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I AM ENCLOSING FOR YOU A COPY OF THE REPORT

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April 15, 1932 *China*

207-12

IN REPLY REFER TO 7

To: Automotive Division
From: Foreign Service Division
Subject: Periodic Required Reports from China Organization

Mr. Calder has given us the following information in a memorandum proposing that the number of periodic required reports be reduced.

"It seems that the requirements of the automotive division are such that we are obliged to give as much attention to reporting on this subject from China as if it were of great importance. In all of China there are probably less than 50,000 motor cars. This makes individual markets like Hong Kong, Mukden, Tientsin, etc., insignificant. Any one of them are of about the importance of Harper's Ferry, Va. Until China begins to absorb automobiles to a greater degree I believe the automotive division should be content with the following:

If no change - cable to that effect - will me previous month's report

Stocks of automobiles on hand - A cable once every six months from Shanghai, to include pertinent data from the other ports.

A quarterly cable on general automotive sales trend should be sufficient.

OK

The Quarterly Report on Registration of Vehicles should be confined to an annual report for all China by principal ports and regions.

No

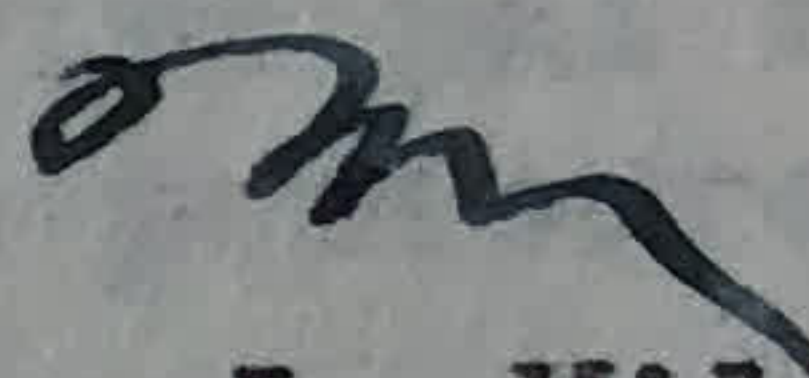
The monthly report on General Conditions in the Automotive Market could just as well be made a quarterly report, or rather eliminated since the Quarterly Automotive Market Survey would cover the subject sufficiently frequently.

The person handling the commodity subject could be depended upon to send trade notes or special radios to cover any important developments in the in-between periods. Such developments

would in the natural course of events receive mention in either our China Monthly Cable or the China Monthly Trade Report, or both.

"This would leave the person handling automotives more time to devote to specific aid to manufacturers in trade connection matters or otherwise, and to do more in the way of trade stimulation work such as organizing and assisting conferences, arranging motion picture or other exhibits, putting important visitors to China in touch with the strategic Chinese in automotive transportation development, etc., etc."

I shall be glad to have your reaction to this suggestion.


Walter L. Miller
Chief, Foreign Service Division

Inclosure 91508

Monthly To be sent not later than end of first week in each month.

Stocks of Automobiles on Hand (Free Cable Service)

A brief cable giving estimates of automobile stocks on hand at the end of the preceding month.) (Letter dated December 10, 1930).

Monthly

Approximately 100 words.

Statement as to the general automotive sales trend; give imports divided into two classes, that is, American and European. The data submitted should cover passenger cars, trucks, motorcycles, parts and accessories. (Letter dated February 7, 1929.)

Reports

Quarterly Due in Washington: May 5, Aug. 5, Nov. 5, Feb. 5.

Registration of Motor Vehicles by Makes

Reports on motor vehicle registration by makes, quarterly, semi-annually or annually in the country or principal cities as available. Quarterly registration figures are preferred. (Letter dated February 7, 1929.)

Quarterly Due in Washington: May 5, Aug. 5, Nov. 5, Feb. 5.

Periodic Automotive Market Survey

Replies to Periodic Questionnaire No. 321 (242 Revised) giving information concerning the automotive markets. These reports should be completed and mailed not later than March 31, June 30, September 30, and December 31. The period covered to be that of the quarter ending as of the close of the month in which the report is prepared. (Instructions dated March 13, 1931.)

Monthly

General Conditions in the Automotive Market

A general picture of the automotive market outlining competition, sales trends and other pertinent information, as well as describing any important developments in the trade which occurred during the month. (Letter to Shanghai, dated November 17, 1931.)