

**“Black-Owned Haircare Giant Sponsors National Launch of Rev. Jackson’s Daily Radio Show”**

**Pro-Line Corporation Forms Partnership With Jesse Jackson**

DALLAS, TX — The Pro-Line Corporation unveiled its sponsorship of the nationally syndicated, “Jesse Jackson Commentary” radio show during the annual Operation PUSH Convention in Memphis, TN. Comer J. Cottrell, President and Chairman of Pro-Line and Rev. Jesse L. Jackson, Founder of Operation PUSH and the first black man to run for the presidency of the

which is committed to building a stronger black community and thus a stronger America. Rev. Jackson’s oratorical probe of social, political, economic, educational and health issues will better equip the masses to make informed decisions about the world in which we live.”

Adds Rev. Jackson, “The strength of our democracy is an informed citizenry. We



On the left, Comer J. Cottrell, President and Chairman of Pro-Line Hair Products and on the right, Rev. Jesse Jackson, Founder of Operation PUSH, join forces to present one of today’s most powerful national radio programs, THE JESSE JACKSON COMMENTARY...

United States, joined forces to present one of today’s most powerful national radio programs. The 2 minute commentary will feature Rev. Jackson speaking on topical issues which affect the daily lives of Black Americans such as drug abuse, U.S. politics, Black economic power, housing and apartheid in South Africa. Dallas-based, ethnic hair care giant Pro-Line is the sole sponsor of the series. The insightful commentary will air twice daily during morning and evening drive times in 100 markets throughout the country. States Comer J. Cottrell, “Pro-Line is a black owned and operated corporation

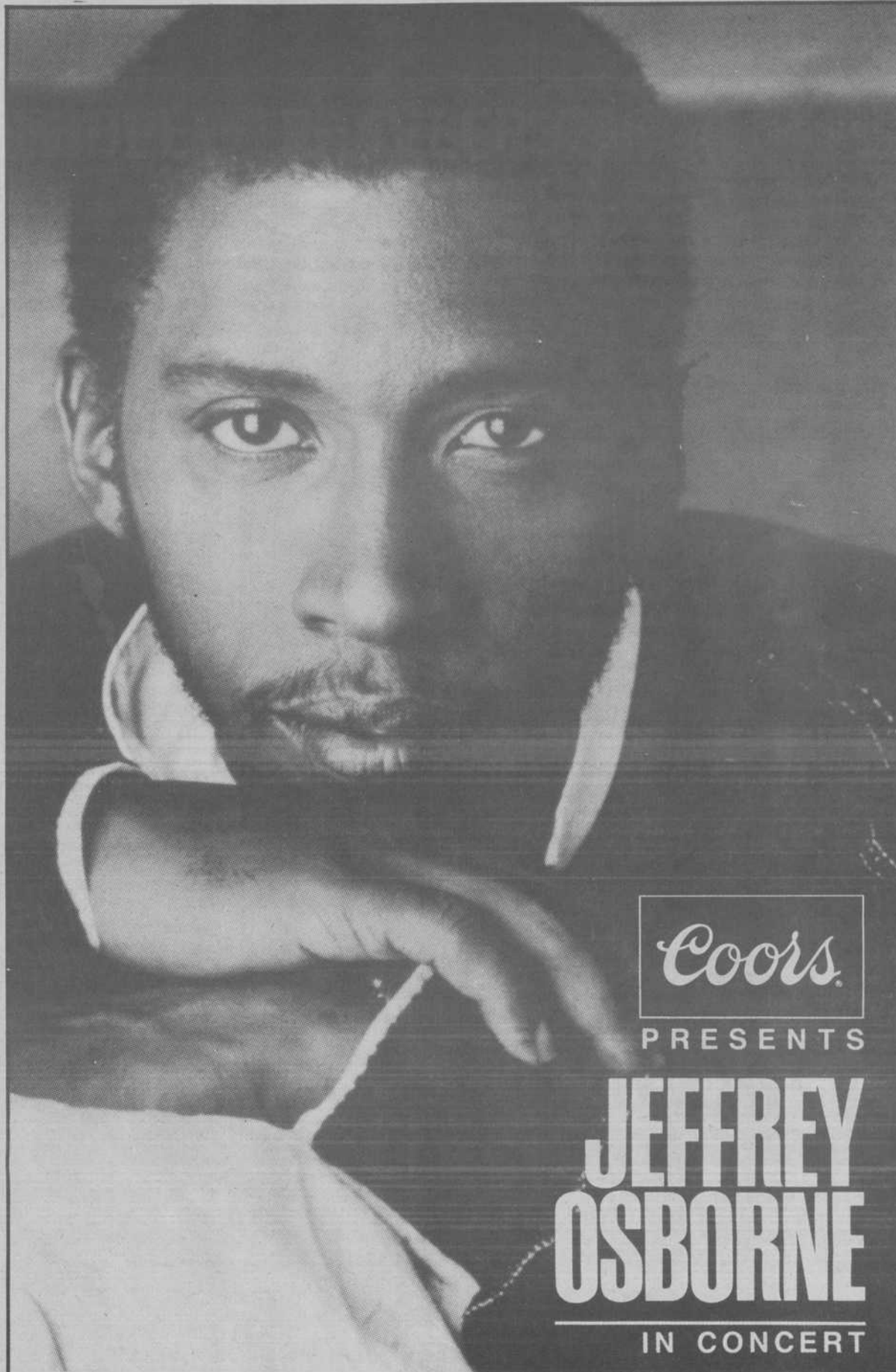
must have mass education to overcome mass fear, mass ignorance and mass alienation. I look forward to this daily dialogue with America as a way to lifting the sights of the common people of our country.” Rev. Jackson has also stressed that his commentary will also have broad appeal to the general public. “In our Rainbow thrust, the family farmer, the environmentalist, the peace activists, the industrial workers who have lost their jobs, the inner-city youth, the residents of the reservations, the barrios and the suburbs and corporate America will all have a reason to listen to this commentary.”

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Chicago	July 25					Costa Mesa	Sept. 1

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