

CHARLES VON LOEWENFELDT & ASSOCIATES

PUBLIC RELATIONS

REGISTRATION NO. 810

THE NEWS BUILDING  
814 MISSION STREET  
SAN FRANCISCO 3, CALIFORNIA

YUKON 2-1900

August 30, 1954

Japan Air Lines Company, Ltd.  
45 Grant Avenue  
San Francisco, California

ATT: Mr. N. Matsumura

Gentlemen:

This is to confirm our agreement whereby Japan Air Lines Company, Ltd. herewith retains Charles von Loewenfeldt as public relations counsel to plan, project and direct a continuing program of public relations and publicity in behalf of Japan Air Lines.

It is understood that with the assistance of his associates and staff, the undersigned will be responsible for the coordination of all public relations activity incidental to the promotion of Japan Air Lines in the United States and elsewhere as desired by Japan Air Lines. Working in cooperation with U.S. headquarters personnel of JAL in San Francisco, at the head office in Tokyo, the district offices in Honolulu and Los Angeles, and the regional office in New York, von Loewenfeldt and staff will continue the development and projection of public relations activity aimed at full utilization of the various news media and avenues of public communication for Japan Air Lines.

This agreement is to be effective September 1, 1954 and is to continue in force for a period of one year. It is agreed that Charles von Loewenfeldt is to receive from Japan Air Lines a monthly retainer of eight hundred and thirty-three dollars (\$833.00) billed in the amount of \$500 per month for public relations services plus \$333 per month to cover publicity staff overhead.

It is further understood that Japan Air Lines is to be billed each month for production costs incidental to the public relations program such as for postage, telephone, messenger service, reproduction, travel and other out-of-pocket operational costs. All production costs will be itemized and billed at actual cost.

Should this letter conform with your understanding of our agreement, it will serve as the contract between Japan Air Lines Company, Ltd. and Charles von Loewenfeldt. Kindly indicate your acceptance of this agreement by having an officer of Japan Air Lines sign one copy of this letter and return it to us for our files.

It goes without saying that Charles von Loewenfeldt and those associated with him have considered it a privilege to work with and for Japan Air Lines during the past year. We have been proud of our relationship to you and because of that high regard we have endeavored to do our utmost in your behalf. We shall continue to do so.

Respectfully,

s/ CHARLES von LOEWENFELDT

Charles von Loewenfeldt

ACCEPTED:  
FOR JAPAN AIR LINES COMPANY, LTD.

S/ Y. KOJIMA

August 31, 1954  
(date)

RECEIVED  
JAN 26 1954  
JAPAN AIR LINES COMPANY, LTD.  
TOKYO, JAPAN

RECORDED 810