December 23, 1867: Sarah Breedlove was born to Owen and Minerva on the Robert W. Burney plantation in Delta, Louisiana.

1874: Following her parent's death in 1874 to yellow fever, Sarah and her sister move to Vicksburg, Mississippi.

1887: After the death of Sarah's husband Moses (Jeff) McWilliams, Sarah and her daughter A'Lelia move to St. Louis, Missouri.

1905: Following a new career selling hair products door-to-door, Sarah moves to Denver, Colorado, and creates her own formula and starts a beauty company.

January 4, 1906: Sarah marries Charles Joseph Walker and takes the name Madam C.J. Walker.

1908: Walker and her daughter move to Pittsburgh, Pennsylvania, and open a beauty parlor and Lelia College to train agents.

1910: Madam C.J. Walker moves to Indianapolis, Indiana, and builds a beauty school, laboratory, and factory.


1913: Daughter A'Lelia opens a beauty salon in Harlem, New York City.

1913: Madam C.J. Walker is the largest donor for a new Black YMCA in Indianapolis.


1916: Madam C.J. Walker moves to New York, New York, to join her daughter.

1916: Walker donates money for Mary McLeod Bethune to found Bethune-Cookman College in Daytona Beach, Florida.

1917: The first annual convention of the Madam C.J. Walker Hair Culturists Union of America assembled in Philadelphia, Pennsylvania.

July 28, 1917: Walker and her associates organize the Negro Silent Protest Parade, drawing 10,000 participants and 20,000 spectators on Manhattan's Fifth Avenue to protest mob violence and race riots.

1917: Walker travels to the White House in Washington, D.C., to protest against lynching and mob violence, requesting President Wilson make these federal crimes.

1918: Madam C.J. Walker builds Villa Lewaro, a grand estate, in Irvington-on-Hudson, New York.

1919: Walker travels to St. Louis, Missouri, and returns to New York by train.

1919: Walker donates money for Mary McLeod Bethune to found Bethune-Cookman College in Daytona Beach, Florida.

1919: Walker falls ill on a trip to St. Louis, Missouri, and returns to New York by train.

May 25, 1919: Madam C.J. Walker dies at Villa Lewaro; Walker is buried at Woodlawn Cemetery in New York, New York.

Selling Beauty: Map of the Life of Madam C.J. Walker is based on the books Madam C.J. Walker: Building a Business Empire by Penny Colman and Madam C.J. Walker: Entrepreneur by A'Lelia Perry Bundles in the Ball State University Libraries' Educational Resources Collection. Map is the property of the Ball State University Libraries’ GIS Research and Map Collection and may be reprinted with permission.