

## 151.—Commissions. Sale of Sherry Notified.

*London, 15th April, 19..*

MESSRS. FERNANDO FIGUERAS & Co.,  
Jerez, Spain.

Gentlemen,

Reverting to our telegram of the 10th inst., which we herewith confirm, we are pleased to inform you that we were enabled to dispose of the remaining 10 butts of Amontillado, *ex s.s. Andalusia*, at £80 per butt, net, which please note. In consequence of the slackened demand, and the continually increasing stocks in bond and otherwise, the price of Sherries of all descriptions has declined, and we are afraid will go lower yet. We therefore considered it in your best interest to entertain our buyer's offer to clear, and wired you to confirm the price quoted above. We are now all the more pleased that you accepted, since even that price could not have been obtained to-day.

Having regard to the very small sales, and the very large stocks lying here, we would not advise further consignments at present, especially in view of the fact that we have some 100 odd butts on hand.

Sherry seems to have dropped out of fashion with a certain class of consumers in this country, and for the moment Clarets and Burgundies have the preference. But we do not despair on account of this temporary change of taste, for Sherry has its own peculiar virtues, and in the long run will undoubtedly maintain its claim to be considered as one of the *premier rang* of fine wines. As a matter of fact, the pendulum of popular taste has already begun to swing towards Sherry once more, but, until the enormous stocks are somewhat reduced, we shall not feel the reaction as quickly as we could wish. We had an enquiry for some Manzanilla yesterday, and may effect the sale of about 10 butts, since we know our quotation was about right. We shall probably hear definitely to-morrow.

We hope to send you Account Sales in a day or two, *i.e.* as soon as the wine is out of the broker's hands, and in the meantime we remain, with compliments,

Yours very truly,

HARRAWAY & LAWLESS. (350)

SECTION XI.  
AGENCIES.

## 152.—Proposal to act as London Agents.

*London, 15th April, 19..*

MESSRS. CALDER & WIMBORNE,  
Birmingham.

Gentlemen,

Our friends, Messrs. Starley & Co., inform us that you are desirous of meeting with a reliable firm in London, having a good connection among the Wholesale and Export trade, willing to act in the capacity of Agents for your Patents in Bedsteads, etc.

Acting upon our friends' advice, we offer you our services. You are probably aware that we do an extensive business in all branches of Furnishing Ironmongery, etc., and, having been established some years, our connections are both numerous and valuable. We have for some time past been representing your competitors, Messrs. Snow & Co., of your City, but, as you will know, the founders of the business have floated the concern as a limited company, and the new management have decided to establish their own branch in London.

We have, therefore, had some experience of the articles you produce, and, having in the past done our best to compete against them, we are probably in the unique position of knowing best how to compete for them, as well as their possibilities in certain quarters against rival makes. At any rate, we are confident that we could do a large turnover for you annually. Our show-rooms are both well situated and extensive, and are lighted throughout by electricity, so that your goods would be shown to advantage. We have three town travellers and three in the country, all of whom would push the sale of your goods, and buyers would, therefore, be well looked after.

We should be glad to hear if our proposal is agreeable



to you, and, if so, will you kindly indicate the general conditions and terms upon which you would be willing to negotiate with us? Our Mr. Wilson Horlake would then arrange to interview you when he comes to Birmingham in a fortnight's time. We can give you first-class references, but Messrs. Starley & Co. would provide you with any information you may desire concerning our status, etc.

Hoping to hear favourably from you,

We remain, Gentlemen,

Yours faithfully,

HORLAKE, HORLAKE & BRETT. (353)

### 153.—Reply by Manufacturers.

*Birmingham, 18th April, 19..*

MESSRS. HORLAKE, HORLAKE & BRETT,  
London.

Gentlemen,

We duly received your favour of the 15th inst., and, after careful consideration of the contents, we are favourably impressed with the proposal you make us.

We have already been in treaty with several firms, but at present have come to no decision in the matter. However, if terms can be arranged, we think you would be just the people we should like to represent us. We believe you have good connections throughout the trade, and it seems to us a favourable opportunity to further develop the business which we have been doing among the class of buyers you mention for some years past.

Of course, the whole matter hinges upon the question of the amount of commission you would require on orders obtained and executed, and, as your Mr. Wilson Horlake intends visiting Birmingham in a fortnight's time, we think we should prefer to discuss the various points with him personally, instead of stating general conditions and terms which would probably have to be modified or withdrawn after an interview.

We shall, therefore, await Mr. W. Horlake's call, and meanwhile

We remain, Gentlemen,

Yours faithfully,

CALDER & WIMBORNE. (200)

### 154.—Further letter from Manufacturers respecting Agency.

*Birmingham, 21st April, 19..*

MESSRS. HORLAKE, HORLAKE & BRETT,  
London.

Gentlemen,

Our Mr. Chas. Calder has, unexpectedly, to go to London to-morrow (Tuesday), and, as he will be disengaged after 2 o'clock, he purposes calling upon you about that hour, should your Mr. Wilson Horlake be able conveniently to arrange to meet him. The question of show-rooms, etc., could then be settled on the spot, which appears to us an advantage. Please, therefore, wire us if 2 p.m. to 2.30 p.m. will be convenient.

Yours faithfully,

CALDER & WIMBORNE. (95)

[A telegram is sent.]

### 155.—Confirmation of Terms and Conditions of Agency by Manufacturer.

*Birmingham, 23rd April, 19..*

MESSRS. HORLAKE, HORLAKE & BRETT,  
London.

Gentlemen,

Since our Mr. Charles Calder's return we have thoroughly considered the terms and conditions discussed with your Mr. Wilson Horlake, and have decided to appoint you our sole London Agents. We are in agreement with your proposals except in a few minor points, and herewith give you in writing the terms and conditions upon which we agree to work, as follows:—

We appoint you our sole London Agents for a period of twelve months from date, and agree to pay you commission on all orders received direct or indirect from London buyers. Being fully represented in the provinces, also in Wales, Scotland, and Ireland, we must confine your area to London and district, by which a radius of 12 miles round London is to be understood.



On all Continental orders we receive through you and execute we likewise agree to pay you commission, but as we have extensive connections on the Continent already, we cannot give you the sole representation. The commission we agree to pay you is 5 per cent. on the net amount of all sales effected by you on our behalf and executed by us.

We also agree to allow the customers discount of  $2\frac{1}{2}$  per cent. monthly on all ordinary prices, and special discounts to be arranged for special orders.

Further, we will allow you  $2\frac{1}{2}$  per cent. for *del credere*, as you have your own connections, and, moreover, we wish to leave ourselves free to devote our energies to the manufacturing part of the business as much as possible. You will render us account of all sales made for us up to and including the 20th of each month, and remit us the amount of such sales, less discounts and commission on the 1st of the second month after; for instance, the Account Sales for January would be paid by your cheque on 1st March.

With regard to show-rooms, we have been debating this matter and think that our goods will have quite enough show if confined to the one floor, viz., your second floor. We do not think it necessary or advisable to keep a large stock in London, and consider that samples representing our various patterns would be sufficient. We therefore agree to bear a charge of £50 per annum for rent and lighting of your second floor as estimated by your Mr. Horlake.

We understand that the insurance policies you have with the Sun would be increased to the extent of the value of samples we send you. All goods would be sold free your warehouse, and we should therefore deliver to you carriage paid.

We should be glad to have your confirmation of the above amended terms, etc., at your earliest convenience, so that we may have the agreement prepared as soon as possible and signed. Immediately this is done, we will get to work and send you a representative range of patterns, including some new models we are bringing out this season.

We are also having some circulars got out announcing your appointment as Agents, and will send these to you in the course of next week.

Yours very truly,

CALDER & WIMBORNE. (541)

# 156.—Confirmation of Terms and Conditions by Agents.

MESSRS. CALDER & WIMBORNE, *London, 25th April, 19..*  
Birmingham.

Gentlemen,

We are in receipt of your favour of the 23rd inst., and have pleasure in confirming our agreement to the conditions and terms set forth in your letter appointing us your sole Agents for London and district. With regard to the clause restricting us to a radius of 12 miles round London, we would say that, as we shall probably do no business outside the City, the 12 miles round will not be of much use to us, and that, if you could have seen your way to give us a free hand in the provinces, we might have done some good business for you. However, we hope to show you a good return during the next twelve months in the quarters already mentioned, and we also entertain the hope that we shall yet convince you of the advisability of extending the agency to the whole of the United Kingdom, as we really believe that we should be in a better position to secure for you the proper representation of your productions than any other organization in the trade.

We note you are preparing some circulars, and will see that they are properly distributed.

We now await agreement, and the show-rooms are being prepared for the samples you intend to send us for show.

Mr. Wilson Horlake will arrange the matter of price lists, etc., when he calls on you on Thursday next. Meanwhile we remain, with compliments,

Yours very truly,

HORLAKE, HORLAKE & BRETT. (258)

# 157.—Offer of Agency for China by German Manufacturer.

MR. HORACE MARSH,  
London.

*Leipzig, 24th April, 19..*

Dear Sir,

Referring to the conversation you had with the writer when you were over at the Fair last week, you will remember that I expressed to you my dissatisfaction with the manner in which my present London agents have dealt with my goods, and that I had already informed them of my



intention to determine our agreement when it expires in June next. You mentioned that you were looking out for an agency for Domestic China, and it has occurred to me that, perhaps, we might come to terms.

I am given to understand that you are doing a large trade in Fancy China, and have connections with some of the buyers of my class of goods. It would, therefore, perhaps be to our mutual advantage if you were to take over the sole agency for the English market when my present arrangement has expired.

Although my present agents are not showing much energy in pushing my goods, I have already had sufficient evidence that there is a good market for them, and that, at the low prices I offer, I can compete with rival makers, whether English or German.

If you are not open to do this business, perhaps you will be good enough to mention some well-established firm of importers who could be relied upon to act honestly and energetically in introducing my productions to the English trade. I hope to hear that you can entertain this business, and in that event should be glad if you will state the terms and commission upon which you are willing to work.

Meanwhile, I remain,

Yours very truly,

GUSTAV BODENHEIM. (281)

#### 158.—Reply Accepting Agency under Conditions stated.

Mr. GUSTAV BODENHEIM,  
Leipzig.

London, 26th April, 19..

Dear Sir,

Your esteemed letter of the 24th inst. duly received, and I read with interest your offer of the sole representation in this market for your productions in Domestic China. I shall be very pleased to undertake the business, provided we can agree as to terms.

As you are aware, I already represent Messrs. Löwenthal in Fancy China, and number among my buyers most of the principal houses in London and the provinces. Your class of China is also bought by nearly all these houses, and, moreover, as I have been in the China trade for the last 15 years,

I know exactly where a reliable make of China of any description can be placed, provided the tastes and requirements of English consumers are studied.

You mention that your agreement with Messrs. Parker expires in June, and, as I expect to be in Leipzig early in that month, we can discuss the matter in detail then, but in the meantime I give you the following particulars as to the terms and conditions upon which I would propose to act as your Agent:—

1. All goods to be invoiced direct to customers. Copies to me.
2. Accounts made up, and statements sent to me monthly for distribution to customers.
3. A commission of 5 per cent. on the net amount of invoice, after deduction of all discounts. Where special prices are arranged, the commission to be settled in each instance by special arrangement.
4. I guarantee all accounts, in consideration for which I receive a *del credere* of  $2\frac{1}{2}$  per cent.
5. All orders of £5 and upwards delivered by you free London house.

Further details can be discussed on my visit in June.

The expense I should have in the introduction of your goods would naturally prevent substantial results on the first year's business, and I should therefore have to stipulate for at least a three years' agreement.

I trust you will fall in with the above general conditions, and should be glad to hear your views.

Yours very truly,

HORACE MARSH. (356)

#### 159.—Reply to No. 158, re Terms.

Mr. HORACE MARSH,  
London.

Leipzig, 28th April, 19..

Dear Sir,

I have the pleasure to acknowledge receipt of your letter of the 26th inst., and find the general conditions stated by you satisfactory.

I shall now await your visit in June, when we can further discuss the business in view, and in the interval shall make arrangements to get out a good assortment of samples for the autumn, so that you may have them in sufficient time to place before your buyers.