

HENRY GREEN PARKS, JR.

Sales promotion, Pabst Sales Company, Chicago
1231 Fulton Avenue, Bronx 56, New York

Economics

This is not a study. Parks knows
the answers - and wants to
bolster them. That is all right, maybe,
but it can't be called "study."

This proposal is not economics
but business. The question of an
award hangs on his ability to
"sell" this particular project
It's interesting

I wish we had more enthusiastic
testimony as to the man's
top ability. No "economics" references at all
What about his draft status?

Name Henry Green Parks, Jr. **Field:** Economics

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Plan of Work

A study of the Negro market, its coverage by present national sales promotion and advertising, and principles of exploiting it (with the objective of increasing profits through closer relations of white and Negro businessmen).

Requests grant for one year beginning July, 1944. Will not return to present position. Wishes to attend New York University.

Applied in 1941.

Personal Data Born Atlanta, Georgia, September, 1916.
Married, one child.

Age: 28

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Undergraduate Work Ohio State University, B.S., 1939.

Graduate Work Ohio State University, fall quarter 1939.

Experience Clerk, Ohio State Highway Department, Columbus, Ohio, 1-3, 1940, \$960; vocational counselor-Negro adviser-director of war training, National Youth Administration, 1940-43, \$1320-\$2900 and subsistence; sales promotion, Pabst Sales Company, 221 North La Salle Street, Chicago, Illinois, 1943- , \$2400 and expenses and bonus.

Accomplishments Student Senate, President of Negro Pan-Hellenic Council, Y.M.C.A. Council Officer, President Inter-racial Society in college.

References

Horace Cayton, Parkway Community Center, Chicago
Mary McLeod Bethune, 1812 Ninth Street N.W., Washington, D. C.
William B. Graham, 270 St. Nicholas Avenue, New York City
Charles H. Wesley, Wilberforce University

Budget Summary

Total Amount Needed	\$3,300
From Applicant	800
From Fund	\$2,500

AMOUNT GRANTED

Sent to Committee

FISK
UNIVERSITY