

Mr. REED. No, sir.

Senator TYDINGS. You never tried to sell any there in Georgetown?

Mr. REED. No.

Senator TYDINGS. Monarch never tried to sell any in Georgetown?

Mr. REED. No.

Senator TYDINGS. Did you ever try to sell in Kalorama Road or Cleveland Park areas?

Mr. REED. No.

Senator TYDINGS. Then, primarily they concentrated—

Mr. REED. On the Southeast and the Northeast sections.

Senator TYDINGS. That's right.

Mr. REED. And they did some in Northwest.

Senator TYDINGS. The inner city?

Mr. REED. Uh huh.

Senator TYDINGS. For the, generally speaking, lower-income Negroes?

Mr. REED. Basically, yes.

Senator TYDINGS. Now, tell us, if you would, about when you first went to work for Monarch. What instructions did they give you? What sort of prospects did they suggest you approach, and how did they suggest you sell to them?

Mr. REED. Well, what—they had set up what was like a training program because I never sold any home improvements before. But, it was a little bit different because all they wanted to do was to sell these townhouse fronts. So, they gave us what we call a pitch, you know, how to go about selling the program. You had photostatic copies of some clippings that they had in the newspapers where the Congress or something was supposed to have signed.

Senator TYDINGS. Something to do with urban renewal?

Mr. REED. Self-help urban renewal programs.

Senator TYDINGS. And the sales pitch you made to the prospective purchaser was that this was a part of the self-help urban renewal program? And this approach gave it a little authenticity?

Mr. REED. Yeah, it was somewhat in that direction. Basically, like they have the self-help urban renewal program, was what it was supposed to be, where this would prevent your home, you see, from being—

Senator TYDINGS. From being condemned by the urban renewal?

Mr. REED. From the urban renewal.

Senator TYDINGS. Then you would go in—and the salesman would go and tell the person that if they wanted to protect their home from being condemned or removed by urban renewal that the thing to do was to purchase a home front, or an improvement and participate in "self-help urban renewal"?

Mr. REED. Well, I couldn't actually say this is what they were saying when they went into the house, but this was the idea.

Senator TYDINGS. This was the way you were instructed by the training program to approach it?

Mr. REED. Right.

Senator TYDINGS. When you would go in to make that type of a pitch, were you instructed to mention the names of prominent Negro leaders or other people who had endorsed the self-help urban renewal program?