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Cottrell Brothers

(Continued from Page 16)

that he can now afford to plan for the day when the bulk of his time will go to an unusual hobby: racing and breeding horses.

Always promoting the business, James Cottrell has given two of the horses he owns company names: "Mr. Pro-Line," and "Kiddie Kit." Two other horses are named "Scarlet Beau," and "Battling Vino."

His interest in horses began eight years ago as a hobby. Nowadays he carefully studies research materials on horse ancestry and performance.

His day begins at 5 a.m. with a visit to the Santa Anita track for a visit with his trainer, Frank Holman, one of the few blacks in the business. By 9 a.m. James is at his desk at Pro-Line.

His family enjoys the breeding of horses as they have always done things together. The James Cottrell family includes wife Gloria, sons James, 15 and Joseph, 5 and daughters Cindy, 16 and Jan, 21.

Blacks and Whites Compete

The brothers share the view that to make it in business minority companies must use the same tools that major white companies use.

Comer puts it this way, "I know my thinking is very different from most minority businessmen I associate with," he said. "Most think that business, the welfare program and the poverty program can all be related. I don't think so.

"I think business is a separate entity, and that minorities have to function within the system of business the same as whites do. It's a competitive system for whites and it's a competitive system for minorities," he said.

Back in 1970 most banks felt the Cottrell's did not qualify for financial aid. The brothers plunged ahead anyway because they found a product the public wanted and they knew they had the experience and credit integrity to do the job.

While the banks refused to help him, Comer Cottrell used his excellent record with the Army-Air Force post exchange and with Sears to pursuade his suppliers to extend credit. And by not having a large debt or bank loan to pay back, as do many new companies, he was able to pay his bills from direct sales and have enough left over to expand operations.

The Cottrells have worked hard and well together. The office day is still a long one. They believe fervently in helping others get on-the-job training in all aspects of business. And they will continue to make the sacrifices necessary to succeed further as they continue to use the latest marketing and sales techniques to advance the company.

New products are now being developed by Pro-Line's own chemists and those products will be produced, packaged and distributed at the Carson, California plant.

The tall, urbane and nattily-dressed brothers retain their southern charm and soft-spoken way of dealing with others. They are not, however, resting on their company's achievements.

Their quiet competitiveness is expected to result in increased sales revenues and expanded operations.

Their chief resource is, as it has been from childhood, their own talent, ability and drive.

Comer and James Cottrell have turned a $600 investment into a multi-million dollar business. They are the "pros" behind the Pro-Line Corporation success story.

Beauty Hints

Dawn wanted to know what was on your mind—concerning beauty, hair and fashion for Spring and Summer '78—so we asked around. Here are a few of the questions you asked and the answers we were able to get.

On beauty

Q: What's the latest in eye make-up?

A: First reports from the Paris Openings stress a sultry, smudgy - look for eye make-up. Be sure to check out eyeliners made of kohl. This is a natural earth substance that can be yours in a variety of colors and in two handy forms.

Take it in a charming little earthenware ewer complete with its own applicator, or even newer, pick it up in crayon form. Both sell for about $6—but a little goes a long way.

Q: HELP! I am still finding it difficult to find the right make-up, especially the right foundation.

A: Finding the right foundation is a problem, but it's getting easier to solve, especially in cities where there are available good lines of cosmetics made for our sun-kissed skin.

Yellow, ruddy, olive or gray undertones are the most common for our black skin. For yellow undertones, a deep beige foundation is good. Ruddy tones also call for beige; avoid anything with pink or peach in it. Olive and gray undertones need brightening, so try a foundation with a bit of pink or peach. We black women often complain of uneven skin tone.

So, instead of trying to even it out with a deeper foundation, consider using a soft but bright blusher in your cheeks to provide a focus of attention. If your skin is oily, you'll probably find that a water - based foundation works best.

Finding lip colors is another frequently heard complaint. One reason is that many times our lips have a lot of deep-red pigment, so when we actually try the lip color (lipstick), it may not look at all as we imagined.

So what's the solution? If there's a tester handy, put a dab on your finger first, then apply to your lips. Another is lip gloss. We look sensational with just a slick of clear gloss over lips or one with the barest hint of color plus gloss.

If you want to wear the deep-toned lipsticks but find they look too dark, use a yellow undercoat or a pink lipstick base which will make the lip color go on closer to the tube color.

Q: My hands are a wreck; they're dry and old-looking. Is is too late to do anything?

A: It's NEVER too late. You can have softer and younger-looking hands practically overnight. Here's what to do:

First: wash hands with a mild, non-abrasive soap and lukewarm water. Dry with soft towel.

Second: Warm a little baby oil (you can run hot water over plastic bottle or heat in small saucepan.)

Third: Using cotton balls or swabs, generously apply oil around cuticles and under nails. Wait a few minutes.

Fourth: Gently massage cuticles—do not push or pull, cut or clip. Massage for five minutes. Don't rinse.

Fifth: Apply a generous amount of white petroleum jelly to entire hand surface. Massage for another minute or two.

Sixth: Put on an old pair of white gloves (remember them?) and go to bed. Good night.

(NOTE: The same remedy can be applied to dry feet. Use white socks.)

On Hair . . .

Q: What are some things that can damage hair? What are the remedies?

A: Winter's storms, central heating and city pollution all have a telling effect on your hair. Also, over processing, under conditioning, electric curlers, and blow dryers.

A few basic daily or weekly routines can make all the difference in maintaining a handsome, healthy head of hair:

—Massage your scalp each day to invigorate the scalp, perk up blood circulation and to help oil glands function properly. For dry scalp, use all the fingers and rub, moving the scalp as much as possible. Experts recommend

changing your hand position so the entire head is massaged.

—Shampoo often, at least once a week for sure. Although surface hair may look clean, your scalp needs that weekly cleaning. Lather-up twice for a good clean head of hair, and be sure all shampoo is removed in rinsing. If you wash often, one lathering may be enough.

—Use a professional strength conditioner at least once a month, a balsam or cream rinse after each wash.

—Have your hair cut, trimmed, or shaped at least every eight weeks, to remove unsightly split ends.

Q: Are naturals "in" for 1978?

A: Our hair style experts tell us that naturals will always be "in." The styles, however, may change from one season to another. This spring and summer, look for smooth natural looks, short and combed away from the face.

On Fashion . . .

Q: What's new for the tennis courts?

A: Little boy's white boxer shorts. They're light and roomy (get a small boy's size or a slim-cut men's size). You can close the fly with a few snaps or stitches. They look amazingly like tennis shorts.

Q: What can I wear with pants or a skirt on a warm spring or winter evening?

A: Oh so-o-o romantic is a camisole top. Often sold as outerwear, they're not quite as inexpensive as many underwear items.

Q: What are some of the pretty fabrics for warm weather?

A: Crepe de chine, silk, English cotton voile, luxe mohair and silk jersey. Pure cotton is still an all-time favorite.

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