



CITY Cleveland 14

DATE January 27, 1958 FOR Mr. A. D. Duncan

SUBJECT PAINT RESEARCH INSTITUTE

ANSWERING LETTER OF

A handwritten signature, possibly "PWN", is written over a date stamp that reads "JAN 28 1958".

Have read this presentation with interest.

Agree with page 4. This ties in with our efforts, started strong eighteen months ago. We pulled back when several severe complaints came re curling of shingles. Have resumed some push, but many men are wary. Will tip them off the Association is preparing effort.

Item 2, page 5, ties in with our own efforts.

Item 7, page 7 - believe the time is coming when we should consider advertising in Negro publications and even hiring high-class Negro salesmen in Northern cities. Those people are naturally loyal to their own and they do represent a large market - and by no means all low income.

Believe Dr. Long has a sound approach, though a bit up on "cloud 9." Note he says little about latex paints, more on epoxies.

A handwritten signature, "Paul W. Neidhardt", is written above the printed name.

PAUL W. NEIDHARDT

PWN:me