

ERADICATING ILLITERACY..... (Continued from Page 14)



A group of Masons photographed at their recent meeting in New York City.

to help see that everything is in order including submission of the modest local contributions to expenses made prudently with no salary money ever paid locally or nationally.

F. Obligate your organization and yourself to new forms of leadership: Assuming leadership responsibility in the achievement of one or more of our goal categories is one way of doing this...and "how to" do this is the subject of our June 17th and 18th meeting in Winston-Salem, North Carolina. And,

G. Support primarily those who support us: The policies, practices and negative self perceptions which have devastated our Black communities and created the illiteracy-related predicament were imposed on us for economic and

psychological exploitation by the larger society. Accordingly, it is everyone's responsibility to help redress this awesome wrong. When we abide by the above, we are doing our part...and we must both monitor and reward those who do the deserved compensatory kinds of things needed to support us in our **Year 2000 Campaign**. Therefore, becoming aware of and supporting those companies which support our local and national AOIP-participating media is a good way to start. Another is by cooperating fully with the "Buy Freedom" campaign initiated by Tony Brown.

I know that this "personal" memo has been long. However, our situation is so serious that not only do we need to begin committing ourselves to new priorities as we are doing with our **Year 2000 Cam-**

paign. But also, as Presidents and Chief Executive Officers (CEOs) of our organizations, we may find it essential to let our regional and local officers know **emphatically** that immediate progress toward effecting our newly-mandated focus is essential for us all. However, with the predicament facing us being so serious, this new shift in focus and actions should be a welcome mandate.

Both Earl and I look forward to seeing you and/or your representative in Winston-Salem on June 17th and 18th.

Our next issue will report in full on the outcome of that meeting so that every member of every organization will know what they can do.

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:

- | | |
|--|---|
| 1. Alaiou 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 Profes-
sional 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
Isopius
Another Kurl
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 Curls
Worlds of Curls 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