

ORANGE JULIUS OF AMERICA

628 SOUTH SPRING STREET, LOS ANGELES 14, CALIFORNIA 627-7892
Orange Julius at the New York World's Fair
67-67A, 136th St., Flushing 67, New York



September 23, 1964

Mr. William Kane
Director of Concessions
New York World's Fair 1964-65 Corporation
Headquarters Building
Flushing, New York

Dear Mr. Kane:

We wish to discontinue operation of the Orange Julius stand near the Music Hall in the Amusement Area.

At the present time we find ourselves unable to operate profitably at this location due to three principal factors:

- a. An almost total lack of Fair visitors in the area around the former Texas Music Hall due to a complete lack of activity there. Our Orange Julius stand was intended to be a service facility, not a drawing attraction.
- b. Smaller crowds at the Fair in general these past few weeks.
- c. Cooler weather recently, which affects adversely the sale of our drink.

To demonstrate this, the average daily volume at the Music Hall stand has been only \$31.00 during the past 2 weeks.

Coupled with this decrease in volume, we are experiencing personnel problems, in that our employees are leaving for one reason or another, and we find it difficult to find replacements at this time of year.

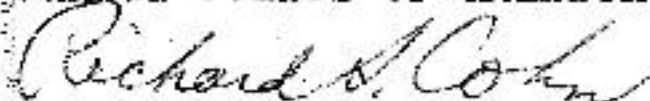
We are reluctant to close this stand, however, for fear that such a closing will jeopardize our chances to reopen the location next year.

Mr. William Kane
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We have demonstrated our faith in the Amusement Area by remaining open in good times and bad, and we trust that the World's Fair Corporation will live up to the statement published about the time of the Wynn-Compass bankruptcy to the effect that the Fair would protect the lease commitments of the former Texas Management.

Very truly yours,

ORANGE JULIUS OF AMERICA

A handwritten signature in cursive script, appearing to read "Richard S. Cohn".

Richard S. Cohn
Regional Manager