

# NAMD..... (Continued from Last Page.)



(Left to right) LeBaron Taylor, Eugene McCullers, Mayor Harold Washington, Paul Bryant, Al Curtis Robinson and Virgil Chandler in Chicago, Illinois.



John P. Cureton, Vice President of Personnel, United States Tobacco Company of Greenwich, Connecticut.



Donald S. Harris, Director of Communications, Philip Morris International.



George J. Powell, Parliamentarian of NAMD and Director of Sales Operations, Philip Morris U.S.A.



Thomas B. Shropshire, Assistant to the President, Senior Vice President of Market Planning and Treasurer of Miller Brewing Company.



(Left to right) Michael A. Bateman, NAMD president and Manager of Minority Affairs, Brown & Williamson Corporation; Melvin Bradley, Special Assistant to President Reagan; Eugene McCullers, holding the NAMD "Marketer of the Year" award; and LeBaron Taylor, NAMD Board Chairman and Vice President, CBS Records.

picture is the current malady of the economy to expand and stabilize to provide meaningful employment and opportunities for all the citizens of the nation.... Beyond the debate on the best way to curb inflation and restore full employment is the question of the day-to-day business of trading in the Black consumer market. That market currently represents \$100 billion annually and is expected to grow.... The central question still facing corporations is a commitment to service this market with their respective goods.

The role of Blacks in corporations is critical in this area. Again, by both understanding the communities involved and the corporate structure, the Black manager or executive is in a unique position to provide a service to both parties, provided their expertise is used.

Corporations should be made to understand that showing concern in the Black community is not just social responsibility, but good business. Also, that traditional and general market means of communicating with this market are not always [the] most effective or efficient means available. As a Black corporate manager, you must be an effective voice to point out the benefits of doing business within that community and possible hazards if this is not done or done improperly.

The Black consumer market can return benefits to those corporations willing to take the challenge of marketing to this group. Corporate leadership must be enlightened to this fact and that is accomplished best by members of their own leadership team. Keeping in mind the benefits that both your company and the community can derive from an equitable relationship should be part of the role of Blacks in corporations....

The members of NAMD are in a highly sensitive position to act as a communications bridge between the Black community and the White Establishment. They have been—and will continue to be—an effective representative of the mutual benefits that proper and realistic marketing to minorities can mean to both the company's profits and the well-being of the Black community.

For more information about NAMD contact Ms. Marlene Johnson, Executive Director, P.O. Box 4560, Stamford, CT 06907, (203) 329-2926.

For more information about the national Assault On illiteracy Program (AOIP), contact Ms. Emille Smith, Administrative Coordinator, 410 Central Park West, Ph-C, New York, NY 10025, (212) 867-0898 or 867-222-3556.

## Watch For The PROUD LADY



This is the identification symbol on the package of every fine hair care and beauty aid product manufactured by a leading Black-owned company. Not only does it tell us that the excellent products are made primarily for our unique needs...but also it lets us know that when we spend our dollars for these products, those dollars go much further in terms of "community-building" for us than generally is possible any other way.

Additionally, almost all AOIP-cooperating organizations have agreed to priority support for these and other deserving Black-owned businesses, nationally and locally. Since it has been so difficult to identify these products of Black-owned manufacturers in the past, their trade association—the American Health and Beauty Aids Institute (AHBAI)—developed this "Proud Lady" symbol for our convenience.

So whenever you feel the need to buy the finest products made primarily for our unique needs, look for the "Proud Lady" on the package. It helps you and helps build Black America. Some of these products are as follows:

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| 1. Aiaion Products<br>Fulla Wave<br>Everlasting Curl  | "The Juice"<br>Mr. Puff   |
| 2. Amer. Beauty Products<br>American Beauty<br>Donnie's Rejuvenation<br>Black Magic   | 10. Luster Products Co.<br>Luster's Oil<br>Moisturizer Hair Lotion<br>S-Curl Product<br>Designer Touch Professional Salon Product                                     |
| 3. Bronner Brothers<br>Cosmopolitan Curl<br>Bronner Brothers  | 11. M & M Products<br>Sta-Sol-Fro<br>Sol-N-Free<br>Moxie<br>Curly Perm  |
| 4. A.W. Curtis Labs<br>Curtis Rubbing Oil<br>Curtis Hair & Skin<br>Care Products  | 12. The Madame C.J. Walker<br>Manufacturing Co.<br>Madame C.J. Walker Hair<br>and skin care products  |
| 5. Dudley Products Co.<br>Dudley's Hair & Scalp<br>Conditioner Plus<br>Vitamins A, D, & E<br>Dudley's Scalp & Skin<br>Antiseptic Conditioner<br>Dudley's Hair Rebuilder<br>Dudley's Placenta & Pan-<br>thenol Cond. Packets | 13. Pro-Line Corp.<br>Pro-Line<br>Curly Kit<br>Kiddie Kit<br>Kiddie Kare  |
| 6. Ellis & Sons Co.<br>Good Fred<br>Handsome Dude<br>My Johnnies  | 14. Sir Charles, Inc.<br>Sir Charles' line of hair<br>care products   |
| 7. Hairlox Company<br>Capital Curl<br>Curly Care<br>Afra-Perm<br>Root   | 15. Soft Sheen Products<br>Soft Sheen Hair & Scalp<br>Conditioner<br>Care Free Curl<br>Miss Cool hair care prdcts   |
| 8. Johnson Products Co.<br>Ultra Sheen<br>Gentle Treatment<br>Classy Curl<br>Precise (and others)   | 16. W & W Pharmaceuticals<br>X-ception 3 N 1 Activator,<br>Moisturizer & Cond.  |
| 9. L & M Products<br>Spring Curl<br>Spring Perm   | 17. Worlds of Curls<br>Worlds of Curls Products<br>Blue Satin Conditioning<br>Creme Relaxer System<br>Simply Satin Cosmetics<br>Highlights Transparent Gel<br>Colours |

This community-building message is brought to you by the Black Business and Professional Support and Involvement Committee of the national Assault On illiteracy Program (AOIP). Shop in the stores where the Proud Lady symbol is displayed.

Frankie Gillette  
Evelyn Peevy  
Co-Chairpersons