

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:

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

Evelyn Peevy
Evelyn Peevy

Co-Chairpersons

ΓΦΔ

(Continued from page 11.)



Youth Scholarship Award Night

Gamma Phi Delta responds to its commitment to the improvement of educational opportunities for Black youth. In addition to the Gamma Phi Delta National Scholarship, the Elizabeth Garner Memorial Scholarship, and the Violet T. Lewis Memorial Scholarship, there are scholarships awarded by the local chapters. Currently, the sorority has scholarship students in attendance at Spelman College in Atlanta, Georgia.

ΓΦΔ House

THE late Dr. Luthermae E. Adams of Berkeley, California, Past Supreme Basileus, a woman of vision, unyielding determination and drive, negotiated the purchase



Youth Scholarship Award Night



A group of sorors of Alpha Gamma Chapter pose for a photograph at the Founders Day Tea.

of the old Motown Recording Building at 2657 West Grand Boulevard in Detroit, Michigan. Soror Adams also presided at the colorful ribbon-cutting ceremony at Boule 1976.

The Gamma Phi Delta International Headquarters affords the sorors a place in the community where they can reach out to Black youth in order to offer them

an opportunity to achieve their fullest potential. The house also provides space for educational and recreational programs to keep Black youth involved in worthwhile and uplifting activities which help to build their self-esteem and contribute toward their total development into productive and proud adults.

(Continued on page 13.)



Dr. Catherine E. Bozeman, Supreme Basileus, graces the dais at the ceremonies of a VIP Honor Night.