

# Seabee

## Bulletin

FROM PERSONAL PLANE DIVISION OF REPUBLIC AVIATION CORPORATION

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### GOOD WORK

None of us have to be told that it's a damn tough job to sell an airplane these days. And when you do finally close a sale you feel like a halfback on a football team who has been pushed all over the field, stepped on, cussed at, but finally sweats his way over the goal line for a touchdown.

During the month of July there were some "tough games" going on and here are the "teams who scored the "touchdowns":

<u>Distributor</u>	<u>Seabees Flown Away</u>
Marden Airways, Inc.	4
Leavens Bros. Air Services, Ltd.	3
E.W. Wiggins Airways, Inc.	2
Carnahan Flying Service	1
MacLeod Aircraft Limited	1
Turgeon Flying Service, Inc.	1
North American Airport Corporation	1
Curtiss-Reid Flying Service, Ltd.	1
James E. Stephens	1
Pulsifer Brothers Ltd.	1
Southern Air Services	1
Philadelphia Aviation Corp.	1
Northwest Air Service, Inc.	1
Miller Aviation Center	1
Miss Clara E. Livingston	1
<b>Total</b>	<b>21</b>

Good work fellows. Try and keep it up. We still have a couple of months of darn nice flying weather so how about getting out and digging up some of those prospects and giving them another good demonstration.

To help you along with the job, I am sending you, herewith, three ideas which I think you will find useful: "Seabee Sales Tips", a good deal of which were gleaned from a very successful automobile salesman; "Seabee Seamanship", which is an attempt to answer a lot of questions that a new water pilot needs to know; a dealer questionnaire, which is a sort of check off list to make sure you cover all the points when you're out visiting your dealers.

Maybe you have some ideas to add. At any rate I would like to have your comments.

NO ANSWER

I know how you feel. When I write a letter to a guy and I don't get an answer in a reasonable length of time I get a little sore at first, then I wonder if he's sick, and after a while I wonder if he's dead. Well I'm feeling fine, but I want to apologize for not answering all your letters in reply to my request for information in the early part of July. The big trouble is most of you wrote me such a damn long letter with so much information in it that I'm still trying to digest some of it. Believe me, some of the answers were very enlightening and I hope to pull out excerpts before too long and send them around to all of you. There's a lot of food for thought in them.

Believe it or not I started out to answer each letter personally, but it got to be such a mammoth task on top of all my other new duties in this job, that I got swamped. However, I still intend to write each of you and try to answer all of your questions.

One of the most important questions in my letter of July 7, 1947 was the one concerning the status of your orders and deposits. Apparently, I didn't make this quite clear because a lot of your answers did not clarify the situation. Therefore, I have asked Fred Owens, our Contracts Division Manager, to send each of you another up-to-date summary of your orders and deposits. Please check it over carefully as we are just as anxious as you are to know whether or not we are in agreement.

BUZZ-BUZZ-BUZZ

Boy Oh boy! Aren't the rumors thick these days? Particularly about the Seabee and Republic. Well, the status is still the same as Hank Lehne and I told you the early part of July. There has been no change. We still want to build Seabees and are ready to do so just as soon as you fellows can sell them. We delivered 21 during July and 9 so far this month. We still have 85 airplanes on the field. When this is reduced to a reasonable quantity and you fellows can show some firm orders, we will start to build them again.

Contrary to a lot of rumors, do you know that we have more and more satisfied customers telling us every week how much they like their Seabee, what a good job it's doing for them, and what a value at \$6000.00? It is a darn good little airplane and the more you fly it the better you like it. There must be a few thousand people around this world who can really use it. Let's get 'em and convince 'em.

I'm leaving on my vacation tonight, right up in Seabee country too so I'll probably be working most of the time. See you after September 1st.



Don M. Parker, Director  
Personal Plane Sales

## SEABEE SALES TIPS

1. Ask if has ever flown in a plane.
  - a) If so, ask if he has ever experienced the new sport in flying - Water flying in the Seabee
  
2. Suggest that he get into the Seabee and be certain he inspects the interior thoroughly.
  - a) Comfort, safety, visibility
  - b) Show him how to remove right hand control wheel and stow under the seat.
  - c) Demonstrate use of bow door for fishing, swimming, docking, etc.
  - d) Show him the anchor and line compartment.
    1. Remind him that it is a waterproof bag - suitable for carrying live bait, ice, beverages, etc.
  - e) Explain how the seats fold back to make beds.
  - f) Explain operation of reversible prop control.
  - g) Show him the baggage compartment.
  - h) Explain instrument panel - two way radio.
  
3. Walk around the exterior of the Seabee and point out the salient features.
  - a) Stress advantages of pusher type.
    1. No gas and oil fumes
    2. Safety
    3. Visibility
    4. Less noise (interior)
  - b) Discuss all metal construction
    1. Rugged hull construction
    2. Six water-tight compartments
    3. Gas tank location and type - no fire hazard
    4. Drain plugs
    5. Wing construction
      - a. Float design
      - b. Wing tip attached with metal screws
      - c. Six strips of skin instead of one piece
  - c) Steerable tailwheel
  - d) Controllable and Reversible Propeller
    1. Plastic blades (Hartzite - impervious to salt water).
  - e) Engine cowl operation
    1. Demonstrate accessibility of engine parts (spark plugs, generator, starter engine, oil cooler, etc.)
  - f) Remind him Seabee is powered by a 215 h.p. Franklin Aircooled engine.
  - g) Explain landing gear - Goodrich expand-type brakes.
  - h) Lucite windows
  - i) Wide doors - easy to get in and out.
  - j) Nose plate -
    1. Explain reason for separate plate on nose - if nose is banged up this plate is the only part that has to be replaced.
  - k) Ski approval.
  
4. Emphasize how easy it is to fly and stress utility of an amphibian.
  - a) Load and Performance.
    1. Discuss specification sheet.

5. Suggest a demonstration.
  - a) Be sure you stress water performance.
6. Be sure to offer a brochure or picture.
7. Be sure you have a Seabee notebook to look over.
  - a) Seabee pictures (water and land).
  - b) Details on Seabee construction.
  - c) Operation cost chart.
8. Volunteer the names of other owners and discuss their use of the Seabee.
9. Be sure to get the interested person's correct name and address.
10. Ask if he is interested, now or in the future, in buying a plane. Make out a complete report on interview and place in a follow-up file.

Keep a list of prospects and maintain a follow-up file.

## SEABEE SEAMANSHIP

1. Before approaching any type of base, it should be looked over thoroughly by the pilot before he gets in close enough to be hampered by obstructions. The direction of the wind and tide or current, if any, should be studied and the probable effect determined. Be alert for floating debris. While circling, plan your approach to the dock, ramp, float or beach below.
2. A good Seabee sailor knows that if left to its own devices the Seabee will always weathercock and point into the wind. It can always be turned into the wind without difficulty.
3. It is important to remember that although the Seabee when let alone will point into the wind, it is highly probable that it will move with the tide if the latter has appreciable velocity. In general, a current of 6 m.p.h. will more than offset a wind of 30 mph.
4. In determining wind direction look for wind streaks and remember that seagulls and ducks land into the wind, and the foam or spray from whitecaps appears to move back into the wind.
5. Get in the habit of visually checking your retracted wheels at least twice during your approach and let down to a water landing.
6. The power stall landing is the only safe landing technique to use when landing the Seabee on glassy water. The power stall landing is also the best technique to use in landing on rough water or when landing at night. Level off your Seabee from 50 to 100 feet above the water and adjust power to maintain 65 IAS with flaps down. This combination will ensure a nose-high attitude and a gradual rate of descent. Allow the airplane to land itself using a slight amount of back pressure on the control wheel. Practice the technique of the power stall landing under normal water conditions until you become an expert.
7. The water rudder is most effective at slow speed - slightly above idling- because it is then working in undisturbed water.
8. In making a downwind turn in a stiff breeze, it may be found that the water rudder does not give sufficient control to force the ship out of the wind at idling speed. This is due to two causes. The first and most obvious is that the ship has a much stronger tendency to weathercock or point into the wind. The second is that the force of the wind may partly or completely offset the push of the propeller, so that the ship has little or no forward speed. When the strength of the wind is such that the ship cannot be turned downwind at idling speed, the wheel should be held back, full rudder applied and the throttle opened enough to bring the nose up. This will put your water rudder down deeper into the water and it will have greater effect. This factor plus power will bring your Seabee around.
9. If the wind is of sufficient strength to render control of the ship difficult, the approach to any ramp should be either directly downwind or directly into the wind making due allowance for tide and current if any exists.
10. If possible, the approach to a raft or float should always be made into the wind for more complete control.

11. Always check the operation of your reversible prop before getting close to a dock.
12. When beaching your Seabee, if there is any doubt about the solidity of the beach, the wheels should be left up and the ship brought in on the keel.
13. Remember the tides when beaching your Seabee -
  - a) If the tide is low when your Seabee is beached remember the water will be coming in and you may have to get your feet wet to get to it later.
  - b) If the tide is high when your Seabee is beached, remember the water will be going out and your Seabee may be left high and dry.
14. Approach to a beach with wheels down should be made at an angle.
  - a) This prevents both wheels from getting stuck if the beach is soft.
  - b) This keeps one wheel in the water and usually off the bottom, thereby making it easier to back off the beach.
15. Descent from a ramp of more than 15° should be made backwards. Put the prop in reverse and slowly back your Seabee down the ramp. This will prevent damage to your water rudder.
16. When approaching a dock or float solo, the following procedure should be followed:
  - a) Open and secure the bow door.
  - b) Remove and secure right hand control wheel.
  - c) Sitting in the right hand seat, set throttle at about 1000 rpm and use (only) the reverse prop control and rudders during approach.
17. The following procedure should be used when anchoring the Seabee:
  - a) Remove and secure right hand control wheel.
  - b) Let out anchor until it hits bottom - hold Seabee stationary with reverse prop control.
  - c) Secure line to bow cleat and secure excess line to rudder bar.
  - d) Slowly back away until you're certain that your anchor will hold, then stop cut your engine.
  - e) This will make certain that your anchor is not dragging and your Seabee is not drifting from position.
18. Getting your Seabee on the step -

The procedure employed in putting the Seabee on the step consists of holding the controls hard back and opening the throttle completely. The wheel is held hard back until the nose refuses to go up higher and then is allowed to ease forward to a point slightly back of neutral. As the Seabee rocks over on the step, it assumes an approximately level position and the speed increases rapidly.

  - a) In case your Seabee shows a tendency to porpoise or rock fore and aft, the rocking may be checked by increasing the back pressure.
  - b) Set your trim tab in the full back position (tail heavy) and the Seabee will take off hands-off. Pilot can hold the water-run straight with the rudders. Upon breaking water, immediately re-trim for climb.
19. Once on the step the Seabee will fly itself off with only slight back pressure maintained on the control wheel. Do not attempt to pull the Seabee off before proper speed is attained or the stern will be pushed back into the water and the drag is thus increased, so instead of taking off, the ship slows down.

20. When difficulty is encountered in getting on the step on a hot, sultry day with no wind and under glassy water conditions, the following procedure should be followed:

Open the throttle, and when the nose has risen as high as it will go with the controls hard back, push the nose down by abruptly moving the wheel forward. The nose will then drop if the ship has picked up enough speed to be partly on the step, and then if the controls are well ahead, will come back up slightly, or rebound a little. This rebound should be caught by pulling the control column back again and as soon as the nose has reached its maximum elevation, the whole routine should be repeated. After several repetitions, the nose goes higher each time and the speed increases. If the column is then pushed well ahead and held there, the ship will slowly flatten out on the step, and the controls may be eased back to neutral. If after a reasonable run, the ship shows no further increase of speed, and does not take off in the normal manner under a slight back pressure on the controls, the wheel should be pulled back abruptly and the plane practically yanked out of the water. This maneuver constitutes a stall take-off and if she is either leveled out too soon or pulled up too much, it will drop back into the water, so it should be handled carefully.

21. Whenever the water is glassy, the chances of getting off the water without too much difficulty are improved if there are small boats moving around so that takeoff can be made across their wake, provided the ship is not too heavy. Sometimes when everything else fails it may be possible to disturb the water enough by taxiing in a large circle and taking off across one's own wake.

22. If there is a strong current and absolutely no wind, the take-off will be easier if made with the current. If there is enough wind to make the ship weathercock, a light current should be ignored and the takeoff made into the wind.

23. To take off in rough water the throttle should be opened and the controls held hard back just as the nose is rising on a wave. Keep the bow well up. After the Seabee is on the step, the ship will begin to bounce from crest to crest. Each time she bounces the nose will go up. As the nose goes up, the control wheel should be eased ahead to prevent the stall, and pulled back again just before striking the next wave. Fortunately, if there is enough wind to make the water that rough, there is enough wind to get the ship into the air quickly.

24. Never take off after a boat has passed and left heavy swells in it's wake.

25. Seabees operated in salt water should be washed thoroughly with fresh water from a hose everyday they are used, both to lessen corrosion and to remove the dried salt which spoils the appearance and ultimately attacks the finish.

- a) Remember to remove each drain plug and check for water in your Seabee after each day of water operation. Don't forget to remove the two plugs in the tailwheel compartment and check for water after a heavy rain.
- b) Remember you own a flying boat - exercise the same pride and care of a boat owner and keep your Seabee shipshape!

DEALER CHECK

1. Do you have a demonstrator?
2. Pilots
  - a) How many have water ratings and how many are checked out in the Seabee?
  - b) Proficiency
    1. Water maneuvering
    2. Beaching
    3. Docking
    4. Reversing
    5. Full Load
    6. Power on and power off landings.
3. Prospect List -- Do you have one?
  - a) Have you tried to contact people who can afford a Seabee--People who will get some real utility value?
    1. Members of local yacht clubs, beach clubs.
    2. Boat owners
    3. Doctors
    4. People who go to their summer home during vacation months.
    5. Commercial uses (air taxi service, resorts, paper mills, businessmen, etc.)
    - 6.
4. Sales Program
  - a) Do you have a salesman to concentrate on Seabee sales?
  - b) Offer fellow operators a commission on any sales they can steer your way
  - c) Advertise the adventures of any one of your satisfied Seabee owners.
  - d) Territory Set-up
    1. Counties - exclusive or non-exclusive - How many?
    2. How often does your salesman take a trip through your area?
5. Sales Promotion
  - a) Do you have pictures of the Seabee displayed in your office
  - b) Do you have a brochure handy?
  - c) Do you offer each and every employee a bonus (5%) on their lead to a sale that is finally consummated?
  - d) Do you show off the Seabee by demonstrating water performance and utility.
    1. Taxi Service to yacht clubs.
    2. Joy rides over water. See the sailing races from the Seabee.
    3. Set aside one day for Seabee flight. Plan to stop for lunch at a Seashore restaurant.
  - e) Pick out a lake or beach resort within 100 miles radius and set up a trip to and from on week-ends and holidays.
  - f) Call some prominent businessmen who have their families away at a summer cottage on a lake or at the seashore and fly them up for a week-end visit.
  - g) Have you investigated putting your Seabee on G. I. Flight training course for Sea ratings?
    1. Being an amphibian, you do not have to own a Seaplane base!

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Dealer

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Sales Representative