

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 | 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
Soft-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 & Panthenol 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
Afta-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

AOIP

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Grand Master Lorenzo Cruger, Pennsylvania



Grand Master Roscoe A.L. Davies, The Bahamas



Grand Master Herman E. Duncan, Oklahoma

Secretary of the Department of Education. For the stage had been set by huge greeting signs, banners and placards of the many organizations present for this unprecedented announcement.

Most notable was the large contingent of immaculately-dressed and well-ordered men and women of Free Masonry present. They have committed themselves to assume major leadership roles in every state...and this was the first outward show of this all-out commitment.

Despite the seriousness which pervaded the air, the surroundings still made one feel as if they were viewing a major victory rally. Moreover, it actually was perceived as a victory of great moment when Dr. Bennett and others spoke words of such incomparable praise on these Black community-uptifting leaders. Everyone immediately knew they were focused largely on both reestablishing Bible-related values into our schools and uptifting the overall "togetherness" level, viability and value character of our Black and other urban communities.

The highlights of the remarks of this imposing, erudite and compassionate Cabinet Minister were as follows:

"Welcome to the Department of Education. I am especially glad that you could join us today for our series of Departmental briefings. Volunteer efforts, such as the bold initiative you are announcing today, are clearly in the best tradition of American freedom. When we work for literacy, we are laying the foundation of success for millions of our young people. By helping to instill in them our most cherished values, we make ourselves worthy of their trust.

"We know from *What Works* that parental involvement helps children learn more effectively. And our best hope for fostering greater parental involvement comes from the combined efforts of groups like yours.

"I look forward to meeting with you today, and wish you every success."

Following Dr. Bennett were words of support from Under Secretary Gary Bauer and several other supporters of this vitally-needed—and before-now missing—AOIP "affective-oriented" and/or "community-building support for our classroom teachers. Then followed remarks from AOIP's two national co-chairpersons. The first of this duo to respond was noted educator Faye Bryant, Grand Basileus of Alpha Kappa Alpha Sorority, Inc.

AOIP's Faye Bryant

Ms. Bryant opened by stating, "We are especially heartened by the strong encouragement given to our unusual volunteer effort by Secretary William Bennett, Under Secretary Gary Bauer and others. It, indeed, is gratifying to find they share so many of our key concerns.

"Nonetheless, there are three broad areas of concern we have with the Department of Education on which we need to prioritize our emphasis especially when dealing with Black and/or similarly-situated urban minorities, that is, certain Hispanic students. These are as follows:

1. Both the urgency—and unique root and unremediated causes—of the illiteracy phenomenon particularly among our Black population dictate that special ego-strengthening tools and proven phonics methods be employed to teach reading so that students can enjoy a fair measure of early success.

As brief background on both of these areas, we have found it essential that educators understand that there are vast and critical differences in dealing with many of our Black students versus others. Historical background—and many of the present public policies in education and elsewhere—have made it impossible to deal with either the vital and compensatory ego-strengthening needs or the special kinds of linguistic

predicaments faced by many Black people. Centuries of legalized brutality on their personhood—often coupled with the encouraged practice of only speaking from the throat rather than from the diaphragm—are major inhibiting factors which the classroom teacher alone cannot overcome...and the real, though unintentional, inhibiting role of media needs to be addressed. (See pages 98-102 of AOIP's "Why and How To" Manual.)

2. The need for safe, orderly, drug-free schools in which all students will be free to learn. Again, some of the policies—and even laws—governing the operation of our schools need to be reviewed. Under present circumstances both teachers and administrators are put into a straight jacket with little or no leeway to address these grave predicaments. And,

3. The need to restore a positive, uptifting, mutually-supportive and hope-filled environment in and around the schools...an atmosphere based on the strong spiritual values which have historically sustained our Black and other communities.

"Much of what we are about in all three areas is met when we deal properly with the third item. Recreating the value-filled climate—or community—in which all are motivated to want to become a pride-filled and productive part is what we are about in AOIP.

"Uniquely, we pay absolutely no salaries within AOIP either nationally or locally. All of our inputs under the banner of AOIP are without charge to all in need. However, because our predicament is so massive and unique, we do have huge out-of-pocket expenses and large outlays for production of our at-cost ego-strengthening and comprehension-enhancement tools developed especially for the unique needs of many Black and Hispanic urban minorities.

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