

N E W S - L E T T E R

D E C E M B E R 1 9 9 2

Dear Friends,

Yes, it has again become time for us to brief you on the activities of Simonsen & Sons Ltd. and what has been going on since our last news-letter from November 1992.

Some years ago it was normal procedure that I wrote 2 news-letter a year, but honestly time does not permit me to write more than one a year, because it takes a lot of time, and I think that considering the frequent visits we pay to all our clients and suppliers around the world all the year round, summing up our activities once a year should be sufficient.

Obviously, the news-letters seem to be well received, even though they touch on both personal and business topics, but in general we only get a very positive feed-back, so we will of course continue sending the news-letters, as it has become a kind of tradition. I think that this news-letter is the 7th edition.

This year we made a Danish year. The photo on our X-mas card shows part of Legoland, which you may know, where there are a lot replicas of existing buildings like the British Parliament, the White House in Washington etc., all made from Lego bricks.

In Legoland there are copies of particular Danish houses, also of a very pitoresque part of Skagen, situated at the very top of the penninsular of Jutland, where the Simonsens share a house with three other couples of friends from Copenhagen. This is an old fisherman's house, some 150 years old, which we have renovated ourselves. It is very traditional and beautiful, and it is a house which Lego found worthy of making in Lego bricks in Legoland. It is quite funny that one owns part of a house made in a very accurate copy in Legoland. Only the persons in front of the house are not of the Simonsen breed....

The envelope is very Danish too, and so is the amber present for the ladies.

Anyway, here goes....

FAMILY

The family still does very well, and our small grand-child, Sara, is growing. She is now 2½ years old, and she speaks very well now. She has started chasing her family around, and everyone is jumping when she is ordering. However, it has to come to a halt sometime, otherwise she might go overboard. Anyway, she is still the most beautiful little creature, and she is the apple of my eye. As Maurice Chevalier once sang, " Thank Heaven for little girls...". He might, however, have been thinking of girls older than Sara!!!

Most of the family is busy, and fortunately we have been very busy this year, even though times are tough. But our company is developing well. Actually, it has been good for the stability of our company to have become part of the Thermal Ceramics group, which is again part of The Morgan Crucible Company Plc., of Windsor in the UK, as from May 1, 1991. We have never regretted for one single moment that we joined forces with this group, and we are only benefitting from being part of a large group, what is absolutely necessary these days, as the going is getting tougher and tougher. "You know, when the going gets tough, the tough gets going", or is it the other way round?

The company is not making a fortune, but we are in the black figures, what is essential these days, and I think that one must realize that the golden times of some years ago in the "roaring eighties" have gone, when one could increase a turnover by 10-20% or more a year. Things have generally become tougher not only in the aluminium industry, and one must be happy, as far as I can see it, if one can make ends meet, make a reasonable profit, and have a good life and a good time.

STAFF

The staff has not changed in 1992, and the persons still working in the company are the following:

Morten Simonsen
Sales & Marketing Manager

Klaus Simonsen
Export & Finance Manager

Tove Simonsen
Accounts Manager

Marianna Simonsen
Shipping Manager

Lisbeth Høltzermann
Controller

Marianne Nielsen
Secretary to Morten Simonsen

Charlotte Nielsen
Secretary to Jørgen Simonsen

and myself, Jørgen Simonsen.

Fortunately, we have not had to lay off people. The staff is sufficient for the daily work, and when we have busy times, we just work harder and longer hours.

We have established very good relations between all of us in the company, and I think that this might be one of the reasons for our success. We are all getting along very well, working a hundred percent for each other and for the company, and due to our relatively small size, we are pretty efficient and can act very fast, what I hope that our clients worldwide have noticed and appreciate.

ACTIVITIES

As already mentioned we have been very busy this year. Along the road we have been approved by many smelters worldwide, and as at the same time we seem to be competitive, supplying also first-class products. Our sales volume is increasing, but not necessarily the profit due to the heavy competition and the generally very low prices for aluminium, what of course also have an impact on our profitability.

We have secured very nice and large orders for delivery 1, 2 and 3 years ahead, which create a good foundation for our company.

To most productions it is important to have some orders running for a certain period, as the products get less expensive to produce due to the fact that they can be produced when it is most convenient for the producer. This is also one of the ways in which we can stay competitive, what we generally ask all our clients to notice.

However, generally it has become standard praxis to place annual orders, but also there is a trend towards making 2 and 3 year contracts, in some cases with built-in escalation clauses, what is a great help for us and for our suppliers, irrespective of the products involved.

DENMARK

1992 has been a fantastic year being a Dane.

First we had the "no" to the Maastricht Union (which was not so fantastic in my opinion), secondly in June we had the Royal Silver Wedding, and as the third major event we participated in the European Football (Soccer) Championship in Sweden. Denmark participated as the underdog, none-prepared, as we were only granted permission to participate, because Yugoslavia was excluded due to the problems in Yugoslavia which you are all familiar with.

So we went to Sweden, and those of you interested in football (soccer) have probably watched some of the football matches, and you may also know the result of the European Championships, where we ended up being the champions.

After the "no" to the Maarstrict Union, where some of us were somewhat depressed, we needed something to boost our ego, and we really got it. I do not think that it was taken too well in some countries in Europe that their best football teams lost to a nation, which just voted "no" to the Maastricht Union, and believing that you can separate sports and politics is a misunderstanding. Of course there is a connection, and it was really something for the Danes to win that European championship in that particular situation.

You can hardly imagine, how this championship was celebrated in Denmark. On the day the football players came back to Copenhagen - it was a Saturday with beautiful weather - they were received by 30 or 40,000 people in the "Rådhuspladsen" (Town Hall Square) in Copenhagen. Many, many shops in Copenhagen and all over the country had closed to either participate in the reception themselves or to follow it on television. The shops put signs in their windows saying, "Closed due to happiness". "Closed due to joy". "Closed because we are celebrating with our European Champions" etc. etc.

You have not seen such an euphoria in Denmark, since we were liberated in 1945 after the second world war by the English and American forces. It was almost the same. This particular day, when we became the European Champions, will be part of the Danish history, even though it was only a football match, but that is how it was, maybe also because we are one of the smallest nations in Europe, and it is nice to see every now and then that you can "eat cherries" with the large nations.

Of course it was a pleasure to beat the fantastic Dutch football team, which has been the best in the world for many years, in my opinion, and to beat the French National Team, headed by Michel Platini, and last but not least to beat the Germans, who were the Worldchampions and who always seem to win everything, but NOT this time.

This really made the year for us.

A lot of photos were of course taken during these jubilant days, and I got hold of one, taken during the reception of the soccer team in Copenhagen on that beautiful Saturday in June. This is the photo which you see on the envelope containing this news-letter, and this picture may give you some impression of the euphoria and the happy mood among the Danes.

After we became the Champions, we got congratulations by letter, fax and telex from Poland, South Africa, many from Germany, from England, France, Sweden, Norway, Australia - yes, you name them, we got them.

One of the faxes we got was from the staff of CapeSiborit in Germany. This fax we received the day before we were to play the final match against the Germans and after beating the Dutch team, and it said:

You are red
you are white
you are Danish Dynamite

Congratulations on a wonderful game.
We look forward to making your red
turn into a pale pink on Friday

and what the Germans got were looooong noses, and the writers of the above fax lost a "night out" in Lüneburg to Klaus and Morten.

AIME, INDIAN and AUSTRALASIAN CONFERENCES

During 1992 we have participated in the AIME conference in San Diego in the States. As usual it was an experience and nice to meet friends from the aluminium industry and colleagues from the various suppliers of material for the aluminium industry at these two conferences, but still the AIME conference is by far the best, regular one, taking place once a year, because it is the one in which most people participate.

However, by the end of October Morten participated in the Australasian Aluminium Conference in Sydney, and it is a very good conference too. It has some advantages to the AIME conference, because only a limited number of people participate, and thus you have a much better chance of getting close to most of the participants.

We are now of course preparing for the next AIME conference in Denver at the end of February 1993, and we look forward to meeting many of you there, as we hope that there will be a large participation, even though some smelters seem to send only very few people, because of the bad times, where everyone has to save money.

ALUMINIUM PRICES

About a year ago I read in "The Economist" the following predictions regarding the aluminium-prices for the coming years:

1991	-	average	USD 1,400.-/ton
1992	-	-	- 1,400.-/-
1993	-	-	- 1,575.-/-
1994	-	-	- 1,675.-/-
1995	-	-	- 1,850.-/-

This only shows how absolutely wrong many of these specialists are. I think that we can all agree that an average price in 1992 of USD 1,400.-/ton would have been very nice.

Also a price of USD 1,575.-/ton next year would be excellent, but who believes in such a price? One can only hope!

RUSSIA

In the Financial Times dated Tuesday, September 22 1992, Mr. Horst Peters, General Manager, Technology Marketing, of VAW Aluminium said, on a conference in Norway on September 21, that the Russian aluminium industry needed some \$6.6 billion to update their aluminium smelters. Mr. Peter's idea was that it was better to construct three new smelters, each with a capacity of 400,000 tons.

It is quite obvious that the Russians are facing large problems both concerning energy supply, as much of the energy comes from outdated Nuclear Power Stations, of which some, according to the press, are in a very miserable condition.

As an example the one in Tjernobyl can be mentioned, which caused us in this part of the world quite a headache a few years ago.

The Russians have not been renowned for putting much money in running clean, healthy productions, and therefore I personally believe that Mr. Peters is absolutely right in his statement that it is better to spend the money on new productions, especially because we in our part of the world live very close to the Russians.

We do not want the Russians to pollute and ruin the environment more than it has been the case during the some 70 years of the communist regime, which has been a disaster for Russia, and it could also have been for us in the Western part of Europe, if the Russian system had not collapsed a few years ago.

Mr. Peter also stated that the total capacity of 3.8 million tons in Russia was physically outdated, due to the fact that they use old technologies with unattractive technical parameters and that the smelters are not able to meet existing Russian pollution standards, and if environmental laws were enforced nearly all the smelters in Russia would have to close down or to substantially reduce production.

So also the Russians are suffering right now, and this again proves, how important it is always to try to be in the front concerning new technologies and new developments, as only the smelters which have the best, newest, less polluting and most efficient technologies, are the ones, who, in my opinion, will survive in the long run.

MOSCONI - ITALY

We have now been dealing with Mosconi since we started our company, i.e. on December 1, 1984, meaning that our company is now close to 8 years old. At the beginning Mosconi did not machine the bricks and they did not have a very large production, mainly supplying the domestic Italian industry.

In an excellent cooperation between Mosconi and ourselves, the quality control and the quantity produced have increased over the years, and it was a great pleasure for us that on the 21st of September 1992 Mosconi was awarded a certificate from CICS of Stoke-on-Trent, England, confirming that Mosconi has received accreditation to the ISO-9002 standards.

This has meant hard work for Mosconi, but now it is definite that the quality and the quality control executed by Mosconi are according to international standards, and had Mosconi not been doing a very good job, making the necessary manuals, which are strictly followed in all details concerning selection of raw materials, producing and quality controlling the bricks, they would never have got the approval.

Mosconi is the first producer in the world, producing light insulating bricks, to get the ISO-approval, so it is kind of a milestone in the refractory business in which we move around.

It has been a great pleasure that the efforts of the Italians have meant that they have achieved such a result within a relatively short time. As Winston Churchill would have put it, "Never have so few achieved so much in such a short time".

This information has been received well by all our clients worldwide, and there is no doubt that this is the only way to go to make sure that the products are right from the supplier's side.

In the future probably only smelters who take advantage of producers being approved according to the ISO-standards will be able to become accepted as ISO-9000 suppliers themselves.

Also it takes a burden away from the shoulders of the clients, as they know that having a ISO-9002 approved producer, they do not need to worry about the quality of the products supplied.

We still have a lot of success with the double sized bricks, like for example

230 x 230 x 64 mm,
250 x 250 x 64 mm,
220 x 220 x 60 mm etc.

which we are supplying to various smelters worldwide. Double bricks means

faster laying,
fewer joints and thus
a better insulation,

and this has been an advantage which a lot of smelters have appreciated.

We plan to publish a new MSDS (Material Safety Data Sheet) for the Mosconi bricks as from January 1993, and we are also now preparing new data sheets, as the quality has also been improved.

We are of course also looking forward to introducing new qualities into the market place, of which we will keep you informed successively. These innovations will - as usual - only be for the primary aluminium industry, and we expect to have some results within the next 6 months, as far as we can judge right now.

Enclosed you will find a copy of the Mosconi ISO-9002 certificate.

CAPE BOARDS SIBORIT GMBH - LÜNEBURG

Being our supplier for 8 years, CapeSiborit is the world's best producer of calcium silicate boards today. CapeSiborit in Germany has not yet received accreditation to the ISO-9002 standards. But all the preparations are taking place, and we expect to have the approval of our light calcium silicate boards, INSULITE 1900, and also for the heavy calcium silicate boards for cast house application around mid 1993.

The CapeSiborit boards have several advantages:

1. The boards are not brittle, meaning that when our boards are installed in the bottom of the pots, they do not break, when the pot-relining staff walks on them, as they have a built-in flexibility, what we call the FLEX-FACTOR.
2. The boards can be supplied in sizes up to 1.5 x 1.25 meters (approx. 59" x 49"), and still they are very easy to handle, even though two persons are needed to place such large boards in the pots.
3. Due to the large shapes, tailor-made by CapeSiborit, you can make a complete lining in a large pot within less than one hour.

That is something that no one else can offer, and therefore we are also today the world's leading supplier of calcium silicate boards for all the smelters and aluminium groups, specifying calcium silicate boards for bottom insulation in their pots.

CapeSiborit also supplies us heavy calcium silicate boards for certain markets. They will in the future be marketed under the CapeSiborit names, like for instance

MONALITE M1-L,	MONALITE M1,
MONALITE G3,	MONALITE 1000 and
DURATEC	

In certain countries, where they will also be marketed under our own brand names

ULTRA-FLOW L,	ULTRA-FLOW and
ULTRA-FLOW PLUS	

Also concerning heavy boards we have the best supplier in the world, being able to supply at competitive prices, and from the beginning of 1993 we will also be able to supply machined parts and of course flat boards for the areas in which we are representing CapeSiborit.

We will go stronger into the sales of these products, as it is obvious when visiting the smelters, it is convenient also to have a talk with the cast house people about these heavy boards.

KRAMER

Kramer in Düsseldorf is our supplier of vermiculite boards. During the years we have sold quite a substantial number of VERMILITE 2000 vermiculite boards to various smelters. However, after two years during which we have not been able to supply an appropriate quality of high density vermiculite boards from Kramer, Kramer has now developed a new quality called

PROLITE G-13

This quality is now in regularly production, and we expect a good sales of these boards to the smelters using that kind of product.

JAPANESE INSULATION BRICKS

We have successively achieved a relatively good foothold in the market for the Japanese, diatomaceous bricks for clients with special requirements concerning strength in the Americas and the Middle East.

The bricks are sold under the brand names JAI-70 and JAI-75. The quality control, the quality and the appearance of the bricks are excellent.

REFRACTORY BRICKS

Among other we are marketing a quality of refractory bricks called SIALTO NB. It is a first-class fireclay brick, which is an excellent barrier brick and which we are selling to various European smelters. It has very

tight tolerances, and
a porosity between 12 to 14%,

and it generally meets all the requirements for a first-class barrier brick. It is mainly sold in Europe due to prohibitive transport costs because of the high density.

We are also in certain markets supplying refractory bricks from South Africa for carbon bakers, which are also approved according to ISO-9002.

From an English supplier we deliver firebricks, also for usage as barrier bricks for certain technologies, which are also ISO-9002 approved.

Another refractory producer supplies us Pechiney approved bricks according to the Pechiney BRO-specification.

Data sheet for all Refractory Bricks available upon request.

THERMAL CERAMICS

Thermal Ceramic's insulating firebricks are also sold by us to the industry for back-up lining in carbon bakers, which is an ideal area for using this type of brick, and these American and Italian produced bricks are already working well in many smelters worldwide.

ISO-STANDARDS

As indicated under the paragraphs "MOSCONI - ITALY", "CAPE BOARDS SIBORIT GMBH - LÜNEBURG" and in connection with some of our refractory bricks suppliers, the ISO-standards are important for any producer of products anywhere in the world.

We keep pushing our suppliers to get accreditation to the ISO-standards, and we are slowly improving, and we expect all our suppliers to be approved ISO suppliers by the end of 1993. We work hard on it, and we have come some steps ahead, but not enough. All our suppliers must and will be ISO-9002 approved within shortly.

SIMONSEN - UK and REFRACT GMBH

For some years we had a company in England called SIMONSEN & SONS (UK) LTD., which handled especially our sales to English clients.

However, having become part of the Thermal Ceramics group, we have decided to stop the activities of Simonsen & Sons (UK) Ltd. as from January 1, 1992, and all our activities are now handled by one of the Thermal Ceramics affiliates in the UK. This makes things more efficient and of course reduces our administration costs, what is necessary nowadays in order to keep them to a minimum thus helping us to stay competitive.

In Germany we have for many years had a company called REFRACT GMBH, which was used mainly for sales to certain areas in Africa and the Middle East, but as the political situation has changed in certain countries, we decided also to dissolve our activities in Refract GmbH as from July 1 1992.

Refract GmbH still exists as a company, but is no longer active, and all sales to any client as from July 1, 1992, and definitely from January 1, 1993, will be handled through our main office in Denmark. This is also a matter of rationalization giving the clients a better service and an attempt to stay competitive in order to keep the costs down.

However, if needed for political reasons we can easily establish an office in Germany again, and we definitely will do it if we have to, but not before.

BANKS

Due to the fact that we have stopped our activities through our affiliate in Germany, Refract GmbH, we no longer cooperate with German banks.

DEN DANSKE BANK A/S in Aarhus, which is our main contact is doing a good job for us, and they are considerably more efficient than the banks we did business with in Germany. Therefore we have distributed letters to all our clients, who used to transfer their money to us through Commerzbank AG in New York, as this affiliate is no longer handling payments to our company from America, Australia, Canada etc.

Just for the sake of good order we shall repeat the name and account number of our Bank in New York, which is as follows:

DEN DANSKE BANK
New York Branch
280 Park Avenue
New York
NY 10017
FEDWIRE ABA No.: 026003719
CHIPS ABA No.: 371

Account No.: 4000/1808265

THE ALUMINIUM INDUSTRY

There is definitely a trend in the industry today towards upgrading the existing production facilities according to the latest standards, being more efficient, less energy consuming and less emissions. Among others you will see in America some smelters who are upgrading their facilities, and you also see some smelters who build entirely new smelters in other parts of the world.

During the last years new smelters have been built in the Middle East, Australia and Canada. The next big project will be one of the largest smelters ever built at one time, and that is the new Alusaf project, which is expected to go ahead towards the end of 1992. It will be a 466,000 tons smelter based on Pechiney technology.

Concerning this new smelter and the upgrading of the existing pots in Alusaf's old 175,000 plant in South Africa with the newest technology, the emissions by producing some 600,000 tons of metal will only be about 1/3 of the emissions from the existing 175,000 tons smelter today.

Another interesting figure is that the energy supply for the new smelter will require 3.7 million tons of coal per year - quite a large amount. This smelter will also be built according to the most modern principles and based on what is today considered the most efficient technology, i.e. the Pechiney 300 KA pots.

When such new production is added to the world's aluminium production, it is obvious that some of the older smelters with outdated technology and with high energy prices and maybe scarce source of energy supply will suffer. But I guess that this is the way life is, and it goes for anyone - you have to be in the front line, be the best, both concerning production and quality, and not least concerning costs, as the world gets more and more efficient, and no one wants to pay more than absolutely necessary for anything being produced and sold.

There are some other smelters actual right now in Iran and Venezuela, and who knows if there will not be some more smelters coming up in Canada in the coming years. Maybe even in Scandinavia we will see some extensions and new smelters coming up, whereas I firmly believe that we will not see any new smelters being built on the continent of Europe. I guess and personally feel that the Pechiney Dunkerque smelter was the last new smelter to be built in Europe.

On the contrary you will probably see some smelters close down, and already by the end of this year the Ranshofen smelter, as far as I know built by Hitler for making aluminum for the war machine of the second world war is stopping its production, and maybe some others are about to close down too.

CONTEST

As you may remember we made a contest on page 9 of our last news-letter dated November 1991.

A lot of reactions came from various smelters all over the world, and obviously some smelters have some very old pots. The three smelters which have the longest pot-life in a single pot according to the feedback we got, were the following:

1. HYDRO ALUMINIUM - KARMØY - NORWAY
2. ALUSUISSE - STEG - SWITZERLAND
3. ALUSAF - RICHARDS BAY - SOUTH AFRICA

The Karmøy pot, which brought the first price, to Karmøy has a life of more than 4,000 days. Quite impressive, isn't it?

Thanks for your participation and all the reactions we got. It is nice to see that people read our new-letters and react when we ask for reaction.

DENMARK AND THE COMMON MARKET

On the 2nd of June 1992 a referendum was held in Denmark on the Maarstrict Treaty, the purpose of which it is to tie the members of the Common Market even closer together. So far it seems as if Denmark has been the only country voting against the Maarstrict Treaty. The French voted "yes" with a very tight margin and the Irish with an overwhelming yes-margin.

It is obvious that the Danes felt a little anxious having to be ruled by too many bureaucrats in Brussels. If you are not a member of the EEC, you would be astonished and surprised to learn the things the bureaucrats in Brussels suggest standardized and the regulations they pull above our heads. Unbelievable and often unacceptable.

They obviously spend some of their time on things which are absolutely irrelevant, and I think that it was a proper time for someone to back out of this dominance by the bureaucrats. Of course we do not say "no" to the Common Market, but we want to maintain our individual freedom. The Danes has been a free people for thousands of years. We cannot change overnight, because some politicians want to go into the history of Europe as those who brought Europe together. The Danes as a nation will not suffer due to a few persons' ambitions.

However, I voted "yes" to the union myself, and I was quite disappointed, when I learned the result, but after a while I found that it might do some good that we showed the world, and not least the Common Market, that we have got democracy in Denmark, and that a "no", being it a small "no" or a large "no", is respected by all politicians, even those who went for a "yes". That is democracy, and I think that a few other countries could learn from the democratic system we have got established over the past few hundred years.

Talking about being a member of the Common Market, I got a post card from one of my friends who went to Belgium a few months ago. He sent me the enclosed copied post card, which tells a little bit about, how a perfect European should be.

It is quite a funny thing, and of course "somewhat" exaggerated, but still it is funny, isn't it?

ANTI-POACHING

You might find this point a strange one to include in our news-letter. However, I am personally very fond of animals, and I could never shoot an animal. I never ever owned a gun, and I never, ever will. I use my camera instead, and fortunately I have been to South Africa so many times for so many years, that I have established both a fantastic and close relationship with many South Africans, especially from the Alusaf smelter in Richards Bay in Natal.

During these many visits I have spent time in many different Game Reserves, and going to South Africa so often, at least twice a year, I have learned that there are some serious problems with poachers also in South Africa, even though South Africa, in my opinion, is one of the countries in the entire world which is preserving its wildlife to the greatest extend.

A lot of money is spent on maintaining the Game Reserves, but one of the areas, in which the South African government obviously cannot spend so much money, is on each Game Reserve's own poaching problems. Unfortunately, a lot of rhinos have been shot over the years, because some crazy people use the rhinos' horns as a means to stimulate their virility. This is of course nonsense, and it is sad to see pictures of a baby rhino standing next to her dead mother, which has been shot, because some poachers have shot the mother rhino in order to get in fact very little money for the horn, on which a lot of people in between make a fortune, before it reaches its final destination in the Far East as a crushed powder used for among other things the above mentioned purpose. It is mainly in China, Taiwan and South Korea that the horns are used, and each horn can cost some 12 to 15,000 dollars.

As an example I can tell you that since 1989 poachers have reduced the number of black rhinos in Zimbabwe from 2,000 to 500 species. What a disaster! Now it is seriously considered to cut the horns off the rhinos, in order to prevent them from being shot, as the Rhinos are not attractive for poachers without the horns, but isn't that a sad development? This de-horning campaign in the southern part of South Africa is being supported by WWF (The World Wildlife Foundation) which has decided to spend 400,000 USD on the project. As it is said, "a rhino without a horn is a sad sight, but we prefer a rhino without horn to no rhino at all".

Some people from the WWF even say that people can just kiss the black rhino good-bye. Another example of the terrible prospects of the possibilities of the survival of the rhino is that from the seventies, when there were 70,000 black rhinos, and until today the total number of rhinos has dropped to around 11,000, of which only 3,500 are black rhinos.

During my last trip to South Africa in September, I went to the Omfulozi Game Reserve. It is a Game Reserve where they have got a lot of black and white rhinos, and some of these are taken into cages where some of the species are kept for a while, before they are shipped to Zoos all over the world. It is possible to get quite close to the cages and see and even touch such a mastodon, which can be very furious, and especially the black ones which are very aggressive compared to the white, more calm ones. One gets really impressed by this animal, which has been on the earth for millions of years.

I think that it is sad to imagine that our grand children and grand grand children might not, due to the present development, ever get the possibility of seeing one of these animals alive. Therefore I have gone into anti-poaching and try to collect money from various sources, and anyone I can persuade into spending some money on this project I try to persuade, and with a clear conscience because I know I am supporting a good cause, as it is important to fight poaching.

The money will be spent on the rangers, who are staying in the Game Reserves in the middle of the bush all the year round, 24 hours a day. What these, mainly black, people need are boots, radio communication equipment, binoculars, cameras, tents, socks - yes, anything necessary when you are staying in the bush all the year round. Can you imagine people who are so interested in the animals that they spend most of their lives in the bush and settle close to the animals. They follow them anywhere day and night all year round trying to prevent the poaching.

Also considering the huge areas in which these animals are moving around, the Game Reserves are very large - we talk about thousands of acres - it is understandable that some gear is necessary for the rangers in order to live just a decent life, while protecting the animals.

Should you feel inclined to support this project - you know our address - which I know is coming up at a very difficult time, where people in Yugoslavia, Russia, Somalia etc. need money, you are most welcome, and I shall make sure that any contribution is submitted directly to the right person, the head of the rangers in certain Game Reserves in South Africa, called the "Itala" and the "Umfolozi" Game Reserves, who will make sure that the right equipment for their own people is bought.

Any contribution will be welcomed and believe me it is a good cause. I thank you in advance for supporting this, in my opinion, important project. I shall keep you briefed on our activities in this field "as time goes by".

COLUMBUS - AMERICA

It is funny how one can read in the Danish papers these days that it has now been proved scientifically that it was the Vikings and not Columbus who discovered America !

The Institute of Geological Investigations and The Physical Institute of the University of Aarhus, Denmark, have found firm evidences that the Vikings discovered North America long before Columbus.

Their reason for this statement is that in the northern part of the peninsula of Jutland, namely Skagen, which has previously been mentioned in this News-Letter, the most widespread mussle is the so-called "American Sand Mussle". The geological construction of the tongue of land at Skagen according to the Carbon 14 Dating Method shows that the old sand mussles in Skagen could be several hundred years older than Columbus' date for discovering America. Investigations show that the mussles originate from the year 1275 \pm 20 years.

Danish scientists are absolutely convinced that the mussles came across the Atlantic Ocean from North America at a certain time when someone must have brought them to Europe. And quite evidently these persons seem to be the Vikings.

Originally these mussles were found along the Atlantic Coast from New York to the St. Lawrence River. Initial investigations showed that the mussles came to Europe in the year 1250, many years before the arrival of Columbus in North America.

However, the above seem to confirm that the son of Eric the Red, Leif the Happy, who ruled from 970-1020, must have been to America and brought home some mussle delicacies to at least the northern part of Jutland.

Quite interesting - and it is not a joke !

Scientifically approved evidences can be presented in this respect.



EPILOGUE

Usually, at the end of the news-letters, I try to quote a few special jokes, which I have been collecting during the year. This year we will concentrate a little on the jokes which are running around in Scandinavia, where especially the Norwegians and Swedes make a lot of jokes about each other, and where the Danes are also participating, however, not as much as the Norwegians and Swedes.

So please enjoy yourselves, when you read the below jokes, mainly taken from the Scandinavian Airline's inflight magazine, SCANORAMA:

Swedes and Norwegians have at least one thing in common - they love to poke fun at each other by telling jokes designed to make the other fellow look dumber than a doornail. It's a perennial pastime, the equivalent of the so-called "Polish jokes" that circulate the United States.

There's no harm meant, it's just a kind of game among friends, good for laughs, both the Swedes and Norwegians are quick to point out. But occasionally feathers get ruffled on both sides. Norwegians have accused the Swedes of concocting anecdotes that are often more malicious than funny, while the Swedes counter by saying the Norwegians can't take a joke because they lack a sense of humor and have an inferiority complex.

Some years ago, when the Norwegians thought they had become the butt of far too many jokes, they retaliated by publishing a book that contained 365 Swedish jokes - one for each day of the year.

As sample: A swede goes into a restaurant and orders a pizza. When asked whether he wants it cut into four pieces or eight pieces, he replies: "Cut it in four, I couldn't possibly eat eight".

Curiously enough, the next time I heard this particular joke it turned out to be a Norwegian who had ordered the pizza. And of course a Swede had told the joke.

Although the Jokes are interchangeable, both sides insist that some of them fit better on the other shoe. Here are a few examples of Norwegian jokes, as told by their neighbors across the border:

The plane from Stockholm had landed in Oslo and the stewardess announced: "We've just landed at Fornebu airport in Oslo. Please set your watches back 10 years."

A norwegian entered a restaurant, examined the menu, and asked to place his order. "This Russian caviar," he asked. "What's that?" It's roe, sir - eggs from the sturgeon." "That sounds great," said the Norwegian. "Let me have two - hardboiled."

"Do you know why you can never use Norwegians as elevator operators?"
"No"

"Because they can never learn the route."

"Do you know what's written on the bottom of beer bottles in Norway?"

"No"

"It says: Open at other end."

The Norwegians have also gotten pretty good at playing the Sweden vs. Norway game of insults. Here are some of their favorite jokes about the Swedes:

An American came to Oslo and met a Norwegian.

"Are you Swedish?" the American asked.

"No, I'm Norwegian."

"But you look Swedish."

"Well, I've been sick for two months."

Two Swedish astronauts were sent into space. Several days later one had to leave the capsule to make some repairs. After an hour outside he was ready to climb back in and knocked on the door. "Who's there?" asked the second Swede.

One day Svensson and his son were summoned to the principal's office.

"Mr. Svensson," said the principal, "I asked your son who shot Abraham Lincoln and he replied 'Not me.'" "Well, Sir," said Svensson, "If my son says he didn't do it, then he didn't." After they had left the office, Svensson turned to his son and said: "Tell the truth now, did you do it?"

"Have you heard the one about the Swede who set out to swim the English Channel?"

"No"

"Halfway across he got tired and swam back."

Sometimes Denmark will be included in one of the jokes, but it's always the Swede or the Norwegian, never the Dane, who is the fall guy (how comes?).

I asked a Danish friend of mine if he could explain why the Scandinavian jokes always seemed to poke fun at the Swedes and Norwegians, and not the Danes.

"Who said they were jokes?" he replied. "The stories about the Swedes and Norwegians are all true."

I myself have also come across a few other good jokes during the year, and this summer I read in a Danish paper that an advertisement in a paper in Zimbabwe had the following contents:

The crocodiles in the Mukuvisi Woodlands are fed every Wednesday and Saturday afternoon at 4.30. Please bring your children.

I do not know why you have to bring your children, but one gets a little suspicious.

In the Sydney Morning Herald one could read the following advertisement:

Boomerang Manufacturer - excellent returns.

Yes, I think that you have to have an excellent return, irrespectively of it what business you are in, but the returns are especially important in the boomerang business. Otherwise you would probably not be in that business for long.

I will finish this news-letter by giving you a few verses in English. These are written by a famous Dane called Piet Hein, who is now 80 years old and who also "invented" and described the "Super-elipse".

Many of these so-called grooks which are small verses giving some kind of wisdom to the readers, have been translated into English, and there is some truth in each of these, so I hope that you will enjoy them, too:

FREEDOM

Freedom means
that you're free to do
just whatever
pleases you;
- if of course
that is to say,
what you please
is what you may.

THE UNATTAINABLE IDEAL

We ought to live
each day as though
it were our last day
here below.
But if I did, alas,
I know
it would have killed me
long ago.

PRAYER

Sun that givest all things birth,
shine on everything on earth!

If that's too much to demand,
shine at least on this our land.

If even that's too much for thee,
shine at any rate on me.

THE ETERNAL TWINS

Taking fun
as simply fun
and earnestness
in earnest
shows how thoroughly
thou none
of the two
discernest.

MEMENTO VIVERE

Love while yo've got
love to give.
Live while yo've got
life to live.

Dear friends and dear readers - may I finally thank you all for giving us another good year and a lot of good hours in your company, being it in South America, North America, Australia, The Middle East, Europe etc. Wherever we

have been, we have enjoyed every hour, and we can hardly wait to begin a new year, which we hope will be very prosperous for all of us.

We hope that we may all stay healthy and spend a lot of good hours together too.

Please accept all the warmest regards from the whole family, enjoy your Christmas Holidays, and may you all have a happy New Year.

SIMONSEN & SONS LTD.

Ceramic Industry Certification Scheme Ltd



QUALITY ASSURANCE CERTIFICATE OF APPROVAL

This is to certify that the Quality Management System of

MOSCONI S. R. L.

has been assessed by Ceramic Industry Certification Scheme Ltd
and has been granted approval under the terms of the
Company's Scheme for Supplier Quality Management Systems to
ISO 9002 and Quality Assessment Supplement No. QAS/REF/1
UNI/EN 29002 which relates to the manufacture of

Manufacture and Supply of Thermal Insulation Bricks

at Annicco (Cremona)

The Firm hereby covenants with C I C S to duly observe
and comply with the requirements of the scheduled standards,
the General Rules and with any Regulations for the scheme
which C I C S has established.

Signed for C I C S

A handwritten signature in black ink, appearing to be 'A. Dele', written over a horizontal line.

EXECUTIVE DIRECTOR

Signed for the Firm

A handwritten signature in black ink, appearing to be 'M. Mosconi', written over a horizontal line.

CERTIFICATE No: 92120

DATE of ISSUE: 21st September 1992

DATE of EXPIRY: 20th September 1995 (Issue 1)

C I C S Ltd
QUEENS ROAD
PENKHULL
STOKE-ON-TRENT
ST4 7LQ

TECHNICAL...



...AS A PORTUGUESE

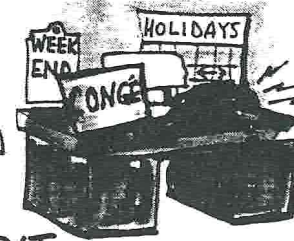
HUMBLE...



...AS A SPANIARD



COOKING... LIKE A BRIT.



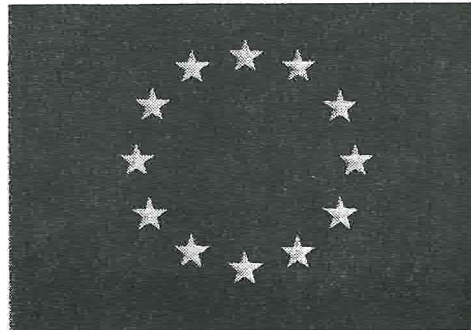
AVAILABLE...

...AS A BELGIAN



...AS AN ITALIAN.

THE PERFECT EUROPEAN



SHOULD BE ...

CONTROLLED...

DRIVING...
...LIKE
THE
FRENCH



FAMOUS...

...AS A LUXEMBOURGER



DISCREET...



...AS A DANE,

GENEROUS...



...AS A DUTCHMAN.

HUMOROUS...



...AS A GERMAN.

SOBER...



...AS THE IRISH.

ORGANISED...



...AS A GREEK.

2 Hugs - Luke
1991