

Seabee *Bulletin*

FROM PERSONAL PLANE DIVISION OF REPUBLIC AVIATION CORPORATION

DISTRIBUTOR-DEALER BULLETIN

October 10, 1947

THE LAST CALL

I know everyone of you must have realized how badly we all felt here at Republic when Mundy Peale had to send the wire last Friday announcing that Republic would have to discontinue the Seabee program. As a matter of fact, we have been feeling badly for the past two or three months because of the uncertainty of the Seabee program and because we couldn't give any answers to your letters asking about what was going to happen to the Seabee. We were, of course, depending upon you in large part to give us the answer by increasing your sales.

I don't believe the announcement was a shock to anyone, but I do know that a lot of you were keeping your fingers crossed and hoping we could see our way clear to keep the project going until next spring because you had reason to believe the market would pick up then.

Well, we feel equally confident that there is a demand right now for Seabees and that there will be a demand for them next spring and very probably for many springs. More and more satisfied owners are telling us every day that the Seabee is, by far, the best four place airplane in its field, especially at the low price for which it is being sold.

Within the last few days, the negotiations for the sale of the entire Seabee project have progressed very rapidly, to the point where it looks like a sure bet that out of the three interested parties, one will very likely take it over and resume production. When, as and if they do, though, the Seabee will be sold at a much higher price than at present.

The statement has been made many times, by some of you as well as by many customers, that the Seabee could have been sold for \$10,000. Frankly, we believe the price will increase to a point more commensurate with its value when it is realized that the relatively small number of Seabees now remaining are all that may be available for the many who have found its versatility and usefulness so necessary to their operation, and for others who are just discovering the Seabee's many features and advantages. We know for a fact that several of the commercial operators who have used their Seabees hard and have several hundred hours on them are worrying right now about replacements for next spring.

Some of you may be concerned about protection on spare parts and service. As Mundy Peale stated in his telegram, Republic will guarantee to furnish spare parts and service as long as necessary or until someone takes over the project and guarantees to furnish spares and service. Within the next few days, you will receive a Service News Letter from Howard Ehmann outlining our plans for handling spares, service, etc.

In order to take advantage of what may be the last opportunity to get new Seabees at a low price, for new customers or to replace older ones in the coming months, several distributors have already sent in their orders. If you haven't, why don't you beg, borrow or steal enough money to buy at least one new Seabee before October 15th. If you don't have an immediate customer for it, put it in storage until next spring when you will surely be able to make a nice profit.

Looking forward to seeing you in the next few days when you come in to pick up your Seabee, I am

Sincerely,

A handwritten signature in cursive script that reads "Don M. Parker".

Don M. Parker, Director
Personal Plane Sales

P.S. Just to give you an idea of how Seabee owners are becoming more and more satisfied with their Seabees, I am enclosing one of our latest testimonial letters from Mr. Clements in Philadelphia¹. His comments are almost identical to many others we are receiving in increasing amounts every week. I am also sending along a copy of "Excerpts from letters received from Seabee Distributors"². These excerpts were taken from your letters in reply to mine of July 7, 1947. I believe you will find some very interesting points among them plus a better appreciation of the product you are selling.

D. M. P.

¹ Letter attached to the end of this Bulletin.

² Excerpts attached to the end of this Bulletin.

INTER-OFFICE CORRESPONDENCE
REPUBLIC AVIATION CORPORATION
FARMINGDALE, LONG ISLAND, NEW YORK

To Mr. K. Ellington Dept. _____ Date October 3, 1947

Attached is a copy of the letter mailed to-day to all Seabee distributors and dealers in the United States, Canada and Alaska, confirming our telegram sent earlier in the day that the Seabee project was being discontinued.



Signed Don M. Parker Dept. Personal Plane Ext. 216

This is a copy of the letter
Sent to your Seabee distributor
To-day. We are sending it to
You so that you will have all
the information as quickly as
possible.

Don M. Parker



REPUBLIC AVIATION CORPORATION

FARMINGDALE, LONG ISLAND, NEW YORK

Telephone Farmingdale 1100

October 3, 1947

To-day, we sent you the following telegram:

DUE TO THE NEED OF ALL OF REPUBLIC'S PRODUCTION FACILITIES FOR THE MANUFACTURE OF OTHER TYPES OF AIRPLANES THE COMPANY HAS DECIDED TO DISCONTINUE PRODUCTION OF THE SEABEE AIRPLANE STOP YOU ARE HEREBY NOTIFIED IN ACORDANCE WITH THE PROVISIONS OF ARTICLE EIGHTEEN OF THE DISTRIBUTORS AGREEMENT OR ARTICLE TEN OF THE DIRECT DEALER AGREEMENT BETWEEN US OF OUR ELECTION TO TERMNATE SUCH AGREEMENT STOP SUCH TERMINATION IS EFFECTIVE THIRTY DAYS FROM THE DATE OF THE MAILING OF A LETTER TO YOU CONFIRMING THIS WIRE STOP NEGOTIATIONS ARE BEING CARRIED ON WITH CERTAIN INTERESTED PARTIES FOR THE SALE OF THE ENTIRE SEABEE PROGRAM STOP IN THESE NEGOTIATIONS WE ARE REQUIRING THAT THE PURCHASER AGREE TO CONTINUE WITH THE MANUFACTURE OF SEABEE SPARE PARTS AND RENDER SERVICE STOP SHOULKD THE PROGRAM NOT BE SOLD REPUBLIC WILL CONTINUE TO MANUFACTURE SPARES AND RENDER SERVICE STOP FIFTY-FIVE OF THE LATEST MODEL SEABEES REMAIN UNDELIVERED ON OUR FIELD STOP IN ORDER TO DISPOSE OF THESE PLANES PROMPTLY THEY ARE OFFERED TO YOU ON THE FOLLOWING BASIS STOP DISTRIBUTORS AND DIRECT EALERS DISCOUNTIS INCREASED TO TWENTY-FIVE PERCENT OR ONE THOUSAND FIVE HUNDRED DOLLARS COMMA NET TO REPUBLIC TO BE FOUR THOUSAND FIVE HUNDRED DOLLARS STOP THIS INCREASE IN DISCOUNT IS FOR A LIMITED PERIOD ONLY COMMA THAT IS TO OCTOBER FIFTEENTH STOP IN ORDER TO BE FAIR TO ALL DISTRIBUTORS AND DIRECT DEALERS THESE PLANES WILL BE DISPOSED OF ON A FIRST COME FIRST SERVE BASIS STOP SINCE YOU HAVE

INDICATED YOUR INABILITY TO TAKE DELIVERY OF AIRPLANES
YOU HAVE ON ORDER ANY AND ALL OUTSTANDING ORDERS FOR
AIRPLANES YOU MAY HAVE WITH US ARE HEREBY RESCINDED
STOP YOU SHOULD PROMPTLY SEND IN A NEW ORDER USING
REPUBLIC ORDER FORMS AND PROVIDE FOR DELIVERY BEFORE
OCTOBER THIRTY-FIRST AT THE NEW REDUCED NET PRICE TO
YOU OF FOUR THOUSAND FIVE HUNDRED DOLLARS STOP FOR
YOUR BENEFIT ANY FUNDS ON DEPOSIT WITH US OVER AND
ABOVE UNPAID ACCOUNTS WILL BE APPLIED TO THE PURCHASE
OF THE AIRPLANES ON THE NEW BASIS STOP ANY BALANCE
WILL BE ADJUSTED AS SOON AS POSSIBLE IN ACCORDANCE
WITH ARTICLE EIGHTEEN OF THE DISTRIBUTORS AGREEMENT
STOP YOU CAN PURCHASE SPARE PARTS AFTER THE
EXPIRATION OF SUCH AGREEMENT BY SENDING US YOUR OWN
PURCHASE ORDER FOR PARTS STOP THESE PARTS WILL BE
FURNISHED YOU IN ACCORDANCE WITH THE SPARE PARTS LIST
PRICES AND DISCOUNTS CURRENT AT THE TIME OF DELIVERY
TO YOU ON YOUR ORDER STOP YOU SHOULD NOTIFY YOUR
DEALERS PROMPTLY OF THE CONTENTS OF THIS TELEGRAM AND
TERMINATE YOUR DEALER AGREEMENTS IN THE MANNER
PROVIDED FOR IN THAT AGREEMENT STOP WE ARE ALSO
MAILING A COPY OF THIS TELEGRAM TO ALL DEALERS FOR
THEIR INFORMATION STOP YOUR ORDERS AND ANY QUESTIONS
YOU MAY HAVE SHOULD BE DIRECTED TO DON PARKER DIRECTOR
PERSONAL PLANE SALES STOP

REPUBLIC AVIATION CORPORATION
BY MUNDY I. PEALE, PRESIDENT

In order to clarify any questions as to the condition of the
thirty-five airplanes which we offer for sale, they are the very
latest models, incorporating a steerable tail wheel and other late
changes, such as, wing float strut braces and carburetor swirl vanes.

I am looking forward to your early reply.

Sincerely,

A handwritten signature in cursive script that reads "Don M. Parker".

Don M. Parker, Director
Personal Plane Sales

DMP:DG

NEWS RELEASE

REPUBLIC AVIATION CORPORATION
FARMINGDALE • LONG ISLAND • NEW YORK
PUBLIC RELATIONS DEPARTMENT
TELEPHONE: FARMINGDALE 1100

For AM Release Saturday, Oct. 4, 1947

REPUBLIC DISCONTINUES

PRODUCTION OF SEABEE

FARMINGDALE, L.I., N.Y., Oct. 4 - Republic Aviation Corporation, Farmingdale, Long Island, today announced that it was discontinuing production of its Seabee amphibian airplane for the personal plane market, but that it would continue to provide spare parts and service for the airplanes already sold.

In his announcement to all Seabee distributors and dealers, Republic's president, Mundy I. Peale, stated that, "Due to the need of all of Republic's production facilities for the manufacture of other types of airplanes, the company has decided to discontinue production of the Seabee.

"We are carrying on negotiations for the sale of Seabee production rights with several interested parties," Mr. Peale said. "In the meantime, and for as long as is necessary to guarantee that Seabee owners will not suffer for lack of service and parts, we will continue to produce and make available all necessary spares equipment as well as service."

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Y

THE CLEMENTS COMPANY, INC.

Horn Building, 16th and Chestnut

Philadelphia 3

September
4th
19 47

Mr. Alfred Marchev, President
Republic Aviation Corporation
Conklin Street
Farmingdale, N. Y.

Dear Mr. Marchev:

You will be interested in knowing that The Clements Company is one advertising agency which owns one of your Republic Seabees, which we purchased from Hibbard Hall of Lake George early this summer. I have been using it to fly back and forth between Philadelphia and my summer home on Lake George all this season. We fly from Camden Airport to Lake George on Fridays and back again on Mondays or Tuesdays, depending on the visibility. We make the trip in an average of two and three-quarter hours, which is a great timesaver for me, since the trip requires about ten hours by automobile or train.

I am also using it to contact some of our out of town clients. For example, we are planning to fly to Scranton, Pennsylvania, to see our client, The Hudson Coal Company, producers of D & H Anthracite, this Friday morning, and then on to Lake George in the afternoon.

Enclosed is a snapshot of myself in my plane which, however, is piloted by my nephew, Lieutenant Roberts, who happens to be one of our best copywriters, and who was a Navigator on a B-29 at Saipan during the war, with twenty-eight combat missions over Japan, and who is the author of the war book, "Bees Over Tokio".

From the above, you will see that we are a very air-minded advertising agency.

Frankly, I like the Seabee better than anything else I have ever bought, and that goes for speedboats and automobiles. It is a very thrilling sensation to come down by the George Washington Bridge, the Empire State Building and the Statue of Liberty in my own plane, and to be able to go through New York in ten minutes without stopping for a traffic light.

We bought the Seabee largely on sight, after seeing it at Halls Boat Service, and being greatly impressed by its appearance and what Mr.

Hall told us about its possibilities. After seeing it we were greatly surprised to learn its relatively low price, and the Seabee certainly is a tremendous value, as airplanes go, at \$6,000. It really is a very marvelous piece of engineering.

Now the big, vital selling reason why I bought a Seabee, and why you should be able to sell lots of them is the "safety" angle. Today most Americans are afraid of flying, particularly in small planes, and their fears are pretty well justified as far as most small planes go. But the Seabee is entirely different.

As I understand it, it is an engineering fact that the Seabee, with one motor, is a safer plane than a land plane with two motors, since the Seabee almost always has a spot of water to land on, or by putting up the landing wheels, can make a much better emergency landing in a plowed field, without somersaulting as the case might be with a land plane in which the wheels dig in.

I purchased my Seabee primarily on this safety angle - otherwise I would have bought a higher speed, lower gas consumption Stinson or Beechcraft.

Safety is obviously the most important thing in aircraft sales today - and obviously, the safest of all personal planes at the present time is the Seabee.

My friends are surprised when I tell them it is definitely safer to go back and forth between Philadelphia and Lake George by Seabee than by automobile - yet what could be safer than following the Hudson River from Lake George to New York, and Delaware from Trenton to Philadelphia?

I am most enthusiastic about the Seabee and would rather have it than any other private plane. I believe there are may thousands of other men like myself who would buy Seabees if they only knew how safe they are, as well as marvelous timesavers, and what a wonderful piece of engineering the Seabee is, and what a big value it is, also.

With best wishes,

Sincerely yours,

The Clements Company, Inc.

I. W. CLEMENTS (Signed)

President

IWC:K

EXCERPTS FROM LETTERS RECEIVED FROM SEABEE DISTRIBUTORS

"...we have never been more sold on the Seabee."

"...we like the Seabee..."

"We represent several makes of airplanes and actually the Seabee has out sold the rest of them."

"I think the Seabee is the most versatile and the greatest value the industry has ever offered."

"...you have an outstanding value and a very versatile airplane..."

"...those owning Seabees are sold on the airplane as to its size, performance and the way it fits into their operation..."

"We only have one Seabee in Alaska that is used primarily for personal use. The balance are owned and operated by operators using the Seabee in their daily operations in all parts of the Territory and the need for a ship of this type and size is very apparent."

"...the Seabee is...the best buy on the market..."

"...I can say without hesitation that the Seabee has made a very favorable impression wherever we have demonstrated it in competition with other airplanes and float planes..."

"...we are very fond of the Seabee..."

"The Seabee is definitely a wonderful machine, and we cannot do without it in this part of the country."

"...the Seabee has so many wonderful qualities..."

"It certainly is a good aircraft, and the most versatile one available."

"...we are getting much more for our money than in any other aircraft in the world."

"We must have a machine like the Seabee in Canada, especially in Eastern Canada..."

"...there is virtually no competition for the Seabee."

"...the Seabee is the most versatile airplane available and to us in Canada the type of airplane which is of the most use, as it operates equally well on water, land or snow covered surfaces."

"A good number of the Seabee we have sold are being used by operators doing barnstorming, carrying freight, express and passengers in areas in which there is no other transportation. These Seabees are proving to their owners and many others looking on, that the Seabee can and will do a job..."

"It is generally accepted that (the Seabee) is the most suitable type of plane for use in our part of the country."