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OCT 12 1970

PAINT DIVISION

October 12, 1970

Mr. J. B. Henrich, President,
National Lead Company,
Building

Dear Mr. Henrich:

As per Mr. Eric Orling's request I shall list below the Paint Division's position with regards to statements made in Mr. H. P. Morris' letter to you of September 29th. Mr. Morris alleges that -

1. Our South Atlantic District Manager, Mr. G. M. Hammond, assured Mr. & Mrs. Snyder that they could have the Dutch Boy line.

This is true - but we would not, as requested by Mr. and Mrs. Snyder, agree verbally or in writing that the Snyders would have an exclusive on the Dutch Boy line in Lansdale, Pa.

2. Purchases by Mr. and Mrs. Snyder from the National Lead Company have exceeded last year's purchases for eight months by \$1,200.

Actual ledger figures show that:

1969 sales to United Paint & W.P.Co. - 8 mos. \$14,950.

1970 sales to United Paint & W.P.Co. - 8 mos. \$11,354.

3. The Dutch Boy line was placed with another account in the same area because United Paint & Wallpaper would not buy the Acclaim line.

Our policy on Acclaim does not, in any way, include pressure or fear tactics that will force a Dutch Boy dealer to buy Acclaim. If that were the case the company, as a whole, would have been confronted with numerous complaints similar to the one voiced by Mr. Morris. I might add that if we were following such a policy, our total percentage of Dutch

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Mr. J. B. Henrich

October 12, 1970

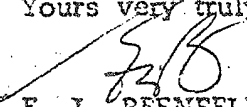
Boy dealers now carrying Acclaim would exceed the present ratio of 35%.

4. Mr. Morris also alleges that our dealers are unhappy with the performance of Dutch Boy's Architectural and Acclaim lines.

If this be true we are not aware of the discontent. Acclaim and Architectural line product complaints have been virtually non-existent. Dealer acceptance of both of the lines continues to improve.

Should you have any further questions I would be happy to answer them.

Yours very truly,


E. L. BEENFELDT

ELB:mm

cc: Mr. K. C. Specht ✓
Mr. E. G. Criling
Mr. A. R. Millas

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