

UNITED STATES  
DEPARTMENT OF COMMERCE  
BUREAU OF FOREIGN AND DOMESTIC COMMERCE

INDEXED  
FILE No. 723

China

July 21, 1936

June 8, 1936

L-472

Mr. L. S. Richardson, Assistant to the Chief,  
Bureau of Dairy Industry,  
Department of Agriculture,  
Washington, D. C.

To: Foodstuffs Division

Dear Mr. Richardson: *Commercial Attache, Shanghai*

BUREAU OF FOREIGN AND DOMESTIC COMMERCE  
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China

Pursuant to our conversation this morning, there is enclosed for your information a memorandum from the Commercial Attache at Shanghai transmitting a letter from the Director of the Shanghai Animal Industry Promotion Association in the matter of a dairy show to be held in Shanghai this fall. of the dairy cow interests in America in a dairy show to be held in Shanghai next autumn. This will be the first of Mr. Evans, of your Motion Picture Division, informs me that the Department of Agriculture has a few motion picture reels suitable for use at such an exhibition, which are sent out on a loan basis. When this letter has served your purpose, will you please pass it on to Mr. Evans?

Any information which may be placed at the disposal of this Bureau by yourself or Mr. Evans, for transmission to Shanghai, will be appreciated.

I do not anticipate that any American breeders of dairy cattle will be interested in making presentations for this particular exhibition. It will be of interest, however, and will undoubtedly be appreciated, if we could secure copies of regulations for dairy shows and some illustrated material regarding dairy cows. Harriet M. Sweet, Chief, Conferences and Expositions Section, helpful to the American dairy and milk business here in China.

Enclosure: 4105.

*M. L. H.*  
Alice Arnold,  
Commercial Attache.

Enclosures: 41014  
JAMES

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M. L. H.

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DEPARTMENT OF COMMERCE  
BUREAU OF FOREIGN AND DOMESTIC COMMERCE

JUN 29 1936

FORWARDED

SHANGHAI

June 8, 1936.

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DU. FOR. & DOM. COM.  
JUN 30 1936

OFFICE OF COMMERCIAL ATTACHÉ  
3 CANTON ROAD  
SHANGHAI, CHINA

To: Foodstuffs Division  
From: Commercial Attache, Shanghai  
Subject: Exhibition of Bulls and Cows

BUREAU OF FOREIGN AND DOMESTIC COMMERCE  
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*China*

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Mr. C. C. Wang, Director of the Shanghai Animal Industry Promotion Association has written to this office soliciting the attention of the dairy cow interests in America in a dairy show to be held in Shanghai next autumn. This will be the first of its kind ever held in China. A copy of Mr. Wang's letter is attached, and also a copy of my reply thereto.

It appears that there are only a few hundred cows imported into China every year. Personally, I am of the opinion that this number will not increase due to the fact that the Chinese will continue to depend upon the soy bean for milk and even more so with improved methods of making the soy bean milk.

Thus, I do not anticipate that any American breeders of dairy cattle will be interested in sending specimens over here or in making presentations for this particular exhibition. It will be of interest, however, and will undoubtedly be appreciated, if we could secure copies of regulations for dairy shows and some illustrated material regarding dairy cows. If there is motion picture material available it could advantageously be used and all of this would be helpful to the American dairy and milk business here in China.

*Julean Arnold*  
Julean Arnold,  
Commercial Attache.

*[Handwritten signature]*

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12*

Enclosures: 41014  
JA:ER



THE SHANGHAI ANIMAL INDUSTRY PROMOTION ASSOCIATION

9TH Floor, 1040 N. Soochow Rd.  
SHANGHAI, CHINA.

May 21, 1936.

American Commercial Attache,  
51 Canton Road,  
Shanghai

ENCLOSURE  
ENCLOSURE

Sir,

We beg to state that the Shanghai Animal Industry Promotion Association was promoted by the Government Testing Bureau of Shanghai of the Ministry of Industry, the Reconstruction Bureau of the Kiangsu Provincial Government, the Social Affairs Bureau and the Public Health Bureau of the Municipality of Greater Shanghai, the Shanghai City Government and its Education Bureau, the Shanghai Farmers' Educational Institute and the Sun Sun Dairy Farms. With a number of prominent veterinarians and animal breeders as members the Association has been devoted to various activities for the improvement of breed, such as, protection and purchase of good breed, elimination of poor breed, instructions on methods of feeding animals, survey and registration of animals, researches and enforcement of animal management and disease control, formation of cooperative societies and syndicates for animal husbandry, animal show, and the like. The Association is now making preparations for a dairy show to be held in Shanghai next fall. We sincerely request your kind assistance with the hope that through your government the dairy cow associations in your country will be ready to participate in this show. We shall deem it a great favor if these associations will send over a few of their representative bulls or cows for exhibition, thus enabling the people here to know better about the different breeds in your country and to have a concrete reference for future purchase. We will be glad to pay the freight for those to be donated to this Association.

We shall also appreciate if you will kindly supply us with some regulations for a dairy show and various pictures and pamphlets regarding dairy cows. It would be still better if any films good for the promotion of animal husbandry in China are obtainable. Thanks in anticipation,

We are, Sir,

Yours faithfully,

(Sgd) C. C. Wang,  
Director.



SHANGHAI

June 8, 1936.

To: Shanghai Office

ENCLOSURE

From: Conferences and Expositions Section

Dear Mr. Wang: Exhibition of Bulls and Cows

Shanghai Dairy Show.

I have your letter of May 21 stating that a number of different organizations here at Shanghai, associated with the Shanghai Animal Industry Promotion Association, are preparing for a dairy show to be held at Shanghai next autumn. We shall be pleased to write to our Department in Washington regarding your plans and solicit any material which it may be possible to furnish. I fear, however, that it will not be possible to secure presentations of representative bulls or cows for the exhibition, nor do I feel warranted in encouraging you to expect any of the breeders of these animals in America to send over special samples to the exhibition due to the very limited market possibilities for bulls and cows of these varieties here in China.

However, I shall be glad to bring your request to the notice of our Department and shall be glad to let you know later what may be expected by way of cooperation.

Very truly yours,

Julean Arnold,  
Commercial Attache.

Harriet A. Spent, Chief,  
Conferences and Expositions Section.

C. C. Wang, Esquire,  
Director, The Shanghai Animal Industry  
Promotion Association,  
1040 N. Soochow Road,  
Shanghai.



July 22, 1936

**To:** Shanghai Office  
**From:** Conferences and Expositions Section  
**Subject:** Exhibition of Bulls and Cows

Your memorandum on the above subject, addressed to the Foodstuffs Division under date of June 8, has been referred here. A notice regarding this exposition will be released in "Commerce Reports" at an early date, and certain of the district offices will be informed of this project. In the meantime, I hope to procure some specimen regulations for dairy shows and forward them to you.

The Department of Agriculture has certain motion picture films which it places at the disposal of responsible organizations without charge. Your letter and the one from the Director of the Shanghai Animal Industry Promotion Association, therefore, are being referred to the appropriate official of that Department, and you will be advised of the outcome.

The Dairy Industry Division of the Department of Agriculture, also is being consulted, and I shall write you further upon hearing from there. However, the opinion at Agriculture regarding participation coincides with that expressed in your memorandum.

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

Forwarded:

Lacey C. Zapf, Chief,  
Foreign Service Division.

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WASHINGTON

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July 23, 1936

August 1, 1936

*China*

**To:** District Offices,  
 Harriet M. Sweet, Chief,  
 Conferences and Expositions Section,  
**From:** Conferences and Expositions Section  
**Subject:** Dairy Show, Shanghai, China

For the information of interested contacts, your attention is called to a dairy show which will be held in Shanghai, China, in the fall of this year, under the auspices of the Shanghai Animal Industry Promotion Association. This will be the first of its kind ever held in China. Activities of this Association include improvement of breed, instructions in methods of feeding animals, survey and registration of animals, researches and enforcement of animal management and disease control, formation of cooperative societies and syndicates for animal husbandry, animal show, etc. To facilitate their interest, the enclosed list will give you the Secretary's address for each association.

The Association is very anxious that dairy cow associations in this country participate in this show and has offered to defray freight charges for any animals donated.

Further information may be obtained from Mr. C. C. Wang, Director of the Shanghai Animal Industry Promotion Association, Ninth Floor, 1040 North Soochow Road, Shanghai, China.

L. S. [unclear]  
 Assistant [unclear]

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

Enclosures.

Forwarded:

William A. Dunlap, Acting Chief,  
 District Office Division.

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WASHINGTON

BUREAU OF FOREIGN AND DOMESTIC COMMERCE

DEPARTMENT OF COMMERCE

WASHINGTON, D. C.

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FILE No. 723

August 1, 1936.

*China*

Miss Harriet M. Sweet, Chief,  
 Conferences and Expositions Section,  
 Bureau of Foreign and Domestic Commerce,  
 Department of Commerce,  
 Washington, D. C.

Dear Miss Sweet:

In reply to your letter of July 21, we are sending a number of our publications on dairy cattle for transmission to Shanghai, and also forwarding your letter to Mr. Evans, of the Office of Motion Pictures.

We have no other material or pictures, but perhaps the several breed associations would be interested in sending representative photographs of their respective breeds. If you care to solicit their interest, the enclosed list will give you the Secretary's address for each association.

Very truly yours,

*James*

*L. S. Richardson*

L. S. Richardson,  
 Assistant to the Chief,  
 Dairy Information.

Enclosures.



WASHINGTON, D. C.

BUREAU OF DAIRY INDUSTRY

UNITED STATES DEPARTMENT OF COMMERCE  
WASHINGTON

DIVISION OF MOTION PICTURES

August 5, 1936.

Miss Harriet M. Sweet,  
Chief, Conferences and Expositions Section,  
Bureau of Foreign and Domestic Commerce,  
Department of Commerce,  
Washington, D. C.

Dear Miss Sweet:

Your letter of July 21 to the Bureau of Dairy Industry has been referred to this Division.

There is enclosed a copy of our catalog listing the motion picture films now available from this Department. However, since we do not know the date the films are desired nor the width preferred, we are unable to advise you what films can be made available at this time.

If it is deemed advisable, films which might be made available could be submitted through your office for shipment to China. However, we believe the best arrangement would be for the Shanghai Animal Industry Promotion Association to purchase prints of films which would best meet their needs. The Department has an agreement with a commercial concern in New York City, covering the manufacture of prints from its negatives at the contract price of approximately \$20 a reel on standard-width slow-burning stock and about \$13 a reel for standard-width inflammable stock. The prices mentioned are for either silent or sound prints. On 16 mm stock the price is about seven dollars a reel for silent film and eight dollars for sound-on-film.

If the Association desires to purchase films we shall be glad to make the necessary arrangements with the manufacturing company. Conditions governing purchases are outlined on the enclosed blank form which should be filled in, signed and returned to this office. The formal order for films should be sent direct to Cinelab, Inc., 33 West 60th Street, New York City. All arrangements regarding payment and delivery of the prints should be made with that concern. "

Very truly yours,

*C. A. Lindstrom*

C. A. Lindstrom,  
Associate Chief, Division of Motion Pictures



August 8, 1936

To: Shanghai Office  
 From: ~~Shanghai Office~~  
 Conferences and Expositions Section  
 Subject: ~~Conferences and Expositions Section~~  
 Exhibition of Bulls and Cows  
 Exhibition of Bulls and Cows

Reference is made to our correspondence regarding the above-named exhibition. A number of publications of the Department of Agriculture regarding dairy cattle, an official program and catalog of the National Dairy Show, and a booklet listing motion picture films available at the Department of Agriculture are enclosed.

~~short which we wrote you on August 8, 1936.~~  
 We are informed by the Division of Motion Pictures of that Department that: "Since we do not know the date the films are desired nor the width preferred, we are unable to advise you what films can be made available at this time."

~~Conferences and Expositions Section.~~  
 "If it is deemed advisable, films which might be made available could be submitted through your office for shipment to China. However, we believe the best arrangement would be for the Shanghai Animal Industry Promotion Association to purchase prints of films which would best meet their needs. The Department has an agreement with a commercial concern in New York City, covering the manufacture of prints from its negatives at the contract price of approximately \$20 a reel on standard-width slow-burning stock and about \$15 a reel for standard-width inflammable stock. The prices mentioned are for either silent or sound prints. On 16 mm stock the price is about seven dollars a reel for silent film and eight dollars for sound-on-film."

"If the Association desires to purchase films we shall be glad to make the necessary arrangements with the manufacturing company. Conditions governing purchases are outlined on the enclosed blank form which should be filled in, signed and returned to this office. The formal order for films should be sent direct to Cinelab, Inc., 33 West 60th Street, New York City. All arrangements regarding payment and delivery of the prints should be made with that concern."

In the event we can be of further service in this matter, please let us know.

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

Forwarded:

Lacey C. Zapf, Chief,