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REGISTRATION SECTION

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

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

# SUPPLEMENTAL STATEMENT

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

For Six Month Period Ending APR 1 1971
(Insert date)

Name of Registrant
VAN BRUNT & COMPANY, ADVERTISING-MARKETING, INC.

Registration No. 1708

Business Address of Registrant VAN BRUNT & COMPANY
711 Third 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 ☐ | No ☐ |
| (2) Citizenship | Yes ☐ | No ☐ |
| (3) Occupation | Yes ☐ | No ☐ |

(b) If an organization:

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

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

NO CHANGE

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* |
|---|---|---|
| NONE | | |

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:

| *Name* | *Residence Address* | *Citizenship* | *Position* | *Date Assumed* |
|---|---|---|---|---|
| | NONE | | | |

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.

NONE

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:

| *Name* | *Position or connection* | *Date terminated* |
|---|---|---|
| Matt F. Rao | Advertising Art Director | Nov. 20, 1970 |
| Gerald E. Scorse | Advertising Copywriter | Nov. 20, 1970 |

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:

| *Name* | *Residence Address* | *Position or connection* | *Date connection began* |
|---|---|---|---|
| | NONE | | |

## 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*

NONE

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9. Have you acquired any new foreign principal[1] during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish following information:

*Name and address of foreign principal* *Date acquired*

NONE

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

SEE RIDER TO ITEM #10 ATTACHED

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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:

SEE RIDER TO ITEM #11 ATTACHED (A, B & C)

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

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

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity[2] 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.

NONE

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.

NONE

[2] 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 [X] No [ ]

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

| *Date* | *From Whom* | *Purpose* | *Amount* |
|---|---|---|---|
| November, 1970 to April, 1971 | BARBADOS TOURIST BOARD | Advertising | $ 69,656.14 |
| | BARBADOS INDUSTRIAL DEVELOPMENT CORP. | " | 106,263.59 |
| | JETRO (Japan External Trade Organization) | " | 82,500.00 |
| | | Total | $258,419.73 |

14. (b) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value[4] 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 [X]

If yes, furnish the following information:

| *Name of foreign principal* | *Date Received* | *Description of thing of value* | *Purpose* |
|---|---|---|---|
| NONE | | | |

[3] A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

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

15. (a) DISBURSEMENTS - MONIES

During this 6 month reporting period, have you

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

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

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

| *Date* | *To Whom* | *Purpose* | *Amount* |
|---|---|---|---|
| November, 1970 to April, 1971 | Various suppliers of engravings, art, typography, proofs, etc., including Neff Lithography Co, Collier Photo Engraving Co, Franklin Typographers, etc. also to various media, including newspaper travel supplements, travel & resort magazines; newspapers such as N.Y.Times, Christian Sc. Monitor, Washington Post, Miami Herald, Baltimore Sun, Boston Globe, Detroit Free Press & similar big city newspapers; also travel trade journals; also Good Housekeeping, Family Circle, McCalls, etc.; food trade and volume feeding journals. | Payments for advertising materials, suppliers, media space, etc. | $219,656.77 |

Total $219,656.77

15. (b) DISBURSEMENTS – THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value[5] 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:

| *Date disposed* | *Name of person to whom given* | *On behalf of what foreign principal* | *Description of thing of value* | *Purpose* |
|---|---|---|---|---|

NONE

(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[5] 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:

| *Date* | *Amount or thing of value* | *Name of political organization* | *Name of candidate* |
|---|---|---|---|

NONE

## 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.

NONE

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

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

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

NONE

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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)* NONE

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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)* NONE

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21. What language was used in this political propaganda:

☐ English ☐ Other *(specify)* NONE

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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 ☒ NONE

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23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes ☐ No ☒ NONE

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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 ☒ NONE

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## VI - EXHIBITS AND ATTACHMENTS

25. <u>EXHIBITS A AND B</u>

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

Exhibit A[6] Yes ☐ No ☐
Exhibit B[7] Yes ☐ No ☐ NONE

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. NONE

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

[7] 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[8], state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☐ NONE

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

If no, please attach the required amendment. NONE

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 ☐ NONE

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.)

Albert Van Brunt

Albert Van Brunt, President

Subscribed and sworn to before me at New York, N.Y.

this 13 day of April, 19 71

Gilda Perry

(Signature of notary or other officer)

GILDA PERRY
Notary Public, State of New York
No. 31-8333475
Qualified in New York County
Commission Expires March 30, 1973

My commission expires _____, 19____

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

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MAR 20 11 28 AM '71
REGISTRATION SECTION

**RIDER TO ITEM #10**

| | | | |
|---|---|---|---|
| BARBADOS TOURIST BOARD | 801 Second Avenue, | NYC | 10017 |
| BARBADOS INDUSTRIAL DEVELOPMENT CORP. | 801 Second Avenue, | NYC | 10017 |
| JETRO (Japan External Trade Organization) | 437 Fifth Avenue, | NYC | 10016 |
| EUROPEAN TRAVEL COMMISSION | 630 Fifth Avenue, | NYC | 10020 |

RIDER TO ITEM #11 (A)

BARBADOS TOURIST BOARD -

Magazine and newspaper advertising produced and placed in such newspapers as N.Y. Times, N.Y. News, Christian Science Monitor, Washington Post, Hartford Courant, Baltimore Sun, Boston Globe, Detroit Free Press, Buffalo Courier-Express, Amsterdam News (NY), etc.; also magazines such as Holiday, New York Magazine, New Yorker Magazine, Bride's Magazine, Ebony, Essence, Glamour, Atlantic, Harper's, etc.; also journals of the travel industry.

Examples of advertisements attached hereto.

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MAR 26 11 28 AM '71
ADMINISTRATION SECTION

RIDER TO ITEM #11 (B) - BARBADOS INDUSTRIAL DEVELOPMENT CORP.

Produced and placed advertisements directed to the business community to encourage interest in the establishment of small business and industrial plants within Barbados. Media schedule included Wall St. Journal, Los Angeles Times, N. Y. Times, Kansas City Star, Cincinnati Enquirer, Pittsburgh Press, etc.

Examples of advertisements attached hereto.

MAR 30 11 15 AM '71
REGISTRATION SECTION

RIDER TO ITEM #11 (C)

Japan External Trade Organization (JETRO) -

Prepare and place advertising promoting Japanese Food Products (Canned Mandarin Oranges & Canned Tuna) Examples of advertisements placed in women's consumer magazines, food trade publications and "mass feeding" journals attached hereto. Also sample of publicity releases sent to newspaper food editors, giving recipes using the product.

# BARBADOS

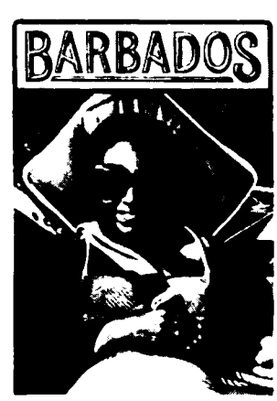
# IT'S NOT JUST ANOTHER CARIBBEAN RESORT FOR AMERICANS

It's a whole different country with a flavor all its own. Sure, its sugar beaches and summer sunshine. But it's Scottish moors, too. And tropic paradise. And probably the world's friendliest people.

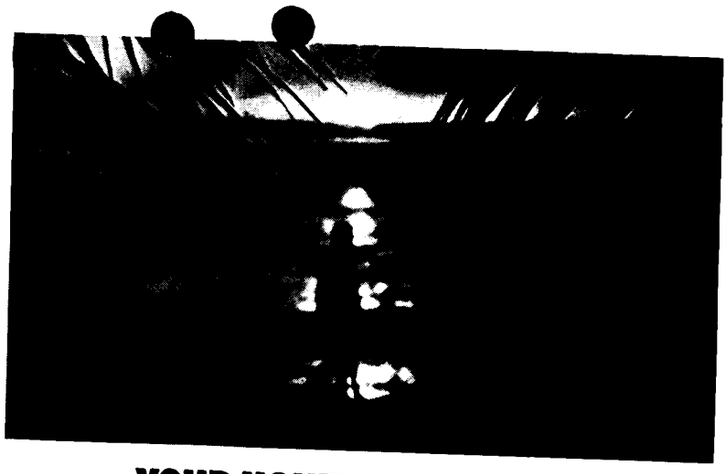
It's got it all. Swinging night life. Great shops. Indisputably the #1 rum. Plus every land and water sport, including some you won't find on the other islands.

And Barbados has a complete range of accommodations so it's easier than ever for more people to enjoy. You'll find just what you're looking for: moderate-priced or luxury hotels or apartments, country-estate resorts. charming houses or modest bungalows.

For our illustrated brochures, contact your travel agent, or write The Barbados Tourist Board, 801 Second Ave., N.Y., N.Y. 10017. (212) 686-5941.




*Advertising Prepared by:* VAN BRUNT & COMPANY
*Client:* BARBADOS TOURIST BOARD
*Publication:* ¼ PAGE EBONY AD
*Job No.:* 10-B-4



# YOUR HONEYMOON LASTS A LITTLE LONGER IN BARBADOS, THE HAPPY ISLAND WHERE EVERY 7TH NIGHT IS FREE.

Where the two of you can get away from it all, or be where the action is. Where you can enjoy the Atlantic surf or the Caribbean calm. Where your taxi transportation from and to the airport is free. Where your choice of two special activities are free. We call it Barbados Bonanza*. You'll call it an enchanted honeymoon.

*Barbados Bonanza—April 16 to Dec. 15
Every 7th night is free May 1 to Nov. 1.

**Barbados Bonanza 1970**

For colorful brochures, write Dept. B, Barbados Tourist Board, 801 Second Ave., New York, N.Y. 10017.

# WHAT THE VERY RICH HAVE ALWAYS KNOWN ABOUT BARBADOS

It's not just another Caribbean resort for Americans; it's a whole different country with a flavor all its own.

It doesn't only take you away. It's so gracious, it takes you back to a bygone era.

It's summer sun and sugar beaches, to be sure. But it's Scottish moors, too. And tropic paradise. And probably the world's friendliest people.

It's got it all. Swinging night life. Great shops. Indisputably the #1 rum. Plus every land and water sport including some you won't find on other islands. Like surfing. And real deep-sea fishing. And horseback-riding along a rugged coast.

It's farthest out in the Atlantic. Which means wild surf on one side, tranquil Caribbean on the other. Plus the freshest air and the purest water of any Caribbean island (no wonder it's one of the healthiest vacation spots anywhere).

So come share it with the very rich. We're making it easier for more people to enjoy beautiful Barbados.

We've added accommodations of every kind: luxurious houses, modest bungalows, hotels or plantation-type luxury resorts as well as many new spacious apartments.

For further details send for our inviting fact-packed brochures.
Or contact your travel agent.

Barbados Tourist Board
801 Second Ave.,
New York, N.Y. 10017,
(212) 686-5941.

BARBADOS

*Advertising Prepared by:* VAN BRUNT & COMPANY
*Client:* BARBADOS TOURIST BOARD
*Publication:* 1 col consumer
*Job No.:* B2

# TRUST THE VERY RICH TO KNOW WHERE TO GO.

No wonder the very rich (and the just-plain-choosy) love Barbados.

It's not just another Caribbean resort for Americans; it's a whole different country with a flavor all its own.

It doesn't only take you away. It's so gracious, it takes you back to a bygone era.

It's summer sun and sugar beaches, to be sure. But it's Scottish moors, too. And tropic paradise. And probably the world's friendliest people.

It's got it all. Swinging night life. Great shops. Indisputably the #1 rum. Plus every land and water sport including some you won't find on other islands. Like surfing. And real deep-sea fishing. And horseback-riding along a rugged coast.

It's farthest out in the Atlantic. Which means wild surf on one side, tranquil Caribbean on the other. Plus the freshest air and the purest water of any Caribbean island (one of the healthiest vacation spots anywhere).

So come share it with the very rich. We're making it easier for more people to enjoy beautiful Barbados.

We've added accommodations of every kind: luxurious houses, modest bungalows, hotels or plantation-type luxury resorts as well as many new spacious apartments.

For further details send for our inviting fact-packed brochures.
Or contact your travel agent.

Barbados Tourist Board,
801 Second Avenue
New York, N.Y. 10017,
(212) 686-5941.

BARBADOS

*Advertising Prepared by:* VAN BRUNT & COMPANY
*Client:* BARBADOS TOURIST BOARD
*Publication:* 1 col consumer ad #2
*Job No.:* B7

# It's Barbados Bonanza time

## (April 16 through December 15) with 2 big ways to book!

Bonanza '71 gives you *two* big packages to make your bookings easier. Now you can sell price. And then you can trade up. Either way, it's a beautiful deal. And a beautiful island. Barbados. Now more popular than ever. And a single phone call to any of the wholesale tour operators listed below is all it takes to get you your 10% commission.

**1.** BARBADOS BONANZA BUDGET PLAN
As little as $66. for two (E.P.)

A. Your clients get 39 Bonanza hotels and apartments to choose from. There's one for every taste, every budget. They stay for six nights and seven days on the European Plan; dine at fine restaurants everywhere on the island.

B. They may pre-purchase "Dine Around" coupons for $5 covering dinners at any of the Bonanza hotels.

C. Free taxi transportation to and from Seawell Airport.

**2.** BARBADOS BONANZA BONUS PLAN
As little as $162. for two (M.A.P.)

A. Your clients get the same choice of hotels and apartments, for the same six nights and seven days. This time, they stay on the Modified American Plan, with big English-style breakfasts and dinners included.

B. The same free taxi transportation to and from Seawell Airport.

C. They choose two special activities free: tour of Welchman Hall Gully; an evening's entertainment at one of the Bonanza hotels, including admission and three drinks "on the house"; cocktail cruise; water skiing; sailing on a "Hobie Cat" or "Sun Fish".

D. Free souvenir of Barbados.

**BARBADOS JUST 21 MILES LONG AND A SMILE WIDE**

For Bonanza booklets, call or write Barbados Tourist Board, 801 Second Avenue, New York, N.Y. 10017. (212) 686-5941.

*Advertising Prepared by:* VAN BRUNT & COMPANY
*Client:* BARBADOS
*Publication:* TRADE AD.
*Job No.:* B-18

# BARBADOS
# THE BEAUTIFUL DEAL

FROM **$66** FOR TWO (E.P.)
6 NIGHTS AND 7 DAYS APRIL 16-DECEMBER 15.

## HERE'S THE DEAL

**Barbados Bonanza Budget Plan**
Six nights and seven days for as little as $66 for two, European Plan. You dine at fine restaurants everywhere on the island. And you may pre-purchase "Dine Around" coupons for $5 covering dinners at any of the Bonanza hotels.

**Barbados Bonanza Bonus Plan**
Six nights and seven days for as little as $162 for two, Modified American Plan. Big English-style breakfasts and dinners are included. Plus two special activities of your choice, free. And a free souvenir of Barbados.

## HERE'S THE BEAUTIFUL

If you've been holding off on that dream vacation in Barbados until you could afford it, start packing! It's Barbados Bonanza time. And Bonanza '71 gives you *two* big ways to go.

Either way, you get the same summer sun and sugar beaches. The same land and water sports. The same swinging night life. And probably the world's friendliest people. You get the same beautiful island, farthest out in the Atlantic. Which means tranquil sea on one side. And wild surf on the other. With constant trade winds in-between. It also means the freshest air and purest water of any Caribbean island.

What's more, both plans give you the same 39 Bonanza hotels and apartments to choose from. And you get the same free taxi transportation between Seawell Airport and your hotel or apartment (both ways).

Our new Barbados Bonanza Brochure explains both plans in detail. Contact your travel agent or send coupon for your free copy.

**BARBADOS. JUST 21 MILES LONG. AND A SMILE WIDE.**

BARBADOS TOURIST BOARD
801 Second Ave., N.Y., N.Y. 10017, (212) 686-5941

Please send me your free Barbados Bonanza Brochure. I want to know more about Barbados, the beautiful deal.

Name _____

Address _____

City, State, Zip _____

My travel agent is _____

*Advertising Prepared by:* VAN BRUNT & COMPANY
*Client:* BARBADOS TOURIST BOARD
*Publication:* TRADE PUBLICATIONS
*Job No.:* 102-B17 (250-line Bonanza Ad)

# What in the Caribbean are First National City, Bank of America, U.S. Industries, Mobil and Esso doing in Barbados?

Companies grow best in a stable atmosphere, taking their nourishment from (and giving nourishment to) the other companies growing alongside them.

That's what banks and industrial service firms and garment manufacturers are doing in Barbados.

And refineries and computer hardware firms and data processing companies. And pharmaceutical and jewelry concerns, and lots of other light industries.

It may surprise you to learn that Barbados has the highest literacy rate in the world, 98%; it will delight you to learn that this easy-to-train labor force can be yours at surprisingly modest rates.

Barbados has four excellent industrial parks, omits all income and trade taxes for 10 years, and levies no duties on the machinery and materials used to produce and package your products.

Just as a little bonus, the climate is Caribbean wonderful: cooled by the Eastern Trade Winds, as warm and sunny as the disposition of the people who live there.

## Barbados. A good place to grow.

**BARBADOS INDUSTRIAL DEVELOPMENT CORP.**
801 Second Avenue, New York, N.Y. 10017, (212) 686-5943

OPERATION BEEHIVE — DESIGN FOR INDUSTRY IN BARBADOS

Gentlemen:

Please send me your free 28-page booklet, "Investing in Barbados."

NAME

COMPANY

COMPANY ADDRESS

CITY STATE ZIP

Prepared by Van Brunt & Company
for Barbados Industrial Development Corp.
9285 B Rev

**The Naked Orange.**
**It's got no seeds or rind or membrane.**
**It comes in a can from Japan.**
**And quite frankly it's the world's most delectable mandarin.**

MANDARIN SALAD MOLD: Two 3 oz. packages Lemon Gelatin
1½ cups boiling water/Two 11 oz. cans Japanese Mandarin Oranges (Drained, reserving liquid)/¼ cup Lemon Juice

Dissolve gelatin in boiling water. Add enough cold water to reserved liquid to make 1¾ cups. Stir this liquid and Lemon juice into gelatin mixture. Chill until slightly thickened. Add Mandarin Oranges and pour into a 1½ quart ring mold. Chill until firm. Unmold. Spoon your favorite chicken salad into center and garnish with greens.

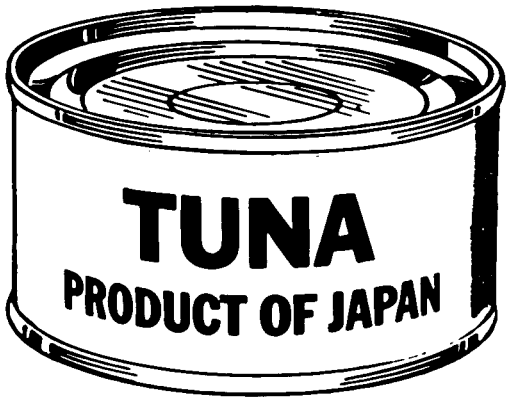
**Japanese Canned Mandarin Oranges**

# WHY SALES OF JAPANESE CANNED TUNA ARE UP.

**1** It's only half the calories because there's no oil added. That's why we call it Tuna Lean.

**2** It's better for salads and sandwiches; there's no oily mixture to spoil the taste.

**3** It's the finest quality. No brand of tuna is better than the Japanese brands.




To help you sell your brand of Tuna Lean there will be concentrated T V in the important back-to-school weeks plus plenty of sales aids.

## Tuna Lean is any Japanese brand of canned tuna.

Japan Trade Center, Agricultural and Fishery section, 437 Fifth Ave., New York, N.Y. 10017

# THREE GOOD REASONS WHY JAPANESE CANNED TUNA IS YOUR BEST BET.

**1** It's only half the calories because there's no oil added. That's why we call it Tuna Lean.

**2** It's better for salads and sandwiches; there's no oily mixture to spoil the taste.

**3** It's the finest quality. No brand of tuna is better than the Japanese brands.

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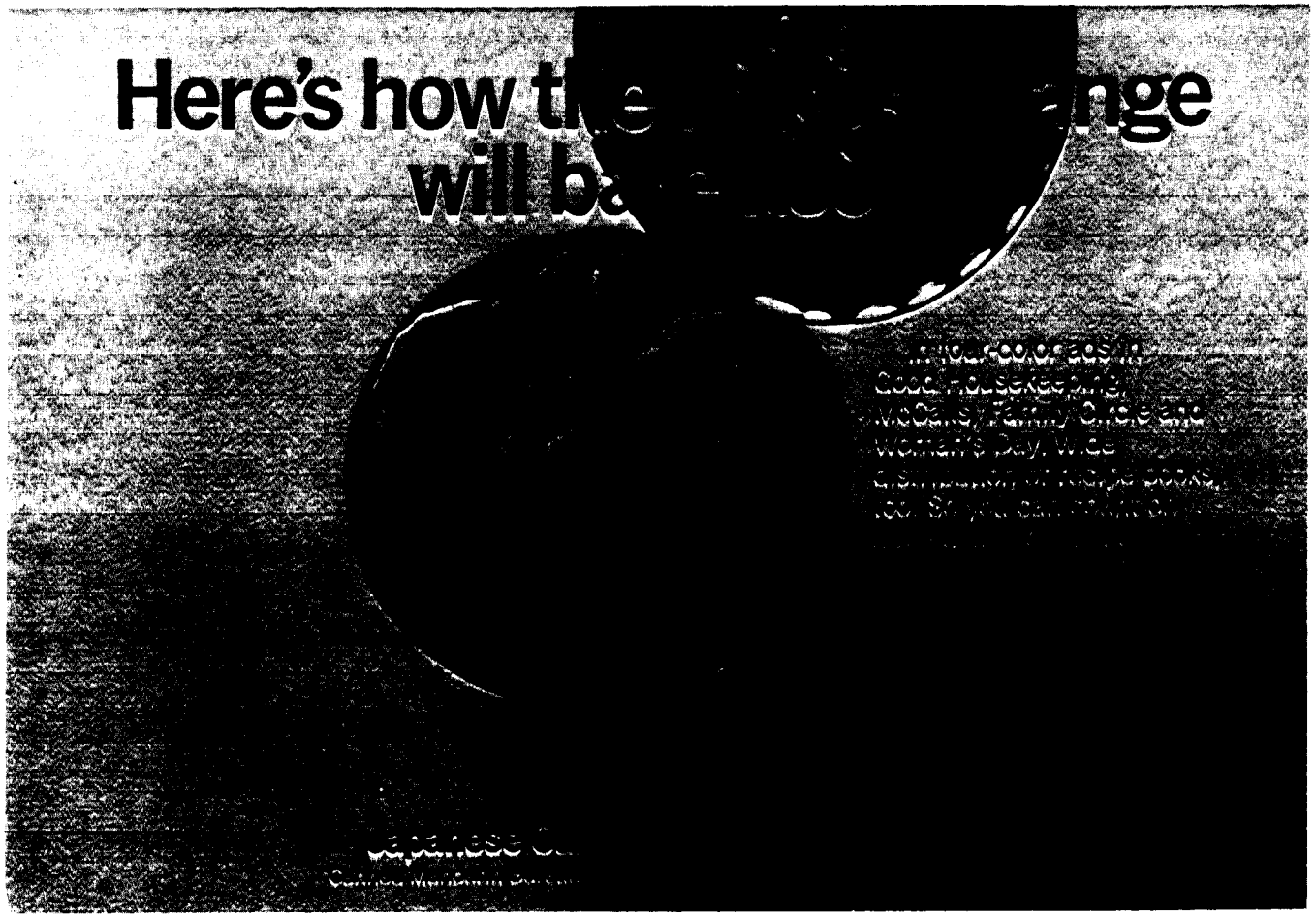
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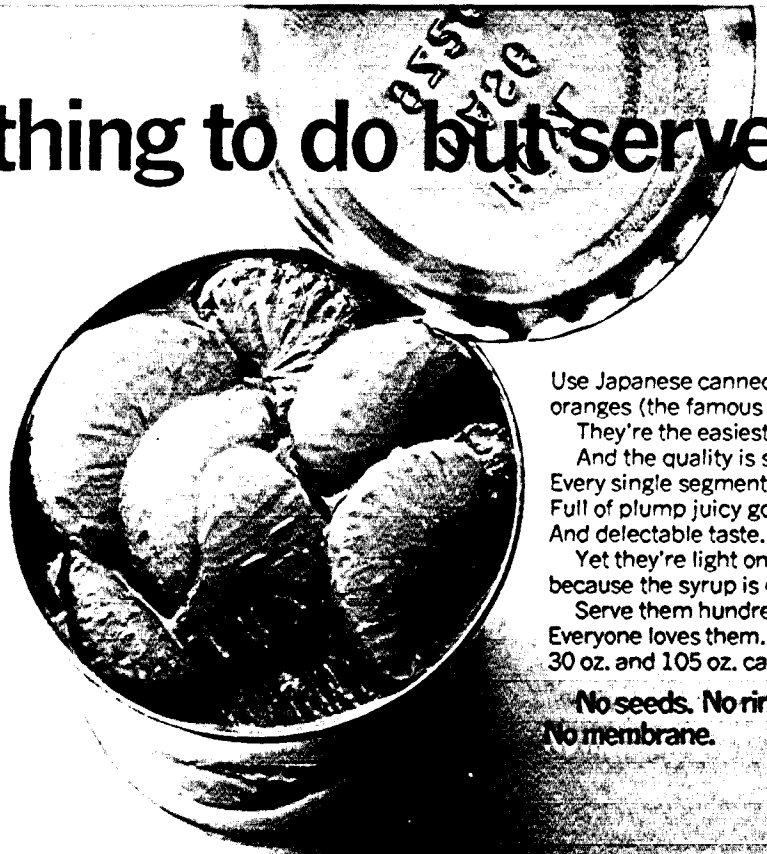
# Nothing to do but serve.



Use Japanese canned mandarin oranges (the famous naked orange).

They're the easiest.

And the quality is superlative. Every single segment is the same. Full of plump juicy golden goodness. And delectable taste.

Yet they're light on the calories because the syrup is extra-light.

Serve them hundreds of ways. Everyone loves them. Available in 30 oz. and 105 oz. cans.

**No seeds. No rind. No membrane.**

**Japanese Canned Mandarin Oranges.**

Canned Mandarin Bureau, 711 Third Avenue, New York, NY 10017

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# NEWS RELEASE

From: Van Brunt & Company
711 Third Avenue
New York, New York 10017

EXCLUSIVE IN YOUR AREA

FOR IMMEDIATE RELEASE

## JAPANESE MANDARIN ORANGE-RAISIN TREAT -- AN EASY TRICK!

There are some women who take pride in the length of time they stay in the kitchen preparing tantalizing edibles. But there are probably more homemakers who are proud of the fact that they can whip up a fabulous meal in no time at all. And all of today's pre-prepared, ready-mixed, convenience foods are catering to that majority.

Of course even the lady who's committed to store-bought items, likes to keep her finger in the pie (literally) and indulge her creative culinary urge. For such a person, a sweet and delicious treat like Japanese Mandarin Orange-Raisin Pie is a perfect dessert because this recipe is simplicity itself.

This easy-as-pie pie has many virtues besides its ease of preparation; it's "fallishly" attractive with its bright Japanese Mandarin Orange sections and plump little brown raisins; it tastes quite marvelous especially with a liberal dabbing of freshly whipped cream; and using a pre-cooked pie shell, the little Canned Mandarin Oranges which come seedless, rindless and ready-to-use right from the can, and packaged raisins, the dessert can be made at the last minute.

Next time you feel the baking urge -- a rainy afternoon, the morning of a dinner party, or whenever -- try your hand at Japanese Mandarin Orange-Raisin Pie, a treat that's an easy trick to turn. Some people say "Why bake when you can buy?" But actually you could ask, "Why buy when you can so easily bake?"

# # #

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# N E W S  R E L E A S E

From: Van Brunt & Company
711 Third Avenue
New York, N.Y. 10017

EXCLUSIVE IN YOUR AREA

FOR IMMEDIATE RELEASE

## JAPANESE MANDARIN SALAD "MOLD'S" A MARVELOUS MEAL

Every homemaker knows that when the warm weather sets in -- the cold foods are set out. Because, except for barbecuing, it's no fun to prepare hot meals during the lazy and languid days of summer. Yet warm weather meals are hard to plan because after all, how many times a week can you serve salads?

There is, however, an untapped source of culinary inspiration in a jellied ring mold. The tasty gelatin form rests on a bed of crisply edible greens and is itself the tasty receptacle for a marvelous salad. A ring mold can be filled with chicken salad or a seafood mixture like tuna, shrimp, crabmeat or lobster.

To make a ring mold is simple; to prepare one that's visually appetizing and delicious takes a little more doing. One of the best ingredients to add for both marvelous taste and eye-appeal is Japanese Canned Mandarin Oranges. The seedless, rindless little Mandarin orange segments enhance the jellied mixture by adding a sweetly tart touch to the taste of the ring mold.

Next time you are stymied for unusual summer meal ideas, consider the Japanese Mandarin Ring Mold. It will run delicious rings around your favorite salad and "mold" a marvelous meal. And who will get a gold star for culinary ingenuity? Why, you will, or course!

# # #

JAPANESE MANDARIN ORANGE-RAISIN PIE

2 11-ounce cans Japanese Mandarin Oranges

2 cups seedless raisins

1 cup granulated sugar

2 tablespoons cornstarch

2 tablespoons water

2 tablespoons lemon juice

1 tablespoon grated lemon rind

1/2 teaspoon salt

2 tablespoons butter or margarine

1 9" baked pie shell (or 6 baked tart shells)

Drain syrup from Mandarin oranges, and add enough water to make 1 cup. In saucepan cook raisins with sugar, syrup and water for 5 minutes. Mix cornstarch smooth with 2 tablespoons water; stir into raisin mixture along with lemon juice, rind, salt, butter and Mandarin oranges (reserving enough for pretty garnish). Cook stirring until mixture thickens and clears. Cool. Turn into pie shell. Makes 6 servings. Or turn into 6 tart shells.

Japanese Mandarin Salad Mold

Two 3 ounce packages Lemon Gelatin

1-1/2 Cups Boiling Water

Two 11 ounce cans Japanese Mandarin Oranges
(Drained, Reserving Liquid)

1/4 Cup Lemon Juice

Dissolve gelatin in boiling water. Add enough cold water to reserved liquid to make 1-3/4 cups. Stir this liquid and Lemon juice into gelatin mixture. Chill until slightly thickened. Add Mandarin Oranges and pour into a 1-1/2 quart ring mold. Chill until firm. Unmold. Spoon your favorite chicken salad into center and garnish with greens. Serves 6..