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BUREAU OF FORLIGH AND DOMESTIC COMMETICE

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July 8, 1931 DOMESTIC COMMERCE

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Bishop Wire & Cable Corp.,
420 East 25th Street, How York. THE PART WHILE THE DEEP REPORTED HE SERVE DEEP RESIDENCE OF THE PARTY OF THE PARTY

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the first own points and he ductions in the superstant travel to the same North China Barket for Automotive Cable.

We have for acknowledgment your letter of June 10, received here on July 6. We note your request that we inform you as to the possibility of your selling your automotive cable in North Ohina.

We regret that we are unable to encourage you as to the possibility of doing business in this line at the present time. We have consulted with a number of dealers in automotive equipment and while they state that your prices are in line and your product apparently of satisfactory quality for this market, we have been unable to arouse interest among them in your agency or in direct purchases at this time.

As you may be sware, North China offers but a limited market for automotive lines at present. There are estimated to be only in the neighborhood of five thousand automotive vehicles in the entire district which includes an area of more than 250,000 square miles and has a population of apperds of fifty millions, the majority of these vehicles are concentrated in the neighborhood of Peking and Tientsin, but since there are considerable number of makes of cars represented among them and since a comparatively large number of dealers are already in the nauket it is obvious that the volume of business accrains to any one dealer is but small. Under the present system of doing business in North China most darties handling automotive lines not in the triple capacity of Amporter, wholessler, and retaller. Nost of them have an agency for one or more motor cars and trucks, operate a garage or service station and import both parts and accessories for wholesale and V rotall distribution. However, it is obvious that under these condition little wholesaling is done and it is generally felt that the average importer is not justified in corrying automotive lines purely for wholesaling.

AND THE PARTY OF T

tions with manufacturers of those articles which they find it possible to handle with any profit. Those whom we have approached in your behalf appear to believe that the market is well supplied at the present time with automotive cable. However, in case you wish to circularize the entire group in the possibility of receiving small orders from one or more of those for their own account, we enclose a list of the principal ones of Tients in and Poking.

We regret that we are unable to give you any more encouraging reports on the North China market for your product at this time, but we feel that you would not be justified in expending further time or effort in attempting to enter this market at present. We shall keep your literature on hand and should we have an opportunity to make connections for you we shall communicate with you.

that we have not submitted a surveyours very truly, quarter and the first quarter of 1931.

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in her letter addressed to the Automost M. D. Robison. The the Hong Kong report has been incompared from Commissioners and survey for these two quarters as well as the second quarters.

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We assume, therefore, that your lotter of they little and from an error in your files.

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engloue to cell out, but have been unable to find buyer de

Imports of motor cers and trucks into Ennehurin during 1930 totalled 540 units valued at \$549,600. Imports of motorcycles during 1930 totalled 192 units valued at \$51,000. During the first nine months of 1931, 88 passenger cars, 58 trucks and 213 motorcycles were imported into Dairen. During the same period 35 passenger cors, 70 trucks and 9 motorcycles were forwarded into the interior. The number of trucks forwarded exceeds the number imported, but this is due to the fact that Dairen being a free port importers corry stocks there and do not forward them until they are needed in Mukdon or Herbin. This may they do not have to pay the duty until the care are removed from Dairen. The number of passenger cars and trucks ferunrded do not represent males as 13 cars and 66 trucks were forwarded in January in order to avoid the payment of increased duties which were put in effect on February le While figures are not yet available for October and November, it is not believed that any motor vehicles have been forwarded into the interior during those two months nor does there appear to be any possibility of any imports during December.

There is practically no competition in Manchuria from Muropean manufactured cars. There are very few in use and there are not more than six representatives of cars other than American in Manchuria and some of these are very active.

It is the opinion of local automobile dealers that, if the Japanese retain control in Manchuria, there will eventually be an increase in husiness as it is believed that the Japanese will go shead with road construction. There has been practically no extension of roads during the past year, most of the efforts of the Chinese having been placed on improving city streets. However, even Japanese road construction cannot be started before spring and any influence this may have on the automotive market would not be felt before 1933.

Under present conditions there are practically no prespective buyers for motor vehicles in the Mukden territory. It is estimated that 150,000 Chinese have left Mukden since September 18, and this number includes a large majority of the officials and business people who made up the prospective automobile market. The business men who still remain have suffered such heavy losses from an almost total lack of business since September 18, that they will probably have little interest in motor vehicles during the coming year.

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Imports of mater care and frusks into hanchurin during tops

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Even should the Chinese officials and wealthier citizens return, it will take considerable time for confidence to be restored and any amount of buying resumed. Should the Japanese retain control there will doubtless be anincrease in Japanese retain control and local dealers are of the opinion that a certain amount of business will develop in outlying districts as the Japanese would probably reduce the bandit menace and conditions outside the cities would be greatly improved. If this is the case sales in 1932 will be somewhat better than they were this year.

G. F. Christopherson Aset. Trade Commissioner In Charge

CEC/FASL

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