

THE TOKYO KOSHINJO LIMITED

The Shanghai Commercial

Strictly Confidential & Savings Bank, Ltd.

Information No. 26874.
YU(HT)--4--8--30.

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Name: Consolidated National Advertising Co.

(聯合廣告公司)

(Inquired as United Advertising Advisers, Inc.)

Address: 620 Shantung Road, Shanghai.

Establishment: In July 1930.

Partners: This is a joint work of Yao Nan(鄭耀南),
Commercial Advertising Co.(商業廣告公司),
Dah Wah(大華) and Jh Dah(一大) and
United Advertising Advisers, Inc.(聯合
廣告公司).

Manager: Chen Yao Nan(鄭耀南). He is a Shanghai
man of about 40 years old. He is said to be
a man of means and carries rather good credit.

Assistant manager: Yao Chun Wei(姚君偉).

GENERAL REMARKS.

The above was established as a joint work of
five advertising agencies, as mentioned above, in July
last.

Yao Nan Advertising Co. is a personal concern
owned and operated by Mr. Chen Yao Nan(鄭耀南) and
was established over 10 years ago. His net means is
estimated at about Tls. 100,000. The firm put securities
of Tls. 10,000 in Shin Wan Pao respectively. It raises
advertising charges of Tls. 15,000-20,000 monthly on the
average, it is said.

Commercial Advertising Co. is established by Mr.
Yao Chun Wei(姚君偉) as his private firm. He form-
erly served in the advertising department of Shun Pao K
Kwan. Having securities of about Tls. 4,000-5,000 in
Shin Wan Pao and Shun Pao respectively. The proprietor
has a means worth about several tens of thousand taels,
they say.

Dah Wah Advertising Co. is also a personal con-
cern established about 4 or 5 years ago by Mr. Loh Mai
Seng(陸梅生). The firm is acting as advertising agents
for news papers published in the city and outports.
Having studied in Europe and America Mr. Loh, the owner,
has good customers among foreign firm in the city and
the monthly advertising charges are estimated at about
Tls. 10,000.

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



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CONSOLIDATED NATIONAL ADVERTISING CO.

Jh Dah Advertising Co. was established by Mr. Yao Chun Wei and others and it puts stress upon the advertisements along the railway line or in the large streets.

United Advertising Advisers, Inc., was established in 1927, in the Shun Pao Kwan, 24 Hankow Road, by Mr. Yao Chun Wei and others, who are said to be staffs of Shun Pao Kwan.

The Consolidated National Advertising Co. is organized by five large advertising agencies in the city and its prosperous future being expected among fellow merchants. It carries rather good credit.

August 1930.

