FORM FA-2-6M

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Registration Section
DEPARTMENT OF JUSTICE

UNITED STATES DEPARTMENT OF JUSTICE

WASHINGTON, D. C.

REGISTRATION No. 1066

SUPPLEMENTAL REGISTRATION STATEMENT

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

For Six Months Period Ending September 16, 1959
(Insert date)

1. (*a*) Name of Registrant. Doyle Dane Bernbach Inc.

(*b*) All other names used by Registrant during the period. None

(*c*) Address of principal office. 20 West 43rd Street, New York 36, N. Y.

(*d*) Name of person or persons in charge of principal office. William Bernbach - President
Ned Doyle - Executive Vice-President
Maxwell Dane - Secretary-Treasurer

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

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

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

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.

Name and address of branch, unit, group, or organization	*Nature of connection with Registrant*	*Name and address of person in charge*
	None	

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

Name of branch, unit, group, or organization	*Reason operations ceased*
None	

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

Name and principal address	*Is person still a foreign principal of Registrant?*	*If not, give date connection ended*
El Al Israel Airlines Ltd. 545 Fifth Avenue New York 36, N. Y.	yes	
Israel Gov't Tourist Office 574 Fifth Avenue New York 36, N. Y.	Yes	

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

Acted as a fully recognized Advertising Agency in the preparation and placement of advertising in newspapers, magazines and all other recognized advertising media. Planning advertising campaigns, writing and designing for newspapaers and magazines, selection and placement of advertising in various media, checking and verifying space and insertions, writing, designing and executing sales promotion folders, booklets, displays, etc.

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

Engaged in business as General Advertising Agency

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.

Name and address of employee or other individual	*Nature of any changes during period in activities for Registrant or its foreign principals*	*Has connection with Registrant ended?*
Bernard Endelman 20 West 43rd Street New York, N. Y.	No changes	no

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

Name and address of employee or other individual	*Nature of services or assistance rendered*	*Has connection with Registrant ended?*
	None	

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:

Date funds received	*Name of foreign principal from whom funds received* [1]	*Purposes for which received* [3]	*Amount received* [4]
March 17, 1959 thru September 16, 1959	El Al Israel Airlines, Ltd	Payment for advertising in various media	130,303.61
	Israel Gov't Tourist Office		7,454.23
			Net Amount received by Registrant Approx. 27,054.00

(*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: [1]

Date funds received	*Name of person from whom received* [2]	*Purposes for which received* [3]	*Amount received* [4]
	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: [5]

Date payment was made	*Name of person to whom payment was made* [2]	*Purposes for which payment was made* [3]	*Amount of payment* [4]
March 17, 1959 thru September 16, 1959	Advertising Publications	For Magazine and newspaper advertising	Approximately 116,124.00

[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.

Name of person by whom delivered	*Number of speeches, lectures, and talks delivered*	*Number of radio broadcasts delivered*
None		

(*b*) Publications prepared or distributed by Registrant, or by others for Regsitrant, 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	(8) Circulars	(15) Lantern slides .....
(2) News bulletins	(9) Form letters	(16) Still pictures .....
(3) Newspapers ....X..	(10) Reprints ....X....	(17) Posters .....
(4) Articles	(11) Copies of speeches, lectures, talks, or radio broadcasts	(18) Photographs ....X....
(5) Books		(19) Charts .....
(6) Magazines ....X..	(12) Radio programs	(20) Maps .....
(7) Pamphlets	(13) Radio scripts	(21) Other publications .....
	(14) Moving pictures	

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

Description of publication	*By whom written, edited, or prepared*	*By whom printed, produced, or published*	*By whom distributed*
Newspapers and Magazines	Agency Personnel	Advertising Publications	Advertising Publications

(*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.

"Not considered political propaganda"

(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.

"Not considered political propaganda"

(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.

"Not considered political propaganda"

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)

William Bernbach
(Signature) William Bernbach

Ned Doyle
(Signature) Ned Doyle

Maxwell Dane
(Signature) Maxwell Dane

(Signature)

(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.)

Subscribed and sworn to before me at State of New York - County of New York

this 5th day of October, 1959

Rae H. Sauber
(Signature of notary or other officer)

My commission expires March 30, 1961

RAE H. SAUBER
NOTARY PUBLIC, State of New York
No. 24-345
Qualified in Kings
Commission Expires March 30, 1961