

SCHOEBERLEIN & LOBENHOFFER  
LONDON.

TELEGRAMS:  
PELOPIDAS, LONDON.

Market Buildings,  
29 Mincing Lane,

London, E.C.3. 26th April, 1917.

Mr. D. L. Lacombe,

RIO DE JANEIRO.

Check 21/7/17

Dear Mr. Lacombe,

I beg to confirm my respects of the 19th inst.

BEANS. Since writing you last, the market has been very irregular and on some days the offers from the various Brazil shippers were as much as 7/- apart. Owing to the sharp advance, the legitimate buyers are now getting extremely shy and hold aloof from the market. The business is, at present, done chiefly by speculators and of course, this is always a dangerous business. Good prices can still be realised for goods arrived or near at hand on outturn samples; but unfortunately, the shipments of some of your competitors on the s/s "CAMOENS" turned out to be very bad in quality. Some parcels showed very heavy damage by insects and were, moreover, of exceedingly undesirable quality. The trade has consequently been scared and all buyers are afraid to receive bad shipments all round. We naturally cheered our buyers up and told them that they must not compare Messrs. Jessouroun and ourselves with other Brazil firms. We explained to them that we make it our joint policy to specialise in quality. We assured them that they could have every confidence in you personally to see to it that the shipments are all of satisfactory quality.

The small post-sample of the 750 bags Sale No.28 were

Leaf 2.

Mr. D. L. Lacombe, Rio.

found satisfactory. The big shipping tins and the outturn from the bags are not to hand yet, but we trust that they will be in conformity with the post-sample. We told our buyers that they can look upon this shipment as a specimen shipment and that we personally have every hope that all shipments will be on a similar level of quality.

We cannot sufficiently emphasize the importance of quality. It is well worth your attention because if once we have gained the confidence of the buyers as regards quality, we can establish a kind of monopoly and realise splendid prices for you. The idea is to create such a reputation for you that the buyers themselves insist on Jessouroun's shipments. If once this happy result has been reached, you can always count on splendid prices. Business conducted on these lines is bound to show Messrs. Jessouroun a brilliant financial result besides making the conditions of business pleasant for all parties concerned.

As a special inducement to do your utmost as regards quality, we have offered you by cable  $\frac{1}{2}\%$  return commission on all ~~bean~~ shipments for bean sales made to England, although this reduces our own margin of profit considerably. We are, however, willing to incur any reasonable sacrifice in order to satisfy our buyers <sup>as</sup> regards quality.

Our buyers were rather surprised that your Santos office should have made fresh offers with named steamers whilst there are

Leaf 3.

Mr. D.L. Lacombe, Rio.

still sales for April/June unshipped. We naturally reassured our buyers and told them they need not worry, every sale will be shipped in ample time. We explained to them that very likely the goods which you had bought against these sales would not reach the port of loading in time for these steamers and that this delay is rather an indication of your special endeavours to secure good quality for the buyers. But as a matter of principle, we shall thank you to point out to Messrs. Jessouroun that steamers-room should be applied for fresh offers only after all previous sales have been shipped. This is specially the case where the sales are made with liability to buyer for extra freight. Buyers, for instance would be very much upset if you neglected to ship by the s/s "RAEBURN" or "PHIDIAS" at the rate of 320/- per ton, if for shipment by later steamers they had to pay a higher rate of freight.

Messrs. Jessouroun's, Santos, cable No. 16, puzzled us. In this cable they advise shipment by the s/s "PHIDIAS" of sales Nos. 554, 557, 573, 574, adding the remark "heavy loss". We were very much surprised to hear that and cannot possibly see how there could be a loss. Surely your Santos establishment did not commit the imprudence to sell beans in an exciting market like this, short! 4,000 bags were sold without extra freight and no doubt when Santos accepted the orders, they had made sure of the freight-room. For the remaining 3,500 bags we are responsible for the extra freight.

Leaf 4.

Mr. D.L.Lacombe, Rio.

How there could be a heavy loss is a riddle to us. So far, we were always under the impression that Messrs. Jessouroun had done very well over our business. You can assure them that it is our first endeavour to put only such business before them which is bound to show them a very satisfactory financial result unless of course they commit mistakes of judgement over which we have no control: but our first endeavour is to make the business profitable to them so as to encourage them to help us to build up a quality business on the lines indicated by us. The volume of the business and our own commission are always subject to this primary consideration.

It may interest you to hear that Mr. Schoeberlein was in hospital on the Eastern Front with scarlet fever, but fortunately, he is now convalescent.

Trusting you are in good health,

I remain, dear Mr. Lacombe,

yours very truly,

*Schoeberlein Lobenoffer*