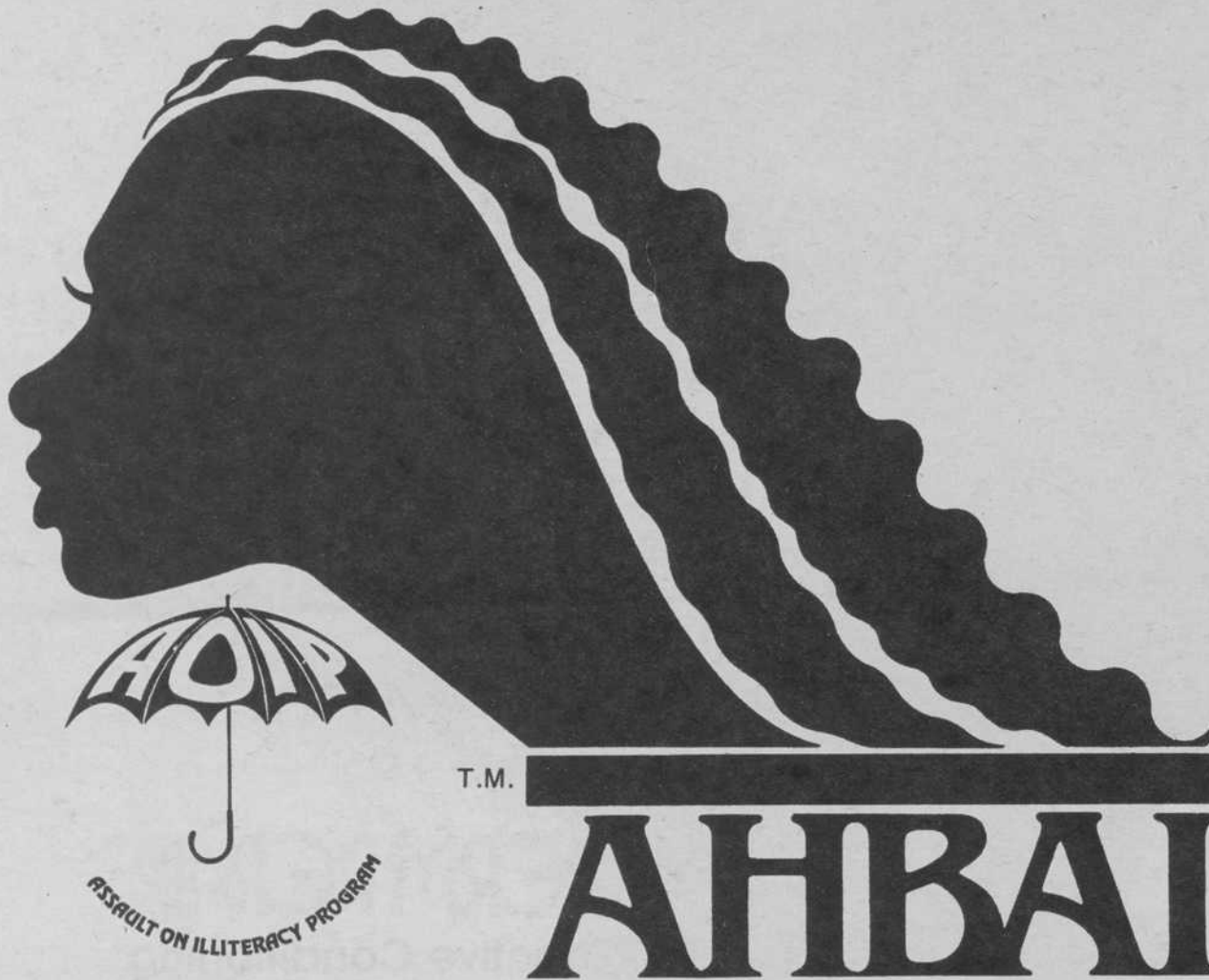


# AHBAI and AOIP—Joining Forces for Economic and Educational Advancement Within Black America



product manufacturers who have learned the hard way that Blacks in every area of endeavor must work together for survival or risk being destroyed individually. Now in the fourth year of cooperative success, all of the 17 members of the Institute have increased their individual volumes and, at the same time, they have strengthened the partnership or coalition which enables them to solve some common industry problems not possible to effectively address alone.

## The Cooperative Side Of Competition

**T**HE American Health and Beauty Aids Institute was founded in 1981. George Johnson of Johnson Products was the first chairman of AHBAI. He served for two years. Its present leader is Cornell McBride of the Atlanta-based M & M Products Company.

The Institute came about largely through the influence of Lafayette Jones of Smith, Jones & Associates, Inc., an association management firm. Jones, one of the country's most noted marketers and an expert on Black consumers and the health and beauty aids industry, is the executive director of the Institute. It is difficult to imagine 17 successful Black business rivals joining forces to collectively address common concerns that are crucial to the viability of the health and beauty aids industry. But that is exactly what happened.

The Charter member companies of AHBAI include Bronner, Bros., A.W. Curtis Laboratories; Hairlox Co., Inc.; Johnson Products Co., Inc.; Luster Products Co.; M & M Products Co.; Madame C.J. Walker Manufacturing Co.; Pro-Line Corp.; Soft Sheen Products Co., Inc.; and Worlds of Curls.

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*self-respecting, self-sustaining and fulfilling communities.*

—Moses Norman, National President  
Omega Psi Phi Fraternity  
Executive Committee Member of AOIP

**T**HE Black-owned member companies of the American Health and Beauty Aids Institute (AHBAI) are struggling hard daily—and are waging an uphill war in trying to prove that minority manufacturers can survive selling often only to a minority market. AHBAI is a consortium of Black-owned health and beauty

All of our more than 80 influential Black-led community-building organizations within the Assault On Illiteracy Program (AOIP) now recognize that the imposed ego-diminution of the past and present serves as a basis for much of the widespread illiteracy among our Black population. Thus, as a means of enhancing the egos and igniting the wills of our people so that they will feel good enough about themselves to want to learn, all of us are committed to building the images of every entity within our communities. Support for Black-owned businesses obviously must be a priority.

—Ozell Sutton, National Chairman  
Assault On Illiteracy Program

Black America never can become free from the horror of illiteracy or any of the other destructive ills that plague us and make us burdens on others in America until every thinking and self-respecting person in Black America begins to support and/or build in a priority way everything that signifies Blackness into a positive image or force. Quite essentially, this means that we in AOIP and in all other community-building organizations must take firm leadership in placing a new and massive focus on supporting Black-owned businesses, Black professionals, Black-led churches, Black-led schools and colleges and all other such endeavors which provide leverage for our transformation from dependency on others into independent

## "Pulling Ourselves Up By Our Own Bootstraps"... A Series