Madame C.J. Walker

Business acumen was also exhibited by a woman whose name has been synonymous with beauty. Born in Delta, La., in 1875 to poor ex-slave parents; orphaned and married at fourteen, she was widowed at twenty with a young child to raise alone. She then moved to St. Louis where she supported herself and her daughter by doing laundry. There, she met and married a newspaper man, Charles J. Walker.

Madame C.J. Walker, as she became known, developed and manufactured cosmetics which she first began selling door-to-door through the South and Midwest. She invented the "hot comb" and her hair straightening process which initially brought her ridicule, but with which she eventually became the first black millionairess. Through her schools and correspondence course in beauty culture, she became the first black person in the modern world to develop a large manufacturing business.

Madame Walker had great admiration for educators and became a patron of six black youths every year whom she would send to Tuskegee. In addition, she donated thousands of dollars annually to indigent youths for college educations at other institutions. She offered Mrs. Bethune her friendship and funding for the college. Dismayed by the lynchings that were sweeping the country, she donated five thousand dollars to the National Council on Lynching. This remarkable woman died in 1919.

The Family, The Foundation

All great achievements by Black Americans — from an Olympic race to a flight in space — have been products of a unique, essential support system: The Family.

The Seven-Up Company salutes this most important and fundamental of all institutions. And the heroic, but unsung, grandparents, parents, brothers and sisters whose love, sacrifice and support have culminated in indelible success.

These "common" people share an uncommon heritage of respect, unity and leadership all Americans can follow and emulate.

This Seven-Up "family portrait" gives testimony to the Black Community's dedication and determination to discover and fulfill its destiny within... The Family.

Together, we have a yesterday and a tomorrow.

7UP

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PACIFIC NORTHWEST BELL

SALUTES TWO BLACK INVENTORS

GRANVILLE T. WOODS
1856-1910
INVENTOR

LEWIS HOWARD LATIMER
1848-1928
DRAFTSMAN, ENGINEER

Alexander Graham Bell and Thomas Edison dominated the age of electricity in the late 1800's, but others played important roles.

Lewis Howard Latimer and Granville T. Woods, who produced key inventions, had two things in common. They both contributed to telephone and electricity and they were Black.

LATIMER was born in 1848. He left home at sixteen to join the Navy and after serving in the Civil War, returned to Boston to become a draftsman.

Alexander Graham Bell hired Latimer in 1876 to make the patent drawings for the first telephone.

After joining the United States Electric Lighting Company in 1880, Latimer invented a carbon filament for an incandescent lamp. As a member of Edison's engineering staff he supervised the installation of the electric light in New York, Philadelphia, Montreal and London.

Later in life Latimer produced one of his first books, explaining the principle of the electric light and published a volume of his poetry when he retired. He died at the age of eighty.

WOODS who was born in Columbus, Ohio in 1856, was a prolific inventor. He learned through practical experience rather than from books. He quit school at ten and improved his mechanical skills by working in a machine shop and on a railroad.

He was 28 when he patented his first invention: a furnance and a boiler to produce steam heat. In the same year he invented a telephone transmitter which he sold to Bell.

Wood's 150 patented inventions included an incubator, an electrical relay switch, a regulator for electric motors, and a safety cut-out switch to avoid overloading electrical circuits.

One of his last inventions was a telegraph system for use between moving trains.

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