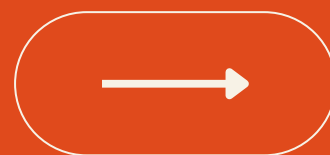




A VISUAL ESSAY WITH EVIDENCE

Part 1

WHEN BLACK AMERICANS BECAME MILLIONAIRES



During The 19th & 20th Centuries



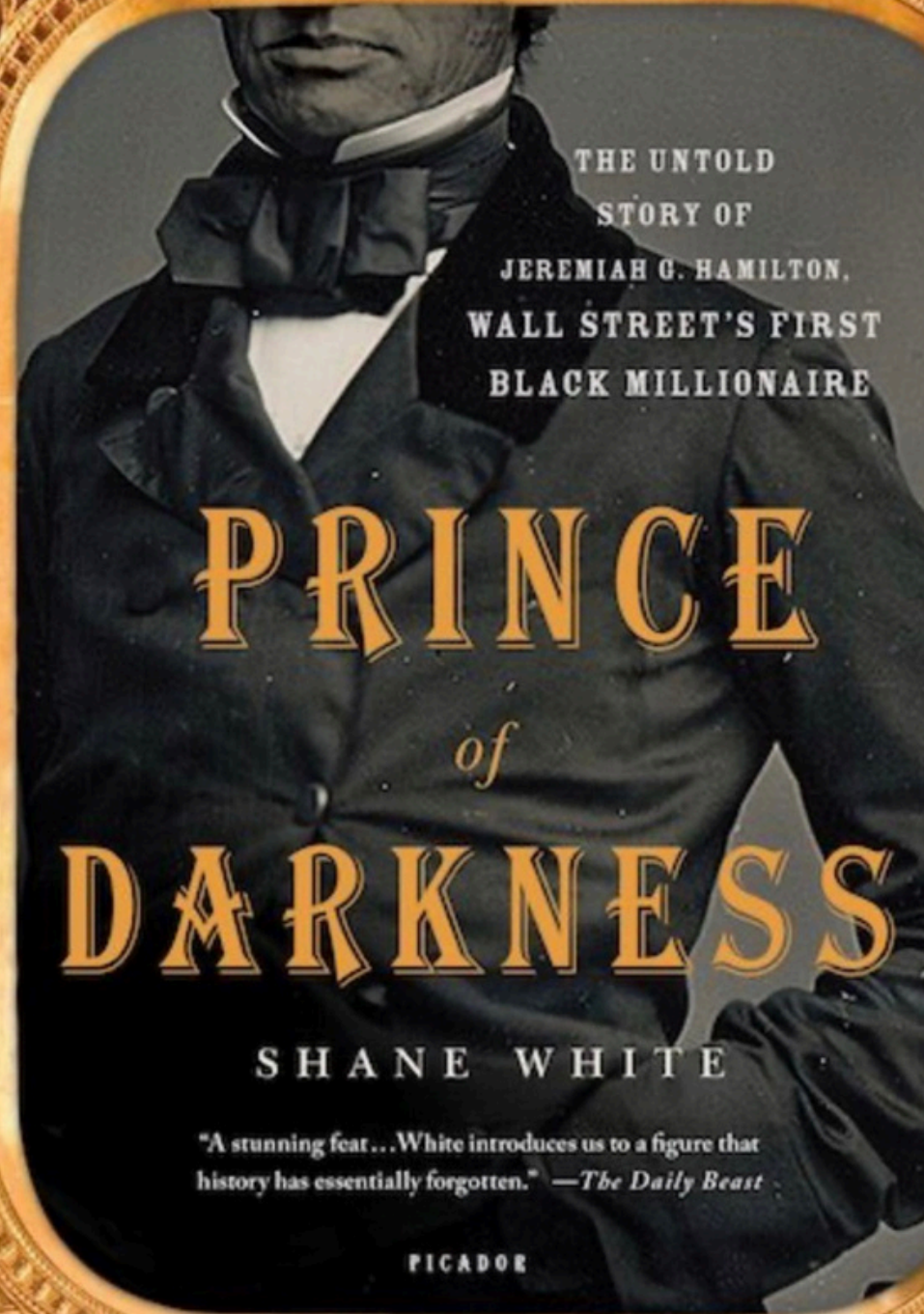
The businesses they developed and the opportunities they created for their communities.



01.

BUILDING BUSINESSES DESPITE DISCRIMINATION

DURING THE NINETEENTH AND EARLY TWENTIETH CENTURIES, RACIAL DISCRIMINATION LIMITED EMPLOYMENT AND BUSINESS OPPORTUNITIES FOR BLACK AMERICANS. DESPITE THESE CONDITIONS, BLACK ENTREPRENEURS ESTABLISHED BUSINESSES IN FINANCE, REAL ESTATE, AND HAIR CARE. THEIR KNOWLEDGE OF THESE INDUSTRIES ALLOWED THEM TO ACCUMULATE WEALTH, AND SEVERAL USED THEIR RESOURCES TO SUPPORT EDUCATION, EMPLOYMENT, AND COMMUNITY INSTITUTIONS.



02. JEREMIAH G. HAMILTON

New York | 1875

JEREMIAH HAMILTON WAS A WALL STREET BROKER WHO BUILT HIS FORTUNE THROUGH STOCK TRADING AND MANAGING MONEY FOR INVESTORS. HIS KNOWLEDGE OF THE MARKET LED PROMINENT BANKERS TO SEEK HIS ADVICE. ALTHOUGH COMPANIES HE INVESTED IN DENIED BLACK PEOPLE ACCESS TO THEIR SERVICES, HAMILTON CONTINUED TO INVEST IN THEIR BUSINESSES. WHEN HE DIED IN 1875, NEWSPAPERS ESTIMATED HIS FORTUNE AT NEARLY \$2 MILLION.

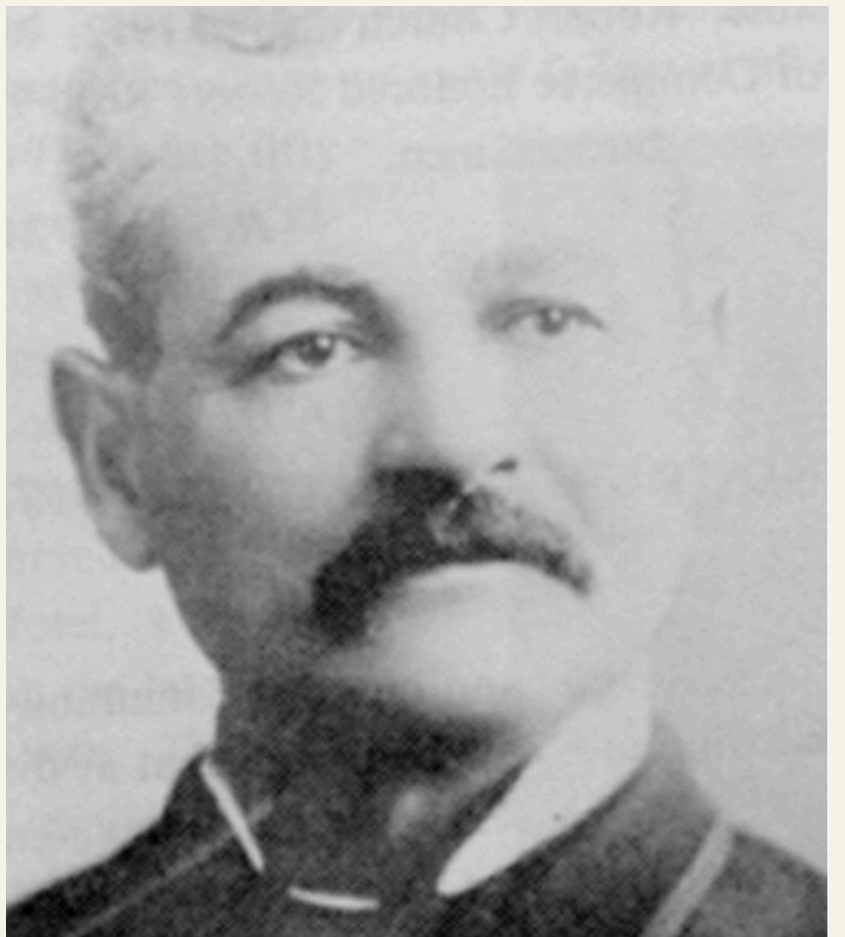
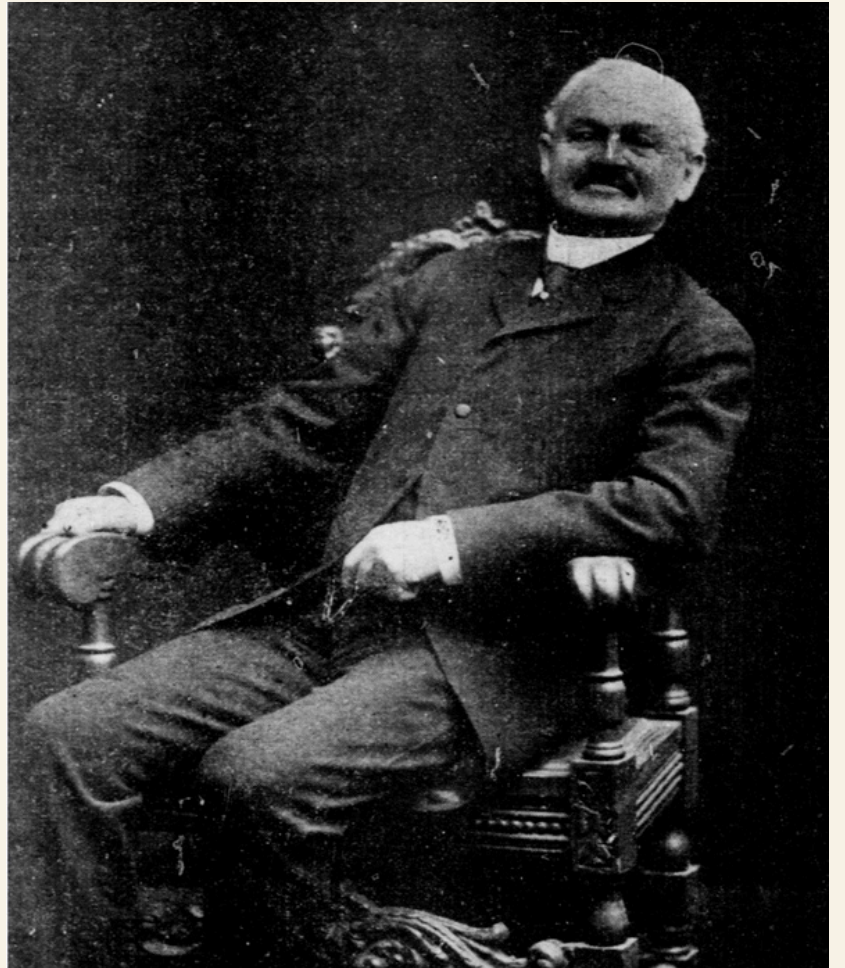


03.

ROBERT REED CHURCH SR.

Memphis | Business and Property Ownership

BORN ENSLAVED IN MISSISSIPPI, ROBERT REED CHURCH USED SKILLS LEARNED WORKING ON STEAMBOATS TO OPERATE BUSINESSES IN MEMPHIS. HIS INVESTMENTS INCLUDED REAL ESTATE, A HOTEL, RESTAURANT, AND SALOON, AND HE EVENTUALLY BECAME A MILLIONAIRE. BECAUSE MEMPHIS DID NOT PROVIDE RECREATIONAL FACILITIES FOR BLACK RESIDENTS, CHURCH OPENED A PARK AND AUDITORIUM IN 1899 THAT BECAME A CENTER FOR COMMUNITY GATHERINGS.





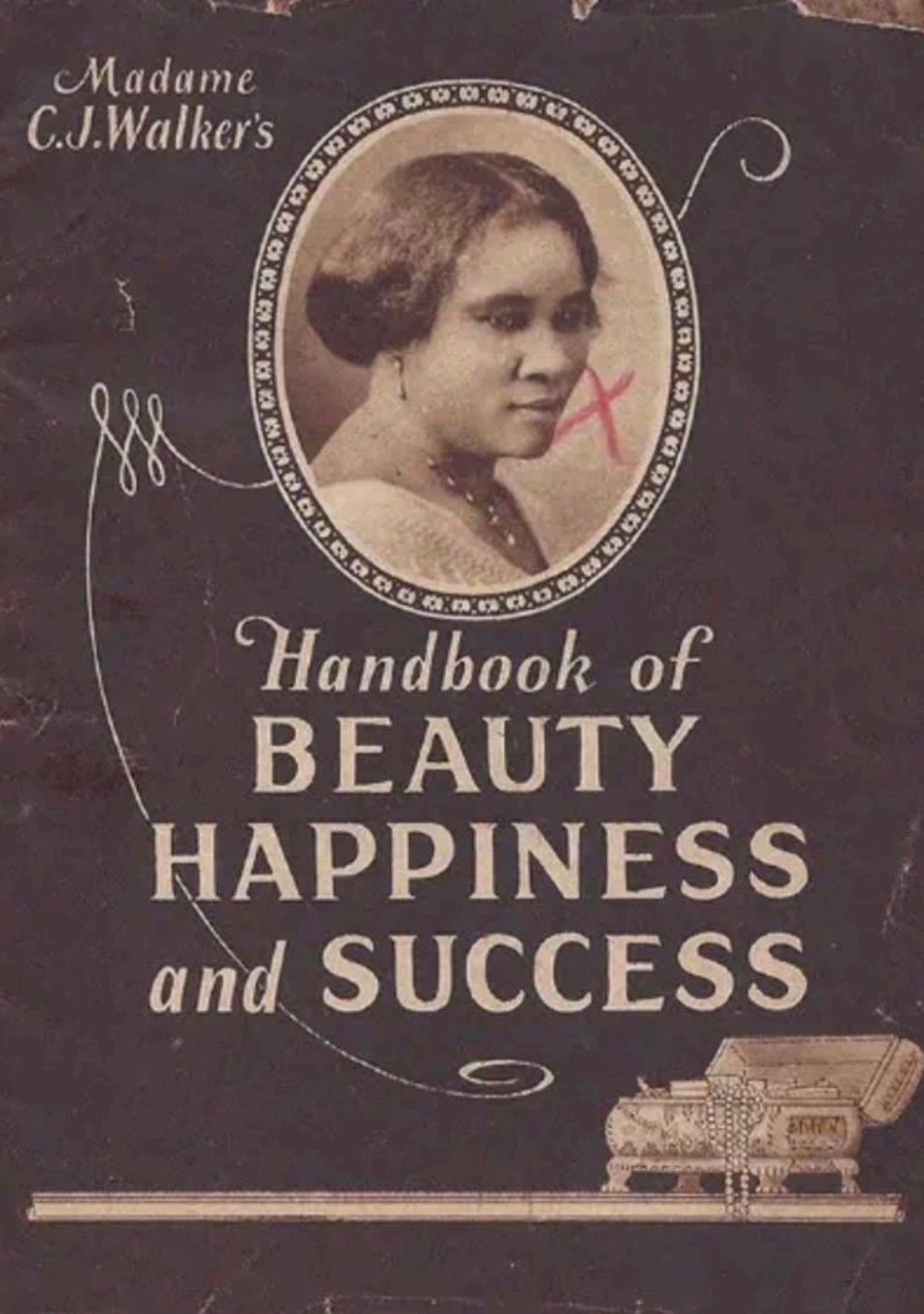
04.

ANNIE TURNBO MALONE

St. Louis | A Millionaire by 1918

ANNIE MALONE DEVELOPED HAIR-CARE PRODUCTS FOR BLACK WOMEN BUT WAS DENIED ACCESS TO REGULAR DISTRIBUTION CHANNELS. TO REACH CUSTOMERS, SHE AND HER ASSISTANTS SOLD PRODUCTS DOOR-TO-DOOR. HER BUSINESS EXPANDED NATIONALLY, AND BY 1918 SHE WAS A MILLIONAIRE. THAT YEAR, SHE OPENED PORO COLLEGE, PROVIDING BLACK WOMEN WITH TRAINING IN HAIR CARE AND SPACE FOR THE COMMUNITY TO HOLD EVENTS.





05. MADAM C. J. WALKER

Early Twentieth Century | Hair Care

MADAM C. J. WALKER WORKED AS A LAUNDRESS AND SOLD ANNIE MALONE'S PRODUCTS BEFORE ESTABLISHING HER OWN HAIR-CARE BUSINESS. HER EXPERIENCE WITH HAIR LOSS CONTRIBUTED TO HER INTEREST IN DEVELOPING TREATMENTS. THROUGH TRAINING SCHOOLS AND A NETWORK OF SALES AGENTS, SHE EXPANDED HER COMPANY AND BECAME A RECOGNIZED MILLIONAIRE. HER BUSINESS PROVIDED EARNING OPPORTUNITIES FOR BLACK WOMEN WHOSE EMPLOYMENT OPTIONS WERE OFTEN LIMITED TO DOMESTIC WORK.





06.

USING WEALTH TO SUPPORT THEIR COMMUNITIES

CHURCH, MALONE, AND WALKER RECOGNIZED NEEDS WITHIN BLACK COMMUNITIES AND COMMITTED RESOURCES TO ADDRESSING THEM. FOR INSTANCE, CHURCH PROVIDED SPACE FOR RECREATION AND PUBLIC MEETINGS, WHILE MALONE DONATED TO EDUCATIONAL AND CHARITABLE INSTITUTIONS. WALKER SUPPORTED THE YMCA AND NAACP. THEIR CONTRIBUTIONS HELPED PROVIDE SERVICES, LEARNING OPPORTUNITIES, AND SUPPORT FOR CIVIL RIGHTS EFFORTS.





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LIKE



SHARE



SAVE