



of many years been one of my most valued friends in the trade.

### The Rudge-Whitworth Programme.

One of our most valued subscribers has sent me a copy of the latest circular issued to the trade by Rudge-Whitworth, Limited, and as, at this particular period, the intentions and policy of this concern are of exceptional interest to manufacturers and agents alike, I reproduce the material points in this interesting communication. It will be noted as somewhat significant that the Company's terms and dealers are steadily increasing in generosity, and that great efforts are foreshadowed to induce the support of the "dealer." Such agents as the subscriber who sends me the circular will not be induced to enter into the network of indiscriminate competition which open trading involves because of a slight additional percentage of possible profit and the advantage of free packing and free carriage which is also offered to the public. The following is the portion of the circular which is of primary interest to our readers:—

We are not exhibiting at any cycle show, and our 1907 prices and terms will not be issued until early in January next, when it will be seen that they offer greater attractions to dealers than ever before. It will, therefore, be prudent to refrain from placing contracts or stock orders until January next. In the meantime we give in advance the following points from our 1907 programme: An important departure will be introduced in the general design of our higher grades, which is likely to have a marked effect on the public demand for the best class of machines. The average profit during 1906 was over 35 per cent. on our list prices. This will be considerably increased in the case of dealers stocking Rudge-Whitworths in 1907. Great pressure has been applied to induce us to join other makers in compelling dealers to pay for carriage and crates. We have refused, on the ground that it is unfair to tax the dealer's profits in favour of the manufacturers. We shall continue free crates and carriage to any station in the kingdom. The principle of price maintenance is vital to the protection of dealers' profits and our scheme has been most successful. An action was brought by us in the High Court against a dealer advertising cut prices for our machines and a perpetual injunction was granted. This has had the beneficial effect of withdrawing Rudge-Whitworths from the list of machines advertised by jobbers "at pounds below makers' prices." We shall continue to allow trade terms only on condition that retail prices are maintained. The liberal and promptly paid commission on E.P.S. orders transferred to us has given the greatest satisfaction to our trade customers, and the system will be continued on the same lines in 1907. In spite of the rapid and large increases in the cost of every kind of material, our retail prices will not be raised. On the other hand, we shall offer a large margin of profit for bona fide stocking dealers.

In a note which accompanies the circular, our subscriber says:—

This does not interest me in any way. Perhaps it will you. If not, send it on to Mr. Alexander. I

ep  
I h  
of  
I g  
po  
  
ty  
lo  
La  
so  
  
ro  
sa  
th  
su  
rea  
sa  
n  
a  
n  
s,  
c  
n  
t

THE CYCLE AND MOTOR-CYCLE TRADER

November 30, 1906

gave up R.-W. in 1904. Then I sold about seventy machines a year. Last year I sold ninety-four new machines. This —1906— year, I have sold one hundred and seven, but none of them have been R.-W.'s—chiefly Enfields, Premiers, and Hudsons.

I quote the above as an example of the class of agent referred to by me some time ago—the man who has the moral courage to act in accordance with his principles, and who has had no reason to regret it. An example like this should encourage the timorous to make a similar stand in defence of their birthright.

### A Letter from Clarkson.

I have just received letters from Mr. Clarkson