

# Vogelvlucht





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Cover: Holland in Spring

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Dear Reader

Welcome to another edition of *Vogelvlucht*. As we approach our winter season in Australia and New Zealand – Holland is at its best! What a perfect time for a holiday.

There has never been a better time to travel with KLM to Amsterdam. From 01 May 1996 our three flights a week will now depart on Monday, Thursday and Saturday. You will travel in the luxury of the latest 747-400 aircraft from Sydney with a short stop in Singapore and you will be in Amsterdam within 21 hours (no other airline can get you there faster).


And why not make your holiday even more special and sample the delights of KLM World Business Class. As the inventor of Business Class, we have more experience than any other airline in providing the service and comfort that our valued passengers require and deserve, with your own personal video screen, in-seat telephone and the traditional, friendly service that only the Dutch can provide. As a bonus for travelling in our Business Class we shall award you an extra 25% frequent flyer mileage bonus which means on your return to Australia you are able to travel free within the United States or intra Asia on our partner Northwest Airlines or with KLM within Europe to a huge selection of destinations.

For our readers residing in Melbourne, Brisbane and Canberra we have made travelling on KLM even easier. With our recently announced codeshare agreement with Ansett Australia you are now able to check in with Ansett at your local airport and receive your boarding pass right through to your final KLM destination. Your bags will also be checked through.

This month comes with mixed emotions for me personally as my time with KLM Australia and New Zealand has come to a close. Although I am looking forward to my new position with KLM Thailand I am very sad to be leaving the people of KLM Australia and New Zealand and, of course, the many friends I have made within the Dutch Community. The new General Manager for Australia and New Zealand is Mr. Olav Everts, who is currently KLM General Manager Pakistan. I have full confidence that he will continue the close relationship that KLM enjoys with our community.

I hope you enjoy this edition and allow us to welcome you on board a KLM aircraft in the near future.

Vriendelijke groeten

  
Harry Hemmer  
General Manager  
Australia and New Zealand

### KLM sponsors Sterkenberg Exhibition at Sydney Hilton

From 1 June - 11 June 1996 KLM will sponsor an exhibition of Peter Sterkenberg's work at the Sydney Hilton. The upcoming exhibition entitled *Harbours of Asia and Australia*, now and in the past, will display 20 paintings including one of Sydney Harbour. The exhibition is open 7 days a week on the ballroom level of the Sydney Hilton Hotel.

## FACTS & FIGURES

### Bank Holidays

On the following days offices and shops in Holland are closed and public transport runs a limited service:

1 January – New Year's Day  
7/8 April – Easter  
30 April – Queen's Birthday  
16 May – Ascension Day  
26/27 May – Whitsun  
25/26 December – Christmas

### Currency: Dutch Guilder

1 guilder is worth approximately 0.64 US dollars and 0.90 German Marks and 0.75 Aust Dollars.

1 guilder is divided into 100 cents. There are bank notes for 1000, 250, 100, 50, 25 and 10 guilders and coins for 5, 2.50 and 1 guilder as well as for 25, 10 and 5 cents.



### Banks

Opening hours are from Monday to Friday from 9.00 am – 4.00 pm.

### Post Offices

Post offices are open from Monday to Friday from 9.00 am – 5.00 pm and some are also open on Saturday from 9.00 am – 12.00 noon.

The telephone network provides a national and international automatic service. Hotels often make an additional charge for telephone calls.

### Voltage

220 volts a.c. 50 HZ.

### Climate

Maritime climate, general selection of clothing for all types of weather is well advised.



### Flower Season

The Keukenhof will be open from 21 March to 22 May 1996. However, some of our famous Dutch flowers can be viewed at different locations throughout the year. Examples are the Frans Roozen flower show, the world's biggest flower auction in Aalsmeer, the flower parades of Giethoorn, Aalsmeer and Rijnsburg and the Amsterdam flower market on the Singel.

### Museums

Museums are generally open daily, except on Sunday mornings and Mondays.

### Public Transport

Frequent train services are provided throughout Holland. Every town has at least one form of public transport. Amsterdam and Rotterdam also have a tram and metro network.

### Where to Shop

Generally, shops are open from Monday to Friday from 9.00 am – 6.00 pm, Saturdays from 9.00 am – 5.00 pm. Most towns and cities also have weekly late-night shopping. Shops are open on these evenings (Thursday or Friday) till 9.00 pm.



### Tourist Information.

Look for the VVV-sign. There are about 400 tourist offices throughout the country.



## Rijksmuseum reopens South Wing

After a complete three year renovation programme, the new South Wing will open to the public on 29 April 1996. Totally transformed, the building is now ready to provide a home for its central attractions, the 18th and 19th Century Paintings, the Asiatic Art and the Textiles & Costume collections.

### A building with a history

In 1887, soon after he completed the Rijksmuseum, the architect Cuypers began working on a new plan for the back of the building. This was a period in which the Rijksmuseum was receiving offers of fragments of buildings from all over the country. Many towns were tearing down their old walls and sending the best pieces to the museum.

Cuypers decided to include many of these fragments in the garden – among them, the city gates of Groningen and Deventer. In addition, he created a new building using the largest fragments illustrating the history of Dutch architecture. This was the first stage of the South Wing: the Fragment Building.



Paintings by Mauve are housed in the Rijksmuseum's newly renovated South Wing

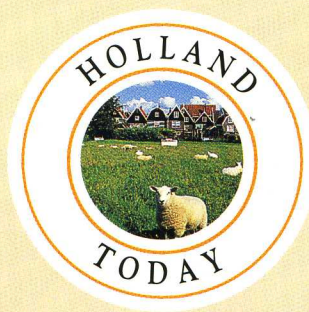
In 1904 Mr and Mrs Drucker Fraser bequeathed their collection of 19th Century paintings to the Rijksmuseum on condition that they were displayed in special galleries. The required rooms were annexed to the Fragment Building.

### New times new requirements

In recent decades, the twenty rooms of the south wing clearly needed upgrading. In 1990, discussions began with architect Wim Quist, responsible for all renovation work in the Rijksmuseum.

### Space, light and discovery

A new basement was constructed under the building, a complex operation given Amsterdam's soil structure. Quist designed



a central lift, which helped make the structure and division of the galleries clearer. Quist improved lighting, and gave the wing a glass back wall, affording a splendid view of the main building. Ground floor windows were reopened. Demolition work in the corridor revealed a series of ceiling decorations and it was decided to restore these.

The South Wing is home to the following collections:

#### Painting

On the top floor, 18th and 19th Century Dutch painting collections including Breitner, Israels, Weissenbruch, Troost, Mauve. Pastels are housed in a separate room.

#### Asiatic Art

Superb Chinese statues, Indonesian gold and Japanese paintings are all on view in rooms designed by Manfred Kausen.

#### Textiles & Costume

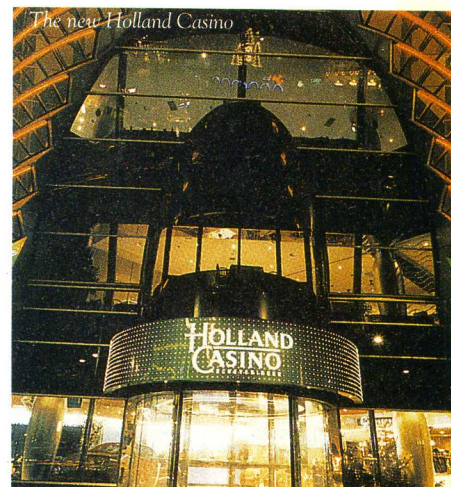
Each six months, in a separate room a new display will feature items from the textile and costume collections of the museum.

For more information:

Rijksmuseum,  
Publicity Department  
Tel 31.20.6732121  
Fax 31.20.6798146

## New Theatre in Breda

The Chasse Theatre, a creation of the architect Herman Hertzberger, opened in Breda on 15 November 1995. It is a concert hall, theatre and cinema in one. The building houses three theatre auditoriums and two cinemas. The visual arts are also represented as the theatre has its own gallery. There are over 250 productions on the 1995-6 program, ranging from large scale musical productions, through music theatre and concerts to experimental drama and dance. The cinema shows four films every evening, both classical and contemporary.



## Scheveningen Casino moves to a new site

The new Holland Casino in Scheveningen officially opened its doors on 15 December 1995. The casino is situated opposite the Kurhaus and five minutes walk from the beach. It is a modern building with glass, neon lights and modern escalators giving it a stylish look. Both in the facade and in the furnishings there are references to the 'sun, sea and sand' image. In addition to all the latest games on offer, you will find a brasserie, an a la carte restaurant and several international bars.

## Building commences for the new IMPULS Science and Technology Centre.

Amsterdam will boast an additional attraction from April 1997: the IMPULS national Science and Technology centre, which will be open to the public. It will be a combination entertainment, education and interaction centre with people and their many talents as its focus. The objective is to create a meeting place in the heart of the historical city centre of Amsterdam.

It is to be built at the southern entrance to the IJ tunnel and follow its curved line. Thirty metres above the East Dock, it will have a roof accessible via a foot-bridge or lift, and it will form a plaza displaying moving sculptures by the Japanese artist Susumu Shingu. Wind and water will set the sculptures moving. The chief architect is the Italian Renzo Piano who was responsible for the design of the Pompidou Centre in Paris and the reconstruction of the Potsdamer Platz in Berlin.



## New Theatre and Hotel at the Conference Hall.

The Dutch Conference Hall in The Hague is getting a new open air theatre built on the side and a four star hotel on the roof. The open air theatre will seat 4.500 visitors and will be ready in time for the next North Sea Jazz Festival in the second weekend of July 1997. The podium of the theatre is to be sunken and the whole theatre can be covered with a large tent.

In mid-December 1995 construction began on a nine floor four star hotel with a total of 216 rooms on the roof of the Conference Hall. The opening of the Dorint Hotel is planned for September 1997.

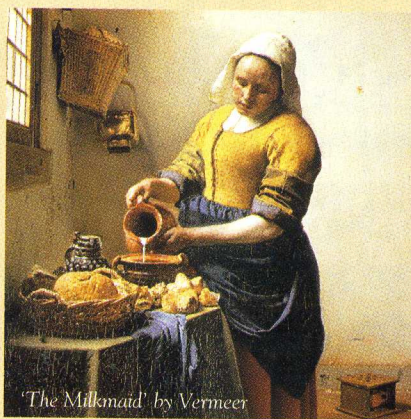
## Darling Market complex in Rijswijk

The new Darling Market will take place every weekend in Rijswijk from March 1996. This market will have something for everyone: dance, music, exhibitions, festivals, international restaurants and fairs, with changing themes being featured. It is a covered market, divided into four parts which are all interconnected. The first part is a world market selling colourful products from home and abroad, and it is subdivided into four 'world zones': Europe, America, the Middle East and the Far East. The second is called Horeca Plaza and is a meeting place with a large pavement area and over thirty small restaurants. The third is about 1,500 square metres and is especially for children. The fourth area is reserved for special events.

## Historical tram takes visitors around Open Air Museum

Visitors will turn into passengers after April 1996 when they visit the Open Air Museum in Arnhem. They will travel on an historical tram though the rich past of the Dutch people, meeting various historical figures: the washerman, miller, paper-maker, farmer and the cheese-maker. The tram used to be a feature of the city before the battle of Arnhem. It has been restored over the past two years and can now be seen and used at the museum where other tram artefacts are also housed.

## UPCOMING EVENTS



1 March – 2 June 1996

Johannes Vermeer exhibition

Mauritshuis, The Hague/Scheveningen  
Phone: 31 (0) 71 5688 745

11 May 1996

National Windmill Day

all over Holland  
Phone: 31 (0) 71 5688 745

1 June – 30 September

Edward Hopper exhibition at the Rijksmuseum, Amsterdam.

Phone: 31 (0) 71 5688 745



National Windmill Day – 11 May

1 September – 10 May 1997

Peter de Grote exhibition

Scheepvaartmuseum, Amsterdam  
Phone: 31 (0) 71 5688 745

14 September 1996

Open Monuments Day

all over Holland  
Phone: 31 (0) 71 5688 745

21 September – 12 January 1997

Jan Steen exhibition

Rijksmuseum, Amsterdam  
Phone: 31 (0) 71 5688 745

The Holland Festival

31 May – 30 June 1996

The festival celebrates its fiftieth birthday in 1997. It is the most important opera, music, theatre and dance event in the Netherlands.

Booking Information

Netherlands Reservations Centre

P.O. Box 404

NL-2260 AK Leidschendam

The Netherlands

Tel 31.(0)70.320 2500

Fax 31.(0) 70.320 2611

### Festival Highlights

1, 4, 8, 11, 16, 18, 21, 24 June

The Netherlands Opera presents  
Giuseppe Verdi 'Otello'

Royal Concertgebouw Orchestra

The Netherlands Opera Chorus

Riccardo Chailly will conduct an eagerly anticipated staging by Klaus

Michael Gruber at the Muziektheater.



Muziektheater, Amsterdam

3, 4, 5 June

Joseph Haydn 'The Paris Symphonies'

Orchestra of the Eighteenth Century

Conductor: Frans Bruggen

Frans Bruggen will conduct the

performance over three evenings at Beurs van Berlage.

26, 28 June

Ludwig van Beethoven 'Leonore'

English Opera in three acts

Baroque Soloists

Monteverdi Choir

Conductor: John Eliot Gardiner

John Eliot Gardiner will conduct Beethoven's only opera 'Leonore' at the Concertgebouw.



The Concertgebouw, Amsterdam



# KLM and the Boeing 747

KLM Royal Dutch Airlines' first Boeing 747 landed at Schiphol on the misty morning of January 31, 1971, at 10.43 local time. The Mississippi, PH-BUA, had been delivered to KLM on January 11 but had been kept in Seattle a few extra weeks for training purposes and additional adjustments. The aircraft took off on its maiden voyage on February 15: Flight KL 641 to New York, piloted by Captain 'Ray' Ravenhill. Nowadays, thousands of passengers jet from continent to continent on our Boeing 747s. Very few of them realise that the 'wide-body' era started a quarter century ago.

The Boeing 747 opened new doors for air travel, especially in terms of cargo transport. Consignments which had previously been condemned to the tedium of transport by ship, due to their volume and weight, could now be transported by air. Passengers also welcomed the comfort of the 747, with its wider cabin, two aisles and closed baggage compartments.

KLM was among the first airlines to purchase wide body aircraft, heralding an enormous upscaling of the aviation industry. Initially, this led to excess capacity on many routes served by Boeing 747s, resulting in heavy losses for numerous airlines. On the other hand, the new generation jets could be operated at much lower passenger and cargo kilometer costs,

allowing airlines to reduce fares, making long-distance air travel accessible to more and more people. The Boeing 747 outstripped its predecessors in increasing the



The Boeing 747 revolutionised the cargo industry

mobility of an ever growing proportion of humanity and popularising air transport.

No other aircraft can rival its appeal to the imagination. This is borne out by the number of songs, stories and films in which the 747 played a leading role. This is hardly surprising, considering its highly attractive looks and the fact that the Boeing 747 is still one of the largest aircraft in civil aviation today. The Antonov 124 is larger, but is only available in a full-cargo version.

## Limited prospects

In the mid-60s, Boeing submitted the design for the 747 to the US Air Force, which wanted to build a military transport aircraft that was unrivalled in terms of size and transport capabilities. Lockheed



KLM's first 747 the PH-BUA 'Mississippi', landed at a misty Schiphol on January 31, 1971



# – a 25 year partnership



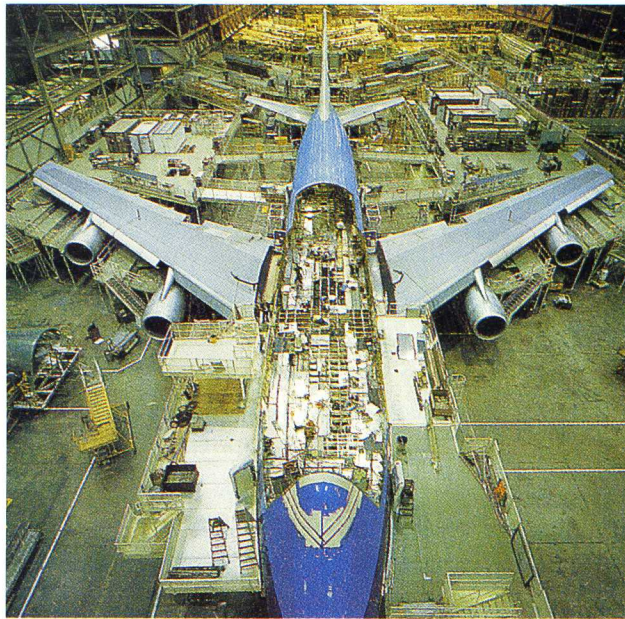
eventually got the tender, which resulted in the Lockheed C5 Galaxy. However, Boeing had also developed a 747 version for the civil aviation industry, following a request from PanAm for an aircraft that could seat 400 passengers.

However, the cargo market was seen as the best option for the 747 in the long run. This explains the unusual position of the cockpit, perched on the nose of the aircraft. This allowed cargo to be loaded onto the aircraft through the open nose under the cockpit.

The widespread belief in the 747's future as an airfreighter stemmed from the fact that, in the 1960s, both aircraft manufacturers and airlines were convinced that by the mid-1970s long distance passenger travel would be largely carried out by aircraft that could fly at twice and even three times the speed of sound.

To this end, Boeing had designed the 2707, which was much larger and faster than the French-British Concorde and could carry 300 passengers at a speed of 2,900 km/h. At the time, KLM took out six

options on the 2707. However, the American Congress put an end to these developments in 1971, when they stopped subsidising the design of these supersonic aircraft. In subsequent years, the prospects



*In 1983 KLM decided to convert 10 of its 747-200s into 747-300s, an operation which meant stretching the upper deck*

for supersonic aircraft were further limited by a sharp increase in fuel prices and a growing body of environmental legislation. The development of the Boeing 747 consequently veered from the course anticipated in the late 1960s.

## Evolution

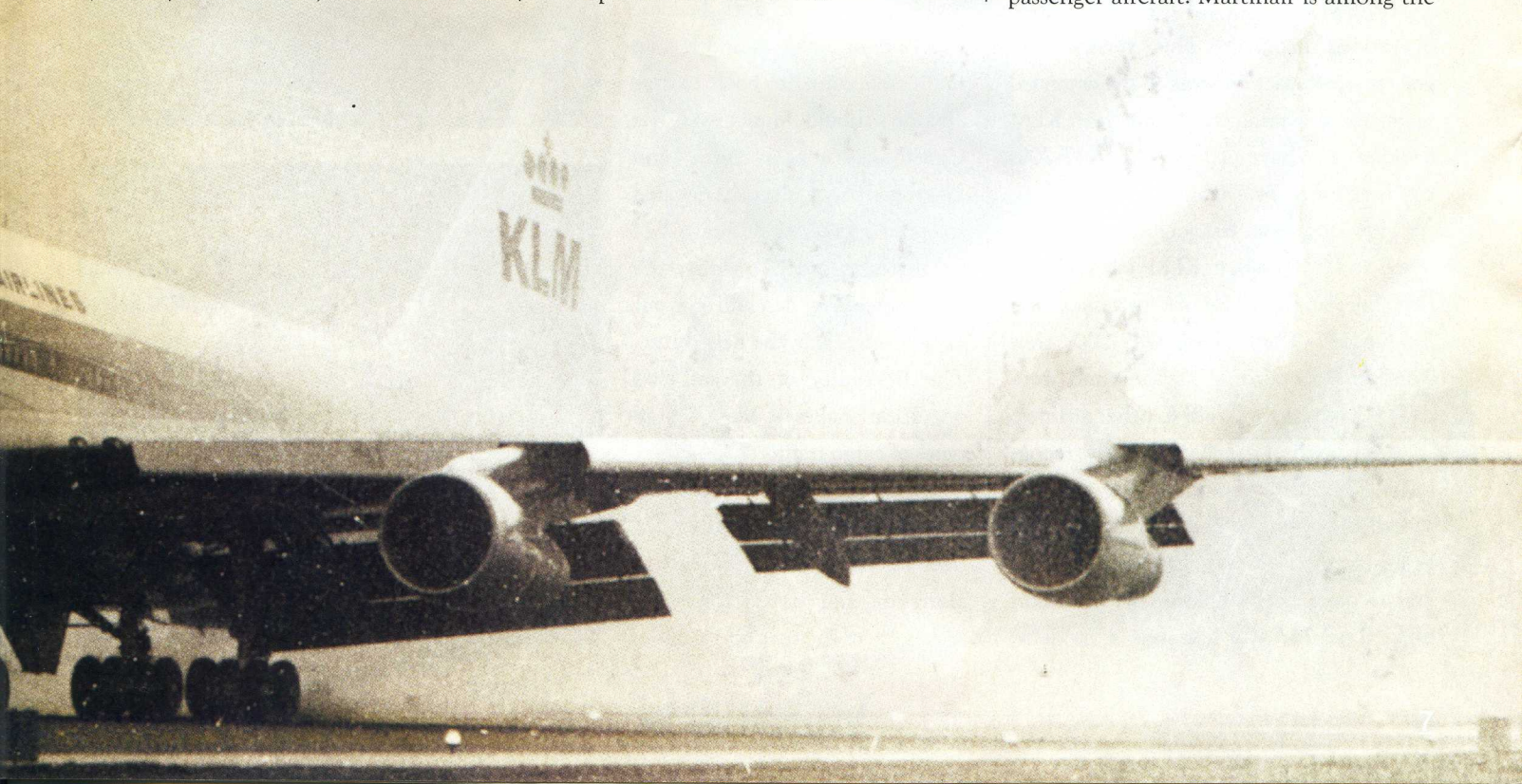
The first Boeing 747-100 undertook its maiden voyage in February 1969, while PanAm introduced its first 747 scheduled service in early 1970. A year later the first

747-200 was delivered. KLM was the first airline to operate this new version, which had a greater range and higher revenue load factor.

KLM was also the first airline to fly the new 747-200 Combi, or 747-200 M (for Mixed) as it was then known. This new version, introduced towards the end of 1975, had a reinforced cabin floor for heavy cargo and its configuration could be adapted to meet passenger and cargo demand. This presented a wealth of opportunities to operate the 747 on routes where it had previously not been economically viable.

From the start, KLM was convinced of the outstanding market potential and efficiency of the Combi concept.

Boeing later introduced a full-cargo version and a 'convertible', which could be configured as both a full-cargo and full-passenger aircraft. Martinair is among the







*KLM was the first European carrier in 1989 to order the current version of the Boeing 747, the -400, instantly recognisable by its vertical wingtips or 'winglets'*

airlines that operates these versions of the 747.

By then, the Boeing 747 was available with three different engine types. KLM opted for 747 Combis with General Electric CF6-50 engines, which were not only lighter and more economical, but also more silent and cleaner. This led to greater fleet standardisation – and cost cutting – because KLM's new McDonnell Douglas DC-10s were also powered by CF6-50 engines.

The DC-8s on KLM's intercontinental routes were gradually replaced by wide-bodied aircraft. As the number of 747s in the KLM fleet increased, they started to play a more and more important role in total transport capacity.

KLM's first Boeing 747-300 joined operations in 1983. This version had greater seat capacity, owing to the extended upper deck. During that same year, KLM decided to have 10 of its 747-200s converted into 747-300s.

However, the last big change took place in 1989 when KLM became the first European airline to introduce the Boeing 747-400. The six 747-200s that were still operational at the time were decommissioned and sold to other airlines.

The Boeing 747-400 is easily recognisable due to its upturned wing-tips, the so-called 'winglets'. The aircraft is lighter than its predecessors, because its steel brakes have been replaced with carbon fibre. The 747-400 also has a modern,

digital cockpit. Its flight range has been increased considerably and the aircraft is even more economical, cleaner and more silent than its predecessors.

Owing to the greater flight range of the 747-400s, it is possible to operate long haul flights non-stop from Amsterdam to Singapore, Hong Kong or Rio de Janeiro, without compromising the transport capacity of the aircraft.

Two additional 747-400s have been ordered.

KLM now has a fleet of 29 Boeing 747s: 16 747-400s and 13 747-300s, known as the 'Classic' because this version is the closest to the original 'Jumbo'.

The 747 Classic is the oldest division in what has become KLM Flight Services and has an impressive career to boot. In case anyone should doubt it, the Classic division is alive and kicking. It was recently decided to convert two 747-300s into full freighters in order to satisfy the ever-increasing demand for air cargo transport in the near future. The flexibility of the 747-300 operation makes it ideal for all types of cargo traffic.

In addition, the 747-300 is the only aircraft type within the KLM fleet in which the cockpit crew, alongside the two pilots, also makes use of the specialist skills of

the flight engineer, who plays an essential role in watching over the technical systems of this aircraft type while in the air. And at downline stations where technical handling is not available, the flight engineer can also double as ground engineer.

## New versions

Boeing recently presented plans for two new versions of the 747: one offers even greater range, while the other offers even greater capacity. Both versions require a new wing design, necessitating a multi-billion dollar investment. If airlines show sufficient interest, these new versions will be developed during the coming years.

Looking back, however, KLM's Boeing 747s have carried many millions of passengers and tons of cargo. The 747 will certainly continue to play a significant role in global aviation well into the next century – something few people would have predicted twenty-five years ago.



*Boeing 747-400*



# 'Annes' bridging the world

The International "Bridging the World" contest, one of the highlights of KLM Royal Dutch Airlines' 75th anniversary celebrations, produced a flood of more than 12.000 entries from all around the world. An international jury, chaired by the former Dutch Prime Minister, Mr. Ruud Lubbers, awarded first prizes to 12 of the entries. The theme underscores the vision of KLM's founder, Albert Plesman, that 'The air ocean unites all peoples.' Under the scheme, KLM helped fulfil long-cherished dreams and ideals through air travel. People all over the world were invited to interpret this theme as creatively as possible and to work out the details as a structured project.

One of the 12 main awards was the project in Amsterdam, where 26 'Annes' from all over the world wrote a sequel to the world's most moving diary by Anne Frank.

## Judith Berger's Dream

The idea originated with Judith Berger of the United States, who wanted to invite 26 young girls from around the world who also had the name of Anne.

The girls would spend a week in Amsterdam, and each would keep her



Judith Berger with the 26 'Annes' during their week in Amsterdam

own diary of the friendships she made, and what she had learned from the other girls. All the diaries would be published, with an official ceremony at the Anne Frank House. KLM enabled this dream to come true.

## The week in the Netherlands

The week began on Anne Frank's birthday, June 12, 1995. The girls wrote down their feelings, wishes and hopes. Each girl filled one page and that page represents her contribution to the project.

Many of the pages describe the girls meeting Mrs. Hannah Pick-Goslar, or Lies, as Anne Frank called her in her diary. Hannah had been one of Anne Frank's best friends. The girls visited Anne Frank's house where she had

been hidden for over two years and they tried to imagine what it would have been like.

They also tasted local food at the markets, saw famous Dutch art at the Rijksmuseum and worked together on their pages for the book. A particularly special moment was meeting Her Royal Highness Princess Margriet at the Royal Palace.

The girls took home with them friendship and a wider cultural understanding. As the Australian representative, Anna Mularski from Melbourne said so well: 'This is what connects us to her (Anne Frank) and generations to come. In a sense, we are all one'.



Anne Frank's house in Amsterdam

Some of the diaries created by the 'Annes'





# Investing in the Netherlands

*Long before Wall Street even existed, Amsterdam was the undisputed financial centre of the world. The Dutch capital, revelling in the country's Golden Age, put itself firmly on the international financial map by pulling off an impressive string of 'firsts' back in the 1600s. These 400 year old historical feats help explain why the Netherlands – with Amsterdam as its nerve centre – still manages to play a role in the world of finance and investment in 1996 that is clearly out of all proportion to its sheer physical size.*



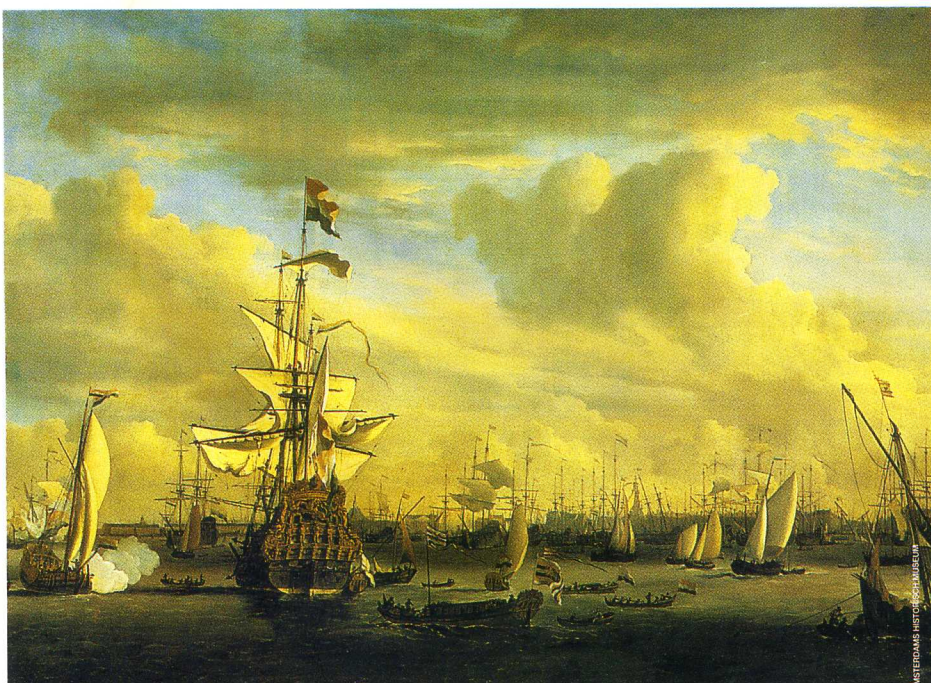
Why have the Dutch maintained such a superior financial status? Back in 1602, Amsterdam witnessed the creation of the world's first joint-stock company: the Dutch East Indies Company. Shares were issued to investors to signify their partial ownership in the enterprise, and these shares were then keenly traded on the bridges, streets and narrow alleyways of the old town, close to today's Stock Exchange building. When it rained, traders took shelter in the nearby Oude Kerk (Old Church) and St. Olof's chapel. Within a few years, there was a building dedicated to

share trading, enabling the Netherlands to lay claim to possessing the world's oldest organised stock exchange.

What is the significance of these early, glory days of Amsterdam's role in international finance? The answer is two-fold. Amsterdam has always been quick to grab opportunities, and not just in the 1600s. In 1978, for example, the Dutch capital was the site of the first options exchange to be built outside the U.S.A. The city's European Options Exchange played a pioneering role in Europe for many years until rival centres such as London, Paris, Frankfurt and Zurich finally followed Amsterdam's lead.

Later still in the 1990s, the Dutch market witnessed the emergence of 'bancassurance' companies through the full-scale merger of banks and insurance companies. A few German, French and Swiss banks and insurance companies have entered into partial alliances, but none has gone as far as the Netherlands' ING Group – a financial services company spanning the banking and insurance sector – and Fortis, a Belgian-Dutch company which has also been leader in the new financial strategy of selling insurance policies through bank branches and banking products through insurance agents. Fortis' third 'arm', besides banking and insurance, is investment in the broadest sense, ranging from property to equities.

The second reason for Amsterdam's continued international role is that it has always been outward-looking, as the trading-minded East Indies Company quickly showed. Drawing on this basic trait, the Netherlands has developed a formidable array of financial services to international companies, ranging from export financing to accountancy, and



*The glory days of Amsterdam as a major trading centre depicted in 'The IJ in Amsterdam' painted by Willem van de Velde*



leasing to barter trade. The Netherlands, touted as the 'gateway to Europe' because of the goods that move through Rotterdam (the world's largest port) and Amsterdam (via Schiphol, one of the world's top-rated airports), is also, in effect, a financial door into Europe for companies wishing to conquer the European market.

Indeed, the Netherlands' banks, brokers, accountants and management consultants could never have built up their current expertise if the country had not been able to attract significant flows of foreign capital. The Netherlands has been particularly successful in persuading U.S.A. and Japanese companies to base their European head offices, as well as pan-European distribution centres, in the country.

There are currently more than 6,000 subsidiaries of foreign companies in the Netherlands, drawn by the country's stable political climate, tax system and multi-lingual workforce. In the Amsterdam area alone, there are 832 foreign companies, according to a survey carried out by KPMG, the international tax and accountancy group whose own world headquarters is located in Amstelveen, an Amsterdam suburb.

Of these companies, no less than 170



**Amsterdam's Options Exchange played a pioneering role in Europe**

are European headquarters for mainly U.S.A. and Japanese businesses. KPMG said the two overriding factors attracting businesses to the region are the 'foreign language capabilities of the workforce and the convenient proximity of Europe's top-rated airport,' both of which are cited by more than 70 per cent of respondents.

### ***The Rolling Stones royalties are channeled through Amsterdam***

The Netherlands Foreign Investment Agency (NFIA), charged with helping foreign companies set up operations in the country, has reported a series of new investment 'acquisitions', thereby bolstering the country's role as a prime site for inward foreign investment into Europe. Among the relatively new arrivals is NuSkin, the Utah based skin-care products group, which has chosen the Netherlands not only as the site of its European head office, but also of its pan-European call centre for customer service and its European distribution centre.

Another recent coup by the NFIA, based in The Hague, was the announcement by Eastman Chemical of the U.S.A. that it planned to build two plastics related factories in the port of Rotterdam, pumping some NGL500 million into the economy and creating hundreds of new jobs. Earlier in the 1990s, Eastman had already chosen The Hague as its headquarters and service centre for Europe, the Middle East and Africa. 'For centralised corporate activities, the Netherlands offers many advantages, including a central geo-

graphical location, a neutral image in the eyes of the other great European powers and very good telecommunication facilities,' Jochem Hanse, NFIA's director, says. He also describes the Dutch labour force as another solid asset in the Netherlands bid to remain high on the list of international investment sites. 'Our workforce is well-educated and very productive. The linguistic abilities of graduates are such that most can



communicate easily at a high level in many of the important European languages, especially English.'

The Netherlands is keenly aware that it must compete effectively with its peer countries. Hans Sijers, the Minister of Economic Affairs and a former management consultant, borrowed the business concept of 'bench-marking' last year to commission a thorough analytical report on the Netherlands' competitive edge. 'The Dutch economy scored high with low inflation rates, its international fiscal regime, labour stability and high productivity,' he comments.

Besides being a place for investments in 'greenfield' sites, the Netherlands is also a major hunting ground in the cross-border mergers and acquisitions business. KPMG Corporate Finance says that Dutch companies themselves were also very active in global mergers and acquisitions in the first six months of 1995, spending some US\$4 billion on 145 separate transactions compared with US\$1.4 billion and 132 transactions a year earlier. The U.S.A. remained at the top of the Dutch 'shopping list', helped in part by the strength of the guilder against the dollar. Besides acquisitions in Europe, Dutch companies were also active in Asia and Eastern Europe, with the buying led by the country's biggest multi-nationals, Shell, Unilever and Philips.



# The barrel organ plays on

No one can ignore the street music produced by the barrel organ. A survivor from the last century, it has virtually disappeared from everywhere in Europe except Holland. The barrel organ is a vital part of the Dutch scene. People love its raucous sounds and support the men who have dedicated themselves to this peculiar brand of music. These mechanical instruments which are often driven by an engine these days, are also called 'Pierement'. This is reputed to have come from 'pieren', to turn. Yet, despite public loyalty to these ornately carved and decorated 'monsters' on wheels, they would have become extinct in Holland if one Amsterdam family had not taken upon itself to preserve the tradition. They are the Perlee family, the principal keepers of music on the streets of Holland.

## The Perlee Clan

Hundreds of such barrel organs once turned out their tunes all over the country for all kinds of events. Today there are only about sixty in operation but forty of these survivors which require muscles to make music, have been given new leases of life by the Perlee clan. The Perlees rejuvenate the aging instruments and send them on their way through the countryside and into city squares. They are rented out to men who use them to earn a living or maintain a hobby, presenting concerts outdoors.

There's hardly a Dutchman with an ounce of sentiment in his blood who will not drop a daily 'dubbeltje' (ten Dutch cents) into the cup to keep the organs grinding. These coins add up to enough guilders to keep the grinders eating and the Perlees renovating. Keeping this traditional street fare alive requires a great

deal of workroom skill. New music must be cut, old dolls and puppets replaced, pipes tuned, gears ground, decorations, painting and carpentry completed, and a dozen other specialised tasks accomplished, all within the family garage.



If the Perlee's did not do it, the barrel organs would quickly fall into disrepair and go the way of the thousands of others that once performed throughout Europe. The older Perlee spends most of his working time, about sixty hours a week, cutting new and old favourites on paper 'signed' by one of Holland's four specialists capable of 'orchestrating' and writing down such outline forms.

The Perlee-made barrel organs have done a lot of travelling all over the world. Orders for the musical instruments arrive, but often for the real thing in miniature. This has been a time consuming sideline in recent years as Dutch emigrants all over the globe yearn for the sounds of Holland's streets.

## From music clock to street organ

Many Perlee miniatures have found their way into the National Museum 'From Music Clock to Street Organ' in the city of Utrecht. This collection is housed in a former church, called the Buurkerk. It contains not only barrel organs but all kinds of automated musical instruments from the Eighteenth Century to the present day.

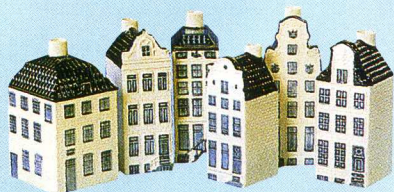
Dutch barrel organs are found all over the world. On an official visit to Holland some years back, Queen Elizabeth and Prince Philip of Great Britain were presented with a small barrel organ as a gift for Prince Charles. Perlee had been commissioned to make the instrument and it was probably the royal heir's first musical interest. The barrel organ now has found a place in Buckingham Palace.

Despite royal players and international repute, the family is proudest of the two small barrel organs requested some time back by a handicapped children's

rehabilitation centre in southern Holland. The children have made fine progress in manipulation and muscle control in their efforts to make music. While the Perlee's help with therapy work for children and help cure homesickness for far away adults, they never lose sight of their prime family mission: to keep music in the streets of Holland. Natives and visitors alike hear the sounds of success for themselves.



# Delft Blue Houses Exchange



## An Original Idea

Back in the early 1950s, there was a law forbidding airlines to give presents above the value of 75 US cents to passengers on board international flights.

KLM got around this obstacle by giving First Class passengers a complementary Dutch gin instead, albeit sealed in a Delft Blue miniature house.

KLM won an appeal against it by other airline companies and the Delft Blue House was classified as a drink, not a gift. More houses were added to the collection and now there are 76 of these prized collector's items, available only on World Business Class flights with KLM or through auctions or

private collections. Some of the KLM travellers who have enjoyed these miniatures, include the writer Gabriel Garcia Marquez, the former U.S. President Dwight D. Eisenhower, the leader of the Dutch Liberal Party Frits Bolkestein and Wim Duisenberg, President of the Netherlands Bank.

At the suggestion of Hans Heering of Neutral Bay, Sydney, we are starting up a Delft Blue House exchange column. If you have any you are looking for, or wish to exchange, please send details to us for our next issue.

- + means 'available'
- means 'looking for'

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## 26 The Hague Nieuwe Uitleg 16 Built in the 18th Century.



Mata Hari, the exotic dancer and double-agent, lived here. Born Geertruida Margaretha Zeil in Zelle, Friesland, in 1876, she was married at the age of 18 to Rudolph McLeod, a Scottish army officer 20 years her senior and with whom she had two children.

In 1905, aged 29 she evolved an original form of naked dancing which had considerable success in Paris, and she formed friends in high places. In 1915, at 40 she was back living in The Hague, three doors away from the chief of British intelligence. That year she was approached in this house by a German envoy.

The following year she was back in Paris and said to be spying for the French who in 1917 had her executed before a firing squad for double espionage.



## 48 Amsterdam, Jodenbreestraat 4-6 Museum 'Het Rembrandthuis' Built in 1606 and restored in 1906.



Rembrandt lived in this house for 20 years and, from his first-floor studio, painted some of his greatest works, including The Nightwatch. As a museum today it displays nearly all of his etchings which actually give a deeper insight into his life than many of his more famous paintings. Rembrandt bought the house in 1639 for 13,000 guilders, on credit, at a time when he was the most celebrated painter in the city. But later, the high mortgage payments got him into financial difficulties. He declared himself bankrupt and had to sell the house and auction off many valuable belongings.

Shortly after Rembrandt moved out, the house was enlarged and given a new classical facade by Jacob van Campen, architect of the Royal Palace. (Museum tel: 020.6249486)



'Girl with a pearl earring' by Johannes Vermeer

## VERMEER TOURS

In 1996, the Mauritshuis in The Hague will be mounting the first exhibition exclusively devoted to Johannes Vermeer from 1 March until 2 June. More than 20 of his known paintings will be on display including loans from museums in London, Berlin, Dublin, Edinburgh and New York.

Vermeer died at the relatively young age of 43 in 1675, leaving his wife and ten children penniless. His painting output had been small – he left behind no more than 35 paintings. However, his style placed him as a master in the 'Golden Age' of Dutch painting, with its superb depiction of light and shade and his illusionism. 'The Milkmaid' and 'Girl with a pearl earring' are excellent examples of his technique with light. The exhibition also includes a documentary presentation which explores the artist's style of painting and a video dealing with his life and work.

There are two tour packages on offer every week-end of this exhibition, in conjunction with the Radisson Sas Hotel in Amsterdam or the Carlton Ambassador Hotel in The Hague. Both hotels have a five star rating. Features of the offers include accommodation for two nights in a double room, breakfast, entrance to the Vermeer Exhibition on a Saturday or Sunday, a plan of The Hague, a small Vermeer souvenir and a walking tour of the city centre.

Information from Excellent Travel Service, Telephone 31 20 616 5161 Fax 31 20 689 0246.



# Dutch Cooking with Vegetables

## Gouda Potatoes

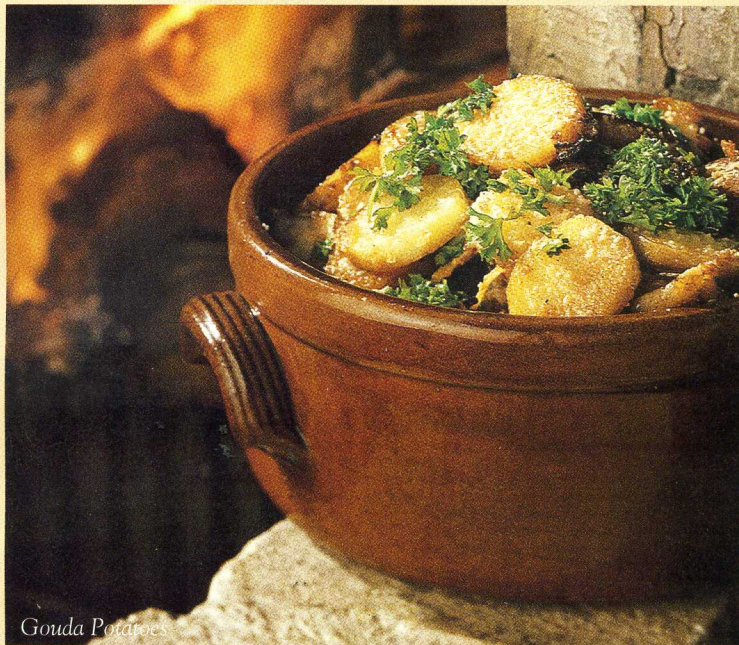
1 onion  
1 kg cooled, boiled potatoes  
50g butter  
pepper and salt  
200g mature Gouda cheese  
parsley

Shred onion and cut potato into thick slices. Heat butter in frying pan, add onion and turn with wooden spoon until light brown. Add sliced potatoes and fry until golden brown. Add pepper, salt and diced cheese. Put lid on frying pan and wait for cheese to melt. Sprinkle potatoes with chopped parsley. Taste the result!

## Leek Soup

1kg leeks  
2l water  
1teaspoon salt  
4 peppercorns  
5 carrots  
1/4 kg potatoes  
50g vermicelli  
100g raw beef fat  
salt and pepper  
bouillon cubes

Clean leeks and cut into pieces about 2cm. Add salt, peppercorns and leek to water. Bring to boil. Scrub carrots and cut into small pieces, peel potatoes and cut into cubes. Add to the water. Let soup cook for 45 mins until all ingredients are well done. Add vermicelli and let boil for 10 mins. Cut beef fat into cubes and fry quickly in frying pan. Stir fat through soup and season with salt, pepper and bouillon cubes.



Gouda Potatoes

## Bean Hash

250g streaky smoked bacon (in thin slices)  
30cl water  
250g winter carrots  
250g onions  
500g potatoes  
250g soaked kidney beans (1 litre can)  
1 smoked sausage  
250 g sour apples  
pepper and salt

Put bacon into boiling water and keep it boiling. Wash and skin carrots and onions and cut into small pieces. Add to bacon. Peel and wash potatoes, cut into small pieces and add to bacon, together with kidney beans. Let everything cook for about 20 mins. During the last 5 mins, add sausage. Wash and peel apples, remove cores and slice. Take sausage out of pan and cut into slanted slices. Stir slices of sausage and apple through the hash. Make sure everything is hot and well done and drain off any left over cooking water. Season with salt and pepper.

## Green Cabbage with Cheese Sauce

1 green cabbage of around 1 kg  
30cl boiling water  
2g salt  
30g butter or margarine  
30g flour  
30cl milk  
40g grated matured cheese  
salt and pepper  
cabbage

Cut cabbage into quarters and remove outer leaves. Cut off stalks and shred cabbage. Immerse cabbage in salted, boiling water and boil for 15 mins. Thoroughly drain cabbage. Melt butter or margarine, stir in flour and make into thick mixture. Add 15cl milk to mixture, bring to boil and stir until smooth. Add rest of milk to sauce. Boil sauce again, add cheese and season with pepper and salt. Put drained cabbage into greased ovenware dish and pour sauce over it. Leave dish in oven (200 degrees C) for 15 mins until golden crust has formed. This can also be done under the grill.

## White Bean Salad

200g white beans  
1 cooked potato  
1 tablespoon mustard  
4 tablespoons oil  
3 tablespoons vinegar  
1/4 cucumber  
3 tomatoes  
salt and pepper  
2 sprigs of parsley

Wash white beans and soak in ample water for 8 - 24 hours. Boil beans in same water for an hour. Dice potatoes and combine with mustard, oil and vinegar. Drain beans. Combine beans with potato mixture. Wash cucumber and tomatoes. Grate cucumber, slice tomatoes, and add to bean mixture. Season salad with salt and pepper. Wash and chop parsley and add to salad.

## Potato Cake

3/4 kg new potatoes  
100g smoked bacon  
50g butter  
150g grated mature Gouda cheese  
pepper and salt

Scrub potatoes well, boil in jackets with a little water. Dice bacon and fry cubes on a slow fire in casserole dish. Drain potatoes, peel and grate coarsely. Remove bacon from pan and mix it and cheese through the potato crumbs. Season with salt and pepper. Add a few spoonfuls of bacon fat to mixture and heat the rest of the fat. Press potato mixture into bottom of casserole like a cake and bake it light brown. Turn cake over and bake other side also.



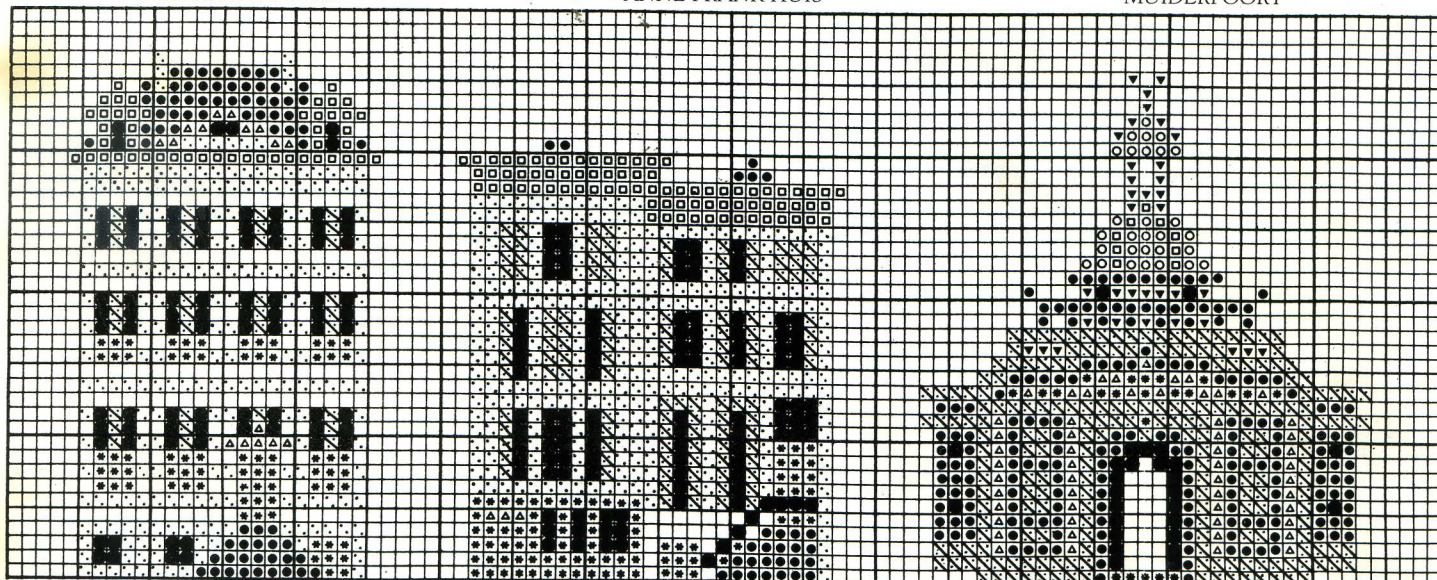
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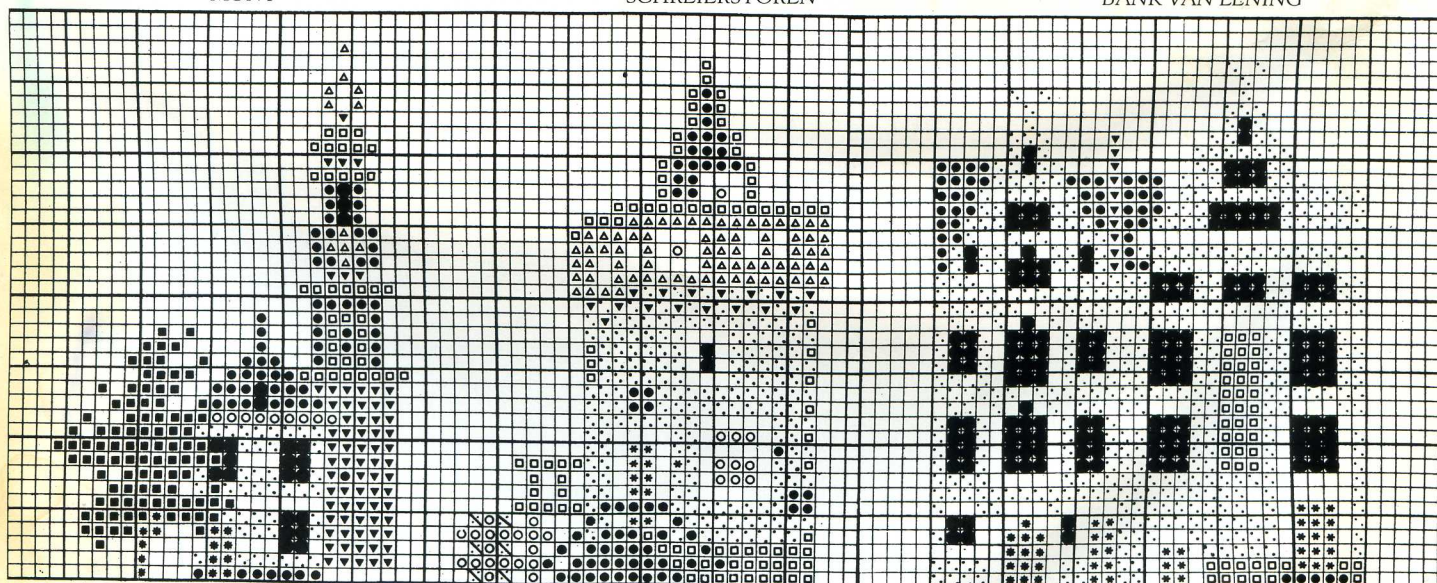
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