Sent from S S Ceylon, Lisbon, Malaga, Marseilles, Palmero, Constantine, and Alexandria

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Thursday morning.

Dear Wallace —

The Ceylon is still at the wharf. They say she will leave at noon but I wouldn't be sure of it. There has been much delay in getting her ready. The bedding for cabins only arrived yesterday. My cabin is only now being put in order. I called on some of the trade here yesterday. Our goods go slowly here. I think all the samples of malt last distributed went bad — Many of the doctors here dispense & those who write prescribe generally cheap medicines. Please send Randall such of his goods as you can supply & the others when ready. Spent the evening pleasantly at Mr Gosnell's you know he lives near here. Give my kind regards to Van Schaack, and our mutual friends

Yrs truly
SMB

SMB 1/3:70

CONDITIONS OF THE TELEGRAPH COMPANY.

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In case the Message shall never reach its destination by reason of any neglect or default of the Telegraph Company or its servants whilst the Message remains under the control of the Company, they will refund the amount paid by the sender for such Message.

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I request that the above Telegram may be forwarded according to the *foregoing Conditions*, by which I agree to be bound.

Signature of Sender ______________________ Address ______________________

Millington & Hutton, Wholesale Stationers, London.

S.S. Ceylon Oct 16.86

Dear Wife & Annie,

I was able to get a cab at Westbourne Grove and after a good breakfast at Mrs Terry's reached the Station 15 minutes before train left.

Got my boxes down with only 4/6 to pay for extra baggage.

Arrived here about 11½ and find that the Ship won't sail until tomorrow about noon.

Please to pay Mr Terry for Mrs Terry 30/- which I owe for board but couldn't make change. I telegraphed to Howard to send clothes per passenger train so they will reach here in time.

When the man called to deliver them at 24 last night no one was there so he may

have left them there this morning but Mr Ward will see that they are forwarded some time to day-

I see some boxes here very nicely branded with hot Iron stamp and think your best way to get ours done is to have the box makers do the branding before sending the boxes to us.

If MacKing has not sent up the pitchers yet you had better stop there & hurry him up as we have only one whole pitcher in the house and we must be ready to take good care of Van Schaack when he arrives-

If you go home early tonight and you will drop down to do so for a change inquire about the

boarding houses near
you as Van S Chackwards
to get his meals at some
place near. You can also
send my light overcoat. Think
there is a forwarding office
near Whitleys. I am not
sure that I shall want the
overcoat and it is not
of any importance to send
it. You had better send me
here or put Boraay say 200
or so business cards and those
I don't want Prisquill give
to Dr Stewart & Sutliff — I have
only a few with me —

All the cabins are occupied
but only one passenger each in
most of them — So there is no
crowding — They appear to be
well ballasted with freight —

Will write again tomorrow. Your Dad.

SMB 1/3:56

I think a letter to Dr Woodward something like the one I sent to Dr Ewalt will do –

Return address Rabaud Frères Marseilles

S.S. Ceylon Thursday Evening –

Dear William,

The ship as you see is not off yet. Is now anchored for the night off Netley Hospital. They say she will sail early in the morning but they have made so many delays I would not be sure of their good intentions being realized. The Captain (Lanham) appears to be a first rate man and is very attentive to his duties. I think however that the directors are some of them duffers. They have been very tardy in supplying the ship with many necessary things.

Dr Woodward expressed his hearty approval of our things for army & navy use and will he says write the letter to the Lancet. I think it might be well to drop him a line mentioning some of the important advantages of our things or if he writes you to call do so as soon as he wants you to see his letter before it goes to the Lancet. At the same time his letter goes it would be well for us to send one in also and if we can get Sir J. Fayrer & Dr McNamara of India Office to do the same. ~~same~~ Please also to send a copy of Dr Ewatts letter to Wyeth & they will get Dr Hammond to write a letter of introduction to Sir Wm Muir the present Director General who is a warm friend of his. Sir Wm Muir

was with Dr Hammond when he was Surgeon General during part of our civil war –

If the Ceylon stays over tomorrow morning I will go over to Netley Hospital and see all the Doctors. I know several of them and they will all be glad to try the goods and report upon them to the Department. I think you will also do well to call at 6 Whitehall Yard and see Sir Wm Muirs assistant. This army & navy business will be an awfully big thing and give us great prestige over competitors. Is worth going for lively at any rate –

I would like Corning would to ask Genl Merritt if convenient to give me letters or his cards to the consuls in some of the towns I am to visit. He does not live at 26 or 28 Tavistock ~~place~~ Square as I would thought.

I will inquire at the Post Office Boulogne for letters or you can direct them to the Ceylon but do not send any there until you hear the Ceylon has left England as she may hang around here indefinitely – Give Van Schaack the ticket for the Ball Friday Evening He will meet the misses Greenish there and have a good time. I think its about time we sent out the notice on omission of wheat & oats as the maltine people scandalize us by their blackguard talk in Scotland especially – a brief Statement of the discontinuance of the W.S.O. followed up by the letters from Dr Ringer Langdon Down Prosser James (who will write one) & others Dobell &c

something like this might answer the purpose–

Special notice to the medical profession–

We desire to inform the medical profession that an improvement has been effected in the manufacture of the Kepler Extract of malt through the ~~discon~~ employment of pure malt only–

We have decided to omit the use of wheat and oats, after a long and careful experience has satisfied us that they were not only useless but positively detrimental.

In our experience ~~wheat and~~ the addition of either wheat ~~and~~ or oats to Extract of malt tends to produce fermentation & change and also impairs the flavour as well as the important digestive properties of the preparation

We have not decided to abandon their use however without obtaining sound advice from competent authorities, and while mentioning a few who have so advised us may also state that every medical man whom we have consulted in the matter has counselled us to use pure barley malt only, which it is our purpose in future to do–

We herewith quote a few of the authorities ~~upon~~ whose advice has confirmed ~~our opinion~~ the results of our experience–

Here quote ————

and might say afterward something like this–

As there are many preparations of Malt physicians who wish to order our improved article should be particular to prescribe "Kepler" Extract of Malt, some have erroneously prescribed it as Kepler Maltine

In support of our claim of superiority for the Kepler Extract of malt we beg to quote testify from Medical authorities as follows–

Here one or two nuo testimonies as Sansby in Practitioner, Times Brighton &c

Yours truly, J. M. Burroughs

SMB 1/3:71

S.S. Ceylon Bay of Biscay
Saturday P.M. 29th Oct '81

Dear Wellcome,

After several delays the ship left Tilbury about noon yesterday. I was sorry not to have time to get over to the Hospital but the Captain said at 10½ he was going right away or I would have visited the hospital. However you will find what the report on the goods is by calling at Whitehall Yard No. 6. If we could get letters in the other medical Journals as well as the Lancet on this army supply matter it would do us lots of good. Then after this likely the Lancet people would write an Editorial on the matter. If McK & R could get some american army Doctor to write the Lancet on Evatts letter and recommend their Goods for army use, & Wyeth to do the same these would also be of service.

I think it will be wise to send a copy of the recent reports to each Chemist in towns to be visited by Moise in Scotland (the reports to have the Special notice printed at the back) and perhaps also enclose a circular on omission of wheat Counts from Malt. The circulars to reach the towns a day or two ahead of Moise. Pleasant weather so far. Please address c/o Rabaud Freres Marseilles. Yours truly, S. M. Burroughs

Kind regards to Mr Kellow Mr Andrew & others in office and to mutual friends

SMB 1/3:57

49

S. S. Ceylon Lisbon 7th Nov 81.

Dear Wellcome

We arrived here on Saturday & I got samples through Custom House without difficulty. There are no duties on medicines here. Some Doctors I saw were very much pleased and I am now going over this morning to see others. The only English Doctor is in the Br Naval Hospital & has hardly any private practice.

I met at the Hotel Europe a traveller who had just finished a two months canvass of Portugal & had a good trade. He said it could only be done through a responsible agent and introduced me to his man a very honest industrious fellow. He has four active Clerks some of whom travel in the country & others canvass the town. He sells the goods by sample and collects for them remitting promptly after which his commission of 5% is paid to him. I said we would give 5% to begin with if he would push the goods by travellers throughout Portugal. address Jose Barreiros Rue Magdalena Lisbon

Nelt Barreiros

I have also got acquainted with
Messrs Cresswell & Co Lisbon who are
agents for Messrs Lanman & Kemp -
They are very nice people and attend well to Lanman & K's business but
their traveller cannot read or speak
English while of Barreiro's Salesmen two of
3 read & 2 speak English, one especially
will call on all the good doctors and
Chemists and get orders from as many
of the responsible Chemists as possible
I have given him 8 of the 6 r cases
10 of the 3 r cases (and 4 Boxes of samples
which are accounted for by the word
have annexed to the Doctors names
on the inclosed list of the leading
Doctors - There are over 100 Doctors
in Lisbon & I will with Barreiros to
get a list of all which are worth while
to send samples to - & others who should
have circulars only - I told him we
would give him the agency until
Jany 1st and if he proves capable and
efficient would be willing to continue
the agency. The first page of this I wrote in the
boat going ashore & now the ship is leaving
for Gibraltar and I will

hand this to the pilot to post—

Mr Burgos who will undertake to work our goods on commission in Spain & elsewhere is a naturalized citizen of the [illegible] born in Peru— He was interpreter to his legation at Paris Exhibition and speaks & writes 9 languages. He is a very smart fellow and good salesman & I think practical business man—

He goes with me now to Gibraltar and then to Barcelona where he will try to get Sammons & Co agent to buy a stock of our goods & push them & then canvass Spain turning over his orders to the Barcelona house whose name I give you Francisco Granes, a pushing wholesale drug house. It is now getting too dark to write & I must close. Give my kind regards to Mr Seabury & all our office & Mr Terry & Richards & family. Hoping your mother is well. Yours faithfully
[illegible]

Who is Mr Burgos
Look up his record
Correspondence
my friend

hand this to the pilot to post -

Mr Berger who writes and talks

& works on goods or Commerce in

In Spain. Barcelona is a hotbed of

agitation - of the two towns Pere - He

was interpreter to two together at this Congress

Exhibition - and speaks several

languages. He is a very decent

fellow and good listener -

Think practical bearing Ireland -

He goes with me now to Gibraltar

and then to Barcelona where he is

to get home and to expect to buy

a book upon goods & speak of them

other Commerce. Of course the [illegible] who

his orders to the Barcelona [illegible]

whose name - I give you - Francis

Spaniard, a speaking with whom we have any

It is very gratifying to add

[illegible]

[illegible]

[illegible]

SMB 1/3:58

Gibraltar Nov [illegible] 1881

[illegible] Jose Barrows,

Rua Magdalena [illegible]

Lisbon.

Dear Sir

In reply to your esteemed favour of the 10th November [illegible] I reply that I have forwarded it to our [illegible] from whom you will receive an answer in full touching upon all points by return of post. In the meantime however [illegible] that you [illegible] begin work energetically upon our goods & with a [illegible] I beg to submit the following for your approval.

1st By the authority possessed by me I hereby appoint you Agents for Portugal for the sale of our goods (those of Burroughs Wellcome & Co. John Wyeth & Bro. McKesson & Robbins & The Enterprise [illegible]) until Jany 1st 1882 and to continue indefinitely afterward as long as your attention to our interests is efficient and satisfactory.

2d A commission of 7½ % will be paid you on every [illegible] returns from every sale) cashed from Portugal either from [illegible] or other party, while you are our agents.

3d You are to sell at prices as per "Medical Price List" less 20% to the wholesale trade. Retail houses should pay list price or buy of the wholesale trade. The quotations are [illegible] [illegible]. Our terms are cash monthly but with your good houses [illegible] 3 months + Exchange to be accepted on reception of the goods. ✗ & [illegible] agents in [illegible]

Yours faithfully Burroughs Wellcome & Co.
per S.M. Burroughs

Shelley [illegible] Nov 8th

Dear Wellcome.

I wrote you a hasty letter yesterday re- prospects in Lisbon - I am hopeful that the seed sown there will spring up into an abundant crop and not far off a good harvest. None of the Chemists there speak English so all my talk there had to be done through an interpreter the partner X of Mr Barreiros who is the son of the greatest general in the Portugese Army and the governor of a province & commander of the principal fortress - This young man X Mr Chelmik will be the one who will attend to our business calling on the Doctors and chemists & attending to the correspondence - The Chemists there are rather a slow lot I called on one of them half a dozen times nearly and he

was always eating or out for a recreation - Chelmick will have some hard work to do in Lisbon but I have urged him to persevere He has a good deal of influence & knows all the best Doctors. Mr Barreiros Brother-in-law is the leading wholesale Druggist there and I think will order a line of the goods - He would not decide when I saw him & was very busy though he dropped his business to wait on me & was very polite -

It was noon on Saturday before I got out of the Custom House and Saturday is the busiest of the week with the Merchants of Lisbon - The Steamer sailed at 4 on Monday and I was nearly all the morning canvassing to see which would be our best agent Barreiros or Creswell - The acquaintance

of the latter & the fact that his representative could speak & write English and took an interest in the business decided me in favour of the former so I have promised it to him until Jany 1st & to continue it afterward if he does well for us - otherwise to transfer it to Cresswell or some other house -

You should send a regular leatherette sett of samples or two, one for the Lisbon & one for the Oporto house which the former will transfer to the latter, also send a small hand bag to carry them in not an expensive one -

When you get up the Spanish label for Hazeline ask Dr Morrell to revise the directions and then set them up in Spanish to read up & down & not side ways as at present. You

can print them in thin Type that will not show through or supply an Electro for Bottles & lithograph ~~and~~ them ~~&c~~. I have just advised with Mr Bourgos who says English circulars & directions are better for Lisbon to begin with on Hazeline than that the samples should have to wait till you have them ready in Spanish — I still think that the 8oz is the size for South America and all Spanish & foreign countries —

Please write Meat Marseilles telling me what samples have been sent to Mer Camus & Raube & if they have arrived safely also in whose care they were sent —

I have two Cheques but you had better send me two more or 20£ at Marseilles as I may want it

also send to Meat Marseilles a copy of Huxley's Phisyology —

Send with samples to Barreiros at Lisbon a tube case with supplement and prices inside, also a roll case & write him a letter showing what he should do by persevrean

SMB 1/3:60

S. S. Ceylon
Nov 11 1881.

Dear Wellcome.

We expect to be in Marseilles about noon so I will write you a little note to post immediately after arrival. We have had charming weather during the whole trip with the exception of a short time in the Bay of Biscay. In each of the towns visited except Bordeaux I am hopeful of a good future for our business. As to Spain I feel that our goods are as much needed and to be desired there as it is desirable for us to secure the trade & the profits of it. The medicines as usually prepared & dispensed by Spanish Pharmacists are so very unreliable that Doctors often compel them to buy Tinctures & I am around

SMB 1/3:61

CHRISTIE & BERNAL
Málaga.

TELEGRAM ADDRESS
CHRISTIE-MALAGA.

Málaga, Nov. 11th 1880.

Dear Wellcome:

The Ceylon arrived here this morning having sailed from Gibraltar at 10 1/2 last night. I have posted to you orders from all the good Chemists in Gibraltar. The town is small only 13,000 population. It is a Garrison town principally. Of the Chemists Mr Roberts, Dr Patron's Pharmacy and Borrano are all A1 as to credit. I don't know that it would do to credit Garibaldi. However as you will see all the orders from Gibraltar are to be executed through our friends in the trade in London who of course pay no matter they get any thing or not.

I gave samples to most of the Doctors but in addition beg you will send a box of samples and a 67 case in care of Mr Roberts for Dr Rodriguez, & one also for Dr Cortez writing to these Doctors at the same time.

Please also to supply Mr Roberts with 50 samples Chl Potash Tablets & write him to distribute them among the singers & speakers Clergymen & influential people in Gibraltar.

Mr Christie in whose office I am now writing is recommended to me by our American Consul Mr Marston as being very energetic and reliable. He is agent for Ayers goods & Hop Bitters both of

which houses consign goods to him in depot.
He has been here 9 years & came first as shipper
of fruits in which business he is still engaged
largely shipping to English & Scotch houses. He
has considerable leisure time on his hands at
seasons and travels through this province &
Murcia to visit the Chemists. He speaks highly
of the standing of Chemists and says they are
the best pay of any class of dealers in Spain
that he does not know of an instance in
which one has failed or neglected to pay his
bills. I may arrange with him to introduce
our goods into the surrounding towns.

We should get the Fellows Co to give us the
agency for Spain as there can be a good trade
got up here such a preparation being much need-
-ed. It will however require labor & patience &
expenditure on our part. They should allow us
an extra discount.

I am now going to see the Wholesale and retail
Druggists and at 4. have an appointment to call on
the English Doctor with the American Consul who
introduces me.

Mr Burgos is here also and is of much
assistance to me as he speaks Spanish fluently.
I think we should do a good trade in Spain through
the efforts of an active & competent man like
Burgos. Yours truly, S. M. Burroughs
Expect to be in Marseilles on Tuesday 15th inst.

SMB 1/3: 62

CHRISTIE & BERNAL
Málaga.

TELEGRAM ADDRESS
CHRISTIE-MALAGA.

Málaga, Nov 12th 188[illegible]

Dear Wellcome

I have written you one long letter this morning and have now to add some minor matters. viz.

I have arranged with Mr Christie to translate the proposed circular into Spanish & forward it to you. If necessary he will get [illegible]-ick to revise it though he is a good Spanish scholar himself. He writes a very legible hand & his copy will be easily understood by the printer. You will see the importance of having this printed immediately & had better give it to Bradbury Wilkinson & Co. The pamphlet should be of such size as to just fit into the Cartons of Hazlin & Bo Mr standing & to fold around the 4oz Bottles sideways. Mr Christie is willing to translate for nothing but I told him we will be glad to make him a present on this account when the translation is completed. He will revise & return proofs when you send them. Printing can be done cheaper and better in London than here. On all Spanish labels & circulars after stating formula or dose in English measure or weights the French should also be added in parenthesis as ~~dose~~ ~~one grain (reg)~~

dose fifteen grains (one gramme).

the quantity in bottle should also be specified both in English & French measure or weights.

Mr Christie wants you to send his case of samples ordered in care of Burgoyne B & Co not to them but rather to the address on the enclosed card to the agent of the Halls line Steamers Malaga i.e. Don Andreas Reyes in care of the Hall's line Steamer 1 New London St. but do not mention Mr Christie's name.

By putting up & sending the samples immediately on receipt of this you will be able to get them ready for the first Steamer which sails on Thursday Evg. or Friday morning Early.

Mr Christie will solicit orders to be executed through B. B. & Co. London. They will give him a small commission only and I have promised him that we would until further notice pay him a commission on all orders for our goods sent to B. B. & Co. 5% on our nett returns he sending us copys of orders or the orders themselves to transfer to B. B. & Co.

Please send to Mr Christie the spls ordered yesterday and in addition

100 Rit Phos
100 " Sugt
100 " Quin 1/50.
100 Chl Pot — also spls of the tablets
3 Boxes 1/-

and samples of other sizes of several of our other important articles and a hand bag to carry leather case & spls in which you can buy of P. J. & Hatchers ready made.

Yours truly S M Burroughs

SMB 1/3 : 63

CHRISTIE & BERNAL
Málaga.

TELEGRAM ADDRESS
CHRISTIE-MALAGA.

W

Málaga, Nov 12th 188[illegible]

Latest

B. W. & Co.

Dear Sirs,

Since writing the enclosures I have had further conversation with Mr Christie and have made arrangements with him to distribute our Samples to the medical profession here.

You will therefore please to add to the order for samples to him, (Hall's line)

24 Boxes Samples
24 6 vial cases
50 Sples Chl Potash Extra
24 Sples Hypophosphites
12 or 24 Hypophosphite Books.
100 Price Lists (medical) as he will sell by them and as we have to give him 5% on all sales.
English Stamps on Hypo not required in Spain.
50 Business Cards Mr Chas J. Christie across in red letters.
25 Kepler Showcards   1 Order Book
25 Br. & W. Showcard,
2 Tablets Myrtle Showcards.
1 Hazeline Showcard (Table in Frame)
30 Doctors letters. one to be in each box of samples the rest loose.
50 [illegible] Recent reports,

Yours truly
[illegible]

Mr Christie & Mr Burgos got an order from one of the best Chemists here this P.M. The order will be sent to Mess Burgoyne B. & Co. You will please credit Mr Christie with 5% upon it and also credit Mr Burgos with 5% upon it. I have told Mr Burgos that when a local agent assists in getting an order the commission must be divided.

Mr Burgos would like when we have seen what he can do that we should employ him on a salary and pay his travelling expenses. He is now dropping his two other commissions and giving his attention entirely to our goods. I have good expectations of his ability to serve our interests as he is very intelligent and energetic and excellent powers in conversation.

On another sheet I give my views as to how our goods should be got up for the Continent by the Hazeltine & B. & W.

Mr Christie will send his original order to B. B. & Co & copy to you keeping the third for himself as I shall supply him with one of our order Books.

Yours truly, [illegible]

P. S. [illegible] Spanish pamphlet for French the French for Spanish the [illegible]
Regarding what follows for Spanish countries we [illegible]

As there is room enough here I will give my views as to putting up for other countries the H. & B. & W. In all cases let the English label remain as at present on the Bottle. Let the front of the cartoon be English also. the back Spanish one side French the other German. with a statement that the directions for use will be found on the pamphlet inside. This will save the trouble of having [illegible]

SMB 1/3:64

13th November 1881.

Dear Mr Wellcome

Yesterday we called on the Chemists & some of the Doctors. The English physician here Dr Visick who has been here 12 years was on the point of ordering some of the pills from the notice he had seen of them in the Lancet by Dr Woodward and now while I think of it can you not get some one connected with the editorial department to write up an article editorially upon the subject. You had also better ~~write~~ Sir Wm Muir & his assistant as they will not like to be ignored in the matter. Cultivate social relations if you can with the assistant as he will have great influence & in this way you may be able to counteract Savory & Moore.

You had also better try to secure the influence of Savory & Moore as they now seeing how strongly the tide has set in in favour of our goods might fear the censure of the Medical Department if they refuse to supply them because they are not sole proprietors of them.

If Dr Powell has arrived he will do the thing properly for you.

Now regarding the business in Spain. ~~I will I think~~ have Jesse Burgos see the leading Chemists & Doctors in each of the large towns say 12 or 14 of them which

will probably take 6 weeks or two months.
Barcelona is the great commercial center although not so central geographically as Madrid.
I think it will be imperative that the B & W & Hazeline shall be mixed & bottled in Barcelona because the duties on all pharmaceutical preparations are reckoned by gross weight including weight of the bottles. It will therefore not amount to much on the Tablets or pills, but will be prohibitory almost on our liquid prods.
Mr Francisco Granes a large wholesale druggist in Barcelona is agt for Lanman & Kemp and manufacturing Fl water putting just as McNally does in Montevideo. I expect to go from Marseilles to Barcelona to meet Mr de Burgos who leaves here this P.M. by a steamer which stops at several coast towns on the way. I will then be able to see what can be best done and as soon as thing is settled can leave Mr Burgos & work the country. I think the pills will take very well tablets also they will sell as they are though in case of the tablets a label in Spanish on cover might be an advantage this you could quickly print and paste on in London. The Poz B & W & Hazeline should be the only sizes for Spain & you should get labels & cartoons ready for them in Spanish at once. You can send the Buf Sun diluted with glycerin to Mr Burgos who will mix with water & have filtered & put up in Granes laboratory and then sell

to Granes who should give his bill at 3 mos for
the Stock i.e. what he has paid for the wine
which will be very small as wine is cheap
say 18£ or 20£ pr pipe.

You can also send the concent Hazel
Glin mixed with Glycerine & let Burgos add
dist water & Bottle & have Granes purple bottle

I may be able to buy bottles in Barcelona that will do for samples & Stock of
both Hazeline & Bo. Jw. and as they may
not be like ours exactly we may have to
send out the first lots without Cartons &
simply wrapped in paper.

I will have a book or pamphlet printed
in Spanish in Barcelona embodying all the
good points of our recent reports pamphlet
and also with complete list of all our
goods in it. This pamphlet should be
wrapped around each bottle of the Hazel
Bo Jw & malt.

The malt & M & O we may be able to
get through the customs as a food at low
tariff if not we shall not be able to do much
of anything with it here. If we sell it can ship
from London all put up but with the simple
addition of a slip label giving name & dose in
Spanish pasted on back of the bottle & carton
no use thinking of putting it up in Barcelona at present.

I will have copy of Spanish pamphlet sent
you soon as ready. Please send to care J. Granes
Barcelona 1 Electric Earth for Inhaler. prices I will
give in pamphlet.

It might be well for me to have a letter from the City Bank to show Mr Groanes or to get that agency here to be able to cash Cheques upon the letter stating the standing of our house and also saying it will bear my signature which I will add to it upon its arrival. You may send this letter and also some 3 or 4 Cheques to Cp Francisco Groanes Wholesale Druggist Barcelona as I shall stop but a day or two in Marseilles but intend visiting that city again on my way from Barcelona to Nice & Cannes.

I hear the Spanish are great people for taking medicine but the drugs here are very unreliable & Dr Visick said he had to put up all important prescriptions himself. He will now however prescribe our goods & can easily assure himself of their genuineness. The trouble is not with the dispensers here but with the bad quality of the chemicals as chloral or active principles as Quinine which the manufacturers & wholesale trade supply.

I will instruct Mr de Burgos to take orders with our option of shipping from London agent of his customers or from our agent in Barcelona. The samples for distribution he can promise to send on with the goods. I shall not be able to land any quantity of my samples now on the Ceylon at Marseilles owing to her being not a freight ship & so being excused from paying port dues.

I shall therefore be obliged to tranship them

at Marseilles on a steamer going to Barcelona & accompany them myself as they could not go through the Custom house without Spanish Consul's Certificate in London which of course I have not got.

Put no prices on labels in Spanish for any of our goods as I must fix them when definite arrangements are made in Barcelona.

The Ceylon sails on Sunday for Marseilles, & we expect to be there on Tuesday Evening or Wednesday morning.

Please give my best regards to all our people at Snow Hill also to the Torreys & Richards families and mutual friends also to Mrs Morris & Hymes.

Hoping you are getting your meals regularly and getting plenty of sleep & therefore are well.

I remain as Ever
Yours faithfully
S. M. Burroughs

Get material ready to ship if necessary. To make
20 gross Bo Jr & 500 Samples
20 " Hazeline & 500 "

If Mr Fellows will give us the agency for Spain for 5 years we will get him up a trade & you can have some of his Samples & circulars put up in Spanish for distribution. Each should bear our name as agents for Great Britain & Spain.

H. S. Troughton

Malaga

Sent to Mr E. & E. Burgos
c/o F. Granes
Barcelona.

200 Business Cards ~~with his name across in red letter~~
3 leatherette boxes Samples
200 Pil Phosphori as Samples
100 " Ergotin " "
200 " Ferri Bi Sulph " "
1 Leatherette pill case Supplement with "
1 No 11 " " " "

He will get a satchel or bag & carry Samples in in Barcelona. If you have proofs of labels Hazeline in Spanish ready please send one or an extra

1 Tube Case

SMB 1/3:65

CHRISTIE & BERNAL
Málaga.

TELEGRAM ADDRESS
CHRISTIE-MALAGA.

Málaga, Nov 13th 81.

B. M. & Co.

Dear Sirs,

Inclosed please find copy of agreement with Messrs Christie & Co. which I trust will turn out to be satisfactory mutually to them & to us. They are energetic people and I am assured mean to work hard to introduce our goods. I think they will make it to our interest to continue the agency for this district permanently but we shall be able to judge afterwards.

The Ceylon sails this afternoon for Marseilles.

I think I have ordered a tube case and a no 11 case to be sent to C & Co with samples, if not please add them to order.

Mr de Burgos expects to be in Barcelona in 3 or 4 days and I expect to be there shortly afterwards.

Last night we had a very pleasant Ball on the Ceylon and several of the Ladies from Malaga attended. I have several good friends here who cordially invite me to their houses and have just been entertained by the family of the British Consul.

Yours truly,

S. M. Burroughs.

SMB 1/3:66

76.

Marseilles 16th Nov 188[illegible],

Dear Willcox

Have just read and reread my letters sent in care of Rabaud Freres, hardly a word from you so I take it for granted Everything is lovely & flourishing.

The weather here is delightful. Like in May at home or early September. No use for overcoats or thick clothing.

I got to the Bankers just before hours for closing. In the morning I shall look up the American Consul, and try to get some good parties interested in our goods.

Will not be able to get samples through customs here I think but will have to take them with me on steamer to Barcelona. Expect to return here in about a week from

the huge waves and then leaping swiftly and high into the air as the ship rose and fell for they were making ready to drop the anchor—

one of those great ugly hooks was pointed ~~outward~~ toward us— a stroke less by my unwitting hands on that oar would have lifted us before the swift and solid bows of the ship which would shiver our boat in a second, half a stroke less and that terrible anchor would have torn through us lifting our boat like an egg shell and dashing it under the waves—

Our Escape was most providential apparently almost miraculous— My life was saved by God and henceforth belongs to Him. Therefore in the future may it be great aim and study of my life to labor as best to serve him and to do good in the world,

Faithfully Yours
S. M. Burroughs

I had a narrow escape from drowning in Malaga Bay was returning to the ship Sunday afternoon just before the time she was to sail. There was a wind & heavy swell against us and I took an oar with the boatman. It was a heavy boat for two & we got on slowly with hard work. While we were pulling away giving all attention to the oars the Spaniard suddenly cried out, and looking around I saw a big white ship coming right down upon us in full sail, at first I thought she was going for the open bay & backed water to head for the mole on her right when she headed for the same direction and would be smashing through our boat in another half minute I was so bewildered I hardly knew what to do & pulled away without hardly knowing it. She passed us barely her anchor swinging within a hands breadth of us dipping in

My idea is to have our pamphlet in Spanish which shall answer every purpose in that language a book suitable to send to the profession & to chemists also to wrap around bottles of medicines & in some instances for circulation among the better classes of people.

It can be got up of the size & style of printing of Perry Davis book 40 years around the world & then we can afford to use it liberally as it will be cheap, I would put into it cuts of all our articles and some of the best reports upon them.

This will take about 24 pages of a little less than the size of this sheet & admit of large plain type being used.

77

this and then to go on to Nice & Cannes.

Will see tomorrow if I can get Rabaud Freres to cash my draft for some money as I am getting short. I note you to send me some blank Cheques which likely will arrive tomorrow.

Address

C/o Rabaud Freres
Marseilles.

as I expect to be here a week from to day —

Yours truly

[illegible]

Kindest regards to Mr [illegible] Mr Kirby Mr Fellows & all in office I[illegible] home of Infirmary also to our dear mutual friends —

and Syrups also in England.

Elegant Pharmacy is unknown except from a few French preparations and English medicines and American patents, as Ayers are the preference. The Spanish Doctors prescribe Ayers goods and Clarks Blood mixture the latter even in Gibraltar so it appears to me there is an immense harvest in Spain ready for us to reap to the benefit of our customers as well as ourselves.

Expect to go on to Barcelona in a day or two and to Expedite Matters and give Burgos a supply of Foreign reports in Spanish may put 8 or 10 pages in the Barcelona Med Journal if I can get it at a bargain then secure Electros. I will therefore want Stereos of the Ph Still, Press Mill & inhaler

SMB 1/3 : 67

Marseilles France
November 17th 1881.

Mr A. Robert Trigant,

Dear Sir.

In consideration of your agreement to use your best efforts to introduce our various preparations to the Druggists Pharmacists & Physicians of Marseilles & vicinity we agree to pay you a commission of 10% on nett returns from sales of said goods made by you (excepting Fellows Hypophosphites on which we give you 5%). You to charge prices as per Medical Price List, 20% disct to wholesale 10% or list to retail houses they to pay duties. We would prefer that on all to the wholesale trade sending us direct orders from most responsible parties who are recommended by Messrs Robaud Freres &c. Our usual terms are monthly a/c but we will accept bills at 3 months to be given on receipt of invoice & bill of lading to Mess Robaud Freres or a still better way might be to send the orders to us to hand to the parties in London who are the correspondents of our customers here & to them in London we would look for our pay. This agreement to continue until further notice from

Yours truly, Burroughs Wellcome & Co.

Robert Trigant
Rue [illegible]
Marseille

Marseilles France
November 9th 188[illegible]

Mr. R. Robert Trigant[illegible]

Dear Sir,

In consideration of your agreement to use your best efforts to introduce our various preparations to the Druggists Pharmacists & Physicians of Marseilles & vicinity we agree to pay you a commission of 10% on net returns from sale [illegible] made by you (excepting Fellows Hypophosphites and [illegible] 5%). You to charge prices [illegible] list, 20% disct. to wholesale, 10% [illegible] retail [illegible] ~~trade~~ the Hypophosphites [illegible] on all the wholesale trade according as direct [illegible] parties who we recommend by [illegible] Rue [illegible] No. Our usual terms are monthly [illegible] but we will accept bills at 3 months to [illegible] receipt of invoice [illegible] a little better they might be to send the orders here to send to the parties in London who are the Correspondents of your customers here & to them in London we would look for our pay.

This agreement to continue until further notice from either party, [illegible]

Robert Trigant [illegible]

Marseilles. Nov 17th 1881.

B.W.&Co.

Dear Sirs,

As I find it will be impossible either to land my samples here or to get them transshipped to Barcelona I will go on with them to the route she takes including Genoa, Naples, Palermo, and Malta where I shall probably stop, perhaps will go thence to Alexandria as I hear there is a good chance to sell drugs there.

I have therefore telegraphed you to forward samples to Mr Burgos in care of F. Grane Barcelona.

I have got an agent here who will translate the reports of part of the same into French and forward prices which houses here quote for printing the same. The size of the book should be about such as when folded down the middle it will just fit easily into the small size cartoons for single bottles of Hazeline & B&Co. Will you please send to Mr Burgos and also to Mr Trey aut a piece of paper folded the right size for the book, as I have instructed both to get translations & quotations for

printing and to forward same to you.

Instead of putting up special lines of goods in each language I think it is much better to preserve the English identity by leaving English labels and printed matter on bottles as it is, inclosing however in each cartoon a copy of the book we are to have printed & also pasting an additional label in the language required upon the back of the bottle & upon the back of the cartoon if it has not the foreign language upon it—

I think the best way however to manage the cartoons or boxes of Hazeline or Borax will be to have English label as at present with English directions then English label on front of cartoon French on back Spanish on one side German on the other. Do you not think this would do for all foreign countries & save us lots of bother about getting new cartoons for each language—

Mrs Allens H.R. & other goods are got up in this way. Please send a leatherette case, also 4 Boxes Samples 4 6 7 cases, 1 Tube case 100 Price Lists by fast freight to Mr Tregant. I inclose agreement with him, the ship sails directly.

Yours truly — S. M. Burroughs

SMB 1/3 : 69

Genoa Nov 18. 1881.

B.W.Co.

Dear Sirs, We have just arrived here but too late in the Evening to land. left Marseilles at dusk yesterday. I wrote you from Marseilles that I was going on to this place Naples Palermo & Malta, at which latter place I will expect to hear from you as to whether I am needed in London for if not I may go on to Athens Smyrna Constantinople & Alexandria hoping to do a good trade & get our goods well started in Each place. I think it will do to secure a good local agent in Each locality who will call on the trade and profession & drum them regularly once every month or so in consideration of a 5% commission on his sales, or if he travels in the country & will give his attention largely to the goods then to give 7½ or 10%—

I have written to de Burgos to get quotations from two or three houses in Barcelona for printing a 24 page book of the size of the blue sheet of paper inclosed and to send prices & samples of printing & paper to you. Even if the price is a little dear I think it will be best to order say 5000 copies in French & 5000 in Spanish to be printed in Marseilles & Barcelona respectively so that Tregant and de Burgos may have material with which to go to work immediately. I have written to both to send you quotations & will give copy to Each

Yours truly, S. M. Burroughs.

2

I inclose a sketch of the matter I have arranged to have translated by Miss Christie to Burgos in care of F. Granes Barcelona. If Mr Fellows wants the space reserved for him please forward copy for it at once to Mr Burgos If not send him other copy for that page. I think it a good paper for the profession & trade public to read so that addressed to Pharmacists is of special importance to them

It is as important to have the book at the earliest moment possible as much as it is to have it at all and you may deem it advisable to allow Mr Burgos to be responsible for correction of proofs as he understands Spanish thoroughly and as he will also get medical advice to assist him If so please write him to this effect—

I notice that mould has gathered around the corks of samples B.O. Imr and think you will be able to prevent this by soaking in water that has a little Salicylic Acid in it.

The 24 pages which is to be the size of the French and Spanish book will include complete list of all our goods and nearly all the matter of any consequence in the "Recent Reports" pamphlet. Proofs will be sent to you for passing before the book goes to press, but I must urge you not to delay the Spanish book. It is better that it should not be perfectly complete and that it should contain one or two trivial faults than that Mr Burgos should be delayed in canvassing Spain & in having so valuable an assistant to his labors as this book will prove. I will urge him to give most careful attention to translation and the correction of same of proofs.

There will be a page in each open to Mr Fellows if he wishes to share his proportion of the cost of the book, but he certainly will not expect us to give it for nothing especially as we make little or nothing on the Hypophosphites sent to either France or Spain having to pay 10% commission besides salaries to sell the goods—

We are having splendid weather. Kind regards to all.

Yours truly, J. M. Cunningham.

P.S.

I don't see much prospect of being able to get any of the samples I have with me into France. If I go to Alexandria & Constantinople I shall leave out base them all there. So you had better try and ship plenty to Nice & Cannes for South of France through Evans Customers.

I have advised Fregant to get the wholesale trade in Marseilles to take the goods up & turn over his orders for retail trade to them —

Please to tell Mr Terry I have gone to Malta instead of Barcelona.

SMB 1/3:72

Form for Telegram **RECEIVED** from the Continent.

[PO]ST OFFICE AND SUBMARINE TELEGRAPHS.

[3]2, THROGMORTON AVENUE, LONDON WALL, E.C.

The Submarine Telegraph Company Received the following Telegram:—

No. 2369

LDN GENOA 911 21 19 5 30 S 10

To. ________ *No. of Words* ________

on the ________ 188 ____ *at h.* ________ *m.* ________ *m.*

CENTRAL TELEGRAPH OFFICE FOREIGN NOV 19 1881

CENTRAL TELEGRAPH OFFICE 19 NO 81 D

Service Instructions ________

Received by me on Instrument ______ 10 ______ *Clerk* ________

F

Sent out on the ________ 188 ________ *at* 8 50p

BURCOME LQNDRE .+ SEND MY LETTERS AND CHEQUES TO MALTA SEND
DO BURGOS TWENTY DOCTORS SAMPLES AND TEN POUNDS A
BARCELQNA = BURROUGHS

Co Burcome

☞ No Inquiry respecting this Telegram can be attended to without the production of this Paper.

The Public are respectfully requested to take Notice that the SUBMARINE TELEGRAPH COMPANY will not be responsible for any mistake or delay in the transmission or delivery of Messages. Any complaint, however, will meet with every attention on being brought under the notice of the Secretary.

Waterlow and Sons Limited, Printers, London Wall, London.

Jay Morcome
9 49

Form for Telegram RECEIVED from the Continent.

POST OFFICE AND SUBMARINE TELEGRAPHS.

2, THROGMORTON AVENUE, LONDON WALL, E.C.

The Submarine Telegraph Company Received the following Telegram:— No. 2233

Dated from Genes *Foreign No.* 721 *No. of Words* 24

on the 19-11 188 *at h.* *m.* 20p

Service Instructions

Received by me on Instrument Li 21 *Clerk*

Sent out on the 188 *at* 4.17p

Addressed to Burroughs Wellcome & Co Snow Hill London

Send my letter also cheque to Malta send twenty boxes samples to grands Baccelona and ten pounds for Burgos

Burroughs.

CENTRAL TELEGRAPH OFFICE FOREIGN NO 19 1887

FB

SMITHFIELD B.O. E.C.

No Inquiry respecting this Telegram can be attended to without the production of this Paper.

The Public are respectfully requested to take Notice that the SUBMARINE TELEGRAPH COMPANY will not be responsible for any mistake or delay in the transmission or delivery of Messages. Any complaint, however, will meet with every attention on being brought under the notice of the Secretary.

Waterlow and Sons Limited, Printers, London Wall, London.

Slem

SMB 1/3 : 73

Palermo. Nov 20th 11.

B.W. & Co.

Dear Sirs. As I intimated I have decided to appoint Mr A. G. Maudeit of Naples (Vico 2° Piliero 4) our agent there. He is an Englishman who has resided in Naples since he was a boy (now about 35) a very pushing man, has agencies to sell Soda ash chemicals &c. Is very active & will call personally on Doctors & Chemists. As soon as the translation is completed by Dr A. F. Cacace (of Hotel Royal Napoli) Mr Maudeit will get quotations for printing it in same size as the French and Spanish book & forward same for your approval.

If Mr Fellows does not take the page we can use it to advantage in giving Comparative weights & measures of French English Systems.

Please send following samples to Mr Maudeit. Vico 2° Piliero 4. Naples.

2 Doz Box Sples	2 Doz CV cases
1 Tube case	1. No. 11. Case or leatherette file case
1 Leatherette Box Sples	1. Handbag usual size
100 Price Lists	Sples of Reg sizes & sound of the foods.
3 Sples Nubian & prices (perhaps best afterward)	Orderbook with carbon
100 Pd Quin Bi hub 1 gr	100 Pd Phosph 1/50 gr

and any other Sples or reading matter on our foods you may want to send.

If Mr Fellows will give us agency for Italy France & Spain for 5 years. We can get up a good trade for him.

Will Mr Kelly give us a show to sell Nubian in these Countries. Yours truly

M. Burroughs.

ask him abt Constantinople & dues prices Smyrna Alexandria &c

SMB 1/3 : 74

S. S. Ceylon off Naples Nov 22.

B. W. & Co. Dear Sirs.

Yours from Gibraltar with power of attorney just forwarded me today I signed & sent the other one to you from Marseilles. These are the only communications I have recd from you during my absence of nearly a month but no doubt you are very busy, and I take it as an assurance that all goes well or you would write. I understand that Mr Wellcome has been away in Paris and hope the people at the Ministry of Commerce have at last decided to let our goods through the line.

Owing to some hitch in the quarantine arrangements at Genoa we were so delayed in landing as to have only a couple of hours ashore in the Evening & I accomplished nothing there.

Here in Naples the American Consulate gave me ~~letter~~ or card of introduction to a first rate dispensing pharmacist who will give an order today. He ~~not~~ also speaks English and will order. I have been introduced to an energetic Commission Merchant here Mr A. J. Maudsit of Piliero No 4 whom I may likely appoint our agent here if he will agree to terms & push hard. He knows most of the Doctors & Chemists and all the English & American people and appears to be a very competent and reliable man. We should have in Each large city some one to look after our interests and see that

the dealers keep good stocks and that the goods are kept before the attention of the Doctors – He says he will call on all the good Chemists & Doctors here as soon as our translation of goods are ready and after that visit the Chemists every two weeks & the Doctors often as may be necessary.

We must give him to begin with 10% on his sales and after say 6 months give him 7½ or 5%. but he will have to work hard to begin with & spend much time upon them –

Please send me 3 order books 200 Supplements & cheques to Alexandria Post Office – I go from there to Constantinople

Yours truly

[illegible]

Perhaps better send circular letter

1) [illegible] } Constantinople
1 [illegible]
100 [illegible]

Forwarded 28/11/81

② H.S.

2) [illegible] } Alexandria
200 [illegible]
4 [illegible]

Note taken of this

SMB 1/3:75

(Nothing of business importance in this letter)

S. S. Ceylon Nov 30th

Dear Mr Sudlow,

I don't know whether your vacation is up yet and you back in London or not in consequence but will just drop you a line about the voyage in the Ceylon in which I am sure you will feel interested on my account.

We have had perfect weather ever since the Bay and have not one rainy or nasty day yet — The climate here in the Mediterranean is delightful, something like our May or June in London — nobody but the natives wear overcoats or bundle themselves up and I suppose they are more sensitive to the cold than we or that they have the winter arctic clothing on hand and want to economize —

It was the same at Lisbon & Marseilles but not an overcoat or umbrella did I see in Gibraltar —

You know the Mediterranean is as much favoured with remarkable scenery as pleasant climate, wherever we have seen the land it has been remarkably beautiful and especially so in the port of Naples which we have just left — where not only the mainland but also the Islands opposite the bay and all along the coast are remarkable for natural beauty —

The Bay is almost circular with that part toward the sea protected from stormy winds by the ~~othe~~ mountainous islands of Capri and Ischia —

on the north toward Ischia is that beautiful suburb of Naples called Posilipo. On the terraced hill or mountainside and half embowered in groves of the orange, date palm and fig tree are many charming country houses. The ravines that separate them are spanned with many tall arches of stone thus making level roadways. Naples is reached either by the road along the beach or through the Grotto a long tunnel and very high arched. I think the highest parts are natural arches for they are fifty feet from the road. Over the Naples end of this grotto on the side of the hill is the tomb of Virgil and it seems fitting it should overlook the scenes of many of his poetic fancies and romance. On the summit of this hill stands the Castle of St Elmo most of whose walls are cut from the solid rock. From this lofty height there is a magnificent view of the city, Bay & mountains.

From the castle walls owing to the clear echoes one can distinctly hear not only the roar and hum of the city below but also the voices even of children singing or laughing. Naples stretches round the crescent bay for miles and beyond its limits are vineyards and country houses all the way to the southern town of Castellamare. One time long ago the sea rolled over where this town stands for the Marine Gate of Pompeii is now a mile inland and more than a hundred feet above the sea level at the present time. So the world changes by lapse of time and the forces at work beneath its surface. Nowhere perhaps more suddenly and remarkably than

You can imagine our feeling of wonder and awe as we walked through that silent City of the dead! Its houses Temples theatres streets just as they were left nearly two thousand years ago suddenly on that fatal day and towering beyond and over them to see the dread Vesuvius dark form. In the day with the sun shining upon it the cloud that issues from its summit and stretches across the sky when the wind blows or when it is still rises like a wide spreading palm tree then the cloud is white. In the morning as I used to see it from my cabin window on the Ceylon it was rose colored with the sunrise and in the evening looking from the walls of Pompei the colors changed till nearly every hue of the rainbow shone upon it, the mountains and valley sloping seaward, also being bathed in the same soft radiant atmosphere. In the night when we were driving back to Naples we had to pass to the other side of the mountain a long journey but as darkness came on the cloud from Vesuvius which spread southward over the mountains became less and less distinct while the red beacon in the sky shone deeper and brighter, not with a steady flame for sometimes it would be suddenly extinguished only to burst forth again lighting up the sky and clouds with its crimson fire.

There are Electric lights (Brush's) along the railway leading nearly to the summit and in the night they look like a ~~row~~ ladder of stars.

While I am writing now on the deck the forecastle of the Ceylon

we are sailing with a fair wind through the Straits of Messina
Approaching from the East it seems as if we must shortly beach shore at the base of the mountains which seem to block the way, but when near a narrow channel gradually comes in view. The lower mountains of Italy and Sicily along the shore are highly cultivated and planted with vineyards in terraces. One large mountain was completely covered in this way — Messina looks like a splendid city from the sea its tall white buildings lining the promenades by the water and suburban residences all up the hillsides behind the town —

For the last week the ship has been going as steadily on as if it was a river and not a sea she sailed on and the channel here is as smooth except the eddies and whirlpools as the Thames,

In the morning we saw the distant outline of Mt Etna rising far beyond and above the rest the top veiled in a cloud and now sailing toward it mistake another and another mountain for Etna but remark what seems to be a great blue cloud beyond them that is lifted so high above the clouds crowning the summit of the nearer range. But as we come nearer and the sun goes down behind it what we took for a cloud becomes plain to our astonished vision as the huge form of the greatest of the volcanoes of Europe The rosy haze that filled the channel as the last red light of day shone on the floating sails and finally was lifted from the mountains of Italy

and beneath
has fled to the thin clouds beyond the blue mountain peak
The fires within seem slumbering for only a small thin cloud of brown smoke rises from it and goes westward with the wind —
The moons clear crescent shines straight before the ships bows that now slowly rise and sink with the long and gentle swell of the open sea into which we are now sailing. The Evening Star as for many nights past appears an hour before the rest and is now burning in the East —
It is too dark I can hardly see to write now or find the lines and so will join my friends on a promenade on deck before dinner —

Malta Sunday Morning
The sunrise on the deep blue waters was a splendid sight for it made them shine like burnished gold. I am now waiting for the boat to take us ashore as most passengers going to church. This is a splendid harbour & strongly fortified, and also you know has famous historical associations especially with the history of the Church — Near here St Paul was wrecked and from this very port sailed to Rome through the Straits we passed yesterday —
I have just rec'd a letter from Mr Wellcome and will telegraph tomorrow to authorize you to sign Cheques signifying the same by the word "yes" — I have no doubt everything will be well managed by you during our absence and frequent occasions will arise when you will have to act in important matters upon your own judgment. Rest assured

my dear and faithful brother that we shall be fully satisfied with whatever you do knowing that you will act with your always faithful devotion to the interests of our business. It is this that makes us feel confident that when you are in charge of our business it is safe in our absence as in our presence.

I promised Mr Tryant £1. for his trouble in making translation of the recent reports into French. Dr Cacace does not wish to charge us anything but I think will most appreciate for his trouble one of those double pill cases filled with pills that he will be willing to select if we will ask him. We can be assured of commanding his attention at any time and need not fear to ask his help or advice. He is a very bright young Doctor and knows all the proprietary medicines in Naples. We shall also give him a leather case of pills and a 100 bottle each Cod L. Oil, Br. C. L. Oil, Soda Mint, Chl. Ammon. tablets when he has finished the translation. They can be sent c/o Thugoyne with Saggese's goods as he orders every 3 months.

I think that rather thin paper should be chosen for the translated books. I think it will be a good bargain to get the 1st floor above our office for £100. This is what Vaselin used to pay with the privilege of giving it up at 6 months notice so Col Chesebrough said.

I hope business keeps up prosperously was glad to hear from Mr Moise of his success with the [illegible] in [illegible] and to say of his fair start with these in Edinburgh.

Has Dr Porter arrived yet & so he will assist you in any correspondence relating to scientific or professional inquiries which Medical men may sometimes make.

Either yourself or Dr Porter Mr Hines or Mr Kirby are welcome to the use of my room & furniture at 24 Leinster Terrace during my absence & after I return also if Mr Wellcome is not back by that time to occupy them with me. Mr Moise must also consider it his home in London. I am very glad to be able to offer such little hospitality to my friends and take pleasure in having accepted as well as in having a home for myself when I am in London.

Please give my best regards to Mr [illegible] Gardner when you see them and to Mr Pocock.

Regarding the purchase of wine [illegible] the B.[illegible] that as Mr Selby has treated us so well and are such first rate people that we should buy of them if they will nearly match other prices and get their people in Sicily to use no more strong spirit to make the wine of the strength required by us.

I have secured the services of Ottavio Dotto as agent for Palermo. He is a ship agent & commission merchant and will get two young men to assist him in introducing

our goods – His father is Professor of chemistry in the medical College. we are to give him 7½ % commission on our returns to begin with. will send you copy of letter to him when I write to. You need not send him samples until the books in Italian are ready to send with them & then supply for 30 or 40 Drs will do to begin with. If these accomplish much we can send more. the same in Naples and Rome

The captain of this ship has recd telegram to pay me 50£ and will no doubt get my cheque cashed at Alexandria for money to come home with. You might ask Mr Culliford to write him to give me more money if I want it at Alexandria –

I haven't heard from Mr de Burgos yet but hope he is doing well in Spain – Mr Fellows should certainly promise us the agency for the countries into which I am introducing his Hypo. I think it will pay him well to do so, as I can introduce it by our connection where he could not without great cost – whereas our cost of introduction is less than his cost & our other things to help pay expenses with. He should give us agency & commission for 5 years at least – as we shall have to spend more in time on his article during the first 2 or 3 years than our profits will amount to –

If de Burgos seems to do well you can continue engagement with him or perhaps better give expenses & salary and send him to Belgium and Holland & Denmark, I think he will soon make a very

useful traveller for the continent as to Porter does not come for
Gt Britain — Especially in France if we get permission to intro-
duce our goods there. If we make Ext malt in cask I am it
may be best to bottle it at the factory & perhaps put it up there
too. perhaps this will give us sufficient room so that we
shall not want the 1st floor or office

Nobody seems to get any London papers on this ship so I will
be glad if you will send me some say one a day — also
send me the Commonwealth & Fountain — I think I will go from
Alexandria by V. to Brindisi or Venice & visit Bologna Florence & Genoa
on the way to South of France where I should see Tregant again
to Marseilles & then go to Milan & home through Switzerland &
Germany & Belgium — Any business letters of introduction will
of course be very acceptable & useful from any of our friends
having agents or customers in these towns —

It does not yet appear to me that B.B.Co. have yet entered
the country much for us among the customers in the countries
I have visited with whom they might have done a good trade in
our goods some time ago if they had chosen. Unless they will
do more we must not depend upon them. They should also give
us names of parties to whom they send samples that we may
not supply duplicates which are costly —

With my best regards to yourself and all our people at 707 &c
and hoping to hear of good health & prosperity of all I remain
Yours truly, M. Burlinger. c/o Joly & Co Smyrna (who will forward letters if any come)

SMB 1/3:76

S. S. Ceylon Nov 25th 81.

B. W. & Co. Dear Sirs:

I sent off my letter hastily from Naples in care of Mr Mandeit who accompanied me to the Ship. I inclose order for Mr Pagese one of the best if not the best Chemist in our business in Naples. Better send him about 1 Doz Boxes Samples and 12 6 vial cases which he will give to the Professors and leading Doctors and exert himself to introduce the goods. He did not have time to give me a list of whom they would be given to but Mr Mandeit is aware of this & will send me the List. I think a good trade can be got in Naples through the work of Mr Mandeit & Mr Pagese.

OK'd

I don't think I fully explained why my samples could not be taken from the Ceylon at Marseilles. tho' this is a yacht she pays no port dues but if she should carry freight or land any merchandise she not only becomes liable for 5 Fr. to 300 Fr. port dues at Marseilles but also in every port thereafter she may enter.

The Captain said he would have no trouble in getting them off at Malta but could not do so anywhere else before or after. Even a single box of samples carried off the ship might get her into much difficulty. I therefore carry them off distributed in my pockets and so far have escaped any trouble

While I am here in the Mediterranean it seems a pity not to visit towns in which there should be opportunity for establishing large & profitable trade and of starting a connection in such cities as Alexandria, Cairo, Smyrna, Constantinople & Venice which control the trade of Egypt, Turkey and Eastern Italy.

Unless I hear from you at Malta ~~[illegible]~~ that my presence in London is necessary I shall go on to Alexandria &c to Constantinople and then probably to Athens, Venice, Rome, Florence & finally to Nice & Cannes, which I hope to reach in about a month or 6 weeks which will be about the beginning of the good season as I am informed by [illegible] authorities. Indeed I am told that the good dead time there is from Feby to April. I think so that far greater results can reasonably be anticipated from the introduction of our goods into such vast countries as Egypt, Turkey, Greece & Italy where there are no laws to hinder their importation & sale than for Southern France where a population of visitors must be depended upon & where by acting hastily we may gain the displeasure of the Chamber of Agriculture & Commerce & so spoil our prospects now good of receiving permission to import into France

Since writing pages 1 + 2 I have decided to continue on with the Ceylon as it will save me much time and I might have much difficulty in getting Steamers from town to town while the Ceylon stops long enough in each usually to enable me to doing business—

I here give Schedule of times of arrival and departure at various ports—

Towns.	address in case of	arrive	Depart
Malta	E. J. Agius	Nov 27th am	28th pm
~~Piraeus~~	Agius L. Labosse	" 30 "	Dec 2d pm
Constantinople	Gilchrist & Co.	Dec 4th	Dec 7th
Smyrna	Joly & Co.	Dec 9th am	11th pm
Rhodes	Albert Billotti	Dec 12th am	13th
Alexandria	Peel & Co	Dec 15th	
Cairo	Dr Grant		

Send also letter book this ??? + Smyrna Rhodes Alexandria

I may then go to Venice Florence Rome

The printed matter ordered may be in time to reaching at Constantinople. I will leave word however that in case I am gone the things be turned over to the agent whom I there appoint.

Please ask Burgoyne & Evans to give you letters of introduction in each point. Also Van Duzer to do same. I fear Burgoyne's people have not much exerted themselves to distribute our pamphlets as I have not yet found one sent by them nor one case where they have written letter for our goods. Yours truly. L. M. Brumley

SMB 1/3:77

Return ad Sup to Dr Grant Cairo

RD

S.S. Ceylon Dec 1st 188[illegible].

Dear Mr Sydlow —

I enclose two small orders got at Valetta. Mr Kingston has not been very successful in disposing of the goods which he bought of us a year ago. There are only one or two Doctors whom he can depend upon to prescribe them. All the Doctors are natives and the native population is poor the wages of the laboring Classes being only from 1/- to 2/- per day. Our goods are too costly for such a population. Mr Kingston is the only English Chemist and has nearly all the English trade he is very friendly toward us and will do all we can ask him to assist in introducing the goods — We must give him say 200 of each sort of picture cards. Except Hurfaler which he buys of Lokes Agent there. He should also have one of the Mortar Signs with his name on.

MH

Mr Mizzi is a very good reliable man is young — say 25 or 28 and has a fairly trade among the native population. His principal Doctor desired him to get the articles which he ordered. I enclose copy of agreement with Palermo Agent Mr Dotto. When the Italian pamphlets are ready we might send him order books &c and say 2 dozen boxes samples &c cons for the leading Doctors also extra

*— Not enclosed

Not policy to send samples
Cases to Spain

samples of Chlorate of Potash for the Elephant signs, &c. say 50 growlers - and a few showcards say 1/2 of each Kipling V & W. with tube case &c.

Please get up for each of our agents viz Barrein Christie Mandwit & Dotto also for the ocean Bar-Celona one of the mortar signs with his name on. The sand blast people should bore two holes in top of sign to hang up by in future all mortar signs should be framed -

Re Burgoynes. I think they may have neglected to send samples to many of the localities I have visited thinking they would not be suitable for our goods or not understood being only in the English language - I will believe that they desire to do all they can for us.

It would doubtless be of mutual advantage if they would enclose with their next price list an announcement or circular to the trade specially upon our goods recommending them and soliciting trial orders.

On the following page I will sketch out a few of the points they might wish to present or if they would like we can print the circular according to their instructions and supply to them for instituting or insertion - It might however be better printed in columns of list Mr Reid will doubtless put it through all right -

SMB 1/3:78

Constantinople Dec 9th 91.

Dear Wellcome & Sudbury

Have just got back to the Steamer at 11:30 this night having had an appointment at the Pharmacy of Della Sudda (Fyak Pasha) at whose place I have been engaged since 5 o'clock. He is the big Druggist here and supplies the army & navy also. Think I shall get his hearty co-operation to introduce our goods to all the big bugs among the Turks

Mr Canzuch gave me an order this morning and will complete it tomorrow — I have been steadily on the drive after biz ever since I landed and will barely have time to get through by time the ship leaves. The doctors all treat me first rate and are delighted with our goods — I think there is a splendid field for us here in Turkey. That Canzuch is the man for English trade mostly & Della Sudda for all the rest — Canzuch does not speak English French is the language and all our bottles must be accompanied with circular explanatory & with directions for use in circular all in French. Our labels can remain English as at present. With those goods put up in Cartoons as Hazeline B & Jw & Malt the front should be English the back French description & uses & directions do one side Spanish and other side Italian. This will do for every European country and save lots of expense & trouble. The circular or pamphlet which we in-

close can be in the language appropriate to the country
to which the goods are sent — To this country they
must be in French — To Portugal French or Spanish —

We must immediately get up a small cheap
pamphlet in French Italian & Spanish say 5000
or 10,000 of each language & have say 16 pages
a pamphlet ~~love~~ that can be wrapped around each bottle
also, that can be supplied in quantities of say 100
to each of our customers —

A book size of the new Florida Water book &
in somewhat similar style will do though the type
must be smaller. Then with every package of our
goods sent out all are advertised & customers made
most likely for others than the one purchased —

In future Miss Wyeth should put on the bottom
of Splet boxes & also regular boxes chest & other tablets
name & directions & uses in French. The circulars inclosed
should be some French some Spanish some Italian —
according to the country they are wanted for, or in urgency we
can have our present tissue circular translated and put it
into each small box Tablets also fasten one to back of the
Bottles of Dial Tin by a rubber band doing this in London
whenever we have orders for these foreign countries, A still
better way to fix the Dialysed Iron up will be to have a

cartoon that shall have for its outer part a label extending all over it like the Kepler only opening in the middle, as at present. On one side should be the English part as at present on the back a copy of it in French. The same in Italian and Spanish on the two remaining & narrowest sides. On the top name and directions in German, the enclosed circular can remain English as it is & we can attach with a rubber band one of the pamphlets we are getting up to each cartoon. This style should be known as the "Export" style & is suitable for all continental countries.

I dont think we shall be able to do much in Germany with any article except Compressed Tablets Hazeline & McKesson Pills and as Germany is the deadest against our goods while these others I have visited give them a hearty welcome & encouragement I think we should leave Germany till the last.

Yours faithfully,

T. M. [illegible]

Will send you another copy of Canzucchi's order by the next post. also with [illegible] of Constantinople.

SMB 1/3:79

Receiving Form.

Clerk's Name.

Foreign No.

No. of Words 9

REMARKS.

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THE EASTERN TELEGRAPH COMPANY, LIMITED.

LONDON STATIONS:

BRANCH STATIONS:
8, LEADENHALL STREET, and
3, GREAT TOWER STREET.

CHIEF STATION:
11, OLD BROAD STREET, E.C.

No. 17 12 1 188

The following TELEGRAM Received at 11 25a

From Alexandria *viâ "Eastern."*

Dated 17 *Time* 1235p *" m.*

To Burcombe

Address London

send samples and

goods to India

Burroughs

5

☞ No inquiry respecting this Telegram can be attended to without the production of this Paper.

CONDITIONS UPON WHICH THIS MESSAGE HAS BEEN ACCEPTED.—The Telegraph Companies and Administrations through whose hands this Message has passed, will not be responsible in any case for anything done, or omitted to be done, beyond the limits of their Stations or Telegraphs; nor for any MISTAKES OR DELAYS in the transmission or delivery of, nor for the NON-TRANSMISSION, MIS-DELIVERY or NON-DELIVERY of Telegrams, from whatever cause arising. Any complaint, however, will meet with every attention on being brought to the notice of the Company.

REPLIES SHOULD BE ADDRESSED "VIA EASTERN."

Waterlow & Sons Limited, Printers, London Wall, London.

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please write in substance as below

Dear Mr McComm

Please write to Mr

C. A. Gosnell ~~tomorrow~~
~~early but A delicate~~
stating that we have thot
best that instead of sending
on samples for him to dis-
tribute in that town that we will
authorize him to agree that
we will supply a sett of sam-
ples viz Malt, Malt Cod Liver
Hazeline, Chl Pot, Peptonic
Soda Mint &c ~~for~~ each Doctor
of the customer ordering thro'
him, and asking him to get
from each customer the name
of the Doctor the samples are
to be given to that 2 setts be
not sent to same Doctor and
that we may write to the Dr
& mention the agents name
as keeping the stock of goods—

You might however send down to Messrs Gosnell & Co and Enquire if a letter will reach Mr Gosnell at Adelaide, and if it will you might if there is time send by Steamer also say ½ a dozen boxes of samples as just mentioned. after wrapping the box in paper one of the Doctor letters should be laid upon it in an unsealed Envellope ready for addressing & then another coarser paper should be wrapped around the whole

On the Blank side of letter to Doctor should be written a Statement Something like this, "To the medical profession"

In presenting the inclosed Specimens of improved pharma-ceutical preparations I have pleasure in stating that they

are now constantly employed with the greatest satisfaction by all the leading physicians and surgeons of Europe and America.

If you will kindly ~~leave~~ send a list of such as you expect to prescribe either ~~with~~ to your Druggist and Chemist or to myself I shall expect to arrange for a supply as early as possible.

Your careful attention is at once solicited as my stay ~~here~~ in your city is ~~limited~~ very brief. ~~to a day~~

~~C. F.~~ Yours very faithfully
~~C. A. Gosnell~~
(~~of Firm John Gosnell & Co~~)

representing
Burroughs Wellcome & Co
Manufacturing Chemists (& others)
London

If too late for Adelaide
as I fear they are they
can be sent to the next
town on Mr Gosnells list.
though there would be no
harm to send to Care of
some good druggist in
Adelaide say Grimwade
Agents) & they can distribute
if Mr Grosnell has gone—
The Sample Malt
& Malt & oil should be tied
or wired—
The neck of sample bottles
is not properly made and tapers
downwards so that the cork
is easily forced out. You
should write to Brooke to rem-
-edy this immediately. The
neck should be moulded like
the neck of a wine Bottle—
Yours truly, S M B

SMB 1/3 : 81