

AHBAI/AOIP

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Using the Proud Lady logo on some 1,800 new products, AHBAI recently launched a massive advertising and promotion campaign which targets 27 million Black Americans, earning in excess of \$150 billion annually.

The Black On Black Love Campaign

IN 1983, the member companies of AHBAI spearheaded a national campaign—Black on Black Love—designed to replace crime in Black neighborhoods, schools and cities with love and positive attitudes. The main thrust of the campaign is to develop awareness of the concept of self-love and love and respect for others.

The motivating force behind the campaign was Soft Sheen, a charter member. As a major marketing and advertising campaign, AHBAI made use of announcements on 700 radio stations, billboards, public service ads featuring the Proud Lady symbol in four-color on 25,000 buses and transit cars in 30 cities, and other promotional devices such as T-shirts, posters and buttons.

“Black on Black Love,” Jones explained, “is not only reducing crime in our neighborhoods, but also loving ourselves economically. Blacks buying from Blacks is a form of Black on Black Love. Black on Black Love is also exercising your right to vote and respecting your neighbor.”

Again as spokesman for the Institute, Jones explains the rationale for AHBAI’s sponsorship of the campaign: “We as business leaders feel it is our obligation to wage an offensive against crime [and] the best place to start is within the neighborhoods, among the people served by AHBAI member companies.”

As this new and historic, community-initiated campaign of support from AOIP-participating organizations and AOIP-participating media was announced, Jones said, “Nothing in my wildest dreams could ever have been more timely and potentially fulfilling for

our members than this kind of urgently-needed support...and, as soon as all of our members recover from the initial shock of such a powerful and initially “unbelievable” commitment, every AHBAI member is sure to become an even stronger supporter of everything for which AOIP stands. We simply must work with—and give equitable support to—those who look out for us.”

Institute PAC

THE Minority Development Political Action Committee (Institute PAC) was formed in 1982 to act as a lobbying force in Washington, D.C. As a nonpartisan organization, Institute PAC supports candidates for federal office who have expressed favorable positions and/or voting records on issues directly or indirectly affecting the ethnic health and stability or social progress of minorities.

Other examples of AHBAI’s political activities include testimony before the Senate Small Business Committee on several occasions and the annual Congressional Reception in Washington, D.C. for members of Congress and key federal officials.

AHBAI staff members were also involved in lobbying against some of the initial provisions of the Enterprise Zone legislation which would have allowed a sub-minimum wage and the relaxation of clean air standards in target areas. These areas were largely located in Black communities. Institute PAC is working to increase its influence on future minority-relevant legislation.

Who Are The Member Firms?

It is important that these leaders—and their products—are known by all AOIP-organizational members and others of every community-building organization in America. Therefore, copies of this issue should be kept and shared with groups of friends. These leaders are as follows:

GEORGE E. JOHNSON is the chairman emeritus of AHBAI and founder and president of

Johnson Products Co., Inc. With 1983 sales in excess of \$40.9 million, Johnson Products Co., Inc. is one of the nation’s leading health and beauty aids manufacturers. Johnson formed the company in 1954, which today boasts approximately 550 employees and more than 150 personal care products which are marketed to consumers on four continents (Africa, Europe, North America and South America).

The Johnson Products Research Center in Chicago is considered to be the largest research and development facility in the world devoted exclusively to the development of beauty and hair care product needs for Black consumers. Product brand names include Ultra Sheen, Afro Sheen, Gentle Treatment, Classy Curl, Ultra Curl, Ultra Style, Bantu, Precise, Ultra Sheen II, Ultra Sheen Cosmetics and Moisture Formula Cosmetics.

CORNELL McBRIDE is the chairman of AHBAI and president of **M & M Products**. Founded in 1973 by McBride and Therman McKenzie, M & M’s success has been nothing short of phenomenal. Recognized as the second fastest growing Black company in the U.S. with sales of \$47.3 million in 1983, M & M Products manufactures 77 different products which are sold under the Sta-Sof-Fro and Sof-N-Free labels.

Presently the company employs 400 persons and its products are sold in the U.S., Africa, Europe, the Caribbean and Canada. The company is based in Atlanta, Ga. In 10 years M & M jumped to the 11th largest Black business in the United States on *Black Enterprise’s* Top 100 Black Businesses.

COMER J. COTTRELL is the president and chief executive officer of **Pro-Line Corporation** and first vice chairman of AHBAI. Founded in 1970 by Cottrell, the company has grown tremendously over the years. With 1983 sales of more than \$21.3 million, Pro-Line placed 30th on *Black Enterprise’s* 100 Top Black Businesses. Pro-Line presently employs more than 300 persons and manufac-

tures a complete line of hair care products under the Pro-Line, Curly Kit, Kid-die Kit and Kiddie Kare labels.

Cottrell attributes the firm’s success to an aggressive nationwide marketing program of its hair care products. Based in Dallas, Texas, Pro-Line’s new three complex, 127,000 square-foot building houses its corporate headquarters and manufacturing warehouse facility. Presently Pro-Line products are sold in the United States and throughout the Caribbean Islands and Taiwan.

EDWARD GARDNER is the chairman of **Soft Sheen** and second vice chairman of AHBAI. Beginning in the basement of his home in South Chicago in the early 1960’s, Gardner began the experiments that ultimately led to the creation of his first product, Soft Sheen Hair and Scalp Conditioner and the beginning of a business and family legend that has employed hundreds and encouraged thousands in Chicago’s Black community. With annual sales in excess of \$64.7 million, Soft Sheen placed 8th in *Black Enterprise’s* 100 Top Black Businesses.

The Chicago headquartered company is a major manufacturer of Black hair care lines, notably Care Free Curl and Miss Cool hair care products. Currently employing over 500 persons, Soft Sheen has acquired and built a number of buildings that, as a group, testify to “The Miracle of 87th Street” as the firm has been called. Distribution centers are located in New York, Los Angeles, Dallas and Atlanta.

To enhance the firm’s position with Black beauty care professionals throughout the country, Soft Sheen issued its own magazine, *Shop Talk*, a journal of cosmetology for the Black professional.

FRED LUSTER SR. is president of **Luster Products Company** and treasurer of AHBAI. Founded by Luster in 1967, Luster Products manufactures hair care products for the Black hair stylist and

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Marcus Griffith, President
HAIRLOX CORPORATION
Secretary of AHBAI



Nathaniel Bronner Sr., President
BRONNER BROTHERS INC.
Parliamentarian of AHBAI



S. Henry Bundles, President
MADAME C.J. WALKER MFG. CO.
Historian of AHBAI



Edgar Gardner, President
ALAIION PRODUCTS COMPANY