

ZUR 589o:

Cultural History of Advertising

E. Seiter, "Different Children, Different Dreams"
ETHNICITY IN ADVERTISING

Outline:

1. Black Lives Matter / Race in America
2. History / Images of Blacks in Early Advertising
3. Contemporary Images



**Not a
Moment,
but a
Movement**

GET INVOLVED

Who We Are

What We Believe

How You Can Help

We Affirm that All Black Lives Matter

Black Lives Matter is an ideological and political intervention in a world where Black lives are systematically and intentionally targeted for demise. It is an affirmation of Black folks' contributions to this society, our humanity, and our resilience in the face of deadly oppression.

[http://
blacklivesmatter.
com/](http://blacklivesmatter.com/)

Shooting of Oscar Grant - Wikipedia, the free encyclopedia

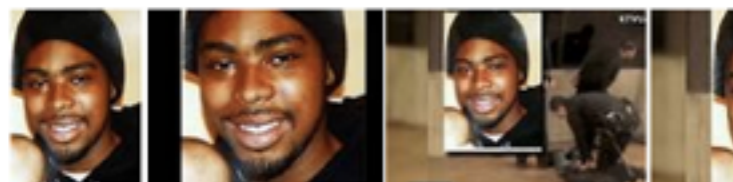
https://en.wikipedia.org/wiki/Shooting_of_Oscar_Grant ▼

Oscar Grant III was fatally shot by BART Police officer Johannes Mehserle in Oakland, California, United States, in the early morning hours of New Year's Day ...

Convicted: Johannes Mehserle Charges: Second-degree murder, volun...

Date: January 1, 2009 Location: Oakland, California, United St...

Images for oscar grant



[More images for oscar grant](#)



Trayvon Martin

Trayvon Benjamin Martin was a 17-year-old African American from Miami Gardens, Florida, who was fatally shot by George Zimmerman, a neighborhood watch volunteer, in Sanford, Florida. [Wikipedia](#)

Born: February 5, 1995, Florida, United States

Died: February 26, 2012, Sanford, Florida, United States

Height: 1.80 m

Buried: March 3, 2012, Dade Memorial Park

Parents: Sybrina Fulton, Tracy Martin

Siblings: Demetrius Martin, Jahavaris Fulton, Takira Martin

People also search for

[View 10+ more](#)



George Zimmerman



Emmett Till



Rodney King



Al Sharpton



Troy Anthony Davis

It's likely that no one outside of Staten Island would ever know the name of Eric Garner without

[Orta's video](#), which became the first in a wave of recordings of African-Americans in violent

confrontations with white police officers to command national attention. A month later came

Ferguson and Michael Brown, then Cleveland and Tamir Rice, Baltimore and Freddie Gray, North

Charleston and Walter Scott, McKinney, Texas, and the pool party. At least a dozen incidents, some

recorded, some not, have made national headlines since Garner's death. And the phrase "I can't

breathe," which Garner can be heard repeating in Orta's video as police held him down, has been

adopted as a primary rallying cry of the movement.

Death of Eric Garner - Wikipedia, the free encyclopedia

https://en.wikipedia.org/wiki/Death_of_Eric_Garner ▼

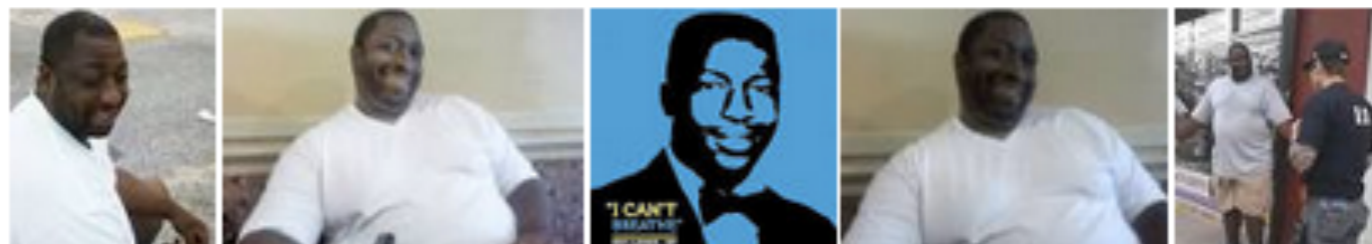
On July 17, 2014, Eric Garner died in Staten Island, New York City, after a police officer put him in what has been described as a chokehold for about 15 to 19 ...

Deaths: 1 Coroner: New York City Medical Examiner

Date: July 17, 2014 Location: 202 Bay Street, Staten Island, ...

Images for eric garner

[Report images](#)



Shooting of Michael Brown - Wikipedia, the free encyclopedia

https://en.wikipedia.org/wiki/Shooting_of_Michael_Brown ▼

The shooting of Michael Brown occurred on August 9, 2014, in Ferguson, Missouri, a northern suburb of St. Louis. Brown, an 18-year-old African-American male, ...

Date: August 9, 2014

Non-fatal injuries: Darren Wilson (during ...

Location: Ferguson, Missouri, U.S

Charges: None filed

Images for michael brown

[Report images](#)



[More images for michael brown](#)

Shooting of Tamir Rice - Wikipedia, the free encyclopedia

https://en.wikipedia.org/wiki/Shooting_of_Tamir_Rice ▼

The shooting of Tamir Rice, a 12-year-old boy (June 25, 2002 – November 23, 2014), occurred on November 22, 2014, in Cleveland, Ohio. Two police officers ...

Deaths: Tamir Elijah Rice

Location: Cudell Recreation Center, Cle...

Date: November 22, 2014

Filmed by: Surveillance video

Images for tamir rice

[Report images](#)



Death of Freddie Gray - Wikipedia, the free encyclopedia

https://en.wikipedia.org/wiki/Death_of_Freddie_Gray ▼

On April 12, 2015, Freddie Carlos Gray, Jr., a 25-year-old African-American man, was arrested by the Baltimore Police Department for possessing what the police alleged was an illegal switchblade. While being transported in a police van, Gray fell into a coma and was taken to a trauma center.

Arrest(s): 7 (6 police and Freddie Gray)

Cause: Spinal cord injury

Date: April 12, 2015 (incident); April 19, ...

Location: Baltimore, Maryland, U.S

Images for freddie gray

[Report images](#)



Shooting of Walter Scott - Wikipedia, the free encyclopedia

https://en.wikipedia.org/wiki/Shooting_of_Walter_Scott ▼

The shooting of Walter Scott occurred on April 4, 2015, in North Charleston, South Carolina, following a daytime traffic stop for a non-functioning brake light.

Date: April 4, 2015

Charges: Murder

Location: North Charleston, South Carol...

Accused: Michael

Shooting of Walter Scott



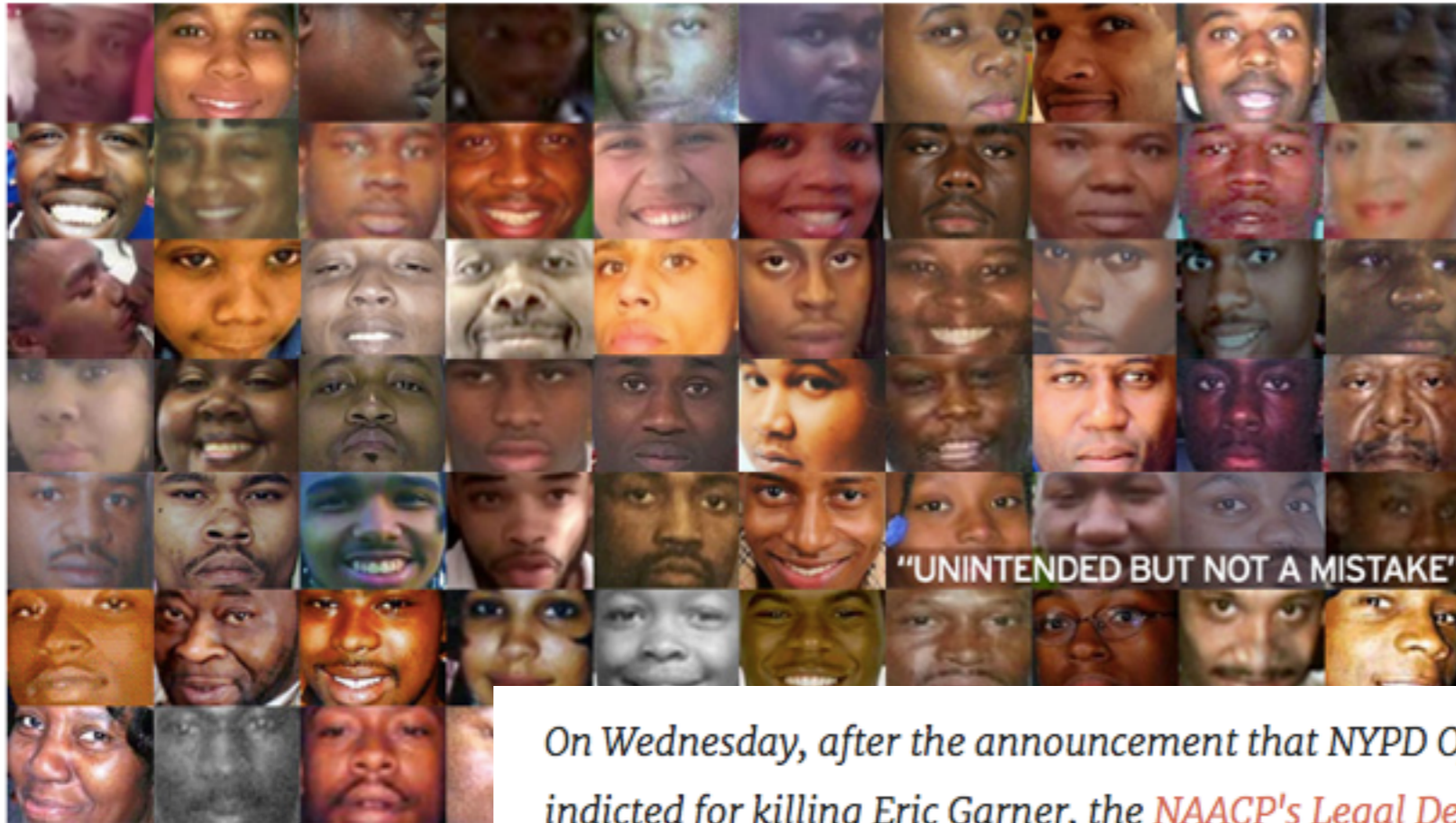
Screenshot of phone video taken by eyewitness Feidin Santana, showing Officer Michael Slager shooting Walter Scott

Time	9:30 a.m. (EDT)
Date	April 4, 2015
Location	North Charleston, South Carolina, U.S.
Coordinates	32.89926°N 80.01394°W﻿ / ﻿(traffic stop) 32.8982°N 80.0145°W﻿ / ﻿(shooting)
Filmed by	Feidin Santana
Deaths	Walter Scott
Accused	Michael Slager
Charges	Murder

Unarmed People of Color Killed by Police, 1999-2014

Rich Juzwiak and Aleksander Chan
 Filed to: BLACK LIVES MATTER 12/08/14 2:15pm

679,896 🔥 203 ☆



On Wednesday, after the announcement that NYPD Officer Daniel Pantaleo would not be indicted for killing Eric Garner, the *NAACP's Legal Defense Fund Twitter* posted a series of tweets naming 76 men and women who were killed in police custody since the 1999 death of Amadou Diallo in New York. Starting with the most recent death, what follows are more detailed accounts of many of those included in the Legal Defense Fund's tweets.

<http://gawker.com/unarmed-people-of-color-killed-by-police-1999-2014-1666672349>

9 dead in shooting at black church in Charleston, S.C.



Melanie Eversley, USA TODAY

5:38 a.m. EDT June 19, 2015



Members of a neighboring church attended a special service before walking over to the Emanuel AME church to pay their respect to the victims lost in the mass shooting. WCNC



(Photo: WPEC CBS12)

f 72302
CONNECT

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TWEET

in 161
LINKEDIN

💬 643
COMMENT

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EMAIL

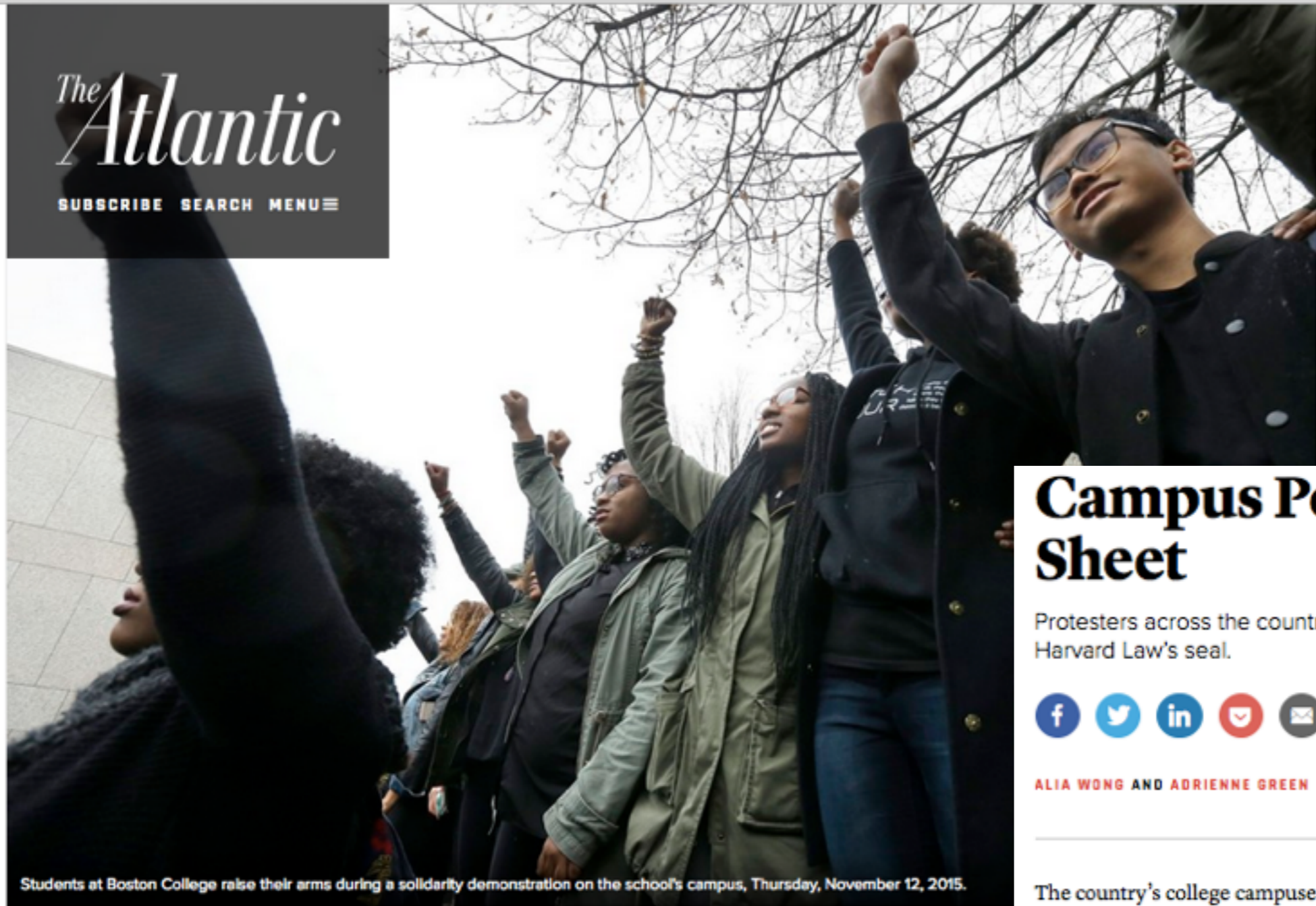
📄
MORE

CHARLESTON, S.C. — Nine people have died in a shooting at a historic black church in Charleston, S.C., police said early Thursday morning.

"I do believe this was a hate crime," Police Chief Gregory Mullen said.

USA TODAY
A GANNETT COMPANY

[http://
www.usatoday.com/
story/news/nation/
2015/06/17/
charleston-south-
carolina-shooting/
28902017/](http://www.usatoday.com/story/news/nation/2015/06/17/charleston-south-carolina-shooting/28902017/)



Students at Boston College raise their arms during a solidarity demonstration on the school's campus, Thursday, November 12, 2015.

Campus Politics: A Cheat Sheet

Protesters across the country are getting pushback; scrutiny centers on Harvard Law's seal.



ALIA WONG AND ADRIENNE GREEN | DEC 2, 2015 | EDUCATION

The country's college campuses have seen a surge in student activism amid escalating tensions over their hostile racial climates. Student groups nationwide—many of them in conjunction with national initiatives such as the Black Liberation Collective and Black Lives Matter movement—have issued sets of demands aimed at improving the campus climate, enhancing student and faculty diversity, and ensuring better support for people of color in higher education. Common demands include the development of curricula focused on teaching cultural competency, the creation of cultural centers, and leadership changes.

Grade Point

Kansas professor under investigation for using racial slur that left students 'in tears'

The Washington Post

By Peter Holley November 23 [Follow @peterholley](#)



Andrea Quenette, an assistant professor of communication studies at the University of Kansas, at her home in Lawrence, Kan., on Friday. (Mike Yoder/The Lawrence Journal-World via AP)

For the graduate students in Andrea Quenette's communications seminar at the University of Kansas, the classroom discussion began ordinarily enough.

The class is designed to provide graduate students with teaching instruction, and the topic on that day — Nov. 12 — was how to talk to undergraduate students on college campuses about sensitive racial issues.

It didn't take long for the conversation to take a sharp turn, students said. At some point, Quenette "abruptly interjected" with her own "deeply disturbing remarks," [according to an open letter](#) written by multiple students and published by Amy Schumacher, a first-year PhD student who was in the class.

"Those remarks began with her admitted lack of knowledge of how to talk about racism with her students because she is white," says the letter, which was signed by other students in the class and calls for Quenette's termination.

According to the letter, Quenette told the class: "As a white woman I just never have seen the racism. ... It's not like I see '[n-word]' spray painted on walls."

[https://
www.washingtonpost.com/
news/grade-point/wp/
2015/11/23/kansas-professor-
under-investigation-for-using-
racial-slur-that-left-students-in-
tears/](https://www.washingtonpost.com/news/grade-point/wp/2015/11/23/kansas-professor-under-investigation-for-using-racial-slur-that-left-students-in-tears/)

early images of people of color in advertising

reliance on stereotypes to create:

a. associations with the “primitive” (product as a representation of civilization and culture)

The advertisement features five men in suits, each with a unique style, arranged in a descending staircase pattern from top-left to bottom-right. Each man is accompanied by a small caption:

- Top-left: A man in a light-colored shirt and patterned tie. Caption: "In business? Van Heusen..."
- Second row: A man in a blue shirt and red tie, smoking a pipe. Caption: "The really big thing! Van Heusen..."
- Third row: A man in a light blue shirt and red tie. Caption: "Elegant and almost traditional! Van Heusen..."
- Fourth row: A man in a light blue shirt and red tie, standing next to a woman in traditional African attire. Caption: "Wanna see it? Don't look for..."
- Bottom-right: A man in a light blue shirt and yellow tie. Caption: "This is the Van Heusen..."

4 out of 5 men
want Oxfords
...in these new
Van Heusen styles

Van Heusen

At major retailers and department stores. Only \$4.99.
In stores that carry Van Heusen. Available in all sizes.
Van Heusen Oxford Shirts, \$1.99



"Ungo-uc-tiyaki SARÁKA"

Says gay ULI-ALI of TIMBUCTOO
(Meaning "No-No-Me no need SARÁKA")

But . . . Millions of civilized people do need SARÁKA and hundreds of thousands use this NEW DISCOVERY upon Doctors' advice for thorough and safe relief from habitual CONSTIPATION

Uli Ali's active outdoor life and the natural fresh foods she eats precludes her suffering from constipation. But for you highly civilized people, whose sedentary lives and refined foods make you the victim of habitual constipation, there is good news for you in this new discovery.

Developed from the sap of a tropical tree—tested and perfected for many



SCHERING CORPORATION
Dept. T-7, Bloomfield, N. J.

I'd like to try Saráka. Enclosed is 10¢ to cover postage and mailing of trial package.

Name _____

Address _____

City _____ State _____

years by a famous laboratory—Saráka* was first introduced through the medical profession.

Samples of Saráka were sent to doctors all over the United States. Tests were made by tens of thousands of physicians. They, having satisfied themselves as to its merits, began recommending Saráka to their patients.

Today, people all over the country use it, at doctors' advice, for relief from habitual constipation.

Saráka is now on sale in most drug stores in large and medium size and in the 10¢ trial-size. If your doctor has not given you a trial package, get one from your

Costs 10¢ to Try

druggist or mail the coupon below. See what a safe and pleasant way Saráka is to gain relief from habitual constipation.



*Trade Mark Reg. U. S. Pat. Off.

Copyright 1934
Schering Corporation



b. associations
with
productive
labor
performed
by “others”



A SURE CURE FOR BLUE MONDAY

PEERLESS WASHBOARDS

WITH SPRING PROTECTORS

KEEP THE LAUNDRESS DRY. ADD GREATLY TO HER COMFORT. NO MORE COLDS FROM WASHING.



HANDSOME IN APPEARANCE. EFFECTIVE IN THEIR WORK. DURABLE IN CONSTRUCTION. ZINC. EXTRA HEAVY. THE STANDARD WASHBOARDS OF THE WORLD.

TO KEEP YOUR OLD THING SAY A PEERLESS HAS YOUR OLD. AND THESE YOUR OLD WASHBOARD. US SAY NISH YOUR OLD WASHBOARD UP SAY NISH.

MANUFACTURED EXCLUSIVELY BY
GORHAM & SARGENT, OF CLEVELAND, OHIO.
 WHO ALSO MAKE

SOLID ZINC WASHBOARDS

THE "BANNER" (PLAIN CRIMP) WITH OR WITHOUT SPRING PROTECTORS

THE "DASHER" (FANCY CRIMP) WITH OR WITHOUT SPRING PROTECTORS

THE BEST SOLID ZINCS EXTANT.
 FOR SALE HERE



It's Plastics Picking Time down South

How Chemistry Helps Create New Materials From Nature's Crops

Below Mason and Dixon's line, there's a drift of white across the map. Snowy cotton dapples fields that yesterday were waving green. Tomorrow, you will wear it as cloth, write on it as paper, put it to a thousand uses as plastics.

Plastics from cotton? Yes—from cotton, from wood pulp and from chemicals that have their genesis deep in the earth as coal and limestone, on the earth as corn, above the earth as elements of the very air itself. To these basic elements, Chemistry adds its acids, plasticizers and solvents, while industry provides its scientific processes and its craftsmanship.

The result? A flood of man-made plastics materials undreamed of a generation ago, bringing new articles of universal usefulness. From steering wheels to hair ornaments, from transparent flower boxes to colorful radio cabinets, the list of products made from plastics is well-nigh endless.

Such is another service of Chemistry to Industry...helping produce new materials for a new age to better serve the needs of all mankind. MONSANTO CHEMICAL COMPANY, St. Louis.

HOW MONSANTO SERVES
 Monsanto Chemical Company produces 31 chemical products used in the manufacture of plastics. In addition, its Plastics Division at Springfield, Massachusetts, produces these plastics:
 Cellulose Acetate • Cellulose Nitrate
 Cast Phenolic Resin • Vinyl Acetate
 Polystyrene • Resinous Phenolic Compounds
 Sheets • Rods • Tubes
 Molding Compounds • Castings
 Vac-Pak Transparent Packaging Materials

MONSANTO CHEMICALS

Productive labor
includes blacks
as servants



One ring for purity



a second for body



a third for flavor



First call

BALLANTINE ALE

America's largest selling Ale



Illustration by Robert R. Taylor. © 1954, Aunt Jemima Pancake Mix Co., Inc. All rights reserved.

You can't duplicate it in a homemade batter; you don't get it in any other mix...

the matchless
4-flour flavor
 of Aunt Jemima pancakes



Wheat, corn, rye and rice flours are blended in the treasured Aunt Jemima recipe... to give you the tenderest, best-tasting pancakes you ever had!



EGG TOPPING. Fry a slice of ground ham on both sides. Place on top of pancakes. Top with a slice of onion and a slice of tomato. Sprinkle with paprika.

1954



© 1955, Aunt Jemima Pancake Mix Co., Inc. All rights reserved.

What Aunt Jemima would never tell them...she got her matchless **flavor** with a blend of four flours



Wheat, corn, rye and rice flours were blended in the treasured Aunt Jemima recipe to give the tenderest, best-tasting pancakes anyone ever had. Today, Aunt Jemima Pancake Mix is faithful to that recipe. It's produced now, of course, with all the advantages of modern milling methods.

Over the years as other pancake mixes have come and gone, none ever made pancakes with such *flavor* as the Aunt Jemima brand. Really, it's true: You can't duplicate in a homemade batter or get with any other mix the matchless flavor of Aunt Jemima pancakes. For a special treat team up that flavor with fresh asparagus in the delightful springtime way shown here.

ASPARAGUS ROLL-UPS. Prepare pancakes according to Deluxe recipe on the Aunt Jemima package. Roll each hot pancake around several spears of cooked asparagus. Serve with cheese sauce. Garnish each roll-up with a strip of potato or sprinkle with paprika.

1955



“You ain’t goin’ to let the Mister drink coffee at night, is you?”

PERHAPS you’re in the same boat as “the Mister.” Perhaps the caffeine in coffee keeps you awake, too.

If so, you can now enjoy coffee at any hour—and sleep the sleep of the just! ... How? By drinking Sanka Coffee.

Real coffee—and real sleep!

Sanka Coffee is real coffee—with 97% of the caffeine removed. No fear of sleeplessness, indigestion, jumpy nerves. But, you may ask, does decaffeinated coffee taste as good as other coffees? Every bit! The only thing caffeine ever added to coffee was regrets. It isn’t even responsible

for that cheery glow. That comes from coffee’s own steaming warmth and bracing flavor.

Sanka Coffee is a blend of the choicest Central and South American coffees—roasted to the peak of brown perfection. You prepare it as you’ve always prepared coffee—boil, percolate or drip. You delight in the same appetizing aroma—the same rich, satisfying flavor.

For proof—make the night-test!

To prove it, drink your first cup of Sanka Coffee at night. Next morning you’ll know, from actual experience, that you’ve discovered a delicious

coffee you can enjoy morning, noon and night—without regret!

Packed in vacuum-sealed cans, Sanka Coffee comes to you as fresh and fragrant as the day it was roasted. Your grocer sells it—ground or in the bean—with the guarantee of absolute satisfaction or your money back. Or send in the coupon and 10¢ for a sample can. Sanka Coffee is a product of General Foods. Get a pound to-day.



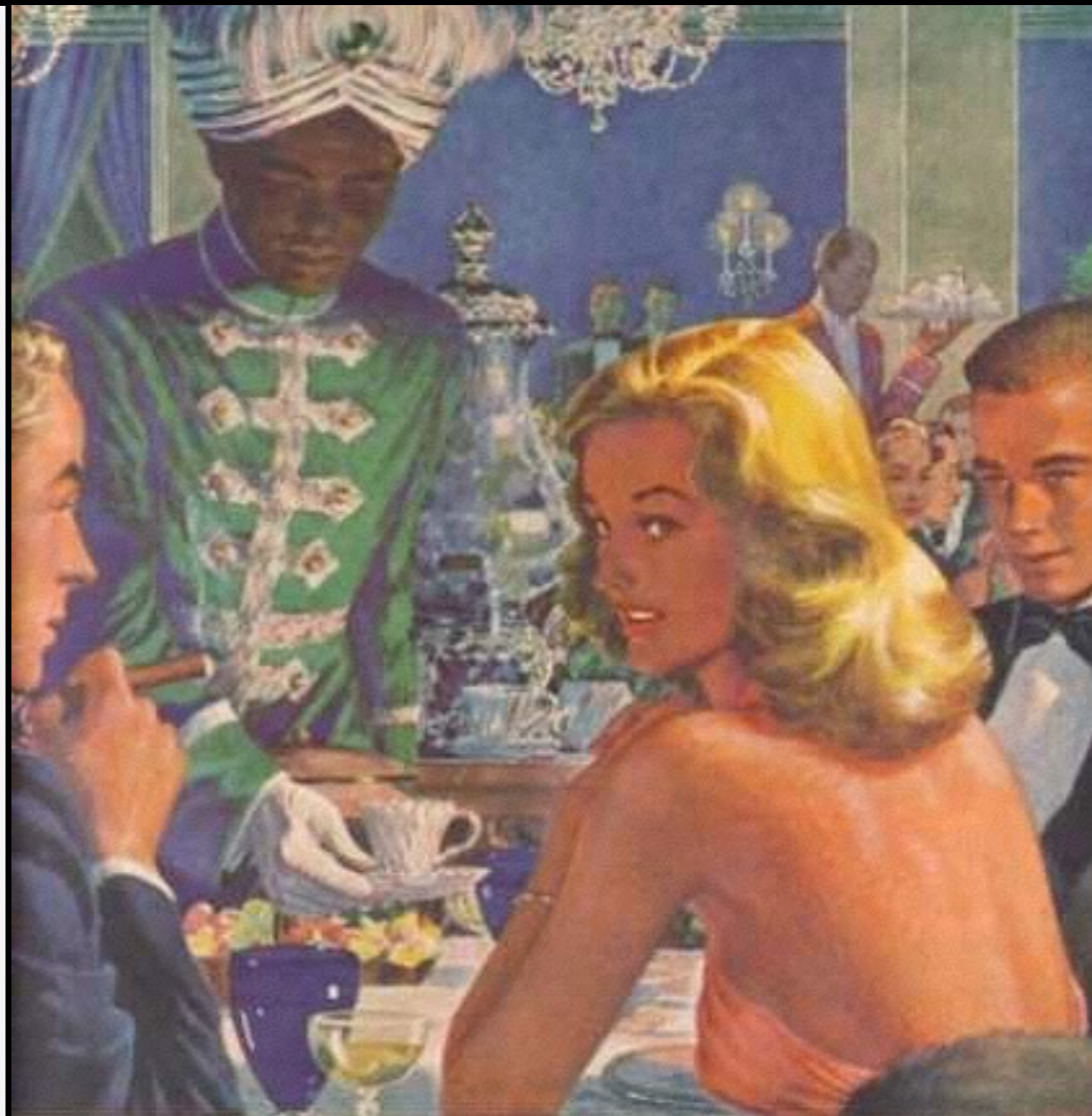
Sanka Coffee has been accepted by the Committee on Foods of the American Medical Association with the statement: “Sanka Coffee ... is free from caffeine effect and can be used when other coffee has been forbidden.”

General Foods, Battle Creek, Mich. ... Enclosed find 10¢ in stamps to cover the cost of mailing and packing, for which please send me a 1/2 lb. sample can of Sanka Coffee.

Name _____
 Street _____
 City _____ State _____
 This offer not good in Canada.

Sanka Coffee

REAL COFFEE • 97% CAFFEIN FREE • DRINK IT • AND SLEEP!



When you dine in the Pump Room

• Renowned for its distinctive charm is the Pump Room in the Hyatt Ambassador East, in Chicago. Here fine food is offered in an atmosphere of unique elegance. And when the famous Collins Day crosses the diamond a man just naturally reaches for a fine cigar ... Webster!

• The discriminating smoker finds full pleasure in 100% Havana-leaf Websters. Their delightful flavor and aroma are constantly making new friends and holding old ones. Each day Websters become more and more a smoker's favorite. Look for this luxury cigar whenever fine cigars are sold.

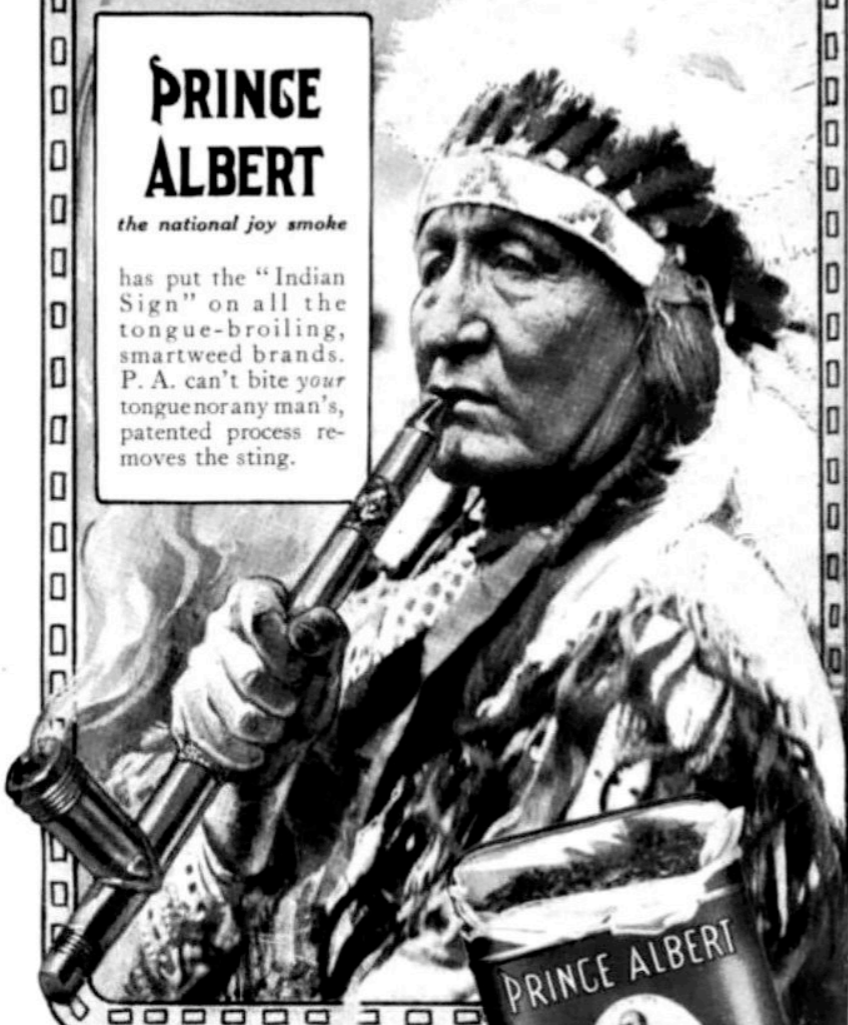
WEBSTER CIGARS
 EXECUTIVE AMERICA'S TOP CIGAR

c. associations with product “origins”

A Jimmy Pipe o' Peace

PRINCE ALBERT
the national joy smoke

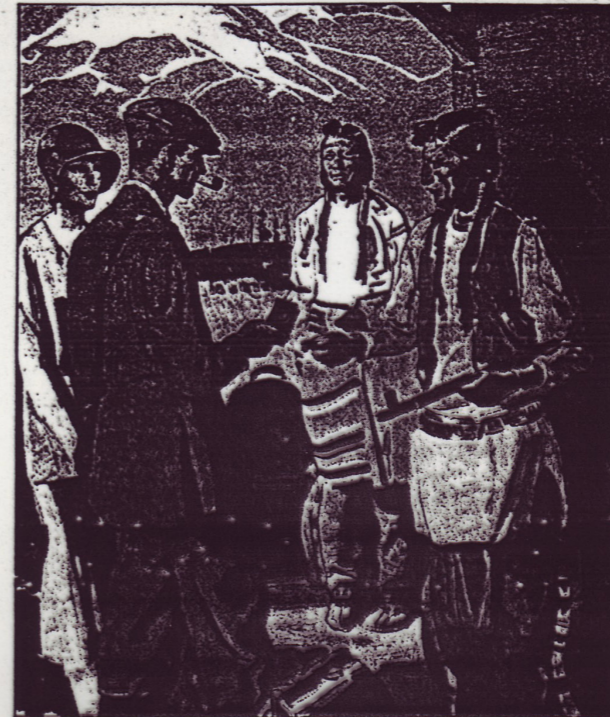
has put the “Indian Sign” on all the tongue-broiling, smartweed brands. P. A. can't bite *your* tongue nor any man's, patented process removes the sting.



PRINCE ALBERT
CRIMP CUT
LONG BURNING PIPE AND
CIGARETTE TOBACCO


Sold everywhere in 5c bags, 10c tins, pound and half-pound humidors.

R. J. REYNOLDS TOBACCO CO.
Winston-Salem, N. C.



*“For thou hast magic beyond wine
to unlock natures each to each.”*
—J. R. Lowell

Yes, all men are brothers
—at the first wholesome puff!

- 
- 1 Cut for Pipes Only
 - 2 Made by Wellman's Method . . . An 1870 Tobacco Secret
 - 3 Big Flakes that Burn Slow and Cool
 - 4 Sweet to the End No Soggy Heel

No getting around it, there's a world of understanding in this fine Granger Rough Cut.

Cool, restful and soothing, here's the slow-burning *comfort* of big shaggy *pipe flakes*. The rich mellow ripeness of Kentucky's best Burley.

With a rounded-out flavor brought up to its fullest by our own Wellman's Method—there's “magic” enough in each fragrant bowlful!

LIGGETT & MYERS TOBACCO CO.

GRANGER
ROUGH CUT



A COOLER-SMOKE AND A DRIER PIPE

d. associations
with the "exotic"

*What's
in a
Name?*

AFTER years of research and experimenting we discovered a stain and varnish combined, which could be easily applied—quickly dried—leaving a hard, lustrous finish, which "wears like iron."

We coined the name Jap-a-lac from Japanese Lacquer, because that was the only thing which would convey an idea of the beautiful finish and wearing qualities of this wonderful home beautifier.

Any woman can transform her bedroom into a dainty, airy, cozy boudoir—bright and sanitary—with Gloss White Jap-a-lac.

Or if colors are preferred—shell pink, pale blue or pale green—mix one pint of Gloss White with one-quarter pint Ox-Blood Red, Empire Blue or Malachite Green for the desired tint. With wallpaper and chintz curtains to match, the effect is restful and inviting.

RENEW WITH JAP-A-LAC

REG. U. S. PAT. OFF.

Made in seventeen beautiful colors, and Natural or clear, and can be used on anything of wood or metal, from cellar to garret.

The Jap-a-lac Model Floor Graining Process solves the problem of "What shall I do with my old carpeted floor to make it sanitary and refined?" Your painter can do it at little expense, or you can do it yourself. Insist on Jap-a-lac. For sale by Paint, Hardware and Drug Dealers, in the United States and Canada.

Write for illustrated booklet containing interesting information and beautiful color card. Free on request. If your dealer does not keep Jap-a-lac, send us 10c to cover cost of mailing, and we will send a free sample, quarter-pint can of any color (except gold, which is 25c), to any point in the United States.

Our Green Label Line of clear varnishes is the highest quality manufactured. Its use insures perfect results. Ask your paint dealer.



"The Jap Chop"

In the United States

(U. S. Measure)

1-Gallon can . . .	\$2.75	Pint can . . .	\$0.45
1/2-Gallon " . . .	1.50	1/2-Pint "25
Quart "80	1/4-Pint "15

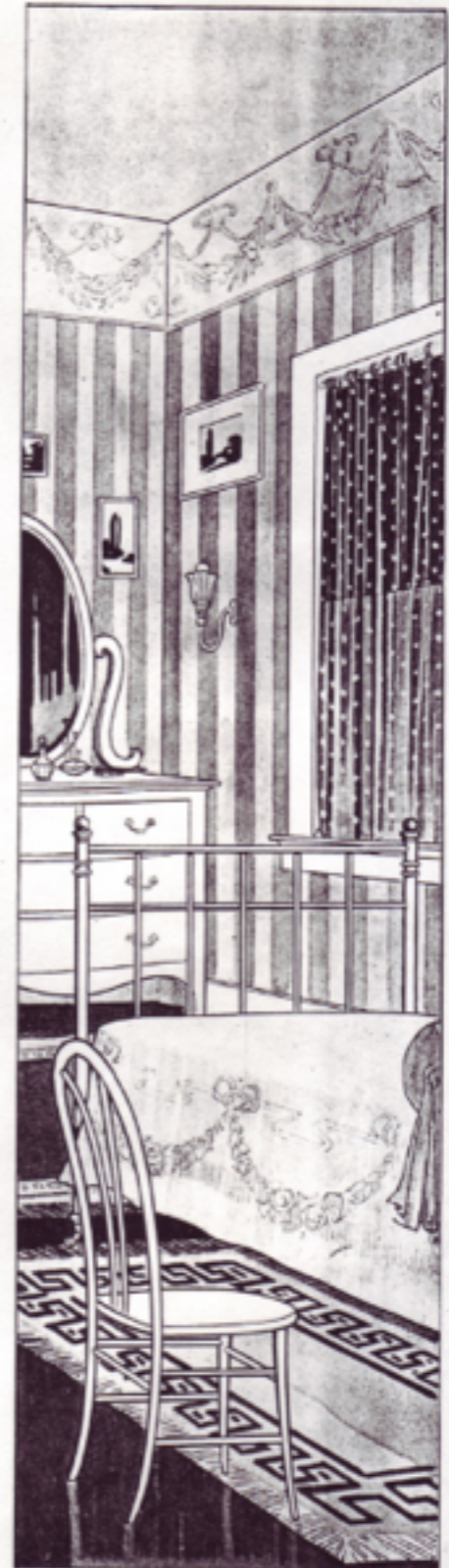
(These prices apply to sales in United States only.)

In Canada

(Imperial Measure)

1-Gallon can . . .	\$3.25	Pint can . . .	\$0.55
1/2-Gallon " . . .	1.75	1/2-Pint "30
Quart "95	1/4-Pint "20

(These prices apply to sales in the Dominion of Canada only.)



The Glidden Varnish Company

Makers of Highest Grade Varnishes

5974 GLIDDEN BLDG., CLEVELAND, OHIO

FACTORIES: CLEVELAND, OHIO, U. S. A., AND TORONTO, ONTARIO, CANADA

Why let a few things like language barriers, customs regulations and vendor challenges stand in the way of your company's growth? Leave it to UPS®.

Through our Supplier Management services, we'll help you establish supplier accountability and maintain strict compliance management — all to ensure the quality of orders and on-time delivery. And we'll provide the online tracking and reporting capabilities that help you maintain control all along the way.

We also offer the best transportation solutions for your time and cost parameters. And our customs brokerage and trade consulting expertise can help you avoid delays and penalties.

You tell us the market; we'll help you reach it. With supply chain efficiency that brings the world to you.

UPS.com/supplychain 1-800-742-5727



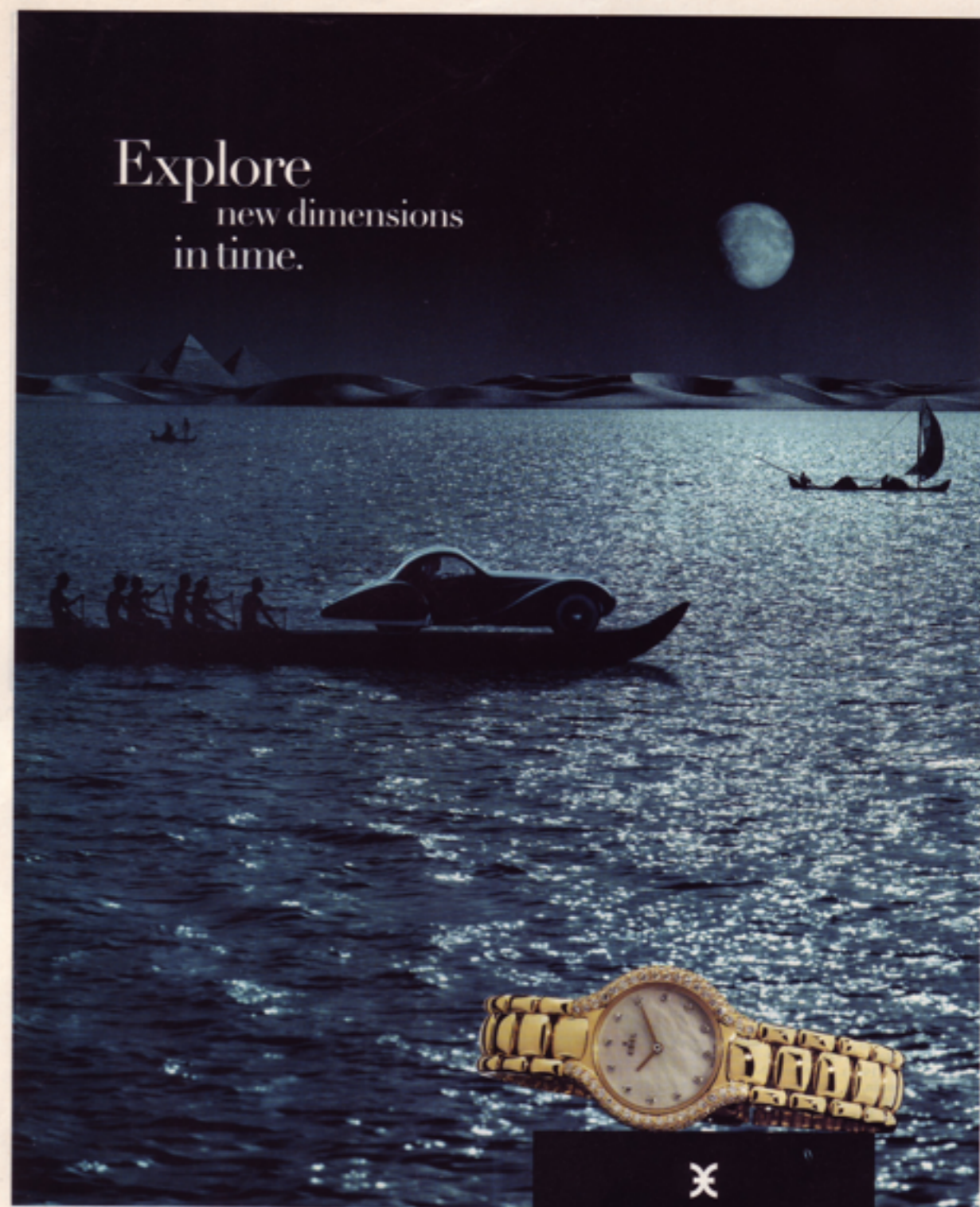
WHAT CAN BROWN DO FOR YOU?™

A bigger market is out there. We can help you capture it with a more efficient supply chain.

THE WALL STREET JOURNAL SAYS THE WORLD'S MOST EFFICIENT SUPPLY CHAIN



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Explore
new dimensions
in time.



From the Beluga Collection
in 18K gold with diamonds.

TOURNEAU

Where you meet Your Other Face.

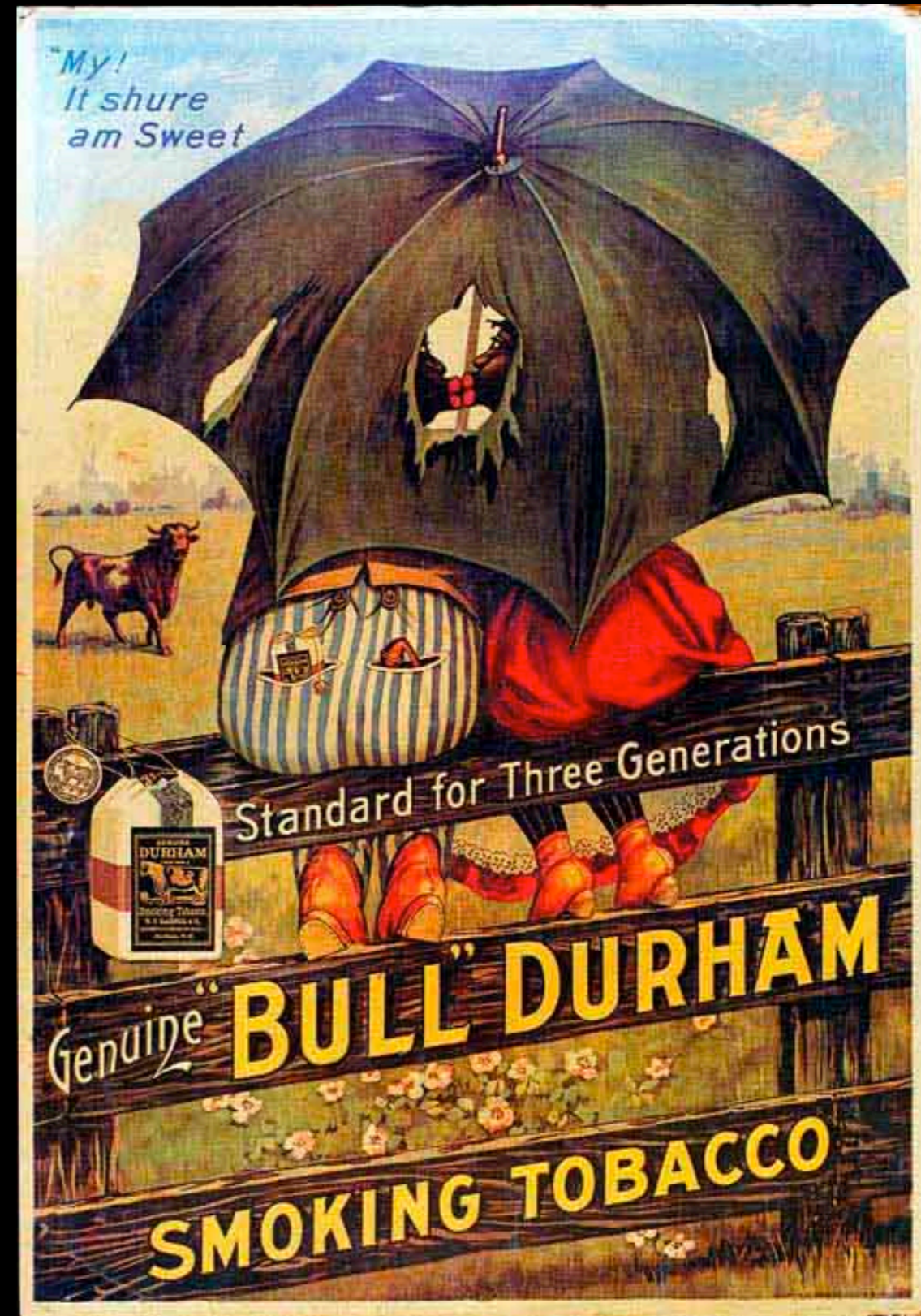
NEW YORK • NYC: Madison Ave. or 12th Street, Madison Ave. or 59th Street,
Seventh Ave. or 34th Street • Garden City, Long Island: Roosevelt Field
FLORIDA • Palm Beach: 175 Worth Ave. • Bal Harbour: Bal Harbour Shops
CALIFORNIA • Costa Mesa: South Coast Plaza • TEXAS • Houston: The Galleria
SHOP-AT-HOME: 1-800-348-3332

EBEL
the architects of time

early roles for blacks in advertising

NOT as consumers,
except for tobacco

both black labor
and black taste
and style featured



SMOKE TOPSY TOBACCO.



"SPECT MASSA MAKE IT LIVELY IF
HE DONE COTCH DIS CHILE."

Mf'd. BY WELLMAN & DWIRE. QUINCY, ILL.

"DO YOU SMOKE TOPSY?"

"I SHOULD SNICKER."



(OVER.)

1800s



GIFTED ACTOR FREDERICK O'NEAL is a star in every medium: stage, screen, radio and TV. He's also an enthusiastic Lucky fan. With Luckies, Mr. O'Neal enjoys the honest taste of fine tobacco. "Lucky after Lucky, I get the same great taste," he says.

Get the genuine article...

Get the honest taste of a LUCKY STRIKE

Product of The American Tobacco Company - "Tobacco is our middle name"



ROI-TAN has more of everything

...including smokers!

More mildness...More taste...More satisfaction
More shapes to choose from...than any other cigar at its price!

Next time you buy cigars, get in on the good things that have given so many more men so much more pleasure. Ask for ROI-TAN. You'll find ROI-TAN'S famous uniform quality means through and through enjoyment, cigar-after-cigar, day-after-day.

Finer-Firmer-Fresher...ROI-TAN—America's largest-selling cigar at 10¢.

Product of The American Tobacco Company - "Tobacco is our middle name"



ROI-TAN FRESH CIGARILLOS

Now! Famous ROI-TAN quality in the popular cigarillo shape! In handy five packs—5 for 25¢

Other distinctive shapes:
FRESH PERFECTOS EXTRA
FRESH INVINCIBLES
FRESH BLUNTS
FRESH PANETELAS
FRESH BANKERS
and
FRESH GOLFERS
5 for 25¢

1950s

You've come a long way, baby.

Virginia Slims.



Regal & Menthol. 13 mg "tar",
12 mg nicotine av. per cigarette, FTC Report Nov/70

Bold
Cold
Newport.
Light on it.

Cool ain't Cold.
Newport is.



1970s

racism: “washing the Moor white”

- “can’t change the Ethiopian’s skin or the leopard’s spots”
- The expression takes “the fundamental intellectual step in the direction of racism: mixing and confounding biology and culture [or] nature, in the sense of heredity, and milieu” (Pieterse 196).

racism

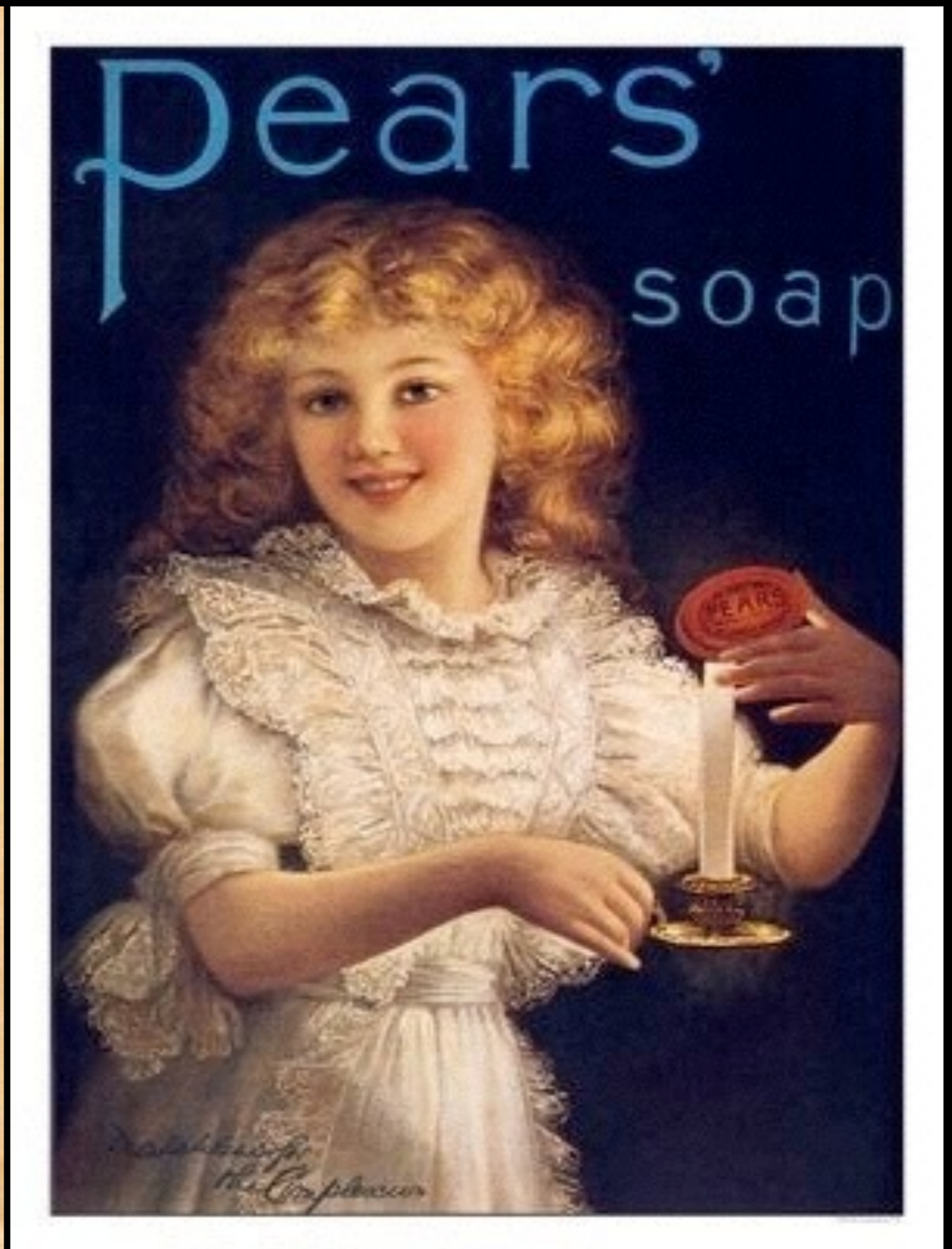
- “In the socio-cognitive perspective in which ‘clean,’ ‘white,’ ‘fair,’ ‘light,’ ‘good’ go together as the foundation of aesthetics and civilization, it is obvious that ‘dark,’ ‘black,’ ‘dirty,’ ‘sinful,’ ‘evil’ will be grouped together as well” (Pieterse 196)
- soap becomes a symbol and a yardstick of civilization: “money bleaches.”

Ad copy reads: “The consumption of soap is a measure of the wealth, civilization, health, and purity of the people.”

THE BIRTH OF CIVILIZATION — A MESSAGE FROM THE SEA



THE CONSUMPTION OF SOAP IS A MEASURE OF THE WEALTH, CIVILISATION,
HEALTH, AND PURITY OF THE PEOPLE. 1896.
Specially drawn by S. MARKS, R.A. for the Proprietors of PEARS' SOAP.





For the hands and complexion I prefer it to any other.

Ellie Young

Matchless for the Complexion

PEARS' SOAP.

I have found it Matchless for the hands and complexion.

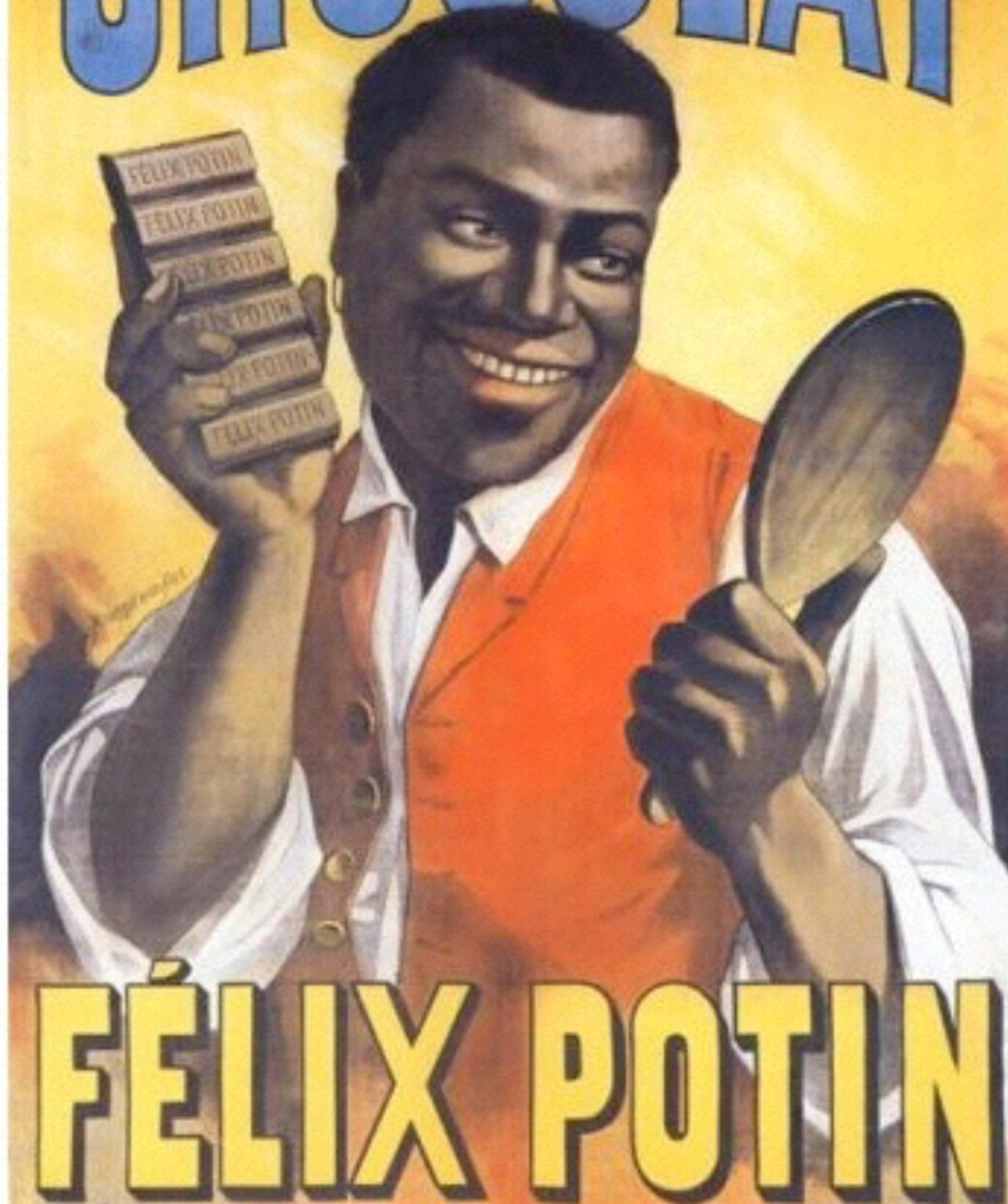
Adeline Patten



rum, coffee, cocoa, chocolate (sugar and cola)

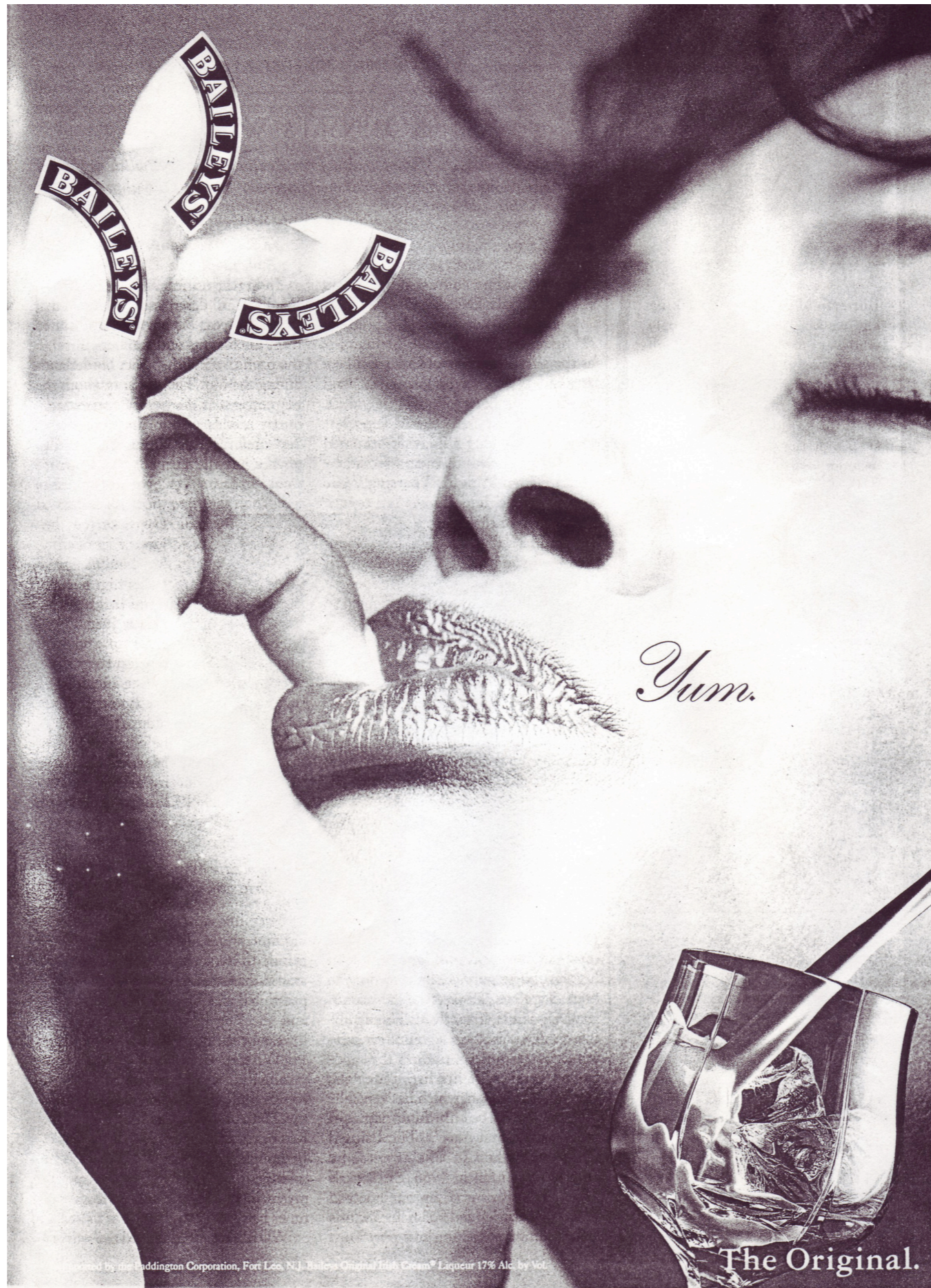
- all formerly products of slave labor as well as luxury items (later delicacies for general consumption due to slave labor)
- close association between commodity and producers--to the point where blacks become the product (e.g. edible, assorted chocolates)

CHOCOLAT



FELIX POTIN

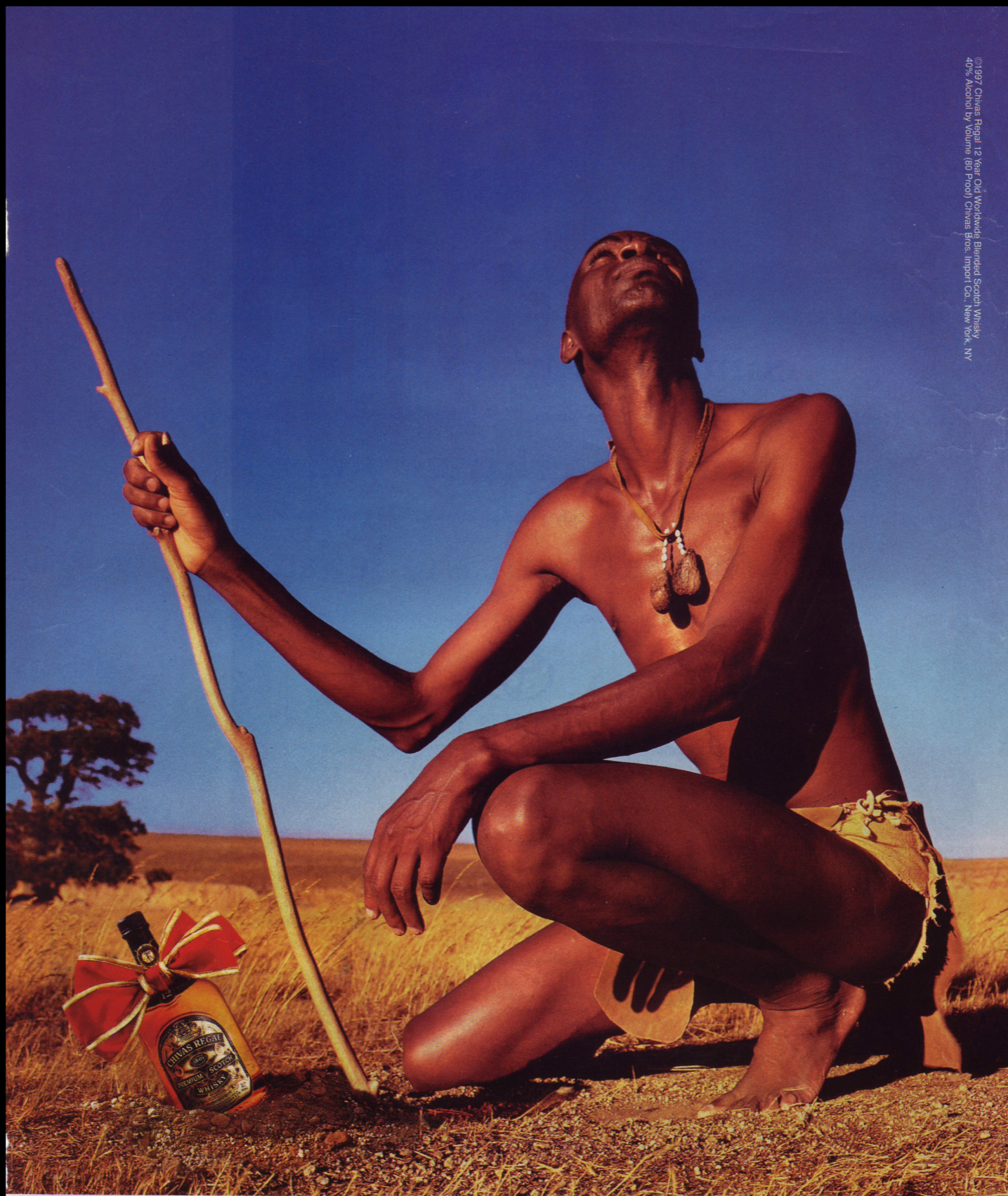




© 2011 Imported by the Seagram Company, Inc., New York, N.Y. Baileys Original Irish Cream® Liqueur 17% Alc. by Vol.

The Original.





©1997 Chivas Regal, 12 Year Old World's Best Blended Scotch Whisky
40% Alcohol by Volume (80 Proof) Chivas Regal Imported by J. & W. MacFarlane, New York, NY

*you either have **it** or you don't*

Those who appreciate quality enjoy it responsibly.

To make the perfect espresso you have to expand your mind further than it's ever been before. Same goes for the beans. Looking to extract more flavor from a coffee bean, the designers at Breville engineered a unique Triple-Prime™ pump. With three quick bursts of moisture just before extraction, the grounds enlarge to their maximum size, creating added pressure. The result? More golden, velvety crema on your espresso. Which means a richer, smoother flavor in every single cup. Coffee beans, it's time to broaden your horizons.



www.breville.com ©2006 HVI Breville

Counter thinking. **Breville**

here's to one more good reason to
pucker up



New Raspberry Lemonade
five fruity calories*

*that's the beauty of
Crystal Light™*


kraftfoods.com

©2002 KF Holdings. Crystal Light drink mix. *Per 8-fl. oz. serving. Artificially flavored.

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Location
anywhere & everywhere

Post Office
www.splenda.com

Weather
daily SPLENDA® sprinkles

Official Flower
sweet pea

*Destination:
Splendaville™*



You won't find it on any map. But you will find it in iced tea.

It's sweet and delicious but without all the calories to spoil the joy.
SPLENDA® No Calorie Sweetener tastes like sugar because it's made from sugar.

Be Dazzled™

kickin' it



The Joy of Pepsi™

PEPSI, PEPSI-COLA, THE JOY OF PEPSI and the Pepsi Globe design are trademarks of PepsiCo, Inc. Please visit www.pepsi.com

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KÁVA
Z CELÉHO
SVĚTA**



**PRAŽÍRNA
KÁVY**

**SYPANÉ ČAJE
SUŠENÉ OVOCE**

**20 DRUHŮ KÁVY
PRAZENÉ OŘECHY**

**SUDOVÉ VINO
MLÉČNÉ KOKTEJLY**



OBCHOD

**ZALOŽENO
1992**



kofola
original

**PRAŽENÁ
KÁVA
DĀRKOVÁ
ČOKOLÁDA
DORTY**



*Káva je milýš,
nebí so žit.*

fruit

- “Fruit was the classic symbol of plenty, commonly used to denote the natural fertility of the tropics, and hence the ‘natural laziness’ of blacks” (Pieterse 199).

WALTER HAWKINS

JACKSONVILLE, FLA.

www.oodlesalootle.com

FANCY INDIAN RIVER FRUIT



"Write to Me For a Box of Fruit"

BLUE LAKE





BLACK JOE

JUICE GRAPES

GROWN AND PACKED BY
ED KURTZ
LODI, CALIFORNIA


ZINFANDEL
PRODUCE U. S. A.

NET WEIGHT 28 lbs.

DIXIE BOY


Brand

Waverly
GROWERS COOPERATIVE
Waverly, Florida



AUNTY

BRAND



ALTURAS-GARFIELD CITRUS COOPERATIVE
BARTOW-POLK COUNTY-FLORIDA

DIXIELAND


BRAND



CHRISTIAN & COCKRILL
MCINTOSH, FLORIDA

MAMMY

BRAND
REG. U.S. PAT. OFF.



A. S. HERLONG PACKING COMPANY
LEESBURG, * * * FLORIDA

if one is good,
a handful
must be better.

Starburst
isn't life juicy?

- assimilation of blacks into the Western consumer universe has meant, among other things, that black men be represented differently than black women
 - black men are desexualized
 - black women are hyper-sexualized

black men

“The primary condition for the commercial representation of black men is that they be shown as non-threatening, in clearly recognizable, usually marginal positions” (Pieterse 189).

- servants
- entertainers/performers (includes athletes)
- savage turned gentleman (e.g. dandy)

servants

For *Double Reason* you'll prefer the
"DOUBLE-RICH" Bourbon



It's the "CREAM"
of Kentucky

Most Kentucky Bourbon is good. Cream of Kentucky is *superlative*. Selected from the finest whiskey Kentucky ever produced... *double-rich* in the character that gives Kentucky Bourbon its world-wide fame.

A. H. FROST, Attorney at Law, 110 1/2 St. of Merch.



It's the Favorite of
the World

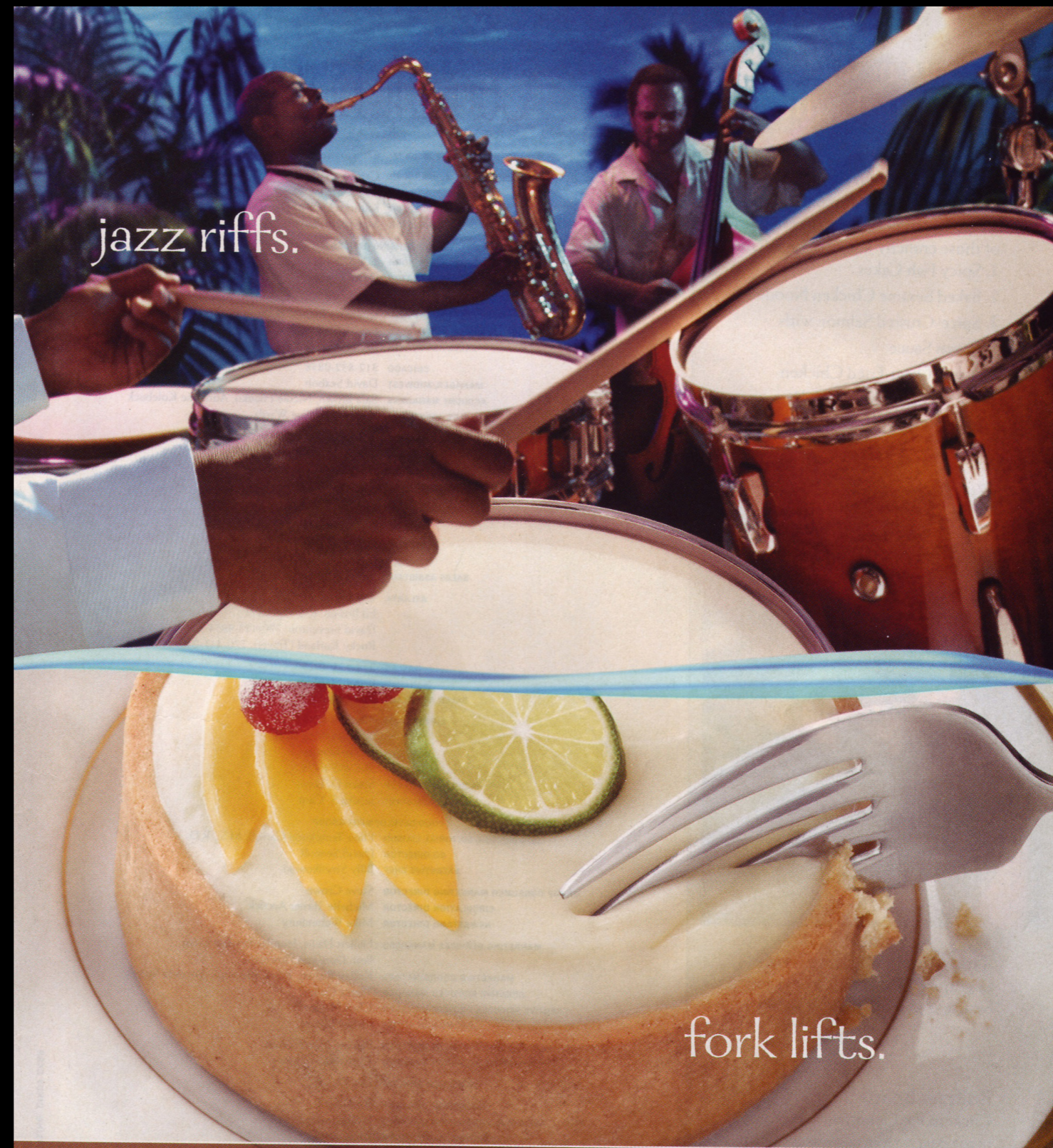
More Cream of Kentucky is bought than any other straight Bourbon in the world. This means savings in distribution cost, which benefits you in price. It pays to join the majority... say: "Make mine Cream!"

Dist. 1896, Schenley Distillery Corp., N. Y. C.

SCHENLEY'S
Cream of Kentucky

STRAIGHT BOURBON WHISKEY

entertainers
and performers
(includes athletes)



Don't miss this swinging event.

Cayman Classic

March 3-5, 2006

A delectable epicurean experience, complete with cooking demonstrations, wine seminars and world-class chefs—all set amidst the warmth and wonder of Grand Cayman.



Close to home. Far from expected.
Call your travel professional or visit www.caymanislands.ky.



Shhh, the PGA TOUR is in town.

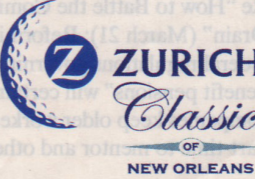
©2005 Zurich.


We'd like to thank the people of New Orleans for quietly welcoming the Zurich Classic. And we'd love to tell the world about our long and successful history in insurance. But for now, we'll have to keep it down and enjoy some great golf.

April 28-29 on USA Network and April 30-May 1 on CBS.



Official PGA TOUR Event

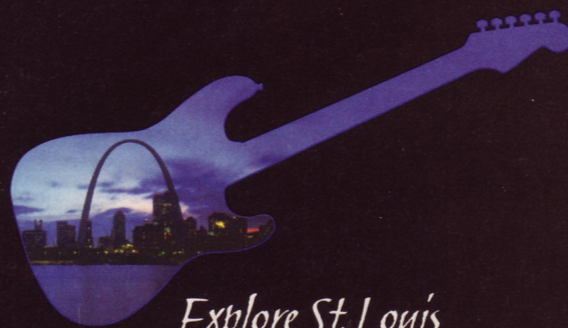




The blues were born here.
And man did they wail.

Here in St. Louis, music never has skipped a beat. In fact, you can still find music legends Chuck Berry and Johnnie "B. Goode" Johnson shaking up the scene. And every night, the crowd is reborn.

For a free Family Reunion Planning Kit, call 1-800-916-9640. Or visit us at www.explorestlouis.com.



Explore St. Louis

There's More than Meets the Arch.®

Photograph by Carol Friedman

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VIZIO™ SPORT

MOVADO.

THE MUSEUM® WATCH. PUSHING THE ARTFORM™.

STAINLESS STEEL. SWISS QUARTZ. WATER RESISTANT. MEN'S AND WOMEN'S.

JULIANNA'S FINE JEWELRY

CORTE MADERA, CA 415-924-9711



IF BO JACKSON TAKES UP ANY MORE HOBBIES, WE'RE READY.

Who says Bo has to decide between baseball and football? We encourage him to take up everything from basketball to cycling.

And to train for them all in the Nike Air Trainer SC. A cross-training shoe with plenty of cushioning and support for a number of

sports. Or should we say, a number of hobbies?



Air Trainer SC

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MADE TO MOVE

MARION JONES
NIKE SPHERE DRY JACKET

savage turned
gentleman, aka
“dandy”

(but still a
“performer”)



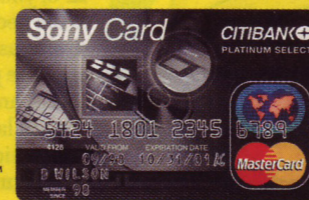
**“Hard work
never killed anybody.”**
— Some dead guy



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Workaholics take note: make some time for play. Earn Sony Points toward movies, music, electronics and games with the Sony Card from Citibank. There's no annual fee. Come on, live a little. For a good time, call 1 800 748-SONY to apply. Or visit our website, www.sony.com/sonycard

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movies
music
electronics
games

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black women

- “The sexualization of blacks and the use of blacks as sex objects still goes on” (Pieterse 207)
 - light-skinned black women (with Euro-centric features) dressed according to white norms
 - darker-skinned black women in animal prints
 - black women depicted as dangerously seductive (black vamp, femme fatale) with unlimited libido
 - black women as aggressive

Hip-hop. Hear it for the first time.



Enough fooling around. It's time for you to experience music the way it was meant to be heard. Pure, uncut and with no commercials. Introducing Sirius Satellite Radio. 100 channels of digital entertainment for your car, including 60 channels of completely commercial-free music. Our philosophy is simple: Respect the listener. Respect the music. Whether you're into hip-hop, rock, dance or blues, it's better on Sirius with S>PLEX technology for superior sound resolution. Ready to go all the way? Hook up with Sirius and Kenwood for unheard of satisfaction. In fact, you may already be halfway there. Look for the Sirius icon on your Kenwood stereo and go to getsiriuswithkenwood.com or visit your authorized Kenwood dealer.

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KENWOOD

YOU'VE NEVER HEARD IT SO GOOD.

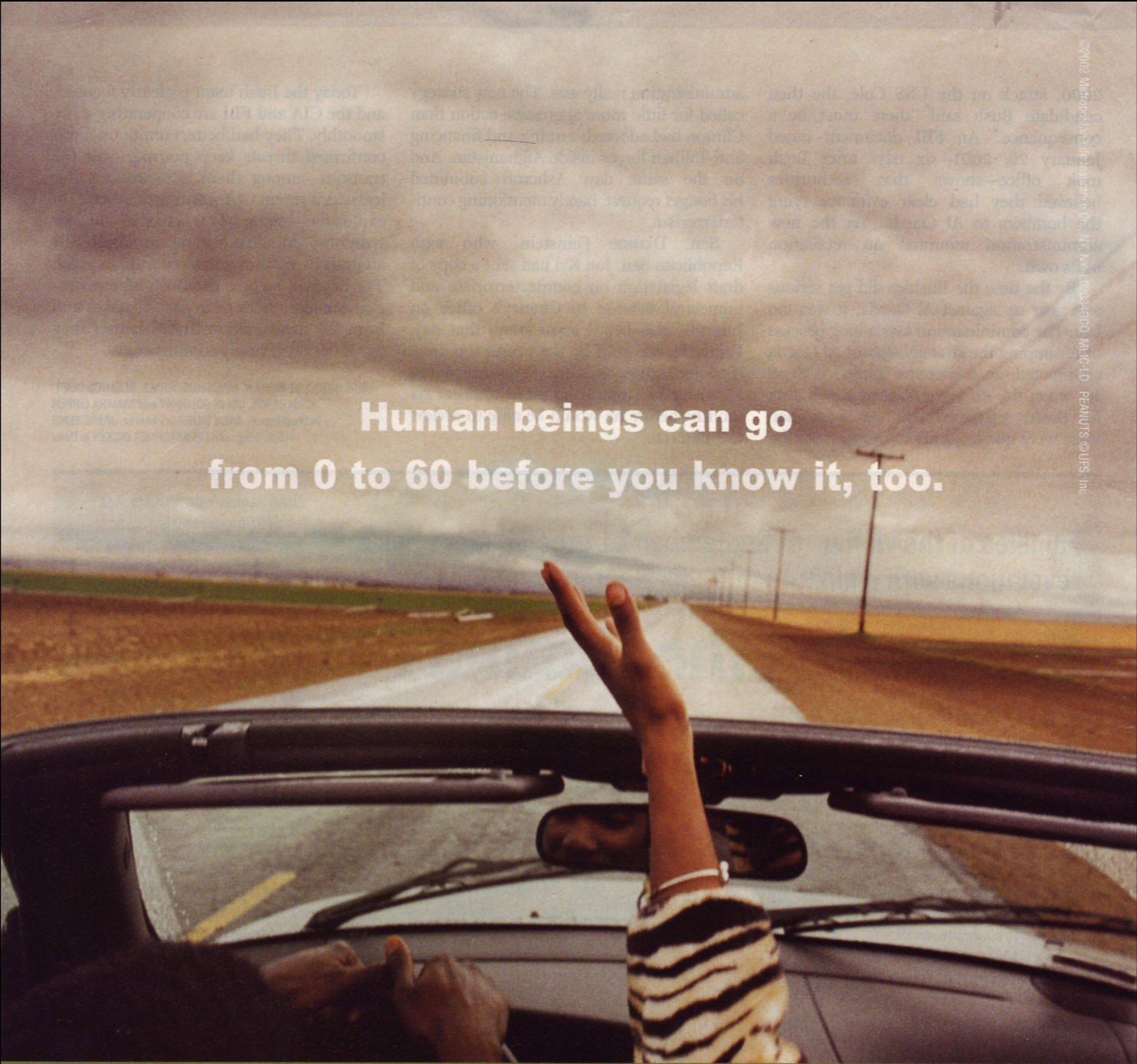
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NOTHING BUT LEATHER

wilsonleather.com

WILSONS
LEATHER
PELLE STUDIO

PELLE STUDIO GOLD SNAKE PRINT LEATHER HALTER, XS-XXL, \$79.99 AND LEATHER PANT, 2-14, \$179.99, GOLD JACKET ALSO AVAILABLE, XS-XXL, \$199.99



Human beings can go
from 0 to 60 before you know it, too.

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have you met life today?SM

metlife.com



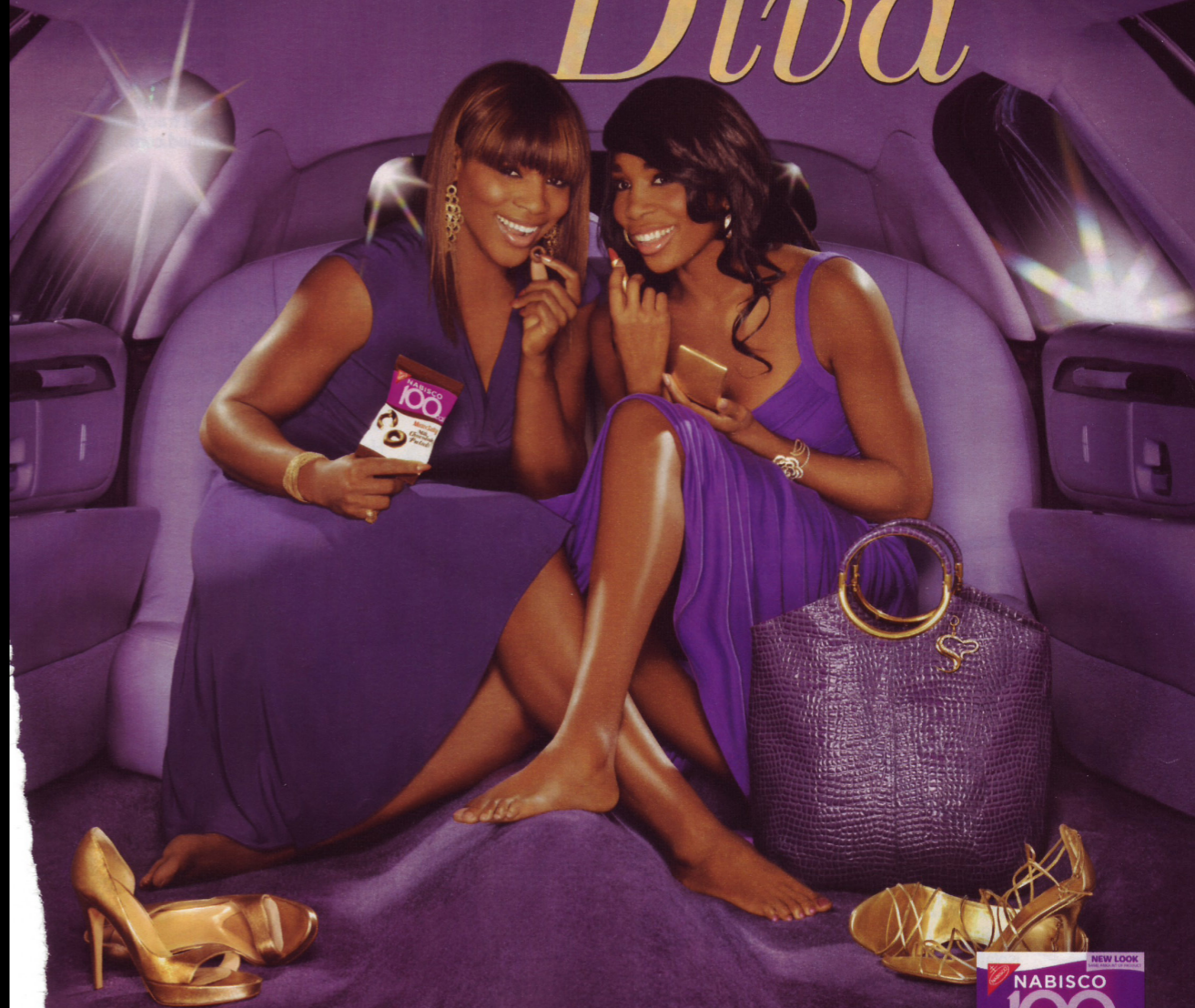


Make ours doubles.

My sister and I hate to lose—nutrients, that is. So we drink milk. It has 9 essential nutrients active bodies need. You might say it's the only thing we serve.

got milk?

Venus & Serena Diet LIKE A Diva



...ld fun and flair to every day with *Nabisco 100 Calorie Milk Chocolate Pretzels*. One of 16 delicious varieties in perfect diva portions. To join the diva movement with *Serena and Venus*, go to DietLikeADiva.com



“The key question with regard to current commercial imagery is whether stereotypes are being recycled or whether they and the mental sets or schemas underlying them are being broken” (Pieterse 201)

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Zoe yells at everyone.

Her vendors.
Her accountant.
The guy who waters the plants.

But she never yells at her package carrier.

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FedEx
Ground

40 NOVEMBER/DECEMBER 2002



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One day you realize that being soft is actually a sign of strength.



Dove® moisturizes your skin better than any soap in the world. Its unique one-quarter moisturizing lotion actually absorbs into your skin to help restore your natural softness. No wonder women everywhere have trusted Dove for over forty years to bring out their beautiful best.



For the beauty that's already there.

www.DoveSpa.com

THE GAIN SCOOP

GAINIACS
PUT THEIR
LOVE ON
THE LINE.

Weekly

Based on actual letters

EXCLUSIVE
WOMEN GO
BERSERK OVER
THE SCENT
OF GAIN.

"[Whenever]...I see only a few boxes left, I will push people out of my way just to get to it..."
-Bianca-

Available in both detergent and fabric softener.
Share your Gain story or see others at ilovegain.com

The smell says clean.



Issue 311 October 30



The Gain Scoop Weekly

©P&G 2004

my taste is
**out
there**

I don't do dull. Mild is not my style. I can't stand bland.
McDonald's® new Fiesta Salad has got the flavor – warm,
seasoned beef, cheddar jack cheese, crunchy tortilla strips, sour cream,
plus Newman's Own® All-Natural Salsa. Sassy salad satisfaction.
Who knew it was out there at McDonald's?



©2004 McDonald's Corporation



i'm lovin' it™

**i
want
to be
spoiled
for a
change.**

I want to put "me" at the top of my to-do list. I want to have my cake and eat it, too. And I want a salad that's not like, you know, rabbit food. I want fresh, cool greens with sweet grape tomatoes, real cheese and I want loads of warm, grilled or crispy chicken breast, and that tasty Newman's Own® all-natural dressing. McDonald's® Premium Salads. Caesar, Cobb and Bacon Ranch. And, I want it now or else I'm gonna pout!



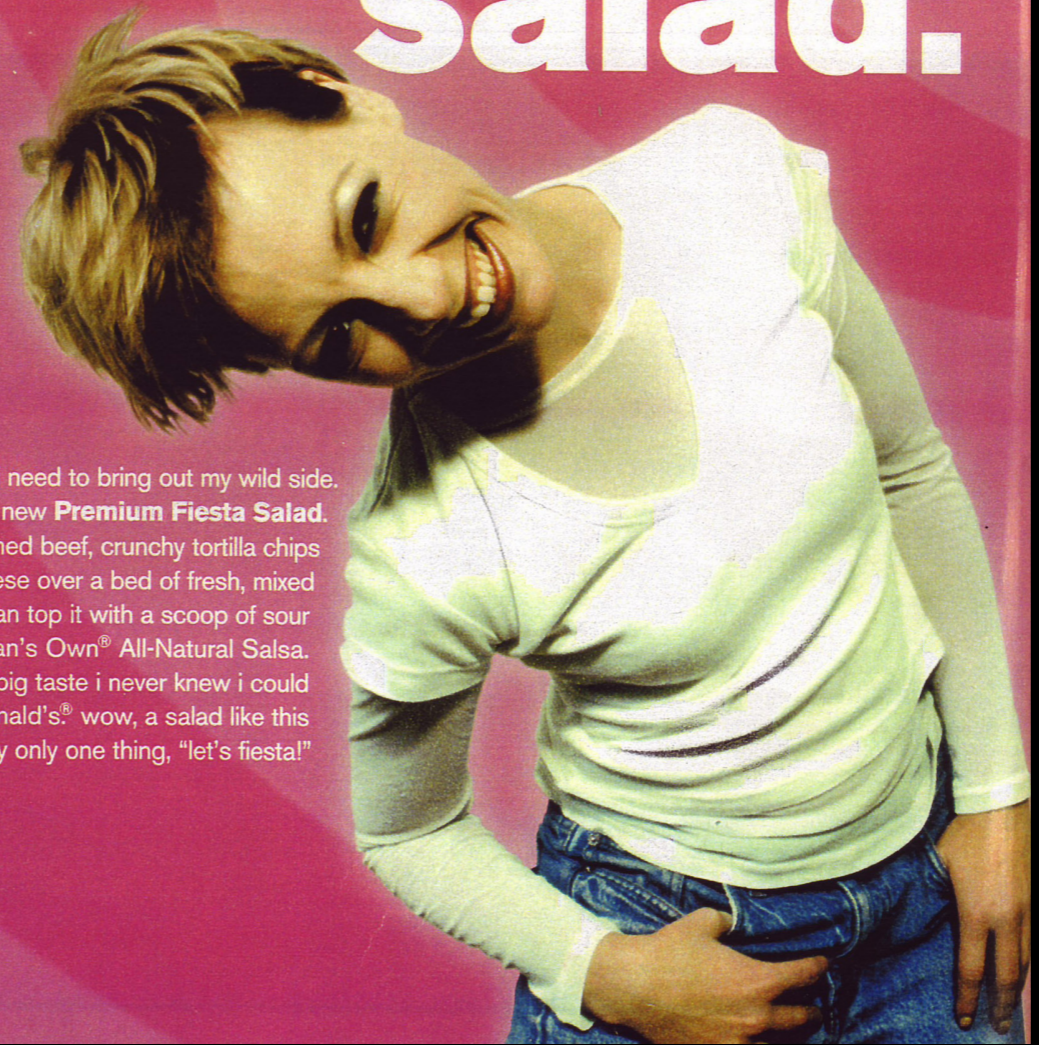
© 2004 McDonald's Corporation



i'm lovin' it™



it's my **party.**
it's my
salad.



sometimes i need to bring out my wild side.
so i'll grab a new **Premium Fiesta Salad.**
warm, seasoned beef, crunchy tortilla chips
and shredded cheese over a bed of fresh, mixed
greens. and i can top it with a scoop of sour
cream and Newman's Own® All-Natural Salsa.
it gives me that big taste i never knew i could
get from McDonald's®. wow, a salad like this
makes me say only one thing, "let's fiesta!"

At participating McDonald's. ©2004 McDonald's Corporation



charities

- appeal of children and victim: allows the viewer to maintain a position of superiority and dominance
- camera angles shot from above helps reinforce the idea of the passivity, helplessness of aid recipients

A SAFE,
PERMANENT
HOME.



IS IT TOO MUCH
TO ASK?

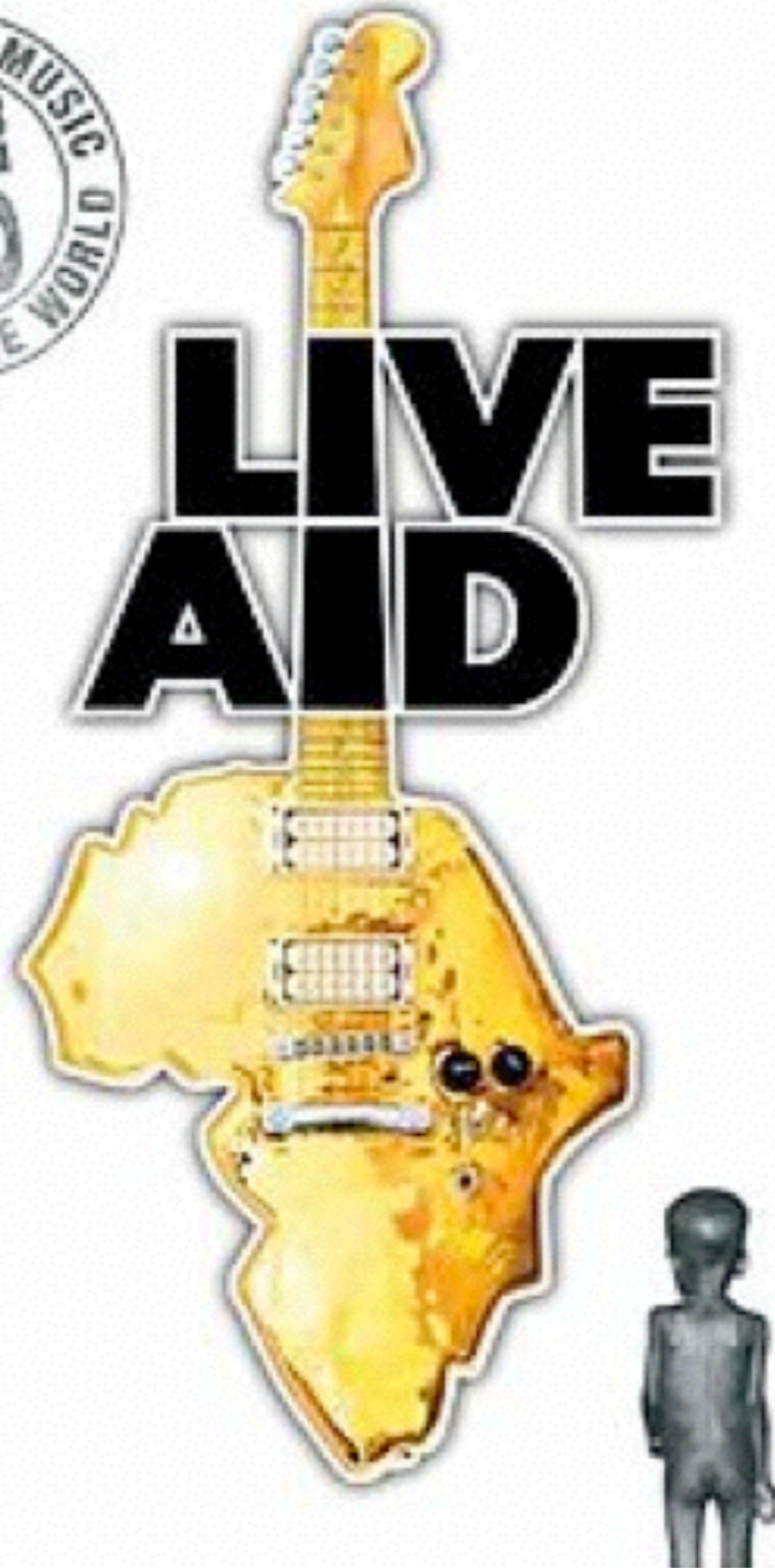
SPEAK UP
FOR AN ABUSED
AND NEGLECTED
CHILD IN COURT.

*For information on volunteering
as a Court Appointed Special
Advocate call 1-800-628-3255
or write:*

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LIVE
AID



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CAN YOU

SPARE

NINE

HUNDRED

MILLION

POUNDS

OF FOOD?

Thirty million Americans will need
food assistance this year. To help
feed the hungry in your community,
call Second Harvest, America's food
bank network, at 1-800-532-FOOD.

SECOND HARVEST.
HUNGER'S HOPE



Space for this message contributed by Newsweek Inc.

12 Good Deeds Are Starting You
Right In The Face.



OUR HEARTS GO OUT TO THEM.
IMMEDIATELY FOLLOWED BY OUR HANDS.

Poverty does not discriminate against the young. Instead, it imprisons them with circumstances beyond their control. But with your help, The Salvation Army's youth programs



give these children the physical, emotional, and spiritual nourishment they need to help them break free. All thanks to your donations at 1-800-SAL-ARMY or salvationarmyusa.org.

DISASTER RELIEF EMERGENCY RESPONSE REHABILITATION

HUMAN TRAFFICKING ABOLITION YOUTH SERVICES EVANGELISM

DOING THE MOST GOOD™

- *I hope she gets better.*
- *I'll embrace tough coursework, pushing myself, and being pushed by others, if that's what it takes to help her get the care she needs.*



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may concentrate on the causes you care about most.

More than 50,000 charities have already received more than \$700 million from our donors through the Charitable Gift Fund. Now we invite you to join our donors in discovering a more powerful way to give.

Call us today or visit our website to find out more about how the Charitable Gift Fund is **bringing more to giving.**

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Biotechnology
researchers call it
“golden” rice.
For the color.
For the opportunity.

“When mothers and their children eat an adequate amount of vitamin A in a daily meal, it could help alleviate more suffering and illness than any single medicine has done.”

The excitement expressed by plant biologist Charles Arntzen reflects the golden opportunity that many see in a new strain of rice being developed with biotechnology. “Golden” rice contains increased amounts of beta-carotene, a source of vitamin A. Because rice is a crop eaten by almost half the world, golden rice could help relieve a global vitamin A deficiency that now causes blindness and infection in millions of the world’s children.

Discoveries in biotechnology, from medicine to agriculture, are helping doctors treat our sick, farmers protect our crops—and could help mothers nourish our children, and keep them healthier. To learn more about biotechnology and agriculture, visit our Web site or call us.

COUNCIL FOR
BIOTECHNOLOGY
INFORMATION

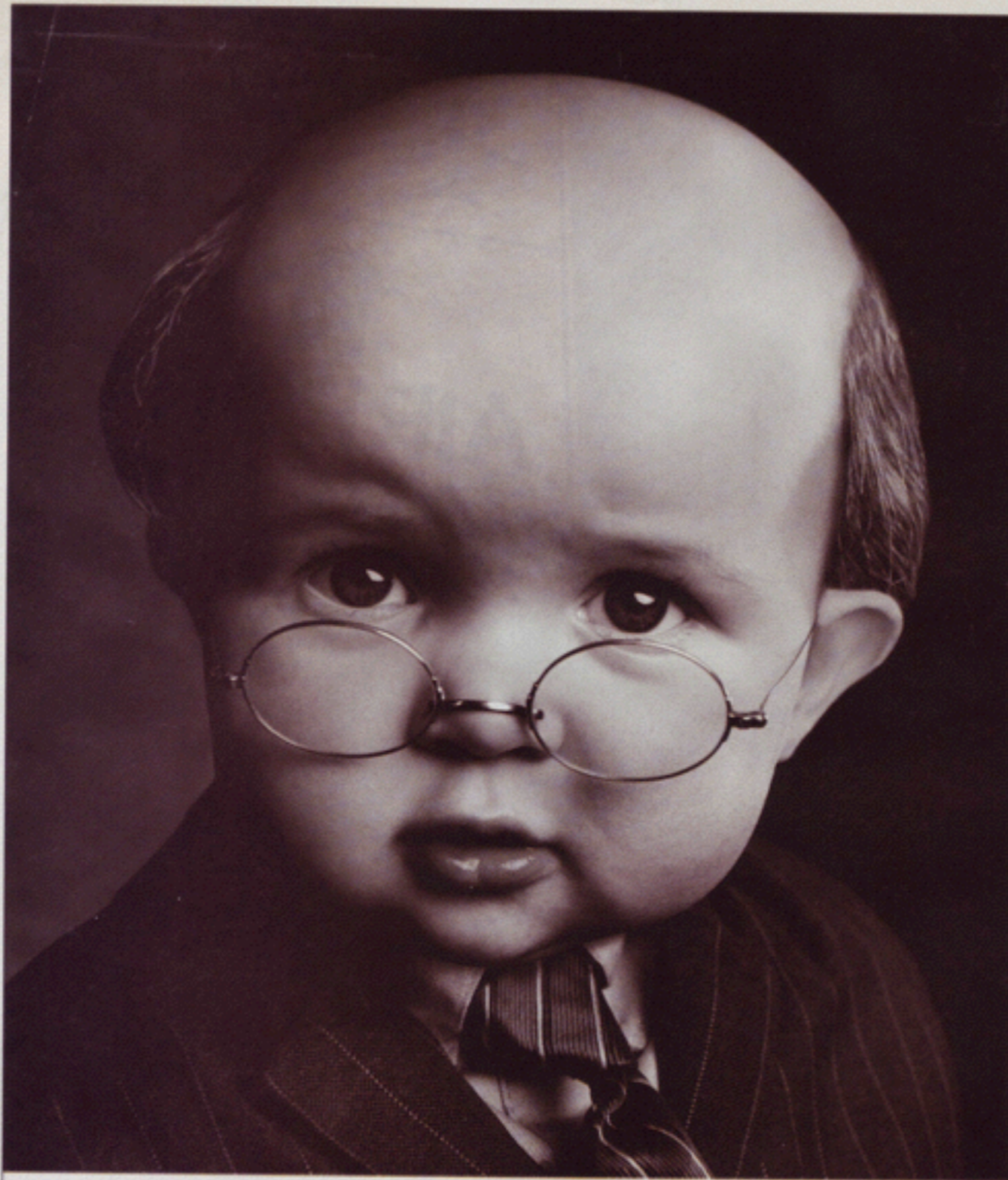


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E. Seiter on children: different children, different dreams

- white children primarily represent
 - go-getters
 - adventurers
 - “bright” or intelligent



At what point in your ascent did you leave your youthful spirit behind? The 290-horsepower 1999 LS 400.



LEXUS
THE RELENTLESS PURSUIT OF PERFECTION.

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to break down the barriers between voice, video, data, and Internet

so your business can go
as far as you want it to.



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- Financial Protection Benefits™
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- Disability
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From day one to the big day, you make it all happen.

There's nothing you wouldn't do for your family. That's why it's essential you have Financial Protection Benefits™ from Unum. If you ever become ill or injured and can't work, our benefits can help support you—so you can take care of the things that matter most. **When you're this important, you need benefits this complete.**

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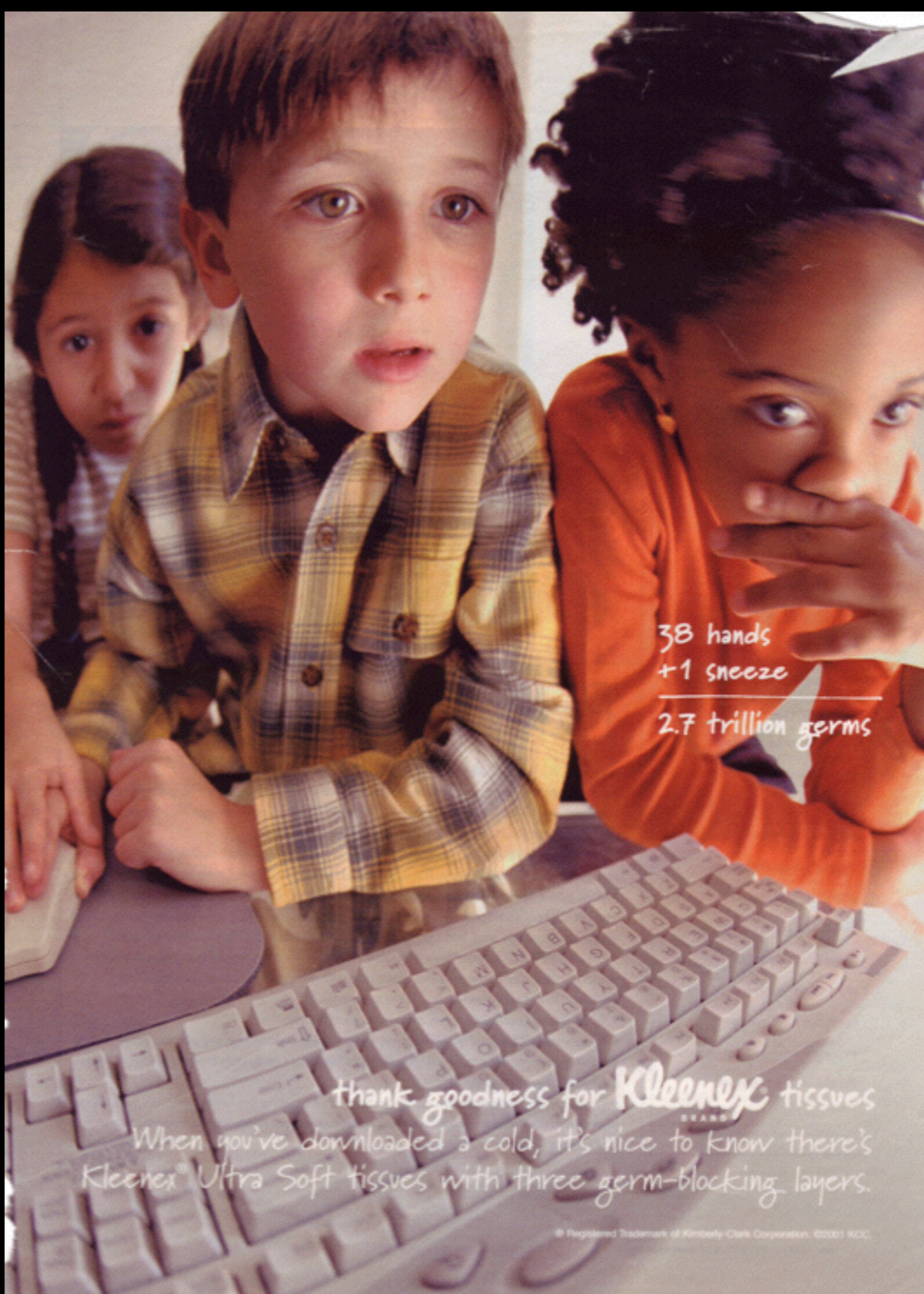
If she won't sit still,
it's probably not because she
prefers the national brand.

W brand baby shampoo and lotion are high in quality but low in cost. Good thing considering how often you use them. Plus, every W product comes with a 100% satisfaction guarantee. It's just what you'd expect from the name America has trusted since 1901.



Walgreens

The Brand America Trusts®



38 hands
+ 1 sneeze

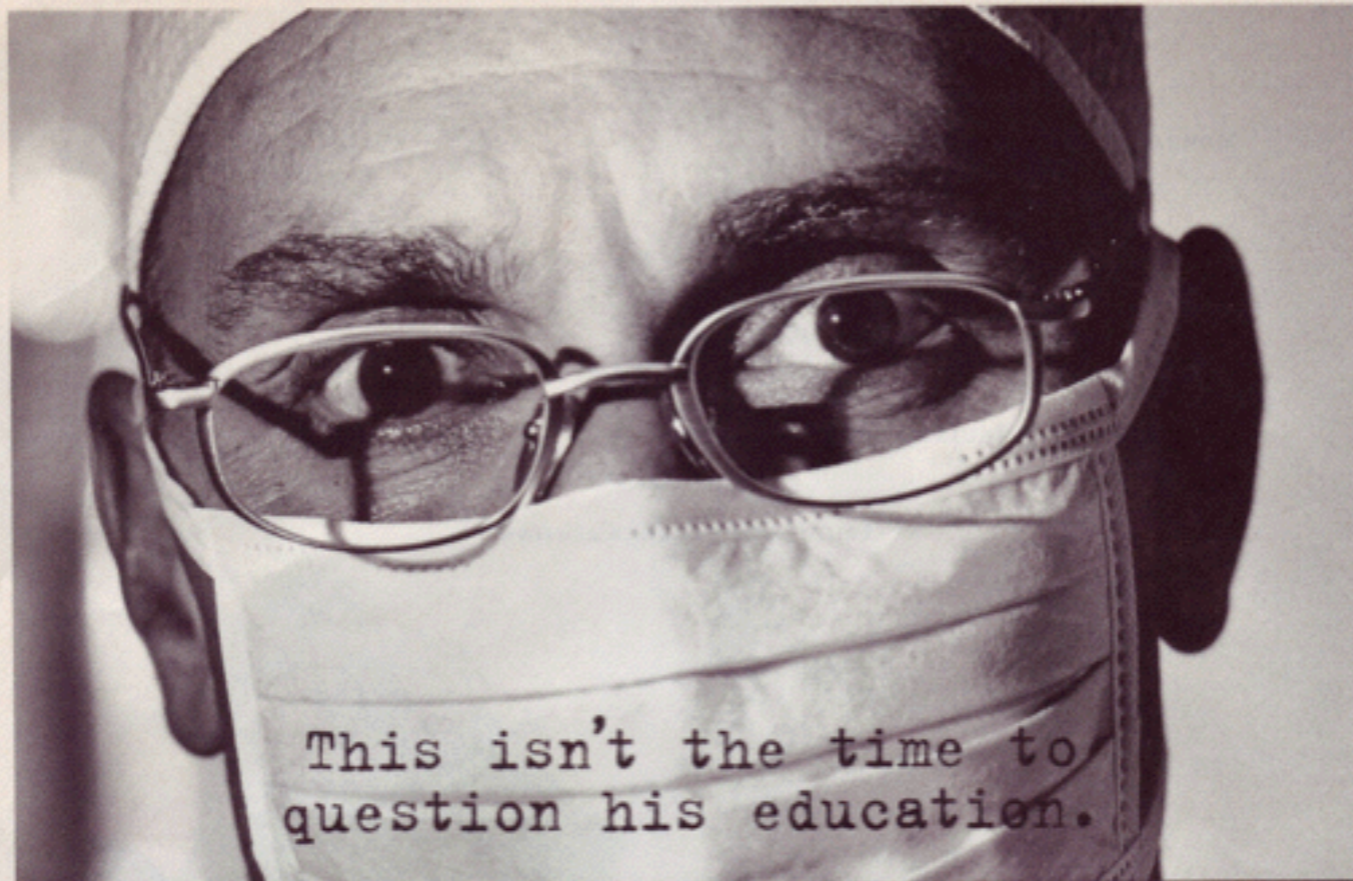
2.7 trillion germs

thank goodness for **Kleenex** tissues
When you've downloaded a cold, it's nice to know there's
Kleenex Ultra Soft tissues with three germ-blocking layers.

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white children and nostalgia

- school setting / classrooms
- home setting / domestic sphere (secure within the “cozy, golden glow of family”)



This isn't the time to
question his education.

This is.

$$\frac{8}{16} = \frac{1}{2}$$



Higher academic standards are good for everyone.

What a child learns today could have a major effect tomorrow. Not just on him or her, but on the rest of the world. Your world. Since 1992, we've worked to raise academic standards. Because quite simply, smarter kids make smarter adults. For more information, call 1-800-38-BE-SMART or visit www.edex.org.



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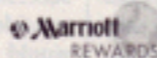

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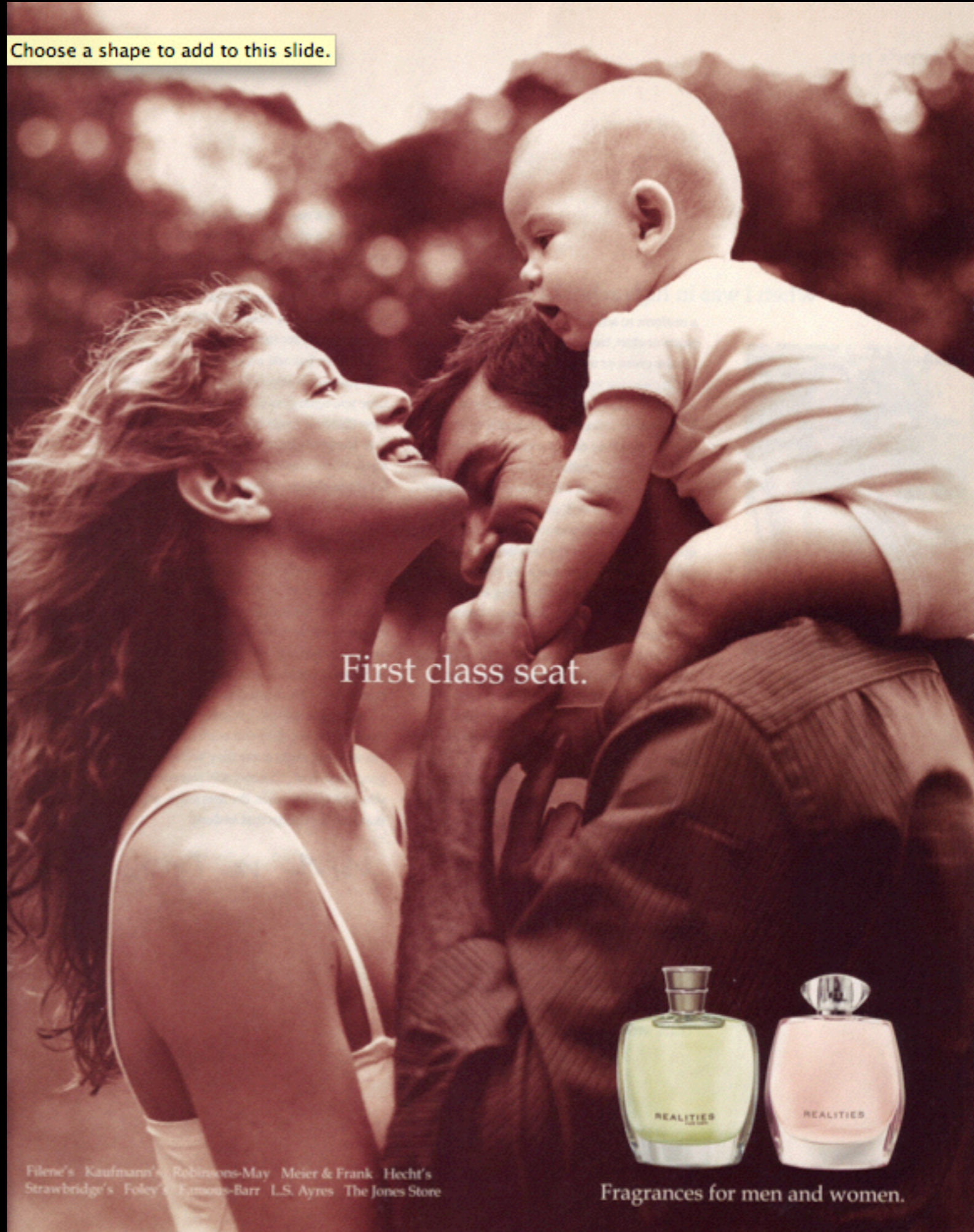
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