

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 your 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. Alaion Products
Fulla Wave
Everlasting Curl | 11. L & M Products
Spring Curl
Spring Perm
"The Juice"
Mr. Puff |
| 2. Amer. Beauty Products
American Beauty
Donnie's Rejuvenation
Black Magic | 12. Luster Products Co.
Luster's Oil Moisturizer
Hair Lotion
S-Curl Products
Designer Touch Professional Salon Products |
| 3. Bronner Brothers
Cosmopolitan Curl
Bronner Brothers | 13. 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 | 14. Madame C.J. Walker
Manufacturing Co.
Madame C.J. Walker Hair
& 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 | 15. Pro-Line Corp.
Pro-Line
Curly Kit
Kiddie Kit
Kiddie Kare
Perm Repair
Players
Soft & Beautiful |
| 6. Ellis & Sons Co.
Good Fred
Handsome Dude
My Johnnies | 16. Sir Charles, Inc.
Sir Charles' line of hair
care products |
| 7. Hairlox Company
Capital Curl
Curly Care
Atta-Perm
Root | 17. Soft Sheen Products
Soft Sheen Hair & Scalp
Conditioner
Care Free Curl
Miss Cool hair products |
| 8. J.M. Products, Inc.
Style Crest
Isoplus
Another Curl
Pineapple Wave | 18. W & W Pharmaceuticals
X-ception 3 N 1 Activator.
Moisturizer & Cond. |
| 9. Johnson Products Co.
Ultra Sheen
Gentle Treatment
Classy Curl
Precise (and others) | 19. Worlds of Curly
Worlds of Curly Products
Blue Satin Conditioning
Creme Relaxer System
Simply Satin Cosmetics
Highlights Transparent
Gel Colours |
| 10. Kelly Chemical Co.
Gentle City Lites
Gentle Relaxer
Gentle Quadrabom
Conditioner
Gentle Moisture Solution
Condition | |

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

Co-Chairpersons

Evelyn Peavy
Evelyn Peavy

Sullivan.....

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Pennsylvania, as its seventh pastor. Under his leadership Zion has become the largest church in Philadelphia—Black or White.

"OIC operations are essentially the work of the Christian Church..."

—Leon Sullivan

The success of Dr. Sullivan's ministry can be attributed to his indomitable faith in God and to the love, understanding and support of his wife, Grace. He says that she is his "major confidante and chief and most objective critic."

His children—Howard, Julie and Hope—afford him the additional strength and fortitude he needs and will continue to need in times like these. This mutual devotion which has been established is evidenced by the fact that he has been able, literally, to move mountains, not only in the City of Philadelphia, but also in other parts of this nation and the world.

Sullivan: The Mover

SULLIVAN found an enlightened and dedicated lay leadership at Zion Baptist Church. The officers and members gave him the support necessary to build an effective community ministry. With their help and encouragement, the new pastor began to carry his ministry beyond the walls of Zion out into the streets where the real problems and challenges were.

First a youth employment office was opened in the basement of the church. Sullivan asked Rev. Thomas Ritter to serve as his field representative in developing an employment program. Ritter, Sullivan says, is a "man of unparalleled integrity and one of the finest administrators in America."

Rev. Sullivan sent personal letters to the top executives of 300 of the largest firms in Philadelphia asking them to grant interviews to Black applicants for jobs; 50 replied; 12 invited him to send applicants; only 5 hired any Black referrals.

Every movement of significant proportions to survive in the Black community has had its roots in the Black Church. From Zion's pulpit that next Sunday morning, a program was launched that was to change private industry's employment practices for Black people all across America.

When linked together, Black churches form the most formidable network of community and cooperative power among Black people in the entire nation. Outraged by the lack of response from the business establishment, Sullivan called upon the 400

Black Philadelphia ministers to inaugurate a "selective patronage" boycott against White businesses that discriminated against Blacks. The boycott lasted three years and finally forced the Chamber of Commerce and 300 business owners to pledge to hire Black unemployed people and to adopt a "fair employment" policy.

Businesses began calling for Black stenographers, key punch operators, clerical workers and various technical positions. Sullivan appealed to the churches for help in filling these openings. The people came, but they didn't have the skills to fill the positions. The first Opportunities Industrialization Center (OIC) was born to supply the needed skills.

With the help of Zion officers and members and other Black church members and a \$4,000 mortgage on his own house, Sullivan founded the first OIC in an abandoned jailhouse in North Philadelphia.

"OIC operations are essentially the work of the Christian Church," Rev. Sullivan says. "They represent for me the translation of my ministry into concrete living terms. The inspiration for the work came out of the Bible, and this motivation for doing the things done have come out of the desire—perhaps from the bedside of a dying grandmother—to do something to help African Americans to rise."

Through its programs, OIC has provided recruitment, training, job placement and employment services ("Find them, Train them and Place them") to the chronically unemployed, underemployed and unskilled for more than 20 years. Over 900,000 persons have been trained with a placement rate of better than 75 percent in full-time positions, earning approximately \$6 billion a year and paying more than \$500 million in taxes.

Today, OIC has 87 active affiliates

We help ourselves



Opportunities Industrialization Center Of America, Inc.

Rev. Thomas Ritter and Rev. Cecil Gallup, pastor of the Holy Trinity Baptist Church, were Rev. Sullivan's closest associates in the development of the first OIC. Both of these men are still active in the program.

An especially unique characteristic within OIC is that occupational skills training alone is not sufficient to assist the most severely disadvantaged. A range of conditions such as lack of education, experience and knowledge of the world of work, family, health and legal problems can often be additional barriers to those seeking productive careers. This range of needs led OIC to develop and implement the "comprehensive services model," which assists in developing life-coping skills as well as occupational skills. Through the comprehensive service model, equal emphasis is placed on an individual's motivational and self-worth concept. In other words, OIC is structured with as much emphasis on attitude as on skill. Sullivan believed that more important than skilled hands was what individuals had in their hearts and heads.

engaged in a variety of programs which impact upon disadvantaged Americans. These programs go beyond employment training to include alternative educational systems and community economic development.

Centers have been established in Ghana, Ethiopia, Sierra Leone, Gambia, Liberia, Lesotho and Togo in Africa. Centers presently are being developed in London, England.

The problem of unemployment, especially in the Black community, is yet with us. The theme of OIC of America's 1986 Annual Convocation, "OIC: Opportunity and Hope for the Unemployed," emphasizes the continuing nature of this predicament. Rev. Sullivan reiterated this message when he said:

The number one problem in our cities today is the need for jobs. Our people in our inner cities, in particular our Black youth, need jobs and training. Today, there is a whole new mechanized language that we

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