

Following the debate that took place between Linssen, Blomsterveld and Lang, this may well reduce the general (Blomsterveld and Lang) to their restricted rights and the potential remedies available to them under the English Contract Law.

First of all, it is essential to define Linssen's subject correctly: whether they are offers or invitations to treat. An invitation to treat is when a party creates a possibility for others to make offers. It is not a direct offer. Advertisements are generally considered invitations to treat when there is no intention to be bound.¹ In the case *Porkaloga v. Cifralexol*² one held that the subject between two only an invitation to treat not an offer, since the words "offered for sale" were not directly used. This applies the principle by the general understanding that this posted in the (bookstore literally the advertisement) to be quite similar to the case in *Porkaloga v. Cifralexol* but it is not. This used the words "We sell" which clearly shows a much more definite willingness to make an offer and not an invitation to treat. An offer is "an expression of willingness to conclude a contract based, with the intention that it shall become binding as soon as it is accepted by the person to whom it is addressed".³ Offers can be made to individuals or to groups of people. As shown in the case *Chester Booksellers Ltd v. Subscriptions* one subscription was an offer to "the whole world". Similarly, Blomsterveld referred to such offers as "generalized bid to everyone".

Moreover, two further requirements must need to be recognized - the intention of the parties to create legal rights and responsibilities. In *Lord Denning's* in *Porkaloga v. Cifralexol*⁴ "The question is whether or not there is a binding contractual intent, of course, depend upon the intention of the parties, as to implement their language, the meaning and the consequences he intended by it". When an agreement is made via telephone or postcard the courts will presume that the parties did intend its create legal relations. The case of *Kemper Petroleum*⁵ can be applied here showing that the advertisement that gas was designed to sell the gas under the legal relations. Similarly, as held in the *Chester Booksellers Ltd v. Subscriptions* that "the offer had deposited £1000 in the bank to just people" by which he manifested his intention of the intention to be bound, therefore by giving an offer price of the good she is selling, this does mean indicated her intention to enter into legal relations and hence her potential acceptance of the offer.

The other key undiscussed element is consideration. In the bilateral contract between Linssen and Blomsterveld consideration is present for both parties. The defendant promises not the gather to the first person to whom he, and the plaintiff promised to pay him 2000.

The agreement between the parties needs to be sufficiently certain to amount to a contract. An

¹ *Porkaloga v. Cifralexol* [1995] 144 L.J.R. 100

² [1995] 1 M.L.R. 100, *Reforma Contract*, 147 "vol. 2"

³ *Section 2(2)(a)* of the *Contract (Rights of Third Parties) Act 1999*

⁴ *Porkaloga v. Cifralexol* [1995] 144 L.J.R. 100

⁵ *New Standard Oil v. International Petroleum Management Inc.* 1995