

(File two complete copies)

UNITED STATES DEPARTMENT OF JUSTICE

WASHINGTON, D. C.

Form FA-10

A M E N D M E N T

TO REGISTRATION [ ] EXEMPTION [ X ] STATEMENT  
(Indicate which)

NUMBER 1481

RECEIVED  
JUL 10 10 17 AM 1957  
REGISTRATION SECTION

Pursuant to the Foreign Agents  
Registration Act of 1938 as Amended

Name of registrant (or agent) Ruder & Finn, Incorporated

Name of foreign principal Japan External Trade Organization  
Government of Israel Investment Authority  
National Tourist Organization of Greece

The answers to the items of the above-mentioned statement listed below are hereby amended to read as follows:

(Insert proper item numbers)

Item No. 5

Japan External Trade Organization -- 393 Fifth Avenue -- New York, New York  
Government of Israel Investment Authority -- 850 Third Avenue -- New York, N. Y.  
National Tourist Organization of Greece -- 4 Stadiou Street -- Athens, Greece

ADD: Colombia Information Service -- 140 East 57th Street -- New York, N. Y.

Item No. 6

ADD: 1d

Ruder & Finn has been retained to develop a public relations program on behalf of the Colombia Information Service.

Item No. 10-b

Press Release

Item No. 10-c

<u>Description</u>	<u>By Whom written, edited or prepared</u>	<u>By whom printed, produced or published</u>	<u>By Whom Distributed</u>
Release: Pre-Hispanic "Treasures Of El Dorado" Gold Art Exhibition at Colombian Center	Ruder & Finn	Ruder & Finn	Ruder & Finn

Item No. \_\_\_\_\_

(if additional items are to be amended, insert additional pages as needed)

Exhibits.--The following additional or amended exhibits are attached hereto as a part of this amendment (list exhibits attached) Copy of Contract with Colombia Information Service and Copy of release mentioned in item 10-c.

NOTE.--The amendment will not be accepted for filing unless both copies are signed and sworn to as required below.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment to the statement mentioned above and the attached exhibits, 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 information contained in any Exhibit A filed herewith insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

(If the agent is a partnership, corporation, association, or other combination of individuals, this amendment shall be signed and sworn to before a notary public or other officer 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 amendment shall be signed and sworn to by the duly authorized representative of the agent.)

Alfred G. Paulson  
(Signature)

Alfred G. Paulson

Alfred G. Paulson  
(Signature)

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Signature)

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

this 5<sup>th</sup> day of JANUARY, 1967, 1967.

ARNOLD I. BINSTOCK  
Notary Public, State of New York  
No. 41-5321950 Queens County,  
Certificate filed in New York County,  
Term Expires March 30, 1968

Arnold I. Binstock  
(Notary or other officer)

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

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DEPARTMENT OF JUSTICE

JAN 10 10 17 AM 1967

REGISTRATION SECTION

RUDER & FINN  
INCORPORATED

SENIOR VICE PRESIDENT

November 16, 1966

Dr. Andres Uribe  
Director  
Colombia Information Service  
140 East 57th Street  
New York, New York, 10022

Dear Dr. Uribe:

As promised, here is my letter confirming our arrangements.

Subject to final confirmation from Bogota, we have been retained as public relations counsel to the Colombia Information Service of the Republic of Colombia effective December 1, 1966. Our agreement will cover a period of one year and may be renewed or cancelled at the end of the year by either party.

Our fee initially will be at the rate of \$36,000 per year. In accordance with our standard procedures, we will bill you on the first of each month starting December 1st at the rate of \$3,000 per month. This basic fee covers all management and operational time involved in planning, writing, and development and execution of programs.

In view of your request that our fee be limited to \$36,000 per year as opposed to the \$48,000 originally outlined in our proposal of October 17th, it must be borne in mind that we are going to have to work together to temper the program as outlined in the proposal to fit within the limitations of the smaller budget and be more selective in our programming than we would otherwise like. However, in view of the magnitude of the job to be done, we propose to review the question of over-all budget with you by the end of the first three months of operation.

Dr. Andres Uribe  
November 16, 1966  
Page Two

Within 30 to 45 days following the period of orientation and indoctrination in which our staff will participate both here and in Colombia, we will prepare a detailed expense budget covering anticipated costs together with a detailed program of activities which we plan to carry out. Arrangements for meetings and travel in connection with this orientation period will be started immediately, as well as the other immediate assignments covered in our discussions.

I would appreciate your initialing this letter in the appropriate place and returning a copy to me as confirmation of our arrangements and also to permit us to complete the necessary forms that must be filed with the Department of Justice in Washington, D. C.

In conclusion, I would simply like to say again how delighted and proud we are to be working for the Republic of Colombia. We will do everything in our power to justify your confidence in us.

Cordially yours,

Alfred G. Paulson

AGP:jc  
cc: R&F Accounting  
Norman Weissman

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Approved



SERVICIO  
INFORMATIVO  
DE COLOMBIA



NEW YORK CITY: 140 East 57th Street • 212/421-8270

WASHINGTON, D. C.: 1730 M Street, N. W. • 202/296-8844

BOGOTA, COLOMBIA: Avenida Jiménez 7-65, Oficina 410 (Apartado Aéreo 3338) • 34-35-92

# COLOMBIA INFORMATION SERVICE

FOR FURTHER INFORMATION:

Saul Warshaw  
Ruder & Finn Incorporated  
130 East 59th Street  
New York, New York 10022  
(212) Plaza 9-1800

FOR IMMEDIATE RELEASE

Mrs. Mercedes M. Velez  
Colombia Information Service

## PRE-HISPANIC "TREASURES OF EL DORADO" GOLD ART EXHIBITION AT COLOMBIAN CENTER

REGISTRATION SECTION

JAN 10 10 17 AM 1967

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New York, N.Y. -- A unique collection of pre-Hispanic gold art and artifacts from Colombia is currently on exhibit at the Colombian Center of the Republic of Colombia, 140 East 57th Street, New York City.

The "Treasures of El Dorado" includes 208 rare gold objects selected from the world-famous collection of Banco de la Republica of Bogota and from private collectors. The objects, which are highly sophisticated in process and form, exemplify the magnificent craftsmanship of Colombia's ancient artisans.

The "Treasures of El Dorado" exhibit is divided into categories representing the eight distinct regions of ancient Colombia: Calima, Quimbaya, Darien, Sinu, Tairona, Muisca, Tolima, and Chibcha.

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*The Colombia Information Service is registered under the Foreign Agents Act as agent of the Colombian Center of the Republic of Colombia, 140 E. 57th St., New York City. Copies of registration statement and this material are filed with the Justice Department. Registration does not indicate approval of this material by the U.S. Government.*

The collection covers a variety of body and face ornaments, anthropomorphic and zoomorphic figures, face masks, and vessels. The objects are worked in thin gold sheet, thin gold wire, decorative gold thread filigree, and gold leaf.

The "Treasures of El Dorado" exhibit will run through January 31, 1967, at the Colombian Center, 140 East 57th Street, New York City. The exhibit is free of charge and is open Monday through Saturday, 10 a.m. to 6 p.m.

The Colombian Center has been established by the Republic of Colombia as a unique show-window into Colombia. The Center, which was officially opened on September 27, will present a series of exhibits highlighting the economic and cultural life of Colombia. The "Treasures of El Dorado" is the first in the series.

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12/1/66