

March 31, 1981

Mr. Darryl Sorby
Managing Director
Fiord Property Developments Pty. Ltd.
P. O. Box 84
Bribie Island, Queensland 4507
Australia

Hello, Mr. Sorby,

I recently received a copy of Mike Jenkins' letter to you, dated March 23, 1981. I believe Mike gave you some of our literature. I'm sending more literature, including some of our scientific papers, just in case you should need it.

I talked with Mike yesterday, concerning your park. As I understand it, you may be interested in a set of our coin-operated animal shows. We believe our coin-operated animal shows offer a unique capability to provide animal shows and generate direct revenue at the same time. We know, from over 25 years experience with these animal vignettes, that they are crowd pleasers. How much revenue they produce depends on the number of people (traffic), location, denomination of coin used, maintenance (or lack of it) and other factors. If you were to have eleven (11) of these animal shows, each of which averaging only \$18.00 per day, and your operating season were 200 days long, your income would be \$39,600. The units are capable of much more than this, of course. Many of our clients average \$25 to \$60 per unit per day. At only \$30 per day per unit, your income would be \$66,000 for a 200-day season. Naturally, we cannot guarantee your income, since so many factors are out of our control.

We do suggest more than one unit, since play of one unit seems to stimulate play in other units. Also, each of the various kinds of animals (chickens, rabbits and ducks) seems to have its devotees.

The units are simple to maintain. Most of our clients using full sets of units (eight to twelve units) assign one person to care for the animals and equipment and to make change and answer any questions the public may have.

It is possible for this attendant to perform other duties, such as gift sales or sales of photographs made by our Photo Bunny unit. This attendant need not have any special "animal skills" or knowledge. He or she should enjoy caring for animals (including clean-up), should be able to follow instructions and should be able to use common sense. We provide written instructions on the care of animals and equipment.

We do have a suggestion that might be of long-term benefit to you. It would be advantageous for some of your staff to have a detailed explanation of the workings of the equipment and some understanding of the behavioral conditioning techniques used to train the animals. My wife (who has a doctorate in psychology) and I would be willing to come to Australia for a seven to ten day intensive course in equipment maintenance and animal care and training. After such a course, your people would be able to "trouble-shoot" equipment and animal problems and quite probably be able to train replacement animals. Neither Marian or I have been to Australia, and we would very much like to see your country. All we would ask for this consulting package would be expenses plus \$200 per day while we were at your park instructing your people. Should you purchase a number of our units, I think you'd save money by getting our advice on set-up, use and maintenance of the coin-operated animal shows.

We have the following fully reconditioned units for export:

<u>Model</u>	<u>Description</u>
<u>No.</u>	
1002	Basketball-Playing Chicken
1003	Capsule-Vending Chicken
1005	Dancing Chicken
1008	Fortune Chicken
1009	Postcard-Vending Chicken
1010	Tightrope-Walking Chicken
1012	Bird Brain (The Tic-Tac-Toe-Playing Chicken)
1031	Fire Chief Rabbit
1033	Kissing Bunny
1040	Drumming Duck
1041	Piano Duck

This complete set of units would constitute a real attraction for your park. The following is included in the package:

A. One (1) each of the above reconditioned display units. Each unit is used, but is thoroughly rebuilt to like-new condition. In the U. S., our business is primarily on a lease basis. A client will rent a unit for six months or so. When the unit is returned to us, it is completely disassembled, and rebuilt and refinished, much the way modern aircraft are rebuilt. We seldom build new equipment; we just rebuild, modify and improve the "old" unit. We warrant our equipment to be just like new equipment. I don't know how we could service your equipment in the unlikely event things were to go wrong. Since our equipment is basically simple and rugged, I don't believe you would have any major problems.

B. Two animals for each show. These animals should give you service for many years. Barring serious accident or illness, chickens should work for seven years or more (our record is over 12 years). Rabbits ~~should~~ do the same (our record is over 13 years). Ducks should live for at least three years (our record is over 8 years). Of course, I'm sure you understand that these are live animals and must be cared for if you are to receive maximum longevity. Also, a veterinarian should be consulted should illness or accident strick any of the animals. We can only warrant that these animals will perform as advertised. We do not have any longevity guarantee.

C. One extra control box for each of the shows. Should any problem occur in the programming portion of the equipment, you would be able to simply exchange control boxes and avoid any significant downtime. The faulty control box could then be repaired at your leisure.

D. Instruction booklets for all equipment operation and maintenance and animal care.

E. Small parts kit containing spare parts.

F. Crating of all equipment for overseas shipment.

G. Caging for all animals for overseas shipment.

H. Health papers for all animals.

The price for the entire package is \$37,800.00, U. S. funds, BOB Hot Springs, Arkansas. Any customs, brokerage fees, shipping costs, etc. would be in addition to this sum. Equipment would be sent by surface freight, animals by air. Please see the enclosed brochure for estimated shipping weights on the equipment.

Should you choose to accept this package, Marian and I would look forward to visiting you and assisting in the set-up of your animal shows. We've checked airfare to Australia (\$2,400 per person, roundtrip), and allowing \$50 per day per person for 12 days, and \$60 per day for 7 days for a car as well as \$200 per day for 7 days for consulting, it would cost about \$7,220 for our trip.

I hope you will consider favorably my proposal for our coin-operated animal shows and our consulting services. I really believe you would find these shows to be entertaining and educational for your visitors and ~~con~~effective for you.

I have not mentioned any of our other shows and services. We do produce large scale staged animal shows, naturalistic behavior displays, as well as design animal holding and display facilities. Please let us know if we may be of service to you.

Cordially,

Robert E. Bailey
Vice President

REB:ai