



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1971

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[[advertisement]]

[[image - four busts of Ingenious Americans]]

Norbert Rillieux developed a fast, inexpensive method of refining sugar cane in 1846 and, many years later, sugar beets as well. Before this time, sugar was a luxury for the very few because it was manufactured by a slow, expensive process. Because of Rillieux, sugar became inexpensive enough to make all our lives a little sweeter.

Lewis Howard Latimer, son of an escaped slave, became an electrical engineer and an inventor. He executed the drawings and helped prepare the applications for the telephone patents of Alexander Graham Bell. But his major contribution to science was his invention of a method for making carbon filament in an incandescent lamp, which he patented. Eventually, he became a noted aide to Thomas Edison and one of the Edison Pioneers. Today, a school in Brooklyn, New York, bears his name.

Benjamin Banneker, grandson of a slave, became a prominent surveyor, mathematician and astronomer. When Major L'Enfant, the original architect of Washington, D.C., packed up and quit, the job was turned over to Banneker, who had transcribed the Major's plans. So Banneker played a key role in selecting the sites for the White House, the Treasury and the Capitol. In an era when most American blacks were slaves, Banneker proved that, as free men, Negroes too, could make significant contributions to a new nation.

Dr. Dan Williams worked as a barber to get himself through high school. Eight years after graduating from Northwestern Medical School, he opened a man's chest and sewed up a knife wound of the heart sac. Dr. Williams performed the world's first heart operation in 1893.

[[form]]

Old Taylor, Box 48658

Grand Central Station. N.Y., N.Y. 10017

I am enclosing \$5 (send check or money order) for each bust checked below

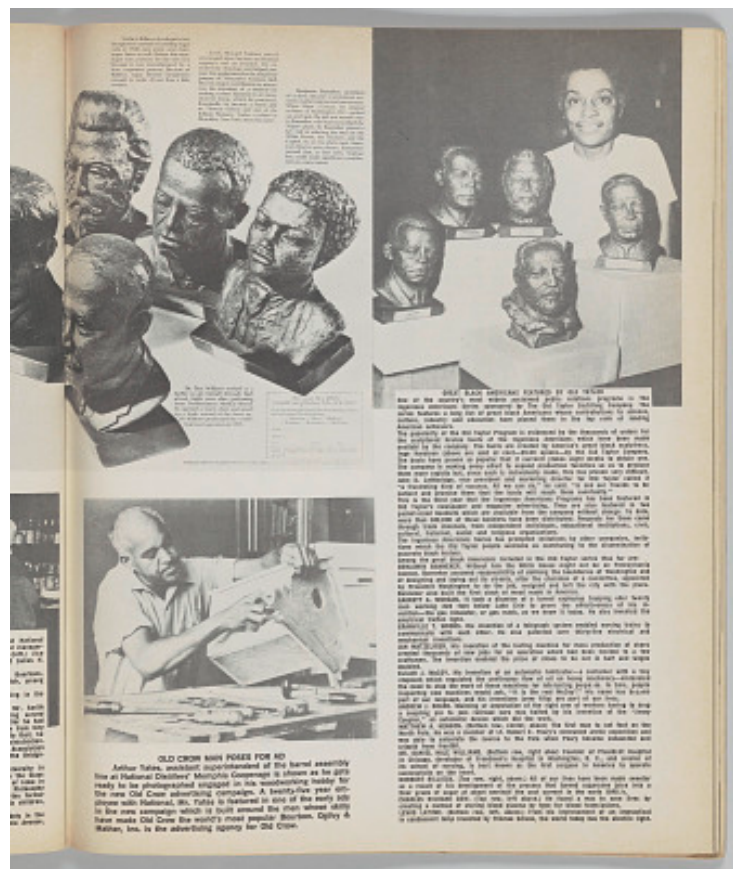
Henson
Drew
Rillieux
Latimer
Banneker
Williams

Name [[line]]
Address [[line]]
City [[line]]
State [[line]]
Zip [[line]]

Please allow 8 weeks for delivery. Offer void in states where prohibited by law. Offer expires December 31, 1970.

[[form]]

KENTUCKY STRAIGHT BOURBON WHISKEY, 86 PROOF (C) 1970
THE OLD TAYLOR DISTILLERY CO. FRANKFORT & LOUISVILLE KY



[[/advertisement]]

[[image - black and white photograph of Arthur Yates sanding a hand-carved birdhouse]]

OLD CROW MAN POSES FOR AD

Arthur Yates, assistant superintendent of the barrel assembly line at National Distillers' Memphis Cooperage is shown as he gets ready to be photographed engaged in his woodworking hobby for the new Old Crow advertising campaign. A twenty-five year employee with National, Mr. Yates is featured in one of the early ads in the new campaign which is built around the men whose skills have made Old Crow the world's most popular Bourbon. Ogilvy & Mather, Inc. is the advertising agency for Old Crow.

[[image - black and white photograph of Inge Hardison and five of the busts of Ingenious Americans that she sculpted]]

GREAT BLACK AMERICANS FEATURED BY OLD TAYLOR

One of the country's most widely acclaimed public relations programs is The Ingenious Americans Series sponsored by The Old Taylor Distilling Company. The series features a long list of great black Americans whose contributions to science, culture, industry and education have placed them in the top rank of leading American achievers.

The popularity of the Old Taylor Program is evidenced by the thousands of orders for the sculptured bronze busts of the Ingenious Americans which have been made available by the company. The busts are created by America's great black sculptress, Inge Hardison (above are sold at cost - \$5.00 apiece - by the Old Taylor Company. The busts have proven so popular that it currently takes eight weeks to obtain one. The company is making every effort to expand production facilities so as to produce them more rapidly but, since each is individually made, this has proven very difficult. John D. Lethbridge, vice president and marketing director for Old Taylor called it "a frustrating kind of success. All we can do," he said, "is ask our friends to be patient and promise them that the busts will reach them eventually."

This is the third year that the Ingenious Americans Program has been featured in Old Taylor's newspaper and magazine advertising. They are also featured in two pocket-sized booklets which are available from the company without charge. To date, more than 300,000 of these booklets have been distributed. Requests for them come through trade channels, from independent individuals, educational institutions, civic, cultural, fraternal, social and religious organizations.

The Ingenious Americans Series has prompted imitations by other companies, imitations which the Old Taylor people welcome as contributing to the dissemination of accurate black history.

Among the great black Americans included in the Old Taylor series thus far are:

BENJAMIN BANNEKER. Without him the White House might not be on

Pennsylvania Avenue. Banneker assumed responsibility of defining the boundaries of Washington and of designing and laying out its streets, after the chairman of a committee, appointed by President Washington to do the job, resigned and left the city with the plans. Banneker also built the first clock of wood made in America.

GARRETT A. MORGAN. It took a disaster of a tunnel explosion trapping over twenty men working 228 feet below Lake Erie to prove the effectiveness of his invention - the gas inhalator, or gas mask, as we know it today. He also invented the electrical traffic light.

GRANVILLE T. WOODS. His invention of a telegraph system enabled moving trains to communicate with each other. He also patented over thirty-five electrical and mechanical inventions.

JAN MATZELIGER. His innovation of the lasting machine for mass production of shoes created thousands of new jobs for an operation which had been limited to a few craftsmen. The invention enabled the price of shoes to be cut in half and wages doubled.

ELIJAH J. MCCOY. His invention of an automatic lubricator - a container with a tiny stopcock which regulated the continuous flow of oil on heavy machinery - eliminated the need to stop the work of these machines for lubricating purposes. In time, people inspecting new machines would ask, "It is the real McCoy?" His name has become part of our language, and his inventions (over fifty) are part of our lives.

ANDREW J. BEARD. Maiming or amputation of the right arm of workers having to drop a coupling pin to join railroad cars was halted by his invention of the "Jenny Coupler," an automatic device which did the work.

MATTHEW A. HENSON. (Bottom row, center, above) The first man to set foot on the North Pole. He was a member of Lt. Robert E. Peary's renowned arctic expedition and was able to calculate the course to the Pole when Peary became exhausted and crippled from frostbite.

DR. DANIEL HALE WILLIAMS. (Bottom row, right above) Founder of President Hospital in Chicago, developer of Freedmen's Hospital in Washington, D. C., and creator of its school of nursing, is best known as the first surgeon in America to operate successfully on the heart.

NORBERT RILLIEUX. (Top row, right, above.) All of our lives have been made sweeter as a result of his development of the process that turned sugarcane juice into a finer grade of sugar at about one-half the cost current in the early 1840's.

CHARLES RICHARD DEW. (Top row, left above.) He found a way to save lives by creating a method of storing blood plasma by type for blood transfusions.

LEWIS LATIME. (Bottom row, left, above.) From his improvement of an impractical incandescent lamp invented by Thomas Edison, the world today has the electric light.

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