

MAR 1 2 34 PM 1965

UNITED STATES DEPARTMENT OF JUSTICE

REGISTRATION SECTION

WASHINGTON, D. C.

REGISTRATION NO. 1421

SUPPLEMENTAL REGISTRATION STATEMENT

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

For Six Months Period Ending JAN 29 1965
(Insert date)

1. (a) Name of Registrant.

Development Counsellors International, Ltd.

(b) All other names used by Registrant during the period.

None

(c) Address of principal office.

20 East 46th Street, New York, N.Y.

(d) Name of person or persons in charge of principal office.

Ted M. Levine

3. If Registrant is a nonbusiness membership organization, state—

(a) Approximate number of members in the United States inapplicable.....

(b) Approximate number of members outside the United States inapplicable.....

4. (a) All persons who became partners, officers, directors, and similar officials of Registrant during the period.

Name and address
of official

Date connection began

Position, office, or nature
of duties

None

(b) All persons who ceased to be partners, officers, directors, or similar officials of Registrant during the period.

Name and address
of official

Date connection ended

Reason for ending
connection

None

5. (a) All branches and local units of Registrant and all other component or affiliated groups or organizations which began to operate during the period.

<i>Name and address of branch, unit, group, or organization</i>	<i>Nature of connection with Registrant</i>	<i>Name and address of person in charge</i>
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Principal office only; no branches

- (b) All branches and local units of Registrant and all other component or affiliated groups or organizations which ceased to operate during the period.

<i>Name of branch, unit, group, or organization</i>	<i>Reason operations ceased</i>
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None

6. All persons who at any time during the period were foreign principals of Registrant.

<i>Name and principal address</i>	<i>Is person still a foreign principal of Registrant?</i>	<i>If not, give date connection ended</i>
1. New South Wales Govt. 680 Fifth Ave., N.Y.C.	yes	n/a
2. Trinidad-Tobago Industrial Development Corp., Port of Spain, Trinidad, W.I.	yes	n/a
3. Ontario Dept. of Economics & Development, Toronto	yes	n/a
4. Nova Scotia Trade & Industry Branch, Halifax, Canada	yes	n/a

7. Describe fully all activities of Registrant during the period for or in the interests of each foreign principal named under item 6.

We have attached monthly reports herewith which fully describe our activities performed on behalf of each of the above foreign principals.

8. Describe briefly all other businesses, occupations, and public activities in which Registrant engaged during the period.

Registrant offers public relations services to domestic clients.

9. Furnish the following information as to all employees and other individuals except those named under item 4, who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6:

(a) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have previously been filed.

<i>Name and address of employee or other individual</i>	<i>Nature of any changes during period in activities for Registrant or its foreign principals</i>	<i>Has connection with Registrant ended?</i>
Ted M. Levine 498 West End Ave. New York, N.Y.	Advertising, public relations and promotion creation-placement	No
E.T. Ellenis 20 Kent Street Farmingdale, N.Y.	Advertising, public relations and promotion creation-placement	No
Patricia T. Levine 498 West End Ave. New York, N.Y.	General administrative work	No
Samuel Z. Levine 345 East 69th Street New York, N.Y.	None except at Board of Directors meetings	No

(b) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have not been previously filed.

<i>Name and address of employee or other individual</i>	<i>Nature of services or assistance rendered</i>	<i>Has connection with Registrant ended?</i>
Millicent Brown 530 East 84th Street New York, N.Y.	Secretarial	No
Renee Stein 144-67 41st Ave. Flushing, N.Y.	Secretarial	Yes
Susan M. Miller 498 West End Ave. New York, N.Y.	Secretarial	Yes No
Ronald Jasper 210 West 90th Street New York, N.Y.	Clerical	Yes

10. Furnish the following information as to Registrant's receipts and expenditures during the period covered by this statement. The information may, if Registrant desires, be furnished for Registrant's latest semiannual fiscal period, provided the period covered is indicated and future statements are furnished on the same basis:

(a) All amounts received during the period directly or indirectly from each foreign principal named under item 6, itemized as follows:

<i>Date funds received</i>	<i>Name of foreign principal from whom funds received¹</i>	<i>Purposes for which received²</i>	<i>Amount received³</i>
See attached			

(b) All amounts received during the period from other sources to be used directly or indirectly for or in the interests of any foreign principal named under item 6, itemized as follows:⁴

<i>Date funds received</i>	<i>Name of person from whom received¹</i>	<i>Purposes for which received²</i>	<i>Amount received³</i>
None			

(c) All expenditures made during the period directly or indirectly for or in the interests of each foreign principal named under item 6, itemized as follows:⁴

<i>Date payment was made</i>	<i>Name of person to whom payment was made¹</i>	<i>Purposes for which payment was made²</i>	<i>Amount of payment³</i>
See attached			

¹ Include all amounts so received, whether received as compensation, loans, contributions, subscriptions, fees, dues, subsidies, or otherwise.

² Receipts from or payments to a person amounting to less than \$200 for the period may be combined with other like amounts, provided the source or disposition of the funds, as the case may be, is clearly indicated.

³ Where funds were received or paid, as the case may be, for various purposes, such purposes shall be listed in reasonable detail.

⁴ Show separately the amount received or paid, as the case may be, for each purpose listed under the preceding column.

⁵ Include all transfers of funds to any foreign principal.

11. (a) Speeches, lectures, talks, and radio broadcasts arranged or sponsored by Registrant or delivered by officials or employees of Registrant, during the period.

<i>Name of person by whom delivered</i>	<i>Number of speeches, lectures, and talks delivered</i>	<i>Number of radio broadcasts delivered</i>
None		

(b) Publications prepared or distributed by Registrant, or by others for Registrant, or in the preparation or distribution of which Registrant rendered any services or assistance, during the period. (Indicate each type of publication by an "X.")

- | | | |
|--|---|-----------------------------------|
| (1) Press releases X | (8) Circulars | (15) Lantern slides |
| (2) News bulletins | (9) Form letters | (16) Still pictures |
| (3) Newspapers | (10) Reprints | (17) Posters |
| (4) Articles | (11) Copies of speeches, lectures, talks, or radio broadcasts | (18) Photographs |
| (5) Books | (12) Radio programs | (19) Charts |
| (6) Magazines | (13) Radio scripts | (20) Maps |
| (7) Pamphlets | (14) Moving pictures | (21) Other publications |

(c) Preparation and distribution of publications referred to in answer to (b) above.

<i>Description of publication</i>	<i>By whom written, edited, or prepared</i>	<i>By whom printed, produced, or published</i>	<i>By whom distributed</i>
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All publications distributed through first class mail to editors of trade and business publication. All printed, produced and published by Ted M. Levine, Development Counsellors International, Ltd.

(d) Compliance with the filing, labeling, and reporting provisions of Section 4 of the Foreign Agents Registration Act of 1938, as amended, and Rules 400-403 thereunder.

(1) Were copies or summaries of all communications and publications referred to in answer to (a) and (b) above filed with the Department of Justice and the Librarian of Congress? If not, explain why copies or summaries of any such communications and publications were not filed.

Yes

(2) Were all such communications and publications labeled in accordance with Section 4 and Rules 400-403? If not, explain why any such communications and publications were not so labeled.

Yes

(3) Were reports of the delivery, distribution, or other dissemination of all such communications and publications made to the Department of Justice in accordance with Section 4 and Rules 400-403? If not, explain why any such reports were omitted.

Yes

12. (a) Any changes during the period, not fully described above, in Registrant's affiliations, associations, or other connections with foreign governments, foreign political parties, or officials or agencies thereof.

*Name of government, party, or official,
or agency thereof*

*Nature of changes during period in Registrant's
connections therewith*

None

- (b) Any changes during the period in Registrant's pecuniary interest in or control over partnerships, corporations, associations, or other organizations or combinations of individuals.

*Name of organization or
combination*

*Nature of changes during period in
Registrant's ownership or other
pecuniary interest*

*Nature of changes during period in any
direction or control exercised
by Registrant*

None

13. (a) Any changes during the period in the ownership of or supervision, direction or control over Registrant by any organization, group, or individual.

*Name of organization, group,
or individual*

*Nature of changes during period in ownership,
supervision, direction, or control*

None

(b) Any subsidy or other financial assistance received by Registrant during the period directly or indirectly from—

Any individual who is a citizen of, or resides in, a foreign country.

Any organization created in, or under the laws of, any foreign country or having its principal place of business in a foreign country.

Any foreign government or foreign political party, or any official or agency thereof.

*Name of person from whom subsidy or
financial assistance received*

*Nature and amount of subsidy or
financial assistance*

None

14. File the following exhibits with this statement:

Short Form Registration Statement - File a Short Form Registration Statement, on the printed form provided therefor, for each of the following persons for whom a Short Form Registration Statement (formerly Exhibit A) has not previously been filed:

(a) All partners, officers, directors, and similar officials of Registrant.

(b) All employees or other individuals who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6.

Exhibit B.—File a copy of any changes during the period in the agreement, arrangement, or authorization (or if not in writing a written description thereof) pursuant to which Registrant is acting for, or receiving funds from, each foreign principal named under item 6.

Exhibit C.—File an Exhibit C, on the printed form provided therefor, for each foreign principal named under item 6 for whom an Exhibit C has not previously been filed.

Exhibit D.—If Registrant is a nonbusiness organization, file a copy of any changes during the period in its charter, constitution, bylaws, or other instruments of organization.

Exhibit E.—File a copy of the agreement or arrangement (or if not in writing, a written description thereof) between the Registrant and each business firm or other organization named under item 11 (c), and copies of all changes during the period in similar contracts previously filed.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this 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 Exhibit A insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

Isidor Feinstein Levine
.....
(Signature)
Isidor Feinstein Levine

Fred M. Levine
.....
(Signature)
Fred M. Levine

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths, by a majority of those partners, officers, directors, or persons performing similar functions who are in the United States. If no such person is in the United States, the statement shall be signed and sworn to by the duly authorized representative of the Registrant.)

.....
(Signature)

.....
(Signature)

Subscribed and sworn to before me at NEW YORK CITY, NY

this 26 day of FEBRUARY, 1961

Malcolm M. Spiegel
.....
(Signature of notary or other officer)

NOTARY PUBLIC
ARND SANDERSON
507 W. 116th St.
NEW YORK, N.Y. 10027

My commission expires, 19.....

<u>Dates Funds Received:</u>	<u>Name of Foreign Principal From Whom Funds Received:</u>	<u>Purposes for Which Received:</u>	<u>Amount Received:</u>
8/10/64	New So. Wales Govt. Office	Fees & Expenses	\$2,250.00
8/13/64	Ontario Dept. of Econ. & Dev.	Fees & Expenses	2,171.00
8/20/64	Trinidad & Tobago Ind. Dev. Corp.	Fees & Expenses	5,098.77
8/21/64	Nova Scotia Trade & Industry Branch	Fees & Expenses	1,667.67
8/31/64	Ontario Dept. of Econ. & Dev.	Fees & Expenses	2,686.61
9/4/64	New So. Wales Govt. Office	Fees & Expenses	2,250.00
9/11/65	Nova Scotia Trade & Industry	Fees & Expenses	1,666.67
9/28/64	Trinidad & Tobago Ind. Dev. Corp.	Fees & Expenses	3,988.41
10/1/64	New So. Wales Govt. Office	Fees & Expenses	2,250.00
10/26/64	Nova Scotia Trade & Industry	Fees & Expenses	1,667.67
10/26/64	Trinidad & Tobago Ind. Dev. Corp.	Fees & Expenses	5,099.89
11/2/64	Nova Scotia Trade & Industry	Fees & Expenses	1,666.67
11/2/64	Ontario Dept. of Econ. & Devel.	Fees & Expenses	3,728.58
11/2/64	Ontario Dept. of Econ. & Dev.	Fees & Expenses	5,255.51
11/5/64	New So. Wales Govt. Office	Fees & Expenses	2,250.00
11/16/64	Nova Scotia Trade & Industry	Fees & Expenses	1,666.67
11/25/64	Trinidad-Tobago Ind. Dev. Corp.	Fees & Expenses	5,103.57
12/14/64	New So. Wales Govt. Office	Fees & Expenses	2,250.00
12/14/64	Ontario Dept. of Econ. & Dev.	Fees & Expenses	5,269.89
12/22/64	Trinidad-Tobago Ind. Dev. Corp.	Fees & Expenses	5,100.46
12/28/64	Nova Scotia Trade & Industry	Fees & Expenses	1,666.67
1/8/65	Ontario Dept. of Econ. & Dev.	Fees & Expenses	7,407.96
1/2/65	New So. Wales Govt. Office	Fees & Expenses	2,250.00

<u>Date of Payment</u>	<u>To:</u>	<u>Purpose:</u>	<u>Amount:</u>
8/5/64	N.Y. State	Industrial Directory	\$ 49.40 Trinidad
8/6/64	E.T. Ellenis	Travel & Rep.	7.00 Ontario
8/14/64	George D. Taylor	Display	11.80 Ontario
8/18/64	Ted M. Levine	Travel & Rep.	6.81 Ontario
8/20/64	Peerless Camera Store	Typewriter Rental	7.80 Trinidad
8/24/64	Frank Knight	artwork	500.00 (\$300-Trinidad \$200- Ontario)
8/26/64	Trinidad-Tobago Independence Committee	Tickets	17.50 Trinidad
8/26/64	Drucker-Hilbert	Photos	20.80 Trinidad
8/26/64	Financial Post of Canada	Subscription	9.00 Ontario
8/27/64	Luce Romicke	Clippings	31.98 Trinidad
8/27/64	No. Amer. Precis Syndicate	Printing	395.00 Ontario
8/27/64	Don Short	Travel & Rep.	76.15 Trinidad
8/27/64	Wide World Photos	Photos	5.62 N. S. Wales
8/27/64	E.T. Ellenis	Travel & Rep.	100.00 Ontario
8/27/64	Northwest Airlines	Ticket	92.93 Ontario
8/31/64	Frank Knight	Artwork	1700.00 Trinidad
9/8/64	Don Short	Travel & Rep.	500.00 Trinidad
9/17/64	Noyes Development Corp.	Publication	12.00 Trinidad
9/17/64	Queen's Printer	Subscription	7.00 Ontario
9/17/64	Ted M. Levine	Travel & Rep.	41.98 Trinidad
9/17/64	Cathay Travel Service	Ticket	113.40 Ontario
9/17/64	Hotel Roosevelt	Luncheon-meeting	599.95 Trinidad
9/17/64	Luce Romicke	Clippings	28.54 Trinidad
9/17/64	The Journal Co.	Advertising	49.98 Ontario

9/17/64	Attention, Inc.	printing machinery	84.83	Trinidad
9/17/64	Ira Furman Co.	Shipping	24.00	Trinidad
9/17/64	Wide World Photos	photos	55.12	Trinidad
9/24/64	Broadway Theatre	tickets	48.00	Nova Scotia
9/21/64	Trinidad-Tobago Handicraft Cooperative Society	displays	165.00	Trinidad
9/25/64	Ted M. Levine	Travel & rep.	60.00	Nova Scotia
10/2/64	E.T. Ellenis	travel & rep.	30.20	Nova Scotia
10/2/64	Ted M. Levine	travel & rep.	9.30	Trinidad
10/6/64	Burrelle's Press Clipping	clippings	85.49	Nova Scotia
"	" " "	"	95.32	Ontario
10/6/64	Displaytec	displays	76.00	Nova Scotia
10/6/64	Public Relations News	publications	7.50	Trinidad
10/6/64	Emu Cathay Travel Service	tickets	91.77	Nova Scotia
"	" " "	"	304.71	Ontario
10/6/64	Ira Furman & Co.	shipping	83.36	Nova Scotia
10/6/64	Finley Stats	copy work	11.81	Trinidad
10/6/64	Paramount Mimeo	printing	26.62	Nova Scotia
10/6/64	The Journal Co.	advertising	299.88	Ontario
10/6/64	Commerce & Industry Assn of N.Y.	publication	3.00	Ontario
10/6/64	Rapid Motor	delivery	4.00	Nova Scotia
10/6/64	La Salle Letter Co.	making printing	567.89	Trinidad
"	" " " "	"	179.53	Nova Scotia
"	" " " "	"	596.42	Ontario
10/6/64	Drucker-Hilbert Co.	photos	59.28	Trinidad
10/6/64	Copy Art	photos	28.71	Trinidad
10/9/64	E.T. Ellenis	travel & rep/	150.00	Ontario
10/9/64	E.T. Ellenis	travel & rep.	27.59	Ontario
10/9/64	N.J. State Industrial Directory	publication	36.40	Ontario

9/20/64	Wide World Photos	photos	109.46	Nova Scotia
9/20/64	La Salle Printing Co.	printing	19.86	Nova Scotia
9/20/64	Frank Knight	artwork	525.00	Trinidad
"	" "	"	698.00	Nova Scotia
"	" "	"	27.00	N.S. Wales
9/20/64	Ira Furman	shipping	27.75	Trinidad
9/20/64	Milwaukee Sentinel	advertising	128.52	Ontario
9/20/64	E.T. Ellenis	travel & rep.	12.60	Trinidad
9/20/64	Sales Meetings	directory	12.00	Ontario
9/20/64	Hotel Bulletin	advertising	165.75	Trinidad
9/20/64	Finley Stat Service	charts	31.20	Ontario
9/20/64	E.T. Ellenis	travel & Rep.	33.46	Ontario
9/20/64	Editor & Publisher	publication	8.31	Ontario
9/21/64	Karen Stationers	printing	566.53	Trinidad
9/21/64	Conway Publications	advertising	6330.00	N.S. Wales
9/21/64	International Trade Review	advertising	266.56	Trinidad
9/21/64	Canadian Mfgs. Assn.	publication	24.00	Ontario
9/21/64	N.Y. World Telegram	clippings	.50	Trinidad
11/3/64	Don Short	travel & rep	32.65	Trinidad
11/9/64	E.T. Ellenis	travel & rep.	50.00	Ontario
11/12/64	La Salle Printing Co.	printing	185.84	Ontario
"	" " " "	"	234.42	Trinidad
11/12/64	Drucker-Hilbert co.	photos	64.48	Trinidad
11/12/64	Plaza Hotel	luncheon meeting	319.73	Trinidad
11/12/64	Ted M. Levine	travel & rep.	18.40	Trinidad
11/12/64	Luce Romeike	clippings	61.46	Trinidad
11/12/64	E.T. Ellenis	travel & rep.	9.65	Nova Scotia
"	"	"	10.05	Ontario

11/12/64	Wall Street Journal	advertising	140.87	Ontario
11/12/64	Los Angeles Herald Examiner	advertising	531.79	Ontario
11/12/64	Los Angeles Times	advertising	585.48	Ontario
11/12/64	Karen Stationers	printing	566.41	Trinidad
11/12/64	xakxakxak Comm. of Mass.	publication	2.50	Ontario
11/12/64	Ira Furman	shipping	18.50	Nowa Scotia
11/12/64	Wide World Photos	photos	58.97	Ontario
11/12/64	Paramount Mimeo Co.	printing	9.25	Ontario
11/12/64 11/12/64	Copy Art	photos	6.55	Ontario
11/13/64	E.T. Ellenis	travel & rep.	11.45	Ontario
11/12/64	Conway Publications	advertising	622.48	Trinidad
11/16/64	REA air Express	shipping	10.80	Trinidad
11/23/64	Wide World Photos	photos	64.06	Ontario
11/23/64	Finley Stat Service	displays	11.51	Trinidad
11/23/64	La Salle Printing Co.	printing	499.50	Trinidad
"	"	"	644.35	Ontario
11/23/64	Boot & Shoe Recorder	advertising	324.87	Trinidad
11/25/64	La Salle Printing Co.	printing	337.15	Ontario
11/25/64	Trinidad Publishing Co.	subscription	174.00	Trinidad
11/25/64	G & W Studios	artwork	110/50	Trinidad
11/5/64	Prentice Hall, Inc.	publication	7.80	Ontario
12/4/64	M. Brown	display material	31.77	Trinidad
12/9/64	Finley Stat Service	chart	21.84	Trinidad
1/9/64	La Salle Printing Co.	prints printing	97.61	Trinidad
1/9/64	Frank Knight	artwork	200.00	N.S. Wales
"	"	"	175.00	Trinidad
2/9/64	Forbes	reprints	25.00	Trinidad

12/9/64	Luce Romeike	clippings	31.66	Trinidad
12/9/64	Canadian Business	publication	2.50	Nova Scotia
12/9/64	Wide World World Photos	photos	58.24	N.S. Wales
12/9/64	Wall Street Journal	advertising	136.53	NS Wales
12/9/64	The Jersey Journal	advertising	94.82	Ontario
12/9/64	The Record Record	advertising	157.79	Ontario
12/9/64	Paterson Evening News	advertising	108.63	Ontario
12/9/64	Newark News	advertising	304.94	Ontario
12/9/64	Newark Star Ledger	advertising	209.16	Ontario
12/9/64	Paterson-Clifton@Passaic Metro Agency	advertising	105.67	Ontario
12/9/64	The Daily Journal	advertising ¹	94.25	Ontario
12/10/64	Financial Times of Canada	subscription	9.00	Ontario
12/10/64	Western Union	telegram	26.65	Nova Scotia
12/11/64	C & T Telephone Co. of Baltimore	special installation	100.00	Ontario
12/22/64	Ted M. Levine	travel & rep.	3.00	Ontario
"	"	"	6.00	Trinidad
12/22/64	Finley Stat Service	presentation	26.26	Trinidad
12/22/64	Pan American Air Airways	publications	11.90	Trinidad
12/22/64	Wide World World Photos	photos	23.92	Nova Scotia
12/22/64	International Executives Assn.	luncheon meeting	192.00	Ontario
12/22/64	McGraw Hill	advertising	45.60	N.S. Wales
12/22/64	Wall Street Journal	advertising	70.92	N.S. Wales
2/29/64	M. Brown	postage	18.06	Trinidad
2/30/64	MacLean-Hunter Publishing	advertising	488.53	Trinidad
12/31/64	E.T. Ellenis	travel & rep.	8.80	Ontario
1/1/65	E.T. Ellenis	travel & rep.	100.00	Nova Scotia

1/11/65	Luce Romeike	clippings	30.57	Trinidad
1/11/64	International Trade Review	advertising	72.25	N.S. Wales
1/11/65	Burrelle's Press Clipping	clippings	96.10	Ontario
1/15/65	E.T. Ellenis	travel & rep.	100.09	Ontario
1/18/65	E.T. Ellenis	travel & rep.	125.00	Ontario
1/18/65	B.W.I.A.	airfare	333.50	Trinidad
1/19/65	Ted M. Levine	travel	125.00	Trinidad
1/19/65	Sybil Atteck	promotional material	60.00	Trinidad

September 1, 1964

Mr. Peter A. York, Director
Trade and Industry Branch
Ontario Department of
Economics and Development
454 University Avenue
Toronto, Ontario, CANADA

Dear Peter:

Following is a summary of the major activities DCI undertook during August on behalf of the Trade and Industry Branch:

1. Milwaukee Business Opportunity Mission, September 3:

- a) Drafted and mailed out to 600 Milwaukee manufacturers and sales representatives, letter requesting appointments.
- b) Placed and wrote inquiry-getting advertising in Milwaukee Sentinel and Milwaukee Journal.
- c) Wrote and sent to Milwaukee press and broadcasting media a news release announcing Business Opportunity Mission. Drafted second release for on-the-spot use.
- d) Arranged for story regarding the BOM to appear in Milwaukee Association of Commerce Publication.
- e) Made all plans for Ontario Government reception in Milwaukee for development officials, bankers, and civic leaders.

2. Cleveland World Trade Association:

Accepted DCI's recommendation that the Minister be guest speaker there in the Fall. This had to be cancelled because of conflict in Mr. Randall's schedule.

September 1, 1964

3. Los Angeles Business Opportunity Mission, October 13 - 15:

a) Advised Director of Trade and Industry Branch to alert Canadian Consul in Los Angeles about Mission.

b) Followed up with call to Consul to get BCM machinery moving.

4. St. Louis Minister's Luncheon, October 27:

a) Contacted St. Louis Chamber of Commerce and cleared date. No conflict with their schedule.

b) Wrote to Mr. Gorgusa, President of White Rogers Company, who is a personal friend of Mr. Randall, and who is expected to help us.

c) Plan to go to St. Louis, September 8, to complete arrangements.

5. Developed the following ideas for "Ontario Government Trade Crusade" in the United States, which we discussed with you and Neil Probyn in New York:

a) Proposed New York Times special supplement aimed to sell Ontario goods in the U.S. and put over the Trade Crusade. Sunday Times said to be read by 96% of department store buyers across the U.S.

b) Series of Trade Crusade Catalogs: Create, distribute and promote a series of proposed 10 specialized catalog-brochures in categories from apparel to complex electronics and machinery on the basis it could make tangible products and prices that underlie the marketing phase of the Trade Crusade.

c) Trade Crusader Marketing Ship: A sort of "Floating Sales Opportunity Mission," which would go to lake ports like Cleveland, Buffalo, Detroit, and Chicago.

d) Organizing manufacturing missions in reverse: Have prospective manufacturers come up to Toronto in order to link them up with Ontario manufacturers. One good result would be publicity for the Department at home.

e) U.S. Trade Show Program for the fiscal year which I will discuss with you in Milwaukee, September 2nd.

-more-

Mr. Peter A. York

-3-

September 1, 1964

6. Adapted Don Beemey's release on Japanese Mission which was sent to New York Times, New York Herald Tribune, International Trade Review, Business Abroad, Nucleonics Weekly, and other major publications.
7. Awaiting first returns on our fur counterbund syndication which should arrive within the next few days.

Sincerely,

Manny Ellenis

ME:rgs

October 1, 1964

Mr. Peter A. York, Director
Trade and Industry Branch
Ontario Department of Economics
and Development
454 University Avenue
Toronto, Ontario,
CANADA

Dear Peter:

A summary of major activities DIX undertook during September on behalf of the Trade and Industry Branch are:

1. Los Angeles Business Opportunity Mission, October 13 - 15:
 - a) Drafted and mailed out to Los Angeles manufacturers and sales representatives, letter requesting appointments.
 - b) Placed and wrote inquiry-getting advertising in Los Angeles Times and Los Angeles Herald Examiner.
 - c) Placed and wrote inquiry-getting advertising in Los Angeles edition of the Wall Street Journal.
 - d) Wrote and sent to Los Angeles press and broadcasting media a news release announcing Business Opportunity Mission.
 - e) Arranged for you to address a joint luncheon-meeting of the Los Angeles Chamber of Commerce's World Trade Committee and the Foreign Trade Association of Southern California on October 15th.
 - f) Drafting speech to be delivered by you at this luncheon-meeting entitled "How Ontario Can Help You Tap Canada's \$43 Billion Market."
 - g) Contacted Grant Clouse with names of key executives useful in setting up appointments with key aircraft companies in California. Discussed LA mission personally with Mr. Clouse while in Chicago.
 - h) Made and confirmed suite and room reservations for Business Opportunity Mission at Biltmore Hotel.

October 1, 1964

2. Getting our first returns on Fur Cumberland syndication which has been coming in quite steadily. Some 40 clippings received so far.
3. Drafted letter for Ontario Feed Brokers Mission to Buffalo, Syracuse, and Albany, and advising Frank Mooney on this.
4. Results on Ontario write-up in Industrial Development Magazine (August Issue) with photo of you and Ohio Governor Rhodes.
5. Contacted John T. Galvin of the World Trade Center in New England to plan Ontario Government luncheon. Made necessary arrangements with Statler Hilton to secure Georgian Room. Stanley Randall is guest speaker with suggested talk on freer trade between United States and Canada.
6. Newark Business Opportunity Mission, November 2 - 13:
 - a) Drafted and mailed to Calvin Lederback, Editor of New Jersey Business Magazine an advance press release on the New Jersey Mission.
 - b) Made suite and room reservations at the "Holiday Inn" in Newark for Mission members.
 - c) Made arrangements for Reception at Holiday Inn.
 - d) Arranged for private telephones to be installed for Mission members' use.
7. St. Louis Minister's Luncheon, October 27 (Postponed)
 - a) Flew to St. Louis, September 9, to make necessary arrangements.
 - b) Met with Vincent Gargano, White Rodgers Co., to obtain his assistance on luncheon. He planned to hold a select reception for Mr. Randall the evening of the 26th of October.
 - c) Contacted Chamber of Commerce who will tabulate the luncheon RSVPs and push attendance.
 - d) Contacted Lowell Burns, Director of the Chamber of Commerce of Metropolitan St. Louis regarding the luncheon.
 - e) Compiled list of Missouri firms with branch plants in Canada.
 - f) Because the Ontario luncheon was planned for a later date, we had to change our arrangements.

Mr. Peter A. York

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October 1, 1964

8) Contacted World Trade Club of St. Louis about the possibility of having Mr. Randall address a group. Since December 17th was not a feasible time for the Club, we are waiting to hear from you about the Minister's plans for January, February, March, April or May of 1965.

8. Advised you on how to best prepare this year's Ontario submission to the Society of Industrial Realtors award for best development program.

9. Sent you information on how the United States Government handles trade fairs around the world.

10. Obtained for Neil Probyn Commerce and Industry Association of New York Survey on Secretarial Salaries in the New York Metropolitan Area.

That's it for this month.

Sincerely,

Mary Ellenis

ME:rga

CO

November 1, 1964

Mr. Peter A. York, Director
Trade & Industry Branch
Ontario Department of Economics
and Development
454 University Avenue
Toronto, Ontario, Canada

Dear Peter:

A summary of major activities DCI undertook on behalf of the Trade and Industry Branch during October are:

1. Los Angeles Business Opportunity Mission, October 13 - 15
 - a) Drafted speech which Grant Clouse delivered in your stead in Los Angeles.
 - b) Received excellent results on mission with stories appearing in Los Angeles Herald Examiner and Los Angeles Times.
 - c) Sent Los Angeles Industrial News photograph taken at the October 15th Ontario Government Reception. Expect story to appear.
 - d) Arranged for Grant Clouse to be interviewed by NBC-TV.
 - e) Sent copies of the photos taken at Mission to E.D. Jones, Frank Wilson, J. C. Britton, Canadian Consul General, Grant Clouse, and John Sowers of the Los Angeles Chamber of Commerce.
 - f) Expect story to appear in Los Angeles Commercial News on Los Angeles Mission.
2. Newark Business Opportunity Mission, November 9 - 11
 - a) Arranged for New Jersey State Industrial Directory to be sent to Neil Probyn for reference on Newark Mission.
 - b) Planned and placed advertising for New Jersey papers on Mission. Sent to: Patersea Morning Call; Jersey City Journal; Newark Star Leader; Patersea Evening News; Newark Evening News; Passaic Herald News; and Elizabeth Journal.

November 1, 1964

- e) Contacted Jersey City Chamber of Commerce for Jersey City bankers, civic leaders, and development officials to invite to Ontario Government Reception.
 - d) Contacted Commerce & Industry Association of Newark for similar list.
 - e) Wrote copy for Mailing for Newark Reception, November 10th. Includes copy of letter signed by D.E. Holland; copy for RSVP Card; copy for RSVP Return Envelopes; Guest List for Reception.
 - f) Met with Neil Probyn to outline major plans and to screen industrial prospect mailing.
 - g) Drew up copy for New Jersey Manufacturers and Sales Agents mailing. Components include: Letter signed by D.E. Holland advising recipients of timing of Ontario Mission; copy for stamped reply card; lists compiled from New Jersey State Industrial Directory, Verified Directory of Manufacturers Representatives.
 - h) Compiled list of firms in New Jersey with Branch Plants in Canada.
 - i) Contacted Holiday Inn to make Room Arrangements for Frank Mooney and Neil Probyn.
 - j) Will be sending out advance release on Mission and will set up an advance interview for Don Holland with the Newark newspapers.
3. Ontario Food Brokers Mailing -- The following has been done:
- a) Drafted basic letter to be signed by Neil Probyn.
 - b) Drafted invitation copy for Buffalo, Syracuse and Albany receptions.
 - c) Drew up copy for RSVP card and return envelope.
 - d) Made all mailing arrangements -- consulted extensively with Frank Mooney.
4. International Executives Association and International Advertising Association Joint Luncheon, December 15, 1964
- a) Arranged for meeting to be held at Statler Hilton Hotel.
 - b) Drafting Speech outline for Mr. Randall.
 - c) Reserved room for Mr. Randall at the Plaza Hotel.
 - d) Arranged for Canadian Flag to be flown at the Plaza Hotel during Mr. Randall's stay in New York.

Mr. Peter A. York

-3-

November 1, 1964

5. Contacted consultant in Boston who will be assisting RTI on the Ontario Luncheon in that city scheduled for January 20, 1965.
6. Sent Fairchild Publications story for Women's Wear Daily on the latest Canadian fashions which were shown in Philadelphia by the Manufacturers Group of Ontario along with photo of Stanley J. Randall. Planning to use this for a general mailing to newspapers in the United States.
7. Still receiving excellent results on "For Cumberland" syndication.
8. Contacted Mr. Carman re: Ontario's possible participation in the New York and Chicago gift shows. Also met with HILL FOWLER and Neil Probyn to discuss this program.
9. Sent information from Business Management Magazine on European Common Market opportunities in Ontario to Jim Graham.
10. Investigating the possibility of having Mr. Gorgone bring 20 or 25 select businessmen together for a lunch or meeting in St. Louis.
11. Arranged for Commerce and Industry Association of New York to invite Premier Robarts to address luncheon meeting in May. Mr. Clarkson currently checking Mr. Robart's schedule.
12. Contacted Grant Clouse concerning the Ontario Research Foundation and Research Center now going up in Toronto.
13. Sent you information on how Florida helps local developers on cooperative basis.

Sincerely,

Nancy Ellenis

NEE:rgs

December 1, 1964

Mr. Peter A. York, Director
Trade & Industry Branch
Ontario Department of Economics & Development
970 Yonge Street
Toronto 9, Ontario, Canada

Dear Peter:

Following is a summary of major activities DCI undertook on behalf of the Trade and Industry Branch during the past month:

1. Follow-Up Los Angeles Business Opportunity Mission, October 11 - 15

Latest publicity returns now include articles in the Southern California Industrial News and the Los Angeles Commercial News.

2. Newark Business Opportunity Mission, November 10 - 12

Made all final arrangements for what turned out to be an extremely successful mission. Inquiry interest was strong and press publicity unusually good. Pick-up included stories in the Jersey City Journal, Passaic Herald, Newark Evening News, Edison Dispatch, Newark Valley Forge Leader, Industrial Machine Call, Newark Evening News, Canada Courier, Northwest Record.

Some of the newspapers carried both the advance story and the major release.

Two New York papers covered the mission; New York Journal of Commerce and the New York World Telegram and Sun.

In addition, WJZ Radio interviewed Don Holland. Station covers two-thirds of the state. Coverage included two separate 5 minute broadcasts, November 10th and 11th.

The Ontario Government reception was notable for the quality of the guests who turned out. Examples: Deputy Mayor of Newark, Executive Vice President of the New Jersey State Chamber of Commerce, President of the Newark City Council.

Mr. Peter A. York

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December 1, 1964

3. Mr. Randall's Talk Before the International Executives Association (New York City, December 1964)

Drafted speech outline for use by Steve Katz. Conferred at least four times on his draft. Arranged for speech distribution in the U.S.

Drafted copy for IEA meeting notice describing contents of Mr. Randall's message.

Arranged for reservations for Messrs. York, Randall, Harvey and Troy at the Plaza Hotel.

Discussed possibility of Canadian First display brought down for me at this meeting with Bill Fowler.

4. Philadelphia Business Opportunity Mission, January 5 - 7

On this project as well as others falling in Bill Probyn's territory, worked closely with Mr. Probyn on arrangements and strategy.

During the month established liaison with the Canadian Trade Commissioner in Philadelphia, Wiley Millgard.

Also briefed Miles Staudish, Chamber of Commerce official who pledged support.

Arranged for installation of two special phones in mission suite at the Sheraton.

Toward end of month began screening list of manufacturers to send letter of information eliciting inquiries. Also began to assemble guest list for reception with help of the Chamber of Commerce.

5. Boston Business Opportunity Mission, January 19 - 21

Began to cancel arrangements made with New England World Trade Center and Statler Hilton Hotel because Mr. Randall unable to be in Boston January 20th.

But continued work on Boston BOM. Included start on screening manufacturers directory and consultation with Mr. Probyn on timing of mailing.

6. In person and by follow-up letter to AEDU program chairman, suggested you address annual conference on the MS Show as a practical new area development tool.

7. At request of editor, drafted analytical piece on MS Show concept for AREA Direct Marketing. Designed to enhance Ontario's image in the area development field.

-more-

Mr. Peter A. York

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December 1, 1964

8. At Mr. Curtis's request, put together meaningful list of outstanding men who have made their mark in development. Paul Hoffman accepted as strong possibility to address Ontario Regional Development Conference.
9. Suggested that Trade & Industry Branch publish practical export guide for Ontario manufacturers similar to U.S. Commerce Department's new booklet which I sent up to you.
10. Advised Steve Katz in his preparation of the Department's submission to the Society of Industrial Realtor's annual competition.
11. Placed 1965 outlook story with Financial and Commercial Chronicle.
12. Sent you copy of First National City Bank's new booklet on Canada and advised that copies are available in quantity.
13. Also sent you U.S. Commerce Department's article on "U.S. Firms Accelerate Capital Expenditures Abroad" for your information.
14. Clippings continue to arrive on our "For Cumberland" syndication.
15. Discussed U.S. trade show program for this fiscal year with Bill Fowler. Sent him copy of invaluable "Fairlife" magazine for his guidance.

Peter, I think the above about covers November's highlights. I am particularly gratified with the results of the Newark mission and also with the good working relationship I enjoy with Bill Fowler.

Sincerely,

Manny Klein

MFK:rgo

January 4, 1964

Mr. Peter A. York, Director
Trade & Industry Branch
Ontario Department of Economics & Development
950 Yonge Street
Toronto 5, Ontario, Canada

Dear Peter:

Here is a run-down of the major activities and achievements for the month of December undertaken by DCI on behalf of the Trade and Industry Branch:

1. Minister's Major Speech In New York, December 15th:

- . Alerting^{ed} the New York business press contingent.
- . Inviting^{ed} influential New York businessmen as special guests.
Also Canadian bankers.
- . Drafted final press release, reviewed with Mr. Randall.
- . Arranged for Teleprompter. (Not used because bad weather delayed Minister's arrival in New York.)
- . Number of discussions with Neil Probyn on last minute details.
Also with Fred Lehn, International Executives Association; Doug

January 4, 1965

- Revamped Ontario charts for use as "props" during luncheon. Also came up with special North American Map for Minister's use.

Publicity Results:

- Excellent "play-back" publicity in Canada. Don Beesey reports at least 40 - 50 pickups of Canadian Press Story, 25 pick-ups of DCI staged photograph. Heavy radio "play-back."
 - Solid coverage in the U.S. with all results still far from in -- Coverage already received included the NEW YORK TIMES, NEW YORK HERALD TRIBUNE, NEW YORK WORLD TELEGRAM & SUN, NEW YORK JOURNAL OF COMMERCE, CHICAGO TRIBUNE, FINANCIAL TIMES OF LONDON. Expect equally good results in business weeklies and monthlies.
 - "Vital Speeches" indicated it would use Mr. Randall's speech. Publication, as its name implies, prints in full, talks by the world's top figures.
2. Philadelphia Business Opportunity Mission, January 5 - 7:

Work on this project included:

- Completed screening of manufacturers directory used in direct mail seeking advance appointments.
 - Also finished guest list for use during January 5th Ontario reception.
 - Drafted major press release. Advance story sent to 35 TV, radio, newspaper editors in the Philadelphia area.
 - Worked out arrangements for Peter York to be received officially by Chamber of Commerce. Set up media attendance.
 - Last minute check to determine whether special phones will be installed on time.
 - Checked all advertising copy for Philadelphia Bulletin and Philadelphia Inquirer.
3. Boston Business Opportunity Mission, January 19 - 21:

- Screened manufacturers directory used in direct mail.
- Worked out Ontario Government reception guest list with Canadian Trade Commissioner in Boston.

Mr. Peter A. York

--3--

January 4, 1965

- . Drafted advertising copy for Boston papers.
- . Advised World Trade Center of New England of mission's objectives.
- 4. Baltimore Business Opportunity Mission, February 2 - 4:
 - . Contacted Chamber of Commerce in Baltimore, seeking cooperation and support. Received it.
 - . Began to assemble Ontario Government reception guest list.
- 5. Other project work and suggestions:
 - . Suggested that T & I consider Regional Development Missions next fiscal year in the U.S. Would consist of T & I staff and development officials from areas outside metro Toronto.
 - . Also proposed consideration of a "Manufacturing Arrangements Mission" consisting of T & I personnel plus Ontario manufacturers seeking licensing, joint venture, or contract work tie-ins with U.S. manufacturers.
 - . Sent release on appointment of Ontario Chief Economist to Area Digest Magazine.
 - . With Robert Smith, producer of TV show, "You and Your Big Ideas," proposed all-Ontario presentation featuring three Ontario inventors who at the same time would promote Sheridan Park.
 - . Discussed with American Management Association possible Ontario participation in upcoming seminar on Canada.

Mr. Randall certainly gave an excellent speech in New York before the International Executives Association. We hope that this will be the pattern in the coming new fiscal year because there is no substitute for top-level promotion in key U.S. cities.

Sincerely,

Manny Ellenis

ETE:rgs

February 1, 1965

Mr. Peter A. York, Director
Trade and Industry Branch
Ontario Department of Economics and Development
950 Yonge Street
Toronto, Ontario
CANADA

Dear Peter:

Here is a summary of the major achievements and activities undertaken by Development Counsellors International on behalf of the Trade and Industry Branch during the month of January.

1. Additional Publicity Results - Minister's Talk In N.Y. Dec. 17th:

During the month new publicity returns came to our attention following Mr. Randall's excellent presentation before the IEA. These include stories in the Los Angeles Industrial News, McGraw-Hill's American Highway, plus a most favorable editorial in Financial World, a leading Wall Street publication. Also the Sunday New York Times in a later lead story summarizing U.S.-Canadian ties, quoted Mr. Randall from his New York speech.

Also DCI successfully placed with Vital Speeches the full text of the Minister's speech. The publisher reported today that he has scheduled it for this week's issue. Vital Speeches publishes only meaningful speeches by world leaders.

2. Philadelphia Business Opportunity Mission, Jan. 5-7th:

As leader of this mission you know the story first hand. Arranged was the official greeting of the city of Philadelphia by Thatcher Longstreth, executive director of the Chamber of Commerce. Publicity results included stories in the Worms War Daily, Philadelphia Daily News, Philadelphia Bulletin, Philadelphia Inquirer and photo story in the Chamber of Commerce News read by 6000 Philadelphia businessmen.

Also set up interviews with NBC-TV, radio stations WFL and WPH.

3. Boston Business Opportunity Mission, Jan. 19-21st:

Preliminary work here included drafting of advance and on the spot press releases, setting up media interviews, placing and checking advertising schedule, handling of RSVPs for the reception, etc.

While in Boston DCI set up a meeting between Don Holland, mission leader, and the two top New England World Trade Center executives, both leading businessmen - Ernest Henderson, president of the well known Spheraton Hotel chain, and Patrick Fitzpatrick, insurance company proxy, a mover and shaker in Boston's power structure.

Publicity results were quite good, I am happy to report. The Boston Globe interviewed the mission leader, came up with a banner headline story and photo on its first page (financial section). Other stories appeared in the Record American, the Boston Traveler and the Christian Science Monitor. Also set up television interview with ABC-TV which went on the air with the 7:00 P.M. news, Jan. 19th. Radio station WEEI also interviewed Don Holland.

4. Baltimore Business Opportunity Mission, Feb. 2-4th:

Work on this project included:

- . Screening Manufacturers Directory for meaningful direct mail list. Expedited mailing to 700 firms and sales agents in Maryland.
- . Assembly of reception guest list. Following your suggestion in Philadelphia packed in as many manufacturers as possible.
- . Arranged for Don Holland to address local business group - drafted 20 minute speech.
- . Wrote and placed advertising, advance publicity. Big story has already appeared in the Baltimore Sun.
- . Drafted on the spot release. Arranged advance interviews in Baltimore for Don Holland, mission leader.
- . Set up meeting for Don Holland with Frederick Wehr, president of the Baltimore Chamber of Commerce.
- . Handled RSVPs for reception. At last count had received 55 acceptances.

5. Houston Business Opportunity Mission, March 2-4th:

Work included:

- Established liason with the Houston World Trade Center which promised cooperation.
- At Grant Clouse's smart suggestion, reserved suite in the prestigious Petroleum Club via local Bank of Nova Scotia representative.
- Began to put together guest list for the reception and list for mailing to manufacturers to elicit advance appointments.

6. Other project work and suggestions:

These included:

- Wrote and sent to U.S. travel trade press Minister's recent talk on the revenue building effects of tourism.
- Drafted release on U.S. furniture buyers' trip to Ontario. Serviced to trade press in the U.S.
- Drafted release to major U.S. publications on upcoming Regional Development Conference in Toronto.
- Suggested new Trade and Industry Branch pamphlet be distributed in leading Toronto hotels.
- Received 12th clipping resulting from Fur Cumberland feature written and distributed in the U.S. by DCI.
- Arranged for Frank Mooney to attend American Management Association work shop session in New York on Canadian investment opportunities as a special "free" guest (regular AMA charge: \$175).

Peter, as the above suggests, January was an exceptionally busy and productive month. Also I might mention here three developments which indicate DCI is constantly sharpening its promotion techniques on your behalf. Through DCI's AMA contacts Frank Mooney will be in a position to meet face to face with 20 top U.S. corporate executives now considering Canadian investments. In the Baltimore mission DCI for the first time is using envelopes marked "confidential" instead of open postcards for setting up advance mission appointments and we also included as many "best bet" manufacturing prospects as possible in the Ontario Government reception for Baltimore.

That's it. Best regards and look forward to seeing you in Houston.

Sincerely,

Manny Ekanis

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September 1, 1964

Mr. Stewart M. Anderson, Director
Nova Scotia Information Service
Department of Trade and Industry
Provincial Building
Halifax, Nova Scotia,
CANADA

Dear Stew:

Following are major highlights of DCI's work on behalf of Nova Scotia in the United States for the month of August:

1. Sent out press release to key U.S. newspapers, aviation and transportation publications with photo, of Halifax Jet Airport Breaking All Records.
2. Drafted Nova Scotia Investment Kit inquiry-getting release which will be sent to U.S. business and vertical trade press publications throughout the United States after Labor Day.
3. Drafted suggested master plan for New York and Chicago meetings including a detailed break-down of "who does what."
4. Researched and drafted talk for use by Minister W.S. Kennedy Jones in both New York and Chicago.
5. Compiled four guest lists of key industrialists, bankers, reporters, government officials, and trade association executives, including an "A" and "B" list, for both the Chicago and New York Luncheons. Coordinated effort with John Wiley of Halsey Stewart.

Mr. Stewart M. Anderson

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September 1, 1964

6. Contacted Union League Club in Chicago. Discussed menu and full particulars.

7. Arranged for supply of 900 promotional lobsterbills for use as give-aways in New York and Chicago.

8. Sent Deputy Minister, Finance and Economics, press reports on U.S. Tax Equalization.

That's it for August.

Sincerely,

Manny Kléanis

MK:rgs

October 1, 1964

Mr. Stewart M. Anderson, Director
Nova Scotia Information Service
Department of Trade and Industry
Provincial Building
Halifax, Nova Scotia,
CANADA

Dear Stew:

As you know, September was a busy month for us all. Following are major highlights of our September activities on behalf of the Department of Trade and Industry:

1. Drafted and sent out to New York press a release entitled "Nova Scotia Heading for Record Growth," in connection with New York Luncheon at the University Club, September 29.
2. Drafted and sent out Chicago story to the press entitled "Nova Scotia Seen as 'Marketing Triple Play' for Chicago Area Businessmen." Initial result: two-column story in Chicago Tribune.
3. Wrote and revised W.H.K. Jones' Speech for New York and Chicago luncheons and distributed to the press in both cities.
4. Cut down New York and Chicago Guest Lists as requested.
5. Brought up attendance at New York Luncheon through heavy personal contacts.
6. Arranged for Nova Scotia and Canadian Flags to be flown at the Plaza Hotel in New York and the Palmer House Hotel in Chicago during Ministers' visits.
7. Wrote and distributed to New York press and radio people special "news peg" announcement on luncheon.
8. Arranged for lobster "tubs" to be designed and made up.

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October 1, 1964

9. Received clipping results, with our efforts on behalf of Trade and Industry Branch in connection with New York Luncheon, in the Journal of Commerce and the New York Times.
10. Contacted Mrs. Hadlow, Secretary to Dr. Wilson, Canadian Consulate General in Chicago, to supplement our efforts in Chicago for Nova Scotia Luncheon there.
11. Drew up menus for Chicago Luncheon.
12. Sent out Chicago Mailing to Guest List "A".
13. Sent out second Chicago Mailing to Guest List "B".
14. Received excellent press attendance at New York Luncheon. Following is some of the representation:
Iron Age, Fortune Magazine, Fairchild Publications, Canadian Press, New York Times, Apparel Manufacturer Magazine, Toronto Telegram, Chemical Week, New York Herald Tribune, New York Journal of Commerce, U.S. News and World Report, Risk Magazine, The Wall Street Journal, Financial Times of Canada, Chemical and Engineering News, etc.
15. Arranged for taping of Luncheon proceedings by Radio New York World Wide to be used by Canadian Broadcasting Company, Halifax Radio Stations, as well as worldwide coverage.
16. Wrote copy for registration cards for both New York and Chicago Luncheons.
17. Sent Anthony Briggs of Business International Magazine, special material on Industrial Estates Limited who will be interviewing Mr. Munroe for an article in his magazine.
18. Followed through on sending blow-ups and bids to Chicago for Chicago Luncheon.
19. Conducted meetings with W.B.K. Jones, G.I. Smith, Michael Knight, E.L. Goodfellow and you in New York to plan strategy for luncheons.
20. Sent E.L. Goodfellow two stories on Tax Equalization Measure from Journal of Commerce and Investment Dealers Digest.
21. Drew up menus for New York Luncheon.
22. Made up Press Kits for New York and Chicago Luncheons.

Mr. Stewart M. Anderson

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October 1, 1964

23. Made heavy invitation follow-ups in Chicago and New York.
 24. Made and confirmed reservations for Ministers at the Plaza Hotel in New York City and the Palmer House Hotel in Chicago.
 25. Confirmed airline reservations for Ministers from New York to Chicago.
 26. Arranged for Ministers to be met by Canadian delegation at O'Hare Airfield in Chicago.
 27. Coordinated with John Wiley of Halsey Stuart on New York and Chicago Luncheon plans.
 28. Typed up official badges for New York and Chicago Luncheons.
 29. Looked into possibility of Premier Stanfield Addressing Annual Convention of the International Executives Association.
 30. Arranged for artist to draw up three charts and a big map for New York and Chicago Luncheons.
 31. Distributed Press Alerts for Chicago Luncheon.
 32. Arranged for Nova Scotia officials to be photographed at New York Luncheon for publicity purposes.
 33. Arranged for releases and full press kit to be sent to Miss Millie of Radio New York World Wide for publicity purposes.
- That's about it for September.

Sincerely,

Mary Ellenia

ME:rgs

November 1, 1964

Mr. Stewart M. Anderson, Director
Nova Scotia Information Service
Department of Trade and Industry
Provincial Building
Halifax, Nova Scotia, Canada

Dear Stew:

Following is a summary of major activities undertaken during October by DCI on behalf of the Department of Trade and Industry:

1. Spent early part of October in Chicago making final arrangements for Nova Scotia Lobster Luncheon, October 1st. Time spent stimulating press interests.
2. Received excellent newspaper results on Chicago Luncheon. i.e. stories in Chicago Daily News and Chicago American. Expect stories to appear in the Business Newspapers and Chicago Commerce Magazine.
3. Sent Foreign International Shipping material on Industrial Estates Limited. Result: story entitled "Nova Scotia's Investment Sites Come Fully Fledged." I.I. is top-level prestige executive publication; yearly subscription costs \$180.00.
4. Received excellent results on the tapes of the New York Luncheon. This interview was broadcast around the world, particularly to the U.S. and Western Europe. You have full story in earlier memo. (The program beamed directly to Nova Scotia was particularly effective.)
5. Distributed "lobster bids" to those people requesting copies at the suggestion of your office.
6. Received thanks from many attending both New York and Chicago Luncheons to the effect of: "It was a pleasure, indeed, to meet the Nova Scotia officials and to learn of the many new developments now taking place in Nova Scotia."

Mr. Stewart M. Anderson

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November 1, 1964

7. Made arrangements for International Tuna Cup Match Meeting in New York for Sid Hughes, Hon. W.S.K. Jones, Gerald Redmond, and Mike Knight. Plans are in the making for a special luncheon meeting. Will try special interview for Mr. Jones on "floating fish factory."
8. Preparing special mat story on the "old and the New Nova Scotia" to be sent to newspapers throughout the United States.
9. Began work on Nova Scotia garment industry story using excellent study you sent down.
10. Also began blueprinting second story of direct mail program.

Sincerely,

Manny Ellis

ME:rgs

December 1, 1964

Mr. Stewart M. Anderson, Director
Nova Scotia Information Service
Department of Trade and Industry
Provincial Building
Halifax, Nova Scotia, Canada

Dear Stew:

Following is a summary of major activities undertaken during November by DCI on behalf of the Department of Trade and Industry:

1. International Tuna Cup Match Meeting in New York City:

a) Arranged for Waldorf-Astoria hotel reservations and meeting luncheon for Mike Knight, W.S.K. Jones, Gerald Redmond regarding Tuna Cup Match.

b) Attended Annual Directors Luncheon at the Waldorf.

c) Drafted press release "Directors Vote to Hold International Tuna Cup Match in 1965" which was sent to U.S. dailies, press services, fishing and sports magazines following clearance by the Deputy Minister.

d) Received excellent results on Tuna Cup story which appeared in the following: The New York Times, Nov. 12; New York Journal American, Nov. 12; Baltimore Morning Sun, Nov. 11; Baltimore Morning Sun, Nov. 15; San Antonio Texas Light, Nov. 11; Buffalo N.Y. Courier Express, Nov. 11; San Antonio Texas Express, Nov. 11; Clinton, N.Y. Freeman, Nov. 11; The Post Standard, Syracuse, N.Y., Nov. 11; The Charlotte Observer, Charlotte, N.C., Nov. 11; Fort Smith Arkansas Southeast American, Nov. 12; North Ashby N.J. News, Nov. 11; Bangor Maine News, Nov. 11; The Dallas Texas Morning News, Nov. 11; and the Miami Herald, Miami, Fla., Nov. 11.

Mr. Stewart M. Anderson

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December 1, 1964

2. Placed story re the first integrated floating fish factory in Nova Scotia in Fishing Gazette Magazine. Scheduled to appear in November issue which is not off the press yet.
3. Forwarded to E.L. Goodfellow story on Manitoba-U.S. Power Development.
4. Sent Gerald Redmond N.Y. Times story on Louisburg Reconstruction.
5. Suggested DCI draft and distribute to business press in U.S. story on New Nova Scotia Incentives to Hotel Investors.
6. Placed with Financial & Commercial Chronicle 1965 Nova Scotia economic outlook statement to be signed by Premier Stanfield.
7. Investment Luncheon follow-up: Chicago Commerce Magazine reported on luncheon there. Also Canadian Business Magazine ran story on New York event.
8. Clairtone Expansion to Nova Scotia
 - a) Distributed press release in the U.S. announcing Clairtone Sound Corporation's expansion to Nova Scotia to major business publications, press services, New York daily newspapers.
 - b) Requested from you, photographs of ultra-modern Clairtone plant for spot placement.
9. Met with June Harsters of your office and briefed her on DCI's U.S. program for Nova Scotia investment.
10. Continued work on syndicated story (old and new Nova Scotia) and began mapping campaign over next few months. A major effort will involve direct mail.

Sincerely,

Manny Ellis

ME:rgs

January 4, 1965

Mr. Stewart M. Anderson, Director
Nova Scotia Information Service
Department of Trade and Industry
Provincial Building
Halifax, Nova Scotia, Canada

Dear Stew:

Here are the major highlights of activities undertaken by DCI during the month of December on behalf of the Department of Trade and Industry:

1. Drafted story pegged to "Old and New Nova Scotia" to be accompanied by appropriate art. Working out arrangements for syndication throughout the U.S. in daily newspapers. Copy sent to you during the month for necessary clearance.
2. Proposed to the Milwaukee World Trade Association that the Honorable W.S.J. Jones address its March 4th meeting on the subject, "Investment Opportunities in the New Nova Scotia." Association's Harold Gwilk promised reply in early January.
3. Fishing Gazette Magazine used story on Nova Scotia floating fish plant. Modified same story, sent with photo, to major U.S. dailies and business publications.
4. In addition to distributing initial Clairtone story, drafted second release based on photograph of futuristic plant planned by Clairtone in New Glasgow. First pick-up: New York Journal of Commerce.
5. Suggested that U.S. business press trip to Nova Scotia be implemented, based on first phase opening of Clairtone plant in April.
6. Also proposed special mailing to selected U.S. electronics manufacturers using Clairtone move to Nova Scotia as "sales hinge."
7. Began work on plan to have joint venture and licensing opportunities listed in Nova Scotia catalogue circulated to U.S. chambers of commerce in key U.S. cities. Objective: many of these organizations regularly publish items of foreign companies seeking local capital or know-how.

-more-

Mr. Stewart M. Anderson

-2-

January 4, 1965

8. Again discussed with International Executives Association possibility of Premier Stanfield addressing annual convention in March. Final program still in planning stage.

9. Asked you for basic statistics which DCI could weave into year-end story for distribution in the U.S. Interested number of editors on such a piece, including Commercial & Financial Chronicle as reported last month.

Sincerely,

Manny Elicio

ME:rgs

February 2, 1965

Mr. Stewart M. Anderson, Director
Nova Scotia Information Service
Department of Trade and Industry
Provincial Building
Halifax, Nova Scotia
CANADA

Dear Stewart:

Listed below are the highlights of a number of activities undertaken by DCI during January on behalf of the Department of Trade and Industry:

1. Sent "How To Reel In New Industry" photo feature to 2,000 U.S. newspapers. Includes photos of Volvo plant and fisherman. Expect good pick-up on this one.
2. Advised you on Canadian press arrangements covering the Minister's trip to Houston, Jan. 28-29th, to receive third place award of the Society of Industrial Realtors. Sent special story to Houston Post, worked to set up interview. Also suggested Mr. Jones meet with Bank of Nova Scotia representative in Houston and exec director of the World Trade Center. Set up such meetings.
3. Met with Boston Globe financial writer (John Value) and stimulated interest in touring Nova Scotia for a series on industrial growth. Most interested. Let's schedule this for early spring when the weather improves.
4. At request of Jerry Redmond made all arrangements for directors meeting of the International Tuna Cup Match in New York. Attended and later placed basic story with Oscar Godbout, New York Times fishing editor. Also drafted release and sent to U.S. sports editors on newspapers and magazines. Phoned story to your office for fast publication in the Chronicle-Herald.
5. Flew up to Halifax Jan. 12-14 for meetings with you, Messrs. Jones, Knight, Hughes and Miss Linkletter. Tried out DCI's 1965-66 U.S.

promotion program for Nova Scotia. Most of planned items favorably received. Now working on full proposal which you will get in about two weeks.

6. As one result of my trip to Halifax assigned our art director the job of coming up with rough lay-out of Nova Scotia Family Album, sales tool aimed at the wives of decision making executives. I sent this up to you at the end of January.
7. Another direct result: Miss Linkletter approved our suggestion that DCI repackage the garment industry study prepared by her staff as a sales tool for presentation to garment industry prospects. This is to serve as a prototype to be followed, ~~if successful~~, by similar presentations on other key "best bet" industries for Nova Scotia.
8. Also accepted by Mr. Knight and Miss Linkletter was a New England regional direct mail program centering on the Boston area. I have begun preliminary work on this. Will come up with complete materials, plan of action and suggested follow-up to make certain the project is closely coordinated with Miss Linkletter's office. This mailing should serve as an excellent precursor for the investment luncheon in Boston which we are considering for the new fiscal year.
9. Began work on Nova Scotia economic year-end story for wide distribution in U.S. business pages.
10. Still checking on Nova Scotia speaker participation in annual convention of the International Executives Association in New York, March 23-24.

In summary I do want to thank you for your "at home" hospitality during my recent trip to Halifax. I think the trip was productive, it should be repeated more often, and I like coming up to Nova Scotia.

Sincerely,

Manny Ellis

ETE:sam
Att.

NEW

August 31, 1964

Dr. Arthur Denning
Commissioner
New South Wales Centre
680 Fifth Avenue
New York, N.Y. 10019

MONTHLY REPORT OF ACTIVITIES, AUGUST 1964

Highlights of this month's activities included:

- . INDUSTRIAL DEVELOPMENT Magazine: Further work on revision of special New South Wales report scheduled for September; photograph and caption previewed this section in July issue; recommended that INDUSTRIAL DEVELOPMENT's proposal for direct mail promotion be rejected.
- . Detroit World Trade Club: Presentation of New South Wales meeting with Commissioner accepted by this group and tentatively scheduled for October 15.
- . International Executives Association: Advised Commissioner as to possible appearance before training class sponsored by this group.
- . Commerce & Industry Association: After discussions with NSW Commissioner, successfully approached on luncheon or dinner meeting with sole focus on New South Wales rather than seminar on all Australia. Now tentatively scheduled for February 1965.
- . FORBUNE List: Recommended that this newest listing be cross checked with catalogue of U.S. firms in Australia to see which "blue chips" are and are not there.
- . Special Advertisement: Presented to the NSW Commissioner copy and layout on possible ad suggesting that businessmen contact the New South Wales Centre before travel to Australia.

. New South Wales Medical Board: Investigated possible publicity value of ruling that certain U.S. medical school graduates can practice in Australia. See good possibilities in this.

. Direct Mailing: Drafted direct mailing aimed at companies in the \$25 to \$100 million sales range.

. AMERICAN BANKER: Provided NSW Commissioner with International Issue which strongly emphasizes New South Wales.

. Decentralization: Recommended various publicity techniques to highlight country centre locations in U.S. publicity and promotion.

Sincerely,

Ted M. Levine

TML:ngb
Att.

September 30, 1964

Dr. Arthur Denning
Commissioner
New South Wales Centre
680 Fifth Avenue
New York 19, N.Y.

MONTHLY REPORT OF ACTIVITIES -- SEPTEMBER 1964

Highlights of this month's activities included:

- . INDUSTRIAL DEVELOPMENT MAGAZINE: During the month:
 - a) Sixteen-page special report on New South Wales appeared in this publication.
 - b) First copies of agreed upon reprints were secured.
 - c) Press release was in preparation which INDUSTRIAL DEVELOPMENT will send to over 300 U.S. newspapers.
 - d) Overall plan for distribution and promotion of this major report formulated.
- . INTERNATIONAL TRADE REVIEW: Arranged with this Dun & Bradstreet publication for article that would feature NSW Centre. Subject: leading international developers give tips to investment decision-makers.
- . Far East America Association: Presented to NSW Commissioner ideas for panel presentation toward end of month.
- . Detroit World Trade Club: Arrangements with Club on publicity surrounding this appearance by the NSW Commissioner in mid-October. Also, provided Commissioner with series of thoughts on speech topics as well as visual chart presentation and listing with breakdown of Michigan firms in Australia.
- . Food Services: Researched and submitted report on how major New York corporations handle employee and executive food service.

. Industrial Development Research Corporation: Contact with this organization which resulted in invitation to the Commissioner to speak at October 19 affair which will couple top investors and developers. The Commissioner was selected as one of the three leading international developers resident in North America.

. Commerce & Industry Association of New York: Discussed with Executive Director possibilities in rearranging dates on this presentation by the NSW Commissioner for late 1964 instead of early 1965.

. Direct Mail Prototype: Submitted prototype direct mailing as possible new dimension in Centre's U.S. industrial promotion effort.

. International Executives Association: Arranged for participation by NSW in the March 1965 Annual Meeting of this influential group of international executives. The Commissioner would appear as one of the keynote speakers and, we believe, the only Australian representative that has ever spoken before this annual conference.

. Bank Booklets on Australia: Began investigation of which U.S. banks have come up with Australian reports and which might.

. COCOSMOPOLITAN Magazine: Drafted letter for the Commissioner on publication of Australia article by this Hearst Syndicate U.S. women's magazine.

. Decentralization: Provided NSW Centre with unusual report from the State of Missouri on special section of certain industrial decentralization tactics.

. New Program Ideas: Began work on series of new "general promotion" ideas geared to highlight NSW in all economic publicity and promotion on Australia.

Sincerely,

Ted M. Levine

TM:ngb
Att.

November 2, 1964

Dr. Arthur Denning
Commissioner
New South Wales Centre
680 Fifth Avenue
New York, N.Y.

MONTHLY REPORT OF ACTIVITIES -- OCTOBER 1964

Highlights of this month's activities included:

INDUSTRIAL DEVELOPMENT MAGAZINE: During the month:

- a) All reprints were received by NSW Centre
- b) Formulated detailed plan for distribution.
- c) Discussed initial inquiry and comment results.

INTERNATIONAL TRADE REVIEW: Placed and drafted after interview with NSW Commissioner special feature on operations of Centre as one of the leading international investment promotion operations in the U.S. For the same publication provided detailed material on NSW for article in November NATIONAL Foreign Trade Conference issue.

Detroit World Trade Club: Final arrangements for appearance by NSW Commissioner at special meeting which took place in mid-month. Serviced wide range of Michigan newspapers with localized release; arranged for photos. Apparently very large attendance.

Industrial Development Research Council: Final arrangements on appearance before annual conference by NSW Commissioner which took place in late month. Presentation particularly helped by remarks of Brazil representative who alluded very favorably to NSW and to remarks of Commissioner.

Commerce & Industry Association: Final arrangements for presentation before small group of world trade members in early December. Arranged for INDUSTRIAL DEVELOPMENT reprint distribution in advance of this get-together.

New Ideas: Outlined series of 12 new approaches with a common denominator of featuring NSW as "Australia's Front Door."

. Fifth Avenue Window: Made detailed comments on "Australia's Front Door" window; suggested "harder sell" direction.

. Special Small Space Advertising: Laid out advertising campaign for WALL STREET JOURNAL or similar media geared at featuring NSW as "Australia's Front Door" with each ad stressing one aspect of NSW's Australian dominance.

. NEW Questionnaire: Suggested and drafted questionnaire aimed at visitors to determine background and degree of interest and knowledge in NSW. Turned down as unfeasible.

. HOLIDAY Magazine: Drafted letter to the editor on excellent feature on dining facilities in Australia and particularly Sydney.

. Special Bank Tie-ins: During the month:

- a) First National City Bank: Apparently going ahead with major booklet on Australia in part inspired by DCI suggestion a couple of years ago. Discussed with Author possibility of strong featuring of NSW as "Australia's Front Door."
- b) Bank of America: Suggested inclusion of Sydney in their highly successful "man-on-the-spot" advertising campaign.
- c) Chase Manhattan Bank: Investigated possibility of special small bank seminar on investment opportunities in NSW. Good initial reaction.

. SYDNEY BULLETIN: Suggested and outlined to NSW Commissioner special article "What We Can Learn from North American Area Development Strategy and Tactics."

. SYDNEY MORNING HERALD: Discussed possible major feature outlining recent or planned presentations by Centre to such top groups as Detroit World Trade Club, Industrial Development Research Council, International Executives Association, etc.

Sincerely,

Ted M. Levine

TML:mgb
Att.

November 30, 1964

Dr. Arthur Danning
Commissioner
New South Wales Centre
680 Fifth Avenue
New York, N.Y.

MONTHLY REPORT OF ACTIVITIES -- NOVEMBER, 1964

Highlights of this month's activities included:

- **INDUSTRIAL DEVELOPMENT MAGAZINE:** During the month:
 - a) Discussed with NSW Commissioner initial inquiries and comments.
 - b) Discussed DCI plan for distribution.
 - c) Provided Centre with 30 copies of article reprint for Australian press distribution.
 - **INTERNATIONAL TRADE REVIEW:** National Foreign Trade Convention issue contained two articles featuring New South Wales Centre:
 - a) Long report on Australia.
 - b) Questions-and-answers article by NSW Commissioner on how investors can best work with an international area development office.
 - **SMITHSONIAN NEWS:** Provided NSW Commissioner with materials for possible feature article on Centre as "Australia's Front Door" in the United States.
 - **Congress and Industry Association:** Made further arrangements on speaking appearance by NSW Commissioner now scheduled for December 3rd.
 - **Advertising:** Initiated, prepared and cleared with NSW Commissioner special small space campaign built on "Australia's Front Door" theme.
- Also:

- a) Placed 10-advertisement series in WALL STREET JOURNAL.
- b) Placed single ad in December INTERNATIONAL TRADE REVIEW.
- c) Turned down Annual advertising participation in AMERICAN BANKER Special Australia Section.

. Special Inquiry-Aimed Advertising: Arranged for two individual company ads to be placed in WALL STREET JOURNAL and CHEMICAL WEEK on joint venture participation.

. Bank of America: Suggested that Sydney be included in current "Man-on-the-Spot" International advertising campaign. Suggestion has been adopted.

. Chemical Bank of New York: Good response to similar suggestion that Australia be included in their "inner financial circles" campaign.

. Chase Manhattan Bank: Continued discussion of possible small-scale seminar of current joint venture opportunities. Still pending. Also discussed possible inclusion of New South Wales or Sydney in their international advertising (not possible because no Chase Manhattan branch there.)

. Fifth Avenue Window Display: Advised NSW Centre on current window geared to "Australia's Front Door" theme.

. Special Folder: Presented and began revision of unusual giveaway type folder on New South Wales Centre, again emphasizing "Australia's Front Door" theme.

. National Foreign Trade Convention: Arranged for listing of New South Wales in future conference attendance.

Sincerely,

Ted M. Levine

2DL:ngb
Att.

January 4, 1964

Dr. Arthur Henning
Commissioner
New South Wales Centre
680 Fifth Avenue
New York, N.Y.

MONTHLY REPORT OF ACTIVITIES - NOVEMBER 1963

Highlights of this month's activities include:

- COMMERCIAL & FINANCIAL OBSERVER: Began work on possible year-end story emphasizing recent U.S. industrial expansions in New South Wales.
- N.Y. FED: Approached International Business Office on possible early January office move to Bank of America Building, and other business news developments. Excellent initial reception.
- FORBES: Discussed recent industrial expansions in New South Wales with this leading portfolio investment publication. They are interested in possible feature on Bank of America International operations with Sydney office opening as news item.
- DUN'S REVIEWS & MODERN INDUSTRY: Provided information on New South Wales Centre to this official Dun & Bradstreet International publication that may be doing major feature on foreign government investment development organizations in the U.S. Appears good possibility of strong editorial focus on New South Wales Centre.
- Commerce & Industry Association of New York: New South Wales Commissioner appeared as speaker before December 3rd meeting. Placed article in organization's bulletin which appeared on front page of December publication.
- WALL STREET JOURNAL: Revised five of ten advertisements in this current series featuring New South Wales as "Australia's Front Door."
- American Management Association: Approached on possible appearance by NSW Commissioner as speaker before upcoming AMA meeting on investment opportunities in Australia. Good initial response.

- . World Trade Newsletters: Initiated special program to provide local world trade association newsletters with abstracts on licensing and joint venture opportunities in New South Wales.
- . New U.S. Expansions in New South Wales: Outlined to NSW Commissioner special program to spotlight New South Wales Centre as source of quick and comprehensive information on investment developments within specific industries. Working up prototype presentation.
- . DCI Activities Schedule: Provided NSW Commissioner with full analysis of DCI approach and accomplishments and recommendations for the first six months of 1965.
- . "Australia's Front Door" Special Descriptive Folder: Continued work on revision in copy and layout of this special descriptive piece suggested by NSW Commissioner.
- . Fifth Avenue Window: Suggested dollar bill as possible window subject alerting passersby to new Australian currency.
- . Consultants: Supplied NSW Commissioner with list of five business consultants specializing in encouraging and negotiating licensing and joint venture operations.
- . Special Individual Case Ads: Placed two ads in WALL STREET JOURNAL and CHEMICAL WEEK on Australian companies seeking U.S. technical know-how.
- . Photographic File: Provided NSW Centre with industrial photographs collected in Australia with thought that Centre should become major source of photographs to publications focusing on Australia.
- . Chemical Bank of New York: Response to suggestion that Sydney be included in current international advertising series; a good possibility for 1966.
- . Sydney MORNING HERALD: Provided NSW Commissioner with information for possible use in feature being prepared by New York correspondent for this publication.
- . INTERNATIONAL TRADE REVIEW: Special small space ad appeared; an adaptation of WALL STREET JOURNAL "Australia's Front Door" series.

Sincerely,

Ted M. Levine

TML:mgb
Att.

February 1, 1965

Dr. Arthur Denning
Commissioner
New South Wales Centre
680 Fifth Avenue
New York, N.Y.

MONTHLY REPORT OF ACTIVITIES - January 1965

Highlights of this month's activities included:

. NEW YORK TIMES: Continued to provide information growing out of interview with NSW Commissioner with publication of major story highlighting NSW Centre in Sunday, N.Y. TIMES, Jan. 24.

. U.S. NEWS & WORLD REPORT: At month's end this important business publication had published an article based on the TIMES' story and subsequent interview with the Commissioner.

. COMMERCIAL & FINANCIAL CHRONICLE: Article submitted in which NSW Commissioner evaluated 1964 and predicted certain trends in 1965.

. "What 25 Companies Are Doing in New South Wales:" Presented special report on activities of U.S. companies in NSW as basis for special promotion aimed at emphasizing the dominant industrial position of this state in Australia.

. DUN'S REVIEW & MODERN INDUSTRY: Supplied additional information on NSW Centre for possible major feature on foreign government investment development organizations in the U.S.

. WALL STREET JOURNAL: During month special "Australia's Front Door" advertising campaign with different headline each week appeared with increasingly strong position, particularly on page 2.

. American Management Association: As a result of discussions, AMA offered to provide space at upcoming Australian conference for NSW staff member, to distribute NSW Centre materials and to include NSW Commissioner as speaker in next year's program.

. Starling Films: This service in terms of motion picture placement was discontinued during the month.

. INDUSTRIAL DEVELOPMENT: Continued to feature summary of NEW major article (September) in both their January and February issues.

. Contract Arrangements: As a result of a series of discussions between DEI and the Commissioner, future work assignments were more clearly defined and limited, and a new financial arrangement to encompass the period January-May was arrived at.

Sincerely,

Ted M. Levine

TEML:mg
Att.

August 31, 1964

**Re: Monthly Report of Development Counsellors
International Activities on Behalf of the
Trinidad and Tobago Industrial Development
Corporation, August 1964**

Dear Mr. Munroe:

**Major highlights of August activity was preparation as planned of
advertising-promotion-public relations materials basis to intensive
program that will begin shortly after Labor Day.**

Summary of August activities includes:

- 1. Preparation, clearance and initial placement or production
on the following promotional materials:**
 - a) Special magazine advertisement on Trinidad's economic
growth and political stability.**
 - b) Special show promotion including:**
 - 1) Direct mailing**
 - 2) Trade Advertisement**
 - 3) Publicity release**
 - c) Hotel development promotion: Began work on scheduled October
Press Conference and attendant promotion disclosing to U.S.
investment and travel editors highlights of Hotel Development
Study, descriptive brochure, visual presentation. To be
supplemented by direct promotional approach to series of
hotel investment prospects. Included:**
 - 1) Basic press release**
 - 2) Hotel publication advertisement**
 - 3) Offering-type direct mailing.**
 - d) Special release on Second Independence Anniversary.**
- 2. Developed and presented for clearance special direct mailing to
Canadian and U.S.-Caribbean exporters announcing establishment
of IDC in North America and opportunities offered to current
exporters.**

7. Drafted plan for 1965 IDC-private industry investment mission to North America and discussed with North American Director.
8. Serviced Trinidad-Tobago Chamber of Commerce mailing to U.S. prospects re possibility of setting up analogous chamber operation in New York.
9. Continued to investigate possibility that Trinidad-Tobago might reach one million population landmark in 1965.
10. Arranged for Trinidad-Tobago Ambassador to address monthly meeting of Commerce & Industry Association of New York, probably in February. Other previous speakers include I.R. Johnson, President of Chase Manhattan Bank, a number of U.S. Senators. Would have strong tie-in with IDC North American operation.
11. Provided North American Director with some ideas for upcoming November talk before the Society for International Development.
12. Distributed Hotel Development Financial brochure to North American Director, study sources in Trinidad and prospects. Also obtained information links such as U.S. Department of Commerce.
13. Discussed with representatives of EWI cooperation on editorial trips to Trinidad during upcoming months.
14. Prepared special IDC slide mailing and fact sheet for November distribution.
15. Began work on publicity-promotion coverage for IDC North American Director during planned November Canada tour.
16. Heavy detailed work on DCL-IDC 1965 promotion program for presentation to North American Director followed by planned trip to Trinidad December 7-16.
17. Investigated with public relations director, Chase Manhattan Bank, possible uses of IDC opening calypso song.
18. Further investigations with First National City Bank joint promotion for branch opening in Port of Spain now scheduled for April or May, 1965. Would definitely include handsome brochure on Trinidad-Tobago which was discussed with author, an old friend.
19. Prepared special advertisement for December FINANCIAL POST (Canada).

- 20. Further discussions with **INDUSTRIAL DEVELOPMENT MAGAZINE** as to special Trinidad-Tobago investment potential survey for early 1965.
- 21. Provided **VISUE** Magazine with hotel material for use in updating January vacation related photo spread.

Sincerely,

Ted N. Levine

C O R P

TL:mg
Att.

November 30, 1964

Re: Monthly Report of Development Counciliers
International Activities on Behalf of the
Trinidad and Tobago Industrial Development
Corporation, November 1964

Dear Mr. Nassoo:

November was another exceptionally busy month in the fall investment promotion stepped up schedule, including a presentation before the prestigious Society for International Development, a special shoe-for-export promotion and in-depth work on a series of 1965 projects including presentation of prospectus. Summary of November activities includes:

1. Arranged for presentation by NA Director to Society for International Development summarizing Trinidad's economic record after independence. Excellent attendance and response; summary of remarks sent to all SID Chapter members.
2. Large space advertisement on Trinidad's industrial growth rate appeared in INTERNATIONAL TRADE REVIEW (Special National Foreign Trade Convention Issue) and on the inside front cover of INDUSTRIAL DEVELOPMENT MAGAZINE.
3. Special shoe-for-export promotion took place in November including: a) one-half page advertisement in BOGE & SHOE RECORDED, b) direct mailing to selected shoe companies in both Canada and the United States, c) special publicity release focused on shoe trade press, d) production of special shoe fact sheet based on information from IDC in Port of Spain.
4. Placed large space advertisement in FINANCIAL POST December West Indies Issue.
5. Aided NA Director in Trinidad Chamber of Commerce in New York project including production and distribution of replies to interested parties.

6. Placed special feature on IDC attitudes toward investors in **INTERNATIONAL TRADE REVIEW** issue summarizing responses by major investment areas of the world.
7. Investigated with Chase Manhattan Bank possibility of including Trinidad-Tobago in current bank advertising on world branch network.
8. During the month splendid story appeared in **FORBES** (most influential of U.S. investment journals) on Jamaica and Trinidad. Discussed with Jamaica Trinidad President, Evelyn King, possible reprint and received reply from NA Director on this. Reprints received toward month's end.
9. Aided NA Director in November Canadian trip including:
 - a) Sending at his suggestion promotional materials and hearing booklets to Trinidad offices in Canada.
 - b) Arranged for meeting with Canadian Export Study Group as preliminary for possible appearance in April before this branch of the Canadian Manufacturers Association.
 - c) Arranged for possible interview with **FINANCIAL POST**.
 - d) Provided with Canadian shoe manufacturing lead as result of direct mailing.
10. Discussed with NWIA ad agency representative, 707 Introductory Flight in the spring and possibility of inviting key industrial investor group down to Trinidad for special promotion.
11. Previously distributed story on hotel investment opportunities picked up by **INTERNATIONAL CONCERN**, official publication of the U.S. Department of Commerce. Recommended that NA Director present to equivalent Canadian Government publication during his visit.
12. Provided Agency for International Development, at their request, with hotel investment study material for inclusion in investment opportunities catalogs.
13. Provided First National City Bank with statistics for upcoming special report as part of their opening ceremonies.
14. During NA Director's trip aided Trinidad manufacturer, F. W. Milling, in terms of finding U.S. sources of machinery and supplies, possible licensing arrangements.

15. Prepared proposal for 1965 investment promotion program in North America and presented to IDC-NA Director.
16. As part of special events program proposed that the NA Director address the Newark World Trade Association during 1965. Based on earlier personal contact.
17. Received confirmation of NA-IDC Director's February appearance before the International Executives Association special meeting in New York.
18. Provided major U.S. management consultant with detailed information on Trinidad tariffs.
19. During NA Director's Canadian tour serviced various investor inquiries including those fields: a) hotel investment; b) cotton greige goods; c) public relations and marketing Trinidad coverage; d) construction; e) paper-making.
20. Further discussions with NEW YORK TIMES representative who visited Trinidad in November on possible Independence Anniversary special section in September 1965.

Sincerely,

Tom M. Levine

DL:mgp
Encl.

3. Began work on possible special recording growing out of IDC North American opening on June 2, including excerpts from specially written ealyse and from talk by North American Director. Outlined wide range of promotional uses.
4. Provided North American Director with detailed listing of possible nominees for Trinidad Chamber of Commerce in the United States. Also advised on membership and procedures in such an organization.
5. Arranged for special meeting of highly influential International Executives Association in New York during February 1965, to examine investment opportunities in Trinidad and Tobago. IDC North American Director will be speaker.
6. Continued discussions with Manager of United Nations Gift Centre on possibility of special window display highlighting the country and its products. Also sent out further publicity materials on initial purchases by the gift shop of Trinidad Handicrafts.
7. Continued work on use of oil rig model developed by member of Trinidad businessmen's organization. At month's end Esso is leaning toward using this model in conjunction with public relations institutional film showings in the U.S. We are mapping out supporting promotional program.
8. Provided CORONET Magazine with series of Trinidad-Tobago photographs for upcoming fall article.
9. Made first contact with public relations people at First National City Bank in terms of future joint promotion analogous to previous activities with Chase Manhattan Bank.
10. Discussions with North American IDC Director on series of individual cases including the apparel, textile, steel-making, chemicals fields.
11. Provided North American Director with special promotion material issued by Walter E. Heller, U.S. financing organization, in connection with their work in Jamaica.
12. Further publicity materials distributed in U.S. and Trinidad on visit of Trinidad and Tobago Businessmen's Association. Clippings received included CARIBBEAN REPORT and MONTHLY NEWSLETTER of the Commerce and Industry Association of New York.

13. Initial discussions with NEW YORK TIMES as to possibility of special Trinidad-Tobago Section that might commemorate Third Anniversary (August 31, 1955) of Independence. Might include an attention-getting feature a special calypso record which would be a first in U.S. journalism.

Sincerely,

Ted M. Levine

TE:ms
Encl.

September 30, 1964

Re: Monthly Report of Development Counsellors
International Activities on Behalf of the
Trinidad and Tobago Industrial Development
Corporation, September 1964

Dear Mr. Hanson:

During this month the intensified investment promotion program accepted and cleared in August began to move into high gear, with an exceptionally busy month.

Summary of September activities includes:

1. Prepared and sent out mailing to 2000 North American exporters to the Caribbean aimed at long term encouragement to consider some form of investment rather than pure export. Also suggested follow-up note to North American Director on queries already received.
2. Investigated possible joint promotion of the First National City Bank branch opening in Port of Spain. Very favorable response to series of advertising-direct mail-publicity-promotion projects presented by DCI.
3. Received copy of AREA DIGEST in which photo and caption on North American Director's talk in Florida appeared.
4. On Trinidad & Tobago handicrafts promotion program, provided New Jersey school with items for display, and toward month's end began arrangements for major display and sale of island handicrafts at upcoming October Caribbean event, Jewish Guild for the Blind. Could open new outlets of real value.
5. Proceeded on the suggestion of the IDC North American Director over 20 Canadian media photographs and captions of Trinidad-Tobago High Commissioner visiting Canadian plants in Trinidad.

6. Arranged with Dan & Breadstreet publication, **INTERNATIONAL TRADE REVIEW**, an article in which IDC North American Director would give tips to investors on how to deal with an international development organization. Scheduled for November.
7. Arranged for October 19 special press conference on hotel development project, including selection of site, invitation list, preparation of release, etc.
8. Drafted special release on range of upcoming fall promotion program in the U.S. and Canada.
9. Discussed with various Esso executives publicity on Esso travel film opening in New York, including unveiling of Trinidad oil rig model. Participated in joint meeting on this at month's end.
10. Arranged for presentation by IDC North American Director to Society for International Development on "Economic Development After Independence -- The Two-Year Record of Trinidad & Tobago." This is the outstanding international development society of experts in the world.
11. Aided Trinidad Mission in arranging press conference for Minister of Finance. Well attended. Featured interest in IDC program and participation by IDC North American Director. First results include major write-up in the **CHRISTIAN SCIENCE MONITOR**.
12. Assembled tapes from North American IDC opening, June 2, for possible special promotional record that could be used as effective sales promotion tool.
13. At month's end serviced special Independence Day release pegged to Trinidad-Tobago's industrial achievements during the past two years.
14. Discussed with **NEW YORK TIMES** special Trinidad cooperative supplement aimed at third Independence Anniversary, August 31, 1965.
15. Advised North American Director on possibility of Trinidad-American Chamber of Commerce in New York and supplied names for first mailing.
16. Placed special hotel investment advertisement in **HOTEL BULLETIN**.
17. Sent plates to **INTERNATIONAL TRADE REVIEW** and **INDUSTRIAL DEVELOPMENT MAGAZINE** for October full page ads featuring Trinidad's fast climbing national income.

18. DCI tourism investment consultant provided special feasibility materials on possible Trinidad Hotel Investment project.

Sincerely,

Ted M. Levine

TEL:ing

November 2, 1964

Re: Monthly Report of Development Counsellors
International Activities on Behalf of the
Trinidad and Tobago Industrial Development
Corporation, October 1964:

Dear Mr. Munroe:

October was the heaviest month thus far in the fall investment promotion program, including a major press conference on the Hotel Development Study, a special tie-in with Easo film premiere, and a stepped up schedule of direct mail. Summary of October activities includes:

1. Arranged for press conference by North American Director on announcement of Hotel Development Study and physical products. Unexpectedly large audience of top travel, financial press people which yielded immediate stories in N.Y. TIMES, N.Y. WORLD TELEVISION as well as LOS ANGELES FOREIGN PRODUCTS NEWSLETTER.
2. With Easo arranged U.S. premiere for film "Holiday in the Sun" which took place toward the end of the month. "Standing room only" attendance with many favorable comments registered.
3. Sent out special direct mailing to hotel development prospects timed to press conference announcement. Initial results include about a dozen replies by hotel investment prospects.
4. Drafted and placed special feature in INTERNATIONAL TRADE REVIEW, Dun & Bradstreet publication, bylined by IDO North American Director on Trinidad-Tobago as major international investment alternative.
5. Participated in Caribbean Federation for Mental Health handicrafts show. Trinidad-Tobago sold \$85 worth of products and was strongly featured. Letter from Dr. Bertum Schaffner, Federation's President, points out that Trinidad display was "a hit." Strong coverage in Trinidad press.
6. Provided BUSINESS INTERNATIONAL, leading confidential international management newsletter, with investment and trade statistics which appeared in Caribbean article toward month's end.

January 4, 1965

Re: Monthly Report of Development Counsellors
International Activities on Behalf of the
Trinidad and Tobago Industrial Development
Corporation, December 1964

Dear Mr. Hanson:

During the month in addition to a variety of activities scheduled, a program was developed with and submitted to the North American Industrial Development Corporation Director summarizing activities in 1964 and outlining suggested program for 1965. Another highlight: conferences with BWIA on 727 inaugural flight as showcase for Trinidad industrial incentives program. Summary of December activities includes:

1. Discussed with Senior Editor, highly influential KIPLINGER NEWS LETTER, possible story on current investment opportunities in Trinidad-Tobago as the counterpoint to Puerto Rico's "Operation Bootstrap."
2. Provided N.Y. JOURNAL OF COMMERCE with material on industrial estates for possible editorial treatment.
3. Suggested to BWIA possible sponsorship of international journalist Dick Burvick for Caribbean reporting tour spotlighting Trinidad and Tobago.
4. Series of conferences with BWIA on spring 1965, 727 inaugural flight. Proposal is to make this industrial showcase. Presented to BWIA after discussions with IDC North American Director. Drafted list of suggested invitees.
5. Wrote, cleared and distributed special year-end release on economic achievements of Trinidad-Tobago particularly emphasizing role of IDC-NA office.
6. Provided First National City Bank with diverse informational material for use in booklet on their Port of Spain opening in early 1965; also arranged meeting with NA Director.

7. Pinchitting for MA Director contacted President, International Electroacoustics on his recent trip to Trinidad and possible phonograph record operation there.
8. Placed ad in FINANCIAL POST West Indies section which appeared during the month.
9. Arranged for reprinting of FURBERS Magazine article on Tensee and Trinidad.
10. Aided New York public relations firm whose client sold unusual order of photoelectric control equipment to Trinidad and Tobago Electricity Commission.
11. Provided IDC Port of Spain with many materials in connection with IDC completed Hotel Development Study.
12. Aided IDC MA Director in planning and carrying out cocktail party-reception honoring Pan American Jet North Stars on their U.S. tour; serviced all photographs.
13. Major story on Hotel Investment project appeared during the month in influential publication TRAVEL TRADE.
14. Aided MA Director in answering returns on shoe-for-export mailing.
15. Received highly detailed letter, which we requested, from manager of United Nations Gift Shop on range and quality of Trinidad handicrafts.
16. Investigated possibility of MA Director appearing as major speaker before the Newark World Trade Association.
17. With North American Director interviewed publisher of Canadian trade publication, AIR TRADE & TRAVEL, on possible editorial and advertising cooperation in special West Indies and Caribbean issue.
18. Arranged for meeting between Mr. K. Aberdeen and Mr. Kunkler of American Petroleum Institute with the view of the A.P.I. purchasing model oil rig.
19. Presented to MA Director proposal for using new Trinidad currency as dramatic pivot in series of special promotions.

Sincerely,

Ted M. Levine

January 4, 1965

STATEMENT

NOVA SCOTIA INFORMATION SERVICE
Department of Trade and Industry
Provincial Building
Halifax, Nova Scotia, Canada

Services during December
as described in attached
report dated December 1, 1964

Includes all costs

\$1666.67

February 2, 1965

Re: Monthly Report of Development Counsellors
International Activities on Behalf of the
Trinidad & Tobago Industrial Development
Corporation, January 1965

Dear Mr. Hancock:

The major feature of this month's activities was a series of conferences in Part of Spain analyzing the IDC promotion and sales program in North America during 1964 and defining its scope, thrust and objectives for the calendar year 1965.

Other highlights included the Caribbean Weekend which took place at month's end and continued discussions in terms of the BWIA 727 Inaugural Flight as a showcase for Trinidad's industrial development program.

Summary of January activities included:

1. Arranged for participation in Caribbean Weekend, Chaifonte Hudson Hall, Atlantic City, N.J. Among highlights:
 - a) Total attendance reached an estimated 2000
 - b) Radio coverage including NBS went out to an estimated 20 million people coast-to-coast in the U.S.
 - c) Arrangements made for distribution of IDC and other Trinidad-related materials to all weekend guests.
 - d) Complete photographic and publicity service on events arising out of this special promotion.
2. Provided information to N.Y. TIMES reporter which aided two major stories that appeared in this all important medium during January.
3. Prepared special display panel on Trinidad's industrial potential for use at Caribbean Weekend and for other future exhibitions in which IDC participates.
4. A heavy budget of developments in connection with hotel development study including:
 - a) Distribution of three physical products of the study as directed by North American Director.

- b) **HOTEL BULLETIN**, an important trade publication, published major story on study resulting from previous press conference. At this point virtually every hotel and tourist trade publication has now included big space features on this study.
5. Discussed with Pan American Airlines possibility of special reprint on **BUSINESS ABROAD** story that appeared during the month (interestingly enough, of 110 countries discussed in the new book "Passports and Profits," only Trinidad was selected by this weekly international publication for reprint).
6. Arranged for editorial Trinidad visit by Mr. Clarence Wright, **KEPLINGER WASHINGTON LETTER** which took place in mid-month. Mr. Wright indicated that he was "amazed" at the current productiveness and potential of the Trinidad economy.
7. **CLEARING HOUSE**, official publication of the Caribbean Organization carried feature on IDC's Trinidad-Tobago show opportunities study. Additional stories during the month appeared in these specialized publications: **BUSINESS ABROAD**, **CARIBBEAN REPORT**, **COMMERCE & INDUSTRY ASSOCIATION NEWS BULLETIN**.
8. Carried out further work in connection with two upcoming meetings in which Trinidad will be featured in February:
 - a) Commerce and Industry Association
 - b) International Executives Association
9. Investigated possibility of North American Director appearing before the Society for International Development's annual meeting within panel of "small country" developers.
10. Set up tentative advertising schedule of media and approach for 1965.
11. From January 20-31 DCI's president accompanied the North American Director on a business visit to Trinidad. Major activities included:
 - a) Meetings with the representatives of Trinidad trade associations to discuss common problems and potential including TIA, Chamber of Commerce and Businessmen's Association.

- b) Private businessmen with whom investment promotion might be jointly sparked including executives of the First National City Bank, Neal & Massey, Y. de Lima, L. J. Williams, Angostura, General Telephone & Electronics, Modern Methods, Modern Metal Furniture Manufacturing Company.
- c) Designed two special "prototype" sample sheets on Trinidad companies interested in joint ventures or export.
- d) Assisted IDC-BA Director in presentation to the IDC Board of promotion and sales program for the current calendar year.

Note: As of month's end, one major financial matter was still outstanding: the final payment on the hotel development study. It is understood that arrangements have now been made to remedy this situation.

Sincerely,

Ted M. Levine