

RECEIVED
DEPARTMENT OF JUSTICE

JAN 31 12 00 PM '71

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

REGISTRATION SECTION 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 DEC 31 1970
(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 ☐	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.

up to 1000

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

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
A.F. Ludowyke	8510 Sixteenth St. Silver Spring Maryland 20910	Ceylon	Second Vice Chairman and a Director	August 19, 1970

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:

Name	Position or connection	Date terminated
------	------------------------	-----------------

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
------	----------------------	---------------------------	--------------------------

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 principal¹ 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 principals¹ whom you continued to represent during the 6 month reporting period.

Government of India
Government of Ceylon
The Tea Board of Kenya

The Tea Association (Central Africa) Limited
The Uganda Tea Board
The Tanzania Tea Authority

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 attachments: (a) 1970 Report - Tea Council of the U.S.A., Inc.

(b) Consumer Publicity Program Report for May-December, 1970.

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 activity² 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.

()

()

()

()

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.

()

See answer to 11.

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 ☒ No ☐

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

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
Sept. 29	India		\$ 29,408.75
Oct. 12	Ceylon		58,090.00
Nov. 18	Ceylon		58,095.00
July 7	Kenya		2,922.00
Oct. 13	Kenya		2,574.00

Total \$151,089.75

14. (b) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ 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>
--------------------------------------	--------------------------	--	----------------

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 ☒ 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.

Date	To Whom	Purpose	Amount
------	---------	---------	--------

See Attachments marked 'A'
Report of the Treasurer for
September, October, November, 1970.

10/1/70	...	...	100.00
10/1/70	...	...	100.00
10/1/70	...	...	100.00
10/1/70	...	...	100.00
10/1/70	...	...	100.00

Total

15. (b) DISBURSEMENTS - THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ 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>
----------------------	-------------------------------------	--	--------------------------------------	----------------

(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 value⁵ 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>
-------------	---------------------------------	---------------------------------------	--------------------------

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.

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.

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 A⁶ Yes ☐ No ☐

Exhibit B⁷ Yes ☐ No ☐ Not Applicable

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.

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 C⁸, 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.

Not Applicable

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, Executive Director

Subscribed and sworn to before me at County of New York, State of New York
this 31 day of December, 19 70

Theodore A. Cammarota
(Signature of Notary Public)
NOTARY PUBLIC, State of New York
No. 31-0344350
Qualified in New York County
Commission Expires March 30, 1971

My commission expires March 30, 19 71

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.)

1970 ReportTea Council of the U.S.A., Inc.

U.S. tea sales through retail food stores increased 6 percent in 1970 to a new record level of 119 million pounds. In the two decades since this Tea Council began operations, grocery store tea sales have increased 73.6 percent, a gain of 49.3 million pounds annually.

Total tea sales for 1970, including an estimated 31 million pounds consumed as a beverage out-of-the-home, now has reached 150 million pounds.

If the U.S. tea industry had remained in a status quo situation over the past 20 years, the cumulative in home consumption would have been about 1,394 million pounds. The steady, solid growth of the U.S. tea market makes the actual figure 1,836 million pounds, a cumulative sales gain of almost one half a billion pounds of tea.

Continuing to look at U.S. market performance in 1970, not only was the national total higher, tea sales were up in every section of the country, as follows:

East	-	up	4%	-	29%	of total market
Central	-	"	10	-	30	" " "
South	-	"	4	-	32	" " "
Pacific	-	"	2	-	9	" " "

- 2 -

The performance of the tea business by product type was as follows compared to a year ago, in millions of pounds:

	<u>1969</u>	<u>1970</u>	<u>% Change</u>
Iced Tea Mix	6.4	8.2	+ 29
Instant Tea	31.5	35.6	+ 13
Teabags	59.1	60.9	+ 3
Loose	<u>15.7</u>	<u>14.3</u>	- 9
	<u>112.7</u>	<u>119.0</u>	

The Tea Council's role in the complex U.S. marketing structure is to use publicity and public relations techniques exclusively to project messages for tea that could not be done nearly as well by a brand or a producing country. The key is to develop and distribute ideas and material that are useful to others, a service to writers, editors, broadcasters ... and through them to the consumer.

In 1970 the Consumer Program consisted of:

27 Black & White Newspaper Releases	8 Full Page Color Features in Newspapers
9 Syndicated Stories	15 Magazine Food Articles
5 TV Kits on 596 Stations	18 Radio Programs ... Scripts and Records on 1626 Stations

In addition, the Speakers' Bureau made 193 personal appearances before men's and women's service groups; Iced Tea was promoted as an all-year-round drink in restaurants and 169,000 point-of-sale pieces were sold to brand packers and restaurateurs; the consumer film "The Magic Hamper" received 95 free television showings; the consumer film "The World of Now" was shown as a featurette for 9 days in each of 275 commercial theatres.

The School Program includes the receipt of 593,724 student contest entries on tea through the ABC's of American Industry publication, several hundred motion picture film showings, and the distribution of 74,213 booklets to students and teachers upon specific request.

The longest running School Program, which is revised and made new every five years, is the filmstrip "Time for Tea" used in the Home Economics classrooms in almost 8,000 schools. It reaches 90 percent of all students taking home economics in high school one or more times a year.

A natural bridge between schools and the general community has been made by putting this same filmstrip into 850 colleges that train the home economics teachers of tomorrow, and by placing 1,000 copies in the hands of Home Extension Agents.

The success of that program led to the development in 1970 of a new effort directed toward the same market, the young homemaker of today and tomorrow who is interested in doing a better job in managing her home.

Gas and Electric public utilities are keenly interested in the young consumer. Early this year 200 of the largest, most progressive companies from coast to coast were offered a special set of slides, a supply of recipe sheets and a script outline entitled "Come For Tea."

154 companies requested the slides and are working with them in organized demonstrations before large groups.

Tea and Sports continued to be a very successful program in 1970. First, 19 of the top football coaches in the country visited 45 major markets as the task force for this year's eighth consecutive "Coaches' Tour For Fitness."

As an example of the media impact this tour generated for tea, when Dan Devine of Missouri came to New York City in February, he was interviewed on the ABC-TV network by Howard Cossell; on the NBC, CBS and ABC radio networks, a combined total of 651 stations; by AP, UPI, NEA syndicated services, and by the New York Daily News.

In every market, the Coaches' Tour puts a message for tea on the sports pages and TV and radio sports programs, reaching the male sex with strong, believable reasons why tea is a good drink for them.

In terms of statistics, the total Coaches' Tour produced:

269 Radio Interviews
181 TV Interviews
121 Newspaper Stories

plus

the network and syndicated features mentioned earlier.

It also generated requests for more than 800,000 fitness booklets.

Actually, the two Tea Council fitness booklets are the cornerstone of the entire program. In 8 years over 12 million booklets have been placed in the hands of young men who bring them home.... bringing into the home the message about tea as the training table beverage for athletes. It is hoped that the young, aspiring athlete will ask Mom for tea, sort of a reverse play, benefiting all.

Distribution of the booklets is also achieved in connection with the showing of the Tea Council film entitled "Winning Baseball." This year that film has been shown 9,651 times to an audience of 527,899 young people who requested 386,225 booklets.

A new program introduced in 1970 was built around a "Running For^{Fun} And Fitness For Everyone" booklet designed to extend the fitness concept to mothers and daughters in addition to the men of the family. So far 127,000 booklets have been distributed, about sixty percent by the YMCA. The Tea Council's approach is not to undertake its own distribution of the booklet now, but look for help from other groups.

Tea and Music and Radio ... the language and medium of the young married to tea in an important, natural, believable way ... that's the final major program of the Tea Council's generic campaign.

In a new, experimental approach to this program, the Tea Council and "Billboard," the leading authority in the music field, cooperated very closely in "Iced Tea's Big Search For The New Sounds In Music."

By February 15th, 176 radio stations were actively participating. Between then and May 15th, when the promotion ended, "Billboard" estimated that the tea message had reached over 22 million young people on radio alone - without one second of paid advertising. Also, over 18,000 young and talented musicians had entered the iced tea competition, figuring they were ready for the "Big Time."

To carry the tea message in person into as many markets as possible, this year four charming and very effective Tea Ambassadors were engaged. They were Asha Puthli of India, Sherine Peries of Ceylon, Sally Keil and Leslie Taylor from the U.S.

The Tea Ambassadors visited more than 40 markets across the country participating in interviews on radio stations and on television - bringing the iced tea message to young people in their own pleasant, appealing ways. Newspaper interviews also were held in those markets.

In all markets, the radio stations used 30 and 60 second public service promotion spots to stimulate interest in the "Big Search." According to "Billboard," the 176 participating stations ran an average of 10 such spots daily over a six week period, a truly staggering amount of public service time being devoted to this program.

Of course, the best promotion results for tea occurred in those 40 markets that the Tea Ambassadors were able to visit.

In summary, by continuing to concentrate on the 60 percent of U.S. population who are under 34 years of age; and by continuing to undertake programs where brands cannot be effective and there, otherwise, would be no projection of ideas about tea; and by continuing to reinforce but never to duplicate the sales and marketing strategy of tea brands ... by this effort the Tea Council of the U.S.A., Inc. continues to play a very important part in forcing the progress that tea continues to make in the U.S.A.

JMA:sc

December 1, 1970

Tea Council of the U.S.A. Inc.

Consumer Publicity Program

Report for May-December 1970

Color Features

"On the Twelfth Day of Christmas....," a color transparency mailing featuring a holiday tea punch, released to color using newspapers in cooperation with BBDO (for Robin Hood Flour) and Farley Manning (for Processed Apple Institute).

"Over the Teacups," a color feature on hot tea which was originally released in January in transparency form, re-released in December in mat form through ROP Color Service to secure additional usage in 1971.

Black and White Newspaper Features

2 b/w releases placed with Alice Denhoff for fall use in her syndicated King Features column.

1 mat with election theme released through Precis Service in cooperation with Best Foods.

2 black and white releases featuring holiday punches released to metropolitan dailies.

2 mats with holiday themes released to weeklies and suburban papers.

2 mats with winter themes (one on iced tea) released to weeklies and suburban papers for early '71 use.

Radio-TV

TV Kit entitled "Iced Tea Mix-Mates," including jar of lemon-flavored iced tea mix, set of coasters and colored straws, released to 100 telecasters with women's interest shows.

TV Slide Mailing released by "Foods from France" included two photographs and recipes on tea (a tea-based wine punch and directions for basic iced tea).

4 radio recordings on tea (iced and hot) aimed at youthful audiences released through "Let's Talk It Over" series.

3 radio recordings on tea (iced and hot) aimed at young homemakers released through "Good Living" series.

1 radio script on holiday punches and offering quantity copies of recipe sheets released through "Airlines" service.

2 recorded spots released by Bonnie and Reba Churchill on their syndicated radio program for the Westinghouse Network--offering copies of "What You Should Know About Tea" and the "Tea Packs a Punch" flyer.

- 2 -

Magazines

June issue of "Seventeen" included color photograph and recipes of Tropical Tea Punch and iced tea in their "Super Summer Coolers" feature.

July-August issue of "Bon Appetit" featured color photograph of iced tea in a summer barbecue.

August issue of "Co-ed" included special color photograph featuring iced tea and iced tea mixes in a barbecue setting.

September issue of "School & College Food Management" carried special photograph of hospital tray with hot tea on their cover.

September issue of "Forecast for Home Economics" included section on proper brewing of tea.

1970 edition of Fawcett's "The How-To-Christmas Book" included special feature with color photograph of a holiday open house featuring a tea punch.

November-December issue of "Bon Appetit" featured special tea party story using our "Over the Teacups" color photograph and recipes.

Special Projects

Mailing to Home Demonstration Agents offering replacement copy of the filmstrip "Time for Tea" and copies of recipe sheet drew 204 requests for the filmstrip and 40,625 copies of the recipe sheet.

Mailing to Public Utility Companies who ordered the "Come for Tea" slide presentation last winter and offering additional copies of the recipe sheets drew requests for 8,700 sets of recipe sheets.

New 13-1/2 minute color film on simple exercises and low-calorie foods and positioning tea as an ideal beverage for weight-watchers being prepared for release to women's groups next year.

2 booklets ("The Story of Tea" and "Two Leaves and a Bud") re-edited and reprinted to fill requests in 1971.

Holiday greeting card sent to approximately 600 media and business contacts.

New copy prepared for 1970-71 issue of "ABC's of American Industry".

Speakers' Bureau

89 Tea tasting demonstrations and talks given by Ken Rapieff before men's and women's groups.

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

REPORT OF THE TREASURER

FOR THE ELEVEN MONTHS ENDED NOVEMBER 30, 1970

	<u>ACTUAL TO 11/30/70</u>	<u>BUDGET THRU 11/30/70</u>	<u>ANNUAL BUDGET</u>
<u>OPERATING BALANCE, AT BEGINNING:</u>	<u>\$686,849</u>	<u>\$686,849</u>	<u>\$686,849</u>
<u>RECEIPTS:</u>			
U. S. A. Trade Contributions	\$204,610	\$189,000	\$195,000
Producing Countries Contributions	346,476	346,750	375,885
Interest	<u>27,345</u>	<u>27,500</u>	<u>30,500</u>
Total Receipts	<u>\$578,431</u>	<u>\$563,250</u>	<u>\$601,385</u>
<u>EXPENDITURES:</u>			
Tea Council Activities	\$605,566	\$604,351	\$671,950
Contingency Account	---	---	20,000
Relocation Expense	<u>65,291</u>	<u>65,000</u>	<u>65,000</u>
Total Expenditures	<u>\$670,857</u>	<u>\$669,351</u>	<u>\$756,950</u>
<u>OPERATING BALANCE, AT END:</u>	<u>\$594,423</u>	<u>\$580,748</u>	<u>\$531,284</u>

<u>Tea Council Activities</u>	<u>Actual Exp. Thru 11/30/70</u>	<u>Budget Thru 11/30/70</u>	<u>1970 Budget</u>
101 Salaries (8)	\$ 94,443	\$ 94,604	\$103,200
104 Special Services	61,430	61,594	67,000
107 Travel & Expense	13,006	13,189	14,000
110 Employees' Pension, Taxes & Ins.	15,665	18,289	19,600
113 Office Supplies & Expense	10,315	7,000	7,000
116 Rent & Maintenance	29,291	32,506	37,500
119 Furniture & Equipment	784	1,500	1,500
122 Insurance & Sundry Expense	4,517	4,253	4,600
125 Exhibits & Presentations	4,307	3,500	3,500
128 Publications	8,839	9,051	17,000
132 Photographs	3,273	3,899	4,200
138 Clippings, Radio & TV Reports	1,905	1,400	1,400
141 Publicity Mailings & Materials	14,636	16,365	17,250
144 Tea Convention	16,609	14,000	14,000
147 TV & Radio Publicity	8,599	9,343	10,000
160-185 Special Projects	<u>323,522</u>	<u>319,433</u>	<u>356,300</u>
Gross	\$611,141	\$609,926	\$678,050
151 Less Service Fee Paid by Tea Ass'n.	<u>(5,575)</u>	<u>(5,575)</u>	<u>(6,100)</u>
Net	<u>\$605,566</u>	<u>\$604,351</u>	<u>\$671,950</u>

<u>Special Projects</u>	<u>Actual Exp. Thru 11/30/70</u>	<u>Budget Thru 11/30/70</u>	<u>1970 Budget</u>
<u>Physical Fitness Program</u>			
160 Coaches' Tour	\$ 49,710	\$ 48,000	\$ 48,000
161 Reprint Physical Fitness Booklet	29,066	30,200	30,200
162 Postage & Handling Booklet Shipments	12,070	13,000	13,000
165 Distribution, "Winning Baseball" Film	18,958	18,615	20,000
168 A.F.C.A. Donation	5,000	5,000	5,000
169 Participation in Athletic Clinics	5,768	5,500	5,500
172 Running Program	<u>20,152</u>	<u>23,669</u>	<u>30,000</u>
Sub Total	\$140,724	\$143,984	\$151,700
<u>Other</u>			
163 National Restaurant Ass'n. Show	\$ 16,123	\$ 17,700	\$ 17,700
167 ABC's of American Industry	14,908	16,000	16,000
170 Tea Trade Journal Ads	620	700	700
171 Film Distribution	2,897	7,355	8,700
175 Misc.-devel. of ideas, sketches, etc.	2,462	2,962	3,000
181 Speakers' Bureau	11,872	12,059	13,500
182 New Film	32,610	32,190	40,000
183 Tea's Search	95,052	80,000	80,000
184 Utility - Home Dem.	3,964	3,483	5,000
185 Tea - Music	<u>2,290</u>	<u>3,000</u>	<u>20,000</u>
Grand Total	<u>\$323,522</u>	<u>\$319,433</u>	<u>\$356,300</u>
186 Contingency Account	---	---	<u>\$ 20,000</u>

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

REPORT OF THE TREASURER

FOR THE TEN MONTHS ENDED OCTOBER 31, 1970

	<u>ACTUAL TO 10/31/70</u>	<u>BUDGET THRU 10/31/70</u>	<u>ANNUAL BUDGET</u>
<u>OPERATING BALANCE, AT BEGINNING:</u>	<u>\$686,849</u>	<u>\$686,849</u>	<u>\$686,849</u>
<u>RECEIPTS:</u>			
U. S. A. Trade Contributions	\$192,652	\$183,000	\$195,000
Producing Countries Contributions	288,381	288,385	375,885
Interest	<u>24,625</u>	<u>25,500</u>	<u>30,500</u>
Total Receipts	<u>\$505,658</u>	<u>\$496,885</u>	<u>\$601,385</u>
<u>EXPENDITURES:</u>			
Tea Council Activities	\$554,359	\$557,036	\$671,950
Contingency Account	---	---	20,000
Relocation Expense	<u>65,291</u>	<u>65,000</u>	<u>65,000</u>
Total Expenditures	<u>\$619,650</u>	<u>\$622,036</u>	<u>\$756,950</u>
<u>OPERATING BALANCE, AT END:</u>	<u>\$572,857</u>	<u>\$561,698</u>	<u>\$531,284</u>

<u>Tea Council Activities</u>	<u>Actual Exp. Thru 10/31/70</u>	<u>Budget Thru 10/31/70</u>	<u>1970 Budget</u>
101 Salaries (8)	\$ 85,877	\$ 86,004	\$103,200
104 Special Services	56,480	55,694	67,000
107 Travel & Expense	12,211	11,689	14,000
110 Employees' Pension, Taxes & Ins.	14,760	16,979	19,600
113 Office Supplies & Expense	8,049	6,955	7,000
116 Rent & Maintenance	27,247	30,506	37,500
119 Furniture & Equipment	816	1,400	1,500
122 Insurance & Sundry Expense	4,373	3,953	4,600
125 Exhibits & Presentations	4,076	2,835	3,500
128 Publications	7,858	9,051	17,000
132 Photographs	3,273	3,579	4,200
138 Clippings, Radio & TV Reports	1,762	1,400	1,400
141 Publicity Mailings & Materials	13,728	15,365	17,250
144 Tea Convention	3,380	4,000	14,000
147 TV & Radio Publicity	7,207	8,643	10,000
160-185 Special Projects	<u>308,332</u>	<u>304,053</u>	<u>356,300</u>
Gross	\$559,429	\$562,106	\$678,050
151 Less Service Fee Paid by Tea Ass'n.	<u>(5,070)</u>	<u>(5,070)</u>	<u>(6,100)</u>
Net	<u>\$554,359</u>	<u>\$557,036</u>	<u>\$671,950</u>

<u>Special Projects</u>	<u>Actual Exp. Thru 10/31/70</u>	<u>Budget Thru 10/31/70</u>	<u>1970 Budget</u>
<u>Physical Fitness Program</u>			
160 Coaches' Tour	\$ 49,710	\$ 48,000	\$ 48,000
161 Reprint Physical Fitness Booklet	29,066	30,200	30,200
162 Postage & Handling Booklet Shipments	11,926	13,000	13,000
165 Distribution, "Winning Baseball" Film	17,869	17,615	20,000
168 A.F.C.A. Donation	5,000	5,000	5,000
169 Participation in Athletic Clinics	5,768	5,500	5,500
172 Running Program	<u>20,152</u>	<u>22,669</u>	<u>30,000</u>
Sub Total	\$139,491	\$141,984	\$151,700

Other

163 National Restaurant Ass'n. Show	\$ 15,956	\$ 17,700	\$ 17,700
167 ABC's of American Industry	14,908	16,000	16,000
170 Tea Trade Journal Ads	620	620	700
171 Film Distribution	2,628	6,355	8,700
175 Misc.- devel. of ideas, sketches, etc.	2,462	2,462	3,000
181 Speakers' Bureau	10,754	11,059	13,500
182 New Film	22,805	22,390	40,000
183 Tea's Search	95,052	80,000	80,000
184 Utility - Home Dem.	1,964	2,483	5,000
185 Tea - Music	<u>1,692</u>	<u>3,000</u>	<u>20,000</u>
Grand Total	<u>\$308,332</u>	<u>\$304,053</u>	<u>\$356,300</u>

186 Contingency Account for extension of "Tea's Search" and/or other programs.	---	---	<u>\$ 20,000</u>
--	-----	-----	------------------

TEA COUNCIL OF THE U. S. A., INC.REPORT OF THE TREASURERFOR THE NINE MONTHS ENDED SEPTEMBER 30, 1970

	<u>ACTUAL TO</u> <u>9/30/70</u>	<u>BUDGET THRU</u> <u>9/30/70</u>	<u>ANNUAL</u> <u>BUDGET</u>
<u>OPERATING BALANCE, AT BEGINNING:</u>	<u>\$686,849</u>	<u>\$686,849</u>	<u>\$686,849</u>
<u>RECEIPTS:</u>			
U. S. A. Trade Contributions	\$178,896	\$176,000	\$195,000
Producing Countries Contributions	285,807	285,811	375,885
Interest	<u>21,702</u>	<u>21,500</u>	<u>30,500</u>
Total Receipts	<u>\$486,405</u>	<u>\$483,311</u>	<u>\$601,385</u>
 <u>EXPENDITURES:</u>			
Tea Council Activities	\$505,347	\$502,583	\$651,950
Contingency Account	---	---	40,000
Relocation Expense	<u>65,291</u>	<u>65,000</u>	<u>65,000</u>
Total Expenditures	<u>\$570,638</u>	<u>\$567,583</u>	<u>\$756,950</u>
<u>OPERATING BALANCE AT END:</u>	<u>\$602,616</u>	<u>\$602,577</u>	<u>\$531,284</u>

<u>Tea Council Activities</u>	<u>Actual Exp. Thru 9/30/70</u>	<u>Budget Thru 9/30/70</u>	<u>1970 Budget</u>
101 Salaries (8)	\$ 77,312	\$ 77,410	\$103,200
104 Special Services	51,512	50,394	67,000
107 Travel & Expense	10,553	10,289	14,000
110 Employees' Pension, Taxes & Ins.	13,110	14,379	19,600
113 Office Supplies & Expense	7,526	6,855	7,000
116 Rent & Maintenance	23,886	26,506	37,500
119 Furniture & Equipment	816	900	1,500
122 Insurance & Sundry Expense	4,182	3,653	4,600
125 Exhibits & Presentations	1,525	1,335	3,500
128 Publications	7,831	9,051	17,000
132 Photographs	3,172	3,259	4,200
138 Clippings, Radio & TV Reports	1,645	1,400	1,400
141 Publicity Mailings & Materials	11,788	14,165	17,250
144 Tea Convention	1,059	1,000	14,000
147 TV & Radio Publicity	6,640	7,943	10,000
160-184 Special Projects	<u>287,355</u>	<u>278,609</u>	<u>336,300</u>
Gross	\$509,912	\$507,148	\$658,050
151 Less Service Fee Paid by Tea Ass'n.	<u>(4,565)</u>	<u>(4,565)</u>	<u>(6,100)</u>
Net	<u>\$505,347</u>	<u>\$502,583</u>	<u>\$651,950</u>

<u>Special Projects</u>	<u>Actual Exp. Thru 9/30/70</u>	<u>Budget Thru 9/30/70</u>	<u>1970 Budget</u>
<u>Physical Fitness Program</u>			
160 Coaches' Tour	\$ 49,710	\$ 48,000	\$ 48,000
161 Reprint Physical Fitness Booklet	29,066	30,200	30,200
162 Postage & Handling Booklet Shipments	11,926	12,065	13,000
165 Distribution, "Winning Baseball" Film	15,110	16,615	20,000
168 A.F.C.A. Donation	5,000	5,000	5,000
169 Participation in Athletic Clinics	4,873	5,500	5,500
172 Running Program	<u>20,152</u>	<u>21,169</u>	<u>30,000</u>
Sub Total	\$135,837	\$138,549	\$151,700
<u>Other</u>			
163 National Restaurant Ass'n. Show	\$ 15,956	\$ 17,183	\$ 17,700
167 ABC's of American Industry	758	758	16,000
170 Tea Trade Journal Ads	620	620	700
171 Film Distribution	2,134	5,355	8,700
175 Misc. - devel. of ideas, sketches, etc.	2,462	2,462	3,000
181 Speakers' Bureau	9,767	10,059	13,500
182 New Film	22,805	22,390	40,000
183 Tea's Search	95,052	80,000	80,000
184 Utility - Home Dem.	<u>1,964</u>	<u>1,233</u>	<u>5,000</u>
Grand Total	<u>\$287,355</u>	<u>\$278,609</u>	<u>\$336,300</u>
186 Contingency Account for extension of "Tea's Search" and/or other programs.	---	---	<u>\$ 40,000</u>