

American Airlines Co-Sponsoring Ebony Fashion Fair

For the 19th consecutive year, American Airlines will join with Johnson Publishing Company, publisher of Ebony and Jet Magazine, to sponsor the Ebony Fashion Fair in over 100 cities throughout the country.

The Ebony Fashion Fair which previews women's and men's high-fashion clothing designs, will be held in Las Vegas on April 3, 1988.

American Airlines and American Eagle will provide the grand door prize to be awarded at the Fashion Fair—two (2) round-trip tickets to any American Airlines or American Eagle destination in the contiguous United States.

American, one of the nation's largest air carriers, and American Eagle, fly to 225 cities in the mainland U.S., as well as to Hawaii, Mexico, the Caribbean, Canada, Japan and Europe. Including American Eagle, the airline operates more than 3,000 flights a day throughout its system.

The two (2) round-trip tickets will be awarded at the Fashion Fair, to be held in the Aladdin Hotel at 7:00 p.m.

Pro-Line Corporation Announces 1988 \$100,000 Family Reunion Sweepstake

DALLAS, TX — Comer Cottrell, CEO of Pro-Line Corporation, announced The 1988 Pro-Line \$100,000 Family Reunion Sweepstakes during Pro-Line's annual Black History Month observance ceremony.

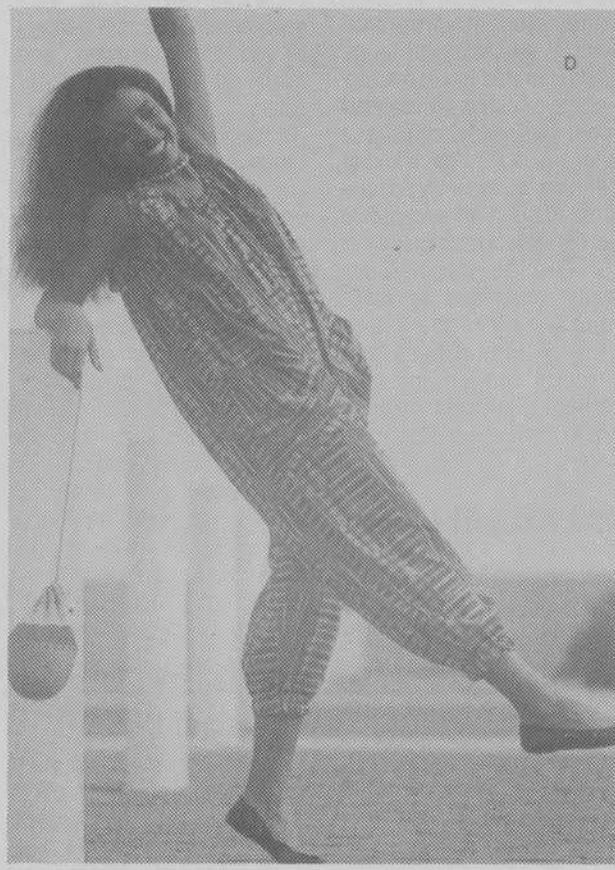
In February of 1987, Pro-Line Corporation launched one of the most dynamic promotional undertakings in the history of ethnic hair care marketing. Never before had an ethnic hair care manufacturer tied in with a major corporation like American Airlines.

The 1987 Family Reunion Sweepstakes ventured to be a tremendous success, generating over 19,999 entries from enthusiastic families throughout the country.

African batik has never been exposed in the West as a contemporary fashion. It is worn mostly at traditional and cultural occasions. Culture Fusion would like to present African batik along a different perspective. They have taken the vibrant colors and bold patterns of Africa and made them into outfits that are simple and classically styled — the colors and prints are left to make its own statement. Attractive on any body size and flattering to young and older women alike, they can be dressed up or down to suit any occasion. These outfits are now available by mail order.

Thirty year old Jamaican-born, British-raised Patricia Jarrett, who has lived in the United States for several years now, is president of Culture Fusion, Inc., a mail-

order company. She is also the designer of the outfits carried in the catalogue. Ms. Jarrett's attraction to African wax prints stemmed from a deep interest in her African ancestry and while working at the United Nations, she was exposed to many African diplomats and officials who wore the vibrant prints and colors of their particular regions. Fascinated at how regal and dynamic these prints looked on the persons who wore them, she began making her own dresses using similar African fabrics. However, in the designing process, she chose to experiment with more contemporary styles, for it was her initial desire that African batik be worn in an everyday setting. The results were beyond her expectations as requests from friends and



The Grand Prize winner, Ms. Cynthia Anne McClenon Charity of Richmond, Virginia and 49 of her family members, were flown via American Airlines to celebrate a festive 2 day reunion in San Francisco/Oakland, CA.

The 1988 Pro-Line \$100,000 Family Reunion Sweep-

stakes is the one national event that generates family pride and togetherness, so needed in today's unpredictable world.

Entry forms and details can be obtained from all stores where Pro-Line® products are sold, and from ads in local newspapers and national magazines.

Unique Batikwear Offered By CULTURE FUSION



friends of friends began requesting her to make the same dresses for them. Consequently, she started selling her dresses at street fairs and later out of Culture Fusion Boutique in Brooklyn, New York, which she operates with her husband, singer/musician Lenval Jarrett. The mail order concept naturally emerged when requests began arriving from throughout the United States from people of all walks of life who had spotted her outfits and wanted to own one.

A third partner, Lenore Price, also a former United Nations colleague and herself with an international upbringing, brings a finance-related background to round out this ambitious and entrepreneurial team who wants everyone to own an African print to be worn not only on special occasions but as an everyday garb.

If you are interested in receiving a copy of Culture Fusion's catalogue, please send a check or money order for \$2 to Culture Fusion, P.O. Box 20107, New York, N.Y. 10017. Thank you.



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