



Joe and Eunice Dudley have turned an out-of-the-kitchen business into a thriving, nationally-known enterprise.

Dudley Products: 25 Years of Commitment

In the last 25 years, Joe and Eunice Dudley have taken Dudley Products from a small family business, where products were made on the kitchen stove, and built it into one of the most respected giants in the beauty industry.

"We have grown because we always reached out to help the community," said Eunice M. Dudley, Dudley Products' chief financial officer. "Our focus stays on helping our community and the youth. We want them to survive and succeed."

Today, they manufacture and distribute more than 120 professional and retail hair care products and personal care cosmetics directly to cosmetologists world-wide. Dudley Products also operates three beauty schools, an advanced training academy, a hotel and a travel agency. Keeping in line with its slogan, "In Partnership with the Professional Cosmetologist," Dudley Products products cosmetology training materials and videos, style books and client hair care information.

In 1989, Dudley Products opened Dudley Cosmetology University because Joe L. Dudley Sr. believed in cosmetologists.

"I believe cosmetologists can live their dreams because they are the chosen people. Now I've given you a home where you can network, learn, develop and become an example for the world," he said.

Over the past three years, more than 5000 licensed cosmetologists have attended classes at DCU. Because DCU classes feature hands-on sessions, hundreds of Triad-area youths can obtain free hair services.

The Los Angeles business community benefitted from DCU efforts as well. DCU's advanced training academy united its alumni to aide the victims of the Los Angeles riots. Nationally, more than 3400 alumni responded to the plea of cosmetologists who had lost their businesses during the destruction. DCU and its alumni created the DCU Alumni Resurrection to Beauty Fund and helped 36 cosmetologists rebuild their businesses.

Dudley Products also established a corporate mentoring program for 73 students at James B. Dudley High School in Greensboro. Thirty-six young men (The Dudley Fellows) and 37 young ladies (The Dudley Ladies) must maintain at 3.0 grade point average to participate in the program.

Company conferences and motivational exercises are mandatory for the Fellows and Ladies. Dudley Products employees believe that inspiring and providing leadership for our youth will build a better tomorrow. Each employee donates six dollars per week to fund these projects.

Community involvement also includes 26 four-year renewable scholarships given to students seeking to study business at North Carolina A&T State University or Bennett College in Greensboro, N.C. The newest project for Dudley Products is CompAss. This uniquely designed program supports and directs college-bound minority students with a high aptitude and interest in math. CompAss prepares its participants for careers in accounting. Students receive expert advice from professors of local universities, accounting professionals and Dudley account executives.

The men and women that visit beauty and barber salons regularly also benefit from Dudley Products. Their cosmetologists distribute a quarterly styling magazine called *Salon Currents*. The publication addresses the client's concerns and interests in salon services. Each magazine focuses on tips for seasonal hair care and maintenance.

Dudley Products is spreading the community spirit across the nation in the form of *Salon Currents* magazine. The upcoming issue is special because black newspapers across the country will carry copies of the magazine directly to homes. Look next week in your local black newspaper for this full-color magazine. It will help you decide on that cut you want, that color you desire, that product you can't find.

But that's not the exciting part. The issue features a chance for you to win fabulous prizes. Would you like to win two round-trip tickets to anywhere in the U.S.? A full length fur coat or a brand new car? These prizes could be yours by simply reading *Salon Currents* and completing the puzzle on the back, picking up a subscription sheet from your favorite stylist and mailing them in. Contest rules and regulations will be in the *Salon Currents*. Winners are randomly selected from the pool of correct answers.

This promotion allows Dudley Products to say thank you to the black community for its support over the past 25 years. "Committed to the Community" has been the company philosophy since the days when Dudley products were made on Mrs. Dudley's kitchen stove.

MAKE A DIFFERENCE
If you're looking for a way to make a difference, then consider becoming a Professional Parent. The Professional Parenting Program is looking for couples or single adults who like kids, and are willing to take a needy child into their home for that important second chance.

As Professional Parents you'll receive top-notch training, 24-hour staff support, and \$550 a month. And you'll have the satisfaction of knowing you've given a child a second chance.

Professional Parenting

Call Dianne at 919-595-2348
between 9 - 5, Monday through Friday

SOUTHERN NATIONAL RUN FOR YOUTH

Sponsored By
Southern National Bank

To Benefit the Winston-Salem Central
YMCA Youth Scholarship Programs
**1 1/4 MILE
FUN RUN/WALK — 9:00 AM
10 K RUN AT 9:30 AM**

SATURDAY, MARCH 27, 1993

Race Fee:
Early Registration — \$10.00
Race Day — \$14.00

**PRE-REGISTRATION
PACKET PICK-UP**
6:30 - 8:00 PM
Friday, March 26
Sunset Room, Central YMCA

RUNNERS REPORT TO:
Winston-Salem Central YMCA
(Across from Hanes Park)
775 West End Blvd.
Winston-Salem, NC
(919) 721-2100
Race Day Registration
begins at 8:00 AM

Prices in this ad good Wednesday, March 17 thru Tuesday, March 23, 1993. We reserve the right to limit quantities.

USDA Choice Beef Bottom Round Roast
\$2.28 Lb.

USDA Choice Beef T-Bone/Porterhouse Steaks
\$4.58 Lb.

Tyson/Holly Farms Grade A Jumbo & Small Pack Chicken Thighs & Drumsticks
69¢ Lb.

USDA Choice Beef All Varieties Jimmy Dean Roll Sausage.....Lb. 1.69

USDA Choice Beef Untrimmed Whole Bottom Rounds.....Lb. 1.68
18-22 Lbs. Average Sliced FREE!

Tyson/Holly Farms Grade A Family Pack Split Chicken Breasts
\$1.48 Lb.

Red Ripe Strawberries
\$1.59 Quart

Baby Peeled Carrots
79¢ 1 Lb. Bag

Smooth, Creamy Green-Skinned Avocados
39¢ Each

Deli Bonus Buy!
"Lean & Delicious" **Roast Beef, Corned Beef & Pastrami**
\$3.99 Lb.

Bonus Buys! Bonus Buys! Bonus Buys! Bonus Buys!

Simply Nutritious!
\$2.99 Reg. \$3.49

Tide Ultra With Bleach
46 Oz.

Idahoan Instant Potatoes
69¢ 7.75 Oz. Reg. 89¢

Veg-All & Veg-All Light
2/79¢ 16 Oz. Reg. 2/95¢

Food Lion Tomato Soup
3/99¢ 10.75 Oz. Reg. 2/79¢

March is National Red Cross Month. The American Red Cross Needs Your Support. \$1 Donation Coupons Available at Food Lion Check-Out Counters.