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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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| <ol style="list-style-type: none"> 1. Alalon Products
Fulla Wave
Everlasting Curl 2. Amer. Beauty Products
American Beauty
Donnie's Rejuvenation
Black Magic 3. Bronner Brothers
Cosmopolitan Curl
Bronner Brothers 4. A.W. Curtis Labs
Curtis Rubbing Oil
Curtis Hair & Skin
Care Products 5. Dudley Products Co.
Product names will be
provided in the April
and upcoming issues. 6. Ellis & Sons Co.
Good Fred
Handsome Dude
My Johnnies 7. Hairlox Company
Capital Curl
Curly Care
Afra-Perm
Root 8. Johnson Products Co.
Ultra Sheen
Afro Sheen
Gentle Treatment
Classy Curl 9. L & M Products
Spring Curl
Spring Perm
"The Juice" | <ol style="list-style-type: none"> 10. Luster Products Co.
Luster's Oil
Moisturizer Hair Lotion
S-Curl Product
Designer Touch Professional Salon Product 11. M & M Products
Sof-Sof-Fro
Sof-N-Free 12. The Madame C.J. Walker
Manufacturing Co.
Madame C.J. Walker Hair
and skin care products 13. Pro-Line Corp.
Pro-Line
Curly Kit
Kiddie Kit
Kiddie Kare 14. Sir Charles, Inc.
Sir Charles' line of hair
care products 15. Soft Sheen Products
Soft Sheen Hair & Scalp
Conditioner
Care Free Curl
Miss Cool hair care products. 16. W & W Pharmaceuticals
X-ception 3 N 1 Activator,
Moisturizer & Cond. 17. Worlds of Curly
Curl Activator
Blue Satin Creme
Conditioner Relaxer
Simply Satin Cosmetics
Transpar. Temporary Dyes |
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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
Frankie Gillette
Evelyn Peavy
Evelyn Peavy
Co-Chairpersons

vice president; Marguerite Harvey (Gamma), recording secretary; Elizabeth Ward (Alpha), corresponding secretary; Addye Crump (Delta), treasurer; and Nerlene Simons (Alpha), journalist.

It was during this First National Convention that the observance of Iota Phi Lambda Business Week and the Scholarship Fund were recommended and approved. The first four regional directors also were elected and the regions were designated as Northern, Southern, Eastern and Western. Today, there are five regions (Eastern, Central, Southern, Southwestern and Farwestern), which meet in yearly regional conferences.

The National Programs

THE SORORITY is engaged in a number of programs of national importance. Two of these programs in particular afford an opportunity for all Iota chapters to participate and thus maintain a unanimity of purpose. These two events are the Iota Phi Lambda Business Week, which is celebrated annually during the second week in April, and Founders' Day, which is observed in June.

Iota Phi Lambda Business Week focuses attention on the aims of the sorority: (1) to encourage those already engaged in business; and (2) to serve as an inspiration to those considering business as a career.

Activities during the week include career and prep clinics, business shows, typing contests, public forums and selecting and citing outstanding businessmen and women.

Other national programs include the Lola M. Parker Achievement Award, Future Iota Girls (FIGS), Iota Gems and Future Iota Lambdas (FILS).

The Lola M. Parker Achievement Award is the highest award given by the sorority. It is presented at the National Convention to a woman selected—by independent judges—because of her total involvement and commitment to community service.

Future Iota Girls (FIGS) and Iota Gems are programs for girls and young women, the former to encourage high school and college students to develop their potential; and the latter to help Black girls who need encouragement, guidance and inspiration for personal development and character building.

In its desire to provide motivation to youth in the inner cities who are behind

in school and who have not attained the basic skills needed in quality education, the sorority conducts tutorial programs through its local chapters throughout the country.

Career Exploration activities are engaged in to broaden the awareness of Black youth of the ever-changing and widening horizons of the world of work.

Auxiliaries and Affiliations

TWO of Iota's auxiliaries are made up of people who would not otherwise be part of a sorority. The Iota Pelatis Auxiliary is formed of women who are interested in Iota Phi Lambda's programs and who desire to assist local chapters as volunteers. These women are a dedicated group of loyal friends and/or family members who consider it an honor to assist Iota women. The Iota Lambda Auxiliary consists of the husbands of Iota women and Pelatis Auxiliary women. These men, interested in the work of the sorority, use their talents to aid the chapters in a variety of ways.

Iota Phi Lambda is affiliated with and gives financial assistance to a number of national organizations including the National Council of Negro Women, the National Urban League, the National Association for the Advancement of

Colored People, the United Negro College Fund, the Leadership Conference on Civil Rights and the National Assault On Illiteracy Program (AOIP). Iota Phi Lambda Sorority also is accredited as a non-governmental organization at the United Nations with an official observer.

Iota's Past Leadership

DURING its more than 55 years of service, Iota Phi Lambda has elected 12 strong Black women to the national presidency. Lola Mercedes Parker served in this capacity for 13 years plus the four years before the First National Convention. At the Eighth National Convention, held in Kentucky in 1946, Soror Parker declined re-nomination. She had served the sorority tirelessly, unselfishly and with much personal sacrifice of time and money. Now she turned the gavel over to her successor, Soror Alice P. Allen of Birmingham, Alabama, now deceased. Soror Parker was unanimously elected "President Emeritus" with all the privileges of a national president.

The other national presidents were as follows: Jeanne Scott Rhodes of Philadelphia, Pennsylvania (1950-1954); Marion H. Jackson of Washington, D.C. (1954-1958); Florence M. Hill of Philadelphia, Pennsylvania (1958-1962),

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