

UNITED STATES
DEPARTMENT OF COMMERCE
BUREAU OF FOREIGN AND DOMESTIC COMMERCE

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AMERICAN LEGATION
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SUBJECT: Automotive Publicity.

Director,
Bureau of Foreign and Domestic Commerce,
Washington, D. C.

Sir:

The quotation given below is taken from the "Peking and Tientsin Times" of September 18th an English style daily paper of Tientsin China. The complete article occupied three full page columns but with the exception of that part quoted referred only to the general political condition of Mongolia and not to the performance of the Dodge car.

We should like to suggest that this publicity material be called to the attention of the Dodge Motor Company as an unusually spectacular stunt well adapted to publicity and advertising use in the United States.

MONGOLIA THE HAPPY.

Hunting in Cars

Waning Power of Soviet.

Kalgan.

In this the hot weather, when the capital of China is a vast area of high walls radiating the fierce heat of summer, and the air is impregnated with dust whirled hither and thither by the burning wind, it is a blessed thing to escape to the high lying plains of Mongolia, now clothed in green and fanned by cooling breezes.

Not long since it was an affair of weeks to make an expedition into the Gobi Desert, but steam and petrol have worked wonders, and in these days one may penetrate well into the ancient territory of Kublai Khan and be back in the city that he planned so nobly within the space of sixty hours - quite long enough to be absent when the daily talk is that wholesale meeting of the troops is imminent and a coup d'Etat inevitable.

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Kalgan, which may be reached by rail, lies some 2,000ft. up, at the mouth of a rocky valley that sidles through the range of girdling foothills and gives access to the plateau upon which many world-convulsing schemes have originated. This way came the successive hordes of Tartars who have from time to time overridden the Empire of China. High on every hill overlooking the valley stand hoary masonry watch-towers that testify to the vigilance of former days. It is horrible ground, a wilderness of rocks fallen from above; of boulders and stones worn smooth in their passage down rushing torrents; of ravines and riverbeds; a regular no-man's land of nature's debris dividing the luscious farm lands below from the sweeping prairie region above.

Here also runs the great northern trade route leading to Urga and tapping the whole of Central Mongolia. Tens of thousands of camels are ever in the way, gingerly treading the stones of the valley, or slowly and comfortably footing it across the plateau, bearing hides and wool and fur to China and taking back tea and kerosene, silk and piece goods. It is a labourious business of eight hundred miles between Kalgan and Urga, and the carrying of merchandise takes thirty days. Travellers riding can do it in twenty days, but hardly in less without relays of horses, which are difficult and expensive to arrange.

THE TRIUMPH OF THE MOTOR-CAR.

But for travellers in Mongolia everything has been revolutionized by the advent of the motor-car. This modern vehicle has repeatedly done the journey from Kalgan to Urga in forty-eight hours, despite the almost total absence of roads. Nowhere in the world probably has the efficiency of the motor-car been so tested as on the track leading up to the Khan Abar Pass, and on the immense steppes beyond. An ordinary five-seater with the full complement of passengers and two or three hundred pounds of baggage makes light of the difficulties, and rattles up the valley at 15-20 m.p.h., crunching over river beds, plunging in and out of deep ruts, and thumping over boulders, any one of which obstacles would deter drivers of the best European makes of car at home. But the American car seems indestructible, and of the forty or so now regularly on the run are several that have made the round trip of 1,600 miles no fewer than eight times, and still live to demonstrate their mechanical efficacy. This road up the valley has been cleared of great rocks and cut out of the slopes where the tread of the camel track was too narrow, and every car using it must pay \$25 (about three guineas) each time for the privilege, as a contribution to the expense. A few low bridges have been made on the plateau, and at several places a double line of stone flags have been laid over marshy ground. Otherwise cars follow the horse and camel tracks, narrow paths worn smooth through the ages by countless feet, and it is

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a hair-lifting experience to do 40 m.p.h. on such a road, swerving this way and that to keep the wheels on the paths, and at full speed jumping the edges where the paths diverge or run into one another.

Frequently drivers leave the road of little parallel tracks and take their chance on the stretches of grassy plain. It is common with sportsmen to run down wolves and antelope in this way, and to shoot them with automatic pistols when overhauled. Drivers paying more attention to the fun than to the ground occasionally strike a bad place, and empty their passengers into space. But all this is part of the day's work for the cars on the Urga trail, and if one sometimes comes to grief there are many which stand up nobly to shocks of pulverizing intensity. It is astonishing to see how some of the cars are loaded. One met on the road carried two persons and nearly 12cwt. of furs and other impedimenta lashed all over it, the whole looking like some antediluvian monster. Another doing passenger work was loaded with more than five hundredweight of baggage and fourteen adult Chinese. The baggage filled the inside of the car, so to speak, up to the gunwales, and twelve of the passengers sat crosslegged on this precarious platform, or with their legs dangling over. This car, swaying and lurching perilously as it went, was timed to reach Urga on the fifth day, according to previous experiences, and it is only fair to say of it, and of most of the others engaged in the Mongolian traffic, that the make is Dodge, of Detroit.

Very truly yours,

John H. Nelson

John H. Nelson,
Assistant Trade Commissioner,
In absence of Commercial Attache.

JHN/C.