

Newark, Dept. Stores

L. S. PLAUT & Co.

ESTABLISHED 1870

NEWARK, N.J. Sept. 27, 1921

Mr. William M. Ashby,  
212 Bank Street  
Newark, N. J.

Dear Sir:

Your letter of recent date, addressed to the attention of Mr. Louis Plaut, received, and in reply we want to thank you for bringing this matter to our attention. We agree with you that the term referred to should not be used. Our employees were instructed to refer to this color as African brown, and we have again cautioned them in this respect.

We might add that the term "nigger brown" seems to be in general use, of course, without any thought of a reflection on any race; in fact, we read an article only a short time ago in one of the leading papers where the color was referred to as "nigger brown." However, in our judgment it is not right, and should not be used.

We remain

Yours very truly,

*L. S. Plaut & Co.*

F.P.F.D

F. P. FORD, SECRETARY  
212 BANK STREET  
NEWARK, N. J.