

Seabee Bulletin

FROM PERSONAL PLANE DIVISION OF REPUBLIC AVIATION CORPORATION

December 29, 1947

FOOD FOR THOUGHT

The purpose of this bulletin is three-fold - to reveal the facts on the future of the Seabee project, to explain why we think there will be a market for Seabees next spring, and to give you an opportunity to capitalize on the few remaining sales that will be made next spring.

It cannot be denied that the inclement weather of these winter months has a definite negative effect on the sale of aircraft. This is especially true of the amphibious aircraft market because with the freezing of the many lakes and rivers which have provided natural landing areas, the amphibian's versatility is limited and it joins the ranks of its landbound brethren and becomes landlocked.

A similar story is told in the sales offices of many of the yacht manufacturers and yet the facts show that their greatest business is consummated during the winter months when the customer has an opportunity to carefully inspect the various models on the market and select the boat best suited for his purpose. From the desire to own that particular yacht and no other emanates the thought that it may not be available if he waits, so he buys "right now" in anticipation of the pleasure to be enjoyed from its use during the forthcoming spring and summer months. We're wondering if the same principle doesn't apply to Seabee sales!

Frankly, negotiations for the sale of the project have been unsuccessful so far. In fact, the project is in the process of liquidation at the present time and the possibility of anyone purchasing the manufacturing rights on the Seabee and putting it into production by even late 1948 looks very, very dubious. So, it looks like the Seabee project is going to die.

We know that this news will be a great disappointment to those of you who have shared our confidence and enthusiasm over the Seabee during the past two years. Those of you who retain that confidence and enthusiasm will have the foresight to recognize the fact that there will be a demand for Seabees next spring - especially so now that it looks like there will not be any more Seabees produced and keeping in mind Republic's guarantee to provide service and spare parts for as long as is necessary.

When, for some reason or other, a good product disappears from the

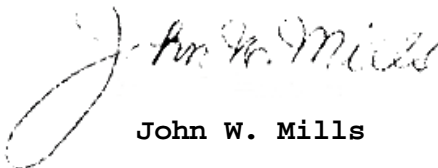
market, there is always an increased demand for it. We have many indications that as more and more people become thoroughly familiar with the Seabee and learn the truth about its oft-ridiculed performance - the Seabee is beginning to enjoy a new and well deserved reputation for safety, utility, and pleasure in flying. Through education and experience, Seabee owners have come to realize and enjoy the real value that is there and enthusiasm for it is ever-growing.

Another angle to keep in mind is that some of your satisfied Seabee owners may be interested in replacing their old Seabee with a new one next spring - you would be wise to check on this point.

Putting our cards on the table - we still have twenty Seabees here at Republic which were slated for the foreign market but released due to exchange rate difficulties. We firmly believe that our reasoning passed on to you via this bulletin is sound - there will be a definite market for any new Seabees available next spring at the price of \$6000 or more. It will still be the only amphibian in that price range at that time.

We here in Seabee Sales, who have been with the project since the beginning, still have hopes that the manufacturing rights will be purchased and some day a new Seabee produced. We hate to see the Seabee project die because we firmly believe that the Seabee has made a notable contribution to aviation. The Seabee has achieved a great stride towards that goal that all of us in aviation hope to see attained some day - the acceptance by the public of the personal plane as a safe and efficient means of transportation.

Once again, many thanks for your sincere efforts and co-operation and a Very Happy New Year to you and your families.

A handwritten signature in cursive script that reads "John W. Mills". The signature is written in dark ink and is positioned above the printed name.

John W. Mills