

Finding Aid to The HistoryMakers® Video Oral History with Lafayette Jones

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Jones, Lafayette Glenn, 1944-
Title:	The HistoryMakers® Video Oral History Interview with Lafayette Jones,
Dates:	August 14, 2014
Bulk Dates:	2014
Physical Description:	11 uncompressed MOV digital video files (5:05:20).
Abstract:	Marketing chief executive and publisher Lafayette Jones (1944 -) is the president and chief executive officer of SMSi-Urban Call Marketing, Inc. and publisher of Urban Call and Shades of Beauty magazines. He also served as a marketing executive for Lever Brothers, Pillsbury Company, General Foods, Hunt-Wesson, Johnson Products Company and Johnson Publishing Company, and founded the American Health and Beauty Aids Institute. Jones was interviewed by The HistoryMakers® on August 14, 2014, in Bermuda Run, North Carolina. This collection is comprised of the original video footage of the interview.
Identification:	A2014_215
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Marketing chief executive and publisher Lafayette Glenn Jones was born on February 17, 1944. He credits his parents, who managed a small landscaping business, with his own entrepreneurial drive. Jones received his B.A. degree from Fisk University in 1965, and went on to attend executive management programs at Dartmouth College's Amos Tuck School of Business and Stanford University's School of Business.

Jones first worked for the Job Corps and the YMCA as a program director in the mid-1960s. He then directed client promotions at the Washington, D.C. radio station WOL from 1967 to 1969. From 1969 to 1974, he worked as a sales and marketing executive for Lever Brothers, Pillsbury Company and General Foods. From 1974 to 1979, Jones served as a marketing manager for Hunt-Wesson, where he created the Orville Redenbacher Gourmet Popping Corn and Hunt's Manwich strategies. In 1979, he was appointed as vice president of marketing and sales at Johnson Products Company in Chicago, Illinois. In 1981, Jones founded and served as executive director of the American Health and Beauty Aids Institute (AHBAI), the trade association of black hair care companies. He also founded Smith-Jones & Associates, an association management firm.

In 1988, Jones was named vice president and general manager of Supreme Beauty Products Company, the hair care subsidiary of Johnson Publishing Company. He then joined Sandra Miller Jones' Segmented Marketing Services, Inc. (SMSi) in the early 1990s, where he went on to serve as president and chief executive officer of SMSi-Urban Call Marketing, Inc. and publisher of the company's *Urban Call* magazine. Jones also became publisher of SMSi's *Shades of Beauty* magazine in 1998.

Jones has authored articles for numerous publications including *OTC Beauty Magazine* and the *Beauty Industry*

Report. He authored a column in *Sophisticate's Black Hair Styles and Care Guide* and the 1999 Green Book's special section on ethnic hair care. Jones also wrote a column for *ShopTalk* magazine for fifteen years. He is a frequent speaker at conferences and has guest lectured at Harvard University, Dartmouth College, Duke University, Wake Forest University, and Howard University. Jones has also served on the boards of several organizations including Urban Getaways, the Mardan Institute and the Promotion Marketing Association.

Jones is married to his business partner, Sandra Miller Jones. He is the father of four children: Kevin, Melanie, Tara and Bridgette.

Lafayette Jones was interviewed by *The HistoryMakers* on August 14, 2014.

Scope and Content

This life oral history interview with Lafayette Jones was conducted by Larry Crowe on August 14, 2014, in Bermuda Run, North Carolina, and was recorded on 11 uncompressed MOV digital video files. Marketing chief executive and publisher Lafayette Jones (1944 -) is the president and chief executive officer of SMSi-Urban Call Marketing, Inc. and publisher of Urban Call and Shades of Beauty magazines. He also served as a marketing executive for Lever Brothers, Pillsbury Company, General Foods, Hunt-Wesson, Johnson Products Company and Johnson Publishing Company, and founded the American Health and Beauty Aids Institute.

Restrictions

Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

Persons:

Jones, Lafayette Glenn, 1944-

Crowe, Larry (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews
Jones, Lafayette Glenn, 1944---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Publisher

Marketing Chief Executive

HistoryMakers® Category:

MediaMakers

Administrative Information

Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

Preferred Citation

The HistoryMakers® Video Oral History Interview with Lafayette Jones, August 14, 2014. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

Processing Information

This interview collection was processed and encoded on 5/30/2023 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The

HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

Detailed Description of the Collection

Series I: Original Interview Footage

- Video Oral History Interview with Lafayette Jones, Section A2014_215_001_001, TRT: 1:28:45 ?
- Video Oral History Interview with Lafayette Jones, Section A2014_215_001_002, TRT: 2:28:24 ?
- Video Oral History Interview with Lafayette Jones, Section A2014_215_001_003, TRT: 3:28:50 ?
- Video Oral History Interview with Lafayette Jones, Section A2014_215_001_004, TRT: 4:28:51 ?
- Video Oral History Interview with Lafayette Jones, Section A2014_215_001_005, TRT: 5:29:48 ?
- Video Oral History Interview with Lafayette Jones, Section A2014_215_001_006, TRT: 6:31:04 ?
- Video Oral History Interview with Lafayette Jones, Section A2014_215_001_007, TRT: 7:29:17 ?
- Video Oral History Interview with Lafayette Jones, Section A2014_215_001_008, TRT: 8:29:39 ?
- Video Oral History Interview with Lafayette Jones, Section A2014_215_001_009, TRT: 9:34:33 ?
- Video Oral History Interview with Lafayette Jones, Section A2014_215_001_010, TRT: 10:07:01 ?
- Video Oral History Interview with Lafayette Jones, Section A2014_215_001_011, TRT: 11:29:08 ?