

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 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. Hairtox Company
Capital Curl
Curly Care
Alfa-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 Peevy
Evelyn Peevy

Co-Chairpersons

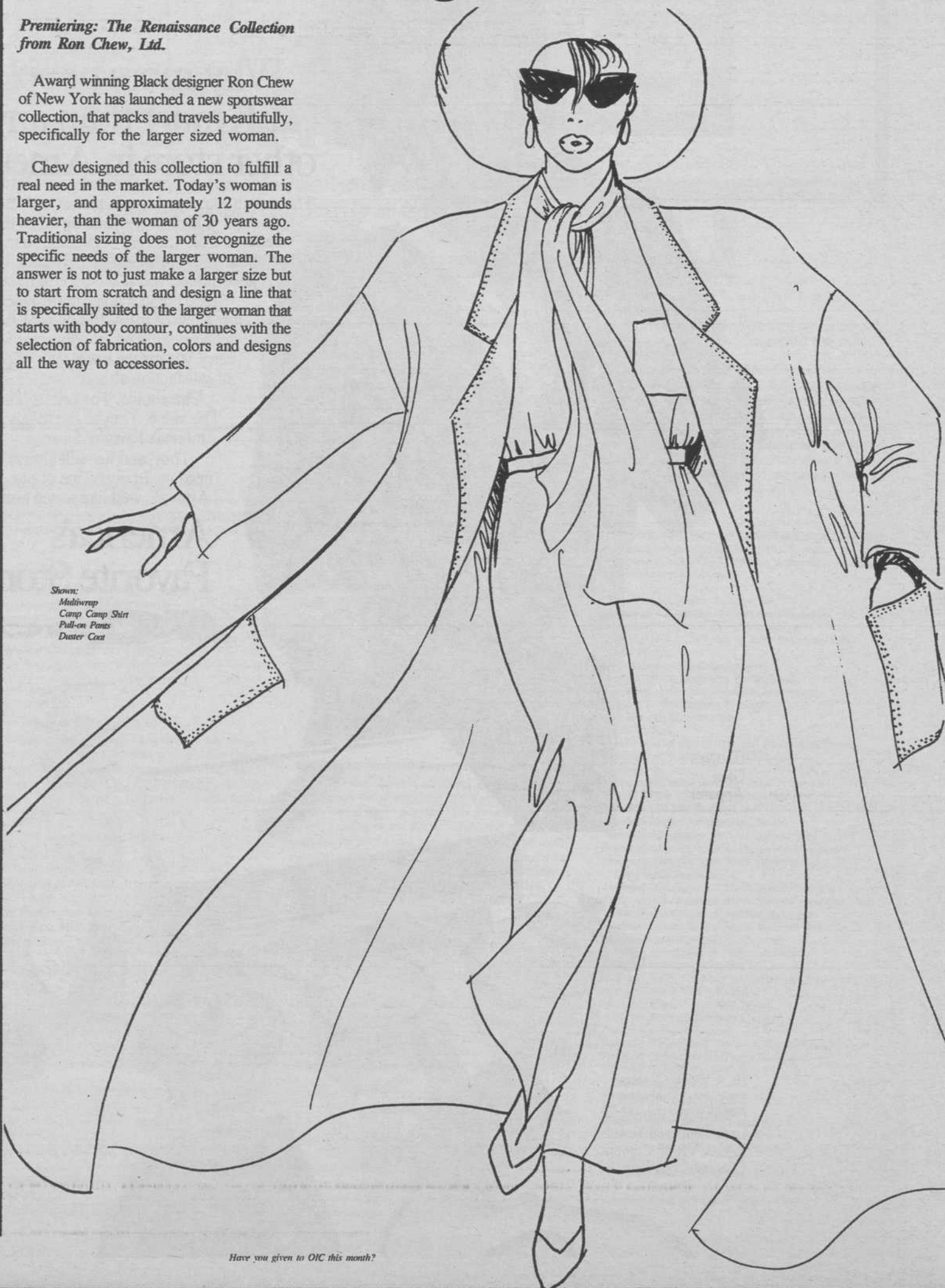
MONITOR Modes

How The Larger Sized Woman

Premiering: *The Renaissance Collection*
from Ron Chew, Ltd.

Award winning Black designer Ron Chew of New York has launched a new sportswear collection, that packs and travels beautifully, specifically for the larger sized woman.

Chew designed this collection to fulfill a real need in the market. Today's woman is larger, and approximately 12 pounds heavier, than the woman of 30 years ago. Traditional sizing does not recognize the specific needs of the larger woman. The answer is not to just make a larger size but to start from scratch and design a line that is specifically suited to the larger woman that starts with body contour, continues with the selection of fabrication, colors and designs all the way to accessories.



Shown:
Multiwrap
Camp Camp Shirt
Full-on Pants
Duster Coat