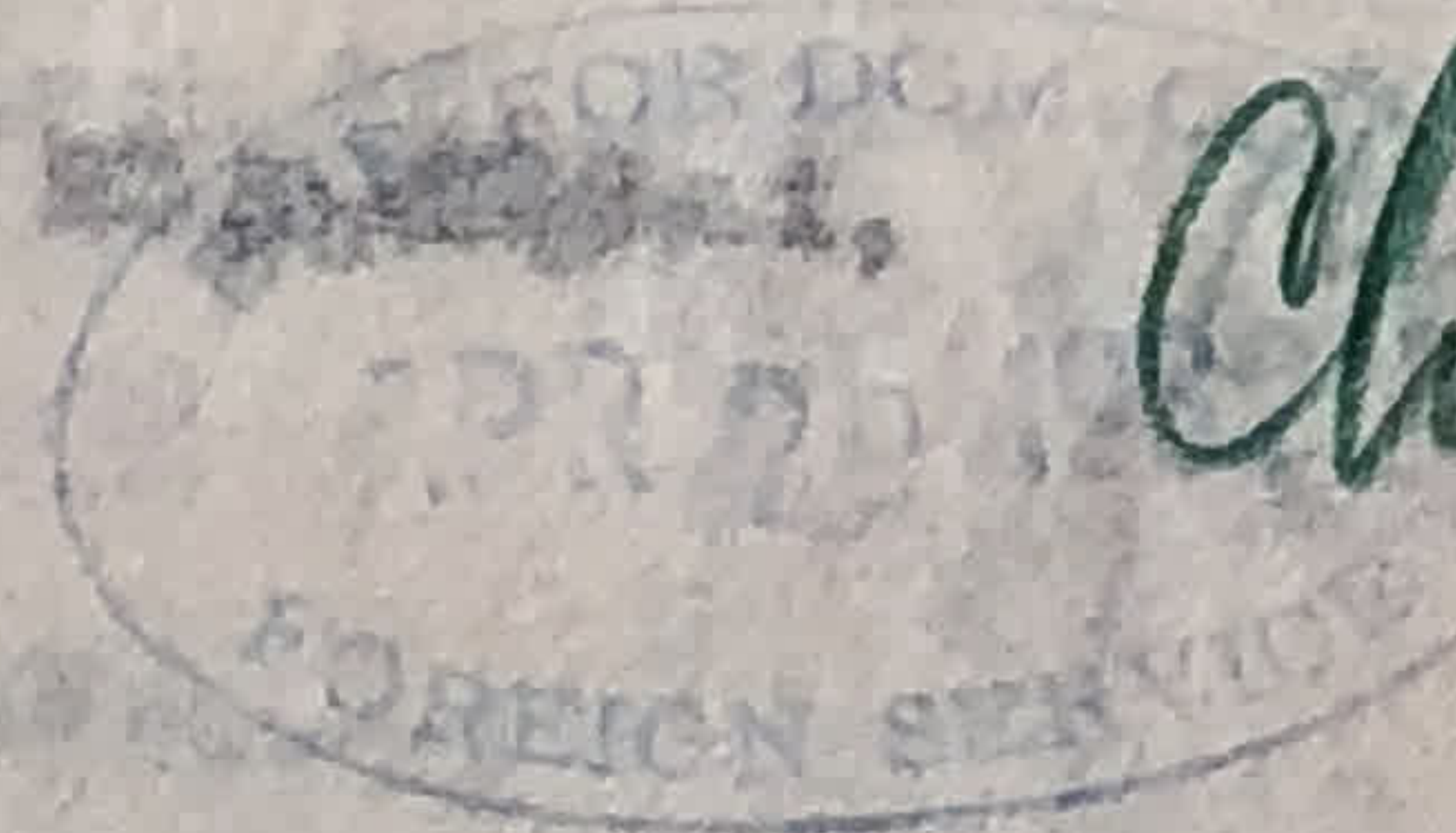


Hong Kong
March 21, 1932

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

pls

472-B

OFFICE OF COMMERCIAL ATTACHÉ
3 CANTON ROAD
SHANGHAI, CHINA

SHANGHAI *China*

March 29, 1932.

Mr. A. W. Childs,
Chief, Automotive Division,
Bureau of Foreign and Domestic Commerce,
Washington, D.C.

APR 1932

~~F-27-8-23-25~~

RECEIVED IN
FILES SECTION

Dear Mr. Childs:

Automotive Equipment.

MAY 3 1933

We have received a letter dated February 17, 1932, from Mr. George E. Quisenberry, Editor of The American Automobile making the following request:

"Incidentally I wonder if you have, or would be permitted, to report to the Bureau on the use of automobiles, by the Japanese and Chinese armies in the present fighting. I think that would make a very interesting report, if it could be obtained, and one that would be widely read. In the cables that the New York newspapers are getting, there are very frequent references to the use of automotive equipment by one or the other of the sides, although not of course enough for us really to know much about it."

I do not know what the Department's policy would be in giving information of this character direct to Mr. Quisenberry but if there is no objection, you might find it convenient to convey the following comments to him.

"Automotive equipment has been used to a large extent by both Japanese and Chinese military authorities during the recent hostilities. The types of equipment used by the former have been far more extensive than by the latter. The Japanese military authorities had stationed in Shanghai as a part of their regular equipment a fleet of approximately 50 motor trucks, armored cars and motorcycles. At the commencement of hostilities they secured through the Japanese commercial firms the use of additional trucks and motor cars, either on a rental or commandeering basis. Each arrival of fresh military units from Japan brought its complement of motor trucks, caterpillar tanks and motorcycle equipment. Press despatches stated that 60 caterpillar tanks had been brought in. A large number of motor trucks and motor cars were purchased locally by the Japanese military authorities, utilizing commercial firms as the "go-betweens".

Use pictures also.

AS

Under the traffic regulations of the Shanghai Municipal Council, foreign military authorities are required to register their motor vehicles, license plates being issued on a complimentary or gratis basis. On March 4, 1932, military vehicles registered with the Traffic Department were as follows:

	<u>Cars</u>	<u>Trucks</u>	<u>Motorcycles</u>
British Defence Forces	8	37	26
French Defence Forces	-	1	-
U. S. Marine Corps	22	22	5
U. S. Army - 31st Inf.	2	15	5
Italian Naval Force	2	1	-
Japanese Defence Forces	79	105	20
	<u>113</u>	<u>181</u>	<u>56</u>

It is a well known fact that the motor vehicles in use by the Japanese Defence Forces far exceed the above figures, as although efforts have been made by the municipal authorities to have the Japanese register all vehicles, this request has not been strictly adhered to. It is estimated that the Japanese have close on to 200 motor trucks in operation.

The Chinese military authorities probably had 25 or 30 $1\frac{1}{2}$ ton motor trucks for transportation purposes attached to the 19th Route Army at the beginning of the hostilities, in addition to which they could call upon about 50 vehicles owned by the Chinese Municipal Government in Shanghai. When the 19th Route Army made its valiant stand in defence of Chapei, the Chinese public responded in a hitherto unknown manner. Groups of citizens, and civic bodies clubbed together and presented several motor trucks to the army. As a large number of the Chinese transportation companies had their headquarters in the Chapei region, much of this rolling stock was loaned, borrowed, or commandeered. Some equipment was lost by fire. Motor bus transportation services in the Chapei, Kiangwan, and Liuho areas were utilized for military purposes behind the lines. In the retreat of the Chinese, some of the equipment was abandoned. A considerable number of wrecked busses and trucks have been noted on the outside roads as having been wrecked by shell-fire.

The Chinese military are reported to have had three or four armored motor trucks, but aside from this it is not believed that they had any caterpillar tanks or other equipment. The personal bodyguard of the Chinese Mayor consisted of 30 motorcycles with side cars in

which machine guns were mounted. What part these played in the military activities, I am unable to state definitely, but I presume they came in for patrol work."

I am enclosing herewith a few pictures showing the types of motor vehicles utilized by the Japanese military in its recent "undeclared war" in this area.

Very truly yours,

A. Viola Smith

A. Viola Smith,
Trade Commissioner.

AVS:DK.

Inclosure 41766.

Automotive Division

From: Childs

To: 8-2-27-12

Is there any reason why we should not send this material to Quisenberry, to use in any way he sees fit as long as he does not involve or quote the Bureau or Shanghai office in any way? Quisenberry would respect our wishes.

Looky OK to
me, unless we
want to use it
ourselves
Taylor

AVS
4/27/32

JTB