

THE UNITED AFRICA COMPANY LIMITED

TELEPHONE: CENTRAL 7474.
TELEGRAMS: AFROASIAN, WIRE, LONDON.
CABLES: AFROASIAN, LONDON.

UNILEVER HOUSE,
BLACKFRIARS,

IN REPLY PLEASE QUOTE

REF.....

DEPT.....

LONDON, 1st May, 1934.

E.C.4.

Frank Sellers, Esqr.,
Messrs. Rice & Co. Ltd.,
Chorley,
Lancs.

Dear Mr. Sellers,

Rice & Company Limited.

My colleagues and I have now had an opportunity of considering the offer you were good enough to make to me for the above in Manchester last Wednesday.

Much to our regret we find we cannot entertain it: the amount of cloth which you suggest we should contract to take yearly is so great that over a period of five years we should be incurring the risk of very large liabilities: further, your suggested basis of two weavings is not strictly competitive, and, on these two considerations alone, the possible losses we should run a grave risk of making far outweigh the benefit of obtaining a reasonable price for the Mill and the pleasure we should have in knowing it continued in the hands of those who have worked in it for so long.

If you come to make an amended offer which avoids the above-mentioned difficulties, we should be very glad to consider it.

Yours very truly,

