

Seabee

Bulletin

FROM PERSONAL PLANE DIVISION OF REPUBLIC AVIATION CORPORATION

DISTRIBUTOR BULLETIN NO. 31

October 30, 1946

THE OVERALL PICTURE - IN REVIEW

From time to time I like to report to you on the overall Seabee picture as we see it from here. I like to review what we have accomplished together and to attempt a forecast of what is ahead.

Certainly we have come a long way since 1946 opened. The wonderful family of Seabee distributors has been enlarged to cover every square mile of the United States except the Rocky Mountain states. Every Canadian [province except Manitoba and Saskatchewan is now covered and so is Newfoundland on the one coast and Alaska on the other.

With the fine help of the Seabee Division of Smith, Kirkpatrick & Company, Inc., outposts of distribution have been set up all over the world. No American airplane manufacturer has ever had more distinguished representation than is offered the Seabee by our foreign distributors.

The year to date has seen the prototype Seabee develop into the production model. Months of punishing field tests culminated in CAA approval. In July the first deliveries to distributors began and though it seemed as if every supply source in industry has been strike-bound, Seabees have gone out to all domestic and Canadian distributors and are now going to the furthestmost parts of the world.

By December, Republic expects to have delivered one Seabee for most of its 352 franchised dealers.

The introduction of a new product on such a broad scale in what is actually only six months is a demonstration of cooperative effort in which all of us may take pride.

Republic and all its distributors have been partners in a remarkable program of introductory sales promotion and publicity which has been given incalculable help by the sustained interest of leading aviation writers for the press and radio of the nation.

In the Seabee itself is the explanation of this world-wide interest and acclaim. Good showmanship helps and so does the cold hard cash that Republic's advertising budget has used to pave the way, but in the final analysis, it is what you are doing with your Seabee that is day by day making Seabee history.

So much for 1946 to this date.

FORECAST FOR 1947

Where do we go from here? What is ahead for all of us?

I see only green lights. I see production gaining steadily. I see the changes and modifications of landing gear, tailwheels, fuel cells and engine cylinders falling behind us. I see improvement in every Seabee delivered. I see the competence of our own Service Department spreading to the service personnel of our distributors. I see the skill of our own demonstration pilots equaled or bettered in the performance of our distributors and their pilots.

THE THREE GREAT TESTS

Your letters to me so full of enthusiasm and confidence prove that the Seabee has met its first and greatest test. It is a completely different airplane than most of you have been flying. It handles differently on take-offs and landings; it has many variables of load factors, it calls for new techniques in water performance, yet all but a very few of you have quickly learned to fly it and understand and to enjoy its tremendous utility.

Now comes the second great test. Can you do for your dealers what we have tried to do for you? Can you teach them to fly and demonstrate the Seabee? How to carry maximum load? How to taxi in crosswinds? How to gain confidence in water flying? How to make power-off and power-on approaches? How to fly a heavy airplane?

Can you teach their servicemen to adjust propellers, to keep wheels greased, to keep their Seabees in the air?

This is your great test and the test of your organization. We can help you but we cannot check out 352 dealers, nor can we service every plane you sell them.

You have only sixty days to do most of your work with your dealers for in January, you and Republic must meet the third great test when deliveries to the public begin.

Then we all go on trial as to how soundly we have built our distributing organization, how qualified we are for big business and how adequately we can meet the problems of public relations, instruction, maintenance and service in dealing not with experienced pilots but with first hundreds and then thousands of people who do not know flying and who may not have technical backgrounds.

ORDERS AND DELIVERIES

Your quota for July, August and September on which you gave a blanket order and a deposit of 15% in cash as extended to December 31st of this year and will, barring events beyond our control, be completed by that date.

In the next mails you will receive your allocation for January deliveries, i.e. your share of our expected production of 215 Seabees in that month. You are expected to confirm your acceptance promptly by a new order for the number of planes allocated and to send your check for 15% of the net amount involved.

By December 1st you will similarly be tendered your allocation for February. Thus, from now on you will know how many Seabees you can allocate to your dealers for each of three months ahead.

If you do not confirm promptly your acceptance of planes tendered you by sending Republic your firm order and 15% deposit, you automatically release your quota planes to other distributors with no assurance of making them up later.

On the other hand, many distributors need more than they are entitled to under their quotas and any released will be pooled for special distribution.

THE PRICE QUESTION

Republic in its distribution contracts, dealer sales agreements and retail order blanks states clearly that all sales are made subject to prices prevailing at the time of delivery. No price increase, however, is contemplated during the balance of this year and none is likely until all dealers have received their demonstrators.

Business conditions will control Republic's price policies in 1947 and these are dependent on so many non-predictable factors that no forecast of their influence on the Seabee program is profitable at this time.

WES RAYMOND HURT

Popular, hard working Wesley N. Raymond is in Pensacola Hospital, Pensacola, Florida as the result of an emergency landing ten days ago. On take-off his engine revs dropped off enough to cause him concern. After pumping his wheels up, he came down on a sandy area near the airport. A hummock caught one float and broke it off and so let a wing tip catch in the sand. Wes had three passengers aboard. They were unhurt but Wes wrenched his back and injured a vertebra. He will be another week or more in the hospital and I'm sure will welcome letters from his fellow distributors.

SEABEES IN THE NORTH COUNTRY

The Seabee is now no stranger in the North Country. Not only did Joe Crosson introduce it to Alaska but Air Commodore Earl MacLeod flew his to Victoria in British Columbia, Sydney McDonald flew his to Edmonton in Alberta, C. R. Leavens flew his to Toronto for demonstration throughout Ontario, Bill Oliver, head of Curtiss-Reid Flying Service, flew his to Montreal, O. B. Pulsifer flew his to Halifax and Mr. & Mrs. E. W. Blackwood on their honeymoon came by train to Farmingdale and flew their Seabee to St. Johns in Newfoundland.

Thus the Seabee now flies from one end to the other of the great land that lies to the north of the United States.

SEABEES IN THE SOUTH

Watch the next issues of Esquire Magazine for the thrilling story of two men and a girl in the tropical jungles of lower Mexico and Guatemala. Read how Pete Tomich and Helen Duffy flew Esquire's Travel Reporter, Dick Joseph, into adventures with a Seabee that none of them ever dreamed would happen in this day and age.

Another Seabee tale worth hearing is how A. L. Tobias, former Navy Lt. Commander, now Chief Pilot for our export agents, Smith, Kirkpatrick & Co., accompanied by Republic serviceman, Russ Gumaer, flew Seabee Number 49 to Havana, Cuba, down the 500-mile length of the Island to Santiago, over 250 miles of open water to Port-au-Prince, Haiti, on to Ciudad Trujillo, then 260 miles over the treacherous 100 mile Mona Passage encountering winds of 35 to 45 mph, to San Juan, Puerto Rico, where they delivered it to Clara Livingston, our newest appointed distributor. Tobey and Miss Livingston on a checkout ride flew to the Virgin Islands for courtesy calls at the Marine Air Station at St. Thomas and to a famous vacation spot on the Island of St. John.

The appointment previously announced Alejandro Suero Falla to be distributor for Cuba is cancelled by mutual consent in the belief that until private flying is further advanced in Cuba and until better airports become available, the promotion of Seabee sales had best be postponed.

NATIONAL AIRCRAFT SHOW

Watch for a special bulletin on Republic's plans for the National Aircraft Show to be held in Cleveland November 15 - 24th. Meanwhile please tell me by return mail who, if anyone, from your organization will attend - for what days, where you will stay in Cleveland and whether or not you will fly there in your Seabee.


Gordon C. Sleeper, Sales Manager
Personal Plane Division