

FILE NO.

March 11, 1937.

Miss Helen L. Stratton, Secretary,
Packaging Machinery Manufacturers Association, Inc.
342 Madison Avenue,
New York, N. Y.

35

Dear Miss Stratton:

I have just received a letter from Mr. Julian Arnold, our Commercial Attache in Shanghai, in which he explains that Mr. P. S. Gilman, Manager of the American Trading Company, is intending to set up a permanent exhibit in Shanghai of American mechanical equipment. Mr. Gilman intends to rent a building in the business district and collect in this place as permanent installations the machinery handled by local representatives of American manufacturers. Both Mr. Gilman and Mr. Arnold feel that there would be a tremendous interest in such an exhibit and that far from having to advertise, they would need primarily to arrange some control of the crowds that would probably be in fairly constant attendance.

Mr. Gilman has had no experience in organizing or handling industrial shows of this kind and probably not at all aware of such problems as proper lighting facilities for all the booths, floor space requirements or proper floor supports for the heavier types of machinery.

I wonder if you would be good enough to write a letter to me anywhere from one to three pages in length, describing perhaps in an elementary way how you go about organizing your own annual exhibit. Any printed material you may have on hand regarding the same subject, such as your letters of instruction to exhibitors, directories for the visitors, or advertising material would be of value.

I believe I have made this clear, but if I have not please do not hesitate to ask questions about it.

I don't believe at this time that it would be advisable to let your own manufacturers know about this matter inasmuch as it is at present merely an idea. In case you feel at a later date your members would be interested in having their Chinese representatives cooperate, I will be pleased to keep you advised of developments.

Hope I get to see you before long, either here or in New York.

Very sincerely,

Lewis M. Lind
Chief, Machinery Division.

lml/cs

FILE NO.

INDEXED

March 11, 1937.

Mrs. Frida F. Selbert, Secretary,
National Machine Tool Builders' Association,
10525 Carnegie Avenue,
Cleveland, Ohio.
Washington, D. C.

35

Dear Mrs. Selbert:

I have just received a letter from Mr. Julian Arnold, our Commercial Attache in Shanghai, in which he explains that Mr. P. S. Gilman, Manager of the American Trading Company, is intending to set up a permanent exhibit in Shanghai of American mechanical equipment. Mr. Gilman intends to rent a building in the business district and collect in this place as permanent installations the machinery handled by local representatives of American manufacturers. Both Mr. Gilman and Mr. Arnold feel that there would be a tremendous interest in such an exhibit and that far from having to advertise, they would need primarily to arrange some control of the crowds that would probably be in fairly constant attendance.

Mr. Gilman has had no experience in organizing or handling industrial shows of this kind and probably is not at all aware of such problems as proper lighting facilities for all the booths, floor space requirements or proper floor supports for the heavier types of machinery.

I wonder if you would be good enough to write a letter to me anywhere from one to three pages in length, describing perhaps in an elementary way how you go about organizing your exhibits. Any printed material you may have on hand regarding the same subject, such as your letters of instruction to exhibitors, directories for the visitors, or advertising material would be of value.

I believe I have made this clear, but if I have not please do not hesitate to ask questions about it.

I don't believe at this time that it would be advisable to let your own manufacturers know about this matter, inasmuch as it is at present merely an idea. In case you feel at a later date your members would be interested in having their Chinese representatives cooperate, I will be pleased to keep you advised of developments.

Hope I get to see you before long, either here or in Cleveland.

Very sincerely,

Lewis M. Lind
Chief, Machinery Division.
Lewis M. Lind
Chief, Machinery Division.

lml/cs

OFFICE OF COMMERCIAL ATTACHÉ
3 CANTON ROAD
SHANGHAI, CHINA

BUREAU OF FOREIGN AND DOMESTIC COMMERCE

FILE NO.
INDEXED
DOMESTIC COMMERCE

SHANGHAI
INDEXED
FILE No. 723
China

Received In
General Files
MAR 31 1937

February 9, 1937. DEPARTMENT OF STATE
LIAISON OFFICER

MAR 4 - 1937

L-387

FORWARDED

To: Machinery Division
From: Commercial Attache, Shanghai
Subject: Exhibit of American Mechanical Equipment

Mr. P. S. Gilman, Manager of the American Trading Company, called at my office a few days ago to secure information regarding the methods of organizing and handling exhibits of mechanical equipment as obtain in America. We shall appreciate receiving, as expeditiously as possible, such literature and other descriptive matter regarding the organization of exhibits or expositions of mechanical equipment in America as it may be possible to secure.

Mr. Gilman's idea is to try to rent a building in a prominent section of the business community and arrange for the setting up in this building of exhibits of American mechanical equipment as handled by representatives of the American manufacturers. Exhibits of this sort are of great interest to the Chinese and there would be no lack of patronage or interest on the part of the Chinese public. In fact, it would be quite necessary to make some arrangements to prevent an exhibit of this sort from being over-crowded by visitors. I take it that Mr. Gilman's idea is to recommend that in the event the exposition is staged that the number of visitors be limited to those to whom invitations have been sent. The plan is to make this a permanent exhibit of American mechanical equipment, but naturally subject to such replacements as will be helpful to keeping it up-to-date.

In all events, Mr. Gilman is desirous of securing such information on exhibits of mechanical equipment in America as may be helpful to the possible promotion of the idea here in China, where, because of the great interest now being taken in the development of mechanized industry, such an exhibit should have a definite place and should prove very helpful to the sales of American mechanical equipment.

The information contained in this letter may also be of interest to the Conferences and Expositions Section.

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W. C. Arnold
Julean Arnold,
Commercial Attache.

NO. FOR. & DOM. COM.
MAR - 5 1937
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DEPARTMENT OF COMMERCE
OFFICE OF THE SECRETARY

March 11, 1937

Received In
General Files
MAR 31 1937

Received In
General Files
MAR 31 1937

To: Shanghai Office
From: Commercial Attache, Shanghai
Machinery Division
Subject: Conferences and Expositions Section
Data for Mr. Gilman on Managing Exhibit.
Exhibit of American Mechanical Equipment

There are attached hereto for Mr. Gilman original letters and enclosures from two of our machinery groups which customarily have exhibit. Your memorandum of February ninth on the above subject and addressed to the Machinery Division has been referred here for to reply, further information if Mr. Gilman wishes it.

The Bureau is not in possession of authoritative information on organizing and handling exhibits of mechanical equipment. However, as of possible use, we are enclosing pictures of various units at the recent Chicago Exposition, and a pamphlet on the last Road Builders exhibit.

Please advise us if we can help further on this subject.

The exposition at Dallas is to be reopened this year, as is the one at Cleveland. At each there are numerous displays of mechanical equipment of all types and as soon as possible, I shall be glad to procure samples of literature from the companies exhibiting.

Mr. Lewis M. Lind, Chief of the Machinery Division, is today contacting several outstanding organizations in the mechanical equipment field in an effort to obtain data which will be useful to your contact, and you will be immediately advised of the results. I hope our interpretation of the term "mechanical equipment" as that used in manufacture and industry is correct.

Harriet M. Sweet, Chief,
Conferences and Expositions Section.

Forwarded:

Lacey C. Zapf, Chief,
Foreign Service Division.

Enclosure 4173.

MAY 11 1937

March 26, 1937.

Received In
General Files
MAR 31 1937

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To: Shanghai Office

From: Machinery Division

Subject: Data for Mr. Gilman on Managing Exhibit.

There are attached hereto for Mr. Gilman original letters and enclosures from two of our machinery groups which customarily have exhibits. Both the National Machine Tool Builders' Association and the American Road Builders' Association, you will notice, offer to develop further information if Mr. Gilman wishes it.

I am, upon suggestion of another group, writing to Roberts Everett Associates, Inc., of New York, who are advertising agents and exhibit managers. They will also, I know, have valuable contributions. Their material will be sent along to you when received. I deal in connection with a series of traveling exhibits which we Please advise us if we can help further on this subject.

I do not think we are the proper organization to supply to Mr. Gilman of the American Trading Company in Shanghai the information he seeks through your Shanghai Commercial Attache. Our work is concerned with temporary trade and industrial Lewis M. Lind, and the approach in such cases depends on the Chief, Machinery Division, permanent exhibits. I believe better sources of information would be the Architects Corporation, who maintain a permanent exhibit at 101 Park Avenue, and the Metals Products Exhibit at 45 Rockefeller Plaza.

If Lacey C. Zapf, satisfactory information from these two sources, Chief, Foreign Service Division, an outline of the various requirements involved in setting up a temporary exposition, in the hope that this Enclosure 44961 of some incidental value to Mr. Gilman.

lml/cs

Very truly yours,

J. Polak

in
Polak

232 MADISON AVE.

REA
ASHland 4-4540

NEW YORK, N.Y.

BUREAU OF FOREIGN AND
DOMESTIC COMMERCE

INDEXED 723
FILE No.

China

April 2, 1937

Mr. Lewis M. Lind, Chief
Machinery Division
Bureau of Foreign and Domestic Commerce
Department of Commerce
Washington, D.C.

RECEIVED

APR 3 1937

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Dear Mr. Lind:

Please excuse our delay in acknowledging your letter of March 26th. Most of the members of the staff have been out of town a great deal in connection with a series of traveling exhibits which we have been managing, during the past few weeks.

I do not think we are the proper organization to supply to Mr. Gilman of the American Trading Company in Shanghai the information he seeks through your Shanghai Commercial Attache. Our work is concerned with temporary trade and industrial expositions and the approach in such cases departs considerably from that involved in permanent exhibits. I believe better sources of information would be the Architects Samples Corporation, who maintain a permanent exhibit at 101 Park Avenue, and the Metals Products Exhibit at 45 Rockefeller Plaza.

If you cannot get satisfactory information from these two sources, we shall be glad to provide an outline of the various requirements involved in setting up a temporary exposition, in the hope that this may prove of some incidental value to Mr. Gilman.

Very truly yours,

S. Poliak

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April 5, 1937.

Mr. S. Poliak,
Roberts Everett Associates, Inc.
232 Madison Avenue,
New York, N. Y.

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Dear Mr. Poliak:

Thanks for your letter of April 2, regarding the Shanghai machinery exhibit.

I am writing today to the Architects Samples Corporation and I appreciate your suggestion.

Please let me know if we can help you at any time in return.

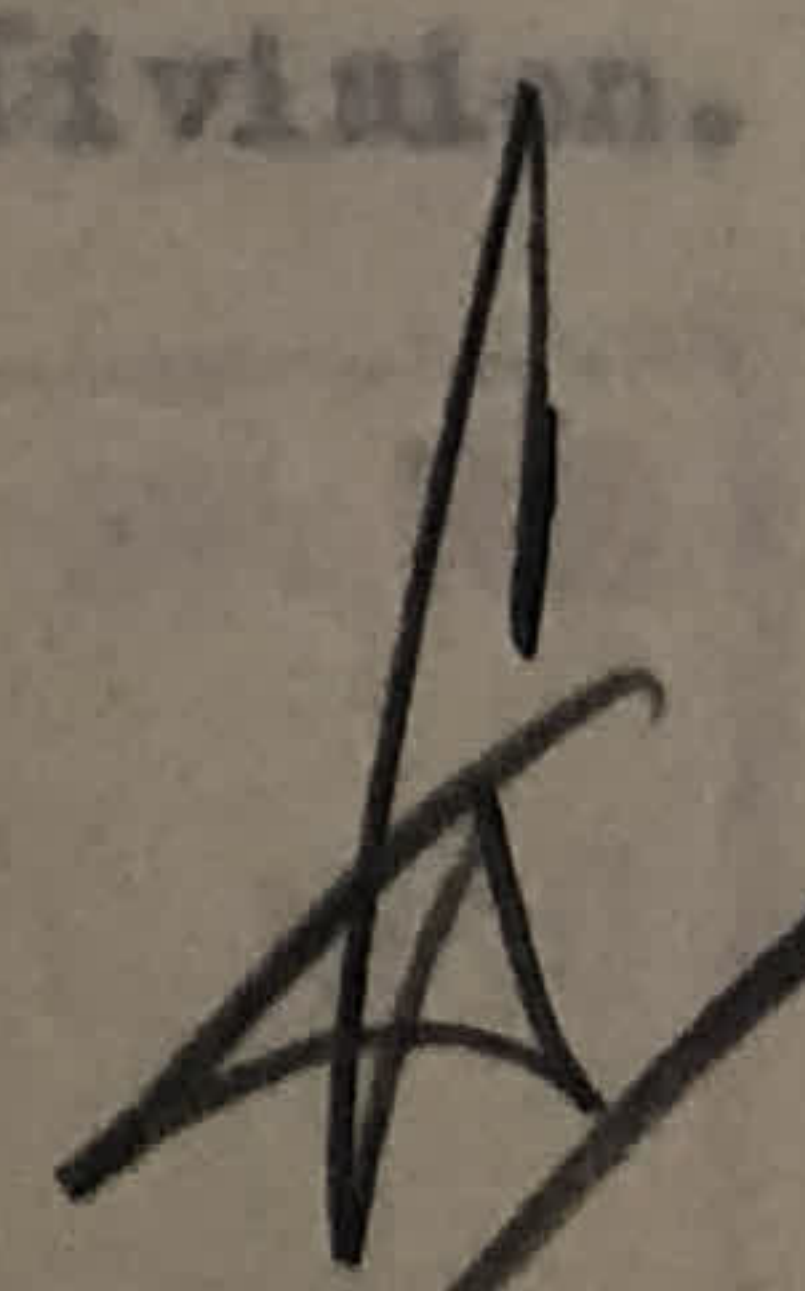
Very sincerely,

Lewis M. Lind
Chief, Machinery Division.

lml/cs

Lewis M. Lind
Chief, Machinery Division.

lml/cs



FILE NO.

April 5, 1937. *China*

AMERICAN CONSULATE GENERAL

Architects Samples Corporation, Shanghai, China, February 23, 1940.
101 Park Avenue,
New York, N. Y.

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L-196

Gentlemen:

Chief, Foreign Service Liaison Division.

I have just received a letter from Mr. Julian Arnold, our Commercial Attache in Shanghai, in which he explains that Mr. P. S. Gilman, Manager of the American Trading Company, is intending to set up a permanent exhibit in Shanghai of American mechanical equipment. Mr. Gilman intends to rent a building in the business district and collect in this place as permanent installations the machinery handled by local representatives of American manufacturers. Both Mr. Gilman and Mr. Arnold feel that there would be a tremendous interest in such an exhibit and that far from having to advertise, they would need primarily to arrange some control of the crowds that would probably be in fairly constant attendance. All paintings and drawings included in this exhibition were executed by

Mr. Gilman has had no experience in organizing or handling industrial shows of this kind and probably is not at all aware of such problems as proper lighting facilities for all the booths, floor space requirements or proper floor supports for the heavier types of machinery.

I wonder if you would be good enough to write a letter to me anywhere from one to three pages in length, describing perhaps in an elementary way how you go about organizing your exhibits. Any printed material you may have on hand regarding the same subject, such as your letters of instruction to exhibitors, directories for the visitors, or advertising material would be of value.

I believe I have made this clear, but if I have not please do not hesitate to ask questions about it.

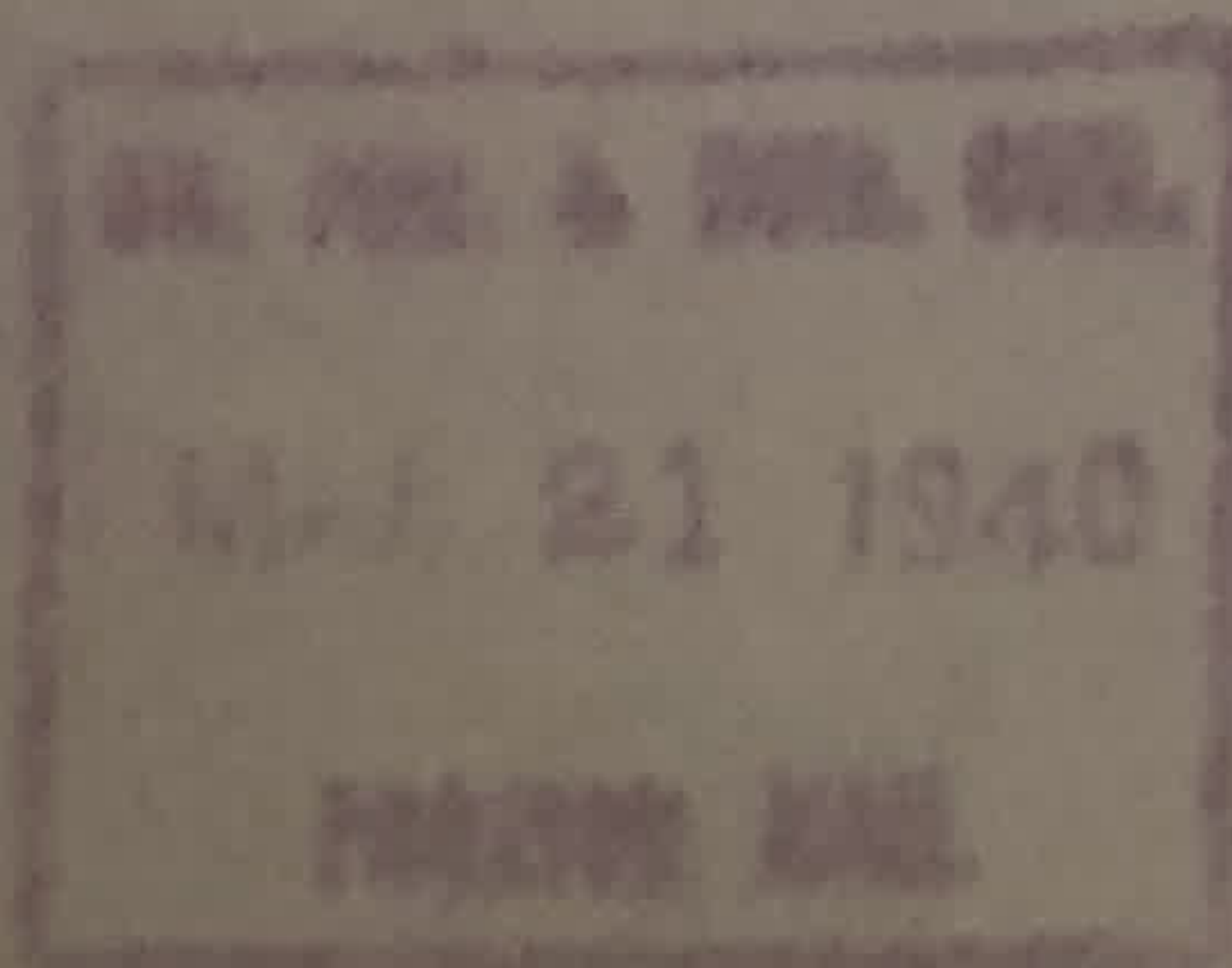
Commercial Attache.

Very sincerely,

Enclosure No. 41597.

Lewis M. Lind
Chief, Machinery Division.

lml/cs



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