

廿三年七月十日
廿三年五月十六日發

1936
April
14-16

克勞廣告公司 Carl Crow, Inc.

甲七、六

地址 上海仁記路八一號

營業種類 廣告業

設立 民國七年

資本 約華幣一百元

組織 資本

店主 經理 Carl Crow 年約五十二歲、美國人、初在美國某城充新聞記者、民國元年來華、曾任大望報新聞記者、當該報時、任美國陸軍宣傳部主任、直欲以平、各部撤身、乃創設該公司、經營廣告事業、其人(譯音)富於思想、耐重不多、信用普通、

商更 該公司為克勞獨資組織、無限責任、當初創時、曾名震一時、後以競爭者多、該公司營業漸趨落伍、最近自仁記路六〇號遷至現址、

設備 租賃辦公室二間、月租租金三百元左右、職員十餘人、生財裝修約值華幣二千餘元、

營業情形 該公司營業、以代客登載廣告於各日報、及沿街招貼公主、全華刊行之報紙、與該公司有往來者、凡一百十餘家、如力士香皂、河達照相、散華吐瑾汾及其他西藥公司等、均委託該公司代登廣告、



上海銀行經理先生

第一九四六二號

第全頁

三十年三月十日調查

H. 7

三十年三月十四日發出

1941 Cash
03/10/19

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克勞廣告公司 Carl Crow, Inc.

第六次調查 (重編全份)

提——該公司開設於民國七年、經營廣告業務、係美商 Carl Crow 獨資組織、自任經理、資本約華幣一萬元、
要——去年營業額約華幣二十萬元左右、尚有淨利、財政狀況及信譽等均佳、

地址 上海公共租界仁記路八十一號、

店主兼經理 Carl Crow 年約六十歲左右、美國人、初在美國充新聞記者、民元來華、任大陸報記者、第一次歐戰後

、創設該公司、氏為著作家、著有英文「孔夫子」「四萬萬顧客」及「I Speak for China」等書、上海別發書局

等均有出售、氏在美建有住宅、稍有資產、刻正在美、約二月後返滬云、

簡史 該公司為美國人克勞獨資組織、當初創時、曾名震一時、嗣以同業競爭劇烈、營業遂日就衰落、中日戰起後

、緊縮開支、營業亦較前縮小、現祇香港上海天津等處營業尚盛云、

設備 租辦公室二間、有職員十餘人、設備尚可、開支儉省、每月約二十元左右、

營業及盈虧 該公司經營廣告業務、目下營業區域祇限於上海香港天津等處、做法穩健、基礎較前鞏固、去年營業額約

二十萬元左右、除開支外、尚有盈餘云、

財政狀況 基礎穩固、週轉亦稱靈活、

行莊往來 花旗銀行、



上海銀行

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附錄 第四五八〇號

財政狀況 該公司代客登載廣告、往來交易、除一部份按月核算外、其

他均以現金、其經濟週轉、不甚活潑、對於付款、時有延遲及拖欠情

事云、

同業評論 該公司近以營業不振、經濟異常拮据、對外信用、亦極平常

云、



其營業收入、維持手續費與佣金、每月應手廣告費、約達港幣三萬元云、近年經營廣告業者甚多、而競爭亦日烈、馬路廣告、及電話簿、行名簿、公共汽車、電車等廣告、大半為「美登」等廣告公司所承接、而一部份之報紙廣告、又為華商組織之廣告公司所把持、故該公司之營業範圍、日見狹小、現有主顧、僅若干外商行號而已、

該公司營業收入、僅敷開支、

往來行莊 滬豐、上海等銀行、



C.C.Inc., 81 Jinkee Road, Shanghai.

This is an American firm of advertising and merchandising agents incorporated in 1920 with Mr. C. C. as the sole proprietor. They maintain a satisfactory account with us and we have had no occasion to enquire into their financial standing.

No facilities are asked for and it would appear that their resources are sufficient for their requirements.

*From H. S. B. C.
Aug 2, 1939*

CARL CROW INC.
81 Jinkee Road.

Carl Crow.

Author of "400 Million Customers"



BANKERS TRUST COMPANY

82

NEW YORK
18 WALL STREET
FIFTH AVENUE AT 46TH STREET
57TH STREET AT MADISON AVENUE

CABLE ADDRESS NEW YORK-BANKTRUST
CABLE ADDRESS LONDON-BANKTRUST

LONDON
26, OLD BROAD STREET, E.C. 2

529 FIFTH AVENUE
NEW YORK
June 29, 1939.

Shanghai Commercial & Savings Bank, Ltd.,
Shanghai,
China.

Gentlemen:

One of our valued depositors has inquired regarding Carl Crow, Inc., 81 Jinkee Road, Shanghai, China, which has given the name of your institution as a reference. We would appreciate the benefit of your experience with this concern, particularly as to its general standing and financial responsibility.

You may be sure that anything you tell us will be used with discretion.

Very truly yours,

H. E. Whitney
Assistant Vice President

Handwritten Chinese notes on the left margin, including characters like '5人' and '上海'.



IN REPLY REFER TO
81 JULY 1939

FILE NO. 610.1
CHW/Sfk



DEPARTMENT OF STATE
CONFIDENTIAL

THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

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AMERICAN CONSULATE GENERAL

Shanghai, China, July 29, 1939.

Subject: Carl Crow, Incorporated.

To the Manager,
The Shanghai Commercial and Savings Bank, Limited,
50 Ningpo Road,
Shanghai.

Sir:

Attention: Credit Department.

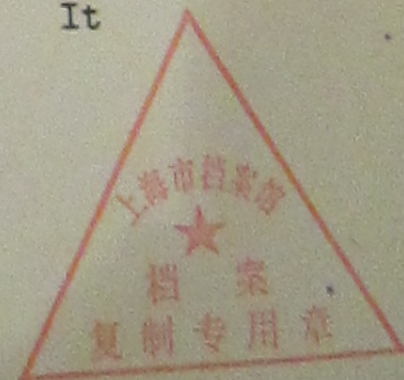
The receipt is acknowledged of your letter of July 25, 1939, asking for a report on the means and standing of Carl Crow, Incorporated, Shanghai.

American consular officers are not permitted to vouch for the financial and moral standing of business men or organizations. However, the following information concerning this firm is available and is communicated to you in confidence and without responsibility.

Carl Crow, Incorporated is an American firm of advertising and merchandising consultants and agents. The firm is reported to have been established in 1918 as a sole ownership, and, in 1924, was incorporated under the laws of the Territory of Alaska. Its authorized capital, reported to have been fully paid up, is U.S.\$25,000. The company's local financial reference is the Hongkong & Shanghai Banking Corporation.

This firm has never registered at this Consulate General and, as it is not engaged in international trade, this office has had no occasion to investigate its organization or financial standing.

It



It is hoped that the foregoing information will be useful to you and that you will not hesitate to write if this office can be of further assistance.

Very truly yours,
For the Consul General:

Troy L. Perkins
Troy L. Perkins
American Vice Consul



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August 3, 1939.

Private and confidential

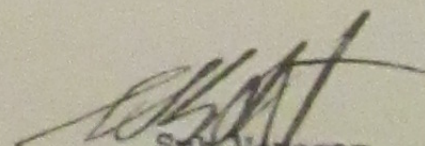
The Manager,
Bankers Trust Company,
529 Fifth Avenue, New York City,
New York, U. S. A.

Dear Sir,

In reply to your enquiry of June 29 regarding Carl Crow Inc., 82 Jinkoe Road of this city, we wish to inform you that the subject is an American firm of advertising and merchandising consultants and agents. The firm is reported to have been established in 1918 with Mr. Carl Crow as the sole proprietor, and, was incorporated in 1924 under the laws of the Territory of Alaska. Its authorized capital, reported to have been fully paid up, is U.S.\$25,000.- The company maintain an account with one of our neighboring institutions, who informs us that the account has been satisfactory and no facilities are asked for and it would appear that their resources are sufficient for their requirements.

In this connection, we beg to state that the foregoing information is communicated to you in strict confidence and without responsibility or guarantee on the part of this Bank or any of its officers. Further it is a condition of this letter that the name of this Bank will not be disclosed in the event of such information being passed on to others.

Yours very truly,


Sub-Manager.



from American-Oriental Banking Corp.

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Aug. 6, 1932

CARL CROW, INC.,
SHANGHAI.

Nothing further to add to
our report of July 5, 1930.

...



from Hongkong & Shanghai Banking Corp.

17/8/32

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C.C. Inc., Shanghai.

Bankers:- American Oriental Bank.

6275-1-1840-3

此材料共 42 页, 复印自本馆
仅供参考, 未经本馆同意,
不得自行翻印、公布、出版。
上海市档案馆材料证明专用章
14 年 9 月 19

THE TOKYO KOSHINJO LIMITED

The Shanghai Commercial & Savings Bank, Ltd.

Strictly Confidential

Information No. 27340.
Ticket No.
YU(HT)—8--11—30.

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Name: Carl Crow, Inc.
Address: 47 Peking Road, Shanghai.
Established: About 10 years ago.
Line of business: Advertizing agents.
Authorized capital: Mex. \$ 50,000.
Paid-up capital: Mex. \$ 25,000.

Partners: Carl Crow and some other Chinese, whose names being unknown.

Managing Partner:

Carl Crow.

He, an American by nationality and aged over 40, formerly was with the Shanghai Evening Post before he established the present firm. He is said to have a means worth about several tens of thousand taels, but some say his net means being about Tls. 2-30,000. Nothing bad is heard about him, except as to the payment which is reputed defferently. He carries common credit individually.

GENERAL REMARKS.

Though the firm is an American incorporation of Mr. C. Crow and others, it in reality is nothing else than a personal concern of Mr. Carl Crow who hold about 95% of the shares of the firm.

Some say the late Shanghai Evening Post (or the present Shanghai Mercury and Evening Post) has close connection with the firm, but the fact can not be ascertained. The firm has not its own printing office, but utilizes the machines of the said news paper company, it is said.

Acting as advertizing agents for about 50 or 60 large manufactures and companies of various line of business the firm carries on active business, the principal companies with which the firm takes their advertisements in hand are as follows:-

Chesterfield Cigarettes,
Eastern Kodaks & Cine Kodaks,
Sunmaid Raisins,
Nash Motor Cars,
General Motor Cars,
Great Northern Railway, etc., etc.

The information contained in this reporting document is issued in strict confidence on the terms of the subscription contract

STRICTLY CONFIDENTIAL

Terms of
Subscription Contract

上海商業儲蓄銀行



THE TOKYO KOSHINJO LIMITED

Strictly Confidential

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CARL CROW, INC.

The firm does business worth about Mex. \$ 40,000 a month, it is reported.

According to fellow merchants the firm had deficit account last year in connection with the advertizing charges of "Chesterfield Cigarettes" which were postponed to pay. But the firm itself had no good reputation as to its payments, they say.

The firm keeps account with Hongkong & Shanghai Banking Corporation.

It stands at upper class among fellow merchants and commands common credit.

November 1930.

The information contained in this reporting document is issued in strict confidence on the terms of the subscription contract



PR. 1941

PRIVATE AND CONFIDENTIAL

The Bank of Canton, Ltd. 85

Shanghai, April 17th, 1941.

The Manager,

Shanghai Commercial & Savings Bank, Ltd.,

Shanghai. da 16135
81085

Dear Sir,

We shall be obliged if you will kindly furnish us with
a report regarding the means and standing of

Messrs. Carl Crow Inc.,

81 Jinkee Road,

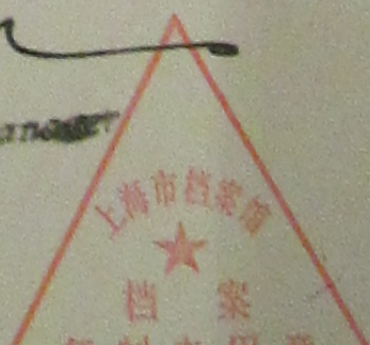
Shanghai.

Any information received will be treated as strictly
confidential.

Yours faithfully,

THE BANK OF CANTON, LTD.

[Handwritten Signature]
Manager



C. C. I.

The above subject is an American firm of advertising and merchandising consultants and agents. The firm is reported to have been established in 1918 with Mr. Carl Crow as the sole proprietor, and, was incorporated in 1924 under the laws of the Territory of Alaska. Its authorized capital, reported to have been paid up, is US\$25,000.- The subject keeps a current account with us. Accounts are also maintained with one of our neighboring institutions, whereby we are told that the account has been satisfactory and no facilities are asked for and that their resources appear to be sufficient for their requirements.

April 21, 1941.

To Bank of Canton

