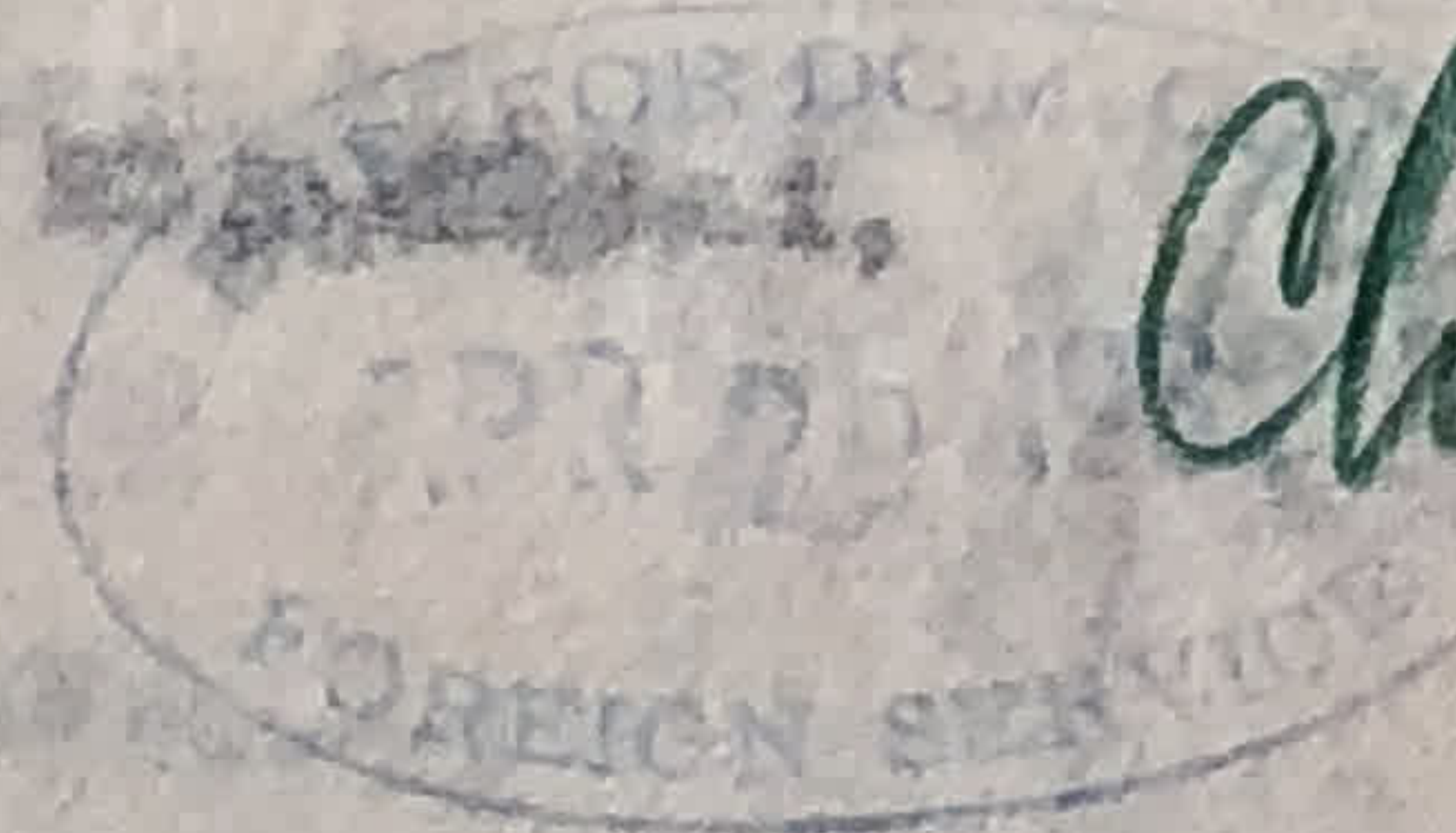


Hong Kong
March 21, 1932

INDEXED

FILE No.

531



To: Automotive Division
From: Hong Kong Office
Subject: American Automotive Advertising in Hong Kong

We are attaching herewith for perusal by the Automotive Division a section entitled "Motordom" taken from the South China Sunday Star. From time to time, the three or four local British papers have a weekly section devoted to automobiles. We believe, however, that the enclosed material offers a very clear illustration of the amount of advertising American products receive in this strictly "Buy British" Colony. In addition to the popular demand for American motor cars in South China, it is by such able advertising as the enclosed articles demonstrate, that the American lead in this market is kept. Old residents here tell me that several years ago practically the entire space of the rather meagre automobile news section was devoted to articles on British made vehicles.

We are sending this material to the Automotive Division as merely an illustration of the favorable trend in this market.

A. Viola Smith
Trade Commissioner

Thomas C. Barringer,
Trade Commissioner

orig. + Encl. filed 2/3/2

Inclosure 29511

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