

Senator TYDINGS. And was there a time when you were associated with Monarch Construction Co.?

Mr. REED. Yes, sir; I used to be with them.

Senator TYDINGS. And how long were you associated with Monarch Construction Co.?

Mr. REED. Well, it was in the neighborhood of 12-13 months.

Senator TYDINGS. And for approximately what period of time was that?

Mr. REED. I think in the beginning of 1963 until about the end of 1963, somewhere in that area, but it was just before I went to Ohio.

Senator TYDINGS. What was the Monarch Construction Co.? What type of business was it engaged in?

Mr. REED. Actually they were engaged in the home improvement business, but basically they were doing what they called the American townhouses front in the Washington area, and putting aluminum siding and 606 aluminum siding in.

Senator TYDINGS. Was the Monarch Construction Co. itself actually a home improvement building firm or did it sell the job and bring in other people to actually do the work?

Mr. REED. I don't quite understand what you are saying. Do you mean did they do the work, work on the house themselves?

Senator TYDINGS. Yes.

Mr. REED. Or did they use subcontractors?

Senator TYDINGS. Yes; did they do the work themselves or did they use subcontractors?

Mr. REED. Well, I believe that 60 to 70 percent of it was subcontracted.

Senator TYDINGS. Were you a salesman?

Mr. REED. Yes, sir.

Senator TYDINGS. What was your basic duty for the Monarch Construction Co.?

Mr. REED. Well, my situation was a little bit different, like we had telephone employees and things of that nature, but I made my own because principally I was in the bank business, and I knocked on doors and solicited my own business and wrote up contracts, and I presented them into the office.

Senator TYDINGS. You said there were telephone solicitations, and your own type of solicitation. What was the telephone approach, and how did it work?

Mr. REED. Well, this is where you have telephone directories, and you call everyone in the neighborhood.

Senator TYDINGS. You select a particular neighborhood and you call everybody in that neighborhood?

Mr. REED. Well, basically, we call—like at Monarch they called everybody, I believe, in the Washington area, in all probability. Because, like for instance myself, if I was going down the street and I saw that it needed to be fixed up, this is the street that I would work, because I felt that I would have a better chance in getting a sale by the appearance of the outside of the houses.

Senator TYDINGS. Did you make any sales in Georgetown?

Mr. REED. Did I sell any townhouse fronts in Georgetown?

Senator TYDINGS. Yes.