

SCHOEBERLEIN & LOBENHOFFER
LONDON.

TELEGRAMS:
PELOPIDAS, LONDON.

Market Buildings,
29 Mincing Lane,

London, E.C. 3 7th April, 1920.

Mr. D.L.Lacombe,

RIO DE JANEIRO.

Dear Mr. Lacombe,

Since writing you the enclosed letter from my private residence, I received your favor of the 14th ult. with draft for Mks. 10,000.-

which we are collecting and for which we shall credit your account after receipt.

TYPES. The cable of which you speak was drafted by Mr. Vidal and sent during my absence. Personally speaking, I do not think well of changing the types. Surely, it is ever so much better to have moderate types and good shipments than to have high types and unsatisfactory shipments. On the other hand, I must say, it is an absolute necessity that arrangements should be made by you to ensure better and more suitable shipments. The shipments of coffee during this season have been far from satisfactory and we have lost many a customer. In order to show you the enormous difficulties against which we have to contend, I enclose three letters regarding shipments. I can tell you that in consequence of these mistakes, we have this season alone missed at least ~~50~~ 60,000 bags. Constantinople, for instance, is at the present moment closed against us. The ~~same~~ same applies to Smyrna and to Scandinavia. It will cause us infinite trouble and great labour to put matters right. You know yourself th_e

Mr. D.L.Lacombe, Rio.

great importance of suitable shipments. In the cases under consideration there was no excuse whatsoever for bad shipments as they were made at the time of the season when the best qualities come to market. Surely you know yourself the great importance of satisfactory quality and we must ask you, now you are a Partner and have the necessary authority, to see to it that your grader is more careful in his selections. We shall make it a point to give you with every order the desired description so that there can be no doubt as to the quality required. It is now up to you to make the necessary arrangements on your side; unless this is done, business is bound to suffer.

We will not follow Mr. Vidal's example and complain continuously even if there is no reason for complaint. We want to be reasonable and make full allowances for the conditions of the crop and other difficulties under which you are labouring, but I say with due deliberation that the only way to build up a really large and satisfactory business is to study buyers' wishes as to quality. Until this is done, lasting success is impossible. I have already convinced Mr. Cox that if we have lost ground as regards Santos coffee it is due to mistakes on his side; we have done our part and we can claim that no firm in Europe could have worked harder than we have done, but Mr. Cox has in several cases sent here Rio style Minas coffees against

London, E.C. 7.4.1920

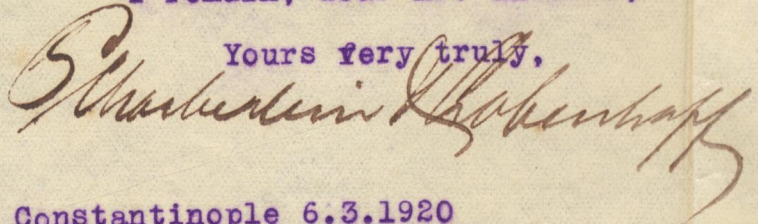
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Mr. D.L.LACOMBE, Rio.

sales of Santos types 90 - 92. This has come to the ears of our competitors and the consequence is that your reputation as quality shippers has been greatly prejudiced. Now we must patiently try and recover the ground which has been lost and we trust that the quality of the next crop will enable you to re-establish your reputation ~~as~~ as reliable quality shippers.

I remain, dear Mr. Lacombe,

Yours very truly,

3 Encls/

Mardochee Levy's letter Constantinople 6.3.1920

Julius Forsstroem, Stockholm ~~xxxxxx~~ 20.3.1920

Efraim Cohen 23.3.1920