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TRADE COMMISSIONER
3 CANTON ROAD
SHANGHAI, CHINA

COMMERCIAL ATTACHÉ SERVICE

SHANGHAI

China

B.F.D.C.
REC'D
AUG 28 1930

July 31, 1930.

Received by
AUTOMOTIVE DIVISION

To: Automotive Division.

From: Shanghai Office.

Subject: Monthly Wholesale Sales of Motor Vehicles.

AUG 29 1930

During March, Mr. R. A. May, Managing Director of General Motors Japan, Ltd., brought to the attention of this office the service being rendered in Europe to automotive interests through the monthly compilation of Wholesale Sales of American Passenger Cars, as inaugurated by former Automotive Trade Commissioner Kelly in 1928. Mr. May expressed the hope that a similar service might be instituted by the writer at Shanghai for China and the Far East, adding that in view of the tremendous importance of commercial cars in this market the system be extended to include commercial cars.

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We have recently received in response to our cabled request, details from Mr. Finger at Paris as to the operation of this system in Europe, which data places us in a better position to approach the subject of developing a similar service for China.

I have tentatively discussed this matter with local automotive dealers but find little or no interest except in the case of General Motors China, Inc. This is primarily due to the fact that only two real wholesale organizations exist, i.e. the Ford Motor Company Exports, Inc. and the General Motors China, Inc. All other makes are handled through automotive concerns importing direct for their own account and in turn conducting a retail business. Large sales are regarded by them in the nature of "quantity or volume business" rather than wholesale sales. General Motors China, Inc. are willing to cooperate in such a scheme 100%, and to make such data available to this office about the 5th of each month. Ford Motor Company Exports, Inc. state that it is not the policy of their company to furnish information concerning sales of their products. Their attitude, however, does not affect the soundness of the scheme as it is

understood that Ford does not cooperate in the European plan which has fully demonstrated its usefulness to American automotive interests.

I believe that a plan covering retail and quantity sales could be developed at Shanghai to cover the China territory if each American automobile manufacturer would indicate to his China agents that the home office desired them to cooperate in such a scheme and regularly furnish this data in confidence to our Shanghai office. Eventually we should be able to secure the cooperation of the numerous traveling Far Eastern Factory Representatives to furnish us details for other sections of the Far East and thus build up as effective a system as is now operating in Europe. The following list indicates the manufacturers of American motor cars that are represented in the China field, who might be approached regarding this matter:

<u>Name of Firm or manufacturer</u>	<u>Make of Car</u>
Auburn Automobile Company	Auburn
Brockway Trucks	Brockway truck
Chrysler Sales Corporation	Chrysler De Soto Plymouth
Diamond T Motor Car Company	Diamond T trucks
Dodge Brothers Corporation	Dodge & Graham Bros. trucks
Durant Motors, Inc.	Durant
Fageol Motors Co.	Fageol trucks & buses
Federal Motor Truck Co.	Federal trucks
Graham-Paige Motors Corporation	Graham-Paige
Hudson Motor Car Company	Hudson & Essex
Hupp Motor Car Corporation	Hupmobile
International Harvester Co.	International trucks

Name of firm or manufacturer

Make of Car

Marmon Motor Car Company

Marmon

Nash Motors Company

Nash

Packard Motor Car Company

Packard

Reo Motor Car Company

Reo Speed Wagons

Stewart Motor Corporation

Stewart trucks

Studebaker Corporation of America

Erskine and Studebaker

Willys-Overland Company

Whippet and Willys-Knight

Several manufacturers are already maintaining in the Far East, traveling factory representatives who have their headquarters at various places. Others simply cover the territory periodically from the home office. The following makes have such representatives located at the places indicated below:

Factory Representative

Auburn & Brockway Truck

Jay W. Myers, Far Eastern Factory Representative,
Osaka Bldg. 510, Uchisaiwai-cho,
Tokyo, Japan.

Graham-Paige

E. P. Curtiss, Regional Director
Far East,
32 Chartered Bank Chambers,
Singapore.

Hudson-Essex

H. V. Whelan, Hudson Motor Car Co.,
7-A Ocean Bldg., Singapore.

Reo

L. T. Lewin,
G.P.O. Box 623, Bombay, India.

(Has recently covered the China territory from India)

Studebaker

Dewey W. Smith,
170 Dharamtala St., Piroi Bldg.,
Calcutta, India.

(Covers China territory also.)

Factory Representative

Willys Overland

E.E. Nordgren,
Cathay Mansions, Shanghai.

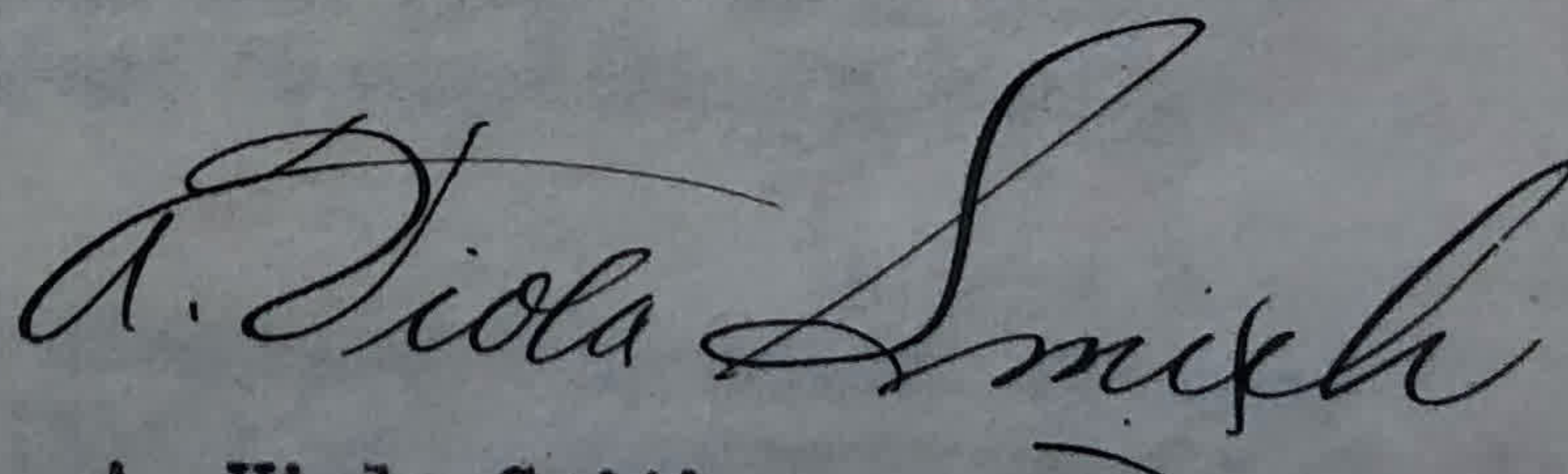
White Truck

Theo. G. Davis, Asiatic Manager,
P.O. Box 1464, Manila, P.I.

Dodge and Hupp have traveling representatives constantly covering this territory. Periodic visits have been made by representatives from Durant, Fageol and Nash.

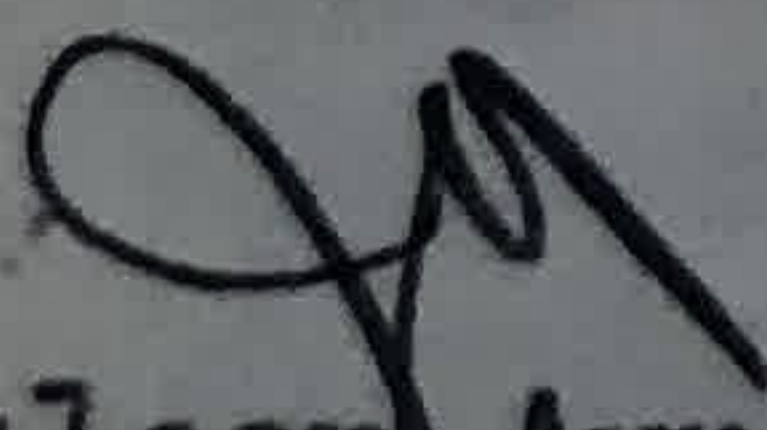
I should be glad to have your comments upon the value of such a service in this area. If you deem it of importance to the automotive trade, may I suggest that you communicate with the American manufacturers outside the General Motors and Ford range and endeavor to have them request their China representatives to cooperate in such a scheme and furnish monthly sales information to this office.

Mr. Finger indicates that following the success of the European plan, the National Automobile Chamber of Commerce has been attempting to get the various export departments of American automobile companies in the United States to report on their shipments to countries all over the world. I should be glad to be informed as to what headway the N.A.C.C. has made along this line.



A. Viola Smith
Trade Commissioner

Approved for Transmission



Julean Arnold
Commercial Attache