Advertisement for Madam C. J. Walker products

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Amazing Progress of Colored Race

- improved appearance responsible

Good Looks, Neatness Were Very Important Essentials in the Success of these People

It is inconceivable that these noted men could have been so successful if they had allowed any offensive or objectionable features in their personal appearance.

Thoughtfulness and care with their physical appearance has been one of the very first essentials to their successes.

There are many others who, though not so noted, give as careful consideration to the impressions they make. In business, in social life, and in every other walk thousands of people rely upon Mme. C. J. Walker's famous preparations to maintain a pleasant presence. And it has been through the help of these wonderful creations that these thousands have achieved success—and are continuing to progress and prosper.

Booker T. Washington

Born a slave on April 5, 1856, at Lynchburg, Virginia, Booker T. Washington achieved world-wide distinction never surpassed by a man of his race. Through his own persevering effort he became an eminent educator, lecturer, author and organizer. He was the founder of Tuskegee Institute in 1881, for the education of his people. He wrote "Up from Slavery," "My Larger Education," etc. In 1896, Harvard University conferred the honorary degree of Master of Arts on him—the first time in America's history that a school of as high standing had conferred an honorary degree on a negro. November 14, 1915, he passed on to his greater reward.

Roland Hayes

In the field of music Roland Hayes has done for his race what no other colored man has accomplished. His matchless tenor voice earned him great, overflowing audiences in noted concert centers both at home and abroad, including a program before the late King George V of England. Born of an exslave mother in Georgia, Roland Hayes has risen through poverty to world renown through his own indefatigable efforts. His utter command of phrase and style, and his vivid emotional qualities, have been the inspiration of singers not alone in his own race. No one in any race has risen to greater heights from as humble a start.
Cab Calloway

CAB CALLOWAY - known as "His Hi-De-Highness of Ho-De-Ho" - has been rightfully called "the most amazing and popular personality in the world of music."

C. C. Spaulding

The above is a likeness of Mr. C. C. Spaulding, President of the North Carolina Mutual Life Insurance Company, one of the oldest and most successful insurance companies and business enterprises operated by members of our race. Mr. Spaulding is Chairman of the Executive Committee of the National Negro Business League, and is active in church, civic and fraternal affairs.

Dr. Moton

Dr. Moton is another of our contemporary noted men. Born of slave parents in Athelia County, Virginia, August 6, 1867—a direct descendent of a young African prince—he has made his own way to the summit. He acquired his Doctor of Laws degree from Oberlin College and his Doctor of Literature from Lincoln University. He has also been a student at Virginia Union University and Williams College. At present, he is the head of the renowned Tuskegee Institute, Tuskegee, Alabama. His fame as an educator, organizer and leader is world-wide. He is a living example of great success from persevering efforts.

Frederick Douglas

For notable accomplishments and successes through personal effort against gigantic obstacles and dangers, Frederick Douglas is conceded by many to be the greatest man of our race who ever lived. Born in February, 1817, near Easton, Maryland, he served as a slave until a successful escape to New York in 1838 after a failure two years earlier. He became a leader in the anti-slavery movement, writing, speaking and traveling much here and in England for the cause. Among numerous positions of trust and honor, he was appointed a member of upper house of the territorial legislature at Washington, D. C., and consul general to Haiti.

From Slave Cabin to Mansion - the Greatest Benefactress of Our Race

Mme. C. J. Walker's life story is without parallel in any race. She stands supreme in her accomplishments—and serves as a lasting inspiration to her race, especially. Her obstacles, as related on page one, were made stepping stones to success and fame in her service in improving the outward appearance...
of her race.  
From humble cabin, she rose to the finest things our country offers. In addition to a thriving business that is carried on in all parts of the world, she left a beautiful home in Indianapolis, [a mansion?] on 136th Street in New York City, and a palace fit for royalty at Irvington-on-the-Hudson.

[[Image]]
AT LEFT: Slave cabin at Delta, Louisiana, where Mme. C. J. Walker was born.
AT RIGHT: Villa Le Waro, Mme. Walker's half-million dollar palatial residence at Irvington-on-the-Hudson.

[[margin]]

A few pennies invested may bring you untold success

Wonder Pomade For Men
[[Image]]
25c

Mme. C.J
WALKER'S
FOR MEN
WONDER
POMADE

Mme. C.J
WALKER'S
FOR MEN
WONDER
POMADE

A Wonderful Hair Dressing
Keeps the hair in place, prevents and relieves dandruff. Contains no acid or alkalies and will do no harm to hair or scalp. Just the thing to control waves, curls and bobbed hair.
Was....50c
Now...25c

LEFT MUCH TO CHARITY
In addition to philanthropic works done in her lifetime, Madam Walker arranged her estate in such a way that a large portion of the profits from the business she left should always be used in advancing education, religion and charity among her people. They are not only the finest toilet articles that have been developed especially for the colored race-and by one of our own race-but every time you buy them, you are advancing your race. Every time you buy a package of Madam Walker's products, you help you race. For, by Madam Walker's will, a large portion of the profits from her business goes to colored schools, churches, hospitals, orphanages, old people's homes, etc.

SUPREME
in Quality
None Genuine Without [[Image]] This Signature
Mme C.J. WALKERS HAIR PREPARATIONS
NONE GENUINE
Mme. C.J. Walker
[[?]]

Sold by Good Druggists and Walker Agents Everywhere

ALCO-GRAVURE, INC. CHICAGO-NEW YORK-BALTIMORE-KANSAS
CITY-ATLANTA
Look Your Best to Succeed
The Choicest Gifts of Society and Business
Go to Those Who Prepare Themselves and — "Look the Part"

Insist on the genuine Mme. C. J. Walker preparations from your beauty operators.

Think, for a moment, of the people you know...Isn’t it true that those whose friendship you most desire are those who are always clean and whose appearance is always neat? Social popularity is governed by the same rules as any commercial pursuit.

The underlying causes for success in society or business are identical...A pleasing presence counts for so much! More than any other one element in the rise of our race is our bettered appearance, now at its zenith because of Mme. Walker’s assistance and preparations.

Use Mme. C. J. Walker’s Famous Beauty Treatments for Hair and Toilette
Originated for YOU by those of your own race. Your hair—your face—your teeth—your hands...these are the important features that mark you for what you really are.

There is no reason why you cannot make an excellent impression every time you meet others. Good grooming is your stepping stone to success. A neat, attractive person goes further along the road to the top in the shortest time.

Walker preparations represent the very best to be had. And remember, every time you purchase a genuine, trade-marked Mme. C. J. Walker product, you help advance your own race.

The more Walker products you use and buy, the greater the profits to be distributed among our own worthy institutions!

Analyze your needs, then check those preparations you require and take the list to your regular druggist or your local Walker agent. Be sure to look for the trade-mark on each product—the signature of Mme. C. J. Walker...that identifies the genuine, protects you and advances your race!

"ISN’T SHE BEAUTIFUL?" "DID YOU EVER SEE SUCH LOVELY HAIR AND COMPLEXION?" "SHE’S POSITIVELY GORGEOUS." They will say this about you after you use Mme. C. J. Walker’s hair, facial, and toilette preparations.

Beware of non-descript preparations offered at bargain prices. They leave the hair harsh, dry, brittle, unmanageable. Always insist on the genuine Mme. C. J. Walker preparations.

Be the Walker type
Look your best and succeed!

Madam Walker’s axiom

A few pennies invested may bring you untold success
Win the admiration of all
You, too, can have the charm of these famous beauties

A woman’s crowning glory is her hair

Look your best earn more money

The way to Romance
You, too, can have the charm of these famous beauties

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