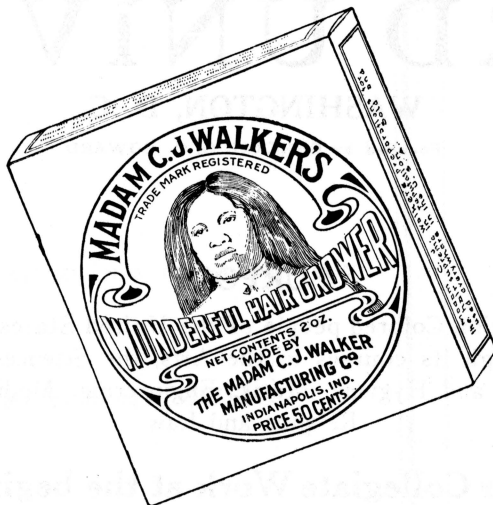




The Wrong Way To Dress Your Hair

... **S**urface applications of so-called slickers and straighteners are of no benefit to permanently improve your hair. The right way to have beautiful, healthy hair, is to have first, a healthy scalp. Madam C. J. Walker's Wonderful Hair Grower is a foe to diseased, unhealthy scalps. When used according to directions, it will relieve itching scalp, thin and falling hair, combat disease, invigorate the scalp and grow the hair long and thick, which may then be dressed beautifully correct.

You can't go wrong using Madam C. J. Walker's Wonderful Hair Grower. It is no makeshift top dressing for the hair, but is a world-famous, widely used scalp food, scientifically compounded, made of the purest medicinal oils and essences, in proportion correct, to produce definite good results.



Go to your nearest Madam C. J. Walker agent, druggist, or write to the Madam C. J. Walker Mfg. Company, Indiana Avenue at North West Street, Indianapolis, Ind.; obtain a box of this guaranteed preparation and start using it tonight. Your scalp will feel the difference, your hair will be naturally pretty.

50 Cents Per Large Tin Everywhere

MADAM C. J. WALKER'S *Wonderful Hair Grower*

"25 YEARS THE STANDARD"

MADAM C. J. WALKER

Pioneer Big Business Woman of America

By GEORGE S. SCHUYLER

WE had been discussing the effect of the unprecedented development of the technological arts on politics, customs, jurisprudence and ethics. It was a strange conversation for the top of a Fifth avenue bus. For a few moments neither spoke as we watched the mass of pedestrians strolling along, window-shopping and chatting, through the brilliantly lighted thoroughfare. The bus crawled slowly and intermittently between the great pinnacles of stone and steel whose countless windows looked down upon the ant-like beings who had erected them. As we approached the lower business section and the crowds thinned out, we returned to the conversation.



"Undoubtedly," Porter began, "the development of the machine industry has worked marvelous changes in society, especially in the attitude toward women and their place in the scheme of things."

"It is very interesting to note how people's attitudes on many things undergo marked changes with a change in environment. What was frowned upon a few years ago is approved of today."

"Yes, you're right, there," I replied. "The old idea about women's place being in the home has gone by the board, and the change in society wrought by the industrial revolution has done the trick. For instance, a large number of women of intelligence are no longer willing to remain in economic servitude to a man when they can take up a trade or profession and be independent. That's one thing we must thank capitalism for. Its frantic search for a larger and cheaper labor supply has made it possible for us to see in the not-too-distant future the complete abolition of probably the oldest form of servitude and property."

"And, like all forms of servitude that the human race has experienced, the slaves acquiesce in their slavery and fight against its abolition. But despite the indifference and hostility of the majority of women to their new economic freedom, the inexorable laws of economic evolution majestically move on, and the old order passeth, whether we wish it or not."

"And I think we should hail its passing," said Porter. "Along with it will gradually pass the 'eternal feminine' of the past. Man and woman will be more nearly equal than ever before in history, with the possible exception of the communistic societies of Neolithic times. With woman on the same economic footing as man, thanks to the spread and intense development of machine production, we can expect to see a complete change of opinion on many things now considered 'human nature.'"



"For many things that folks ascribe to human nature are merely habits; individual habits or tribal customs, to which the environment has given birth. While it is true that man, like the other animals, is born with certain primal urges, i.e., the hunger urge, the sex

urge and the urge for safety, nearly all his other activities, his feelings, fears, hatreds, etc., are built in by parents and society. As industrial evolution continues, it brings about changes in social life which in turn affect the family and the child. Hence, much of what we call 'human nature' will undergo a profound change. There are always developed in every society a group capable of seeing the necessity for a broader attitude on things in general."

"Quite true," I agreed, "and a great deal of credit is due that small group of women and men who years ago saw the way things were going and fought for the means by which woman might be able to protect the new economic status we now see her achieving. I refer, of course, to the pioneers of woman suffrage. You doubtless recall that it was Sojourner Truth, a Negro woman, who got up in the second National Woman's Suffrage Convention, in Akron, Ohio, in 1852, and in an eloquent address saved the day for the great idea now embodied in the 19th Amendment."

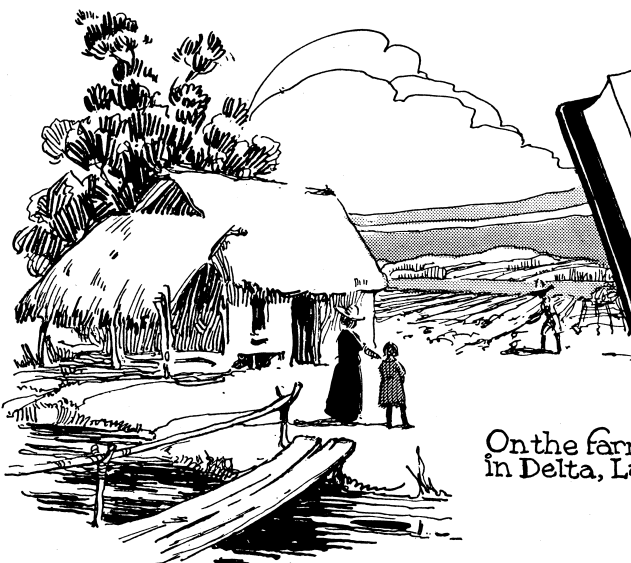


"Historians relate how the second day of the convention was characterized by very hot discussion indulged in mainly by Baptist, Methodist, Episcopalian, Presbyterian and Universalist ministers. They rose one after another and vehemently argued against the principle of woman suffrage. Some of them claimed that man's intellect was very much superior to woman's; others resurrected the mythical 'sin' of Eve as evidence of woman's unfitness for the ballot. They say that things looked very dark for the cause. The pale, drawn faces of the little battalion of women registered blank dismay. Most of them, due to their earlier training, were too timid to 'speak out in meeting.' The tide seemed to be against them that day and only an oratorical miracle would save their cause. It seemed that there was no woman there who was capable or courageous enough to turn the tide of opinion into favorable channels."

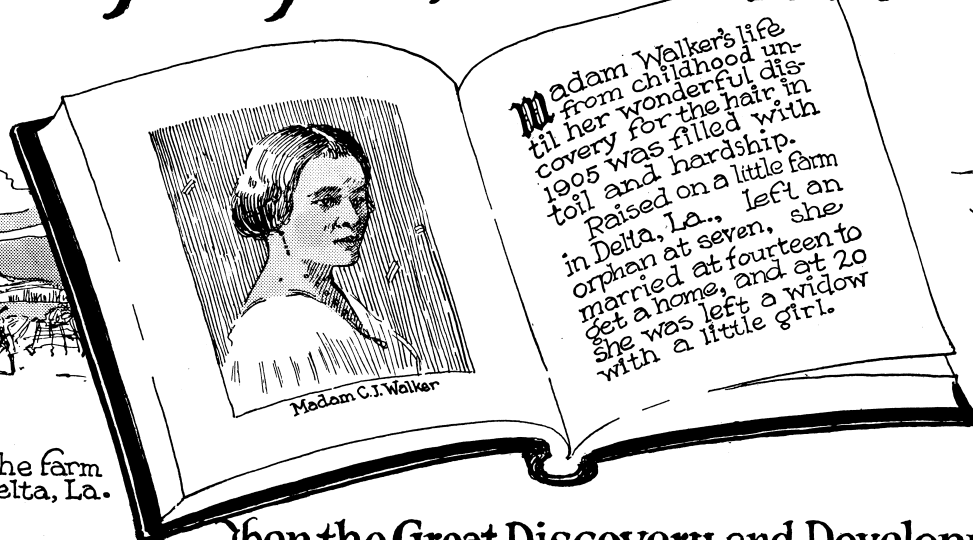
"Then it was that the 'Libyan Sibyl,' the gaunt black Sojourner Truth, who had sat silently in a corner, crouched against the wall listening intently to the vociferous discourses of the learned clergymen, arose slowly from her seat, moved to the front of the building and laid her bonnet at her feet. Mrs. Gage, the presiding officer, eager to grasp at any straw that might turn the tide, announced 'Sojourner Truth,' and pleaded to the house for silence. Every eye was turned upon the giant Negro woman. Her clear and deep tones rang through the great auditorium. To one man who had referred to woman's weakness and helplessness, she said, 'Nobody eber helped me into carriages, or ober mud puddles, or gibs me any best place,' and then she asked in a voice like thunder, 'And a'nt I a woman? Look at me. Look at my arm.' And she bared her powerful arm to the shoulder. 'I have plowed and planted, and gathered into barns, and no man could head me—and a'nt I a woman? I could work as much and eat as much as a man, when I could get it, and bear de lash as well—and a'nt I a

Madam C.J. Walker, Race Wonder Woman

whose remarkable business ability dignified a profession uplifted a people, and left an undying memory



On the farm in Delta, La.



Madam Walker's life from childhood until her wonderful discovery for the hair in 1905 was filled with toil and hardship. Raised on a little farm in Delta, La., she orphaned at seven, she married at fourteen to get a home, and at 20 she was left a widow with a little girl.



A widow with a baby girl.



she reared and educated her daughter under great difficulties.

Then the Great Discovery and Development



The wonderful discovery was successfully tried on the family



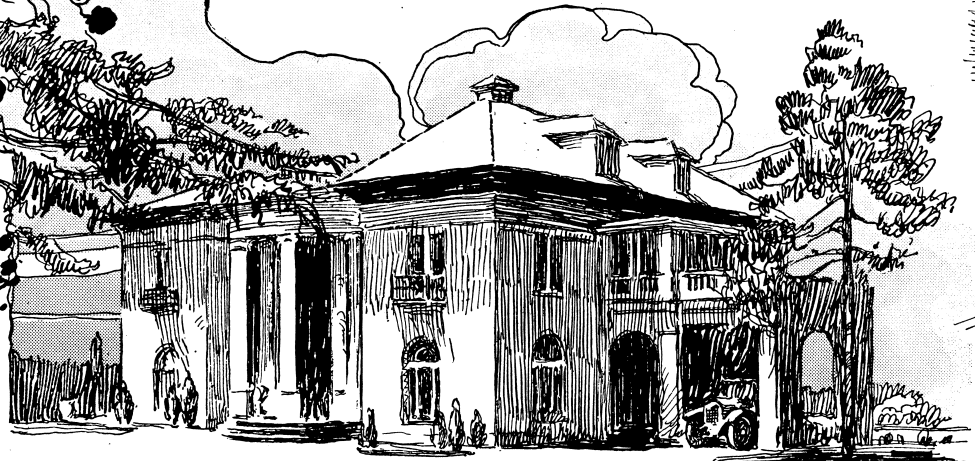
Cuba, Panama and the West Indies were visited in 1913 and now business is done in four languages.

She went to Denver and in a year built a fair business - then

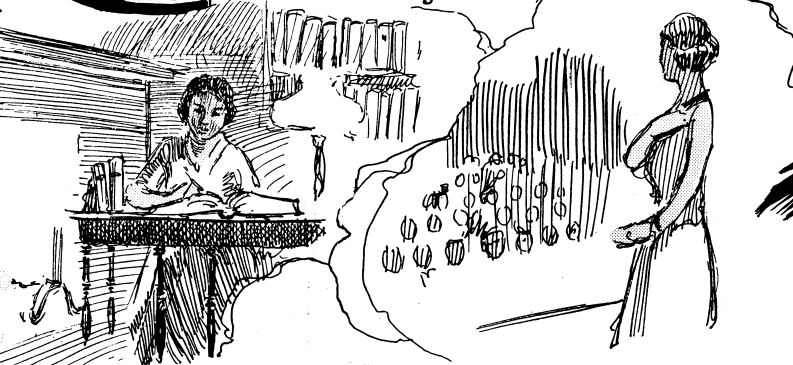
for a year and a half she traveled convincing the skeptical. Discouragements

were overcome by her determination and she placed her daughter at the head of a business in Pittsburg

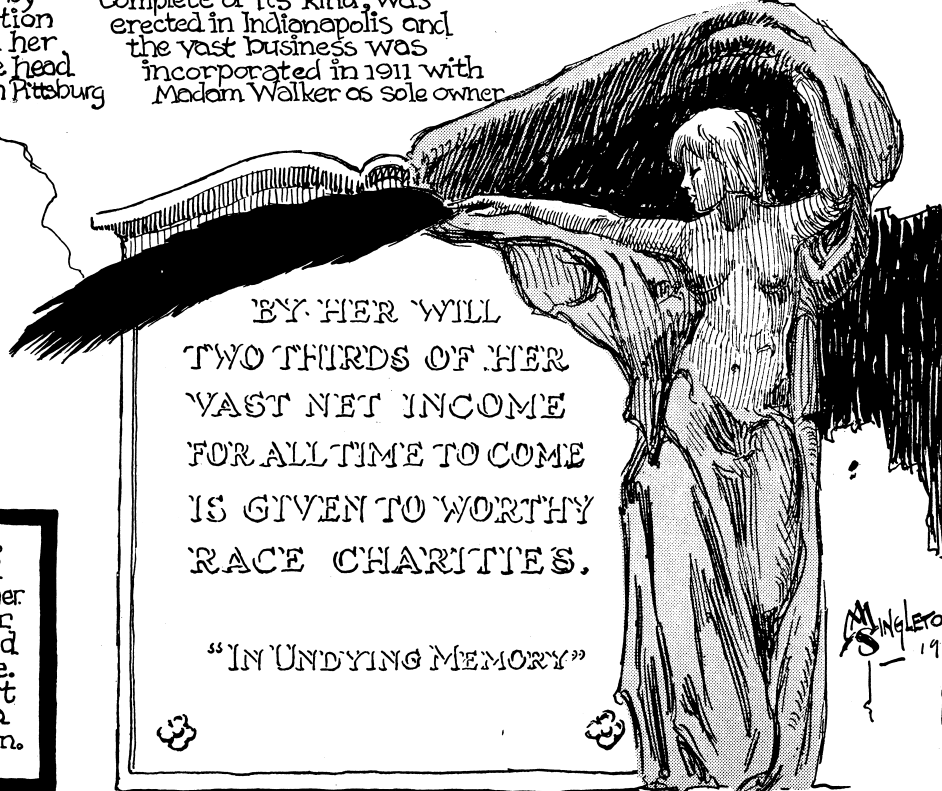
A home and factory, most complete of its kind, was erected in Indianapolis and the vast business was incorporated in 1911 with Madam Walker as sole owner



"Villa Lewaro" so named by Caruso, her beautiful home at Irvington on Hudson



In later life she read and studied to overcome her lack of training in youth. She employed a tutor, - and the student outstripped the teacher. She took business courses to develop with her business. The Bible was her main guide and she absorbed the masterpieces of literature. She was intensely interested in the betterment of humanity and her race, in great demand as a public speaker - a well-rounded fighting woman.



BY HER WILL TWO THIRDS OF HER VAST NET INCOME FOR ALL TIME TO COME IS GIVEN TO WORTHY RACE CHARITIES.

"IN UNDYING MEMORY"

M. Singleton 1924

woman? I have borne five children and seen 'em mos' all sold off into slavery, and when I cried out with a mother's grief, none but Jesus heard—and a'nt I a woman? Dey talks about dis ting in de head—what dis dey call it?' 'Intellect,' cried some one. 'Dat's it, honey. What's dat got to do wid women's rights or niggers' rights? If my cup wont hold but a pint and yourn holds a quart wouldn't ye be mean not to let me have my little half-measure full?' And she pointed a significant finger at the minister who had made the argument. There was a storm of applause. 'Den dat little man in black dar, he say women can't have as much rights as man 'cause Christ wa'nt a woman. But whar did Christ come from?' The house was as silent as a graveyard. With rising tones she repeated, 'Whar did Christ come from? From God and Woman. Man had nothing to do with Him.' It is written that the applause was deafening. Then she took another objector to task on the question of the 'sin' of Eve. Her logic and wit carried the vast assemblage by storm; and she ended by asserting, 'If de fust woman God made was strong enough to turn the world upside down, all alone, dese togedder ought to be able to turn it back and git it right side up again, and now dey is askin' to do it, de men better let 'em.'

"She returned to her corner amid tremendous roars of applause, leaving the women's eyes filled with tears and their hearts bursting with gratitude. In this way Sojourner Truth went up and down the land turning seeming defeats into victories, and making eloquent pleas for the enslaved Negro and disfranchised woman. It is a thrilling story and, somehow, I can never forego the pleasure of telling it when the occasion presents itself."



"When you stop to think of it," my companion mused, "Negroes have taken a part, and a big part, in beginning everything that ever took place in this country, from its so-called discovery by Columbus, one of whose captains was a Negro, to the great World War. Even more important than the propaganda of feminism was the actual participation of women in modern business, because people are more influenced by example than by precept. Due to the fact that emancipation left most of the Negroes with nothing beside the clothes on their backs, Negro women have always taken a prominent place in business and industry. The difficulties under which the men folk labored left no alternative.

"And, we should remember right at this point," I added, "that probably the pioneer big business woman in the United States was Mme. C. J. Walker. I am speaking of her now as a woman and not as a Negro woman. I know of no other woman, white or black, who, previous to her time, had built up such a large and successful business. There was a woman who starting with absolutely nothing left a great factory, a thriving business in all parts of the world, a beautiful home in Indianapolis, a mansion on 136th street in New York City, and a residence fit for a king at Irvington-on-the-Hudson."



"Surely this is a record to be proud of. I imagine there are any number of women who have been left fortunes by their husbands or other male relatives,

and have gone into business, but I doubt if any have started with as little as Madam Walker started with and done so much for her race, her family and herself."

"Of course," said Porter, "I have heard of Mme. Walker and the big business she built up. One couldn't help but know of it. I understand that the company has nearly 20,000 agents, and certainly I have seen some representative of the company everywhere I have ever traveled. I confess, though, that I know little about the woman herself or how she built up her business. I am sure it must be a very interesting story. Tell me something about her, will you?"

"Certainly," I replied. We had reached Washington Square and were passing under the great arch. As this is the end of the line, we decided not to return to Harlem immediately, but to sit in the park and talk for a little while. When we had left the bus and found a bench in a quiet corner of the park, we took up again the thread of our conversation.

"Madam Walker," I began, "was born in the midst of great poverty in the little village of Delta, Louisiana. Her parents, I believe, were Owen and Minerva Breedlove. At the age of seven years she was left an orphan by the death of her parents, under the care of a sister. At the age of fourteen, alone and hopeless, she married in order that she might have a home. This was in Vicksburg, Miss. When she was twenty years of age and had one child, a little girl, her husband died and left her on her own resources. She moved from Vicksburg, Miss., to St. Louis, Mo., where she lived for eighteen years. Enduring many hardships, toiling day and night, she reared and educated her daughter.

In 1905 she discovered her renowned treatment for the hair. She soon decided to make a business of it, after having tried it with excellent results on herself and family. In July, 1905, she left St. Louis for Denver, Colorado, where she began the business of hair treatment. Though beset by many obstacles and difficulties which would have discouraged one of less stamina, she finally succeeded in building up quite a good business in that city, where she remained about a year.

"Where did she go then?" my friend asked.

"Well, she felt that in order to make her business really successful by banishing the scepticism of the public, it would be necessary to travel," I replied. "Many of her friends tried to dissuade her, claiming that she would be unable to make her expenses from one town to another. But she turned a deaf ear to them and with real American determination and grit set out to seek her fortune. It was September 15, 1906, when she started out on this work that was destined to bear so much fruit. For over eighteen months she traveled all over the country, placing her goods on the market. At the end of that time her mail order business had grown to such proportions that she was forced to settle somewhere, at least temporarily, in order to take care of it. After devoting some thought to the subject, she selected the city of Pittsburgh, Pa., for that purpose. After thoroughly establishing the business there, she began traveling again. She left her daughter in charge of the Pittsburgh office. After considerable traveling about, she arrived in Indianapolis, Indiana, on February 10, 1910. She was greatly impressed with the city, its business possibilities and the very cordial welcome extended to her. She decided to make Indianapolis her home."

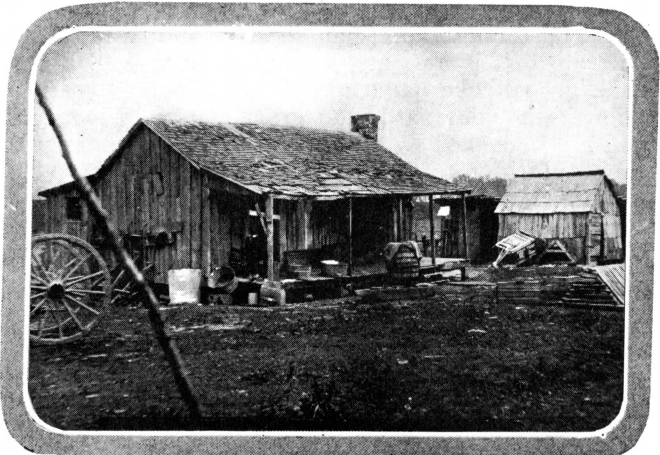


Left: The late Madam C. J. Walker.

Center: Madam Walker's palatial residence at Irvington-on-Hudson.

Oval: Mrs. Lelia Walker Wilson, daughter of Madam Walker, and president of the Mme. C. J. Walker Manufacturing Company.

Bottom: Cabin where Madam C. J. Walker was born.



"How did she make out there?" my companion inquired.

"With her usual keen insight into business possibilities," I proceeded, "she seems to have chosen the ideal place, for she was very successful after locating in Indianapolis. Almost immediately she purchased a home and next door equipped the factory and laboratory of The Madam C. J. Walker Manufacturing Company. This edifice is said to be the most complete of its kind in the United States, which probably means, the world."

"Indeed, she was a most remarkable and accomplished woman," Porter exclaimed.

"Have you ever been to the residence of Mrs. Wilson, her daughter, on 136th street?" I asked.

"Oh! Yes," he replied. "I shall always remember how I was dazzled by the elegance and refinement of the place, interior and exterior. You know there are well equipped parlors in the building also."

"But Madam Walker's home at Irvington-on-the-Hudson," I continued, "is an architectural poem. Do you remember how the great white newspapers all over the country ran feature articles about it when it was completed?"

"Certainly," he assented. "I read many of them myself with great interest. It was interesting to note the editorial comment in the leading papers, such as the *Times*, the *Tribune* and the *World*. But tell me something more about the company. I am rather interested in the development of great businesses, Negro and otherwise." After passing cigars and lighting up, I began again.

"Well, it's a rather long story—a story that will keep one continuously harping on success, for that one word practically tells the history of the company. The very pulse of her enterprise in Indianapolis seemed to be growth, development and expansion. At first the factory, as I neglected to state before, was located in the rear of her beautiful residence at 640 North West street. In less than two years, however, the tremendous growth of trade compelled her to purchase the adjoining space at 644 North West Street for extensions. Now I understand that the company is in search of further accommodations for its rapidly increasing business. In a very short time a very modern mechanically up-to-date factory will be constructed. The business was incorporated in 1911, with Madam C. J. Walker as sole owner, and today the company ranks among the largest business concerns in the United States."*



"I suppose there are Walker agents all over the country," my companion stated.

"All over the country!" I exclaimed. "Why man, her goods and representatives are found in every state and every city of any size in the Union. However, I believe the bulk of her business is in the Central, Southern and Southwestern states. But she wasn't content to have the rest of the world in ignorance of her goods. Early in 1913 she visited Panama, Cuba and other places in the West Indies. She soon had such a large foreign trade that it became necessary to maintain a Foreign Department. I have heard on very good authority that the advertising and correspondence is now carried on in four

languages—English, French, Spanish and Portuguese."

"The products this company manufactures have meant much to the women of our race. It is fast becoming a rare thing to see a woman who has not a beautiful and well kept head of hair, and much of this new self-pride and personal ambition is born of the proven merit and unquestioned effectiveness of Madam C. J. Walker's preparations.

"In the United States the Negro is in a very peculiar position, as you are well aware. Ostracized, segregated and discriminated against on every hand; taught that he is inferior, and treated that way, it is little wonder that many came to believe it. The feeling that one is the muddsill of humanity is hardly conducive to the growth of pride and personal esteem. What a boon it was, then, for one of their own race to stand upon the pinnacle and exhort the womanhood of her race to come forth, lift up their heads and beautify and improve their looks, even as Woman has done all through the ages. The psychological effect of Madam Walker's great activity has been of great importance and can hardly be over-estimated. Besides giving dignified employment to thousands of women who would otherwise have had to make their living in domestic service, she stimulated a great deal of interest generally in the care of the hair.



"As you know, nearly every part of the body has received more consideration from the medical profession than the human scalp. This is probably due to the fact that the disease of the scalp seldom prove fatal and have been considered to an extent unavoidable, therefore, to be borne with patience and resignation.

"The most important part of the hair is the follicle, from which the hair grows. Into this follicle are emptied the secretions of the sebaceous glands, which give the hair its oily nourishment and lustre. Each follicle has its blood and nerve supply for the growth of hair, and, of course, where the follicle has been destroyed no hair can be made to grow, but where the follicle exists, though it may be diseased, it is possible to get it in a healthy condition and not only make the hair grow, but restore it.

"The scaly condition of the scalp interferes with the nourishment of the hair follicles through the sebaceous glands and the result is that the hair is poorly nourished, becomes dry and brittle and the inevitable result is that the hair falls out or breaks off.

"You cannot expect hair to grow and be healthy on a scalp that is unclean—a scalp covered with a parasite growth like dandruff. You wouldn't expect the flowers in your garden to grow fast and bloom profusely if choked by weeds, which also would sap the soil's nutrition to the detriment of the flowers. Thick, healthy hair can grow only on a scalp that is free from dandruff and scalp diseases.

"Flakes of scurf, or outer skin of the body refuse from the oil glands of the scalp; and the accumulation of dirt and waste matter thrown off by the skin—these constitute dandruff, the greatest enemy of thick, healthy hair.

"Dandruff is simply sebaceous matter, which dries into flakes, each flake full of microbic growth, and carrying with it the deadly, hair-destroying principle.

Dandruff is therefore contagious. When once introduced into the hair, it is followed by itching of the scalp, falling hair and baldness.

"In treating dandruff and scalp diseases, liquids many times are failures, because they do not possess the deep penetrating powers, nor do they contain sufficient of the necessary ingredients to successfully combat this disease. Scientists admit that dandruff is a germ disease. Isn't it plain, then, that to effect a cure, one must destroy the cause?"

"Madam Walker was an expert in all matters dealing with the scalp and the hair. Her wonderful hair preparations and scientific scalp treatment are directly opposed to harmful germ life—they attack only diseased tissues and tend to keep a scalp free from dandruff, scales and other waste matter—clean and sweet—a condition that is an absolute necessity to a beautiful head of hair.

"The System developed by Madam C. J. Walker for the treatment of hair and the culture of beauty is based wholly on scientific rules of hygiene, and if practiced as outlined and as the agents of the Walker company are taught, it will prove beneficial and in no wise harmful.

"Many people have referred to Madam Walker's representatives as 'hair straighteners.' This, however, is a grave error. They are not 'hair straighteners,' but hair culturists and scalp specialists. Madam Walker's system of growing hair is conducive to a natural growth and consists of dressing the hair to bring out its fine natural texture. A strand of hair, as you may know, is round like a cylinder. To straighten this round strand of hair by the use of tongs, hot pullers, etc., is like placing your finger in a hot blacksmith's vise and screwing it up tightly. It is lengthened, true enough, and will lie flat, but it is lifeless and its pores are stopped, and instead of growing, it breaks off and is left short, brittle and discolored. Madam C. J. Walker's treatment promotes the growth and softens the most short and stubborn kinds of hair and restores to health the most badly diseased scalps. To have given the world this great discovery is by no means a small achievement."



"Such a large business should surely open up great opportunities for young colored men and women," Porter exclaimed. "One thing that makes the development of Negro business very important from the viewpoint of racial advancement is the opportunity afforded the young men and women of the race, who possess the training and qualifications, to hold important positions that they would otherwise have great difficulty in obtaining in large firms owned and operated by white people. In this respect the Negro business man and woman have been a decided asset to the race. For after all, we must admit that economic advancement is the foundation upon which all other advancement is erected. Unless the foundation is sound, it cannot be expected that the structure will be sound. In the early flush of emancipation, and even at the present time, there is a large group within our group who have laid more emphasis on acquiring the evidences of wealth and leisure than on acquiring the solid economic basis that the possession of these things presupposes. Too many of us are yet satisfied to have

'a five dollar hat on a fifty cent head,' as Booker T. Washington put it."

"Too many of us are striving to get an automobile before we get a home; to spend in one night what it takes us a week or more to earn; too many of us fail to heed the old adage that, 'a bird in the hand is worth two in the bush.'"

"That's true," I assented. "Undoubtedly Madam Walker did much, and her company is doing much, to give employment to many who would otherwise be in domestic service. In the offices of the company in Indianapolis, scores of Negroes are working with the most modern office equipment as book-keepers, stenographers and shipping clerks. They have a forelady in the factory, and they have an attorney regularly employed to look after the legal side of their affairs. Then, of course, they have several representatives on the road at all times, and a large advertising department. Mrs. Leila Walker-Wilson, her daughter, has succeeded Madam Walker as president of the company, as you doubtless are aware. You remember my saying that her daughter took over the business in Pittsburgh, Pa., when Madam Walker undertook the Indianapolis establishment? Well, Mrs. Wilson proved her true worth in business tact and skill by carrying out the plans of her resourceful mother. Hence, she was prepared to handle the business when the call came for her to do so. So Madam Walker's policies have been continued as she wished.

"When Mrs. Wilson succeeded her mother as President of the Madam C. J. Walker Manufacturing Company, and assumed the duties of her office, she immediately stated that she had no new policies to outline, but would simply carry out her mother's wishes in connection with the operation of the business.



"In more ways than one was she a remarkable woman, for I suppose you know that in her youth she lacked all the opportunities for mental training other than the hard school of experience. She was a self-educated woman. She not only created, developed and perfected one of the largest enterprises of its kind in the United States, but she determined to educate herself. She read everything in sight, including the Bible, which she called her main guide. But she was not contented with this alone. She employed a tutor and after business was over she could be found until the small hours of the morning studiously perusing her books. As she advanced she provided herself with the masterpieces of literature. As her business grew she made up her mind to develop with it. To that end she took commercial and business courses until she was well informed on all phases of business procedure. Those who knew Madam Walker intimately watched her unfolding with great interest. They saw the pupil outstrip the teacher and in Madam Walker they found a character who laughed at obstacles. Though often discouraged, she persevered. Apparently baffled time and time again, by sheer will power she forced herself back into the fight. Undoubtedly history will record her as one of the great women of her time without regard to race or color. For it cannot be denied that she was the pioneer big business woman in the United States. There may have been others who were left with fortunes on their

hands by husbands or relatives, but I doubt if there is an earlier case of a woman building up such a big business from absolutely nothing at all."

"What do you think of the esthetic value of her work?" Porter asked as he blew ringlets of smoke into the air.

"That was something I was just going to touch upon," I replied. "Considering the previous position of the Negro in American life and the psychology that he had developed, it was a great service to the race to be able to show them how they—the despised black people—could make themselves more comely and more attractive. It can hardly be gainsaid that the improvement in the appearance of Negro women has been very marked. And the more attractive the women, the higher the men's opinion of them, or at least it seems that way to me. For, after all is said and done, it must be admitted that people bow to beauty first and then to brains."

"I have heard a great deal of Madam Walker's benevolence, too," my friend stated. "I suppose she has given away large sums to various charities?"

"Yes," I continued, "Madam Walker, while best known by her wonderful hair preparations, is also widely and equally well known because of her sterling Christian character. There is no greater evidence of this than her many donations and contributions to charity and to many charitable institutions. Much has been said about Madam Walker being the first to donate so largely to the Colored Y. M. C. A. of Indianapolis, Indiana. In this connection, I think her well-meaning friends did her an injustice in over-emphasizing the gift as a mere gift. The real greatness of the act rested in the fact that Madam Walker was the first of her race to give so largely, and the further fact that such an unselfish act on her part had a most wholesome and wonderful effect on others. It induced many to give who otherwise would not have given at all, certainly not as generously as they subsequently did. It served not only to encourage others, but aroused them to a high and true sense of duty. In this respect Madam Walker blazed the trail, and has no peer among the members of her race. She set an example not only to be praised and commended, but should and evidently will, be emulated by others who are in a position to help the race and racial enterprises.

"Madam Walker's donations to charity were many and varied, and of the many, none perhaps show the real heart of the woman as her annual donation of fifty Christmas baskets to the poor families of Indianapolis. These people Madam Walker did not know; many of them she never met and never expected to meet, but she arranged that this be made an annual affair. I can imagine that many earnest prayers went up for her from the homes that she made bright by providing them with well-filled baskets on Christmas morning. Aside from the annual donations to Old Folks' Home and Orphans' Home of Indianapolis, St. Louis and other cities, Madam Walker donates largely, through her will, to the temperance cause, and gives fifty dollars annually for the current expenses of the Young Women's Christian Association and the Young Men's Christian Association of Indianapolis, as well as contributes one hundred dollars a year to the International Y. M. C. A. work. By her will she proved her great interest in and love for her people in the most striking way. Under her will one-third

of the net proceeds of her business goes to her daughter, Lelia Walker-Wilson, and two-thirds to worthy race charities, 'such as I have always been interested in.' That means the Y. M. C. A., the Y. W. C. A., Orphans' Home, Old Folks' Home, missionary societies and scholarships. Such provisions do not apply to any one state, but to any of such organizations that are deemed worthy wherever located."

"Why," exclaimed my companion, "that means that the business is practically conducted for philanthropic purposes!"



"Exactly," I agreed. "It means that for all time to come two-thirds of the net proceeds of this vast business enterprise will go to help individuals and worthy race institutions. To carry this out the will provided that five trustees have charge of this fund, three of whom are named in the will and two are appointed by the Judge of the Probate Court, the will specifying that all must be members of the Negro race. These trustees are under bond to carry out the terms of the will. All the charities I have enumerated are to be kept up by the terms of the will. Thus, Madam Walker, though dead, still lives, lives through her will, and for all time to come extends a helping hand to struggling Negro students and worthy race institutions. She was thoroughly a race woman and her every thought seemed to be as to how best she could advance her race. This is evidenced by the setting aside of a certain percentage of her annual income for the establishment and maintenance of an Industrial Missionary School on the continent of Africa, and the many scholarships that she now maintains at Tuskegee and other institutions.

"Two or three years ago, Mrs. Lelia Walker-Wilson made an extended tour of Europe, Africa and the Holy Lands. While there, she thought of what a boon it would be if some of the Negro clergymen from the United States could have an opportunity to see the things she was seeing: Jerusalem, Bethlehem, the Dead Sea, and all the landmarks of Biblical history. No sooner had she returned to the United States than the company announced a great contest which would enable the most popular ministers to enjoy a trip to that far country at the expense of the company. The idea caught like wild-fire and all over the land loyal congregations are working very hard to win the trip for their respective clergymen."

"I think that very commendable," my friend enthusiastically exclaimed.

"Yes, it shows a great breadth of vision," I replied. "So far as I have been able to ascertain, no other firm, white or black, ever thought up a project of more educational and inspirational value. In addition to this, the Walker Company is offering each year a grand total of nearly \$2,000 to its army of agents throughout the country. These agents have clubs in all of the cities and towns and carry on the spirit of Madam C. J. Walker by engaging in all sorts of charitable work. To the club reporting the largest amount of benevolent work done during the year, a prize of \$100 is given. There are second and third prizes of \$75 and \$50 respectively. As a matter of fact, this firm is doing so much for

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Madam Walker

(Continued from page 258)

the betterment of the race that it has really become an American institution."

For some time we sat in silence, watching the speeding lights of automobiles and the passing throngs. After a while we boarded a Harlem bus and were soon rolling up the avenue toward the great colored settlement. Finally my friend began speaking again.

"Yes, women are undoubtedly taking a more and more prominent place in the economic life of the nation. As we were saying before, the development of industry is forcing them to do so. That small minority of men who are still wont to claim superiority over the female, should know more about such pioneers as Madam C. J. Walker, the great business she built up, and the excellent philanthropic work she did, and now carries on through her will."

"It is an inspiration," I added, "not only to Negro youth, but to all youth. Anyone who can in a few short years amass a fortune, build a great business, benefit the needy and afford great opportunities to the struggling of an oppressed race, has indeed achieved greatness."



Soon we had reached our destination. Bidding Porter adieu, I ran up the steps, admitted myself, and in a few moments was sitting in my favorite arm chair, preparing for an hour's communion with my pipe and books. Reaching under the reading table among a mass of magazines and periodicals, I picked out the "1924 Year Book and Almanac, published by The Madam C. J. Walker Mfg. Co. (Incorporated)." Glancing through this booklet I was amazed at the amount of information contained therein.

"This 'Year Book' is excellently printed on fine coated paper: is profusely illustrated and contains much worth while matter of interest to those interested in hair culture, and also information of racial interest. Those who are curious to know the reasons for the unprecedented success of the Madam C. J. Walker Mfg. Co., may find them on page 6:

WHY THIS COMPANY SUCCEEDED

Because this Company was founded and is operated on the principle of an unselfish service to humanity and a full measure of both quality and quantity, it has succeeded. With faith in its products and because:

We actually believe that our goods are the best on the market for hair growing—

First—They bring results.

Second—They have given satisfaction to every one who has used them properly.

Third—They cured scalps when they were in a most frightful condition.

Fourth—They are continually doing the same for others without a single complaint.

Fifth—Many persons had hair less than a finger's length when they began using it.

Sixth—Their hair grew sixteen inches in less than three years that they used it.

Seventh—They have improved the condition

of scalps of persons who have used it and whose hair was short and stubby all their lives.

Eighth—They are positively the only remedies on the market that do not record a single failure to do all that they are recommended to do."

I was more impressed by Madam Walker's motto:

The Secret of a Happy Life

Lord help me live from day to day
In such a self-forgetful way
That when I kneel to pray
My prayer shall be for—OTHERS.

Help me in all the work I do
To ever be sincere and true
And know that all I'd do for You,
Must needs be done for—OTHERS.

Embodied in these two verses is a philosophy which might well be learned by all.

It was several days before I saw Porter again. We were both dining in one of the popular restaurants of the Negro metropolis. Charming brown waitresses were hurrying to and fro serving the crowd of diners. Even before one entered the delicious odor of well-prepared food was borne through the doors and windows by the gusts from the whirring electric fans.

"Well, how's everything today?" I asked as I sank into the chair opposite my friend and gave a nod of recognition to the approaching waitress.

"Fine and dandy," he replied. "By the way, I understand that the Walker agents of the entire country are to hold a convention here in New York in August. It seems that it is an annual affair."

"Last year," I informed him, "the convention was held in Detroit and was a great success. Agents were present representing the Walker Clubs of the entire country. It lasted for three days. I suppose you know that one of Madam Walker's greatest hobbies was the assistance, education and development of her numerous agents throughout the United States, the West Indies, Central and South America. She managed this by having the agents in every community where there were five or more band themselves together into a Madam Walker Club. In a short time, a sort of women's business league was formed in that way. In each community these women would come together and talk over ways and means of transacting, increasing and generally developing their business. But of course their activities are not solely confined to distinctly business matters. They engage in all sorts of charitable and social welfare work in every city and town—Christmas baskets, summer outings for poor children, assistance of needy families and persons, and in many other ways too numerous to mention. Through these clubs Madam Walker has perpetuated her great spirit of benevolence in every section of the world."

"I suppose there must be a large number of them by this time," Porter ventured as he adjusted his napkin.

"Yes, a very large number," I replied. "Over a hundred, I have heard. Each year every club sends a representative to the National Convention of Madam C. J. Walker Agents. In reality this is the first big economic conference of people in the same profession ever founded by a Negro woman. Here earnest, intelligent women from all parts of the world meet annually and thoroughly discuss plans of how best to con-

(Continued on page 266)



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(Continued from page 264)

tinue the Madam C. J. Walker business and to best serve the increasing patronage. As an added incentive to their agents, the company awards many annual prizes to individual agents and to clubs. For instance, the agent making the largest number of agents over '15' above the Mason-Dixon Line is awarded a prize of \$50, the second prize being \$25; the successful agents below the Mason-Dixon Line are awarded similar prizes. The clubs selling the largest amount of goods above the Mason-Dixon Line and below it as well, are awarded first prizes of \$100; second prizes of \$50; and third prizes of \$25. Then there are prizes for the agents in the North and South selling the largest amount of goods; the club reporting the largest amount of benevolent work; the agents above and below the Mason-Dixon Line selling the largest amount of toilet preparations over \$50; the club selling the largest amount of toilet preparations over \$50. These prizes are awarded on the last day of the big annual convention."

"There must be a great deal of good-natured rivalry for these generous awards," my friend stated as the waitress placed the steaming soup before us.

"You bet there is," I assented, "and it just shows what a business genius Madam Walker proved herself to be. It is generally recognized in all organizations—commercial, religious, military and political, that their success or failure depends upon the amount of interest manifested by the rank and file. Some call it *morale*, others call it *esprit de corps*. At any rate, Madam Walker was well enough versed in organization and its secrets to know how to obtain and retain that interest from her agents that is absolutely essential to the success of any great business enterprise, or any other enterprise for that matter. That her policy of developing and organizing local organizations of her agents in every community was sound, is evidenced by the

increasing business of the Madam C. J. Walker Company and the great interest shown by all Negroes in the big annual conventions of the Walker agents."

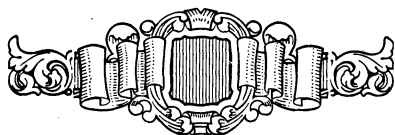
"I suppose you have read a great deal in the Negro press about the ten greatest Negroes America has produced?" my friend queried. "Well," he continued, as I nodded in assent, "you undoubtedly noticed that Madam Walker was one of the first mentioned."

"She certainly was," I answered, "and rightly so, for there are few men or women in America who stand as high on the ladder of achievement and service to her group. She will always be an inspiration to the ambitious, striving and energetic youth of the race in their struggle toward the pinnacle of success." For some time we ate in silence, glancing around at the smartly dressed people who shared the room with us. Finally, as we were stirring our coffee, Porter spoke again.

"Undoubtedly you have noticed," he began, "that pioneers are always conspicuous by their absence. Most people are followers. About one person in every million or so is a great pioneer, a great inventor, a great leader. It seems to me that Madam Walker was all of these. I have traveled all over the United States and wherever I have gone I have heard both white and colored people speak enthusiastically of Madam Walker and her work; her great value to the race economically, socially and culturally."

"Yes," I added, as we strolled out to the avenue, "and why shouldn't they? Was she not one of the greatest figures of her time? Is she not one of the great examples of those American qualities of thrift, perseverance, business acumen, and benevolence?"

"Quite true," he agreed. "And, as I was saying the other night Madam Walker was one of the first American women to demonstrate what women can accomplish in the economic field. She was the herald of a new social order in which women will be independent and the oldest form of property will vanish forever."



Just My Thoughts, My Pipe and Me

'Tis strange indeed that man should wander,
And to himself would care to ponder
Away from friends, and jolly comrades;
Away from merriment and music,
Away from laughter of sweet woman,
To woo the silence of his mem'ry.

When nights are bright and balmy, and the weary world's
at rest,

Did you ever have a feeling come a stealing to your breast?
Did your mind e'er wander back o'er ten or twenty years,
And your heart swell up with gladness, or again grow dim
with tears?

Many are the recollections, as I watch the smoke go up,
And I drink and drink with gusto, to the dregs of mem'ries'
cup.

This is when I want seclusion, to myself just let me be,
For I want no other comrades, than my thoughts, my pipe,
and me.

Maybe it's a dear old sweetheart, who comes in my reverie,
And it seems that she is with us, just my thoughts, my pipe,
and me.

And a radiant bow of promise, now suddenly appears,
As I think of what might have been; in those happy, golden
years.

So I'll leave my dear old sweetheart, for my thoughts are
fancy free,
While I puff away in silence, just my thoughts, my pipe,
and me.

Now the scene and place have shifted, I am in a distant land,
I have wooed and won a maiden, she has granted me her hand.
Two short years, and we have parted; she has gone out of
my life,

And I've almost forgotten, that she ever was my wife.
I have seen some pretty creatures, some of whom I can't
forget;

The kind that charm and conjure, ah! they linger with me yet.
Then I was young, but now I'm old; I've had my sunshine
and my rain,

I have felt the joy of pleasure, I have known the pang of pain.
Some folks say "old age is cloudy," but the dark side I can see;
For I find redress and solace in my thoughts, my pipe and me.

MATTHEW BENNETT.

Melville Charlton, Doctor of Music

Howard University, Washington, D.C., conferred upon Melville Charlton the degree of Doctor of Music at the 1924 Commencement. Melville Charlton won a free scholarship at the National Conservatory of Music of America after competitive examinations conducted by Emile Pauer, conductor of the Boston Symphony Orchestra and the Metropolitan Opera. He begun piano under Mrs. Virginia Hunt Scott; later studied under E. B. Kinney, a Dvora's pupil. At the Conservatory he studied musical history under Henry T. Fink, and organ and composition under Chas. Heinroth, Mus. Doc., Professor in the National Conservatory and musical director of Carnegie Institute, Pittsburgh, who writes:

"Mr. Melville Charlton has gone through a thorough course in organ playing under me at the National Conservatory. He is now a fully equipped musician in every way; possessing a clean, steady as well as brilliant tech-

nique which enables him to render the most difficult compositions in an authoritative manner. I therefore take great pleasure in recommending him as I place the greatest confidence in his abilities.

"CHARLES HEINROTH,

"Professor of the National Conservatory of America."

For thirteen years The Union Theological Seminary in New York engaged Charlton to play the organ at the Sunday services. Recently he received commendation from Walter Henry Hall, Professor of choral music in Columbia University, who says, "I am glad to testify to the ability as an organist of Mr. Melville Charlton. He has ample technique for both classical and modern organ music, and uses his skill in a musicianly manner. Furthermore, in his accompaniments to hymns and other church music, he gives thought to the interpretation of the text, which cannot be said of all (otherwise) capable players."

(Signed)

WALTER HENRY HALL,
Chair of Choir and Choral Music.

Supplication

O! our joys are so short,
And our griefs are so long,
Our joys pass away like a transient sweet song.
Like the wind in its course,
Be it cloudy, or fair;
It blows, and it goes
To we know not where.
O Lord, may our lives like the song ever be,
May we ever find joy and solace in Thee.
May our griefs wane away,
Like the morn when she's dying;
And my laughter fill every life that is sighing.

MATTHEW BENNETT.

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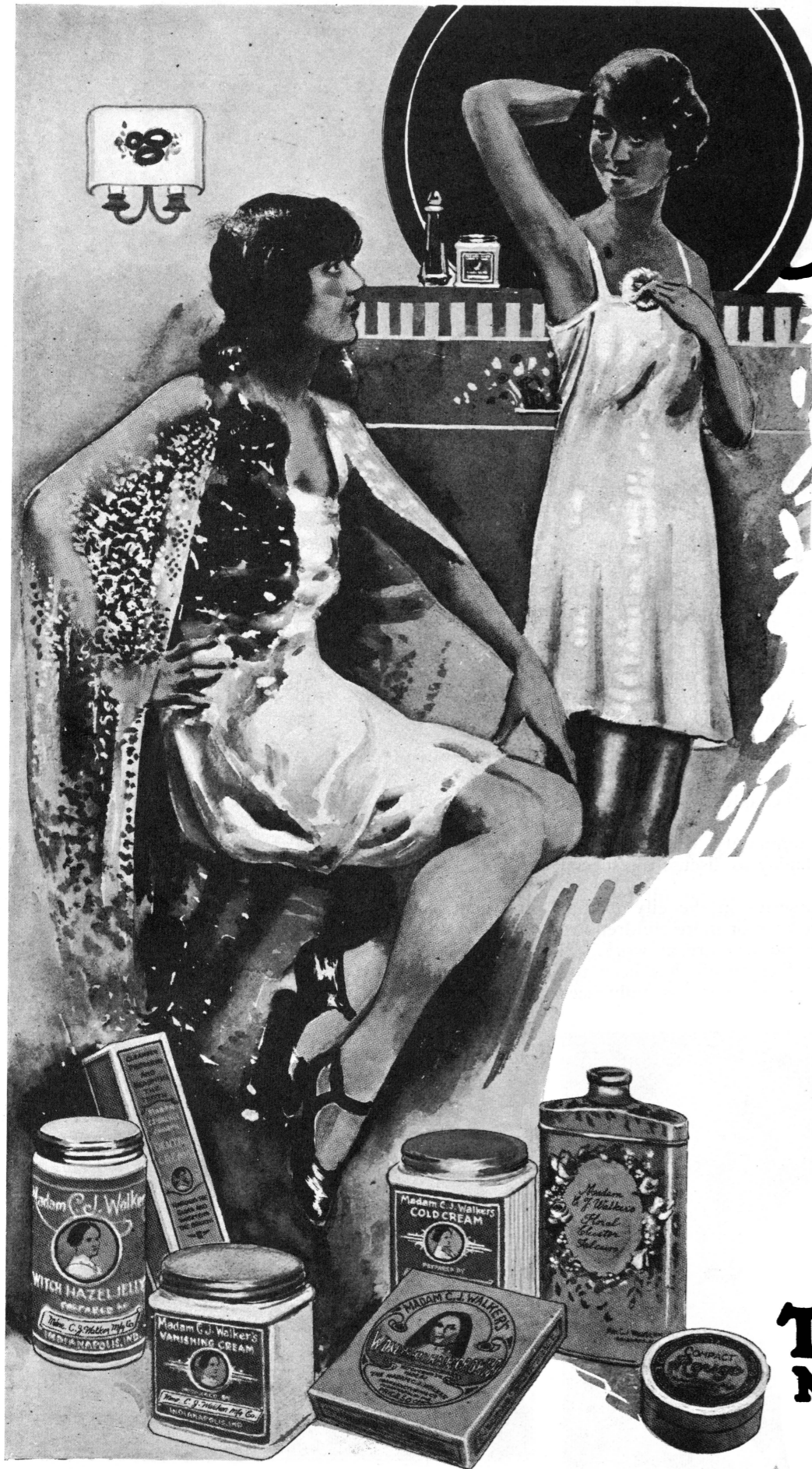
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