

Which Julius Fried (pronounced Freed) founded Orange Julius?

By Ray Vincent

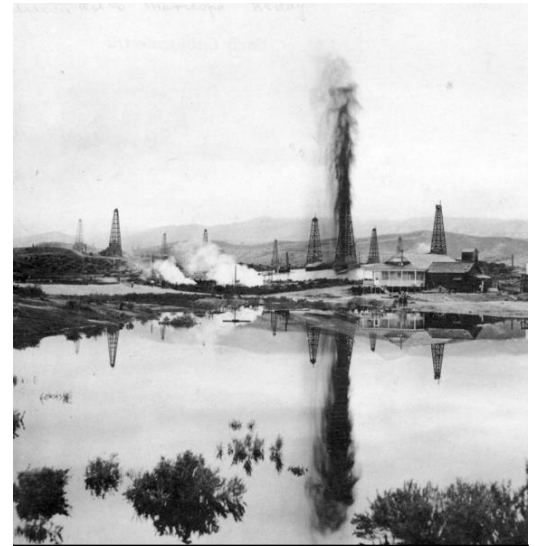
We had always thought that Orange Julius was named after Chatsworth Celebrity Julius Fried of the Chatsworth Orange Ranch at the north end of Canoga. After a good bit of research, we recently discovered that another Julius Fried (from Butte Montana) created Orange Julius. We hope you enjoy our story below....

Lakeview Gusher Julius Fried (1872-1958), born in California



Julius Fried 1910

One of our interesting Chatsworth Celebrities is Julius Fried of Lakeview Gusher fame. He was born in Healdsburg, Sonoma, the son of a '49er pioneer. He went to the Coalinga Ca. oilfields in 1901, left after 4 years and pursued other oil opportunities. In 1910 at the age of 37, Julius hit the largest oil strike in US History, 30 miles southwest of Bakersfield. The gusher raged out of control for 9 months, as massive dikes of sand were created to control the flow. Julius became instantly wealthy, married 22 year old Dorothy "Dot" Cramer seven months later, and took up residence in Santa Monica and then Los Angeles.



Lakeview 01
A lake of oil in front of the well



Fried Citrus Ranch 11110 Canoga, circa 1920's

In the 1920's, they purchased a 50 acre Citrus Ranch in Chatsworth at the north end of Canoga. The ranch caretaker in the 30's & 40's was Harry Misumi, and then the Vargas family became caretakers in the 40's to 1962, when the ranch was sold and subdivided. The Vargas Family has shared photos of that era with us, with Julius and Dot visiting the ranch, and we will share much more in a future presentation.

A relative of Lakeview Gusher Julius Fried recently contacted us asking for information on Julius Fried, as Julius was her great uncle. As we shared information about Julius, I asked if she had ever heard family stories of his connection with Orange Julius -- she said she had not. We found it odd that even though Julius Fried was a fairly famous person with many articles and accounts written about him, it was never mentioned that he was also the creator/namesake of Orange Julius.



Julius, his Borzois and a baby goat on the ranch

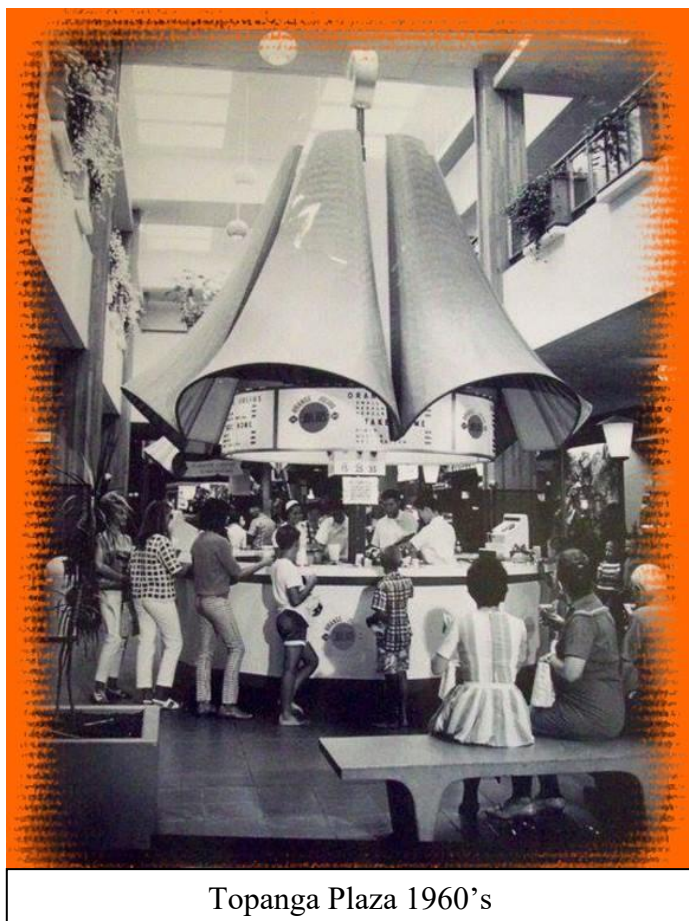
A little digging found that there were two Julius Frieds living in Los Angeles at the time. But first, a little backstory on Orange Julius.

Orange Julius

Orange Julius, a very popular citrus drink in the 60's & 70's (when I was a teenager), was founded in 1926 as the "General Citrus Stores Company". In 1929 the name of the company was changed to "Orange Julius, Ltd". Those documents, obtained from the Los Angeles Natural History Museum Seaver Center, identify Julius Fried as 2/3 owner, and Williard (Bill) Hamlin as 1/3 owner. There have been many articles written about Orange Julius, mostly from the perspective of Hamlin.



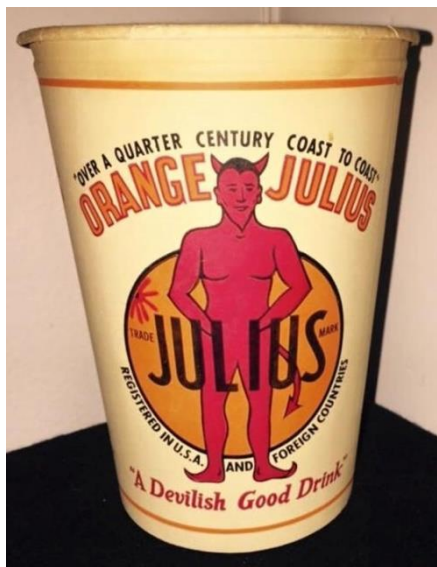
Circa 1940's Vernon & Central, source LAPL



Topanga Plaza 1960's

In Hamlin's 1987 obituary, the story is told that Hamlin became involved in the Orange Julius business in 1926 after Julius Fried asked him to help find a site to sell freshly

squeezed orange juice. The first store was located in downtown Los Angeles on Broadway and 8th St.



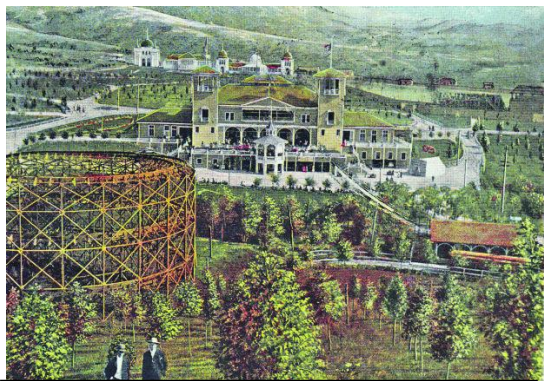
Hamlin suggested an additive to the juice, including crushed ice, syrup and a still secret powder of pure food products. Within three years the company had stands nationwide, and Hamlin later bought out Julius Fried. Hamlin retired in 1967, and had seen his innovation grow from a downtown Los Angeles lunch counter into an international network of 700 red-and-white stands in eight countries and territories around the world. That year he sold his business to International Industries/Dairy Queen.

Many of us remember having an Orange Julius. The 1967 telephone book has two listed in Canoga Park, at 6819 Topanga Canyon (across from Canoga Park High), and one at 6600 Topanga Canyon, in Topanga Plaza. Dairy Queen still sells Orange Julius. In writing this article, Ann & I recently drove out to a Dairy Queen in Simi Valley to relive the experience.

Butte Montana Julius Fried (1880-1935), born in Ohio

In the 1920 census, a search on Ancestry found a successful Julius Fried as a Wholesale Cigar Merchant in Butte Montana, married to Wilmeta (Minnie).

There were quite a few articles and advertisements available in local Butte newspapers. As early as 1903, at the age of 23, he advertised the Julius Fried Cigar Store at 23 East Broadway, adjacent to the Butte Hotel.



Columbia Gardens, Butte MT, 1905

At a 1914 Labor Day event at Columbia Gardens, in which local businessmen donated prizes: *for the 75-yard race for men over 50 years old, First place 50 cigars donated by Julius Fried, second, quart bottle of whiskey donated by Caplice Commercial Company.*

Historic note 1: Copper ore mined from the Butte mining district in 1910 made Butte the largest producer of copper in North America. The amount of ore produced in the city earned it the nickname "The Richest Hill on Earth."

In 1919, Julius opened a new distribution center, and sold his cigar store. By 1922, three of his creditors wanted Julius Fried declared bankrupt. A 1924 article states that the Butte Bank wrote off a \$22,000 debt years ago. It may have been these financial troubles

that prompted Julius and Wilmeta to relocate to Los Angeles.

By the 1930 census, they had moved to Los Angeles, and were living at 1536 Cambria near MacArthur Park, 1.4 miles from that first Orange Julius stand at 820 South Broadway. The census listed Julius' occupation as "Merchant Soft Drinks".

Historic note 2: The nationwide constitutional ban on alcohol was from 1920 to 1933. So in the 1930 census, a soft drink merchant would sell nonalcoholic beverages, unlike a hard drink, which is a distilled alcoholic beverage.

A 1931 newspaper column titled "Street Scene" included this bit "...Julius Fried, the orange drink inventor. Started at 8th Street and Broadway with practically nothing six years ago. Offered \$2,000,000 for his business the other day...."

1. PLACE OF DEATH - DIST. No. 1901		STATE OF CALIFORNIA DEPARTMENT OF VITAL STATISTICS	
COUNTY OF <u>Los Angeles</u>		STANDARD CERTIFICATE	
CITY, TOWN OR RURAL DISTRICT OF <u>Los Angeles</u>			
2. FULL NAME <u>Julius Fried</u>			
RESIDENCE: No. <u>1536 Cambria</u>		USUAL PLACE OF ABODE	
3. SEX <u>Male</u>	4. COLOR OR RACE <u>Cauc</u>	5. SINGLE, MARRIED, WIDOWED OR DIVORCED? (WRITE THE WORD) <u>Married</u>	
6. DATE OF BIRTH <u>February 17 1880</u>			
7. AGE <u>55</u> YR. <u>2</u> MO. <u>10</u> DAYS. IF LESS THAN ONE DAY HRS. MIN.			
8. TRADE, PROFESSION OR KIND OF WORK DONE AS SPINNER, SAWYER, BOOKKEEPER, ETC. <u>Owner</u>			
9. INDUSTRY OR BUSINESS IN WHICH WORK WAS DONE, AS SILKMILL, SAWMILL, BAKERY, ETC. <u>Soft Drink Stand</u>			
10. DATE DECEASED LAST WORKED AT THIS OCCUPATION (MO. AND YR.) <u>1935</u>			
11. TOTAL YEARS SPENT IN THIS OCCUPATION <u>10</u>			
12. BIRTHPLACE (CITY OR TOWN) <u>Cleveland</u>			
STATE OR COUNTRY <u>Ohio</u>			

We ordered a copy of his 1935 death certificate, he died young at the age of 55. It verified his 1930 census address and his wife as Wilmeta, who was the informant for the death certificate. It also listed his **trade as the Owner of a Soft Drink Stand, date last worked 1935, total years spent in this occupation 10 years**, which correlates to the founding of Orange Julius. Cause of death was sclerosis of the coronary arteries of the heart.

We called Forest Lawn Glendale, and they confirmed that funeral services were held at Wee Kirk O' the Heather Mortuary on April 30, 1935. They told us that Julius was cremated, and his ashes were given to Wilmeta.