

UNITED STATES
DEPARTMENT OF COMMERCE
BUREAU OF FOREIGN AND DOMESTIC COMMERCE

INDEXED
FILE NO. 331
China

TRADE COMMISSIONER
3 CANTON ROAD
SHANGHAI, CHINA

B.F.D.C.	25 OCT 1923	7 27	12
REC'D.			

SHANGHAI October 1, 1923.

Subject: New Far Eastern Automotive
Publication.

Director,
Bureau of Foreign & Domestic Commerce,
Washington.

Retd.

Sir:

Attention Automotive Division

Enclosed is the October issue of "Asiatic Motor" the new automotive publication mentioned in our monthly economic report for August.

This was formerly the automotive supplement of the Far Eastern Review, the Far Eastern Motors, and has now made its appearance as a separate monthly publication under the name of the "Asiatic Motor." The new publication is devoted to the dissemination of automotive news and the advancement of the interests of the industry in the Far East, advocating the promotion of new roads and better highways. Proportionate space in the paper will be devoted to illustrations of current automotive interest such as new models, tests, races and current events in motoring everywhere.

With the experience of the Far Eastern Review behind it, this organ is in position to disseminate valuable data on the important matter of motor vehicles in this part of the world.

Mr. Rea, the publisher, is an energetic, widely acquainted young man who can secure good automotive information in this area and from this standpoint we believe the new paper is valuable.

Yours very truly,

Osborn S. Watson
Osborn S. Watson
Assistant Trade Commissioner

W/Y
Enc: 1 copy Asiatic Motor

Approved:

[Signature]
C. C. Howard, Assistant Trade Commissioner.

UNITED STATES
DEPARTMENT OF COMMERCE
BUREAU OF FOREIGN AND DOMESTIC COMMERCE
COMMERCIAL ATTACHÉ SERVICE

INDEXED
FILE NO. 531
China

TRADE COMMISSIONER
3 CANTON ROAD
SHANGHAI, CHINA

SHANGHAI Oct. 18. 1923
File 531

S.F.
Suspended
Nov 28

The Assistant Trade Commissioner
Subject: Automotive Sections of the Press in China.

United States Department of Commerce,
Director,
Bureau of Foreign & Domestic Commerce,
Washington.

Sir:

B.F.D.C. 19 NOV 1923 27

We are sending through for the attention of the
Automotive Division copies of the automobile sections from
the following China papers:

- China Press, Shanghai
- North China Daily News & Herald, Ltd., Shanghai
- Far Eastern Times, Peking

Recd
[Signature]

CARDED

These were sent us in response to our request which in turn originated in the offer of the National Automobile Chamber of Commerce in New York, made to the writer while he was at the New York District Office, to furnish the papers in China with interesting articles, etc. for their automobile sections. We recently sent through to you a report on the new automotive publication "Asiatic Motor," and we believe that the National Automobile Chamber of Commerce would be interested in seeing copies of not only this new publication but also the automobile sections carried in the daily press.

We are attaching copies of letters received from these three papers in which you will note they are extremely interested in getting any data which will be of interest to the automobile buying public, and we trust that you will follow it up and see what can be done toward furnishing them some interesting information on ~~the merit of~~ cars, etc.

American

Very truly yours,

Enc. 40538 3 letters from
the above mentioned papers.
Automobile Sections.

[Signature]
G. C. HOWARD
Assistant Trade Commissioner in Charge

[Signature]
H.G.

S

THE CHINA PRESS

SHANGHAI.

August 23rd, 1923.

The Assistant Trade Commissioner in Charge,

United States Department of Commerce,

S H A N G H A I.

Dear Sir,-

NATIONAL AUTOMOBILE CHAMBER OF COMMERCE:
Automobile Sections of Press.

I beg to acknowledge receipt of your letter of the 20th inst. (File 531), which has had my best attention.

I have pleasure in sending you, under separate cover, copies of recent issues of Automobile Sections; also copies of the Automobile Show Edition, November, 1921; Automobile Sections published with our Christmas, 1922 and Easter, 1923 editions.

If the National Automobile Chamber of Commerce could supply us with interesting publicity matter we should highly appreciate it, for it is very difficult, as you may imagine, to find sufficient matter of general interest for the automobile section published in connection with our Sunday editions. We have to depend, to a great extent, on automobile news appearing in newspapers and other trade publications published in the U. S. A., much of which is not suitable for use out here.

Thanking you in anticipation for anything you can do to better the above conditions.

Yours faithfully,

(Sgd) Harold C. Norman,
Advertising Manager.

PEKING

August 31st, 1923.

Messrs. United States Dept. of Commerce,
American Legation,
Peking.

Gentlemen,

Subject. U. S. National Automobile
Chamber of Commerce

Replying to your favour of the 23rd inst.

we are glad to inform you that we are devoting Page 5 of
the Far Eastern Times exclusively to Sports and Motoring
as you will observe from the three copies of our issue of
August 18th which we have pleasure in sending you herewith.

We believe our Editorial Department would
be pleased to receive data pertaining to automobile deve-
lopement as might be evidenced in Races, tests, new inven-
tions &c.

Yours faithfully,
The Far Eastern Times

Business Manager.

With compliments,

Yours faithfully,

R. W. Davis, Managing Director

North-China Daily News & Herald Ltd.

North China Daily News & Herald Ltd.

Shanghai.

August 21, 1923.

Subject: National Automobile Chamber of
Commerce - Automobile Sections.

G. C. Howard Esq.,
Assistant Trade Commissioner in Charge,
United States Department of Commerce,

Dear Sir,

In reply to your of August 20, we have pleasure in enclosing copies of the Automobile Page published every week by us in the "North-China Daily News."

You will note that contrary to the usual practice out here we specialize, as far as possible, in covering local events of interest to owners of motor cars, as well as cuttings and contributions from Home countries. We are always glad to receive news of general interest for inclusion in this page and would make good use of anything that reaches us through your department.

For your information we may say that our experience in extracting from automobile publications is that more interesting technical data is to be obtained from English publications; most of the American publications of this nature either dealing with the subject in a very general way or advertising particulars cars or accessories.

One item of news, the writer is of opinion would be of especial interest out here, would be a periodical publication of American market prices of standard cars and accessories in gold dollars. Most of the automobiles in use in Shanghai are American and most buyers are interested in comparing local prices with Home prices, which they now have no means of doing and which is often a subject of enquiry to us. We should like to publish the prices of the variations as they are made of American cars, tyres, gasoline, etc., providing, of course, that this was not broadcasted to all other papers. If this latter essential could be favourably considered we should be glad to go into the matter further with you.

With compliments,

Yours faithfully,
R. W. Davis, Managing Director
North-China Daily News & Herald Ltd.