota, how many Seabees do you need for the year ending April 30, 1947, and are you willing to give a firm order for this quantity? If so, on what monthly basis, remembering that we cannot increase the first three month's output.


There is also another important question on which we need immediate advice in order to determine our propeller commitments. The successful tests of the Hartzell controllable, reversible pitch propeller make this appear to be one of the greatest single features that we could add to the Seabee program.

It reduces operating expense; increases safety of take-off from short fields or small ponds; it permits controlled approach to docks or mooring buoys and actual backing off from shore landings. It cannot be included as standard equipment but if we are willing to make the investment in dies, tools and special costs on installation, it can be offered as optional factory-installed equipment at a cost to us of \$250. If we mark this price up one-third to give you a trade discount of 25%, it would mean a customer charge of \$333.

(3). How many of your sales, direct or through dealers, do you believe would include this controllable, reversible pitch propeller at \$333 and if you were to give a firm order for your year's requirements in planes, on what percentage would you be willing to include a firm order for this propeller understanding that the basic price of the Seabee with standard fixed propeller remains unchanged at \$3995?

In answering this letter, will you follow the order of questions as I have presented them adding comment on any of them that will be helpful to us. I will compile the results for Fred Marchev and will give you a report on the over-all picture as soon as possible.

Meantime, best of Christmas wishes from all of us in the Personal Plane Division.

  
Gordon C. Sleeper, Sales Manager  
Personal Plane Division

P.S. The Seabee engine now rated at 215 h.p. has received CAA approval thus allowing us to proceed with A.T.C. tests on the production model now flying.