

5-11-2016

Fitzhugh, H. Naylor

DPAAC Staff

Follow this and additional works at: [http://dh.howard.edu/finaid\\_manu](http://dh.howard.edu/finaid_manu)

---

#### Recommended Citation

Staff, DPAAC, "Fitzhugh, H. Naylor" (2016). *Manuscript Division*. 244.  
[http://dh.howard.edu/finaid\\_manu/244](http://dh.howard.edu/finaid_manu/244)

This Article is brought to you for free and open access by the Finding Aids at Digital Howard @ Howard University. It has been accepted for inclusion in Manuscript Division by an authorized administrator of Digital Howard @ Howard University. For more information, please contact [lopez.matthews@howard.edu](mailto:lopez.matthews@howard.edu).

**Guide to the H. Naylor Fitzhugh Papers  
DCAAP.0041**

**Moorland-Spingarn Research Center,  
Howard University Collection Number xxx**

**Finding aid prepared by Finding aid prepared by D.C. Africana Archives Project**

---

This finding aid was produced using the Archivists' Toolkit

May 11, 2016

Describing Archives: A Content Standard

DC Africana Archives Project  
Gelman Library  
Special Collections, Suite 704  
2130 H Street NW  
Washington DC, 20052

## Table of Contents

---

<u>Summary Information</u> .....	3
<u>Biographical/Historical note</u> .....	4
<u>Scope and Contents note</u> .....	4
<u>Arrangement note</u> .....	4
<u>Administrative Information</u> .....	5
<u>Collection Inventory</u> .....	6

## Summary Information

---

<b>Repository</b>	DC Africana Archives Project
<b>Title</b>	H. Naylor Fitzhugh Papers
<b>Date</b>	1930-1992
<b>Extent</b>	11.0 Cubic feet
<b>Location note</b>	This collection is part of the holdings of the Moorland-Spingarn Research Center at Howard University, 500 Howard Place, NW, Washington, DC 20059. Please contact them for information on accessing these materials.
<b>Language</b>	English
<b>Abstract</b>	personal and professional life and contain family papers, correspondence, and speeches by Fitzhugh. Of note are his research files on the black experience in business, files from his time on the U.S. Census Bureau, and his extensive files on Dunbar High School reunions. Also included are Pepsi-Cola advertising clippings, marketing material, and photographs.

## Biographical/Historical note

---

H. Naylor Fitzhugh was a teacher, mentor, businessperson and professor. Born in Washington, D.C. in 1909, his parents, William Hiram Fitzhugh and Lillian Naylor Fitzhugh, were highly regarded in the community. He attended Dunbar High School and excelled academically. At 16 years old, Fitzhugh earned a full scholarship to attend Harvard University. He earned his MBA in 1933, despite never being able to secure on campus housing. He was one of the first African Americans to earn an MBA from Harvard Business School. Fitzhugh was one of the co-founders of the New Negro Alliance (NNA) of Washington D.C. in the early 1930s. The NNA became a policy-making organization promoting fair employment and treatment within the business community in D.C. Fitzhugh was an activist who went to jail for his beliefs and participation in protests. Fitzhugh joined Howard University as a faculty member in the School of Business. He remained there for close to 30 years, developing programs such as the Small Business Development center. Fitzhugh resigned from Howard in 1965 in order to serve as the Vice President of the Special Markets Division at Pepsi. As a VP at Pepsi, he specialized in promoting products among minority consumers. He created several mentoring programs and marketing projects at the company. While working at Pepsi, he also mentored young business students enrolled at Howard University and participating in the American Marketing Association campus chapter. Fitzhugh also served as a special consultant for the U.S. Census Bureau from 1975-1981. Fitzhugh was a prolific writer with an extensive bibliography of publications about business, marketing, teaching and demographics. Fitzhugh passed away at the age of 82 in 1992.

---

## Scope and Contents note

---

H. Naylor Fitzhugh was a teacher, mentor, businessperson and professor. The collection documents Fitzhugh's personal and professional life and contains family papers, correspondence, and speeches by Fitzhugh, research files on the black experience in business, files from his time on the U.S. Census Bureau, and his extensive files on Dunbar High School reunions. Also included are Pepsi-Cola advertising clippings, marketing material, and photographs.

---

## Arrangement note

---

This collection is arranged alphabetically by folder title.

## **Administrative Information**

---

### **Publication Information**

DC Africana Archives Project

### **Conditions Governing Access note**

This collection is open for research.

### **Conditions Governing Use note**

Some material may be copyrighted or restricted. It is the patron's obligation to determine and satisfy copyright or other case restrictions when publishing or otherwise distributing materials found in the collections.

### **Immediate Source of Acquisition note**

tbd

## Collection Inventory

	<b>Box</b>	<b>Folder</b>
1986 Outreach Plan 1985	6	13
1990 Census Information Kit 1990	6	19
1990 Census School Project 1983	5	30
1990 Census School Project Planning Conference & Binder, 1985 1985	2	44
1990 Planning Conference Series 1985	6	14
50th Wedding Anniversary Celebration, Reginald M. and Bertha T. Washington 1990	10	29
56th Annual Convention of National Negro Business League 1956	5	6
The Abundant Life, Scripture: John 10: 1-10 11-Feb-90	4	84
A.M.E Zion Church School Series 1983-85	1	1
Acceptance? Like Painting Brown Grass Green: The Changing Challenge Summer 1975	3	53
Address by to Luther H. Hodges 1961	5	11

Agenda and Background Papers for the Joint Meeting of the Census Advisory Committees of AEA, AMA, ASA, AND POP 1986-88	6	16
Alma Mater '26 1976	7	10
Am I True Believer John 14: 1-16 24-Jun-90	4	89
AMA Census AOV Comm & Binder 1985-86	2	37
Amazing Grace, St. Catherine AMEZ Church, Seventh Annual Spiritual Retreat 26-Sep-87	4	64
American Demographics 1986	6	17
An Investment in the Public Interest 11-Dec-69	3	21
ANA Media Workshop 1976	5	20
Areas of Mutual Interest Between Manufactures and Retailers "Journal of the National Pharmaceutical Association" 1962	5	12
Areas of Mutual Intrest Between Manufacturs 1962	3	6
Autobiographic Memories... 1897-1954 M Street-Dunbar High School 1974	8	2
Award of Relevance at the First National Conference National Black MBA Association 26-Oct-79	3	67

Awards- Harvard U. Award 1986-87	10	21
Awards- Howard U. Honoary Degrees 1987	10	25
Awards-Livingstone College 1988	10	27
Becoming Endowed With Power 21-May-89	4	78
The Belief of Methodists Handouts undated	1	20
Biblical Maps & Arthur Ashe Article undated	1	21
Bibliography	5	43
Binder (1 of 2) undated	1	30
Binder (2 of 2) undated	1	31
Binder Misc. Chuch papers 1984	1	
Biographical Sketch & Curriculum Vitae 1964	5	14
Birthday Cards 1987-89	10	26
Black Capitalism Mostly an Empty Promise 1973	10	5
Black Enterprise Supports Black Dignity 26-Sep-70	3	28

The Black Experience Feb-86	4	35
Black History 1985	5	37
A Black Odyssey in Business ( draft pages) undated	3	90
A Black Odyssey in Business ( draft pages) undated	3	91
A Black Odyssey in Business ( draft pages) undated	3	92
A Black Odyssey in Business ( draft pages) undated	3	93
A Black Odyssey in Business ( notes) undated	3	89
A Black Odyssey in Business ( to page 54) undated	3	86
A Black Odyssey in Business ( to page 54) undated	3	87
A Black Odyssey in Business ( to page 63) undated	3	88
Black Potentials, Unlimited 18-Jan-87	4	56
Black Professionals and the Black Struggle 8-Nov-86	4	52
Black-Professional Career Options 13-Feb-87	4	58
Blacks and Education 1982	2	11

Blacks in Business and Community Development 23-Mar-83	4	19
Blacks in Business: Some Pertinent Trends 28-Oct-76	3	59
Blacks in Business_Emphasis Magazine May-83	4	22
Blacks in Corporations 1987-88	5	40
Blacks in Corporations 1973	10	6
Blacks in Marketing: Strategies for Success 5-Nov-87	4	67
Blacks Making IT in Today's Business World 12-Nov-82	3	85
Blacks Making it in Today's Business World 1-Mar-84	4	27
Board of Directors Directory The National Association of Market Developers, INC. 1883-84 1983-84	10	17
Booker T. Washington Memorial Dinner of the National Business League 5-Apr-75	3	52
Booklets 1966	5	16
Bottom Line Depends on Objectives Jun 20 1986	4	43
Bureau of the Census : Agricultural Statistics and Census Bureau Training Course 1982-83	2	12

Bureau of the Census :Membership List 1987	2	57
Bureau of the Census Press Clippings & Misc. Papers 1983	2	27
Business and the Church 8-Jun-80	3	69
Business Management Brief 1956	3	5
Business Management Briefs 1954	5	3
A Call for NAMD Stalwarts 27-Jul-76	3	54
Cases 1982	2	13
The Case for Business Development Among Blacks with Particular Reference to The State of the Black Economy 10-May-73	3	41
Census 1980-83	6	2
Census 1985	2	38
Census 1985-86	2	39
Census 1983	5	29
Census 1981-83	6	3

Census 1982	6	4
Census 1983	6	5
Census & Misc Papers 1985-87	2	42
Census- Church 1985	2	40
Census Corrspondences 1984	5	34
Census Current 1984-85	2	34
Census Data Application in Minority Community Programs 1977	6	1
Census- Offical 1982-84	5	25
Census Personnel 1986	2	53
Census Related Materials 1985	2	43
Census Report: Nevada is the Fastest Growing State, 1983	2	28
Census- School 1985	2	41
Census-Outreach 1981-83	5	24
Census-Releases 1984	5	35

Certificates 1984	10	19
Challenges for Black Leadership Oct-86	4	49
Choices 1985	2	45
The Church School Herald-Journal 1984-85	1	7
The Church School Herald-Journal 1985	1	15
Christmas '87 1987	5	39
Citation	5	44
Class of '26 Newspaper Clipping 1979	8	7
Clippings 1965-90	10	3
Commemorating the 100th Anni. Birth of Albert Ridgeley 1976	9	10
Communicating Effectively with Black and Hispanic Communities Beginning the Process In-House 30-Nov-78	3	66
Company Image and Marketing Segmentation 14-Mar-73	3	38
Company Image and Marketing Segmentation Mar 28 1973	3	40

Confidential, Excerpts from the Report of the BOR/SUS Program Review Team on SBI	10	30
Coping With Contrasts and Confusion: Daring to Be Different 18-Feb-83	4	18
Corporate Interest In Entrepreneurial Training 1982	3	77
Corporate Interests in Entrepreneurial Training_Emphasis Magazine May-82	3	81
Correspondence Misc. 1984-86	8	12
Correspondences 1961-91	10	2
Correspondences 1959-62	5	9
Correspondences Dunbar Reunion 1988 1988	8	31
Correspondences: (IN) National Firms 1982	2	14
Correspondences: (out) National Firms 1983	2	29
"Counting on Everyone" The 1980 Census Promotion Program 1980	6	6
A Creative Happenstance 5-Oct-80	3	71
A Creative Middle-Class Role for Privileged Black Americans & Your Bible is Your Major Textbook 1985	1	16

A Creative Middle-Class Role for Priviledged Black Americans May-85	4	38
A Creative Middle-Class Role for Priviledged Black Americans_ Emphasis Magazine May-85	4	39
Creative Two-Way Communications with Black Consumer-Citizens 1973	3	37
Cultivating Minority Market Opportunties 14-Jan-76	3	56
D.E.: Marketing's "Junior Partner?" Spring 1974	3	48
D.P.L.D Planning Check List for Outreach Program 1985	2	46
D.U.S.D 1982	2	15
Description of 1990 Census Outreach Plans	6	20
Dinner Reception Honoring Rev. Vernon A. Shannon 1984	1	8
Distinctions and Options: Doing Things Right, Doing Right Things 26- May-82	3	83
Distinctive Dimensions of Spiritual Life 23-Aug-87	4	63
Distinctive, Interrelated Challenges and Opportunties 28-Sep-84	4	30
Distinguished Service Award 1987	7	17

Doing Good While Doing Well 5-May-89	4	77
Doing Good While Doing Well 2-Nov-89	4	81
Doing Our Own Thing -- Together 31-Jan-74	3	47
Doing Things Right: Doing Right Things 19-May-82	3	82
Dunbar 1976	7	3
Dunbar 1976-83	7	4
Dunbar 1982	7	6
Dunbar 1973-75	9	4
Dunbar 1978-79	9	18
Dunbar 1971-81	7	1
Dunbar 1975-76	7	2
Dunbar '26 Finance & Correspondences 1977	9	16
Dunbar 50th Anniversary Playing Cards 1976	7	23
Dunbar 53rd Reunion 1979	9	19

Dunbar 54th Reunion 1980	9	20
Dunbar 55th Reunion 1981	9	24
Dunbar 60th Anniversary 1986	7	20
Dunbar '77 1977	7	5
Dunbar '80-81 1980-81	9	23
Dunbar '83-84 1983-84	7	7
Dunbar Arrangments 1976	9	7
Dunbar Bank Savings 1986-90	8	21
Dunbar Certificates 1988-92	8	28
Dunbar Class Directories 1976	9	8
Dunbar Class of '26 Memo 1980	9	22
Dunbar Class of '26, 55th Reunion 1980	9	21
Dunbar Committee Directory 1976	9	11
Dunbar Contributions '90 1990	7	18

Dunbar Contributors 1985 & 89	8	16
Dunbar Correspondence 1973-76	9	5
Dunbar Directory Class of '26 1966-89	8	1
Dunbar Faculty 1983	8	9
Dunbar Fund Financial Plan 1985 & 88	8	18
Dunbar Fund Gov't Reports 1985-87	8	17
Dunbar Fund- Incorporation 1983-87	8	10
Dunbar Fund- Industrial Bank 1984-87	8	14
Dunbar Fund Reports to Class 1985-90	8	19
Dunbar Fund Reports to Class 1991	8	34
Dunbar High School 1976-82	9	12
Dunbar High School 1974	7	8
Dunbar High School 1966-82	9	1
Dunbar High School Alumni Asso. 1977-79	9	17

Dunbar High School Reunion 1991	8	35
Dunbar History 1976-87	8	3
Dunbar History 1976	9	13
Dunbar IRS Form 1989-90	8	29
Dunbar Letters 1976	9	9
Dunbar Misc 1979	7	16
Dunbar Newsletter 1991	8	36
Dunbar Other Classes 1977	8	4
Dunbar Post-Reunion 1976-77	9	14
Dunbar Reunion 52nd 1978	8	5
Dunbar Reunion 55th 1981	8	8
Dunbar Reunion 59th 1985	8	20
Dunbar Reunion 60th 1986	8	25
Dunbar Reunion 61st 1987	8	26

Dunbar Reunion Photos 1977	7	19
Dunbar Scholarship Awards Fund 1986-90	8	22
Dunbar Scholarship Fund 1986	8	23
Dunbar Teachers 1976	9	15
Dunbar: Class of '26-50th Reunion 1976	7	11
Dunbar: Class of '26-55th Reunion 1981	7	13
Dunbar: Class of '26-60th Reunion 1986	7	14
Dunbar: Class of '27-50th Reunion 1977	7	12
Dunbar: Correspondences 1975	7	9
Dunbar: Home 1979	7	15
Dunbar'26 Newsletter 1989	8	30
Dunbar-57th Reunion 1983	8	11
Dunbar Large Group Photo	7	21

The Duty and Beauty of Sharing, Scripture Reading: Joshua 24: 1-16 19-Jun-88	4	72
The Effective Use of Borrowed Funds "Business Management Briefs" 1954	5	4
Earl Graves 1986-88	5	38
Effective Marketing to Minority Consumers 10-Apr-72	3	34
Effective, Profitable Communications with Major Ethnic Markets, Brief Outline of Presentation Oct 1-3, 1969	3	20
Ethnic Challenges to Marketing Management 14-Jan-69	3	13
Ethnic Challenges to Marketing Management 18-Feb-69	3	15
Ethnic Challenges to Marketing Management Spring 1969	3	19
Ethnic-Minority Groups and Industrial Opportunity 27-Mar-69	3	16
Ethnic Challenges to Marketing Management undated	5	45
Expanding Our Thinking About Some Basic Problems 1968	3	11
F.A.M.U 1982-84	10	14
Fitzhugh & Pepsi-Cola 1965	4	10

Fitzhugh Negatives	9	26
Fitzhugh Photos Expanded File (6 of 6) No Year	4	6
Fitzhugh Presentation to Class of '26	10	31
Fitzhugh Retirement Party	9	27
Fitzhugh to Speak Thursday "The Reporter" 1975	5	19
Forming Good Habits, Day by Day 29-Nov-87	4	68
Future Implications of Today's Observance 18-Jul-91	4	96
Give the People a Vision 1976	10	9
Goal and Performance Priorities of the U.S. 1982	2	16
Grads 1956-65	5	8
The Half Full/ Half Empty Cup 1-Mar-77	3	60
"He Lives" Song & Music Handouts undated	1	22
H. Naylor Fitzhugh 1987	8	27

H. Naylor Fitzhugh Acknowledgement of the Heritage Award Received From the Executive Leadership Council 25-Oct-90	4	90
H. Naylor Fitzhugh Distinguished Service Award 1986	4	44
H. Naylor Fitzhugh Family Tree 1984	4	8
H. Naylor Fitzhugh_ The Dean of Black Businessmen 1987	5	41
H. Naylor Fitzhugh's Acceptance of the Amistad Award on Behalf of Tony Brown 3-May-84	4	29
Hand Written Letter 1930	5	1
Harvard Class Reunion	9	28
Herb Wright NAMD, and the Black Community Some Personal Perspectives 18-Apr-91	4	94
Herbert H. Wright, The National Urban League and Corporate CommunityAffairs 1976	10	10
How Do You Spell Success? Luke 12: 16-31 19-Aug-90	4	88
How to Evaluate the Religious Outreach Project Segment of the 1986 Test Program 1985	6	12
How You Fit in the Corporation -- As a Social Institution 4-Feb-78	3	63

Human Dignity is The Basic Issue 29-May-68	3	12
Human Dimensions of Economic Development_ Emphasis Magazine May-89	4	76
Human Existence and Eternity -- Mortality and Imorality Diagram undated	1	23
The Important, Exciting Field of Marketing 5-Aug-70	3	27
(IN) Associations 1982	6	7
(IN) Teacher Task Force 1982-83	5	26
Information for Advertising for the Government, (1984) 1985	2	47
Insurance Papers 1986	10	23
Interim Report on A Census School Project 1984	5	36
Introductory Remarks on Corporate Social Opportunity 11-Jan-84	4	26
Introductory Remarks on Corporate Social Opportunity	5	46
it's Nice to Know We Won't Be Missing Fitz	5	47
Jesse L. Jackson for President Photo No Year	4	7

Joseph and Moses and the African American Experience 25-Mar-90	4	85
Joseph and Moses and the African American Experience_ Emphasis Magazine May-90	4	86
Joseph and Moses and the Black Experience 21-Aug-88	4	73
Leadership 1985	2	48
Learn and Earn 1973-74	5	18
Learning and Doing Business 1983	10	18
List of Writings	3	1
Mailing List 1983	2	30
Major Factors Influencing Mail returns and Coverage Diagram 1985	2	49
Making Choices: Study Your Community's Economic History 1983	2	31
Making Distinctions and Choices 21-Apr-82	3	80
Making it in Today's Business World 24-Apr-84	4	28
Management Responsibilities and Opportunities in Marketing 9-Jul-73	3	43

Manuscript 1982	2	17
Manuscripts Copies 1982-83	5	28
Maps undated	8	37
Market Concept Must Broaden to Embrace Public Relations Issues 1-Dec-73	3	46
Market Developers and Community Development No 12, 1971	3	32
Market Developers: Creative Communications 7-Mar-72	3	33
Marketers Must Learn to Handle Social Pressure 21-May-76	3	58
Marketing Concept Must Broaden to Embrace Public Relations Issues 1973	10	7
Marketing the 1980 Census 1982	5	27
The Marketing of Marketing Education 23-Mar-85	4	33
Marketing to Ethnic Consumers 17-Feb-69	3	14
Marketing-Related Programs at Secondary and Post-Secondary School Levels: A Panel Discussion 1975	3	51
Marketing's Sociological Dimension May, 1971	3	29

Media Associates Inc: Minority Controlled Radio Stations, 1981 3-Jun-05	2	2
members of the Assoc. of Black Corporate Professionals 6-Aug-80	3	70
Memo & Census Related Documents 1986	2	54
Memo & Census Related Materials 1987	2	58
Memo from Fitzhugh to AMEZ Publishing House 1983	1	2
Memo to Russ Valentine, U.S. Dept of Commerece, 1986	2	55
Memo: (Out) Local Firms	2	32
Michigan DECA 1983	5	31
Mics. Newspaper Clippings 1984-85	1	9
Mid-Western Banker 1971	5	17
Minority Business and Community Development 26-Jan-83	4	17
Minority Business Enterprise: Some Structural Aspects 16-Jul-70	3	25
Minority-Business Development: An Opportunity for Community- Development Brokers 12-Oct-73	3	45

Minutes and Report of Committee Recommendations 1986	6	18
Misc papers & Correspondences 1982-83	2	18
Misc Photos (4 of 6) No Year	4	4
Misc. Articles assoc. With Fitzhugh 1988	4	69
Misc. Articles assoc. With Fitzhugh 1989	4	82
Misc. Articles assoc. With Fitzhugh No Year	4	98
Misc. Census 1980-83	5	21
Misc. Church Papers 1983	1	3
Misc. Church related Materials Nov, 1985	1	18
Misc. Clippings 1984	6	11
Misc. Dunbar High School Papers 1984	8	13
Misc. Dunbar Related Documents 1981-82	9	25
Misc. Dunbar Reunion & Scholarship Documents 1990	8	33
Misc. Dunbar Reunion Documents 1988	8	32

Misc. Naylor Images	7	22
Misc. Notes 1983	5	32
Misc. Papers 1984	6	10
Misc. Pepsi Publications assoc. With Fitzhugh 1987	4	62
Misc. Pepsi Publications assoc. With Fitzhugh 1990-92	4	87
Misc. Publications 1967-784	9	2
Moorland-Spingarn Research Center 1975	9	6
A More Abundant Life 28-Oct-84	4	32
More Effective Marketing to Black and Brown Consumers Amidst Increased Competition and Confrontation 22-Jul-70	3	26
More Power to the Federation 14-Jul-78	3	65
Morgan State College: The Baltimore Business Institute 6-May-70	3	22
Moving Up to Higher Ground: Getting Down to Basics or Defining Real Problems: Working Towards Solutions 8-Mar-81	3	73
Moving Up to Higher Ground: Getting Down to Basics_ Emphasis Magazine May-81	3	75

NAMD Position Paper Media Section 6-Jun-74	3	50
Naylor House Expenses 1980-94	5	22
Naylor Photo Slides (5 of 6) undated	4	5
Negro and Spanish -- Marketing Programming 13-May-70	3	23
Negro Business and Business Education 1947	3	3
Negro Business and Business Education Reviews 1948	3	4
The Negro Market-- Two Viewpoints 1967	3	10
The Negro Market: Fact or Fallacy 1963	3	8
The Negro Market: Fact or Fallacy "Thirty-Fifth Annual Boston Conference on Distribution" 1963	5	13
The Negro Market: Fact or Fallacy & The Negro College 1964	3	9
The New Congregation Handouts undated	1	24
The New Dunbar High School 1978	8	6
New Negro Alliance Year Book 1939	10	1

New Realities for Corporate Directors 1974	10	8
New Report Flags a Revolution in Demographics 1984	2	36
New Testament Handouts undated	1	25
New York Times Magazine: Claude Brown 1984	2	35
Newspaper Articles: Misc/ General 1981-83	2	7
Newspaper Articles: 1990 1982	2	26
Newspaper Articles: Age 1981-83	2	3
Newspaper Articles: Blacks, Hispanics, and Population Segments 1981-83	2	4
Newspaper Articles: Education/ Learning 1982	2	19
Newspaper Articles: Housing 1982	2	20
Newspaper Articles: Income & Poverty 1981-83	2	6
Newspaper Articles: Marketing and P/R 1982	2	21
Newspaper Articles: Neighborhoods 1981-83	2	8
Newspaper Articles: Population-General 1982-83	2	22

Newspaper Articles: Quality of Life 1982	2	23
Newspaper Articles: Section of Country (Regions) 1981-83	2	9
Newspaper Articles: Sources of Information 1982-83	2	24
Newspaper Articles: Towns & Cities 1982	2	25
Newspaper Articles: Voting 1981-83	2	10
Newspaper Articles:Employment 1981-83	2	5
Newspaper Clippings 1968-75	9	3
Notes: Doing Good While Doing Well	10	32
Offers 1943-50	5	2
Ophelia Devore 1976	10	11
Order of Seating, Going on Stage, and Standing on Handouts undated	1	26
(OUT) Associations 1982	6	8
(Out) Teacher Task Force 1983	5	33
(Outline) Central Banking in the Jamacian Economy	5	49

PBG SPIRIT 1982	10	15
People Dimensions of Entrepreneurail 1-Nov-83	4	24
Pepsi Advertising Clippings 1982-84	4	15
Pepsi Corres & Materials 1968-92	10	4
Pepsi-Cola Company MBE Program An Overview Feb-90	4	83
The Pepsi-Cola Company Salutes, The Men and Women of Howard University	10	34
Pepsi-Cola Special Markets Seminar 20-May-73	3	42
Pepsi-Cola's MBE Program An Overview 26-Oct-88	4	75
Pepsi's Earn-And-Learn Youth Project	5	48
Pepsi's Media Bridge to Black Markets 1978	10	13
Photo Copy of Clippings 1966	4	11
Photo Copy of Clippings 1967	4	12
Photo Copy of Clippings & Misc. Publications 1970-74	4	13

Photographs	9	29
Photos	8	38
Photos ( 2 of 6) 1965-78	4	2
Photos ( 3 of 6) 1984	4	3
Photos (1 of 6) 1961	4	1
The Post War Out Look for Negroes 1946	3	2
PR, Marketing Educators, Practitoners Must 1982	10	16
Praying The Lord's Prayer, Scripture Lesson: Matthew 4: 23- 5: 16 31-May-87	4	60
A Preliminary Outline of Discusion Topics for Trade Association Representatives Nov-72	3	36
Presentation of Pepsi Learn and Earn Experience 27-Apr-83	4	21
Presentation of the H. Naylor Fitzhugh Awards from the National Black MBA Association, at Philadelphia 17-Oct-87	4	66
Private Enterprise at What Cost? 10-Feb-82	3	79
Private Sector Interest in Entrepreneurship Training 1983	4	16

Private-Sector Interest in Entrepreneurship	5	50
Problems and Opportunties Confronting Negroes in The Field of Business 1962	3	7
Problems and Opportunties Confronting Negroes in the Field of Business 1962	4	9
Problems vs. Predicaments 1987	4	55
Problems vs. Predicaments and Black Community Benefits From the Service of Black Business 1986	4	34
Problems vs. Predicaments_ Emphasis Magazine May-87	4	59
Procedures undated	1	27
Professional Athletes Unlimited 1984	1	10
Programs 1984	10	20
Programs w/Fitzhugh's Name 1976-90	10	12
Promoting the Store and Its Services "Business Management Briefs" 1956	5	7
A Pro-Active Christian Defense Scripture: Matthew 16: 15-23 23-Jul-89	4	79
A Pro-Active, Creative Black Experience in Business 15-Jun-88	4	71

A Proposed Investigation of Business-Career Opportunities for Qualified Negro Youth 1961	5	10
Public Relations Journal 1965	5	15
Pyatt Misses the Mark 1987	4	54
A Qualitative Overview of Pepsi-Cola Company's Black Consumer market Programs Past-Present-Future 1-Jun-87	4	61
Rationale For An MBE Program 16-Oct-84	4	31
A Rationale for "Mega-Marketing" Jarvis Christian College 28-May-86	4	40
The Reality of Constraint Versus the Utility of Trust; Toward A Just and Interdependent	10	35
Reflections From A Sixty Year Black American Experience 5-Sep-86	4	47
Reflections on an Eventful Week 15-Jun-86	4	42
Reflections on the Evolution of a People_ Emphasis Magazine 1988	4	70
Regular Attendees List undated	1	28
Relvant Black Business Development in Today's World 13-Aug-73	3	44
Responding to Some Current Problem- Situations 1-May-74	3	49

Restructuring of America & Identifying the Information Manager 1983	2	33
Resume 1988	10	28
Retreat 1983	6	9
Reunion Programs and Journals Class '26 1984-86	8	15
The Role of Management 1-Nov-77	3	62
The Role of Marketing in Business 21-Jul-83	4	23
The Role of Vocational Education on the American Way of Life As it Pertains to the Free Enterprise System 5-Aug-85	3	76
A Salute to "Those Who Make A Difference" 26-Apr-85	4	37
A Socially Segmented Marketing Concept 26-Apr-76	3	57
Services Directory undated	1	29
Showers of Blessings We Need 17-Aug-86	4	46
Skills For Senior Management: How A Black MBA Can Become Involved With Senior Management of A Major Corporation 17-Oct-87	4	65
Small Business Handbook 1991	10	28

So, What's the Problem? John 9: 1-25; 39 27-Jan-91	4	92
So, What's the Problem?_ Emphasis Magazine May-91	4	95
Social Environment 1987	5	42
Social Responsibility in Business-- Implications for Management 21-Aug-75	3	55
Socially Segmented Marketing and the Bottom Line 1-May-78	3	64
Some Attitudinal/ Aspirational Aspects of the Changing Times With Special Reference to Inner-City residents 1-May-72	3	35
Some Challenging Marketing Frontiers 27-Mar-80	4	93
Some Echoes From Business 12-Sep-89	4	80
Some Ethnic Challenges to Marketing Management 3-May-69	3	18
Some Ethnic--Marketing Basics 24-Oct-88	4	74
Some General Comments on the State-Related-Data Proposals of Dr. Phillip A. Kennedy and Paul Zeisset 1985	2	50
Some Implications of the Name Change undated	10	36

Some Marketing Opportunities and Challenges Confronting N.I.A. Member-Firms Suggested by Recent Demographic Data 28-Jul-71	3	30
Some Minority Business Enterprise Basics Jan 22-23, 1987	4	57
Some Social Challenges Confronting Business 23-Apr-69	3	17
Some Things Old, New, Borrowed, and Blue 25-Mar-73	3	39
Some Thoughts About the Christian Experience 14-Dec-80	3	72
Some Thoughts About The Substance and Formalities of Organized Action 9-Mar-81	3	74
South Africa 1981	5	23
Specialized Marketing Communications with Black Consumers: A Marketing/Public Relations Interface 11-Nov-71	3	31
Speeches 1976	9	16
Speeches 1966	11	2
Speeches 1967	11	3
Speeches 1968	11	4
Speeches 1969	11	6

Speeches 1970	11	7
Speeches 1971	11	8
Speeches 1975	11	13
Speeches 1976	11	14
Speeches 1973	11	11
Speeches 1974	11	12
Speeches ( 2 of 2) 1972	11	10
Speeches (1 of 2) 1972	11	9
Speeches/ Reports 1969	11	5
Speeches/ Reports No Dates	11	15
Speeches-Special Markets One Third of the Charlotte Region 1963	11	1
The Spirit of Christmas 21-Dec-86	4	53
Spiritual Wonders, Matthew 5: 1-16 18-Aug-91	4	97
St. Catherine Sunday School Assingments Jan, 1985	1	17

St. Catherine AMEZ Church School Lessons (1 of 4) Feb, 1984	1	11
St. Catherine AMEZ Church School Lessons (1 of 4) 1984	1	12
St. Catherine AMEZ Church School Lessons (1 of 4) June, 1984	1	13
St. Catherine AMEZ Church School Lessons (1 of 4) 1984	1	14
St. Catherine Palm Sunday 1983	1	4
Strategic Planning for the Census Bureau and the Initial Strategic Plan 1985	6	15
The Struggle Continues 18-Oct-86	4	51
Suggested Terminology for the Continuing Struggle 28-Sep-86	4	48
Sullivan Principles 21-Apr-80	3	68
A Survey of the Participation of Selected Minority Focused Radio Stations in the 1980 Census Campaign 1980	2	1
Talk Before an Alpha Adult Group 11-Jul-86	4	36
Tentative Outline for Volume III, Adventures in Negro History	10	33
A Time for Miracles 31-Jul-86	4	45

Things That Naturally Go Together ( Or Getting Down to Basics) 17-Oct-82	3	84
Through the Years Together 1986	8	24
Through the Years Together 7-Jun-86	4	41
Tony Brown's Journal- The Story of America's Black Airforce 1983	1	5
Top Black Businessmen Highlight Harvard Confab_ Jet Magazine 2-Mar-78	4	14
Towards More Effective M/DE Communications with Business 28-Jan-82	3	78
Towards More Effective Minority-Business Networking 16-Dec-83	4	25
U.S. Department of Commerce News 1986-87	2	56
Voice of Calvary Ministries 1983	1	6
Voice of Experience 26-Apr-83	4	20
Wall Street Journal and Hand Written Notes 1985	2	51
Welcome to a World of Uncertainty, Promise, and Challenge 31-May-70	3	24
What Black Colleges Can Do to Help Black Businesses	10	37

What Black History Means to Me 1985	1	19
What is the Way For Progress Article and Response 1985	2	52
Where Are We Headed? Socially Segmented Marketing: Reaching Outward, Searching Inward 18-May-77	3	61
Who Am I ? 12-Oct-86	4	50
Who is A Leader, Romans 12: 1-12 11-Nov-90	4	91
The "You" Point of View In Customer Relations "Business Management Briefs" 1955	5	5