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Batten, Barton, Durstine & Osborn, Inc.

WEBster 1-1234

6363 Wilshire Boulevard, Los Angeles 36, California

Advertising

October 5, 1949

~~Sample Color Card
given to Fuller Paint~~

Mr. William Wagner,
Public Relations Manager
Ryan Aeronautical Company
Lindbergh Field
San Diego 12, California

OCT 6 1949

Dear Bill,

As you know, our people have been studying the exterior styling of the Navion with a view toward being helpful in your decisions on a 1950 paint job.

The Art Director here has come up with some rather interesting recommendations, and while I had hoped to be able to check these with our New York Art Directors in person, my trip has been delayed again, and consequently I have been able to get other opinions only through correspondence. In this letter, I will attempt to outline, as comprehensively as possible, our thinking to date; the only reservation we wish to make is that further experimentation on models will help to either prove or disprove some ideas.

Navion 240 Series

Beginning with your highest-priced model, it is our belief that the colors and styling should be rich looking, colorful, but in a sleeky, conservative way. In other words, the Navion 240 should not be gaudy. It appears obvious to us that the new engine performance alone will be the primary sales appeal in this model. Therefore, the unique aspects of color design should be diverted to the regular Navion series.

Furthermore, a solid color treatment for the Lycoming-powered Navion will serve to identify it, provided the regular model is two-tone.

Sketch "A" shows the styling we propose, and since your maroon and green colors have proven so popular, we believe these two colors should be offered in the 260 model, perhaps without any other choices necessary.

The shade of these two colors should certainly be on the deep, rich, luxurious side, without any garishness whatsoever. Having checked catalogs of automobile colors by make, year and name, our suggestions for basic colors are the equal of Fez Red ('49 Ford) and Cirrus Green ('49 Buick). These paint names doubtless change from year to year without much change in the actual color, as I believe your most recent Navion green is just about as nice a green as you can get.

Now, a word about striping. We think it is very important to recognize the trend away from striping in automobile paint jobs. It's just old hat, and in our opinion, airplanes in the price range of the Navion should compare favorably in paint finish and styling with the highest priced automobiles.

We do believe that a second color complementing the over-all colors mentioned above, is desirable, but its use should be distinctive and not in the traditional striping sense. The trim colors we recommend are Temple Grey ('49 Lincoln) to go with the Fez Red ('49 Ford). With the basic Cirrus Green ('49 Buick), we recommend Lido Green ('49 Lincoln) for trim.

Locating the complementary trim colors should have some reason besides being decorous. If used at the wing tips and the tips of the stabilizer-elevator, it might very well achieve a clipped wing effect, making the fuselage appear longer, and give the actually faster Navion a racier appearance. The tip trim should be top and bottom, and from the extreme outside edge inward as far as necessary to achieve the desired effect. Too little second color at the tips might appear awkward.

Even more important to us than the second color in the 240 Navion series, is the following suggestion which we believe to be the one single thing which would add the most richness to this unashamedly expensive airplane: this is an argument for chrome. As you know, the high priced quality cars make extensive use of chrome fittings and trim. It is not only accepted by the public, but it is expected as an indication of value.

One thing which to us appears intolerable in a vehicle priced at over \$10,000 is the decal nameplate. In contrast, please note the chrome striping on Sketch "A".

Further chrome bright work might conceivably be chrome-plated louvres in the grille and a chrome spinner.

We are certainly not unaware of the complications involved in purchasing, manufacture and design where chrome is concerned. Nevertheless, a hopeful and positive attitude with an eye toward achieving the elegance the Navion should have, will undoubtedly find ways of providing it among the following alternatives, or others:

1. Purchase of chrome strips from automobile suppliers. Perhaps a suitable stock item will be available from accessory manufacturers, overcoming the short-quantity purchase difficulty.
2. Perhaps the aluminum surface can be buffed to a very high polish; then masked for the desired effect before painting, and thereafter lacquered to preserve the polished surface.
3. We have heard there is a thin polished aluminum foil of high brilliance now available for application, similar to decal transfers.

The factors of weight and wind whistle in regard to chrome should not be too difficult to overcome, we hope.

We do sincerely believe that the present Navion name application cheapens a very high quality product. We would like to recommend stamped-out metal nameplates, but we realize that die costs are high. Nevertheless, we hope you will explore the purchasing side of this styling aspect thoroughly, and also alternatives such as aluminum foil decals which might be developed.

We suggest that spinners on the props be standard equipment, if the engineering warrants, because the spinner does so much for the over-all appearance of the Navion. However, even if spinners will not be available as standard equipment, we strongly recommend that on advertising and publicity pictures, spinners be installed. After all, reference to spinners in the advertising copy can be the same as that customarily applied to white walled tires in the automotive industry.

In the unhappy event that chrome cannot be satisfactorily used, we recommend that the spinner carry the solid over-all color of the airplane, but that the trim color be used on the grille and in striping, to the minimum degree indicated in the sketch.

Navion 205 Series

Because this model remains virtually unchanged, except for minor refinements, we believe that an entirely new and different treatment in exterior styling of paint will create a new model impression.

To do this, we recommend two-tone painting.

Enclosed design sketch "B" shows the basic treatment recommended for the two-tone job. No less than twelve other design combinations were explored, but most of them tended to become too complicated production-wise or to unflatteringly chop the Navion silhouette in two. The only remaining problem in the sketch we are submitting is whether the dark color should be on top, as illustrated, or below. We think the important consideration should be whichever tends to make the airplane look lower on the ground, and this experiment can perhaps be made on the painted models. One advantage in a light top color might be in making the cabin cooler in the sunlight.

Perhaps three, two-tone color combinations can be offered. Suggested colors are:

1. Caribbean Coral ('49 Kaiser) and Coral Sand ('49 Kaiser).
2. Cirrus Green ('49 Buick) and Lido Green ('49 Lincoln).
3. Ocean Blue ('49 Chrysler) and Temple Grey ('49 Lincoln).

Note in the sketch the use of the wing and stabilizer-elevator tip treatment previously referred to for the Lycoming-powered model. This family resemblance in the line is desirable.

In the two-tone paint job for the Navion 205, the propellor spinner should be the color used for the upper portion in the fuselage, but the grille should be the other tone matching the bottom of the fuselage and wings.

Airtruck

We understand that the bedrock bottom price on this model precludes any painting at all. However, it may be worth considering painting the wing tips and stabilizer-elevator tips any color to conform with the name plate.

Special Paint Jobs

It may be possible to acquire a steady source of additional income by offering a special paint job with a good mark-up. Some customers will always want something rare or different, and are willing to pay for it. A selection of the following color combinations could be offered for both the 205 and 260 series in the basic designs recommended for each.

1. Gala Green ('49 Buick) with Nash Ivory ('49 Nash) trim.
2. Indian Ceramic ('49 Kaiser) with Temple Grey ('49 Lincoln) trim.
3. Pepper Red ('49 Chrysler) with Calabash Yellow ('49 Lincoln) trim.

Enclosed, see sketch "C" as an alternative paint style to be offered at extra cost for the, shall we say, "younger" market. This style struck us as a pleasing but sporty paint combination.

In the case of the 260 series model, consideration was originally given to recommending only one color and design, by being extremely flashy and distinctive so that anyone seeing the plane would recognize it as the Ryan Super-Special job. However, this is believed to be too extreme a step for good merchandising.

In conclusion, the above color selections, insofar as possible, have been made from 1949 automobile colors. We recognize that in the small color swatches available to us at this time, it is difficult to picture how these colors will appear in larger mass on the airplane, but we have done a lot of rubber-necking at the automobiles referred to. In general, you will note that we have selected darker, quieter tones in preference to the brighter, more colorful tones, in order to avoid flashiness, and achieve sophisticated richness.

To further designate differences between the models 260, 205 and air-truck, we recommend that chevrons be used. These chevrons can be on their side pointing to the left -- one for the airtruck, two for the 205, and three for the 260. In advertising, these chevrons will identify these three models, and on the airplane they can appear just forward of the nameplate.

Cordially,



Rob't. H. Schmelzer

RHS:cb