

Bertha Adams' Approach Would Stupefy Average Businessman

By Loretta Manago
Post Staff Writer

Bertha Adams' approach to business would stupefy the average businessman.

Her present establishment, Adams' Beauty Center, and her future aspirations to open a large grocery store in the black community, have both been conceived by her humanitarian desire to help others.

"When I opened up Adams' Beauty Center five months ago, I did it because I wanted to help young cosmetologists get a start." Mrs. Adams explained that young beauticians have a difficult time getting established because of their inexperience and the high booth rental fees they have to pay.

"What I do," she continued, "is to place the operators on a commission. If they make anything I get a percentage of their earnings, but if they don't, then they don't have to pay anything." There are four operators at Adams' Beauty Center, located at 1519 Central Avenue.

Even when Mrs. Adams talks about the grocery store she'd like to open, it's still of others of whom she is thinking. "Opening a grocery store would be one way of giving my own people jobs." Aside from that, Mrs. Adams stressed, "To accomplish a project of that magnitude would serve as an example of self-sufficiency to the black community."

Those ideas of self-sufficiency and independence were instilled into Mrs. Adams through her 10-year affiliation with Dudley Products, a 20 year-old professional hair and skin products line and its founder Joe Dudley.

"Dudley, a black man believes black people should be self-sufficient. He teaches faith in God and believes that if you're willing to work, you can have what you want."



MRS. BERTHA ADAMS

.....Strives to help others

Above all people, Mrs. Adams credits Dudley as her inspiration. "I've seen him do things for people that you just don't see often." Along with Dudley, Mrs. Adams attributes her success to God and her husband, A.C. Adams.

Dudley's philosophy of self-sufficiency has brought her a long way in the hair care business as

well as her other enterprises. For someone who started as a door-to-door salesperson, Mrs. Adams, who initially worked part-time, quit her job as a social worker assistant and went into the business full-time. She opened a Dudley Products branch in her hometown, Greenville, S.C., where, as a distributor, she recruited 40 re-

presentatives.

After three years in Greenville, Mrs. Adams transferred her shop back to Charlotte. Although Mrs. Adams gave up her role as a distributor when her husband opened a ceramics shop, she still works with Dudley Products as a representative.

In this position, Mrs. Adams is in touch with 300 beauticians from Salisbury to Columbia, S.C., on a bi-monthly basis. In addition to those things, Mrs. Adams periodically gives Beauty Shows & Demonstrations.

Her many achievements are incomparable to the unlimited opportunities she feels are available to the black youth today. "I feel that young blacks today

have more opportunity than they ever had." Instead of simply getting a job and being satisfied with that, Mrs. Adams implied

"We (blacks) should look more into going into business for ourselves. Put God first and set a goal."

The mother of four, Benny, Clyde, Willie and Bertha, Mrs. Adams attends Temple Baptist Church and works with the Youth Department.

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