

COMMUNICATIONS SECTION

(CHECK)
BUREAU FOREIGN AND DOMESTIC COMMERCE
ATLANTA, GEORGIA

INDEXED 353

FILE No. Coca Cola

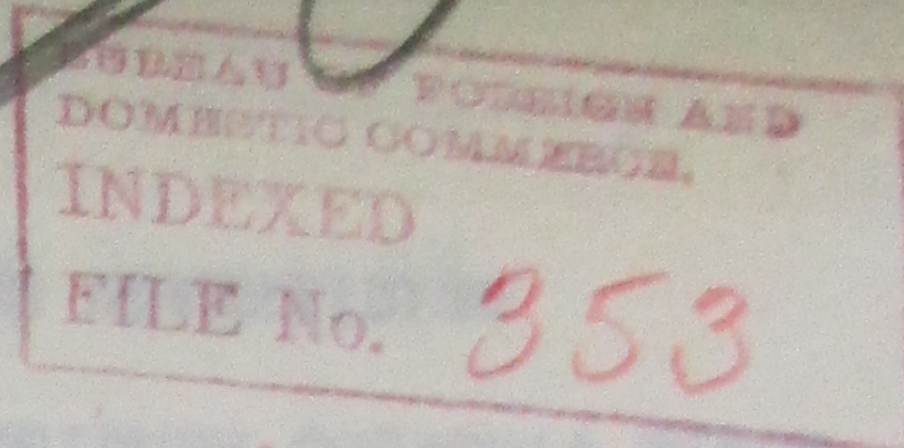
THIRTY TWO LOCAL INDIVIDUALS MELBOURNE AUSTRALIA EXPERIENCED ADVERTISING
SOFT DRINKS INTERESTED FORMATION COMPANY TO BOTTLE AND DISTRIBUTE COCACOLA FIRST
VICTORIA SUBSEQUENTLY ALL AUSTRALIA UNDER EXCLUSIVE ARRANGEMENT STOP PARTIES HAVE
SECURED ASSURANCE SUFFICIENT FINANCIAL BACKING FROM CAPITALIST ENDORSED BY BANK
AUSTRALASIA STOP ASCERTAIN IF COCACOLA COMPANY INTERESTED AND WILLING SEND
REPRESENTATIVE AUSTRALIA ARRANGE DETAILS IF INITIAL NEGOTIATIONS SATISFACTORY
STOP WIRE US IMMEDIATELY

"KLEIN" DIRECTOR

MW CL

Baldwin

FROM Baldwin. Melbourne
TO uforcom WashnD. C.
DATE OF CABLE Oct, 8, 1928
DATE REDIVED Oct, 8, 1928
VIA rca-plain- dlt- 65



Cola-Cola

ROUTED

30

22

23

6

"12"

Two local individuals experience dⁱⁿ advertising softdrinks interested ~~for~~ ^{are}
formation of a company to bottle and distribute cocacola, first victoria, subsequently ^{and}
in all australia under exclusive arrangement, ⁱⁿ parties have secured assurance
of sufficient financial backing from a local capitalist endorsed by bank ^{the} australasia.
ascertain if ^{this} cocacola company ^{is} interested and willing ^{to} send a representative
to australia, ^{to} arrange details, if initial negotiations ^{are} satisfactory, ~~stop~~ cable
reply. urgent."

Baldwin

It would be appreciated if the Bureau would
instruct its New York District office to investigate the
status of this firm and its actual relationship, if any,
with the Coca Cola Company.

October 18, 1928.

303

To: New York District Office.
From: Foodstuffs Division.
Subject: Company to Distribute Coca Cola in Australia.

Under date of October 8 a cablegram was received from Trade Commissioner Baldwin, Melbourne, Australia, which reads as follows:

"TWO LOCAL INDIVIDUALS EXPERIENCED IN ADVERTISING SOFT DRINKS INTERESTED IN THE FORMATION OF A COMPANY TO BOTTLE AND DISTRIBUTE COCA COLA FIRST IN VICTORIA AND SUBSEQUENTLY IN ALL AUSTRALIA UNDER EXCLUSIVE ARRANGEMENT STOP PARTIES HAVE SECURED ASSURANCE OF SUFFICIENT FINANCIAL BACKING FROM LOCAL CAPITALIST ENDORSED BY THE BANK OF AUSTRALASIA STOP ASCERTAIN IF COCA COLA COMPANY IS INTERESTED AND WILLING TO SEND A REPRESENTATIVE TO AUSTRALIA TO ARRANGE DETAILS IF INITIAL NEGOTIATIONS ARE SATISFACTORY STOP CABLE REPLY STOP URGENT"

The content of this cablegram was sent to the Atlanta Office for transmittal to the Coca Cola Company at Atlanta, but it occurred to me that the New York branch of the Coca Cola Company would be more interested inasmuch as their Export Department is located in New York City. Will you please take the matter up with the Coca Cola Company and let us know what action they will take.

Forwarded:

M. A. Wulfert,
Specialist, Foodstuffs Division.

Harold Dotterer,
Chief, Division of District Offices.
HAW/vd

October 24th, 1928.

301 - 242 - 1

Mr. M.A. Wulfert, Specialist,
Foodstuffs Division,
Bureau of Foreign & Domestic Commerce,
U.S. Department of Commerce,
Washington, D. C.

Dear Mr. Wulfert:

Your New York and Atlanta district offices have been kind enough to bring to our attention the cablegram which your Department received on October 8th, from Trade Commissioner Baldwin, Melbourne, Australia, reading as follows:

"TWO LOCAL INDIVIDUALS EXPERIENCED IN ADVERTISING SOFT DRINKS INTERESTED IN THE FORMATION OF A COMPANY TO BOTTLE AND DISTRIBUTE COCA COLA FIRST IN VICTORIA AND SUBSEQUENTLY IN ALL AUSTRALIA UNDER EXCLUSIVE ARRANGEMENT STOP PARTIES HAVE SECURED ASSURANCE OF SUFFICIENT FINANCIAL BACKING FROM LOCAL CAPITALIST ENDORSED BY THE BANK OF AUSTRALASIA STOP ASCERTAIN IF COCA COLA COMPANY IS INTERESTED AND WILLING TO SEND A REPRESENTATIVE TO AUSTRALIA TO ARRANGE DETAILS IF INITIAL NEGOTIATIONS ARE SATISFACTORY STOP CABLE REPLY STOP URGENT".

We would very much appreciate your requesting Trade Commissioner Baldwin to inform the interested parties that we would be quite pleased to enter into a discussion with them in regard to marketing our product in Australia and we would be willing to send a representative there if our initial negotiations were satisfactory.

With best wishes, we are,

Very truly yours,

FOREIGN DEPARTMENT.

James T. Burt *mu*

JFC:N

October 30, 1928

To: Melbourne Office.
Attention: Trade Commissioner Baldwin.
From: Foodstuffs Division.
Subject: Sale of Coca Cola in Australia.

30j

Reference is made to your cablegram stating that two individuals in Victoria are interested in the formation of a company to bottle and distribute coca cola first in Victoria and subsequently in all Australia, under exclusive management. In your cablegram you asked that we find out if the Coca Cola Company is interested and willing to send a representative to Australia to arrange details, if the initial negotiations are satisfactory. We took the matter up with the Foreign Department of the Coca Cola Company in New York City and we are today in receipt of a letter from them stating: "We would very much appreciate your requesting Trade Commissioner Baldwin to inform the interested parties that we would be quite pleased to enter into a discussion with them in regard to marketing our product in Australia and we would be willing to send a representative there if our initial negotiations were satisfactory".

M. A. Wulfert,
Specialist, Foodstuffs Division.

Forwarded:

Louis Domeratzky,
Questionnaire Committee.

MAF-12

Subject: re twelve from melbourne

Date: oct 30 1928

Via: rca plain dlt 26

Routing:

Date Received:

oct 30 1928

Original or action copy:

30

Informational copies:

23

No. 14.

Please send the following cablegram to our Melbourne Office:
refer our twelve contacts desire immediate notification cocacola companys
intentions because season here well advanced stop cable reply soon as possible
peabody

W. A. Peabody,
Specialist, Peabody Division.

October 30, 1928.

To: Communications Section.

From: Foodstuffs Division.

IN REPLY REFER TO 305

Please send the following cablegram to our Melbourne Office:

2 "Your radiogram October thirty Coca Cola Company states
inform interested parties they will be pleased enter
discussion regarding marketing coca cola and will send
representative if negotiations satisfactory"

M. A. Wulfert

M. A. Wulfert,
Specialist, Foodstuffs Division.

sent Oct 31/28

Key

OFFICE OF TRADE COMMISSIONER
MELBOURNE

BUREAU OF FOREIGN AND DOMESTIC COMMERCE

Chancery House,
Melbourne,
Australia.
November 8, 1928.

DEC 12 1928

Director, Bureau of Foreign and Domestic Commerce,
Department of Commerce,
WASHINGTON, D.C. U.S.A.

Attention-Foodstuffs Division.

Representation of Coca-Cola Company.

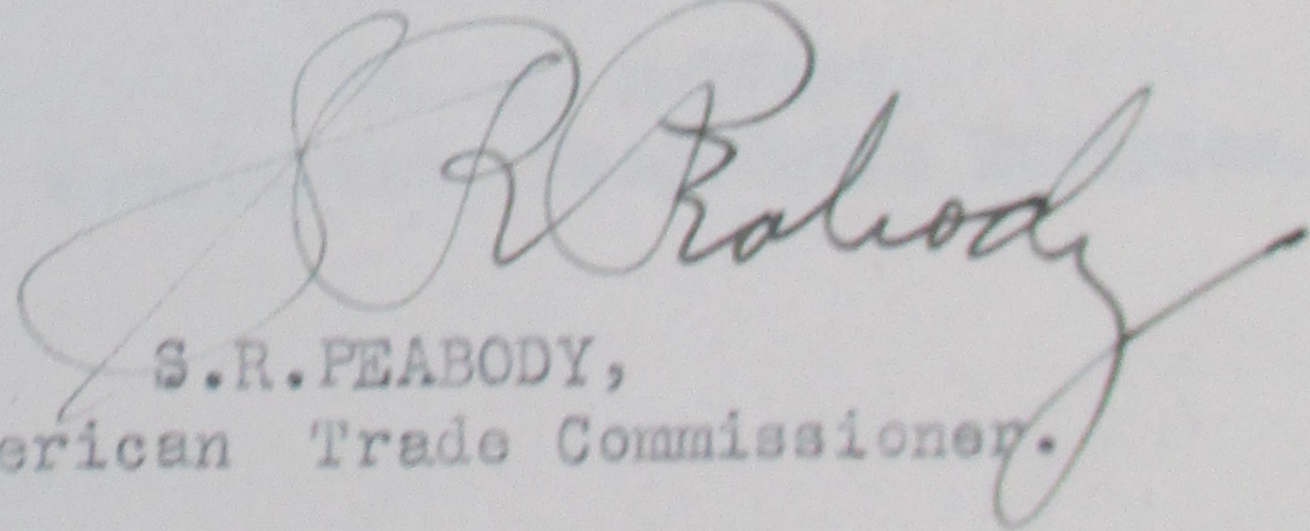
Dear Sir:

With further reference to our cables of October 8th and 30th and our letter of October 11th and your cable of November 1st regarding negotiations for marketing Coca-Cola in Australia, I am now pleased to state that Messrs. J.S. Larkin and J.B. Faulkner will correspond direct with the Coca-Cola Company in making further negotiations.

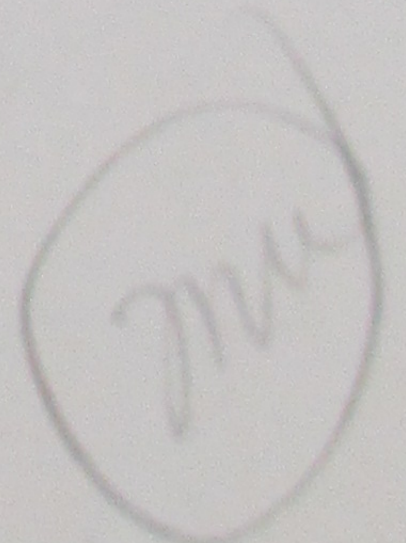
I believe that all the necessary information for the Coca-Cola Company was contained in our letter of October 11th.

I shall be pleased to keep you informed of the progress made here in regard to these negotiations as they develop.

Very truly yours,


S.R. PEABODY,
American Trade Commissioner.

SRP/LP.



COPY FOR
FILES SECTION
COMMUNICATIONS SECTION
CHUCK

RADIOGRAM

From: Peabody, Melbourne.

Subject: Re Foodstuffs Letter Oct. 30th. re CocaCola.

Date: March 16, 1929.

Date Received:

March 18, 1929.

Via: RCA - DLT - 64.

Routing:

Original or action copy:

30

Informational copies:

23
6

No. 31.

Regarding foodstuffs letter October thirtieth coca cola stop
Hoesey coca cola Newyork reply February second suggest eighteen
months delay most unsatisfactory principals here stop Strongly
urge coca cola reconsider stop Principals here offer exceptional
opportunity not likely reoccurence have proposed plans well in #
hand no capital expenditure necessary principals have hundred
thousand pounds available would coca cola consider changing
attitude if principals visit America. //

Peabody."

30
353
Coca
Coln
dl