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DEPT. OF JUSTICE
MAR 27 1 45 PM '73
REGISTRATION SECTION

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

AMENDMENT TO REGISTRATION STATEMENT

Pursuant to the Foreign Agents
Registration Act of 1938, as amended.

| | |
|--|-------------------------------|
| 1. Name of Registrant Swiss National Tourist Office 608 Fifth Avenue New York, NY 10020 | 2. Registration No. 55 |
|--|-------------------------------|

3. This amendment is filed to accomplish the following indicated purpose or purposes:

- To correct a deficiency in
 - Initial Statement
 - Supplemental Statement for period ending Dec. 31, 1972
 - To give notice of change in an exhibit previously filed.
- To give a 10-day notice of a change in information as required by Section 2(b) of the Act.
- Other purpose (specify) your letter of February 20, 1973

4. If this amendment requires the filing of a document or documents, please list -

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

see attachments

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment 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.

(Both copies of this amendment 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.)

Swiss National Tourist Office

Bruno Baroni

Bruno Baroni, Director

Subscribed and sworn to before me at New York

this 22nd day of March, 19 73

My commission expires _____

MARCEL BRUGGER
Notary Public, State of New York
No. 0465706 Westchester County
Certificate filed in New York County
Term Expires March 30, 1975

Marcel Brugger
(Notary or other officer)

ACTIVITIES (III)

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Swiss National Tourist Office

New York

Chicago

| | | | |
|--|-------------------------------|----------------|-------|
| 1) <u>Press Releases</u> to: | a) Newspapers | 21 | -- |
| | b) Trade papers & magazines | | |
| 2) <u>Articles</u> placed in newspapers, trade papers and magazines | | 1098 | -- |
| 3) <u>Ads</u> placed in newspapers | | 39 | -- |
| 4) <u>Free transportation</u> provided within Switzerland to travel agents, travel writers, reporters | | 34 pers. | -- |
| 5) <u>Visits</u> to and from travel editors | | 41 | 28 |
| 6) <u>Free information</u> on travel, education, transportation to private persons and travel agents | | | |
| | a) over counter or telephone | 44934 | 5955 |
| | b) through correspondence | 50426 | 4441 |
| 7) <u>Distribution of travel literature</u> to travel agents, individuals, teachers and school children upon request | | | |
| | a) folders of resorts | approx. 240000 | 25000 |
| | b) posters | 8178 | 1450 |
| | c) mounted photos for display | 106 | -- |

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| | <u>New York</u> | <u>Chicago</u> |
|--|-----------------|----------------|
| 8) <u>Loan</u> of lantern slides and films to lecturers, schools, clubs and travel agents, upon request | | |
| a) slides | 967 | 348 |
| b) films | 972 | 12 |
| 9) <u>Issuance</u> of railway tickets as a service to travel agencies orders received | 7979 | -- |
| 10) <u>Lectures</u> to schools, clubs and travel organizations pertaining to tourism in Switzerland upon request | 1 | 2 |
| 11) <u>Visits</u> travel agencies | 60 | 10 |
| 12) <u>Visits</u> by travel agents | 38 | 4 |

IV) FINANCIAL INFORMATION14 (a) Receipts - MoniesSwiss National Tourist Office, New York

| <u>Date:</u> | <u>From whom:</u> | <u>Purpose:</u> | <u>Amount:</u> |
|--------------|-------------------|------------------|----------------|
| July | SNT0, Zurich | Current expenses | \$ 54'098'64 |
| August | " " | " " | 39'810.-- |
| September | " " | " " | 14'108.87 |
| October | " " | " " | 1'509.20 |
| November | " " | " " | 66'000.-- |
| December | " " | " " | 21'416.63 |
| | | TOTAL | \$ 196'943.34 |

Subagency Chicago

| <u>Date:</u> | <u>From whom:</u> | <u>Purpose:</u> | <u>Amount:</u> |
|--------------|-------------------|------------------|----------------|
| July | SNT0, New York | Current expenses | \$ 452.-- |
| August | " " | " " | 357.60 |
| September | " " | " " | 360.89 |
| October | " " | " " | 909.85 |
| November | " " | " " | 230.35 |
| December | " " | " " | 876.07 |
| | | TOTAL | \$ 3'186.76 |

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Item 15 (a) DISBURSEMENTS-MONIES

| <u>Date payment was made</u> | <u>Name of person to whom payment was made</u> | <u>Purpose for which payment was made</u> | <u>Amount of payment US-\$</u> |
|------------------------------|---|---|--------------------------------|
| July 1st | Bruno Baroni | salary | 12.636.29 |
| to | Willy Isler | " | 2.876.14 |
| December 31 | Max Lehmann | " | 8.222.15 |
| 1972 | Paul Fueglistler | " | 8.859.46 |
| | René Gutzwiller | " | 7.696.63 |
| | Robert Waser | " | 7.063.86 |
| | Urs Zoebeli | " | 5.957.64 |
| | Hans-Rudolf Meier | " | 6.331.50 |
| | Rico Cavegn | " | 6.147.03 |
| | Robert Hager | " | 5.285.50 |
| | Erich Buehlmann | " | 5.360.18 |
| | Raoul Sommer | " | 5.032.16 |
| | Peter Dietschi | " | 4.773.18 |
| | Bruno Rindlisbacher | " | 5.100.26 |
| | Veno Triacca | " | 3.132.47 |
| | Urs Scheidegger | " | 2.461.53 |
| | Gody Egli | " | 1.089.16 |
| | Kathrin Beyeler | " | 2.744.31 |
| | Eliane Blardone | " | 3.212.91 |
| | Eveline Cunningham | " | 3.634.19 |
| | Denise Bourqui | " | 842.76 |
| | Brigitte Geering | " | 2.528.28 |
| | Milena Diviani | " | 1.727.45 |
| | François Frochoux | " | 897.28 |
| | Annemarie Hirsig | " | 842.76 |
| | Elsbeth Luessi | " | 870.21 |
| | Sylvia Maeder | " | 2.096.22 |
| | Silvia Rindlisbacher | " | 2.615.47 |
| | Michael Rowback | " | 3.432.40 |
| | Mario Saavedra | " | 3.290.53 |
| | Richard Seitz | " | 3.906.26 |
| | Eva Steiger | " | 2.960.33 |
| | Irene Siegrist | " | 428.20 |
| | Carlos Velez | " | 3.150.75 |
| | Bernadette Wigert | " | 1.141.51 |
| | Corinna Wagner | " | 438.88 |
| | | | <u>138.785.84</u> |
| | Rent, Insurance, Cleaning, Heating etc. | | 61.108.33 |
| | Office supplies etc. | | 25.083.17 |
| | Advertising | | 3.294.94 |
| | Publicity a) window displays | 6.138.30 | |
| | b) moving pictures | 6.664.03 | |
| | c) printings, costs of folders, leaflets etc. | <u>1.321.50</u> | 14.123.83 |
| | Publ.Rel. a) articles by our PR-consultant | 3.250.10 | |
| | b) press releases & radio scripts | 5.252.20 | |
| | c) receptions for travel agents & club activities | <u>10.582.43</u> | 19.084.73 |
| | Traveling duties of staff | | 4.508.42 |
| | Mailing, custom duties & brockering fees | | <u>20.821.46</u> |
| | | | <u>148.024.88</u> |
| | | | <u>US-\$ 286.810.72</u> |

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Agency San Francisco

US-\$ 37.000.00

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Our advertising agency

Wyse Advertising
845 Third Avenue
New York, N.Y. 10022

Our PR consultant

Joseph Gould Assoc.
155 East 44th Street
New York, N.Y. 10017

Item 15 (a) DISBURSEMENTS-MONIES FOR SUBAGENCY CHICAGO

| <u>Date payment was made</u> | <u>Name of person to whom payment was made</u> | <u>Purpose for which payment was made</u> | <u>Amount of payment US-\$</u> |
|----------------------------------|--|---|------------------------------------|
| July 1st to | Walter Bruderer | salary | 6.239.75 |
| December 31 | Maya Baier | " | 2.369.62 |
| 1972 | | | <u>8.609.37</u> |
| | Rent, Insurance, Cleaning, Heating etc. | | 3.119.24 |
| | Office supplies etc. | | 978.38 |
| | Publicity: window displays | | 45.00 |
| | Public Rel.: receptions for travel agents & club activities | | 228.14 |
| | Traveling duties of staff | | 601.70 |
| | Mailing, custom duties & brockorage fees | | 1.357.83 |
| | | | <u>6.330.29</u> |
| | | | <u>US-\$ 14.939.66</u> |