

OFFICE OF COMMERCIAL ATTACHE
BUSH HOUSE
LONDON, ENGLAND

UNITED STATES
DEPARTMENT OF COMMERCE
BUREAU OF FOREIGN AND DOMESTIC COMMERCE

FILE No. 353

In reply refer to #583.

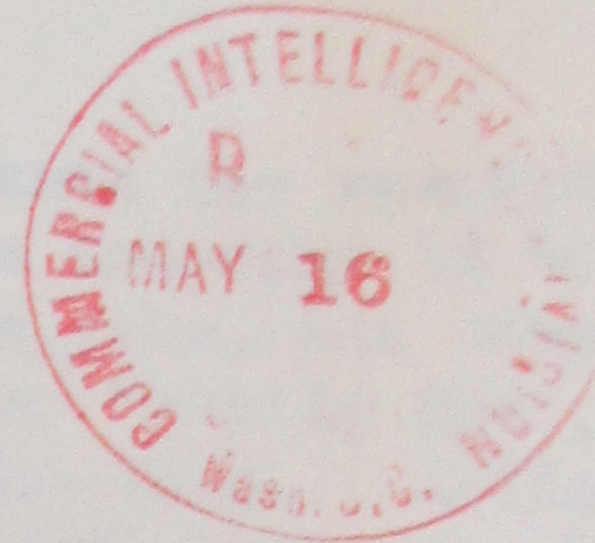
May 4, 1928.

Coco Cola

The Director,
Bureau of Foreign and Domestic Commerce,
WASHINGTON. D.C.

Attention: Commercial Intelligence Division.

Subject: Request from Coca-Cola Co. of New York for Trade Lists.



Dear Sir,

Under date of April 19 we have received a letter from the Coca-Cola Co., 111, Broadway, New York, requesting us to give them the names of distributors of soda fountain supplies and soda fountain syrups who might be interested in distributing Coca-Cola in Great Britain. They also asked if we could suggest to them a means of securing a list of soda fountain owners. We are transferring this latter request to you for action, with the suggestion that you forward them your Trade List - File: BE-2,366 - "Soda Fountains and Equipment - Owners and Importers - England", compiled December, 1926.

In addition, the following are names of distributors of soda fountain supplies and syrups which we have on record at this office:

Consol Products, Ltd.	Consol Works, Sunbury Common, Middlesex.
Goodwin, Tidswell, Ltd.	Atlas Works, Carnarvon Street, Cheetham, Manchester.
Hirst Bros.	81a, Somers Road, Southsea.
A. Boake Roberts & Co.	Carpenter's Road, Stratford, London, E.15.
A. Barnard.	9, St. Mary Axe, London, E.C.3.
W. J. Bush & Co. Ltd.	Ash Grove, Hackney, London, E.8.
Alfred Lepetit,	35, Rupert Street, London, W.1.
Surrey Syrup Co.	17b, Clifford Road, South Norwood, London, S.E.25.
Fontagene Soda Fountains, Ltd.	Sharsted Wks., De Laune Street, Kennington, London, S.E.17.
Anglo-American Soda Fountain Co.	36, St. Martin's Court, London, W.C.2.

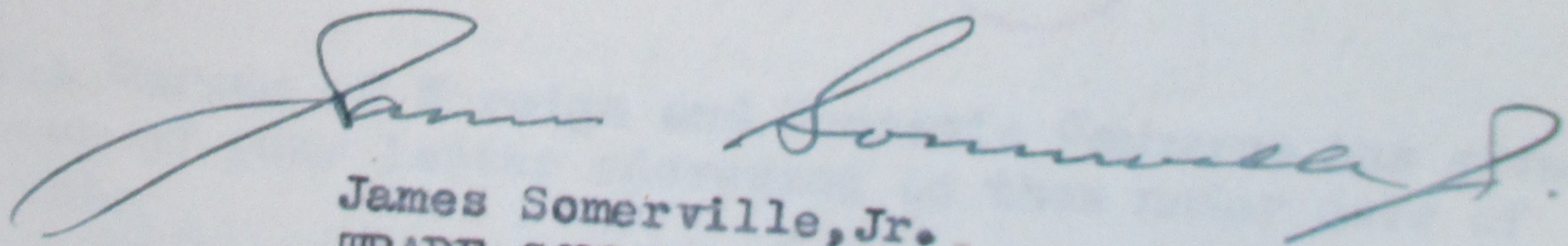
As regards the possibility of Coca-Cola obtaining a market here, we would say - although the Coca-Cola Co. have not asked our opinion - that the prospects are very doubtful. In our experience

Letter #585, May 4, 1928, to Commercial Int. Div. from James Somerville,
London. - "Request from Coca-Cola Co. of New York".

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it takes hot weather to give Coca-Cola the best chance for securing a foothold, and in any event the drink requires to be ice-cold to be properly appreciated. Only very rarely during the year, and then only for two or three days at a time, is the weather "really hot", as Washington and other parts of the U.S.A. know the term. Aside from this, the English do not like drinks with crushed ice - another requisite for appreciation of Coca-Cola.

Faithfully yours,
For William L. Cooper.
Commercial Attache.



James Somerville, Jr.
TRADE COMMISSIONER.

JS:OCC

FILE NO. 555
Coca Cola 12
May 23, 1928.

To: New York District Office.
From: Commercial Intelligence.
Subject: Coca-Cola Company.
111 Broadway, New York.

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The Coca-Cola Company, 111 Broadway, New York, has called upon the Bureau's Office in London for the names of distributors of soda fountain supplies and soda fountain syrups who might be interested in distributing Coca-Cola in Great Britain.

The Bureau's representative has furnished a list of distributors of soda fountain supplies and syrups in London, a copy of which is inclosed for transmittal to the inquirer. A copy of the mimeographed list of importers and owners of soda fountains and equipment in England is also inclosed, at the suggestion of the Bureau's London representative.

A. S. Hillyer,
Chief, Commercial Intelligence.

Although the Coca-Cola Company is registered on the Exporters' Index, we are sending the material through you, owing to the fact that the company is apparently not thoroughly familiar with the services which may be rendered by the District Offices.

In submitting the inclosed list, the Bureau's London Representative states that, as regards the possibility of the Coca-Cola Company obtaining a market in England, the prospects are very doubtful, as he believes the climate of England is not sufficiently warm to best encourage the sale of the drink, which should be ice cold to be properly appreciated. Only very rarely during the year, and then only for two or three days at a time, is the weather "really hot", as Washington and other parts of the United States know the term. Another requisite for appreciation of Coca-Cola is that it must contain crushed ice and the English do not like such drinks.

Forwarded:

A. S. Hillyer,
Chief, Commercial Intelligence.

Harold Dotterer,
Chief, Division of District Offices.

Inclosure 41938.
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May 23, 1928.

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To: London Office.

From: Commercial Intelligence.

Subject: Coca-Cola Company,
111 Broadway, New York.

ROUTED: ORIGINAL OR ACTION COPY: 26

INFORMATIONAL COPIES 23

Complying with the request contained in your letter of May 4, we are today furnishing the Coca-Cola Company, through the Bureau's District Office in New York, a list of owners and importers of soda fountains and equipment in England, as well as a copy of the list contained in the body of your letter.

A. S. Hillyer,
Chief, Commercial Intelligence.

Forwarded:

Louis Domeratzky,
Questionnaire Committee.

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