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*Designer:* Richard Sheaff, Scottsdale, Arizona

*Illustrator:* Scurlock Studio Photo

*Typographer:* Richard Sheaff

*Modeler:* Banknote Corporation of America

*Art Director:* Terry McCaffrey, USPS Stamp Services

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*Manufacturing Process:* Offset lithography

*Colors:* Warm gray, PMS 1056 (brown),  
and black

*Image Area:* 0.822 inches x 1.392 inches or  
22.403 x 35.357 millimeters

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*Plate Numbers:* "B" followed by three single digits

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position diagram, price

# Madam C. J. Walker

The daughter of former slaves, Madam C.J. Walker worked as a laundress for 20 years, then rose to national prominence as our nation's first self-made woman millionaire.

Through her Madam C.J. Walker Manufacturing Company, Walker pioneered the first successful line of hair care products for African Americans. She employed thousands of African-American men and women as sales agents and trained many more as beauty specialists.

Born Sarah Breedlove in 1867 on a Louisiana cotton plantation, Walker began using her professional name when she married her third husband, Charles James Walker. Though they later divorced, her former husband remained one of Walker's sales agents for the rest of his life.

After Walker's death in 1919, her daughter A'Lelia moved the business to her home in New York City. Host of a salon for artists and intellectuals, the poet Langston Hughes called A'Lelia the "joy goddess of the Harlem Renaissance." A'Lelia's daughter and granddaughter later ran the business, until it was sold in 1985.

Two National Historic Landmarks carry on the spirit of this successful African-American entrepreneur: the Walker Building in Indianapolis, a theater complex and office building she built; and Villa Lewaro, her mansion on the Hudson River in Irvington, New York.



FIRST DAY OF ISSUE



# AMERICAN COMMEMORATIVES



This 21st stamp in the Black Heritage series honors Madam C.J. Walker (born Sarah Breedlove), a successful entrepreneur who developed and sold beauty products. The only African-American woman in the U.S. National Business Hall of Fame, Walker is considered the first African-American woman millionaire.

In 1867, Walker was born to former slaves on a Louisiana cotton plantation. At age 7, she was orphaned, and at 14, she married her first husband. Her daughter A'Lelia was born in 1885. Breedlove changed her name to Madam C.J. Walker when beginning her business in the early 1900s.

For 20 years, Walker worked as a laundress and studied in public night school classes. At age 37, she began to develop grooming and conditioning products for African-Americans' hair. Initially, she went door to door through St. Louis, Missouri, selling her "Wonderful Hair Grower."

Walker was a hard-working businesswoman, and the Madam C.J. Walker Manufacturing Company blossomed rapidly. From 1911 to 1919, Walker's most successful period, the business grossed over \$100,000 a year.

In the early 20th century, African-American women traditionally worked in domestic service and manual labor. As she expanded her own wealth and opportunities, Walker worked to help other African-Americans, especially women, earn good livings as beauty specialists and sales agents.

Thousands of men and women sold Walker's products around the United States, the Caribbean, and Central America. In Pittsburgh, Walker established Lelia College, which offered a correspondence course in her Walker Hair Care Method. In Indianapolis, she established a laboratory and beauty school.

Walker also helped to strengthen her community by donating to local and national African-American charities, including the Tuskegee Institute and the National Association for the Advancement of Colored People.

Walker's great great granddaughter furnished the publicity photograph of Walker that appears on this stamp. The stamp was issued on January 28, 1998, in Indianapolis, Indiana.



The Eads Bridge, St. Louis, Missouri





FIRST DAY OF ISSUE

## Madam C.J. Walker



Born Sarah Breedlove on December 23, 1867, in Delta, Louisiana, Madam C.J. Walker was one of America's wealthiest, self-made businesswomen when she died in May, 1919.

Overcoming an early life of harsh poverty, this orphaned daughter of former slaves rose from an uneducated washerwoman into an outspoken social activist and generous philanthropist. Through the company she founded in 1905, her pioneering efforts in the development of hair care methods and products transformed the appearance and self-image of African American women and helped establish a still-thriving, multibillion dollar industry.

Walker's visionary advocacy of women's economic independence and her innovative marketing strategies created entrepreneurial opportunities for thousands of former sharecroppers, maids and factory workers during an era when legally sanctioned racial discrimination denied African Americans their most basic civil rights. Walker used her wealth and influence to aid political causes, educational institutions, and charities, making large contributions to the NAACP's anti-lynching fund, the YMCA, the YWCA, the Frederick Douglass home, Booker T. Washington's Tuskegee Institute, Mary McLeod Bethune's Daytona Normal and Industrial Institute and A. Philip Randolph's *The Messenger*. She was inducted into the National Business Hall of Fame in 1992. Today her legacy survives through two National Historical Landmarks--the Madame Walker Theatre Center in Indianapolis, Indiana, and Villa Lewaro, her Irvington-on-Hudson, New York, estate--as well as through the thousands of entrepreneurs who are inspired by her success and perseverance.

The Postal Service is proud to honor Madam C.J. Walker with the issuance of a 32-cent commemorative stamp. Designed by Richard Sheaff of Scottsdale, Arizona, the Madam C.J. Walker stamp is the twenty-first addition to the Postal Service's Black Heritage series.

# Madam C.J. Walker

COMMEMORATIVE STAMP

FIRST DAY OF ISSUE CEREMONY • INDIANAPOLIS, INDIANA • JANUARY 28, 1998

## Master of Ceremonies

CAROLE SIMPSON

ABC News Senior Correspondent, Washington  
Anchor, "World News Tonight Sunday"

### Opening Remarks

CAROLE SIMPSON

### Invocation

REV. ANNE HENNING BYFIELD  
Pastor, Robinson AME Church

### The Negro National Anthem

"LIFT EVERY VOICE AND SING"

### Welcome

SANDRA SMITH  
President,  
Madame Walker Theatre Center

### Introduction of Special Guests

THOMAS SKOLAK  
District Manager,  
Customer Service and Sales  
Greater Indiana District  
United States Postal Service

### A Legacy of Style: 1905-2000

Narrator: LIS DAILY  
Director of Community Affairs,  
WTHR-TV Channel 13

#### Models:

GAYNELLE RODRIGUES  
PAT VAUGHN  
LADONNA QUARLES  
LINDA MCCLURE  
DOROTHY THOMAS  
SUE WRIGHT  
NICOLE WHELER WARREN  
PHILLIS RODRIGUES  
MARY BUTLER  
MELAINE MANNING  
CATINIA DYCUS  
VANESSA TAYLOR  
SELINA PASHALL

#### Hairstylist and Make-up Consultant:

LUN YE' HODGES

#### Models and Costumes:

INDIANA BLACK EXPO

#### Hairstylists:

G-Spot Salon,  
GAYNELLE RODRIGUES, Proprietor

Madame Walker Salon,  
ELISABETTA GOODALL, Proprietor

### Remarks

CICELY TYSON  
Actress

### Dedication of the Madam C.J. Walker Commemorative Stamp

THE HONORABLE LEGREE DANIELS  
Board of Governors,  
United States Postal Service

### Special Presentation

THE HONORABLE LEGREE DANIELS

### Remarks

A'LELIA BUNDLES  
Deputy Bureau Chief of ABC News,  
Washington, D.C.  
Great-Great-Granddaughter of  
Madam C.J. Walker

### A Musical Tribute to Madam C.J. Walker

BRENDA WILLIAMS  
Indianapolis, Indiana

### Closing Remarks

CAROLE SIMPSON

Background Music provided by:  
JIMMY COE QUARTET,  
Indianapolis, Indiana

*Honored Guests*

FAMILY AND FRIENDS OF MADAM C.J. WALKER

S. HENRY BUNDLES, JR.  
LANCE BUNDLES  
MARK BUNDLES

GRADUATES OF THE WALKER BEAUTY SCHOOLS  
EMPLOYEES OF THE MADAM C.J. WALKER MANUFACTURING COMPANY



MADAME WALKER THEATRE CENTER

KAREN ANN LLOYD  
Chairperson, Board of Directors  
CHARLES BLAIR  
Member, Board of Directors

DR. JOSEPH TAYLOR  
Board of Directors Emeritus



AMERICAN HEALTH AND BEAUTY AIDS INSTITUTE

MICHAEL W. JOSHUA  
Chairman, Board of Directors

GERI DUNCAN JONES  
Executive Director



NATIONAL BEAUTY CULTURISTS LEAGUE

DR. WANDA NELSON  
President



UNITED STATES POSTAL SERVICE:

J.T. WEEKER  
Vice President, Area Operations  
Great Lakes Area

JOYCE HARCUS  
Postmaster  
Indianapolis, Indiana

## *The Negro National Anthem*

“LIFT EVERY VOICE AND SING”

by *James Weldon Johnson*

1. Lift ev'ry voice and sing, till earth and heaven ring.  
Ring with the harmonies of liberty. Let our rejoicing rise,  
high as the list'ning skies. Let it resound loud as the rolling sea.  
Sing a song full of the faith that the dark past has taught us.  
Sing a song full of the hope that the present has brought us.  
Facing the rising sun of our new day begun,  
Let us march on till victory is won.

2. Stony the road we trod, biffer the chast'ning rod.  
Felt in the days when hope unborn had died.  
Yet with a steady beat, have not our weary feet,  
Come to the place for which our fathers sighed?  
We have come over a way that with tears has been watered,  
We have come, treading our path thro' the blood of the  
slaughtered, Out of the gloomy past, till now we stand at last  
Where the white gleam of our bright star is cast.

3. God of our weary years, God of our silent tears,  
Thou who hast brought us thus far on the way,  
Thou who hast by thy might, led us into the light,  
Keep us for ever in the path, we pray.  
Lest our feet stray from the places, our God, where we met Thee.  
Lest our hearts, drunk with the wine of the world, we forget Thee.  
Shadowed beneath thy hand, may we forever stand,  
True to our God, true to our native land.



The Hurst Sr. Papers  
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The United States Postal Service would like to thank the Madame Walker Theatre Center and the American Health and Beauty Aids Institute for their commitment, support and contributions in the issuance of the Madam C.J. Walker commemorative stamp.



Madam C.J. Walker Commemorative Stamp  
Photos from the Walker Collection of A'Leia Bundles  
Layout & Design: Pat Marshall Design, Inc.  
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## Madam C.J. Walker

COMMEMORATIVE STAMP

FIRST DAY OF ISSUE

MADAME WALKER THEATRE CENTER

INDIANAPOLIS, INDIANA

JANUARY 28, 1998