

MARSHALL FIELD & CO COURTEOUSLY ANSWERS CELIA PARKER WOOLLEY

Last week, Mrs. Celia Parker Woolley of the Frederick Douglass Center sent a letter to Marshall Field, asking that some other name be used instead of "Nigger Brown."

The following letter is a reply from Marshall Field & Co. to Mrs. C. P. Woolley's inquiry as to the use of "Nigger Brown" as a term describing a quality of goods.

Mrs. J. H. Woolley,

President, Frederick Douglass Center,

3032 Wabash avenue.

Dear Madam: In reply to your courteous letter of the 16th, our people, while familiar with the name "Nigger Brown" (which, they say, has become rather common in the trade since the 1st of July) to designate a particular shade of brown and not a kind of goods, do not know where the name originated, but presume that it was the manufacturing trade. It is not true that our people have used this name in their advertising, and contrary to that, we find that they have discouraged the use of the name by our sales people in any connection. However, as you no doubt know, it is impossible to absolutely control this condition. We can assure you, however, that we are not in sympathy with the term, will not use it in our advertising, and will do all we can to discourage any reference to it in our business. While the same may obtain in some usages in the trade, we feel it must be short lived as an inelegant expression.

Yours very truly,

Marshall Field & Co.,

By J. T. Gilmore.