

**EXPORT HOUSES. PART I: THE
EXPORT MERCHANT, PART II: THE
EXPORT COMMISSION HOUSE,
PART III: THE EXPORT
FORWARDER**

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649032440

Export Houses. Part I: The Export Merchant, Part II: The Export Commission House, Part III:
The Export Forwarder by John F. Fowler & C. A. Richards & Henry A. Talbot

Except for use in any review, the reproduction or utilisation of this work in whole or in part in any form by any electronic, mechanical or other means, now known or hereafter invented, including xerography, photocopying and recording, or in any information storage or retrieval system, is forbidden without the permission of the publisher, Trieste Publishing Pty Ltd, PO Box 1576 Collingwood, Victoria 3066 Australia.

All rights reserved.

Edited by Trieste Publishing Pty Ltd.
Cover @ 2017

This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, re-sold, hired out, or otherwise circulated without the publisher's prior consent in any form or binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser.

www.triestepublishing.com

JOHN F. FOWLER & C. A. RICHARDS & HENRY A. TALBOT

**EXPORT HOUSES. PART I: THE
EXPORT MERCHANT, PART II: THE
EXPORT COMMISSION HOUSE,
PART III: THE
EXPORT FORWARDER**

EXPORT HOUSES

PART I

THE EXPORT MERCHANT

By

JOHN F. FOWLER

Vice-President, W. R. Grace and Company

PART II

THE EXPORT COMMISSION HOUSE

By

C. A. RICHARDS

Manager, Export Department, Bowring and Company

PART III

THE EXPORT FORWARDER

By

HENRY A. TALBOT

Secretary, R. F. Downing and Company, Incorporated

Being the Fourth
Unit of a Course
in Foreign Trade

BUSINESS TRAINING CORPORATION
NEW YORK CITY

Copyrights, 1916, by
Business Training Corporation
[Printed in the United States of America]
All Rights Reserved

0141675

Course in Foreign Trade

Edward Ewing Pratt - - - *Director*
Edward Leonard Bächer - *Secretary*

The text of the course is issued in twelve units as follows:

TITLE	AUTHOR
I. Economics of World Trade	O. P. Austin
II. The World's Markets	Edward Neville Vose
III. Export Policies	{ P. B. Kennedy E. C. Porter
IV. Export Houses	{ John F. Fowler C. A. Richards Henry A. Talbot
V. Direct Exporting	Walter F. Wyman
VI. The Export Salesman	Paul R. Mahony
VII. Shipping	{ Emory R. Johnson Grover G. Huebner
VIII. Financing	{ E. A. DeLima J. Santilhano
IX. Export Technique	Edward L. Bächer
X. Foreign and Home Law	Phanor J. Eder
XI. Importing	Carl W. Stern
XII. Factors in Trade-Building	Chauncey D. Snow

Revised 7-10-30. E.L.

BUSINESS TRAINING CORPORATION
NEW YORK CITY

1

2

3

4

5

6

7

8

9

10

11

12

13

CONTENTS

PART I

THE EXPORT MERCHANT

- I. OPERATIONS OF THE EXPORT MERCHANT.... I
The Export Merchant Antedated the Export Commission Merchant—How the Merchant's Business Is Organized—The Theater of the Merchant's Operations—The Merchant's Business on C. I. F. Terms—Characteristics the Export Merchant Must Possess—The Export Merchant Needs Capital—How Export Merchants Pay Manufacturers—How Customers Pay Merchants.
- II. EXPORT MERCHANT'S RELATIONS AT HOME AND ABROAD..... 13
Branches at Home—Branches Abroad—Foreign Agencies—The Export Merchant Practises Barter—Relations with Manufacturers Not Always the Best—The Pioneers in Foreign Markets—Cooperation with Manufacturers.

PART II

THE EXPORT COMMISSION HOUSE

- I. WHAT IS AN EXPORT COMMISSION HOUSE?.. 27
The Primary Function of the Commission House—The Two Methods by Which the Importer Buys—The F. O. B. Basis—Advantages of Buying on F. O. B. Prices—The C. I. F. Basis—Relations of Commission House with Manufacturer—Comparison with Export Merchant and Manufacturer's Agent.
- II. ORGANIZATION, FIELD AND METHODS..... 38
Home Organization—Branch Offices Abroad—Specializing in Products—Specializing in Markets—Three Methods of Getting Sales—Salesmen the Best Method—How Service Is Sold—Rates of Commission—Staples Seldom Bought on Commission Basis—How the Commission House Buys

	—How the Buyer Compares Prices—How Manufacturers Sell to Commission Houses —How Sales Are Financed—Terms Usually Granted by Commission Houses.	
III.	THE ROUTINE OF THE EXPORT COMMISSION HOUSE	59
	Getting Credit Information—The Order Turned Over to Buyer—Where the Buyer Must Decide—The Work of the Shipping Clerk—The Work of the Bookkeeping Department—The Invoicing Department —When the Shipment Is on Board—The Invoice—Financing F. O. B. Business— Financing C. I. F. Business.	
IV.	MANUFACTURERS' AGENCIES.....	76
	Three Types of Manufacturer's Agents— How the Commission House Acts as Agent —Advantages of the Commission House in Agency Work—The Future of the Export Commission House—Why Commission Houses Cannot Be Eliminated.	

PART III

THE EXPORT FORWARDER

I.	THE FORWARDER'S SERVICES AT SEABOARD....	87
	The Manufacturer's Forwarding Problem— How Forwarder Assists Manufacturer— Shipping to Seaboard by Rail—From Rail- road Terminal to Steamer—Receiving at Dock—Export Declaration—Consular In- voices—Other Documents—Bills of Lading and Insurance—Cooperation between For- warder and Manufacturer—How the For- warder Combines Shipments—Forwarder's Bills of Lading.	
II.	FOREIGN AND SPECIAL SERVICES BY THE FOR- WARDER	99
	How a Foreign Agent Assists in Financing —Should a Forwarder Engage in Other Activities?—Steamship Lines as Forward- ers—Special Services by Forwarders— Assistance on Through Shipments—Mis- cellaneous Activities—Forwarder Essential to Trade Expansion.	

Pioneers of Export Trade

THE pioneers of American industry, as a rule, have not been the pioneers of export trade. Two or three corporations, it is true, have pushed into every corner of the world; but the great majority of our manufacturers have been content to cut short their selling activities at the nation's edge.

To the export house has fallen the task of exploiting the great market that lies beyond our frontiers. In doing this the export house has served the manufacturer in many capacities—as his adviser, his salesman, his shipper and his financier. The export house has been the middleman between American producer and foreign purchaser, the link between factory and consumer. In this way it has laid the foundations for many of our export businesses.

A building must conform to the strength and shape of its foundations. Many an export trade has conformed to the foundations that the export house has laid for it. That this pioneer work of the export house has been efficient is attested not only by the prosperity of the businesses it has established for others, but also by the fact that many manufacturers are content to continue the export house in control of their trade overseas.

The export house has been successful; its methods are deserving of study by all others who would also be successful in foreign fields.