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DEPARTMENT OF JUSTICE

JAN 17 11 45 AM '75

Budget Bureau No. 43-R210.6  
Approval Expires Oct. 31, 1971

REGISTRATION UNIT UNITED STATES DEPARTMENT OF JUSTICE  
INTERNAL SECURITY SECTION WASHINGTON, D.C. 20530  
CRIMINAL DIVISION

SUPPLEMENTAL STATEMENT

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

DEC 31 1974

For Six Month Period Ending \_\_\_\_\_  
(Insert date)

Name of Registrant Tea Council of the U.S.A., Inc. Registration No. 1853

Business Address of Registrant 230 Park Avenue  
New York, N.Y. 10017

I - REGISTRANT

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

(a) If an individual:

(1) Residence address	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(2) Citizenship	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(3) Occupation	Yes <input type="checkbox"/>	No <input type="checkbox"/>

(b) If an organization:

(1) Name	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(2) Ownership or control	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(3) Branch offices	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

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

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

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

If yes, furnish the following information:

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

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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- 
5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal? Yes  No

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

Not Applicable

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

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
William F. Treadwell	Public Relations Consultant	8/30/74
Donald A. Wiederecht	Film Producer	12/31/74

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

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
Robert H. Weiss	295 Newbury Street Boston, Mass. 02115	Public Relations Consultant	October 24, 1974

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## II - FOREIGN PRINCIPAL

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

If yes, furnish the following information:

*Name of foreign principal*

*Date of Termination*

- 
9. Have you acquired any new foreign principal<sup>1</sup> during this 6 month reporting period? Yes  No

If yes, furnish following information:

*Name and address of foreign principal*

*Date acquired*

- 
10. In addition to those named in Items 8 and 9, if any, list the foreign principals<sup>1</sup> whom you continued to represent during the 6 month reporting period.

Government of India	The Tea Association (Central Africa) Limited
Government of Sri Lanka	The Uganda Tea Board
The Tea Board of Kenya	The Tanzania Tea Authority
	Gremio dos Plantadores de Cha do Distrito da Zambesia

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## III - ACTIVITIES

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

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

The Tea Council's sole objective is to try to increase tea consumption in the U.S.A. Its entire publicity program, consisting of food photographs and releases, booklets, radio and TV interviews, distribution of films, is directed toward that single objective.

See attached:

- a. July - Dec., 1974 listing of K. Rapieff Tea Tasting Demonstrations
- b. July - Dec., 1974 Consumer Publicity Reports
- c. "Tea and Fitness Program" report dated 9/17/74
- d. 1974 Final Report "Touring Two For Tea," dated 9/17/74
- e. "The Story of Tea" booklet - reprint
- f. "Two Leaves and a Bud" booklet - reprint.
- g. "New Conditioning Program for Participation in Athletics" booklet - reprint.
- h. Order Blank for Iced Tea promotion material.

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

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

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>2</sup> as defined below?

Yes  No

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

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

Yes  No

If yes, describe fully.

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

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

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

Yes  No

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

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
July 19	India		\$ 30,948.75
Aug. 21	Kenya		5,827.50
Oct. 17	India		30,948.75
Nov. 27	Kenya		5,827.50
Dec. 23	Malawi		12,740.00
Dec. 23	Sri Lanka		57,205.00
Dec. 27	Sri Lanka		56,000.00

Total \$199,497.50

14. (b) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>4</sup> other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes  No

If yes, furnish the following information:

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

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

15. (a) DISBURSEMENTS - MONIES

During this 6 month reporting period, have you

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

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

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

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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See Attachments marked 'A'  
Report of the Treasurer for  
September, October, November, 1974

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Total

15. (b) DISBURSEMENTS - THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value<sup>5</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes  No

If yes, furnish the following information:

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

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>5</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office? Yes  No

If yes, furnish the following information:

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

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

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

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

17. Identify each such foreign principal.

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

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda?

Yes  No

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

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

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

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

- Public Officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) \_\_\_\_\_

21. What language was used in this political propaganda:

- English
- Other (specify) \_\_\_\_\_

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

Yes  No

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

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

Yes  No

VI - EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

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

- Exhibit A<sup>6</sup> Yes  No
- Exhibit B<sup>7</sup> Yes  No

If no, please attach the required exhibit.

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

Yes  No

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

If no, please attach the required amendment.

<sup>6</sup> The Exhibit A, which is filed on Form DJ-306, sets forth the information required to be disclosed concerning each foreign principal.

<sup>7</sup> The Exhibit B, which is filed on Form DJ-304, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C<sup>8</sup>, state whether any changes therein have occurred during this 6 month reporting period.

Yes  No

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

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

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

Yes  No

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

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

(Type or print name under each signature)

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

*John M. Anderson*  
\_\_\_\_\_  
John M. Anderson

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Subscribed and sworn to before me at New York, New York

this 14 day of January, 19 75

*Theodore A. Cammarota*  
\_\_\_\_\_  
(Signature of notary or other officer)

THEODORE A. CAMMAROTA  
NOTARY PUBLIC, State of New York  
No. 31-0544550  
Qualified in New York County  
Commission Expires March 30, 1975

My commission expires \_\_\_\_\_, 19 \_\_\_\_\_

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

JULY 1974

AUGUST 1974

KENNETH RAPIEFF  
TEA TASTING DEMONSTRATIONS  
MONTHLY REPORT

RECEIVED  
DEPARTMENT OF JUSTICE

JAN 17 11 46 AM '75

REGISTRATION UNIT  
INTERNAL SECURITY  
SECTION  
CRIMINAL DIVISION

July

<u>Date</u>	<u>Organization</u>	<u>Location</u>
1	Hillside Senior Citizens	New York City
10	Rotary Club	Mount Kisco, New York
19	Fort Washington Senior Citizens	New York City
23	Breukelan Senior Citizens	Brooklyn, New York
29	Hanover Grange	Allentown, Pennsylvania
30	Rotary Club	Commack, New York

August

<u>Date</u>	<u>Organization</u>	<u>Location</u>
1	Kiwanis Club	Stockbridge, Massachusetts
9	Bellmore Senior Citizens	Bellmore, New York
19	Kiwanis Club	Herkimer, New York
20	Rotary Club	Katonah, New York
21	Rotary Club	Collingswood, New Jersey
22	Kiwanis Club	Glen Ridge, New Jersey
27	Katherine Gibbs School	New York City

SEPTEMBER 1974

KENNETH RAPIEFF  
TEA TASTING DEMONSTRATIONS  
MONTHLY REPORT

September

<u>Date</u>	<u>Organization</u>	<u>Location</u>
11	Rotary Club	E. Greenwich, Rhode Island
16	Elmont Senior Citizens	Elmont, New York
19	Federated Business Women	Ridgewood, New Jersey
20	Bethlehem Lutheran Women	Baldwin, New York
25	Rotary Club	E. Brunswick, New Jersey
26	Regina Mundi Council Clifton Chapter #878	Clifton, New Jersey

KENNETH RAPIEFF  
TEA TASTING DEMONSTRATIONS  
MONTHLY REPORT

October

<u>Date</u>	<u>Organization</u>	<u>Location</u>
1	Rotary Club	Queens, New York
2	Women's Club of New Providence	New Providence, New Jersey
3	Rotary Club	Langhorne, Pennsylvania
5	Women's Club of Lebanon	Lebanon, Pennsylvania
6	Rosary Society	Elizabeth, New Jersey
7	Uniondale Homemakers Council	Uniondale, New York
8	Jenkintown Auxiliary	Abbingdon, Pennsylvania
8	L.I. Broadcasting	Islip, New York
9	Kiwanis Club	Chester, Pennsylvania
14	Mahanoy City Women's Club	Mahanoy, Pennsylvania
15	Kiwanis Club	Lakewood, New Jersey
17	Lions Club	Saybrook, Connecticut
21	Rotary Anns	Scranton, Pennsylvania
21	Rotary Club	Washington, New Jersey
22	Rotary Club	Maple Shade, New Jersey
22	Lions Club	Englewood, New Jersey
23	Kiwanis Club	Schenectady, New York
28	Rotary Club	Woodstock, New York
29	Rotary Club	Lebanon, Pennsylvania
30	Senior Citizens	Lynbrook, New York
31	Rotary Club	Gardner, Massachusetts

KENNETH RAPIEFF  
TEA TASTING DEMONSTRATIONS  
MONTHLY REPORT

November

<u>Date</u>	<u>Organization</u>	<u>Location</u>
1	Vocational Technical School	Westminister, Massachusetts
5	Rotary Club	Forked River, New Jersey
5	Rosary Society	Roselle Park, New Jersey
6	Rotary Club	Hawthorne, New Jersey
7	Business & Professional Women's Club	Langhorne, Pennsylvania
7	Rotary Club	Riverton, New Jersey
11	Village Hospital Auxiliary	Freehold, New Jersey
12	Nassau County Homemakers Council	Hicksville, New York
13	Rosary Society	Norwich, Connecticut
16	Adult Fellowship	Philadelphia, Pa.
17	Cooper Union	New York City
20	Rotary Club	Ridgefield, Connecticut
21	Business & Professional Women's Club	Lehighton, Pennsylvania
22	Holstein State Convention	Berwick, Pennsylvania
26	Rotary Club	Hastings-Ardsley, New York
27	Rotary Club	New Town, Pennsylvania

DECEMBER 1974

KENNETH RAPIEFF  
TEA TASTING DEMONSTRATIONS  
MONTHLY REPORT

December

<u>Date</u>	<u>Organization</u>	<u>Location</u>
3	Rotary Club	Lancaster, Pennsylvania
6	Valley Stream High School	Franklin Square, New York
9	Rotary Club	New Holland, Pennsylvania
12	Radio-Interview Ray Murray-WARM	Scranton, Pennsylvania
12	Rotary Club	Hawley, Pennsylvania
16	Rotary Club	Bellmawr, New Jersey

Tea Council of the U. S. A., Inc., New York

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DEPARTMENT OF JUSTICE  
JAN 17 11 45 AM '75

To: John Anderson  
From: Beryl Walter  
Subject: Publicity Report for the month of July, 1974

Copy to:

REGISTRATION UNIT  
INTERNAL SECURITY  
FILE SECTION  
CRIMINAL DIVISION

Date: July 31, 1974

Newspaper Releases

1 column mat with cartoon illustration featuring iced tea for patio and barbecue parties released through the "Good Psychology" series to 3800 weekly and suburban papers.

Radio-TV

Radio recording of interview with representative of Bicycle Institute of American on bicycle safety and suggesting iced tea mixes as ideal beverage to carry along released through Sheridan-Elson's "Campus Sessions" series.

Radio recording recommending iced tea as the great thirst-quencher after summer sports and emphasizing the convenience of instant tea and the iced tea mixes released through Joe Ziehl's "Around the House" series.

In the Works

4 black and white photographs being prepared for early fall use.

"The Story of Tea" being reprinted with certain changes to bring it up to date.

Plans for a cooperative color photograph with a Valentine's Day theme being formulated in cooperation with Green Giant Company and Kretchmer Wheat Germ for 1975 use as a Sta-Hi mailing.

BW

BW

Tea Council of the U. S. A., Inc., New York

To: John Anderson

Copy to:

From: Beryl Walter

File:

Subject: Publicity Report for the month of August, 1974

Date: September 3, 1974

Newspaper Releases

2 black and white releases (one featuring a dessert served with iced tea; the other a Halloween tea-based punch) placed with Aileen Claire for use in her NEA syndicated column.

3 black and white releases (one featuring hot tea, two featuring iced tea) sent to metropolitan dailies for fall use.

Radio

Radio recording recommending iced tea as an all-year round thirst-quencher and featuring the cold water method released through Orr Productions' "Good Living" series for September use.

Magazines

1974 edition of Woman's Day "Best Ideas for Christmas" includes two color photographs featuring tea punches for holiday entertaining.

August issue of House & Garden features article entitled "Drinks with tea and spirits" including several Tea Council recipes.

August issue of Good Housekeeping includes iced tea in one of their summer menus.

September issue of Seventeen features hot tea in a study-break party.

In the Works

Sta-Hi color release featuring a Holiday Tea and Festive Tea Drinks being prepared for release to color-using newspapers.

BW

BW

Tea Council of the U. S. A., Inc., New York

To: John Anderson  
From: Beryl Walter  
Subject: Publicity Report for the month of September, 1974

Copy to:

File:

Date: October 2, 1974

Newspaper Releases

Sta-Hi Color release entitled "Highlight the Holidays" featuring two photographs (one of tea-based beverages, the other of a high tea) released to color-using metropolitan dailies.

One-column mat with cartoon illustrations featuring iced tea as a relaxing beverage during social affairs released through North American Precise "Good Psychology" series.

Radio-TV

Radio recording of interview with woman college student at Princeton discussing life on campus and her tea drinking habits released through Sheridan Elson's "Campus Sessions" series.

Radio recording featuring iced tea as an ideal after-school snack released through Joe Ziehl's "Around the House" series.

Booklets

50,000 copies of "The Story of Tea" reprinted with minor changes bringing information up-to-date.

In the Works

Color Sta-Hi release with Valentine's Day theme being prepared in cooperation with Green Giant Company and Kretchmer Wheat Germ. (This is for 1975 usage.)

4 black and white photographs with holiday theme being taken for use in December.

BW  
*pen*

Tea Council of the U. S. A., Inc., New York

To: John Anderson

Copy to:

From: Beryl Walter

File:

Subject: Publicity Report for the month of October, 1974

Date: October 31, 1974

Newspaper Releases

4 black and white releases with holiday entertaining themes released to metropolitan dailies.

Radio-TV

Radio recording quoting from "The Classic of Tea" and positioning hot tea as a relaxing beverage during times of stress and a base for a party punch relaxed through Orr Productions "Good Living" series.

Radio recording of an interview with editor of "Ski Magazine" recommending hot tea as the beverage for cross-country skiers released through Sheridan-Elson's "Campus Sessions."

BW *BW*

Tea Council of the U. S. A., Inc., New York

To: John Anderson

Copy to:

From: Beryl Walter

File:

Subject: Publicity Report for the month of November, 1974

Date: December 4, 1974

Newspaper Releases

2-column mat suggesting hot spiced tea as an after-skiing beverage sent to 3,000 weekly and suburban papers through the holiday edition of "Successful Homemaking" service.

1-column mat with cartoon illustration suggesting hot tea as a relaxing beverage sent to 3,800 weekly and suburban papers in the "Good Psychology" series.

Radio-TV

Radio recording recommending the preparation of hot tea concentrate to serve to "drop-in" guests during the Christmas holidays released through Orr Productions' "Good Living" series.

Radio recording suggesting tea as a base for holiday punches released through Joe Ziehl's "Around the House" series.

In the Works

Color feature with Valentine's Day theme being prepared for release through Sta-Hi Color Service.

BW *fw*

Tea Council of the U. S. A., Inc., New York

To: John Anderson

Copy to:

From: Beryl Walter

File:

Subject: Publicity Report for the month of December, 1974

Date: December 31, 1974

Newspaper Releases

4-column feature with Valentine's Day theme released through Sta-Hi Color Service in cooperation with Green Giant Company and International Multi-Foods (Kretchmer Wheat Germ). Recipes feature a tea-based wine punch and hot spiced tea.

2-column mat featuring hot spiced tea as a warming beverage for cold weather days released through Richard S. Bond mat service.

Radio-TV

Radio recording suggesting hot spiced tea as a warming beverage after an old-fashioned sleigh ride or modern outdoor sports released through Orr Productions' "Good Living" series.

In the Works

Color photo picturing a springtime tea taken and copy being prepared for release through Sta-Hi Color Service in 1975.

5 black and white photos with spring themes being prepared for use early in 1975.

Plans for 6 mats in the "Good Psychology" series being prepared for 1975 use.

TV mailing consisting of 4 color slides and brief narration on "tea and tennis" theme being prepared for release through North American Precis "TV Takes" service.

BW *BW*

Tea and Fitness Program

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INTERNAL SECURITY  
SECTION  
CRIMINAL DIVISION

This was the twelfth and best year for the "Football Coaches' Tour for Tea and Fitness." Between January and May, these 16 persons Coaches and Athletic Directors -

- |                              |  |
|------------------------------|--|
| Alex Agase - Purdue          | John McKay - U.S.C.                        |
| Bill Battle - Tennessee      | Eddie Robinson - Grambling                 |
| Bob Blackman - Illinois      | George Welsh - U.S. Naval Academy          |
| Jerry Claiborne - Maryland   | Jack Curtice - Chmn., AFCA Rules Committee |
| Bill Dooley - North Carolina | Ray Eliot - Illinois (Ret.)                |
| Vince Dooley - Georgia       | Bill Meek - Assoc. A.D., Utah              |
| Harry Gamble - Pennsylvania  | Bill Murray - Exec. Director, AFCA         |
| Ben Martin - Air Force       | Dave Nelson - A.D., Delaware               |

- visited these 50 markets:

- |            |              |                |                  |
|------------|--------------|----------------|------------------|
| *Albany    | Denver       | New Haven      | St. Louis        |
| Atlanta    | Detroit      | New Orleans    | San Antonio      |
| Baltimore  | Grand Rapids | New York       | San Diego        |
| Birmingham | Hartford     | Norfolk        | San Francisco    |
| Boston     | Houston      | Philadelphia   | *Scranton        |
| Buffalo    | Indianapolis | Phoenix        | Seattle          |
| Charlotte  | Jacksonville | Pittsburgh     | Syracuse         |
| Chicago    | Kansas City  | *Portland, Me. | Tampa            |
| Cincinnati | Los Angeles  | Portland, Ore. | Toledo           |
| Cleveland  | Louisville   | Providence     | Washington, D.C. |
| Columbus   | Memphis      | *Raleigh       | *Winston-Salem   |
| Dallas     | Miami        | Richmond       |                  |
| Dayton     | Nashville    | Rochester      |                  |

\*New markets in 1974.

Their message was hot and iced tea as the drink of athletes and the drink for all active people. The message was projected on the sports pages of newspapers and on radio and TV sports and news shows. Each appearance also promoted the A.F.C.A. - Tea Council booklet, "New Conditioning Program for Participation in Athletics."

The 1974 news coverage developed by the touring Coaches was:

- 252 Radio Interviews
- 196 Television Features
- 119 By-Line Newspaper Stories

In addition to the market-by-market publicity, special opportunities were realized in several cities. Eddie Robinson of Grambling was interviewed by AP and UPI in New York, as was George Welsh of the U.S. Naval Academy in Chicago. Welsh also appeared on "Kup's Show," a television program syndicated nationally, and was the subject of a feature story by the publisher of the Sporting News.

A statistical breakdown of the media coverage, market-by-market, is attached.

Tea Council Fitness Clinics

This was the seventh year of the Tea Council's "Fitness Clinic" addition to the sports program.

35,450 football coaches and physical education instructors attended a total of 33 clinics on pre-season conditioning. There were -

16 statewide  
11 city  
6 special

- clinics, at all of which coaches received a sample copy of the A.F.C.A. Tea Council booklet, together with an order card. A list of the clinics and attendance is attached.

Booklets

This has been another record year for the number of fitness booklets ordered by coaches for distribution to young men. A total of 918,180 booklets had been ordered by the end of August.

"Winning Baseball"

Through August, the box score on the 16 mm. motion picture "Winning Baseball" was -

2,957 Bookings  
7,185 Showings  
296,240 Audience  
256,550 Booklets distributed

A new color film is now nearing completion to take the place of and vitalize the impact of future film showings.

Michael Friedman  
Michael Friedman Public Relations

September 17, 1974

MF:sc

Media Report: 1974 Coaches' Tour

<u>Coach</u>	<u>School</u>	<u>City</u>	<u>Radio</u>	<u>TV</u>	<u>Newspaper</u>
George Welsh	Naval Academy	Chicago	7	5 (B)	5 (C)
		Kansas City	4	4	1
		Denver	4	6	2
		St. Louis	4	4	3 (D)
Jerry Claiborne	Maryland	Charlotte	3	4	2
		Raleigh	3	4	2
		Winston-Salem	4	3	2
Bill Battle	Tennessee	Atlanta	8	6	2
		New Orleans	4	5	2
Alex Agase	Purdue	Pittsburgh	7	5	- (E)
		Scranton/			
		Wilkes Barre	5	4	3
Vince Dooley	Georgia	Philadelphia	5	4	2
		Birmingham	3	4	2
		Nashville	3	5	2
Bob Blackman	Illinois	Memphis	6	6	2
		Los Angeles	12 (A)	6	2
		San Diego	3	4	2
Ray Eliot	Illinois (Ret.)	Phoenix	4	6	2
		Toledo	4	3	1
		Detroit	6	4	2
John McKay	U.S.C.	Grand Rapids	4	2	1
		Seattle-Tacoma	6	6	3
		Portland	4	4	2
Jack Curtice	A.F.C.A.	San Francisco	4	2	2
		Richmond	5	3	2
		Norfolk	3	3	2
Dave Nelson	Delaware	Washington, D.C.	5	4	2
		Baltimore	4	3	2
		Hartford	5	3	2
Harry Gamble	Pennsylvania	Providence	4	2	1
		Boston	5	4	2
		Portland, Me.	5	3	2
		Albany	3	3	3
Bill Meek	Utah	Rochester	5	3	2
		Syracuse	4	2	2
		Buffalo	5	3	2

<u>Coach</u>	<u>School</u>	<u>City</u>	<u>Radio</u>	<u>TV</u>	<u>Newspaper</u>
Bill Dooley	North Carolina	Miami	9	4	1
		Jacksonville	6	6	2
		Tampa - St. Pete	4	4	2
Ben Martin	Air Force Academy	Cleveland	5	3	2
		Dayton	3	3	2
		Columbus	3	3	2
Bill Murray	A.F.C.A.	Indianapolis	4	5	2
		Cincinnati	3	4	2
		Louisville	4	4	2
Jack Curtice	A.F.C.A.	San Antonio	3	4	2
Ray Eliot	Illinois (Ret.)	Houston	6	6	2
		Dallas-Ft. Worth	9	4	3
Eddie Robinson	Grambling	New Haven	5 (F)	1	2 (G)
		New York	7	2	4

- (A) Includes Long Beach
- (B) Includes "Kup's Show", syndicated nationally
- (C) Includes A.P. and U.P.I.
- (D) Includes Sporting News
- (E) Newspapers on strike
- (F) Includes ABC Radio Network, NBC Monitor, A.P. Audio, U.P.I. Audio
- (G) Includes A.P. and U.P.I.

Clinic Report

Statewide Clinics - 16

<u>State</u>	<u>Coach</u>	<u>Number Attending</u>
Arkansas	Onofrio (Missouri)	900
Connecticut	Claiborne	550
California	Onofrio	1,700
Florida	Schenbechler	900
Georgia	"	500
Illinois	Battle	750
Kansas	Osborne (Nebraska)	400
Louisiana	Agase	900
Massachusetts	Battle	500
Michigan	Rodgers (Georgia Tech)	1,000
North Carolina	Robinson	1,600
Oklahoma	Onofrio	2,100
South Carolina	(No Coach)	1,000
Tennessee	Welsh	750
Texas	Blackman	6,000
Virginia	Robinson	1,400

City Clinics - 11

Atlantic City	Exhibitor - TC	1,500
Boston	"	1,200
Chicago	"	400
Detroit	White (California)	650
Louisville	Exhibitor .. TC	1,100
Miami	"	200
Pittsburgh	"	1,300
Rochester	Corso	600
St. Louis	Exhibitor - TC	1,150
Washington, D.C.	"	2,100
Springfield, Mass.	Crumb (Miami of Ohio)	200

Special Clinics - 6

Georgia	550
Maryland	400
North Carolina	800
Missouri	750
Purdue	900
Tennessee	700

These were university clinics held by participating coaches. In each case booklets were distributed at no charge to the Tea Council.

d.

1974  
Final Report  
"Touring Two For Tea"

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REGISTRATION UNIT  
INTERNAL SECURITY  
SECTION  
ORIGINAL DIVISION

Between June 23rd and August 2nd Phyllis D'Souza of India and Dharmawardhane of Sri Lanka undertook a publicity tour on behalf of the Tea Council covering a total of 30 markets, coast-to-coast.

Their story was "Rice, Spice 'n Tea," the staples of Far Eastern cuisine. A special "Topaz Tea" recipe was created for the tour and it led, unexpectedly, to an idea that caught on with the media and greatly increased the coverage that was achieved. The news peg that was novel and most acceptable to editors was ... hot tea is a refreshing way to keep cool in hot weather.

This year's tour covered these major markets:

- |                             |                         |
|-----------------------------|-------------------------|
| Albany - Schenectady - Troy | Houston                 |
| Atlanta                     | Indianapolis            |
| Baltimore                   | Los Angeles             |
| Birmingham                  | Memphis                 |
| Boston                      | Miami                   |
| Buffalo                     | New Orleans             |
| Chattanooga                 | Orlando - Daytona Beach |
| Chicago                     | Philadelphia            |
| Cincinnati                  | Pittsburgh              |
| Cleveland                   | Providence              |
| Dallas - Ft. Worth          | Rochester               |
| Detroit                     | San Diego               |
| Greensboro - High Point     | San Francisco           |
| Greenville - Spartanburg    | Tampa - St. Petersburg  |
| Hartford                    | Washington, D.C.        |

Since neither of the young women had done work of this exact nature, they spent the first two weeks together in six markets with a publicity specialist. They then separated and covered an additional 12 markets apiece, again in the company of a publicity specialist.

The total TV, radio time and newspaper space which these young women produced for tea is as follows (details attached):

- TV - 31 live and taped programs for a total of 7 hours.
- Radio - 31 separate interviews for a total of 14 hours, 50 minutes.
- Newspapers - 38 separate feature stories. To date 33 of those stories have appeared, producing 14,468 lines of space.

All the news and views reported centered solely around tea, its history, preparation, drinking and versatility with food. The publicity had a heavy emphasis on product only rarely achieved in a publicity program. In other words, the quality of the publicity for tea was every bit as good as the quantity.

Michael Friedman  
Michael Friedman Public Relations

September 17, 1974

MF:sc

Phyllis D'Souza & Thusitha Dharmawardhane

Buffalo, New York, June 23, 24th

Frontier Forum, WEBR Radio - 55 minute taped interview with Jack Gilmour. Covered all aspects of tea growth, processing, preparation, and serving.

WKBW-TV - Dialing for Dollars. Each girl did a four minute live interview with Dave Thomas. Brewed Topaz tea and served to interviewer. Discussion of brewing perfect tea.

(Radio Free Buffalo)

WWOL Radio - Taped 30 minute interview with Dick Spaulding. Discussed at length growing, processing, and brewing of a perfect cup of tea.

Buffalo Courier-Express - 45 minute interview with Martha Lane. Used recipes and took own pictures. Full discussion of tea growth and various serving suggestions, versatility of tea as a beverage with all kinds of food.

Rochester, N.Y., June 25th, 26th

WHEC-TV - The Eddie Meath Show. 10 minutes live, both girls. Discussion of tea's place in Far Eastern diet as compared with U.S. Covered customs of Sri Lanka and India.

Rochester Democrat-Chronicle - One and quarter hour interview with Jackie Redrup, an English woman, who stressed tea production, American tea drinking habits vis a vis those of India and Sri Lanka, and food and tea. Recipes & photos.

WHAM Radio - Open Line, taped 15 minutes with Jack Slattery who talked about hot versus iced tea and tea's relationship with American and Far Eastern food.

WROC-TV - Getaway with Anne Keefe and Bob Mills. Each girl did 15 minutes live with both hosts. Keefe is an old pro and she discussed tea from the bush to the cup. Showed slides to illustrate recipes.

Genesee Valley Papers - Betty Adams interviewed both girls for one and a half hours, and asked virtually every question she could think of about tea, where it is grown, how it is grown, how drunk in India and Sri Lanka, women's impression of iced tea (delicious!) and how to brew a perfect cup of tea. Took recipes and own pictures.

Schenectady, N.Y., June 27th

Schenectady Gazette - One hour interview with Kay Creasy. Women discussed importance of tea to their countries, delight at discovering iced tea. Recipes given, own pictures taken.

Albany, N.Y., June 28th

WTEN-TV - Dialing for Dollars with Ralph Vartigan. 10 minute live interview including brewing of Topaz Tea. Discussed the wonderful taste of the tea and how viewers could make perfect cup of tea.

Knickerbocker News - Katherine Harrington did one hour interview focusing on tea drinking habits of Sri Lanka and India, tea production, and the womens' enthusiasm for iced tea.

Schenectady, N.Y., June 28th - WGY Radio, the Ellie Pankin Show. 30 minute live interview concentrated on what kinds of dishes to eat with iced and hot tea respectively.

Troy, N.Y., June 28th

Troy Times Record - Judy Collins did one hour interview concentrating on tea-drinking habits in the Far East and the U.S., newness of iced tea to women. Photos taken and recipes.

Boston, Mass., July 1st

WEZE Radio - Wally O'Hara taped a 20 minute interview totally on tea, from growth to preparation of a perfect cup of hot tea and a perfect glass of iced tea, instant, mix, and bags.

Boston Globe - Gail Perrin did a one hour interview on all aspects of hot and iced tea drinking. Took recipes and own photos.

WCVB-TV - Good Morning Show with Janet Langhart. Eight minute live interview including preparation of Topaz Tea and how to brew a perfect cup.

Providence, R.I., July 2nd

Providence Journal - Helen Wilbur did a one hour interview and covered all aspects of tea, from planting and production, to blending and preparation. Took own photos and recipes.

New Haven, Conn., July 3rd

WTNH-TV - Dialing for Dollars with Mike Warren. 13 minutes live. Topaz tea demonstration and preparation of cold rice salad. Discussed hot and iced tea as the perfect accompaniment with various foods.

Hartford, Conn., July 3rd, 4th

Hartford Courant - Sue Weintraub interviewed both girls for one and a half hours. Covered all aspects of hot and iced tea, preparation, versatility, impressions of iced tea. Own photos taken, recipes taken.

WFSB-TV - New England Journal. Ten minute live interview with Claire Carter. Demonstrated Topaz Tea and discussed instants and mixes and girl's first impressions of iced tea.

Providence, R.I., July 5th

WPRI-TV - 12 Calling. Ten minute live interview with Hank Bouchard. Topaz tea demonstrated; discussed how to make a perfect cup of tea every time.

WJAR Radio - Everything You Always Wanted to Know About Women But Were Afraid to Ask. Taped one hour interview with Carol Gormley. Covered all aspects of tea from planting, to production, blending, preparation.

WEAN Radio - 20 minute taped interview with Jim Seavor. In addition to preparation of hot and iced tea, discussed cultures of India and Sri Lanka, tea drinking habits there as compared with U.S., hot and iced tea.

Phyllis D'Souza

Washington, D.C., July 8th, 9th

Washington Post - One hour interview with William Rice. Discussed tea drinking customs of India, iced tea, and American foods in relation to hot and iced tea. Also growth and production of tea and how to make a perfect cup of tea. Own photos taken, and recipes.

WAMU Radio - Taped a 25 minute interview with Ed Merritt. Discussed hot and iced tea and what foods go best with both, particular stress on iced tea and light summer meals.

Baltimore, Md., July 10th, 11th

Baltimore Sun - Winifred Bautz interviewed Phyllis for one hour, covering the total tea story with emphasis on tea blending and convenience of instants and mixes. Took our photos and recipes.

WCBM Radio - The Performing Arts. Elaine Stein taped two interviews, 20 minutes and 5 minutes. Ms. Stein a tea drinker wanted to know everything about tea, where grown, how processed, varieties, and how to brew a perfect cup every time.

WJZ-TV - The Larry Angel Show. Ten minute live interview with Larry Angel. Phyllis prepared cold rice salad and Topaz Tea. Discussed how hot and iced tea go with every kind of meal.

Philadelphia, Pa., July 11th, 12th

WFLN Radio - The Ralph Collier Show. Ralph Collier taped 20 minutes, covered all aspects of tea growth, Indian tea customs. Collier made a strong iced tea endorsement.

KYW-TV - The Marciarose Show. Marciarose taped 15 minutes with Phyllis. Cold rice salad prepared with Topaz Tea. Marciarose a tea lover, who is never on camera without her cup of tea. Good discussion of tea drinking and its benefits.

Philadelphia Inquirer - Bill Collins interviewed Phyllis for one and a half hours. Focus entirely on tea, growth, production, distribution, tea drinking customs in India and U.S. Took own photos and recipes.

Greensboro - High Point, N.C., July 15th, 16th

WGHP-TV - Southern Exposure. Bill Boggs did 30 minute live interview with Phyllis. Topaz Tea prepared. Indian tea break taken with three other guests, all drinking tea. Covered all aspects of tea drinking, hot and iced.

WBIG Radio - Henry Boggan taped 20 minutes focusing entirely on tea, tea bags, instants and mixes.

Greensboro Daily News - Pat Alstaugh did one and a quarter hour interview. Perfect hot and iced tea, growth, production, and various varieties discussed. Took photos and recipes.

Phyllis D'Souza, cont'd.

High Point Enterprise - Tommye Stancial did one hour interview. Indian and American tea drinking habits, Topaz Tea, perfect tea, and discovery of iced tea. Photos taken. Recipes given.

Greenville - Spartanburg, S.C., July 17th, 18th

WSPA-TV - The Nancy Welch Show. 15 minute interview in which Phyllis discussed essentials of perfect hot tea (prepared Topaz Tea), iced tea, instants and mixes.

Spartanburg Herald & Journal - Linda Humbree did one hour interview, and covered perfect hot and iced tea, "high tea" custom in India, and spice & mint tea. Photos and recipes taken.

Greenville News - Wanda Lesly interviewed for one hour, discussed importance of brewing hot tea, ease of instants and mixes, growth and production. Took own photos, recipes given.

WFBC-TV - Update. 15 minute live interview with Stowe Hoyle. Topaz tea prepared. Conversation covered iced tea, spiced and flavored mixes, and Indian preference in tea.

WFBC Radio - The Talk Show. One hour live interview with Billy Powell. Tea and Indian food discussed. Telephone callers asked every conceivable question about tea, discovery, growth, amount imported. Phyllis covered fully.

Chattanooga, Tenn., July 19th

WDEF-TV - The Morning Show. Judy Corn interviewed for 15 minutes. Topaz tea prepared, and iced tea discussed with some food and spice ' rice.

WRCB-TV - News 3 Midday Report. Betty Mack interviewed Phyllis who prepared Topaz tea and discussed key aspects of tea preparation and serving. Ms. Mack and co-host Dow Wick drank tea with Phyllis. Ten minutes.

Chattanooga Times - One hour interview with Mrs. Frances Bradley. Tea growth, perfect cup of tea, tea customs of India, iced tea. Took our photos and recipes.

Pittsburgh, Pa., July 22nd

WTAE-TV - A.M. Pittsburgh with Mr. Lynn Hinds. Topaz Tea demonstration, 15 minutes live in all. Mr. Hinds an avid iced tea drinker and discussed bags and instants and mixes versus loose tea, and Indian tea drinking customs.

WAMO Radio - Community Calling. Derek Hill did 30 minutes live, and discussed tea growth, perfect cup of tea, instants and mixes.

Pittsburgh Post-Gazette - Zora Uknovich did a one hour interview covering Indian and American tea drinking, iced tea in India, perfect cup of tea. Took recipes and photos.

Phyllis D'Souza, cont'd.

Chicago, Ill., July 23rd, 24th

Chicago Tribune - One hour interview with Fran Zell, who did total tea coverage. Growth, production, grading, perfect cup of hot tea and glass of iced tea, tea and food. Took photos and recipes.

WBBM Radio - 17 minute live interview with Bob & Betty Sanders. Tea gardens and estates, Indian tea drinking customs, perfect hot and iced tea.

WLAK Radio - 20 minute taped interview with Carol Henry. Tea growth, blending, perfect cup of tea, Indian tea preferences, instants and mixes.

Cleveland, Ohio, July 25th

WCLV Radio - Lunch with Betty Ott. 15 minute live interview covering perfect cup of tea, growth, production, distribution, iced tea.

Cleveland Plain Dealer - Jane Molton did one hour interview, very interested in proper brewing of hot tea, covered cold water method of iced tea, instants, and mixes. Took recipes and photos.

Indianapolis, Ind., July 29th, 30th

WIBC Radio - 20 minute taped interview with Tom Cochran, who discussed perfect hot and iced tea, tea growth, production, and varieties.

Indianapolis Star - 45 minute interview with Susan McKee. Key points: perfect hot tea, Topaz Tea, iced tea endorsement from interviewer, food. Took recipes and photos.

WISH-TV - Indy Today. 25 minute live interview with Alpha Blackburn. Topaz Tea demo, Phyllis discussed instant tea, key steps in brewing perfect cup, origin of iced tea, convenience and excellent taste of instant tea.

Cincinnati, Ohio, July 31st

Cincinnati Enquirer - One hour interview with Marie Ryckman. Key elements of perfect cup of tea, iced tea, Indian "high Tea", and marketing tea. Photos taken and recipes.

WCPO-TV - Speaking Frankly. 12 minute taped interview with John Brictsow & Jack Fogarty. Iced and hot tea, tea as perfect beverage with summer foods.

WCIN Radio - 15 minute live interview with Bill Webb. Perfect cup of tea, tea growth, naming and grading of tea, teas as a perfect compliment to hot, spicy food. Webb strongly endorsed instants and mixes.

Detroit, Mich., August 1st

WJR Radio - Focus. 15 minute live interview with J. P. McCarthy. Tea preparation, customs, iced tea in India, impressions of U.S. tea drinking.

Detroit News - Cyrilla Riley interviewed for 45 minutes, covered perfect cup of tea, iced tea, growth and production. Took recipes and photos.

Thusitha Dharmawardhane

Orlando - Daytona Beach, Fla., July 8th, 9th

Orlando Sentinel-Star - One hour interview with Dorothy Chapman covering all aspects of hot and iced tea story. Left recipes. Took own photos.

WFTV - TV - Woman's World with Doris Ashwell. Ten minute taped interview included Topaz Tea demonstration and full discussion of hot tea and foods that go best with it.

WESH-TV - Today, Tonight, and Tomorrow with Nancy Butler. 10 minute live interview including Topaz Tea demonstration and full discussion of hot and iced tea, particularly instants and mixes.

Daytona Beach News Journal - One hour 15 minute interview with Helen La Point. Total coverage of tea, planting, growing, distribution. How to make perfect tea every time. Took own photos and recipes.

Miami, Fla., July 10th

Ft. Lauderdale News - Two hour interview with Rita Siccione who returned from vacation a day early to do interview. Complete coverage, particular stress on how to make a perfect cup of tea. Staff photographer took pictures, took recipes.

WKAT Radio - The Joan McHale Show. One hour live including phone calls. Thusitha told how to make hot and iced tea properly with tea bags, loose tea, instants, mixes, and cold water method.

WQAM Radio - The Sally Jessy Show. One hour taped interview covering tea as major export of Sri Lanka, lifestyle, tea habits there, and Thusitha's impressions of iced tea.

Tampa, St. Petersburg, Fla., July 11th, 12th

Tampa Tribune - Anne McDuffie interviewed for one hour and a quarter. Discussed tea only, from planting on estate to cup with all stops in between. Staff photographer, took recipes.

WTVT-TV - Pulse Plus with Pat Colmenares. 18 minute live interview including Topaz Tea demonstration and full discussion of why hot tea cools you in the summer and why iced tea does the same.

WLCY-TV - Russ Byrd's Morning Show. 15 minutes live with Sid Perry. Topaz Tea demonstration. Mr. Perry, a real tea enthusiast, talked tea the entire time. Drank two cups of Topaz Tea during interview.

St. Petersburg Times - One hour interview with Ruth Gray, who warmed to Thusitha immediately. Discussed iced tea as one of the "staples" of the Florida diet, Thusitha's impressions of iced tea, how to brew a proper cup of hot tea. Staff photographer, took recipes.

Atlanta, Ga., July 15, 16th

WSB Radio - Merry-Go-Round with John Moore. 30 minute taped interview which included a full discussion of the preparation of hot and iced tea.

Thusitha Dharmawardhane, Cont'd.

Atlanta Constitution - Jean Thwaite did one hour interview and concentrated entirely on tea, growing, production, and preparation. Also interested in Sri Lanka, customs, place of women. Staff photographer, took recipes.

WAGA-TV - Paul Shields taped 8 minute spot for the noon news, concentrating on iced tea as it goes with light summer dishes and tea-growing in Sri Lanka.

Birmingham, Ala., July 17th

WYDE Radio - John McGiboney taped two 15 minute segments. Very interested in all aspects of tea, the varieties, black, green, and oolong, excellence of iced tea.

WAPI-TV - Mid-day with Rosemary Lucas. Thusitha did 15 minutes live including a Topaz Tea demonstration. Miss Lucas a gracious interviewer who drank the Topaz Tea and pronounced it delicious.

Birmingham News - Jo Ellen O'Hara did a one hour interview concentrating on hot and iced tea as the perfect accompaniment to summer dishes. Staff photographer, left recipes.

New Orleans, La., July 18th, 19th

New Orleans Times-Picayune - Joan Treadway did one hour interview, highlighting Sri Lanka and Thusitha's impressions of New Orleans cuisine. Complete tea story included. Took own pictures and recipes.

WDSU-TV - 8 minutes live on noon news with Charles Bosworth. Thusitha made Topaz Tea and discussed instant and mixes as well.

WWL Radio - Viewpoint with Karen Wilson. Taped 20 minute interview focusing entirely on tea from planting to tea cup.

WSMB Radio - The Mel & Bill Show. 20 minutes live on Thusitha's impressions of New Orleans and American iced tea. Discussed hot tea and Topaz Tea recipe too.

Houston, Texas, July 22nd

KTRK-TV - Dialing for Dollars with Betty Rogers. 15 minutes live with live audience. Topaz Tea made for hostess and two people from audience. They loved it. Also discussed iced tea and its discovery in America.

Houston Chronicle - Brenda Goffney did one and a half hour interview covering tea story fully as well as Sri Lanka and Thusitha's impressions of Texas. Took our photos and recipes.

KXYZ Radio - Focus with Becky Baily. 15 minute taped interview covering Thusitha's impressions of iced tea, mixes and instant, and purpose of tour.

Ft. Worth-Dallas, Texas, July 23rd, 24th

KTVT-TV - Community Capsule with Don Coleman. Taped 8 minutes including Topaz Tea demonstration. Most interested in instant teas in America and tea customs in Sri Lanka.

Thusitha Dharmawardhane, cont'd.

WBAP Radio - Al Fasol taped 30 minutes concentrating on Sri Lanka, iced tea, tea growth, and tourism.

Ft. Worth Press - Pat Patrick did 45 minute interview concentrating on brewing perfect cup of tea, growth, iced tea in Sri Lanka, Thusitha's impressions of U.S. tea drinking customs. Recipes and photos taken.

KRLD Radio - Potpourri with John Lawrence. Taped 15 minutes on Far Eastern food, and varieties of teas that go best with various foods, including iced tea and cold rice salad.

Dallas Morning News - Leigh Fenly did one and a half hour interview and wanted to know about the entire tea-growing process, grading, distribution. Took photos and recipes.

WWR Radio - Dick Forrester did 30 minutes live, discussed hot and iced tea, Sri Lanka, customs, and discovery of iced tea by America.

Memphis, Tenn., July 25th

WREC-TV - Good Morning from Memphis with Francis Kelly. 10 minutes live, Thusitha prepared Topaz Tea and they discussed various ways of preparing hot and iced tea.

Memphis Press-Scimitar - Audrey West interviewed for one hour and a quarter. Wanted to know why Americans can't make good tea. Also discussed why iced tea is so convenient and fool proof. Took photos and recipes.

WMQM Radio - Tom Gurley did 15 minutes live and drank iced tea throughout, and said so. Thusitha agreed that iced tea was a fantastic drink.

San Francisco-Oakland, Calif., July 29th

San Francisco Chronicle - Jane Benet interviewed for nearly two hours. Knowledgeable reporter who discussed various tea blends, curry, various rice dishes. Thusitha's discovery of iced tea in U.S. Staff photographer, took recipes.

Oakland Tribune - Margaret Mallory interviewed for two and a half hours. Excited about Thusitha, did half a day of research on Sri Lanka in library. Full tea discussion, including nearly everything Thusitha knew about hot and iced tea. Staff photographer, took recipes.

Los Angeles, Calif., July 31st

Los Angeles Times-Barbara Hanson interviewed for hour and a half, discussed tea's place in Sri Lanka diet compared with iced tea in American's diet, also Sri Lanka as place for tourism, Thusitha's impressions of U.S. Staff photographer, took recipes.

KCOP-TV - Dialing for Dollars with Johnny Gilbert. 15 minutes live. Prepared Topaz Tea and told how to prepare perfect hot and iced tea every time.

KTTV-TV - Ben Hunter Interview with Don Butler. 15 minute live interview. Prepared Topaz Tea and discussed instant and mixes in addition to perfect cup of tea

San Diego, Calif., August 1st

KFMB-TV - Taped 10 minute interview with Harold Keen for noon news. Prepared Topaz Tea and discussed various blends of tea and what makes them different.

San Diego Union - Opal Crandall did one and a half hour interview covering hot and iced tea, Far Eastern Cuisine, rice, and spice. Took photographs and recipes.

KSDO Radio - Bill Gordon did half hour live talking about iced tea and what he likes to add to it, differences in low, mid, and high grown teas, beauty of Sri Lanka, and discovery of iced tea.

# iced tea

PROMOTION  
MATERIAL

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REGISTRATION UNIT

**ICED tea** *Enjoy some now!*

### R1-9 Back Bar Strip

Two Colors, 20" x 4", a very versatile eye-catching reminder that will spark Iced Tea sales! Kleenstik on reverse side for quick-easy mounting!



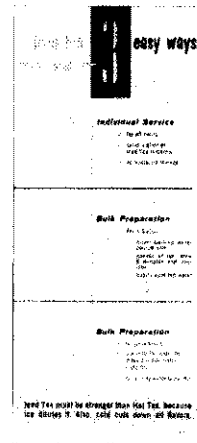
### GR-4-4 — 32" Iced Tea Glass

A sturdy piece built to last many seasons—32" high, in 5 colors, mounted, varnished, diecut, stands on a 28" easel. Sold only in custom-made cartons of 10. Actual cost, including packaging, \$3.50 per carton of 10.



### R4-11 Menu Tip-On

Full color—each Tip-on is 1 1/2" x 3/4"—printed 6 to a sheet—strip gummed and perforated. Adds 4-color sales appeal to any menu.



### R6-12—Iced Tea Recipe Card

A combination—recipe card and preparation tips on an easy to use card. Everyone who prepares Iced Tea should have one.



### R2-11 Diecut Back Bar Glass

Full color—10" x 10"—Kleenstik on reverse side—the 4-color appetite appeal in this striking piece makes it an unusually effective sales stimulator.



### R-3 Table Tent

Full color, 3 1/2" x 2 1/2" when folded. Sturdy Kromecote stock.

All material is offered at cost prices as listed. Shipping charges and sales tax, where applicable, are additional.

TEA COUNCIL of the U.S.A., Inc.  
230 Park Avenue  
New York City 10017

Date \_\_\_\_\_

Gentlemen: Please send us the following materials:

**QUANTITY**

- \_\_\_\_\_ Cartons of 10, GR4-4 Mounted 32" Iced Tea Glass at \$3.50
- \_\_\_\_\_ R1-9 BACK BAR STRIP at \$1.80 per 100
- \_\_\_\_\_ R2-11 DIECUT BACK BAR GLASS at \$4.60 per 100

**QUANTITY**

- \_\_\_\_\_ R3-9 TABLE TENT at \$1.70 per 100
- \_\_\_\_\_ R4-11 MENU TIP-ON (6 per sheet at \$1.60 per 100 sheets)
- \_\_\_\_\_ R6-12 ICED TEA RECIPE CARD . . . as many as you need, Free

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Individual's Name \_\_\_\_\_

Ship via P.P. \_\_\_\_\_ Express \_\_\_\_\_ Truck \_\_\_\_\_ Other \_\_\_\_\_

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REGISTRATION UNIT  
INTERNAL SECURITY  
SECTION

CRIMINAL DIVISION  
TEA COUNCIL OF THE U. S. A., INC.

REPORT OF THE TREASURER

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 1974

	<u>ACTUAL TO</u> <u>9/30/74</u>	<u>BUDGET TO</u> <u>9/30/74</u>	<u>ANNUAL</u> <u>BUDGET</u>
<u>OPERATING BALANCE AT BEGINNING:</u>	<u>\$615,240</u>	<u>\$615,240</u>	<u>\$615,240</u>
<u>RECEIPTS:</u>			
U. S. A. Trade Contributions	\$217,001	\$222,800	\$285,000
Producing Countries Contributions	223,329	305,567	398,895
Interest	<u>24,860</u>	<u>22,500</u>	<u>30,000</u>
Total Receipts	<u>\$465,190</u>	<u>\$550,867</u>	<u>\$713,895</u>
<u>EXPENDITURES:</u>			
Tea Council Activities	\$598,622	\$622,813	\$793,117
Uncommitted	---	---	<u>86,018</u>
Total Expenditures	<u>\$598,622</u>	<u>\$622,813</u>	<u>\$879,135</u>
<u>OPERATING BALANCE AT END:</u>	<u>\$181,808</u>	<u>\$543,294</u>	<u>\$450,000</u>

<u>Tea Council Activities</u>	<u>Actual Expense Thru 9/30/74</u>	<u>Budget Thru 9/30/74</u>	<u>1974 Budget</u>
101 Salaries (8)	\$ 95,278	\$ 95,285	\$127,070
104 Special Services	14,779	15,419	20,500
107 Travel & Expense	11,120	12,166	16,000
110 Employees' Pension, Taxes & Ins.	19,477	19,428	26,100
113 Office Supplies & Expense	8,624	9,000	12,000
116 Rent & Maintenance	25,420	25,627	33,000
119 Furniture & Equipment	1,417	1,775	2,500
122 Insurance & Sundry Expense	3,566	4,760	6,800
125 Exhibits & Presentations	485	866	3,500
128 Publications	21,004	22,000	25,000
132 Photographs	3,472	4,050	5,000
138 Clippings, Radio & TV Reports	1,520	1,800	2,400
141 Publicity Mailings & Materials	17,076	18,000	24,000
144 Tea Convention	1,142	1,200	18,000
147 TV & Radio Publicity	7,740	7,600	10,000
149 Special Projects	<u>371,862</u>	<u>389,197</u>	<u>468,397</u>
Gross	\$603,982	\$628,173	\$800,267
151 Less Service Fee Paid by Tea Ass'n.	<u>(5,360)</u>	<u>(5,360)</u>	<u>(7,150)</u>
Net	<u>\$598,622</u>	<u>\$622,813</u>	<u>\$793,117</u>

<u>Special Projects</u>	<u>Actual Expense Thru 9/30/74</u>	<u>Budget Thru 9/30/74</u>	<u>1974 Budget</u>
<u>Physical Fitness</u>			
160 Coaches' Tour	\$ 59,438	\$ 60,950	\$ 65,000
161 Reprint Physical Fitness Booklet	51,646	52,000	52,000
162 Postage & Handling Booklet Shipments	17,138	22,000	28,000
165 Dist., Baseball Film	11,455	17,000	23,000
166 Prod., Baseball Film	20,517	20,517	30,517
167 Prints, New Baseball Film	---	---	5,500
168 A.F.C.A. Donation	5,000	5,000	5,000
169 Participation in Athletic Clinics	<u>33,621</u>	<u>41,500</u>	<u>45,000</u>
Sub Total	\$193,815	\$218,967	\$254,017
<u>Other Projects</u>			
163 Food Svce. Ind. Devel.	\$ 1,775	\$ 2,000	\$ 3,500
170 Tea Trade Journal Ads	821	800	1,500
171 Film Distribution	14,711	13,800	16,150
172 ABC's of American Industry	620	700	17,000
173 Prints, "Aim...Less Frame" Film	2,472	2,472	2,472
175 Misc. devel. ideas, sketches, etc.	1,808	1,950	3,000
180 New Radio Program	28,500	28,500	32,500
181 Speakers' Bureau	10,893	11,750	16,000
185 Home Economics Filmstrip	10,505	10,505	10,505
189 Treadwell Campaigns	16,000	16,000	16,000
190 Slogan Promotion	1,857	1,753	1,753
191 America's Teacup Regatta	28,676	25,000	25,000
192 Franklin Tour	23,824	22,000	36,000
193 Touring For Tea	<u>30,585</u>	<u>33,000</u>	<u>33,000</u>
Grand Total	\$371,862	\$389,197	\$468,397

TEA COUNCIL OF THE U. S. A., INC.

REPORT OF THE TREASURER

FOR THE TEN MONTHS ENDED OCTOBER 31, 1974

	<u>ACTUAL TO</u> <u>10/31/74</u>	<u>BUDGET TO</u> <u>10/31/74</u>	<u>ANNUAL</u> <u>BUDGET</u>
<u>OPERATING BALANCE AT BEGINNING:</u>	<u>\$615,240</u>	<u>\$615,240</u>	<u>\$615,240</u>
<u>RECEIPTS:</u>			
U. S. A. Trade Contributions	\$237,294	\$245,800	\$285,000
Producing Countries Contributions	254,277	398,895	398,895
Interest	<u>27,278</u>	<u>25,000</u>	<u>30,000</u>
Total Receipts	<u>\$518,849</u>	<u>\$669,695</u>	<u>\$713,895</u>
<u>EXPENDITURES:</u>			
Tea Council Activities	\$647,556	\$693,261	\$805,117
Uncommitted	<u>---</u>	<u>---</u>	<u>74,018</u>
Total Expenditures	<u>\$647,556</u>	<u>\$693,261</u>	<u>\$879,135</u>
<u>OPERATING BALANCE AT END:</u>	<u>\$486,533</u>	<u>\$591,674</u>	<u>\$450,000</u>

<u>Tea Council Activities</u>	<u>Actual Expense Thru 10/31/74</u>	<u>Budget Thru 10/31/74</u>	<u>1974 Budget</u>
101 Salaries (8)	\$105,872	\$105,880	\$127,070
104 Special Services	16,129	17,019	20,500
107 Travel & Expense	12,293	13,366	16,000
110 Employees' Pension, Taxes & Ins.	21,064	21,256	26,100
113 Office Supplies & Expense	10,049	10,000	12,000
116 Rent & Maintenance	27,661	28,067	33,000
119 Furniture & Equipment	1,590	2,025	2,500
122 Insurance & Sundry Expense	3,776	5,440	6,800
125 Exhibits & Presentations	1,597	2,866	3,500
128 Publications	21,489	23,000	25,000
132 Photographs	4,469	4,400	5,000
138 Clippings, Radio & TV Reports	1,679	2,000	2,400
141 Publicity Mailings & Materials	19,752	20,000	24,000
144 Tea Convention	2,059	2,200	18,000
147 TV & Radio Publicity	8,763	8,300	10,000
<del>160</del> 194 Special Projects	<u>395,269</u>	<u>433,397</u>	<u>480,397</u>
Gross	\$653,511	\$699,216	\$812,397
151 Less Service Fee Paid by Tea Ass'n.	<u>(5,955)</u>	<u>(5,955)</u>	<u>(7,150)</u>
Net	<u>\$647,556</u>	<u>\$693,261</u>	<u>\$805,117</u>



TEA COUNCIL OF THE U. S. A., INC.

REPORT OF THE TREASURER

FOR THE ELEVEN MONTHS ENDED NOVEMBER 30, 1974

	<u>ACTUAL TO</u> <u>11/30/74</u>	<u>BUDGET TO</u> <u>11/30/74</u>	<u>ANNUAL</u> <u>BUDGET</u>
<u>OPERATING BALANCE AT BEGINNING:</u>	<u>\$615,240</u>	<u>\$615,240</u>	<u>\$615,240</u>
<u>RECEIPTS:</u>			
U. S. A. Trade Contributions	\$263,780	\$267,100	\$285,000
Producing Countries Contributions	260,105	398,895	398,895
Interest	<u>29,718</u>	<u>27,500</u>	<u>30,000</u>
Total Receipts	<u>\$553,603</u>	<u>\$693,495</u>	<u>\$713,895</u>
<u>EXPENDITURES:</u>			
Tea Council Activities	\$743,153	\$766,410	\$805,117
Uncommitted	<u>---</u>	<u>---</u>	<u>74,018</u>
Total Expenditures	<u>\$743,153</u>	<u>\$766,410</u>	<u>\$879,135</u>
<u>OPERATING BALANCE AT END:</u>	<u>\$425,690</u>	<u>\$542,325</u>	<u>\$450,000</u>

<u>Tea Council Activities</u>	<u>Actual Expense Thru 11/30/74</u>	<u>Budget Thru 11/30/74</u>	<u>1974 Budget</u>
101 Salaries (8)	\$116,465	\$116,476	\$127,070
104 Special Services	17,604	19,019	20,500
107 Travel & Expense	13,611	14,566	16,000
110 Employees' Pension, Taxes & Ins.	22,568	22,700	26,100
113 Office Supplies & Expense	10,660	11,000	12,000
116 Rent & Maintenance	29,869	30,507	33,000
119 Furniture & Equipment	1,769	2,275	2,500
122 Insurance & Sundry Expense	4,072	6,120	6,800
125 Exhibits & Presentations	3,413	3,500	3,500
128 Publications	22,640	24,000	25,000
132 Photographs	4,469	4,750	5,000
138 Clippings, Radio & TV Reports	1,842	2,200	2,400
141 Publicity Mailings & Materials	22,661	22,000	24,000
144 Tea Convention	17,068	18,000	18,000
147 TV & Radio Publicity	9,742	9,300	10,000
<del>160</del> 194 Special Projects	<u>451,250</u>	<u>466,547</u>	<u>480,397</u>
Gross	\$749,703	\$772,960	\$812,397
151 Less Service Fee Paid by Tea Ass'n.	<u>(6,550)</u>	<u>(6,550)</u>	<u>(7,150)</u>
Net	<u>\$743,153</u>	<u>\$766,410</u>	<u>\$805,117</u>

<u>Special Projects</u>	Actual Expense Thru 11/30/74	Budget Thru 11/30/74	1974 Budget
<u>Physical Fitness</u>			
160 Coaches' Tour	\$ 62,355	\$ 63,650	\$ 65,000
161 Reprint Physical Fitness Booklet	51,646	52,000	52,000
162 Postage & Handling Booklet Shipments	25,056	26,000	28,000
165 Dist., Baseball Film	11,455	21,000	23,000
166 Prod., Baseball Film	30,517	30,517	30,517
167 Prints, New Baseball Film	---	5,500	5,500
168 A.F.C.A. Donation	5,000	5,000	5,000
169 Participation in Athletic Clinics	<u>39,358</u>	<u>44,000</u>	<u>45,000</u>
Sub Total	\$225,387	\$247,667	\$254,017
<u>Other Projects</u>			
163 Food Svce. Ind. Devel.	\$ 2,188	\$ 3,000	\$ 3,500
170 Tea Trade Journal Ads	1,176	1,500	1,500
171 Film Distribution	19,767	15,400	16,150
172 ABC's of American Industry	16,170	17,000	17,000
173 Prints, "Aim...Less Frame" Film	2,472	2,472	2,472
175 Misc. devel. ideas, sketches, etc.	3,148	3,000	3,000
180 New Radio Program	32,500	32,500	32,500
181 Speakers' Bureau	14,428	14,750	16,000
185 Home Economics Filmstrip	10,505	10,505	10,505
189 Treadwell Campaigns	16,000	16,000	16,000
190 Slogan Promotion	1,857	1,753	1,753
191 America's Teacup Regatta	30,923	25,000	25,000
192 Franklin Tour	34,947	36,000	36,000
193 Touring For Tea	31,702	33,000	33,000
194 Tea And Tennis	<u>8,000</u>	<u>8,000</u>	<u>12,000</u>
Grand Total	<u>\$451,250</u>	<u>\$466,547</u>	<u>\$480,397</u>

1. Audio-Visual-Material list
2. "What You Should Know About Tea" booklet
3. "The Aim ... Less Frame" booklet
4. "The Story of Tea" booklet
5. "Two Leaves and a Bud" booklet
6. "New Conditioning Program for Participation in Athletics" booklet
7. Order Blank for Iced Tea promotion material
8. "Basic Directions and New Ways for Making Really  
Good Iced Tea" leaflet
9. Food Press Releases

SHORT-FORM REGISTRATION INFORMATION SHEET

Tea Council of the U.S. of America  
Reg. No. 1853

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**SECTION A**  
JAN 17 11 46 AM '75

The Department records list active short form registration statements for the following persons and organization filed on the date indicated by each name. SECTION show below whether each person is still functioning in the same capacity directly on behalf of the foreign principal. If not, show date of termination.

		ACTIVE?		IF YES - ANY MAJOR CHANGES?		IF DATE ENDED
		Yes?	No?	Yes?	No?	
John M. Anderson	Filed 1/26/73 Exec Director	X				
Michael L. Friedman	Filed 1/26/73 P.R. Consultant	X				
Kenneth Rapieff	Filed 1/26/73 Lecturer	X				
Beryl E. Walter	Filed 1/26/73 Consumer Services	X				
William F. Treadwell	Filed 1/21/74 P.R. Consultant		X			8/30/74
Asoka Dutt	Filed 8/1/74 P.R. Consultant	X				
Donald A. Wiederecht	Filed 8/1/74 Film Producer		X			12/31/74

SECTION B

In addition to those persons listed in Section A, list below all current employees rendering services directly on behalf of the foreign principal(s) who have not as yet filed short-form registration statements. (Do not list clerks, secretaries, typists or employees in a similar or related capacity. If there is some question as to whether an employee has an obligation to file a short-form, please address a letter to us describing the activities and connection with the foreign principal.)

Name	Function	Date Hired
Robert H. Weiss	Public Relations Consultant	10/24/74

Signature: John M. Anderson  
Title: Executive Director

Date: January 14, 1975

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UNITED STATES DEPARTMENT OF JUSTICE  
REGISTRATION UNIT  
CRIMINAL DIVISION  
WASHINGTON, D. C. 20530

JAN 17 11 47 AM '75  
REGISTRATION UNIT  
INTERNAL SECURITY  
SECTION  
CRIMINAL DIVISION

NOTICE

Please answer the following questions and return this sheet in duplicate with your supplemental statement:

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form DJ-302 - Supplemental Statement):

Yes \_\_\_\_\_ or No x \_\_\_\_\_

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

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

Yes x \_\_\_\_\_ or No \_\_\_\_\_

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

John M. Anderson  
Signature

John M. Anderson

January 14, 1975  
Date

Please type or print name of signatory on the line above

Executive Director

Title

Attachments as listed