



**CANADA DRY CORPORATION**  
100 PARK AVENUE, NEW YORK, N. Y. 10017 • LEXINGTON 2-4300 • AREA CODE 212

*Quality Beverages*

October 9, 1964

Mr. Robert Moses  
New York World's Fair Corporation  
450 Seventh Avenue  
New York, New York

Dear Mr. Moses:

Canada Dry is an exhibitor in the Better Living Center.

Due to the poor and unfinished condition of the Better Living Center on opening day of the Fair, I telephoned your Operations Office to determine whether or not the Better Living Center had been issued an Operating Permit by the Fair Corporation. I was advised that such a permit had not been issued and that a Certificate of Occupancy was not on file. When I requested written confirmation of this information I was referred to your Legal Department. A Mr. Howard Vogel of that Department, stated that he could not give out any information concerning Operating Permits without a written request from Canada Dry Corporation.

By letter dated April 27th, 1964, Mr. J. W. Reilly, Vice President and Secretary of Canada Dry, wrote to Mr. Vogel to determine if a permit had been applied for, and if so, whether it had been approved or disapproved. We did not receive a reply to this letter.

On July 9th, 1964, we again wrote to Mr. Vogel and requested the same information. Mr. Vogel did not acknowledge receiving this letter nor did he reply.

On August 27th, 1964, a third letter was sent to Mr. Vogel, Registered Mail, and to date we have not received a reply.

As you are no doubt aware, Canada Dry and other exhibitors in the Better Living Center were unable to open their exhibits on time, due to the deplorable condi-

October 9, 1964

tion of the building. Photographs taken well after the opening date clearly show these conditions.

Under your World's Fair Regulations, Part 3, Page 0-1, paragraph 1(a), participants are required to obtain an Operating Permit. Paragraph 1(b) lists conditions precedent under which an Operating Permit will issue. Canada Dry Corporation again requests to know the date the Better Living Center was certified by the Fair Corporation as to a "Certificate of Occupancy" and a "Determination that the project is ready for operation," as required under paragraphs 1(b)1 and (6) respectively, of the above regulations covering the issuance of an Operating Permit. We also desire to know the dates of any prior applications and the reasons they were disapproved.

I am certain you will agree that information of this nature should be a matter of public record. Your Legal Department's handling of this simple request, or I should say, it's ignoral of this request does not reflect the high standards which I am sure you require and have worked so hard to maintain.

I trust that we will receive a reply from someone in your organization prior to the closing of the Fair on October 18th, 1964.

Very truly yours,

CANADA DRY CORPORATION

*E. P. Hartnett*  
E. P. Hartnett, Ass't. Director  
of Personnel and Public Relations

EPH:lm

CC: Mr. A.W. Walz  
Mr. M.W. McCaffrey