

NAMD

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stitute—The Organization of Sales and Public Relations Representatives. When Kendrix discussed the name with C.U. Turpin, Manager-Special Markets, Remington Rand Inc., he was “definitely against the name of ‘Hucksters,’ simply because it does not offer the dignity

which an organization of this nature should possess.” The word “huckster” is usually used to refer to street peddlers.

Kendrix believed that a national public relations and sales organization could

foster the employment of other Blacks by those industries who did not yet employ such persons; could promote the organization of local groups; and could work to give public relations and sales people the professional status which they deserved.

Kendrix likewise felt that Black executives had the obligation to prove to their companies and to those with whom they worked that they were neither beggars nor “blackmailists.” Instead, he wanted Blacks in Corporate America to be seen as professionals working in an area of the American economy that is basic to our system of free and competitive enterprise.

HERBERT H. WRIGHT joined Philip Morris Incorporated in 1945 as a salesman. Later, he was promoted to College Supervisor and then to Manager of Public Relations Administration. Finally, Wright was named Executive Director of Urban Affairs. He spearheaded Philip Morris Incorporated’s early involvement in community affairs and in every viable cause addressing the rights of minorities.

Chief author of Philip Morris’ wide study on Corporate Social Responsibility, Wright created an awareness in his company that was unprecedented. During his 36 years with Philip Morris, people and organizations throughout the country were touched and influenced by this pioneering executive and leader in the struggle for human and civil rights.

He ridiculed the pompous and strengthened the humble. He was always the teacher; always the super salesman. He imbued everyone he met with hope and the promise of a better tomorrow.

Were one to try to list Herb Wright’s sterling qualities, high on the list would be his loyalty—loyalty to friends, to causes, to products, to his company and always, loyalty to his ideals. Next on the list would come his personal dignity, wit and everlasting humor. He had *style* in everything he did. He was totally dependable and totally trustworthy.

His beliefs were solid, deeply rooted and practiced. He believed in the dignity of labor and the worth of all people. He believed in the human potential and he conveyed that to others in such a way that nobody ever wanted to let him down.

As one of the original founders of NAMD, Wright saw the need for a professional marketing organization around which Blacks could rally to learn and grow in their chosen careers. He served as vice president, board member and as chairman of the board. At all times, he kept both himself and his company intricately woven into the fabric of the organization.

Herbert H. Wright carved a pathway out of the corporate jungle on which many others have trod to rewarding careers. He died on January 12, 1981.

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