

Almost totally unbelievable! The accomplishments of the concerned and involved group of leaders who developed the AOIP Year 2000 community-building goals for Black America are truly almost totally unbelievable.

Jonathan Rozol in his *Illiterate America* states, "Community leaders—Black leaders in particular—have been reluctant to direct the focus of attention to the crisis of adult illiteracy within the lowest economic level of the population." Further, he notes, "For an important exception see description of the Black-run organization, Assault On Illiteracy."

The National Association of University Women, as well as any of our other organizations, can ill-afford not to be in the forefront of this urgent networking community-building effort of reaffirming our affiliation with AOIP, assuming our "fair share" of the suggested financial assessment, and committing ourselves to working together to accomplish the interorganizational goal of removing the root causes of illiteracy from all Black America by the year 2000.

**Carrie Haynes, First Vice President
National Association of University Women**

Our goal by the year 2000 is to have The ADVANCER in every elementary and junior high school throughout the country.

**Winnie Palmer, President
National Sorority of Phi Delta Kappa**

Today as never before in this complex and challenging society, it is important that we as part of the AOIP initiative work unceasingly toward developing a united thrust towards the year 2000. Our effort in this direction will assure that Blacks will be instrumental in the chartering of their own destinies. Undoubtedly [persons] in charge of their own destiny [are] capable of improving the quality of life not only for themselves, but also for their people. Let us continue to forge ahead united for progress with dignity and perseverance.

**Dr. Gilbert Francis, Past National President
Pan-Hellenic Council**

The Assault On Illiteracy Program represents Black Americans' best hope of successfully remediating the myriad of social ills—poverty, poor health, high incidence of illegitimacy and teen pregnancy, disproportionate incarceration, etc.—that plague them.

These social ills are directly traceable to the high levels of illiteracy among us. The combined efforts of more than 75 national organizations in a long-term commitment to work together represent our only hope. AOIP and its thrust are a manifestation of that commitment and that hope—our only hope.

**Ozell Sutton, President
Community Motivators, Inc.**

In order for each Black person to be able to fulfill their life ambitions, it is important that strong institutions and vehicles be developed to support those ambitions and, therefore, it is important that we all work together.

**William Merritt, President
National Association of Black Social Workers**

many of these other "ills" are, in large measure (but not totally), a result of being illiterate. Persons who are illiterate cannot easily become producers with a high degree of fulfillment in a society which increasingly is becoming technology oriented.

2. To have 80 percent of our Black population give priority support (including tithing) to Black-run religious

institutions and have 100 percent accountability from these institutions. This, and other goals below, take into account the fact that our communities are becoming less "integrated" socially...and, accordingly, we must support "what is" rather than what we hope will be.

3. To have at least 80 percent of our college-bound Black students spend

some time attending a traditionally Black college and/or secondarily as a choice, a college wherein Blacks have a high measure of control and/or is focused equitably on building our communities largely from within.

4. To have at least 80 percent of our community businesses and professional

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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 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. Alalon Products
Fulla Wave
Everlasting Curl | Gentle Moisture Solution
Condition |
| 2. Amer. Beauty Products
American Beauty
Donnie's Rejuvenation
Black Magic | 11. L & M Products
Spring Curl
Spring Perm
"The Juice"
Mr. Puff |
| 3. Bronner Brothers
Cosmopolitan Curl
Bronner Brothers | 12. Luster Products Co.
Luster's Oil Moisturizer
Hair Lotion
S-Curl Products
Designer Touch Professional Salon Products |
| 4. A.W. Curtis Labs
Curtis Rubbing Oil
Curtis Hair & Skin
Care Products | 13. M & M Products
Sta-Sof-Fro
Sof-N-Free
Moxie
Curly Perm |
| 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 | 14. Madame C.J. Walker
Manufacturing Co.
Madame C.J. Walker Hair
& Skin Care Products |
| 6. Ellis & Sons Co.
Good Fred
Handsome Dude
My Johnnies | 15. Pro-Line Corp.
Pro-Line
Curly Kit
Kiddie Kit
Kiddie Kare |
| 7. Hairlox Company
Capital Curl
Curly Care
Afra-Perm
Root | 16. Sir Charles, Inc.
Sir Charles' line of hair
care products |
| 8. J.M. Products, Inc.
Style Crest
Isoplus
Another Curl
Pineapple Wave | 17. Soft Sheen Products
Soft Sheen Hair & Scalp
Conditioner
Care Free Curl
Miss Cool hair products |
| 9. Johnson Products Co.
Ultra Sheen
Gentle Treatment
Classy Curl
Precise (and others) | 18. W & W Pharmaceuticals
X-ception 3 N 1 Activator,
Moisturizer & Cond. |
| 10. Kelly Chemical Co.
Gentle City Lites
Gentle Relaxer
Gentle Quadrabom
Conditioner | 19. Worlds of Curis
Worlds of Curis 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 Peavy
Evelyn Peavy

Co-Chairpersons