

September 14, 1921

National Automobile Chamber of Commerce, Page 2
New York City.

27

now and Mr. Irvine feels as **Attention Mr. George Bauer** of the Division would be served, if instead of making two trips to New York, the **Dear Mr. Bauer:** combined in one. However, if your arrangements have gone so far that any change might interfere with the success of the meeting. We are in receipt of a cablegram from our representative in Shanghai, reading as follows: and we will come to New York the fourth Thursday in September. We would appreciate word as to the arrangements made.

"Shanghai Automobile Show November 25-

December 3 first ever held China

officially. Suggest American accessory manufacturers communicate exporters interested China trade, display material and samples accessories must be shipped parcel post or express by way of Pacific.

Majority best known American French Lee

British makes displayed by local representative Division sentatives."

Mr. Irvine is going to make this the basis of an article appearing in Commerce Reports dated September 26, 1921, from which you can determine the action to take in passing the information on to all interested.

We are getting organized now to take care of the information which you promised to send us and by next Monday will have our research work started and shortly after will be in a position to send you some material for the data book. We are now equipped with a stenographic force and the matter of Meader will probably be brought to a conclusion by the 21st so that we will be all organized in fine shape in another ten days.

In view of the fact that on October 5 and 6, 1921, there is to be held in New York a convention of the National Association of Manufacturers, at which Mr. Irvine expects to be present, would it not be better to postpone the luncheon of the automotive export manufacturers, at which Mr. Irvine was to be present, until October 7, 1921, the day after this convention? Our time is very much in demand just

now and Mr. Irvine feels as though the best interest of the Division would be served, if instead of making two trips to New York, the whole could be combined in one. However, if your arrangements have gone so far that any change might interfere with the success of the meeting between the automotive men and ourselves, we will let the plans stand as originally decided and we will come to New York the fourth Thursday in September. We would appreciate word as to the arrangements made.

Very truly yours,

Gordon Lee
Chief, Automotive Division

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September 23, 1921

FILE NO.

27

Automotive Equipment Association,
1913 City Hall Building,
New York City.

Shanghai Automobile Show, which was held in Shanghai between November 25 and December 3, 1921, and was attended by representatives of every foreigner in Shanghai, about 14,000 in all, and by 11,000 Chinese.

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SECTION

MAR 20 1922

Gentlemen: Chinese from the merchant and educated classes. Probably

We are in receipt of a cablegram from our representative in Shanghai, reading as follows:

idea of a permanent organization of automobile men in China. Prior

"Shanghai Automobile Show November 25-December 3 first ever held China officially. Suggest American accessory manufacturers communicate exporters interested China trade, display material and samples accessories must be shipped parcels post or express by way of Pacific. Majority best known American French British makes displayed by local representatives."

This cable will be made the basis of an article appearing in Commerce Reports dated September 26, 1921, from which you can determine the action to take in passing the information on to all interested.

Editorial Division

Very truly yours,

File No.

Gordon Lee,
Chief, Automotive Division

Details of the Exhibition.

INDEXED
FILE NO.

723

Shanghai Automobile Show.

Trade Commissioner L. W. Hoyt, Shanghai.

China

...ing, were erected by Chinese contractors to house the show.

The pioneer motor show of China was held in Shanghai between November 26 and December 6, 1921, and was attended by practically every foreigner in Shanghai, about 12,000 in all, and by a like number of Chinese from the merchant and educated classes. Probably the most noteworthy result of the show is that it led to the formation of a permanent organization of automotive men in China. Prior to this show there was no organization of any kind, a situation which delayed the development of the roads movement - the most important single factor in the promotion of motor car sales in this country. It is now planned to hold the show every year as part of an active program for advancing motor interests in China. unfavorable time of year - the exhibition being held too close to the Chinese New Year, the season when every Chinese business man liquidates his debts - the sale of motor cars, trucks and automobiles amounted to about 150,000, or roughly \$120,000 gold.

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MAR 20 1922

Editorial Division

File No. 1121

DEPARTMENT OF COMMERCE
BUREAU OF FOREIGN AND DOMESTIC COMMERCE

Details of the Exhibition.

Address until:
Place:
In care of:

Four large buildings, constructed entirely of bamboo and rush matting, were erected by Chinese contractors to house the show. Each building was 60 feet in height at the center and 17 feet at the eaves, with a floor space of approximately 65,000 square feet for the main exhibit building. Forty-six products of the American automotive industry were shown, and nearly all the standard makes of cars were represented. The European exhibits totalled about the same as those from the United States. A remarkable feature of the show was the local coach work exhibited. There are 13 body building shops in Shanghai, and each one of these factories turned out a special job for display purposes which compared very favorably with the products of European and American shops. Despite the adverse factors of inconvenient location and unfavorable time of year - the exhibition being held too close to the Chinese New Year, the season ^N when every Chinese business man liquidates his debts - the sale of motor cars, trucks and accessories amounted to Taels 150,000, or roughly \$120,000 gold.

and industrial circles in North Manchuria have conceived the idea of organizing in Harbin an exhibition of American, Chinese, European and Japanese industrial and commercial wares.

"There can be no question regarding the necessity of such an exhibition. The long distances which separate the Far