

## CHICAGO CHAPTER NEWS

LEROY W. JEFFRIES, vice-president of the Johnson Publishing Company (*Ebony*, *Hue*, *Jet* and *Tan* magazines) spoke on the subject, "The Potential for Cosmetics in the 17-Billion Dollar Negro Market," May 13.

In just eight years Mr. Jeffries has risen from advertising salesman to vice-president of the Johnson Publishing Company. Previous to joining the Johnson organization, he worked as a job analyst and consultant for the Arma Corporation, manufacturers of precision Naval instruments, and he was an industrial relations executive for the National Urban League in New York. He has a B.S. in Economics from Wilberforce College and a M.A. degree in Industrial Relations and Personnel Administration from Columbia University. Among his professional society affiliations are the National Association of Market Developers and the American Marketing Association.

Mr. Jeffries has lectured on industrial relations, personnel administration and advertising to civic and social organizations and university groups throughout the country.

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