

Seabee **Bulletin**

FROM PERSONAL PLANE DIVISION OF REPUBLIC AVIATION CORPORATION

DISTRIBUTOR BULLETIN NO.38

APRIL 11, 1947

EASIER PURCHASE TERMS

Thanks to splendid cooperation from the Treasurer's Department whose head, Tom Davis, realizes your problems in financing greatly increased sales, I telegraphed you yesterday as follows:

"RECOGNIZING MUTUAL INTEREST IN HELPING YOU SECURE MAXIMUM SALES EFFECTIVE ALL MAY AND SUBSEQUENT DELIVERIES REPUBLIC REDUCES ADVANCE DEPOSITS ON SEABEE ORDERS TO THREE HUNDRED DOLLARS AND REQUIRED PERIOD TO SIXTY DAYS. TERMS FOR SPARE PARTS BECOME NET THIRTY DAYS. NOW CLOSING MAY ALLOTMENTS. IF YOUR ORDER NOT IN PLEASE RUSH. MAY DEPOSITS ALREADY RECEIVED MAY BE SPREAD OVER JUNE AT YOUR OPTION."

Thus Republic keeps its pledge to take steps one by one to clear the way for you to make more sales and so to make more profits.

PLAYING IN THE BIG LEAGUE

Republic's distributors are like a major league ball team -- we're in the Big League. Our million dollars a month of April shipments puts us in the first division. We see a championship in sight. Most of our players are in mid-season from knocking out homers all over the map. Some haven't hit their stride yet but will by the next month. One or two of our players traded or did not make the grade but we have some mighty good replacements.

GETTING BACK TO ORDERS

Reducing the deposit on firm orders to three hundred dollars has many advantages to all concerned. The customer will recognize it as a reasonable amount on a \$6,000 purchase especially as it assures him delivery on or about an agreed date not over sixty over the past two years.

The dealer will recognize \$300 as a reasonable deposit on a firm order because it guarantees him delivery within a specified time not over 60 days. He either secures it from an actual customer or he can well afford to put it up himself in confidence that he can close a sale in the meanwhile. Note also that the dealer deposits only \$250 if you credit him with \$50 which in most cases he has paid on all his quota Seabees.

You as distributor will probably have very little of your own money on deposit with Republic. However, if you chose to put it all up yourself, it will still be good business for you as it is your protection that Seabees will be produced and delivered to you on time and in the quantity agreed thus permitting you to plan ahead and to be justified in all-out sales effort in your territory.

You as partners in our business have the utmost obligation to keep us informed of your probable requirements as far ahead as possible but the only contractual obligation we ask you to assume is to order from us and to take from us, come hell or high water, the number of Seabees that you can reasonably expect to sell in sixty days.

There is no profit without some risk but you can never be hurt by sixty day commitments and Republic cannot operate on less than this.

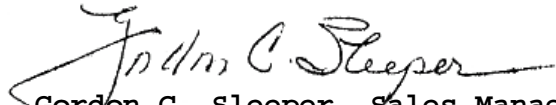
On the 20th of each month, starting now, we will advise you of our scheduled production for the second month ahead, meaning in this case, the month of June.

We will tender you, as before, your quota proportion of this quantity. Promptly on the first of the month you send your confirming order and \$300 per plane deposit for this quantity or with equal promptness, you tell us how many you are not confirming and the special circumstances that will help us to estimate market conditions.

By the tenth of each month, we review all orders received and reoffer any surplus available to distributors needing more Seabees.

If on the reoffer, any remain, Republic will then face the question - is the schedule too high or are some of our distributors falling down.

Our industry is already in uncharted ground with four-place production above any previous experience. We need to combine courage with judgment as we make our bid for leadership in 1947. Our cooperation with each other will insure our mutual success.


Gordon C. Sleeper, Sales Manager
Personal Plane Division

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