

July 7, 1920.

INDEXED  
FILE No. 553

503

Coca-Cola

To: New York District Office.  
From: Foodstuffs Division.  
Subject: Trade Opportunity for Coca Cola.

We have just received a Trade Opportunity for the sale of coca cola in Baghdad, Iraq. As this product is manufactured and handled only by the Coca Cola Company, I am inclosing the Trade Opportunity so that you may place it in the hands of the Export Manager of the Company in their Foreign Department at 111 Broadway. It will be of great interest to us to know whether or not any business results from this Trade Opportunity.

M. A. Wulfert,  
Specialist, Foodstuffs Division,  
Foodstuffs Division.

Forwarded:

Harold Dotterer,  
Chief, Division of District Offices.

Inclosure 80638.

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30  
(Originating Division)      8 - 14 - 10 - 20  
(Cross out numbers not pertinent)

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APPLICATION FOR AUTHORITY TO MAKE SPECIAL DISTRIBUTION OF A TRADE OPPORTUNITY, TRADE LEAD, REQUEST FOR CATALOGUES, ETC.

(See Bureau Circular No. 108)

I Subject of Opportunity:

*Coca Cola*

II Reasons for special distribution (check)

- (a) Limited time
- (b) " number of firms interested. *←*
- (c) Uncertainty as to appropriate firms
- (d)
- (e)

III Method proposed (check)

- (a) Typewritten letter to all appropriate firms on Exporters Index.
- (b) Letters or circulars to all district and old-plan offices, covering territory in which appropriate firms may be located. *←*
- (c) Mimeographed circular to all firms on index.
- (f) Announcement in a periodical bulletin.

IV Has Commercial Intelligence been consulted      Yes *✓*      No

V If Commercial Intelligence has information, has this fact been appropriately referred to in your letter or circular? *Yes*

VI Have you included the usual waiver of responsibility? *Yes*

If the trade opportunity is to be published in "Commerce Reports" and the letters or circulars to district offices or to firms, give the date and number of the opportunity, this application is not necessary. This application is not required either if the foreign importer specifies a particular American product or firm.

*[Signature]*  
Signature.