

JUN 7 1 35 PM '82

INTEL
SECTION
REGISTRATION UNIT

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

SUPPLEMENTAL STATEMENT

Pursuant to Section 2 of the Foreign Agents
Registration Act of 1938, as Amended

For Six Month Period Ending 23 APR 1982
(Insert date)

Name of Registrant **Marsteller Inc. d.b.a. Burson-Marsteller** Registration No. **2469**
Business Address of Registrant
**1800 M Street, N.W.
Suite 750 South
Washington, D.C. 20036** I - REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

- (1) Residence address Yes No
- (2) Citizenship Yes No
- (3) Occupation Yes No

(b) If an organization:

- (1) Name Yes No
- (2) Ownership or control Yes No
- (3) Branch offices Yes No

2. Explain fully all changes, if any, indicated in Item 1.

During this period, Burson-Marsteller opened offices at:

- 1) 3690 Orange Place
Beachwood, OH 44122
- 2) 200 Renaissance Center
Detroit, MI 48243

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position	Date Connection Ended
Robert Coleman	Vice President	10/30/81
James Cuddy	" "	3/7/82
John Margaritis	" "	3/12/82
✓ Fred Mickaelian, Jr.	" "	12/31/81
✓ Thomas E. Nunan	" "	3/31/82
John Osterhus	" "	3/1/82
Richard Skaare	" "	3/15/82

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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SEE ATTACHMENT I

5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal? Yes No

If yes, identify each such person and describe his services.

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
Anne McNamera	110 Lexington Ave. New York, NY 10016	Assistant Account Executive	3/8/82
Ann M Simon	400 E. 71st Street New York, NY 10021	Account Executive	12/14/81

II - FOREIGN PRINCIPAL

8. Has your connection with any foreign principal ended during this 6 month reporting period?
Yes No

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date of Termination</i>
Government of Argentina	4/24/81
Greater Colombo Economic Commission	4/24/81

9. Have you acquired any new foreign principal¹ during this 6 month reporting period? Yes No

If yes, furnish following information:

<i>Name and address of foreign principal</i>	<i>Date acquired</i>
Singapore Airlines, Airline House, Paya Lebar Airport, Singapore 1953	3/8/82
Foundation the Netherlands-U.S.A. 200 151 Bezuidenhoutseweg, Room 509, The Hague	12/2/81

10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

ASEA Corp.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes No

If yes, identify each such foreign principal and describe in full detail your activities and services:

SEE ATTACHMENT II

¹ The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?

Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

SEE ITEM 11.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals?

Yes No

If yes, describe fully.

²The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise?

Yes No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.³

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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SEE ATTACHMENT III

\$223,403.52

Total

14. (b) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes No

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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³ A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

⁴ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS - MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
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SEE ATTACHMENT IV

\$56,326.69
Total

15. (b) DISBURSEMENTS - THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes No

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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(c) DISBURSEMENTS - POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office? Yes No

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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V - POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes No

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

⁵ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda?
 Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

- Radio or TV broadcasts Magazine or newspaper articles Motion picture films Letters or telegrams
 Advertising campaigns Press releases Pamphlets or other publications Lectures or speeches
 Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

- Public Officials Newspapers Libraries
 Legislators Editors Educational institutions
 Government agencies Civic groups or associations Nationality groups
 Other (Specify) _____

21. What language was used in this political propaganda:

- English Other (specify) _____

22. Did you file with the Registration Section, Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period?

- Yes No

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes No

24. Did you file with the Registration Section, Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act?

- Yes No

VI - EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

- (a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

Exhibit A⁶ Yes No

Exhibit B⁷ Yes No

If no, please attach the required exhibit.

- (a) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period?

Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

⁶ The Exhibit A, which is filed on Form OBD-67 (Formerly DJ-306) sets forth the information required to be disclosed concerning each foreign principal.

⁷ The Exhibit B, which is filed on Form OBD-65 (Formerly DJ-304) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6-month reporting period.

Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements, been filed by all of the persons named in Items 5 and 7 of the supplemental statement?

Yes No

If no, list names of persons who have not filed the required statement.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) his (their) personal knowledge.

(Type or print name under each signature)

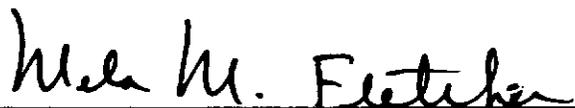
(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)



Richard D. Godown
Senior Vice President
and Washington Counsel

Subscribed and sworn to before me at Washington, D.C.

this 4th day of June, 19 82



(Signature of notary or other officer)
My Commission Expires October 15, 1986

⁸ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause shown upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, Department of Justice, Washington, D.C. 20530.

ATTACHMENT I
NEW OFFICERS

RECEIVED
U.S. DEPARTMENT
OF JUSTICE
GENERAL INVESTIGATIVE
DIVISION

JUN 7 1 36 PM '82

INTERNAL SECURITY
SECTION
REGISTRATION UNIT

<u>Name</u>	<u>Residence Address</u>	<u>Citizenship</u>	<u>Position</u>	<u>Date Assumed</u>
Leonard Biegel	5914 Greentree Road Bethesda, MD 20034	American	V.P.	12/17/81
Christine A. Boehlke	531 S. Plymouth Ct. Apt. #204 Chicago, IL 60605	American	V.P.	12/17/81
Marcia Katz	235 E. 57th St. #15A New York, NY 10022	American	V.P.	12/17/81
Edna Kissmann	253 W. 72nd St. #1909 New York, NY 10023	American	V.P.	12/17/81
Robert A. Kornecki	19-46th Street Western Springs, IL 60558	American	V.P.	12/17/81
Larry Kurtz	2555 Bering #9 Houston, TX 77057	American	V.P.	12/17/81
Freeman Miller	730 Saddle River Rd. Saddle Brook, NJ 07662	American	V.P.	12/17/81
Charles Newton	245 Henry Street Brooklyn, NY 11201	American	V.P.	12/17/81
Harry Nicolay	4 Douglas Drive Holmdel, NJ 07733	American	V.P.	12/17/81
Darryl Salerno	2750 Johnson Ave. Riverdale, NY 10463	American	V.P.	12/17/81
Saralie Slonsky	145 E. 15th St., #11H New York, NY 10003	American	V.P.	12/17/81
Ruth Stevens	46 W. 87th St., Apt. C New York, NY 10024	American	V.P.	12/17/81

ATTACHMENT II

(No. 11, Page 3)

ASEA Activities

Followed up with information on ASEA for descriptive piece to be published in Encyclopedia Britannica.

Continuing surveillance of developments affecting ASEA's overall interests.

Liaison with Luther Carter, author writing book on national policies on Nuclear Waste Disposal.

Continued reading of trade periodicals, Electrical Week, Energy Daily, and others and reporting items of possible interest to ASEA.

Discussions regarding planning for ASEA's centennial in 1983.

Miscellaneous correspondence with ASEA officials and general secretarial support.

Foundation the Netherlands-United States of America-200

December 16, 1981 - January 15, 1982

1. B-M met frequently with Foundation representatives in information gathering sessions, both in the United States and in Holland. Other Dutch-oriented groups were drawn in as well, including the Flower Council.
2. Legal obligations in several states were investigated for the "1,000 Contest," whereby 1,000 Americans would win a free trip to The Netherlands, courtesy of the Foundation. Contest rules were established and B-M began to obtain judges.
3. Trade press editors in 12 different industrial areas were contacted to ascertain their awareness of and interest in Dutch economic development and business investments. Informal contact was maintained, while formally, responses from 51 editors were summarized for submission to the client.
4. Initial planning began for a seminar, "How to do business in Holland," scheduled for Los Angeles in June, and similar meetings in five other cities.
5. B-M undertook a market survey to determine likely public reaction to the proposed slogan, "The Incredible Dutch," which was submitted to the client.
6. B-M attended the gala in Washington, D.C. hosted by the Netherlands-American Bicentennial Commission.

January 16 - February 15, 1982

1. The New York office prepared 14 background stories which have not been released.
2. B-M designed and produced a distinctive press kit folder and release paper for the Foundation, to be used in the future for all communications and releases.
3. B-M screened the PBS film, "The Dutch Connection," to assess its tie-in publicity value. Recommendations were presented later to the client for this film, promoted by Channel 13 in New York City. Other films were also evaluated for possible use and story line potential.
4. A media directory was developed to include all national business press, trade press in the 12 industrial areas and the local press in the cities where the "1,000 Contest" will be held.
5. Plans and recommendations were finalized for the "1,000 Contest," and three people were selected to serve as media tour spokesmen to publicize the contest. Media tour possibilities were prepared, and follow-up activities planned to further the contest.
6. B-M arranged an interview about Dutch investments for three Dutch members of the Foundation, with a major daily publication.
7. Planning continued for the proposed investment seminars; Dutch companies in Boston, Chicago, Minneapolis, Denver and San Francisco also were identified.
8. B-M continued to meet with Foundation and other Dutch officials to determine how public relations events could tie in with other planning events, including the New York World Trade Center exhibit in April by the Rotterdam World Trade Center. Program progressed was reviewed, and additional information obtained.

February 16 - March 15, 1982

1. The New York office prepared and distributed press releases.
2. Agency counseled Foundation in reaching agreements with newspapers in the contest cities for the "1,000 Contest" scheduled for April 25-May 23. Rules were finalized and other details finished, as two spokesmen were selected and trained to publicize the contest. B-M booked the three on an early May 16-city media tour during that period.

3. B-M aided client in preparing for a press conference April 7, for which a media invitation list was prepared, luncheon arrangements made, slide show produced for the client's benefit and a press kit printed for the client to distribute at the event. Majority of the detailed planning and arrangements were finalized during this period.

4. B-M participated in several background information sessions with Foundation members and others, to report on program progress and to find out about other scheduled Dutch activities by other groups.

5. An interview session on Dutch investments for three Foundation members were arranged with a leading daily major newspaper.

6. Arrangements were coordinated for a B-M visit to Holland in late March to tape segments for a five-part video news series to be released in late April.

7. B-M submitted recommendations regarding ways to publicize the opening of the new consulate in Houston, as per the client's request, and how to develop the five planned investment conferences now scheduled for fall.

March 16 - April 23, 1982

1. The New York office prepared and distributed press releases.

2. B-M counseled client on finalization of contracts with newspaper and radio sponsors of the "1,000 Contest" and monitored logistical arrangements and media publicity in the 17 cities. Releases were prepared for the newspaper sponsors of the contest, and special feature on tourism was prepared and distributed as an exclusive.

3. Coordination continued with Foundation, Rotterdam World Trade Center, the Dutch consulate and Public Broadcasting Service to orchestrate the April 7 news conference outlining bicentennial activities. B-M also took charge of logistical arrangements for travel, lodging and the luncheon.

A special press kit was prepared for Foundation officials to hand out, and slides produced to illustrate conference remarks. B-M contacted members of the press, and 23 journalists representing the major media in New York City attended the event.

4. B-M coordinated and organized press attendance for the "Incredible Dutch" exhibit sponsored by the Rotterdam World Trade Center April 19. Luncheon arrangements were finalized, letter of invitation was drafted for client signature and personal phone follow-up confirmed press attendance. Several press interviews were scheduled for Foundation members, and Queen Beatrix.

5. Interviews were taped in Holland in late March for the five-part video news releases, and production commenced for a mid-April deadline. The series will be distributed to selected television stations in late April.

6. A list of major area journalists was prepared for Foundation members and consulate officials for use in inviting members of the press to events surrounding the visit of Queen Beatrix to the United States the week ending April 23.

In connection with the Queen's visit, B-M invited journalists to attend her visit to the World Trade Center April 24 and to cover the prime minister's participation in the Citicorp-AYH bike tour April 25. In addition, B-M followed up media invitation for a luncheon hosted by the Queen April 23, with personal phone contact to confirm attendance.

7. In contact with key Dutch government officials and Dutch businessmen on the West Coast in anticipation of possible activities there in June and later. Tentative planning begun for a series of activities in Houston in June, revolving around a royal reception and luncheon there.

8. B-M provided logistical support and made media arrangements for a Dutch Chamber of Commerce-hosted seminar luncheon in Chicago April 14. The chairman of Unilever was the featured speaker, and a member of journalists were invited to hear him speak, and to interview him afterwards.

9. The Consulate and Foundation members hosted a luncheon in connection with the Public Broadcasting System's "The Dutch Connection" show in Chicago in mid-April. B-M counseled about press activity and attendance, and provided local press contacts to invite to the luncheon.

10. B-M was responsible for coordination of events for the week-long State Street Dutch Treat starting in early May in Chicago. B-M coordinated plans with the State Street department stores, which designated the week for displays of Dutch merchandise, and worked with city officials to plan for the mayor's attendance and other public support. B-M took charge of logistical arrangements for the event, and counseled on its overall form. Press lists were prepared, and journalists were contacted to invite them to attend the opening ceremonies. Some tentative interviews were also arranged.

Singapore Airlines

1. Met with Singapore Airline officials to discuss public relations programs being run in Los Angeles and Washington to ensure both are complimentary.

2. Met with Singapore Airline's legal counsel to discuss legal, political problems concerning the airline and to plan joint action. Offered our help with House Oversight Committee Report.
3. Contacted House Oversight Subcommittee Staff Director and Counsel to make inquiries about further hearings and to establish continuing line of communication on behalf of Singapore Airlines.
4. Arranged for our vice president/senior consultant to visit client's headquarters in Singapore to meet with Airline officials and formulate a public relations program to 1982/1983.
5. Consulted with Singapore Airline's Counsel and drafted possible response to Wall Street Journal March 4 article which had mis-stated Singapore Airlines "seeks \$674 million subsidy."
6. Consulted with Singapore Airline official to discuss their purchase of 747's from Boeing and engines from Pratt and Whitney. Wrote ad copy, designed and placed ad in The Washington Post. Distributed copies of ad to Congress, the agencies and a broad list of Washington influentials.
7. Met with House Oversight Subcommittee Counsel to get him to agree to consider additional language in the report clarifying the fact that Singapore Airlines is not now subsidized, nor is it seeking to be subsidized. Relayed this information to client's counsel.
8. Made advance arrangements for press briefings and visit with House Oversight Subcommittee Chairman in connection with visit of Singapore Airline official to Washington.
9. Arranged meetings for Singapore Airline official to meet with press representatives when visiting Washington.
10. Responded to client instruction to arrange media visit to Singapore to tell the Singapore Airline story.
11. Consulted with client officials and Air Transport Association official regarding possible "speaking platforms" for Singapore Airline officials.
12. Continued surveillance of national press for any item of possible interest to Singapore Airlines.
13. Miscellaneous correspondence with Singapore Airline officials and general secretarial support.

ATTACHMENT III
 RECEIPTS
 (No. 14(a), Page 5)

<u>FROM</u>	<u>DATE RECEIVED PAYMENT</u>	<u>INVOICE #</u>	<u>AMOUNT</u>
Foundation the Netherlands	12/17/81	No breakdown of invoice #	\$147,000.00
	2/3/82	No breakdown of invoice #	32,422.72
	3/1/82	No breakdown of invoice #	31,576.22
			SUB <u>210,998.94</u>
ASEA Corp.	11/16/81	8317	2,472.83
	1/5/82	8339	3,889.55
	2/5/82	8366	2,625.42
	2/22/82	8389	1,270.13
	3/26/82	8409	1,608.29
	3/26/82	8429	538.36
			SUB <u>12,404.58</u>
Singapore Airlines	No payments received this period.		
		TOTAL	<u>223,403.52</u>

ATTACHMENT IV

DISBURSEMENTS

(No. 15, Page 6)

October 24, 1981 - April 23, 1982

Foundation the Netherlands - U.S.A. 200

Entertainment	\$ 7,811.04
Miscellaneous	25,270.11
Postage & copies	6,153.64
Messenger service	748.11
Editorial contacts	129.49
Local transportation	1,094.54
Telephone/telex	<u>1,887.10</u>

SUB-TOTAL \$43,094.03

Singapore Airlines

Travel	\$ 590.07
Telephone	178.73
Postage & copies	197.24
Messenger service	77.33
Editorial contacts	9,698.36
Creative services	337.00
Subscriptions	25.00
Miscellaneous	<u>64.60</u>

SUB-TOTAL \$11,168.33

ASEA Corporation

Travel	\$ 194.47
Entertainment	1,031.03
Editorial contacts	223.26
Telephone	248.18
Postage & copies	178.30
Messenger	<u>195.09</u>

SUB-TOTAL \$ 2,064.33

TOTAL \$56,326.69

RECEIVED
U.S. DEPARTMENT
OF JUSTICE
CRIMINAL DIVISION
JUN 7 1 35 PM '82
INTER
STATION UNIT
REGISTRATION UNIT

FOR IMMEDIATE RELEASE

CONTACT: David Cooper
Burson-Marsteller
866 Third Avenue
New York, NY 10022
(212) 752-8610

NETHERLANDS--U.S.A. 200 FOUNDATION

The Grote Market in Breda draws thousands of visitors daily where tourists can browse and purchase anything from artworks and crafts to gourmet food. Breda is also the site of the Old Art and Antiques Fair from February through April.

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FOR IMMEDIATE RELEASE

CONTACT: David Cooper
Burson Marsteller
866 Third Avenue
New York, NY 10022
(212) 752-8610

THE NETHERLANDS--U.S.A. 200 FOUNDATION

The Rothchild's Castle de Haar in Haarzuylens is one of the most famous castles open to the public in Holland. The residence of the late Kaiser Wilhelm and the moated and battle scarred Muider-slot in Amsterdam are also popular tourist attractions.

#####



BACKGROUND FACT SHEET ON DUTCH AGRO-INDUSTRY

The Netherlands is the third largest exporter of agricultural products after the United States and France; its agricultural exports reaching a value of \$17 billion in 1980. The food industry is Holland's second largest, exceeded only by the chemical industry. The Netherlands has more than 1,500 food companies, employing 16 percent of the nation's work force. The industry generates \$27.6 billion in revenues, 30 percent of all industrial sales. It also accounts for 22 percent of total Dutch exports, the principal items being cheese and dairy products, beer, ham, bakery and confectionary goods, teas, coffee and spices.

The nation's 145,000 farms occupy some 70 percent of Holland's land. In 1979, agriculture represented 4 percent of net national income. Animal husbandry produces more than two-thirds of the total gross value of Dutch agriculture, followed by arable crops.

The dairy industry, and specifically cheese making, is not only the most important Dutch food business, but, along with shipbuilding, is also the oldest Dutch industry. The Dutch consume 170,000 tons of cheese -- 35 percent of production, which totaled 465,000 tons in 1981. Three-fourths of all cheese produced is Gouda -- round, flat cheese packaged in wheels up to 44 lb. Edam, the second largest, accounts for 20 percent of the nation's total. Other varieties include: Leyden, Frisina, Clove, Kather, Cheddar, Amsterdammer and Maasdammer.

Total cocoa powder produced in Holland in 1980 was 58 million kilos. More than 16 million kilos was exported to the United States. Cocoa butter production in 1979 topped 59 million kilos, of which 668,000 were exported to the United States.

Three Dutch sugar factories process about six million tons of sugar beet a year. Most of that goes to Dutch confectionary manufacturers.

Holland's brewing industry comprises 17 breweries and malters. In 1980, they brewed 390 million gal. of beer -- 23 percent of which was exported to 170 countries. Heineken, the most widely exported brand, has three breweries producing more than 300 million gal. of beer a year in Holland; its more than 50 worldwide breweries produced 634 million gal.

- more -

Holland is the world's number one exporter of dairy products and cheese. The Netherlands owes its position as the world's first dairy country to:

- o Its climate, favourable to dairy farming
- o Its fertile soil, eminently suitable for grass
- o The skill of its dairy farmers, based on sound training
- o Its modern, large-scale dairy industry equipped with advanced milk processing machinery
- o Its leading position in the field of dairy research
- o Its strict quality control of its dairy products
- o The business acumen of its dairy exporters, resting on a centuries-old commercial tradition.

In 1981, the Dutch exported 300,000 tons of cheese to maintain a 25 percent world market share. Three-fourths of exports go to the European Economic Community. The Netherlands accounts for 50 percent of the world's condensed milk exports, 25 percent of whole milk powder exports and 20 percent of the world's butter exports.

The Netherlands also is the number one world exporter of cocoa butter and cocoa powder, as well as the world's biggest exporter of industrial potatoes for potato flour. Holland's 238 meat packers and processors export 56 percent of their total production of 919,300 tons.

Dutch food industry exports to the United States account for 17 percent of its \$4.7 billion output. Van Munching Co., Inc., imported 55 million gal. of Heineken into the United States in 1980. Dutch cheese, ham, pork and luncheon meat are restricted by U.S. import quotas.



BACKGROUND FACT SHEET ON DUTCH CHEMICALS INDUSTRY

The chemical industry is the Netherlands biggest exporter. Its products, which include petroleum-based and oleaginous oils, fertilizers, dyes and pharmaceuticals, account for more than 16 percent of all Dutch goods shipped overseas. Holland's 317 chemical companies export a total 70 percent of their production.

In 1980, the Netherlands produced 1.28 million tons of crude oil, much from wells in the North Sea; 3.5 million tons of salt and 91 billion cubic meters of natural gas. Holland has nine petroleum refineries with a combined processing capacity of 85 million tons of crude oil a year; one, with a capacity of 26.5 million tons a year, is among the world's largest.

In 1980, Dutch factories produced about 1.6 billion tons of nitrogen fertilizers and 364,000 tons of phosphate fertilizers; 71 percent of this was exported. One fertilizer manufacturer also produced materials for synthetic and artificial yarns and fibers, synthetic rubber, paint, plastics and synthetic resins. In 1980, the synthetic resin industry as a whole exported 89 percent of its combined sales.

Holland's synthetics materials industry comprises 263 firms. Total production of plastics is two million tons a year. Annually, 46,000 tons of synthetic rubber is turned into such products as car tires, conveyor belts and medical articles.

Pharmaceutical industry revenues exceeded \$25 million in 1981. About 90 percent of production is concentrated in five firms. Four are Dutch: ACF (Amsterdamse Chinine Fabriek), AKZO Pharma, Gist-Brocades and Duphar; the fifth, Merch, Sharp & Dohme (MSD) is of U.S. origin. These firms base their activities on in-house research. In addition, about 50 non-innovating companies produce generics. The largest have 100-125 employees, most have less than 50.

The Dutch pharmaceutical industry exports more than two-thirds of its output. For medicines, this figure is more than 80 percent. Principal exports are antibiotics, hormone preparations and quinine and its derivatives. Principal markets are the European Economic Community (more than 42 percent of exports), United States (about 6 percent), Sweden (5 percent) and Japan (4 percent).

The Dutch chemical and petrochemical companies of Royal Dutch/Shell, Unilever and Philips are significant investors in the United States. They export a total of 6 percent of Holland's chemicals directly to the United States.

DSM, Dutch State Mines, has been producing in the United States for two decades. Its two major enterprises Columbia Nitrogen Corporation and Columbia Nipro Corporation have become, respectively, the most modern fertilizer plant in the United States and the largest caprolactam producer for the private market in the United States.

* * *

58/02



BACKGROUND FACT SHEET ON CONSTRUCTION/MARINE ENGINEERING

Construction, civil engineering and marine engineering activity in the Netherlands accounted for \$13 billion in 1980 -- eight (8) percent of the country's gross national product. About 20 percent of this activity takes place outside of the Netherlands, primarily through the Association of Dutch Contractors with Interests Abroad (NABU).

Dutch engineering leadership is especially evident in the marine field. Ten centuries of struggles to protect Holland from North Sea floods have served to raise marine engineering skills to a fine art.

Holland's construction industry comprises:

- o Civil engineering and consulting firms, and general and specific contractors involved in dredging, laying pipeline and offshore and inshore construction.
- o Approximately 1,500 manufacturing companies that design and make metal products, including: nuclear reactor vessels, tanks and boilers; pipelines; central heating devices; bridges; lock gates; steel buildings; valves; offshore gear, and nuts, bolts and springs.
- o 25 companies specializing in equipment for road building/construction and dredging.

Technological Highlights:

- o Dredging -- In 1981, Dutch contractors had the largest fleet of dredgers in the world and controlled 60 percent of the international market. Application run from enlarging the world's ports to building artificial islands for offshore oil drilling.
- o Storm surge barrier -- A revolutionary \$2 billion storm surge barrier is being built across an inlet south of Rotterdam. The barrier system will use 66 prefabricated concrete piers holding huge gates that can be dropped to protect three channels against violent storms. The design includes first-of-its-kind bottom protection system that stabilizes the ocean floor.

- more -

- o Pipelines -- Several Dutch companies are involved in international projects laying large diameter pipe. For example, Nacap -- the largest firm -- is laying more than 1,000 mi of 30-in. pipe for Argentina's new Central-West gas line at a record-breaking three to four miles a day.
- o General construction -- New construction equipment, adapted to specific geographical conditions, has enabled Dutch companies to win contracts in housing, public utilities and infrastructure work in Africa, Latin America and the Middle East. In the U.S., Dutch engineers are building a 20-mi. railroad viaduct in Miami, and a 1.5-mi. double bridge across the Saginaw River in Michigan. Other contracts include petrochemical and chemical complexes in the Middle East and harbors in Nigeria.

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56/03



BACKGROUND FACT SHEET ON HIGH TECHNOLOGY

The manufacture and development of high-technology products constitutes the fourth largest industry in Holland today with a combined output of nearly \$3.6 billion. Included are electronic components, data processing systems and optical, medical, energy and aerospace equipment.

The Dutch have had a leading role in the advancement of science and technology for more than 400 years. One of the early leaders was Anton van Leeuwenhoek, a 17th century naturalist, who significantly improved the microscope. The compound microscope itself was invented in Holland in the late 1500s.

Perhaps more than any other country, Holland developed its technological expertise out of sheer necessity. This stems largely from the fact that up until 40 years ago -- when oil and gas were discovered -- Holland had few natural resources on which to rely. Technological expertise and equipment, therefore, supplanted raw goods as a source of export revenue.

Holland continues to export much of its high-technology, both in terms of know-how and products. Major areas of activity include:

- o electronics - IC (integrated circuit) chips (Holland is the world's third largest producer)
 - data and word processing hardware and software
 - laser disc technology (pioneered by Phillips for use in home entertainment)
- o optics - fiber optics and lenses (for telecommunications, photography, aerospace and medical instrumentation)
- o energy-related - coal and oil extracting and processing equipment and engineering know-how.
- o aerospace - instrumentation or aircraft
 - Infra-Red Astronomical and Astronomical Netherlands Satellites (IRAS and ANS)

In addition to exporting high-technology products and processes to the United States, Dutch firms are also active in research and development of them. Most notable are Phillips/North America, in telecommunications, home entertainment and medical equipment; Fokker Aircraft and KLM in aviation, and Dutch State Mines (DSM) in energy and chemical production.

56/07



BACKGROUND FACT SHEET ON HORTICULTURAL CROPS

Holland is the leading flower and plant producing and trading nation in the world. The \$1.5 billion industry exports 80 percent of its output.

As early as 6 a.m., Monday through Saturday, flower auctions begin at a number of locations throughout Holland; the largest is at Aalsmeer. By noon, 2.5 to 3 million flowers and plants are sold and tagged, then rushed for shipment to destinations all over the world.

Roses, chrysanthemums and tulips are by far the leading sellers. Other varieties gaining popularity are amaryllis, the lily and freesia.

Currently, the United States accounts for only 1 percent of all Dutch flower exports. But by 1985, the Dutch cut flower industry has set a goal for North American exports at \$50 million (three times its present rate).

After flowers, flower bulbs are the second largest export in this sector. Holland exports more than 4 billion bulbs annually to some 51 countries in a market that is virtually free from competition.

The United States is the third largest importer of Dutch bulbs. In 1981, the United States imported nearly 536 million bulbs, an increase of 3 percent from 1980. Tulips -- the most popular bulbs -- accounted for one-fifth of all shipments. The second most popular bulbs in the United States are irises, followed respectively by daffodils, crocuses and hyacinths.

A third major product is grass seed, which accounts for more than \$20 million in exports annually. The largest markets are the United States, Western Europe, Australia, Japan and the Middle East, respectively.

The Dutch started breeding grass 50 years ago. Holland currently has eight modern grass breeding firms, each with an extensive staff of scientists, seeking to improve such qualities as yield, persistency and resistance to disease.

Grasses are now being bred for specific lawn, sports-field and ground-covering characteristics. Because worldwide demand far outpaces Holland's production capability, the Dutch are now growing seed grass throughout Western Europe and in the United States -- particularly in the state of Oregon.

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56/05



BACKGROUND FACT SHEET ON INVESTMENT

The Netherlands' prominence in all types of investment activity rests on a number of factors: its location as the gateway to Europe with the world's largest port, Rotterdam; its stable political environment; favorable taxation and trade policies; a highly skilled work force; a low inflation rate, and a strong guilder.

o Capital Investment -- The United States is the largest foreign investor in the Netherlands. More than 1,000 U.S. firms do business there, with a total investment of nearly \$8 billion. The petrochemical industry accounts for more than half of this investment. Companies such as Esso, a subsidiary of Exxon group, and Gulf have played a major role in developing Rotterdam as a major oil handling port and as a center for petrochemicals. U.S. companies also are actively searching for new oil and gas reserves both on shore and in the Dutch sector of the North Sea.

Arco Chemical, Du Pont, Digital Equipment, General Electric, Consolidated Foods, Standard Brands and Philip Morris are among other companies currently building new or expanded facilities. Recently, the Dutch have accelerated efforts to attract more foreign investors by offering special incentives, particularly to companies in high-technology industries, such as electronics, pharmaceuticals and medical instruments.

o Banking -- The highly efficient and concentrated Dutch banking industry is overseen by the Central Bank of the Netherlands. Amsterdam is the center for banks, as well as for the Dutch Stock Exchange and the European Option Exchange (EOE), where gold and bond options were recently introduced. Banking activities fall into three categories:

Commercial banks -- These include the Rabobank Nederland, a cooperative of several hundred individual banks, Amro Bank, Algemene Bank Nederland and Nederlandse Middenstands Bank. Commercial banks lend to business, offer savings services, deal in securities and do agency commission business in insurance. A recent development permits commercial banks to take equity positions in business for investments of 2.5 million guilder or less.

Savings banks -- This group holds 15 percent of all deposits. Assets include government securities and loans, mortgages and household loans.

- more -

NEWS

o Miscellaneous institutions -- This includes "postbank" the recently formed conglomerate of the post office savings bank. With 2,000 branches (post offices) throughout the country, this publicly owned bank is gaining a significant share of mortgage and personal loan business. There is also a small number of specialized mortgage banks.

o Insurance -- The Dutch insurance exchanges in Rotterdam and Amsterdam date to the late 16th and early 17th centuries. Today, the Netherlands has 883 insurance companies dominated by six groups: Nationale-Nederlanden, Amex, Ennia, Delta Lloyd, Ago and Amfas. The Big Six had a total premium of 13 billion guilder in 1980, and an additional 5.6 billion guilder income from investments. A growing portion of this business has come from foreign premium income.

During the past decade insurance profits have climbed 10 percent a year. The health and accident, automobile and marine sectors have generated the most positive results.

* * *



BACKGROUND FACT SHEET ON LUXURY ITEMS

One of the most colorful segments of the Dutch economy is that devoted to the manufacture and export of luxury goods. More than 50 percent of this diversified trade, which includes such items as fine porcelain and glassware, furniture, diamonds and tobacco, is exported.

A long tradition of fine craftsmanship makes Dutch luxury products popular throughout the world. For example:

- o Royal Delft pottery - Made since 1653 by the firm De Porceleyne Fles, "Delft Blue" is one of Holland's best-known and most prestigious exports. Christmas plates, commemorative plates on Dutch/American themes and other hand-painted items rate as fine collectibles.
- o Glass - Another centuries-old Dutch industry is glassmaking. Products range from hand-made crystal and decorative objects, to machine-made table and packaging glass.
- o Diamonds - Amsterdam has long been a center of diamond trading, cutting and polishing. Today, the city boasts more than 20 diamond factories, which produce 80 percent of the world's industrial diamonds, and some of the world's finest jewels.
- o Furniture - Oak pieces account for more than 40 percent of all Dutch furniture production. Simple, highly crafted items, such as the famous Oirschot chair -- a sturdy oak saddle chair designed in the late 19th century -- have won world-wide admiration. The Dutch furniture industry consists of some 540 firms and exports nearly 30 percent of its output to Europe and North America.
- o Tobacco - Tobacco traders since the 16th century, the Dutch today maintain an active role in processing and marketing tobacco to various world markets. Much of the "cut tobacco" sold in the United States for use by pipe and roll-your-own smokers is blended in Holland from U.S. and South American sources. Leading Dutch tobacco concerns include Douwe Egberts, Niemeyer and Van Nelle.

56/06



BACKGROUND FACT SHEET ON DUTCH TOURIST INDUSTRY

Tourism plays a vital role in Holland's economy. In 1981, some 3.8 million visitors passed through the country, contributing some 8 percent to Holland's gross national product. More than 17 percent of these were U.S. citizens.

Holland has two basic tourist lures. The first is geography. As the gateway to Europe, Holland is the ideal interim destination for travelers to and from the Continent. Air routes, via Amsterdam's ultra-modern Schiphol Airport, link Holland with 119 cities worldwide. As the world's largest port, Rotterdam plays host to thousands of passenger ships annually.

The second is Holland itself. The country, with a storybook image of windmills, fields of tulips and quaint towns and villages laced with canals, has a charm all its own. In recent years this image has been updated to appeal to the most sophisticated traveler, with ballet, music festivals, fine hotels and restaurants, seaside resorts and some of the world's greatest art exhibitions.

Holland's major tourist attractions include:

- o Museums - Holland claims to have more museums per capita than any other country in the world. The nation's 500 museums include Amsterdam's famous Rijksmuseum; Haarlem's Frans Hals Museum; The Hague's Mauritshuis, and Rotterdam's Boymans-van Beuningen Museum. Yet museums in the Netherlands hold more than some of the world's greatest art. There are museums of anthropology, printing, natural science and railways. There is a post office museum, a military museum and even a tax museum.
- o Amsterdam - Dating from medieval times and crossed with canals, Amsterdam is one of the most charming cities in the world. As the cultural heart of Holland, and a center for the diamond, chocolate, fashion and antique trades, it is also one of the most exciting.
- o Keukenhof - With 70 acres of flowers, trees and shrubs, beautiful cascades and ponds, this is the greatest flower show on earth.

- more -

- o Madurodam - This famous scale model of a typical Dutch town, includes an airport, sea port, moving trains and buses, windmills and houses -- all perfect, down to the last detail.
- o Castles and Palaces - These include the almost-make-believe Castle de Haar, owned by the Rothschilds, the historic, moated Muiderslot, the Peace Palace in the Hague and the Queen's palace, the Huis ten Bosch, also in the Hague.

In addition, 1982, the year of the U.S./Netherlands Bicentennial, will offer numerous special attractions -- from performing arts to sports -- designed to lure a record number of American friends.

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BACKGROUND FACT SHEET ON TRANSPORTS

A combination of history, location and ingenuity have made Holland the transport center of Europe and a focal point for international trade. According to 1980 statistics, the more than 500 Dutch firms engaged in air, land or sea transport contributed \$2.8 billion, or 7.2 percent of Holland's gross national product. Over half of all transport services and activities qualify as exports.

BY SEA...

The largest and busiest port in the world is Rotterdam, on a delta formed by three major European rivers -- the Meuse, Schelde and Rhine. In 1980, the port processed 280 million tons of goods -- 30 percent more than the entire Port of New York -- and roughly half of all the goods that arrived in Western Europe's ports. Some 30,000 vessels each year use Rotterdam's facilities, many drawn by the sophistication of Dutch container handling. Rotterdam was the first specially constructed container terminal in Europe, and it now handles 1.4 million container units per year.

AIR...

Containerization also aided in the growth of the Dutch air industry, particularly involving Schiphol Airport, which now has a capacity of more than 1 million tons of cargo per year. Schiphol is the home base of KLM Royal Dutch Airlines, the world's first commercial airline which today flies a total of 225,000 miles on its route network. In all, KLM serves 119 cities in 75 countries in every world continent excepting Antarctica.

AND LAND...

Holland has always devoted considerable effort to designing and maintaining the final link in any transport network -- highways and railroads. Consequently, the Dutch truck industry, with a combined fleet of 350,000 vehicles, moves 40 percent of all the goods hauled within Europe. Containers also work through the rail system, under a special cooperative arrangement termed Intercontainer that ties together 23 European railway companies and moves goods efficiently for both long and short hauls.

56/04

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BACKGROUND FACT SHEET ON SPORTS & RECREATION

In 1980, the Dutch -- a nation of just under 14 million people -- spent more than \$560 million on equipment for a wide range of sports.

Because their relatively small land is crisscrossed with rivers and waterways, the Dutch have a natural interest in the sea and their history includes a number of world-class yachtsmen and yachts. Today Dutch sailors keep the seafaring traditions alive through such major events as the Spice Race in which modern yachts attempt to beat the times of old clippers that sailed from Holland to Indonesia in search of exotic herbs and spices.

The availability of ponds, canals and streams also has made Holland a "land of skates." Virtually all the speed skating champions of the world have set their records wearing Viking skates. The

29/9/92

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CONTACT: JOHN STODDARD
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THE NETHERLANDS: LEADING FOREIGN INVESTOR IN
THE UNITED STATES

The 200 years of uninterrupted relations between the Netherlands and the U.S. continue to represent a mutually strong economic commitment.

Holland is the single largest source of foreign investment in the United States. With \$ 16.2 billion, it accounts for a full 25 percent of overseas investment in the U.S. economy.

Conversely, the United States is the single largest investor in Holland: 1,000 U.S. firms operate subsidiaries there representing an \$8 billion investment.

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ROTTERDAM: BUSIEST PORT IN THE WORLD

Rotterdam, the world's largest and busiest port, handles more than 280 million tons of goods a year, or approximately 30 percent more than the port of New York.

Situated at the mouths of the rivers Rhine and Maas, and with direct lock-and-bridge free access to the open sea, the port of Rotterdam has a sophisticated network of waterways, roads, railways and pipelines. Combined, these factors make Rotterdam the best equipped transport, distribution and trade center in western Europe.

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3)

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BICENTENNIAL LOGO SYMBOLIZES NETHERLANDS/U.S.A. BOND

The Bicentennial logo has been constructed of several symbolic elements, heralding the 200 years of friendly relations between the Netherlands and the United States.

The logo's basis is the American 5-pointed star which passes to the right into a flying, striped banner. Apart from imparting a generally festive air, the seven bars of the banner stand for the seven provinces which constituted the Netherlands in 1782. The undulant motion symbolizes the ocean and the vast distance that separated the two countries two centuries ago. The thirteen 5-pointed stars in the circle are the thirteen states that together formed the United States of America in 1782. The circle itself expresses the friendship that has bound the two countries without interruption for two centuries. The colors applied in the logo - red, white and blue - correspond to the traditional colors of both the American and Dutch flags.

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NETHERLANDS/U.S.A. TRADE ENJOYS STEADY INCREASES;
COMBINES FOR \$8 BILLION BALANCE OF TRADE

The Netherlands and the United States enjoy a healthy economic partnership. It is represented by an over \$8 billion balance of trade.

The Dutch import some \$6.02 billion of goods from the U.S. and export another \$2.12 billion to the U.S. Major Dutch imports from the U.S. include machinery, grains, edible oils, appliances and chemicals.

Major Dutch exports to the U.S. include power generating machinery and equipment; aircraft; iron, steel and non-ferrous metals; organic chemicals; food and luxury items; electronic components; medical equipment and construction materials.

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FRESH-CUT FLOWERS FROM HOLLAND DECORATE AMERICAN HOMES

The many varieties of Dutch flowers available to the U.S. market makes them a popular decoration in American homes.

The Netherlands, a leading exporter of cut flowers and home to the world's largest flower auction, ships not only its trademark tulips, but also Amaryllis, iris, spray carnations, roses and a variety of other exotic blooms.

Shown here with a Dutch floral bouquet is Els Teunissen, a native of the Hague and a flower designer by profession. Ms. Teunissen has appeared in shows and exhibits throughout Europe. She has created arrangements for international events including her decoration of the royal suite of Queen Beatrix of the Netherlands for Her Majesty's recent official U.S. visit. .

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(6)

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HOLLAND'S AALSMEER AUCTION BLOOMS WITH DUTCH FLOWERS

Fresh potted and cut flowers line the halls of Aalsmeer, in Holland, the site of the world's largest flower auction. Some three million stems and plants in hundreds of varieties are sold, tagged, shipped and delivered to international destinations daily.

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The Netherlands—
United States of
America
200 Foundation



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RELEASE: IMMEDIATE

7)

"THE DUTCH CONNECTION"

-- A PUBLIC TELEVISION SPECIAL --

MARKS 200 YEARS OF DUTCH - AMERICAN FRIENDSHIP

Walter Cronkite and four other Dutch-Americans are profiled on THE DUTCH CONNECTION -- a national public television special that celebrates two centuries of Dutch-American friendship, scheduled to air nationally on Sunday, April 18 at 3 p.m. ET* over PBS and on Tuesday, April 20 at 10 p.m. on THIRTEEN.

Marking the 200th anniversary of Dutch-American diplomatic relations, inaugurated by John Adams' visit to Holland, April 19, 1782, the television broadcast will coincide with the planned state visit to America of Queen Beatrix of the Netherlands and her husband, Prince Claus, from April 19-23.

Narrated by E. G. Marshall, THE DUTCH CONNECTION is made possible by a grant from Heineken Breweries of Holland and is a joint production of NOS (Netherlands Broadcasting Corporation), Cinecentrum and WNET/THIRTEEN, New York.

- more -

* check local listings

SMEN

The program looks at the human side of the trans-Atlantic friendship by presenting portraits of five Dutch-Americans: 8)
journalist Walter Cronkite, pilot Bill Dotter, dress designer Koos van den Akker, writer/editor Helen Colijn and rancher A. C. Ekker. Two of the five have yet to visit the land of their ancestors, but all say they are aware of its influence in their lives.

Recalling his return to Dutch soil during World War II, Cronkite says, "Every American who came in, whether he had Dutch ancestry or not, was impressed with the courage and friendliness of the Dutch people. I felt very definitely that after 300 years, I had come home."

His heritage goes back a very long way, he observes, to 1642, when a Cronkite was married in the colony of New Amsterdam, some 23 years after it was founded.

"Thanks to improved communications, we know each other better," Cronkite says, adding that, "when we know each other too well, we take each other for granted...Sometimes separation is a stronger bond for friendship than closeness is."

Airline pilot Bill Dotter has never been to Holland, but if his dream comes true, he won't fly there when he goes. He'll sail in the ship he has been spending his time, money and energy helping to build in Wisconsin for the last five years -- a replica of the Dutch sailing ship "The Red Lion." What began as a hobby with the purchase of a model ship kit has become Bill's spare-time obsession, involving him along the way in a study of Netherlands history, geography, shipbuilding, forestry and metallurgy. After some 26,000 hours of work, Bill and his wife invited neighbors to celebrate the laying of the whiskey plank -- the last plank to be laid and the signal that the ship's basic structure is finished.

It will take many more hours of labor and another \$100,000 before it's ready to go to sea, but Bill hangs on to his goal: "This ship should be sailed back to the Netherlands and put in a museum in Amsterdam or Rotterdam for people to enjoy," he says. 9)

In Holland, dress designer Koos van den Akker fell in love with New York through the movie "Breakfast at Tiffany's" and was prompted to pack up and move to Manhattan. Arriving in 1968 with \$168 and a portable sewing machine, in 14 years he has risen from making \$30-dresses to the exclusive, expensive world of high fashion. He finds, sometimes to his surprise, that his fabrics-on-fabric style, his use of embroidery and trims are "very Dutch" and actually originated in Holland several centuries ago. At work in his own factory -- greeting customers, draping a gown, or creating one of the striking collages that are a trademark, Koos says, "I had big dreams and they were never, ever disappointed."

Helen Colijn is an editor at Sunset Magazine in Palo Alto, California. Born in Holland, but in the U.S. since the end of World War II, she most recently has been chronicling her memories of her former life in the other land she knows so well. The granddaughter of Dr. H. Colijn, five-time prime minister of Holland between World Wars I and II, Mrs. Colijn and her family were living in Indonesia when the Second World War broke out and the Japanese overran the Dutch East Indies. Interned for three-and-a-half years in a Japanese prison camp, she emigrated to America at the end of the war, married and stayed. Her daughter, who since then, visited Holland, liked it, and remained there to raise her family. Helen's grandson, therefore, was born a Dutchman and so the family migration has come full circle. Although she loves

to visit her homeland, Helen cannot forsake her Western home. "Space," she says, "is what I would miss in Holland." 10)

A. C. Ekker, whose Mormon ancestors came from Holland over 100 years ago, lives in Southern Utah on Robber's Roost Ranch, once the terminus of the "Outlaw Trails" of the Old West. One of A. C.'s aunts recollects that, "A. C.'s grandmother and her sisters used to sit on the floor with Butch Cassidy and play jacks with 20 dollar gold pieces." Today Ekker, six-time winner of the title "America's All-Around Cowboy," works his ranch, raises cattle and runs an "Outlaw Trails" guide service.

Chatting with Ekker at his ranch, Robert Redford says, "When we were riding the "Outlaw Trail" we wanted to...find the country the way it was. And A. C. and his father impressed me as being the way I thought of these guys a hundred years ago. They lived the land, they knew every square inch of it, they worked their horses, they brought in their cows. I don't think this country could have been settled unless it was settled by people of that determination."

Although A. C.'s ranchhouse is 80 miles from the nearest neighbor, it is more than a century removed from his Dutch ancestral home in Holland.

"The Dutch Connection" was produced by Nico Crama and directed by George Sluizer. Script by Dave B. Jones. Project Manager, Richard Decossaux; executive producer for NOS, Henk Suer; executive producer for WNET/THIRTEEN, George Page.

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RELEASE: IMMEDIATE

DUTCH SCHEDULE MANY U.S. EVENTS
TO CELEBRATE U.S. - HOLLAND BICENTENNIAL

Dutch government and industry officials recently announced a far-ranging program of U.S. business, cultural and tourist activity to mark the 1982 U.S.-Netherlands bicentennial.

The 200 years of uninterrupted diplomatic and trade relations is the longest such relationship the United States has had with any country.

The celebration will begin officially on April 19 when President Reagan welcomes Queen Beatrix and Prince Claus of the Netherlands to Washington for an official state visit. That was the date, in 1782, when the Netherlands government accorded the United States diplomatic recognition by accepting the letters of then ambassador, and later president, John Adams.

- more -

During her U.S. stay, Queen Beatrix will address a joint session of Congress, an honor accorded her mother, Queen Juliana, and grandmother, Queen Wilhelmina, earlier this century. (12)

Export Exhibition

Queen Beatrix will then be in New York on April 24 where she will, among other things, visit a major Dutch export exhibition sponsored by the World Trade Center of Rotterdam.

The six-day event at New York's World Trade Center will feature more than 100 leading Dutch companies.

In conjunction with the exhibition, two trade seminars are scheduled. Both are aimed at increasing American business interests in Holland.

Economic Program

To represent the economic aspect of the celebration, the Netherlands business community has joined the Dutch government in establishing the Netherlands - U.S.A. 200 Foundation. The Foundation, consisting of a veritable who's who of Dutch business under the patronage of Prince Claus, is launching an ambitious program.

"The Foundation's goals," said its director, Gustave Springer, "are to attract and expand U.S. investment in Holland, emphasize the diversity of Dutch products and services and broaden American awareness of Holland as a tourist destination."

13)

Tour Of 1,000

At the heart of the Foundation program is the Tour of 1,000, a special trip by 1,000 Americans to Holland as guests of the Foundation. Most of the 1,000, Mr. Springer explained, will be selected by a nationwide contest conducted by local newspapers, radio and television stations.

Other Foundation activities include a five-city business investment program in the fall, to be conducted by the Industrial Commission of the Netherlands, and a national advertising campaign in THE WALL STREET JOURNAL and BUSINESS WEEK designed to increase awareness of Dutch business activity.

The Foundation also plans to cooperate with many of the Dutch and American groups hosting special bicentennial celebrations in local U.S. communities.

Highlights Of Other Events

Other bicentennial events, sponsored by a variety of Dutch organizations, include:

- . "The Dutch Connection"--this WNET Cinecentrum co-production is scheduled to air nationally on April 18 at 3 p.m. ET. It will air in New York, however, on April 20 at 10 p.m.; viewers around the country are advised to check their local listings. The 60-minute show, which features Walter Cronkite and four other prominent Dutch-Americans, was made possible by a grant from Heineken Breweries of Holland.

- . The Citibank-Five Boro Bike Tour--this well-known annual bicycle event will this year be devoted to the bicentennial. Approximately 150 Dutch Navy Squadron sailors will participate on April 25 in New York City. 14)
- . The Treasures of Mauritshuis--this will be a year-long exhibition of 40 Dutch masterworks of the Golden Age taken from the world-famous Mauritshuis collection in the Hague. The exhibition will be shown in Washington, Boston, Chicago, Los Angeles and New York.
- . The Amsterdam Concertgebouw Orchestra--this world-famous orchestra will tour major U.S. cities in the fall, among them San Francisco, Denver, Minneapolis, Chicago, Boston and New York.

For more information on Dutch bicentennial activities in the United States, contact the nearest Netherlands consulate in New York, Chicago, Houston, Los Angeles or San Francisco.

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RELEASE: IMMEDIATE

HOLLAND TODAY: A MAJOR EXPORTER OF GOODS
AND AMERICA'S 'GATEWAY TO EUROPE'

Mention Holland and the average American thinks of rolling farm land, tulips, windmills and wooden shoes.

That perception, though not inaccurate, is inadequate.

Holland is the most densely populated nation in the Western Hemisphere, and it possesses a highly skilled workforce. The Dutch are aggressive producers and exporters of meat and dairy products, horticultural crops, chemicals, petroleum products, natural gas, high technology, machinery and transport equipment.

Economically, this small country has had a disproportionately large influence in world affairs. In the United States, for instance, Holland is the single largest source of foreign investment. With \$16.2 billion, it accounts for a full 25 percent of overseas investment in the U.S. economy.

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Conversely, U.S. business has invested some \$8 billion in Holland. In addition, of all its trading partners, the United States enjoys the most favorable balance of trade with Holland (\$6.76 billion in 1980).

To further strengthen these business ties, a special organization has been created this year to mark the 200th anniversary of continuous trade and diplomatic relations between the two countries. The Netherlands - U.S.A. 200 Foundation is a joint effort of Dutch business and government designed to:

- o Attract and expand U.S. investment in Holland.
- o Emphasize the diversity of Dutch products/services - both those recognized the world over as traditionally Dutch and those, perhaps lesser known, of a highly technological nature.
- o Broaden American awareness of Holland as a tourist destination.

Land Creation

It has been said that the Dutch, more than any other people, advanced technologically out of necessity. More than 40 percent of Holland once lay under water. Over the years, the Dutch have reclaimed their land from the sea.

This reclaimed land -- known as polders -- now constitutes some of the richest farmland in the Netherlands, as well as many planned communities.

Holland is approximately 15,900 square miles, about one-third the size of New York State. Its population, as of 1980, was slightly more than 14 million.

Always a Center of Commerce

Since the 1600s, the Netherlands has been a major center of commerce. Today, the country is referred to as the gateway to Europe.

Holland is strategically located at the delta of three large European Rivers: the Rhine, the Meuse and the Schelde.

The largest, the Rhine, is easily navigable as far as Switzerland and serves as an artery to provide 170 million Europeans with both Dutch goods and international goods transshipped through Holland.

Holland has two major ports -- Rotterdam and Amsterdam. An intricate combination of small rivers and man-made canals connect Rotterdam and Amsterdam to both the North Sea and Europe's interior.

Rotterdam's natural harbor has been significantly expanded, and, as a result, Rotterdam is now the world's largest and busiest port. In 1980, the volume of goods it processed -- 280 million tons -- was about 30 percent more than the entire port of New York.

Superior Transport Network

Holland's waterways, combined with ground and air systems, form a superior transport network.

The country's extensive railroad and highway systems help to provide for fast, efficient transport of goods. Dutch roads linking

(14)

Holland to the rest of the European highway network, are well planned, constantly repaired and maintained.

Dutch trucking interests, with a combined fleet of 350,000 vehicles, carry nearly half of the goods moving across Europe.

But Holland's gateway reputation is not limited to the sea and land. Schiphol International Airport, just south of Amsterdam, is one of the largest and most modern in Europe. More than 300,000 tons of freight passed through Schiphol in 1980.

With a "break bulk" air cargo rate system -- in which vast and diverse shipments are combined for transport, then broken down and stored or shipped on -- Schiphol serves Europe as a central distribution center.

This system, reports the Netherlands Industrial Commission, makes it 20 to 30 percent cheaper to send large shipments from the United States to Europe than to split orders before they leave the United States.

The Dutch Government

Politically, the Netherlands is a democracy. Its constitution of 1814 established that a king or queen act as head of state, with Parliament serving as the representative of the people. Major changes in the political system since 1840, however, give the actual governing power to Parliament.

A queen has headed the Netherlands since 1890 when King William III died. The present queen, Beatrix, ascended to the throne in 1980 after her mother, Queen Juliana, abdicated. Queen Beatrix

19)

and her husband, Prince Claus, have three sons. The eldest, Prince Willem-Alexander, born April 27, 1967, is the first male heir to the throne in over a century.

Due to a reference in the original constitution of 1814, Amsterdam will always remain the capital of Holland. Today, however, the government and Parliament have their seats in the Hague.

The Dutch Parliament is divided into two chambers. The first, with 75 members, is elected by provincial legislatures who are in turn elected by their constituents. The second, with 150 members, is elected at-large directly by the people.

* * * *

The Netherlands—
United States of
America
200 Foundation



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20)

RELEASE: IMMEDIATE

THE U.S. AND THE NETHERLANDS:
200 YEARS OF FRIENDSHIP AND TRADE

What country, more than 200 years ago, signed the first trade agreement with a fledgling, destitute U.S. government? Is the ancestral land of six U.S. presidents? And now, with a \$16.2 billion stake, is the largest source of foreign investment in the U.S. economy?

The answer, a surprise to many, is the Netherlands.

These and other historic and contemporary ties between the United States and Holland will be commemorated throughout 1982 during the U.S.-Netherlands Bicentennial, the 200th anniversary of continuous diplomatic and trade relations between the two countries.

The Bicentennial -- which will be celebrated by various government, cultural, business, academic and sporting events on both sides of the Atlantic -- will open formally on April 19 with

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a state visit by Queen Beatrix to President Reagan in Washington.

"On that date, back in 1782," notes Gustave Springer, director of the Netherlands - U.S.A. 200 Foundation, an organization created in Holland to promote trade between the two countries, "John Adams finally succeeded in presenting his credentials as U.S. envoy to the United Netherlands. Six months later, on Oct. 8, he signed the Treaty of Amity and Commerce with the Netherlands, thus establishing one of the longest running and mutually profitable trade agreements between any two countries in history."

Happy Accident

Dutch involvement in U.S. affairs actually predates signing of the treaty by almost another 200 years and stems from a somewhat happy accident on the part of Captain Henry Hudson.

In 1608, Captain Hudson, commissioned by the Netherlands East Indies Co., sailed his ship "de Halve Maen" up the river that now bears his name thinking it a northwesterly passage from Holland to the Orient.

The Dutch eventually laid claim to the new territory and in 1621 began systematic colonization of New Netherlands. The village of New Amsterdam on the southern tip of Manhattan Island was established as the center of government and commerce.

While a British claim on the territory brought an end to Dutch sovereignty in North America in 1664, the colony remained strongly Dutch in character and continued to rely heavily on Dutch trade activity.

22)

During the War of Independence, the Dutch -- with their long traditions of intellectual and religious freedom -- sided squarely with the Americans and continued, despite a British embargo, to provide overseas goods to the colony. In 1779, Holland offered asylum to Captain John Paul Jones after his North Sea capture of two British frigates. A year later, the British declared war against the Netherlands.

Undaunted, the "Club of Six" Amsterdam bankers loaned a total of 35 million guilders, or \$12 million, to the United States between 1780 and 1790. These bankers then formed the Holland Land Company to provide Dutch settlers with farms in New York and Pennsylvania, and went on to play early roles in developing America's transportation system, including the Erie Canal, and later, the railroads.

Lasting Contributions

Meanwhile, Dutch settlers in the United States continued to prosper and to make lasting contributions in society wherever they went. By 1850, the United States contained nearly 10,000 Dutch-born emigrants. In addition to New York and Albany, N.Y., such towns as Detroit, Grand Rapids and Holland, Mich.; Pella, Sioux City and Orange City, Iowa; Sheboygan, Wisc., and Princeton, N.J., continued to develop from Dutch roots as thriving centers of local economy.

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Throughout the 19th century many traditions brought here by the Dutch found nourishment in American soil. In the fine arts, for instance, the Hudson River School of painting owes much to the artistic influence of the Dutch -- yet stands by itself as a watershed in the evolution of American art.

The writings of Washington Irving represent a similar link. Himself a descendant of the Hudson Valley Dutch, Irving immortalized his unique heritage in tales that are recognized as a landmark in the development of American literature.

In general, Dutch emigrants have been characterized by their desire to assimilate and take leading roles in their new society. Prominent Americans of Dutch extraction even include presidents James Madison, Martin Van Buren, Zachary Taylor, Ulysses S. Grant, Theodore Roosevelt and Franklin Delano Roosevelt.

Today, there are more Americans of Dutch ancestry (15 million) than the entire population of Holland (14 million).

Current Support

The United States and Holland continue to enjoy a profitable, mutually supportive relationship. According to statistics of both the U.S. Department of Commerce and Dutch authorities, each country accounts for the single largest source of investment in the other's economy.

Indeed, at \$16.2 billion, the Dutch account for a full 25 percent of overseas investment in the United States. U.S. business, for its part, has invested some \$8 billion in Holland.

24)

In 1980, the United States had a \$6.76 billion favorable balance of trade with Holland -- the largest favorable balance America enjoyed that year with any of its trading partners.

Major U.S. exports to Holland include machinery, transport equipment, crude metals, grains, inedible oils, food and beverages, paper, appliances and chemicals (including resins and plastics).

Dutch exports to the United States, in order of dollar volume, include power generating machinery and equipment, aircraft, iron, steel and non-ferrous metals; organic chemicals; foods and luxury items (specifically, beer, cheese, chocolate, spices, flowers and flower bulbs); electronic components; medical equipment, and pre-fabricated construction materials.

Mutual Interests

To underscore the mutual interest in healthy, ongoing trade relations between the two countries, a special trade mission will accompany Queen Beatrix on her second U.S. tour, June 16 - 28.

The mission will be headed by Holland's Economic Affairs Minister Dr. Jan Terlouw and Deputy Minister Wim Dik.

The tour will cover 10 cities, including Houston, Los Angeles and Chicago where the mission will meet with local business interests to discuss prospects for U.S. - Dutch trade.

Then in the fall of 1982, the Netherlands - U.S.A 200 Foundation will sponsor a series of conferences to promote American business investment in Holland.

Those sessions will be held in San Francisco, Denver, Minneapolis, Chicago and Boston.

The Netherlands—
United States of
America
200 Foundation



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RELEASE: IMMEDIATE

THE NETHERLANDS - U.S.A. 200 FOUNDATION
MARKING TWO CENTURIES OF COMMERCE, AMITY

The Netherlands-U.S.A. 200 Foundation is a joint undertaking by the Dutch business community and Netherlands economic officials to celebrate two centuries of friendship and commerce with the United States.

"It is only fitting that the Dutch business community and government should unite in this effort -- since both played significant roles in the early recognition of the young American republic," says Gustave Springer, foundation director.

It was the bankers of Amsterdam, he notes, who granted the struggling colonial patriots the desperately needed funds to continue their fight for liberty and independence. And, on April 19, 1782, it was the Netherlands government that accorded the new republic diplomatic recognition by accepting the letters of then ambassador, and later president, John Adams.

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NEWS

Throughout the Bicentennial Year, this anniversary will be celebrated in many areas of both countries by many groups in a multitude of ways, among them: concerts, exhibitions, art shows, lectures, symposia, festivals, trade fairs, parades and school and political events. The highlight will no doubt be the official visit of Queen Beatrix to the United States on the anniversary of Adams's recognition. 26)

Foundation Effort

Under the patronage of Queen Beatrix's husband, Prince Claus, and with a membership composed of a virtual Who's Who of Dutch business, the Foundation has planned a series of activities to focus attention on the tradition of strong commercial ties between the two countries. The specific aims are to:

- o Attract and expand U.S. investment in Holland by demonstrating to American businessmen the technical and commercial expertise that makes this relatively small nation an ideal location for companies looking to establish a base for trade with all of Europe, Africa and Asia; and to further increase U.S. awareness of the excellent facilities and infrastructure that exist to promote commerce, whether by air, sea or land.
- o Introduce to U.S. importers and the American public the diversity of products and services available from the Netherlands. These range from financial services, such as banking and insurance, to the technological know-how involved in land reclamation, shipbuilding, electronics and petrochemicals, plus such long-standing consumer favorites as fresh flowers, cheese, beer, ham, chocolates and tobacco.

- o Broaden the awareness of the American people of the Netherlands as a tourist destination renowned for its art, music, unique geography and first-class accommodations; a country with a long history as a haven for the religious and politically oppressed, and a nation whose people have had a long love affair with the American people. 27)

The "1,000"

Centerpiece of the program will be the TOUR OF 1,000, an event that will see 1,000 Americans visit Holland the week of Oct. 3 as personal guests of the Foundation's sponsors.

To ensure that these "1,000" represent a genuine cross-section of the American people, the Foundation is offering the trip, billed as "an Incredible Dutch Experience," as the prize in contests conducted through local newspapers, and radio and television stations around the country.

Entrants will be asked to submit a statement of 50 words or less explaining "Why I want to visit the Netherlands." Some 700 winners, or about 350 couples, will be selected by an independent judging agency.

An additional 250 persons will be chosen on the basis of their importance to Dutch-American business relations. The remaining 50 individuals will be invited to represent symbolically those Americans of Dutch ancestry who have attained special achievement in the United States.

Ad Campaign

To kick off its activities, the Foundation has designed a special 12-week advertising campaign based on the slogan

"The Incredible Dutch." Scheduled to appear in BUSINESS WEEK and THE WALL STREET JOURNAL, the ads will acquaint Americans with a Holland that is "as modern as tomorrow."

The campaign's primary focus will be on those areas of business and commercial activity where Holland is a world leader, such as laser technology, land reclamation, agro-industry, ornamental crops, medical technology and transportation.

The first ad will appear in the April 21 issue of the JOURNAL, the day Queen Beatrix and President Ronald Reagan will jointly proclaim Netherlands - U.S. Amity Day.

In addition to advertising, the Foundation will supply the U.S. media -- newspapers, trade journals, radio and television -- with special news and feature materials on aspects of Dutch life and commerce of interest to both the U.S. business community and to the American public, in general.

Other Activities

The Foundation also plans to cooperate with many of the Dutch and American groups hosting special Bicentennial celebrations in local U.S. communities. Included will be such diverse events as the Citicorp - AYH New York Bike Tour in April and the 102-store-strong State Street Dutch Week scheduled for Chicago in May.

This summer groups of Dutch businessmen will visit their U.S. counterparts in Boston, New York, Chicago, Minneapolis, Denver, Houston, Dallas, Los Angeles and San Francisco, plus many cities still to be added to the schedule.

"While the Foundation's special function within the overall Bicentennial calendar is primarily economic," Mr. Springer comments, "the Dutch business community is also committed to the equally important role of people-to-people ambassadors. Conscious of the history that has bound, and continues to bind, our nations -- from the establishment of the American republic to the Marshall Plan of recent times -- Dutch businessmen and government officials are determined to strengthen further the personal ties between our two peoples.

"We have good cause to join in a year of celebration!"

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NOTICE

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(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

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(If your answer to question 2 is "yes" please forward for our review copies of all such material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

X 
Signature

June 9, 1982
Date

Richard D. Godown
Please type or print name of
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Title