

UNITED STATES DEPARTMENT OF JUSTICE

WASHINGTON, D. C.

**FILED**

FEB 3 1961

Registration Section  
DEPARTMENT OF JUSTICE

SUPPLEMENTAL REGISTRATION STATEMENT

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

REGISTRATION No. 810

For Six Months Period Ending January 5, 1961  
(Insert date)

1. (a) Name of Registrant.

CHARLES VON LOEWENFELDT, INCORPORATED

(b) All other names used by Registrant during the period.

NONE

(c) Address of principal office.

860 California Street  
San Francisco 8, California

(d) Name of person or persons in charge of principal office.

Charles von Loewenfeldt, president

3. If Registrant is a nonbusiness membership organization, state—

(a) Approximate number of members in the United States Inapplicable

(b) Approximate number of members outside the United States II

4. (a) All persons who became partners, officers, directors, and similar officials of Registrant during the period.

Name and address of official	Date connection began	Position, office, or nature of duties
Gray Creveling 75 West Clay Park San Francisco, Calif.	September 1, 1960	Executive Vice President Charles von Loewenfeldt, Inc.

(b) All persons who ceased to be partners, officers, directors, or similar officials of Registrant during the period.

Name and address of official	Date connection ended	Reason for ending connection
NONE		

5. (a) All branches and local units of Registrant and all other component or affiliated groups or organizations which began to operate during the period.

<i>Name and address of branch, unit, group, or organization</i>	<i>Nature of connection with Registrant</i>	<i>Name and address of person in charge</i>
Charles von Loewenfeldt, Inc. 610 Fifth Ave., New York, N.Y.	Branch Office	Donald C. Langley
Charles von Loewenfeldt, Inc. 513 West 6th St., Los Angeles, Cal.	Branch Office	Robert N. Joyce
Charles von Loewenfeldt, Inc. 2171 Kalakaua Ave., Honolulu, Hawaii	Branch Office	Johnny Hayasaka

- (b) All branches and local units of Registrant and all other component or affiliated groups or organizations which ceased to operate during the period.

<i>Name of branch, unit, group, or organization</i>	<i>Reason operations ceased</i>
NONE	

NONE

6. All persons who at any time during the period were foreign principals of Registrant.

<i>Name and principal address</i>	<i>Is person still a foreign principal of Registrant?</i>	<i>If not, give date connection ended</i>
Japan Air Lines Co., Ltd. 45 Grant Avenue San Francisco, California	YES	
Japan Trade Center 531 Sutter Street San Francisco, California	YES	
United Arab Republic State Tourist Administration 3001 Pacific Ave., San Francisco, Cal.	YES	

7. Describe fully all activities of Registrant during the period for or in the interests of each foreign principal named under item 6.

JAPAN AIR LINES CO., LTD. - Public relations counsel; handle publicity activity of this company in connection with its international air service; dissemination of press releases and other informational material (not advertising) to news media in U.S., Canada, South America and Europe.

JAPAN TRADE CENTER - Function as public relations counsel assisting in development of activity to promote knowledge in the United States of Japanese products manufactures for export; prepare and disseminate press releases, etc. having to do with information on Japanese products; also occasional preparation of advertising covering announcement of product exhibitions held in the United States.

UNITED ARAB REPUBLIC - Tourism Promotion - Function as public relations counsel assisting in development of programs for the development of tourism from western United States to the United Arab Republic; preparation and dissemination of news releases and other information material exclusively related to tourist promotion.

8. Describe briefly all other businesses, occupations, and public activities in which Registrant engaged during the period.

General operations of a public relations agency serving industrial commercial and non-profit organizations. With the exception of foreign principals discussed herein, agency's clients have been confined to American enterprises mainly on the West Coast.

9. Furnish the following information as to all employees and other individuals except those named under item 4, who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6:

(a) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have previously been filed.

<i>Name and address of employee or other individual</i>	<i>Nature of any changes during period in activities for Registrant or its foreign principals</i>	<i>Has connection with Registrant ended?</i>
Charles von Loewenfeldt 230 Forbes Avenue San Rafael, California	None	
Helen Laverty 5848 Birch Court Oakland, California	None	
Richard A. Diespecker 26 Grijalva Drive San Francisco, California	None	
Donald C. Langley 229 E. 80th St New York, New York		
Robert N. Joyce 1509 Delhaven W. Covina, California	None	
Johnny Hayasaka 1521-3 Ala Wai Blvd., Honolulu, Hawaii	None	

(b) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have not been previously filed.

<i>Name and address of employee or other individual</i>	<i>Nature of services or assistance rendered</i>	<i>Has connection with Registrant ended?</i>
Gray Creveling 75 West Clay Park San Francisco, Cal.	Office Administrator	

10. Furnish the following information as to Registrant's receipts and expenditures during the period covered by this statement. The information may, if Registrant desires, be furnished for Registrant's latest semiannual fiscal period, provided the period covered is indicated and future statements are furnished on the same basis:

(a) All amounts received during the period directly or indirectly from each foreign principal named under item 6, itemized as follows:

<i>Date funds received</i>	<i>Name of foreign principal from whom funds received<sup>1</sup></i>	<i>Purposes for which received<sup>2</sup></i>	<i>Amount received<sup>3</sup></i>
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(See attached detailed description of funds received)

(b) All amounts received during the period from other sources to be used directly or indirectly for or in the interests of any foreign principal named under item 6, itemized as follows:<sup>4</sup>

<i>Date funds received</i>	<i>Name of person from whom received<sup>1</sup></i>	<i>Purposes for which received<sup>2</sup></i>	<i>Amount received<sup>3</sup></i>
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NONE

(c) All expenditures made during the period directly or indirectly for or in the interests of each foreign principal named under item 6, itemized as follows:<sup>5</sup>

<i>Date payment was made</i>	<i>Name of person to whom payment was made<sup>1</sup></i>	<i>Purposes for which payment was made<sup>2</sup></i>	<i>Amount of payment<sup>3</sup></i>
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(See attached detailed description of expenditures made in interests of foreign principals)

<sup>1</sup> Include all amounts so received, whether received as compensation, loans, contributions, subscriptions, fees, dues, subsidies, or otherwise.

<sup>2</sup> Receipts from or payments to a person amounting to less than \$200 for the period may be combined with other like amounts, provided the source or disposition of the funds, as the case may be, is clearly indicated.

<sup>3</sup> Where funds were received or paid, as the case may be, for various purposes, such purposes shall be listed in reasonable detail.

<sup>4</sup> Show separately the amount received or paid, as the case may be, for each purpose listed under the preceding column.

<sup>5</sup> Include all transfers of funds to any foreign principal.

11. (a) Speeches, lectures, talks, and radio broadcasts arranged or sponsored by Registrant or delivered by officials or employees of Registrant, during the period.

<i>Name of person by whom delivered</i>	<i>Number of speeches, lectures, and talks delivered</i>	<i>Number of radio broadcasts delivered</i>
NONE	NONE	NONE

(b) Publications prepared or distributed by Registrant, or by others for Registrant, or in the preparation or distribution of which Registrant rendered any services or assistance, during the period. (Indicate each type of publication by an "X.")

(1) Press releases . . . . . <u>  X  </u>	(8) Circulars . . . . . _____	(15) Lantern slides . . . . . _____
(2) News bulletins . . . . . <u>  X  </u>	(9) Form letters . . . . . _____	(16) Still pictures . . . . . <u>  X  </u>
(3) Newspapers . . . . . _____	(10) Reprints . . . . . _____	(17) Posters . . . . . _____
(4) Articles . . . . . <u>  X  </u>	(11) Copies of speeches, lectures, talks, or radio broadcasts . . . . . _____	(18) Photographs . . . . . <u>  X  </u>
(5) Books . . . . . _____	(12) Radio programs . . . . . _____	(19) Charts . . . . . _____
(6) Magazines . . . . . <u>  X  </u>	(13) Radio scripts . . . . . _____	(20) Maps . . . . . _____
(7) Pamphlets . . . . . <u>  X  </u>	(14) Moving pictures . . . . . <u>  X  </u>	(21) Other publications . . . . . _____

(c) Preparation and distribution of publications referred to in answer to (b) above.

<i>Description of publication</i>	<i>By whom written, edited, or prepared</i>	<i>By whom printed, produced, or published</i>	<i>By whom distributed</i>
Press releases, etc.	Registrant	Registrant	Registrant
TRADE WITH JAPAN (4-page monthly mag)	"	Japan Trade Center	Japan Trade Center
PACIFIC COURIER (4-page monthly mag)	"	Japan Air Lines	Japan Air Lines

(d) Compliance with the filing, labeling, and reporting provisions of Section 4 of the Foreign Agents Registration Act of 1938, as amended, and Rules 400-403 thereunder.

(1) Were copies or summaries of all communications and publications referred to in answer to (a) and (b) above filed with the Department of Justice and the Librarian of Congress? If not, explain why copies or summaries of any such communications and publications were not filed.

Yes

(2) Were all such communications and publications labeled in accordance with Section 4 and Rules 400-403? If not, explain why any such communications and publications were not so labeled. (None of the material prepared and disseminated by Registrant falls in the category of "political propaganda.")

(3) Were reports of the delivery, distribution, or other dissemination of all such communications and publications made to the Department of Justice in accordance with Section 4 and Rules 400-403? If not, explain why any such reports were omitted.

Yes

12. (a) Any changes during the period, not fully described above, in Registrant's affiliations, associations, or other connections with foreign governments, foreign political parties, or officials or agencies thereof.

*Name of government, party, or official,  
or agency thereof*

*Nature of changes during period in Registrant's  
connections therewith*

NONE

- (b) Any changes during the period in Registrant's pecuniary interest in or control over partnerships, corporations, associations, or other organizations or combinations of individuals.

*Name of organization or  
combination*

*Nature of changes during period in  
Registrant's ownership or other  
pecuniary interest*

*Nature of changes during period in any  
direction or control exercised  
by Registrant*

NONE

13. (a) Any changes during the period in the ownership of or supervision, direction or control over Registrant by any organization, group, or individual.

*Name of organization, group,  
or individual*

*Nature of changes during period in ownership,  
supervision, direction, or control*

NONE

(b) Any subsidy or other financial assistance received by Registrant during the period directly or indirectly from—

Any individual who is a citizen of, or resides in, a foreign country.

Any organization created in, or under the laws of, any foreign country or having its principal place of business in a foreign country.

Any foreign government or foreign political party, or any official or agency thereof.

*Name of person from whom subsidy or financial assistance received*

*Nature and amount of subsidy or financial assistance*

NONE

**14. File the following exhibits with this statement:**

*Short Form Registration Statement* - File a Short Form Registration Statement, on the printed form provided therefor, for each of the following persons for whom a Short Form Registration Statement (formerly Exhibit A) has not previously been filed:

(a) All partners, officers, directors, and similar officials of Registrant.

(b) All employees or other individuals who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6.

*Exhibit B.*—File a copy of any changes during the period in the agreement, arrangement, or authorization (or if not in writing a written description thereof) pursuant to which Registrant is acting for, or receiving funds from, each foreign principal named under item 6.

*Exhibit C.*—File an Exhibit C, on the printed form provided therefor, for each foreign principal named under item 6 for whom an Exhibit C has not previously been filed.

*Exhibit D.*—If Registrant is a nonbusiness organization, file a copy of any changes during the period in its charter, constitution, bylaws, or other instruments of organization.

*Exhibit E.*—File a copy of the agreement or arrangement (or if not in writing, a written description thereof) between the Registrant and each business firm or other organization named under item 11 (c), and copies of all changes during the period in similar contracts previously filed.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this 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 Exhibit A insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

*Charles von Loewenfeldt*  
.....  
(Signature)

Charles von Loewenfeldt, president

(Both copies of this statement shall be signed and sworn to before a notary public or other person 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 statement shall be signed and sworn to by the duly authorized representative of the Registrant.)

.....  
(Signature)

.....  
(Signature)

.....  
(Signature)

Subscribed and sworn to before me at SAN FRANCISCO, CALIFORNIA

this 1st day of February, 1961

*Louise C. Renoux*  
.....  
(Signature of notary or other officer)

LOUISE C. RENOUX

My commission expires APRIL 26, 1961 1961



CHARLES VON LOEWENFELDT, INCORPORATED

PUBLIC RELATIONS

(for Six Months Period Ending January 5, 1961)

REGISTRATION No. 410

10. (a) (continued)

	<u>Date Funds Received</u>	<u>Foreign Principal From Whom Received</u>	<u>A M O U N T S</u>	
			<u>Fees</u>	<u>Production Costs</u>
1960	June 15	Japan Trade Center	\$	\$ 262.48
	June 30	"	1400.00	
	July 15	"		680.55
	July 15	"		610.00
	July 15	"		559.72
	July 21	"		322.00
	July 29	"		682.00
	July 31	"	1400.00	263.76
	July 31	"		1042.00
	August 15	"		1999.00
	August 15	"		89.20
	August 15	"		1285.25
	August 31	"	1400.00	957.98
	September 15	"		244.49
	September 15	"		734.74
	September 15	"		196.65
	September 30	"		54.25
	September 30	"	1400.00	442.85
	October 15	"		1838.27
	October 31	"	1400.00	423.15
	November 4	"		1741.95
	November 18	"		1367.04
	November 18	"		659.01
	November 18	"		169.52
	November 30	"	1400.00	5617.46
	November 30	"		2123.65
	December 15	"		1548.52
	December 15	"		999.88
	December 15	"		782.61
	December 31	"	1400.00	45.99
	December 31	"		414.21
	December 31	"		747.78
			\$9800.00	\$30089.72

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GRAND TOTAL \$39889.72

CHARLES VON LOEWENFELDT, INCORPORATED

PUBLIC RELATIONS

(For Six Months Period Ending January 5, 1961)

REGISTRATION No. 810

10. (a)

	<u>Date Funds Received</u>	<u>Foreign Principal From Whom Received</u>	<u>A M O U N T S</u>	
			<u>Fees</u>	<u>Production Costs</u>
1960	June 30	Japan Air Lines	\$ 1562.00	\$ 6549.29
	July 15	"	1050.00	1616.73
	July 31	"	2892.50	1869.71
	August 15	"	1433.20	3936.66
	August 31	"	2892.50	3165.98
	September 15	"	1490.00	4821.40
	September 22	"		5779.40
	September 30	"	2892.50	2270.60
	October 15	"	1957.50	6680.30
	October 31	"	2892.50	3227.08
	October 31	"		519.31
	November 15	"	2040.00	912.30
	November 15	"		3999.97
	November 30	"	2892.50	
	December 15	"	2040.00	3374.97
	December 31	"	2892.50	2895.33
			\$28927.70	\$51619.03

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GRAND TOTAL \$80546.73



CHARLES VON LOEWENFELDT, INCORPORATED

PUBLIC RELATIONS

(For six Months Period Ending January 5, 1961)

REGISTRATION No. 810

10. (c) detailed description of expenditures made for foreign principals - from funds received under "production costs" as listed in 10 (a)

For Japan Air Lines:

Traveling expenses, hotel, insurance, etc.	\$14403.17
Telephone & telegraph	4006.28
Typing, mimeo, secretarial	1095.80
Messenger Service	1111.70
Supplies	4884.37
Photos, mats, artwork	4341.15
Clippings & subscriptions	972.44
Entertainment	891.92
Printing	19345.59
Postage	566.65
	<u>\$51619.03</u>

For Japan Trade Center:

Travel Expenses, hotel, insurance, etc.	\$ 2896.07
Entertainment	25.00
Photos, films, artwork, mats, etc.	3300.82
Clippings and subscriptions	507.01
Telephone and telegraph	1374.38
Messenger service	296.76
Advertising space purchase	9501.65
Printing	10272.85
Supplies	527.43
Postage	464.62
Mimeo, secretarial, typing	923.13
	<u>\$30089.72</u>

FILED

JAN 3 1961

Registration Section  
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