

BEVERAGES - SOFT DRINKS - COCA COLA  
1929 - 1942

BUREAU OF FOREIGN AND  
DOMESTIC COMMERCE  
INDEXED 353  
FILE NO. Coca Cola

11-30-42

FOREIGN DEPARTMENT  
U. S. DEPARTMENT OF COMMERCE  
NEW YORK, N. Y.

RECORDED  
FILE NO. 39

January 16, 1928

Mr. Harry G. Mitchell, District Manager,  
United States Department of Commerce,  
Bureau of Foreign & Domestic Commerce,  
838 Post Office Building,  
Atlanta, Georgia.

Dear Mr. Mitchell:

In reply to your letter of December 22nd, 1928, addressed  
to Mr. Harrison Jones, our Executive Vice-President, Atlanta, Georgia.

This Company prepares its products for distribution in  
foreign markets in the form of a soda-fountain syrup, a bottled beverage  
ready for consumption, and in concentrated essence form.

Soda-fountain syrup and the bottled beverages are sold through  
exporting firms located in the United States, with whom we have estab-  
lished formal relations and to whom we award substantial trade discounts.  
The concentrated essence is sold only to mineral water manufacturers  
with whom we have entered into contracts.

Specific foreign territories are assigned to each exporter  
and while it is contrary to our general policy to award them exclusive  
sales rights, we do limit the number of distributors appointed for a  
particular territory, making it possible, in the majority of cases,  
for a distributor to work alone.

Our contracts with mineral water manufacturers do convey  
an exclusive right to bottle, sell and distribute our goods in our  
particular assigned territory in and throughout a definite territory. How-  
ever, in these contracts we reserve to ourselves the right to export  
soda-fountain syrup and the beverages prepared by us in bottles spe-  
cially for export into this territory.

Our greatest effort in the development of foreign markets  
is, of course, through mineral water manufacturers. When such a com-  
pany is entered into, we assign trained personnel to the plant in  
question and contribute such advertising assistance which we, as a  
result of a study of the market, believe necessary to firmly establish  
ourselves.

Mr. Harry O. Mitchell

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1/10/29.

If this outline is not clear, we will be more than glad to supply you with additional information.

Yours very truly,

COCA-COLA COMPANY

*James F. Burts*  
Foreign Department.

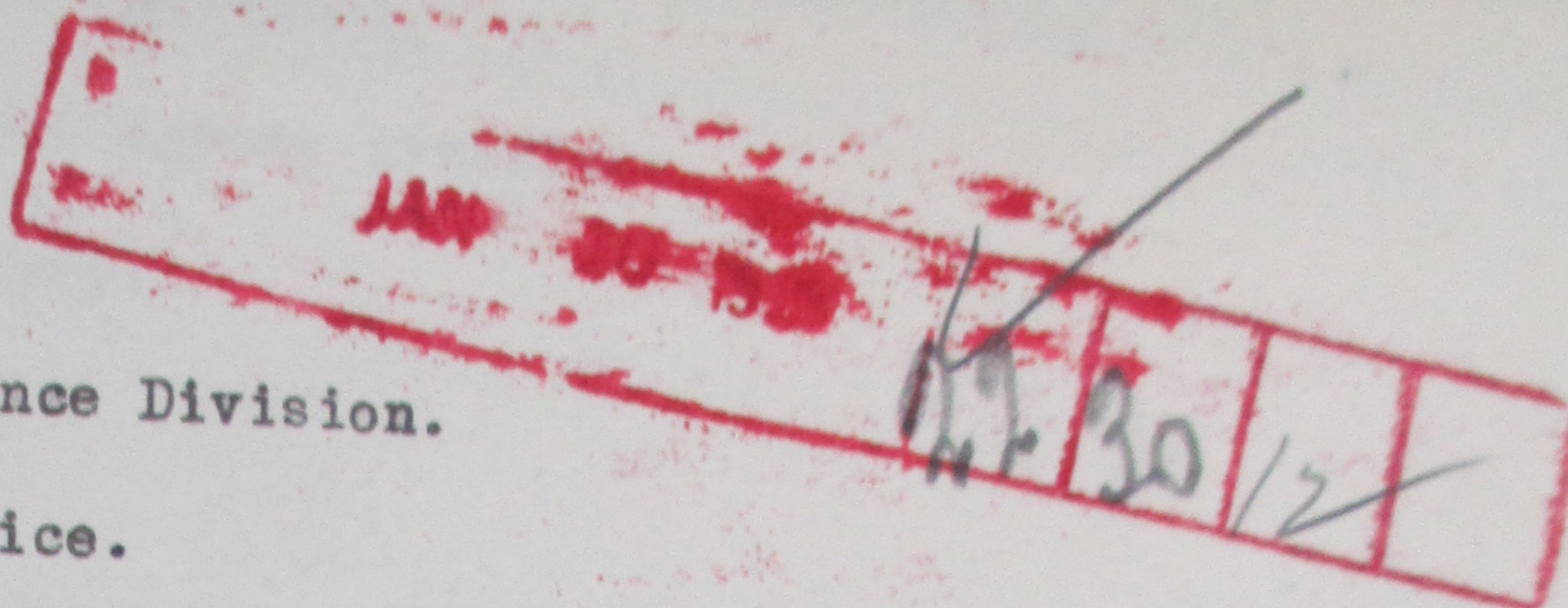
JFC:H

DEPARTMENT OF COMMERCE  
BUREAU OF FOREIGN AND DOMESTIC COMMERCE

ATLANTA OFFICE  
538 POST OFFICE BUILDING

ATLANTA

January 14, 1929.



To: Commercial Intelligence Division.

From: Atlanta District Office.

Subject: Coca-Cola Company.

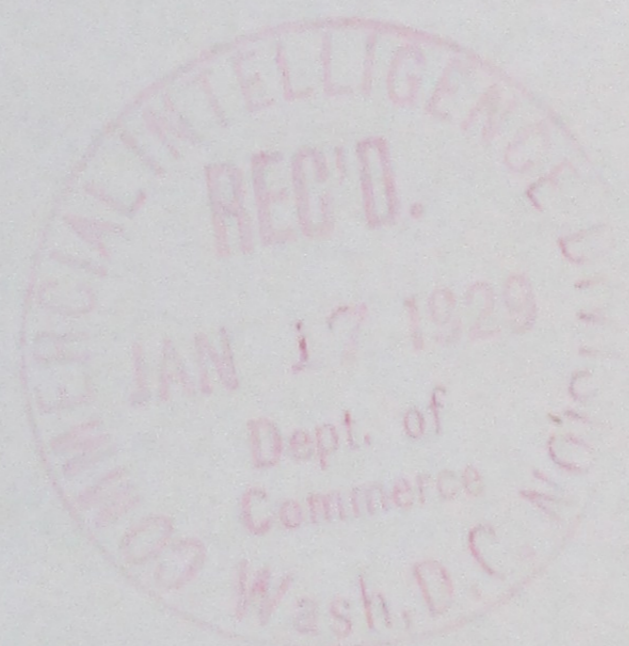
Referring to your letter of December 18, on the above subject, I am enclosing a letter from the Coca-Cola Company, dated January 10, regarding their method of handling foreign business.

If this does not cover your inquiry, we shall be glad to take the matter up with them further.

encl. 48465

Harry O. Mitchell,  
District Manager.  
By: M. S. Merrill.

*M. S. Merrill*



*Handwritten initials*

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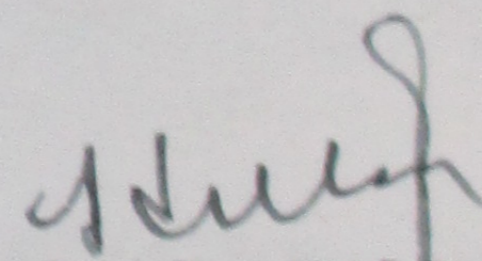
January 23, 1929.

22a

To: Commercial Laws Division.  
 From: Commercial Intelligence Division.  
 Subject: Coca Cola Company.

I believe that I am correct in assuming that you asked us to determine, if possible, how the Coca Cola Company sold their products abroad.

That question seems to be answered by the Coca Cola Company in a letter, dated January 10, to Mr. Mitchell of our Atlanta District Office. I presume that you were inquiring in the interest of the State Department, which raised that question some time ago, so I am enclosing the letter to which reference is made.



A. S. Hillyer,  
 Chief, Commercial Intelligence Division.

*Information required for [unclear]*

