

A. BOURSOT & Co.

B. BOURSOT.

SOLE AGENTS FOR
CHAMPAGNE PERRIER-JOUËT,
EPERNAY.SOLE IMPORTERS OF
BÉNÉDICTINE DOM
FÉCAMP.

26, KING STREET, ST. JAMES',

LONDON, S.W. 1.

*November 1938.**Dear Sirs,*

Feeling convinced that Wine Merchants are in favour of the maintenance of the re-selling prices of all branded wines, etc, and that it has long been the wish of the Trade that Champagnes should be protected to that end, we recently took the initiative of having Mess^{rs} Perrier-Jouët's non-vintage "Special Reserve Extra Dry" included in the activities of the Anti-Cutting Association.

In our opinion, there is a likelihood of this example being followed by other Champagne Houses after the 10th June 1939 provided that we then decide, as a result of our experience to renew our membership of the Association: but on the other hand, should we not do so, we think the opportunity which now presents itself to extend and firmly establish the regulation of re-selling prices of non-vintage Champagnes, would be definitely lost.

We shall be much encouraged to continue, in our adherence to the Anti-Cutting Association by the receipt of orders as evidence of the support and approval of our friends, and we venture to hope we may be favoured with your esteemed order.

*We remain, Dear Sirs,
Yours faithfully,*

A Boursot & Co.