

# VL African American Literature and Culture

Prof. Walter Göbel  
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# Syllabus

1. Introduction. Black History and Culture
2. The Beginnings and the Harlem Renaissance  
Claude McKay's *Banjo*
3. Richard Wright's *Native Son*. From Naturalism to Existentialism
4. Ralph Ellison's *Invisible Man*: Modernism and the Novel
5. Toni Morrison's *Song of Solomon*. Questions of Identity

# Topics Today

- Terminology
- Stereotyping
- AA History, first poet Phyllis Wheatley
- Social Situation Today (Statistics)
- Aesthetics and Cosmetics (*Ebony*)
- Why Cultural Studies?

# Terminology

What is an African American?

- Anyone descended from African slaves and living in the US?
- Anyone who is looked upon as being an African American?
- Anyone with African ancestors who lives in the US and regards himself as an American?
- Anyone who sees himself as an African American?
- The Question of ,Passing‘

# Terminology

## Changing labels:

Nigger (very negative!)

Negro (racial label, compare: Caucasian), used in Harlem Renaissance:  
*The New Negro*, ed. Alain Locke (Anthology)

Colored (inclusive label, e.g. NAACP: National Association for the Advancement of Colored People)

Black (political implications: Black Panthers, Black Muslims)

Afroamerican, Afro-American

African-American (Danger of Hyphenization)

Black American

African American (equality of original homeland and new homeland)

**The long search for new labels indicates alienation and continued discrimination**

**The double name (AA) indicates lack of integration too**

# Terminology

What is African American Literature?

Literature about African Americans  
(including e.g. novels by William Faulkner)  
or literature by African Americans?

Why distinguish between North American  
literature and African American literature?

# Terminology: Racial and stereotypical labels, often dated

**Racial:** Mulatto, (archaic:) Quadroon, Octoroon, Sambo [tragic octoroon/quadroons are figures in abolitionist literature: Lydia Maria Child, *The Quadroons*, Longfellow, „The Quadroon Girl“]

**Animal/Sexual:** Ape, buck etc.

Rapist (e.g. in *Native Son*)

**Ideological:**

Sambo

Uncle Tom [Beecher-Stowe's novel *Uncle Tom's Cabin* publ. 1852]

Darkie

Boy (old derogatory form of address)

Black mammy

**For white people:**

The man [any man in a position of authority, the government]

Redneck [poor southern whites, also an ultra-conservative]

Cracker [originally white slave owner who cracks the whip]

White trash, poor white

etc.

**A stereotype is a label that reduces a person to a few positive or negative, often exaggerated, features**

# Stereotyping and Minstrel Shows

Since 1840 shows with comic characters, dancing, singing and sketches, with either white people in blackface or black actors with exaggerated racial features. Blacks presented as a bit stupid, happy-go-lucky, musical, lazy etc. Popular till about 1910. A famous stereotype was Jim Crow.





# Theoretician of stereotyping and mimicry: Frantz Fanon

*Black Skin, White Masks* (1952)

„The black man wants to be white. The white man slaves to reach a human level.“

Both races are psychologically and existentially dependent upon one another, but the white man is dominant: „the black soul is a white man's artifact.“

If a white man feels threatened by the black man's gaze he is himself following animal behaviour. Also if he reduces all threats to sexuality: „In relation to the Negro, everything takes place on the genital level.“

# Frantz Fanon (1925-1961)

Born in Martinique

Soldier in Algeria, fought in France against Nazi regime till 1944, studied in France, became a psychiatrist 1951, worked in Algeria from 1953-57, in 1954 joined the *Front de Libération Nationale*, 1957 expelled from Algeria, died 1961 of leukemia.

Precursor of postcolonial studies and founder of postcolonial theory, besides Aimé Césaire and Léopold Senghor, the founders of *negritude*.

*Black Skins, White Masks* (1952)

*The Wretched of the Earth* (1961)



# Black History, Some essential dates

- 1441            Antonio Gonsalves takes 12 slaves to Portugal
- Ca.1515      sugar cane imported from the West Indies, slaves imported to W.I.
- 1619           20 Africans arrive at Jamestown, one year before the Mayflower comes to Plymouth
- 17th c.        Spain, Portugal, Holland, France and England fight for control of slave trade, England finally wins 1713 (end of war of succession)
- 1672           Royal African Company gains a monopoly, (overall, 90 % of slaves go to the Caribbean and South America)
- 1775           About 1/3 of population in British territories are black; quakers organize the Pennsylvania society for the abolition of slavery
- 1776           Declaration of Independence (July 4)
- 1783           First anti-slavery petition in British Parliament
- 1787           Northwest Ordinance forbids slavery north of the Ohio
- 1793           Fugitive Slave Act (constitutional amendment)
- 1808           Overseas slave trade closed. 1 Mill, slaves in the US
- 1815           Quaker Levi Coffin establishes Underground Railway to Canada
- 1830           2 Mill. Slaves in the US, 1860 4 Mill.

# Advertisement for slave auction, 1780

TO BE SOLD, on board the  
Ship *Bance Island*, on tuesday the 6th  
of May next, at *Abley Ferry*, a choice  
cargo of about 250 fine healthy

 **NEGROES,** 

just arrived from the  
Windward & Rice Coast.  
—The utmost care has  
already been taken, and  
shall be continued, to keep them free from  
the least danger of being infected with the  
SMALL-POX, no boat having been on  
board, and all other communication with  
people from *Charles-Town* prevented.

*Austin, Laurens, & Appleby.*

N. B. Full one half of the above Negroes have had the  
SMALL-POX in their own Country.

Charlestown, July 24th, 1769.

TO BE SOLD,

On THURSDAY the third Day  
of AUGUST next,



A CARGO  
OF  
NINETY-FOUR  
PRIME, HEALTHY



NEGROES,

CONSISTING OF

Thirty-nine MEN, Fifteen BOYS,  
Twenty-four WOMEN, and  
Sixteen GIRLS.

JUST ARRIVED,

In the Brigantine *DEMBIA*, *Francis Bare*, Master, from SIERRA-  
LEON, by

DAVID & JOHN DEAS.

# Phyllis Wheatley, first AA poet (1753-1784)



# Phyllis Wheatley (1753-84))

Born in West Africa

Bought by a Boston family 1761, well educated by them (Latin, Greek, the classics)

Began writing poetry at age 13, imitated Pope and Milton (poetic diction of the age of classicism)

Visited London with Nathaniel Wheatley 1771 and published poems there

Died early at age 31 in boarding house after being freed from slavery

# Phyllis Wheatley

- **On Being Brought from Africa to America**

'Twas mercy brought me from my *Pagan* land,  
Taught my benighted soul to understand  
That there's a God, that there's a *Saviour* too:  
Once I redemption neither sought nor knew.  
Some view our sable race with scornful eye,  
"Their colour is a diabolic die."  
Remember, *Christians*, *Negros*, black as *Cain*,  
May be refin'd, and join th' angelic train.



# Black History, some essential dates (2)

1820 Missouri Compromise, no slavery north of the Missouri (Mason-Dixon line)

After 1815 *cotton kingdom* expands west (Louisiana, Mississippi, Alabama)

1817 American Colonization Society, Founding of Liberia

1831 Nat Turner's rebellion, 60 white people killed

1833 Britain emancipates colonial slaves and compensates owners

1859 John Brown, a white abolitionist, hung after an attack upon Harpers Ferry

1863 Emancipation Proclamation

1867 Reconstruction Act, 1875 Civil Rights Act (equal access to all public institutions, repealed 1883)

1870 15th amendment (free voting)

1876 End of Reconstruction: *black codes* and *Jim Crow laws* (Segregation)

1891 Tuskegee Institute founded by Booker T. Washington

1905 Niagara Movement (from 1909 NAACP), founded by W.E.B. Dubois

1915 Supreme Court declares 'grandfather clauses' illegal

# Booker T. Washington (1856-1915)



# From *Up From Slavery* (1901)

I pity from the bottom of my heart any nation or body of people that is so unfortunate as to get entangled in the net of slavery. I have long since ceased to cherish any spirit of bitterness against the Southern white people on account of the enslavement of my race. [...] Having once got its tentacles fastened upon the economic and social life of the Republic, it was no easy matter for the country to relieve itself of the institution. ...the ten million Negroes inhabiting this country, who themselves or whose ancestors went through the school of American slavery, are in a stronger and more hopeful condition, materially, intellectually, morally, and religiously, than is true of an equal number of black people in any other portion of the globe.... How Providence so often uses men and institutions to accomplish a purpose,

## *Up from Slavery* cont.

In later years, I confess that I do not envy the white boy as I once did. I have learned that success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome while trying to succeed. Looked at from this standpoint, I almost reach the conclusion that often the Negro boy's birth and connection with an unpopular race is an advantage, so far as real life is concerned.[...] Every persecuted individual and race should get much consolation out of the great human law... that merit, no matter under which skin found, is in the long run, recognized and rewarded.

## *Up From Slavery, cont.*

In all things that are purely social we can be separate as the fingers, yet one as the hand in all things essential to mutual progress.

The wisest among my race understand that the agitation of questions of social equality is the extremest folly, and that progress in the enjoyment of all the privileges that will come to us must be the result of severe and constant struggle rather than of artificial forcing.

# W.E.B. Dubois (1868-1963)

-historian, sociologist, politician

-co-founder of the NAACP 1909

-"It is a peculiar sensation, this double-consciousness, this sense of always looking at one's self through the eyes of others, of measuring one's soul by the tape of a world that looks on in amused contempt and pity." From *The Souls of Black Folk* (1903)

-opposed Washington's idea of education in the mechanical crafts, demanding intellectual development. He believed in the talented tenth as leaders for racial uplift. Called Washington the great accommodator. Demanded political and social equality.

-*The Philadelphia Negro* (1899)



# From *The Souls of Black Folk*

- “After the Egyptian and Indian, the Greek and Roman, the Teuton and Mongolian, the Negro is a sort of seventh son, born with a veil, and gifted with second-sight in this American world,—a world which yields him no true self-consciousness, but only lets him see himself through the revelation of the other world. It is a peculiar sensation, this double-consciousness, this sense of always looking at one’s self through the eyes of others, of measuring one by the tape of a world that looks on in amused contempt and pity. One ever feels his two-ness,—an American, a Negro... two thoughts, two unreconciled strivings; two warring ideals in one dark body, whose dogged strength alone keeps it from being torn asunder.

The history of the American Negro is the history of this strife, — this longing to attain self-conscious manhood, to merge his double self into a better and truer self.”

# Black History, Some Essential Dates (III)

- 1917 Marcus Garvey founds the UNIA (Universal Negro Improvement Assn. (Uniting all of Africa and its diaspora), later Back to Africa movement)
- 1919 Race riots after end of WW I
- 1930 W.D. Fard founds the Nation of Islam, preaches murdering the white devils (!) (later led by Elijah Muhammad who founded an islamic university), since 2010 under Farrakhan
- 1935 National Negro Congress (Philip Randolph, leader in labour and civil rights movement)
- 1946 Supreme Court decides against segregation in public transport, Law passed 1954
- 1955-56 Montgomery bus boycott (Rosa Parks arrested)
- 1963 Martin Luther King's campaign against segregation in Birmingham, Alabama
- 1964 Cassius Clay (Muhammad Ali) world champion against Sonny Liston
- 1965 Revolts in L.A., 1967 in Detroit and Newark
- 1965 Malcolm X murdered
- 1966 Stokeley Carmichael (SNCC) announces Black Power doctrine; Black Panther Party founded (Black is beautiful-movement; Black Aesthetics etc.)
- 1968 Martin Luther King murdered
- 1983 Vanessa Williams Miss America
- 2009 Barak Obama first AA president



# Black History, Essential Dates (IV)

- 2002 Halle Berry first African American woman to win the best actress Oscar
- Condoleezza Rice first black female Secretary of State
- 2014, Aug.9: Michael Brown, unarmed 18 yr. old, killed in Fergusson, Missouri by Darren Wilson, Police Officer
- 2015, June 17: Nine African Americans killed in Charleston Church Shooting
- Today about 40 Million African Americans in the US, 13% of the population

# Black Men Killed by Police (2012)

- Police officers, security guards, or self-appointed vigilantes extrajudicially killed at least 313 African Americans in 2012 according to a recent [study](#). This means a black person was killed by a security officer every 28 hours. The report notes that it's possible that the real number could be much higher.
- The report, entitled "Operation Ghetto Storm", was performed by the [Malcolm X Grassroots Movement](#), an antiracist grassroots activist organization.

# Malcom X

- Born Malcolm Little, later El-Hajj Malik El-Shabazz.
- Orphened early, emprisoned at 20 for breaking and entering and larceny
- From 1952 leader of the Nation of Islam
- Preacher Black Supremacy and Non-Integration (Separation)
- 1964 rejects Nation of Islam and his time as a Black Muslim, preaches against racism and for Pan-Africanism
- 1965 murdered by members of NOI
- 1965 *The Autobiography of Malcom X*



# Martin Luther King (1929-1968)

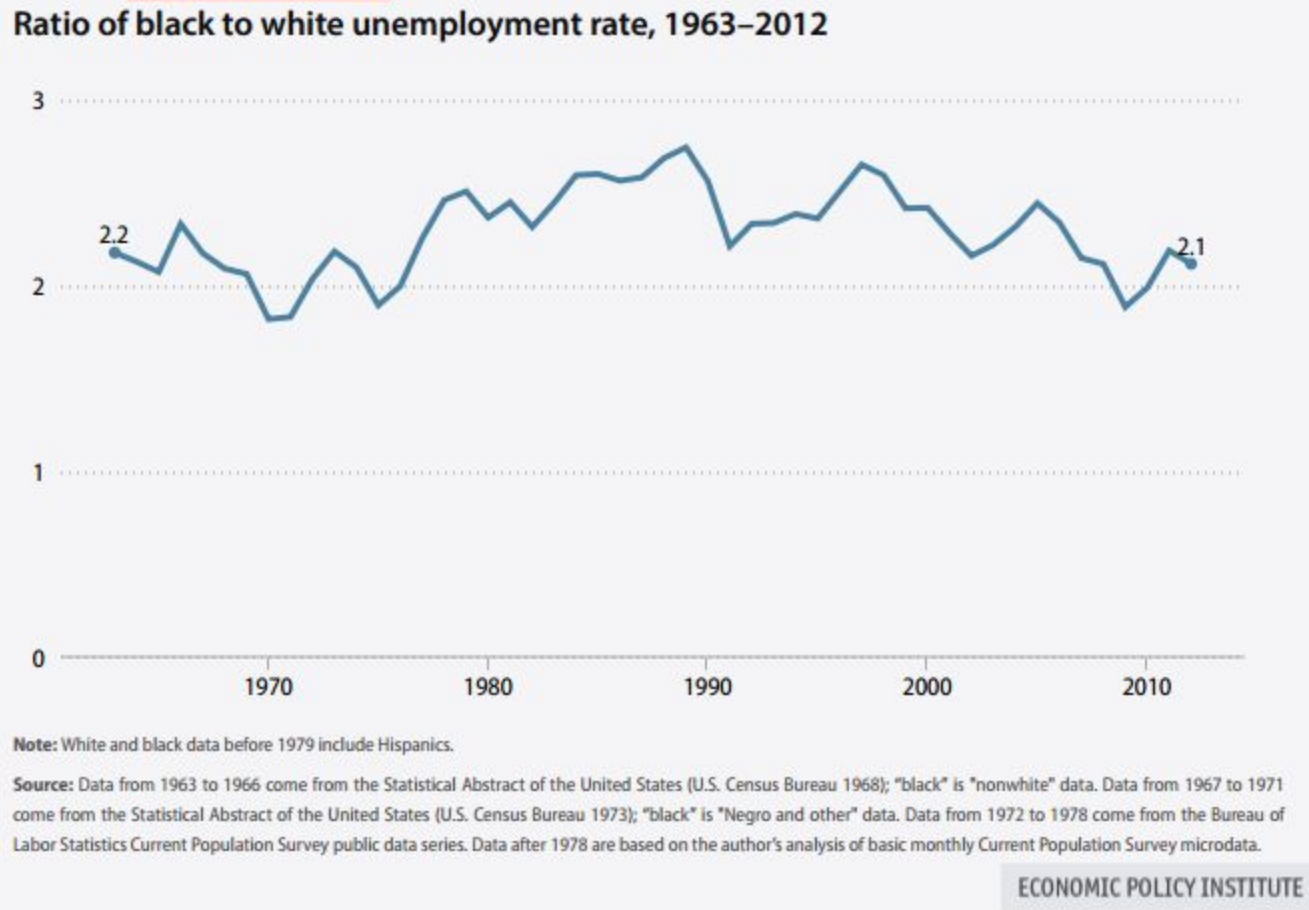
- Led the 1955 Montgomery bus boycott
- Organized the 1963 March on Washington
- Delivered there the „I Have a Dream“-speech
- Nobel Peace Prize 1964
- Assassinated April 4 1968 in Memphis, Tennessee



- **From M.L.King, „I Have A Dream“:**
- "I am happy to join with you today in what will go down in history as the greatest demonstration for freedom in the history of our nation.
- "Five score years ago, a great American, in whose symbolic shadow we stand signed the Emancipation Proclamation. This momentous decree came as a great beacon light of hope to millions of Negro slaves who had been seared in the flames of withering injustice. It came as a joyous daybreak to end the long night of captivity.
- "But one hundred years later, we must face the tragic fact that the Negro is still not free. One hundred years later, the life of the Negro is still sadly crippled by the manacles of segregation and the chains of discrimination. One hundred years later, the Negro lives on a lonely island of poverty in the midst of a vast ocean of material prosperity. One hundred years later, the Negro is still languishing in the corners of American society and finds himself an exile in his own land. So we have come here today to dramatize an appalling condition."

# The situation of AA today: some statistics

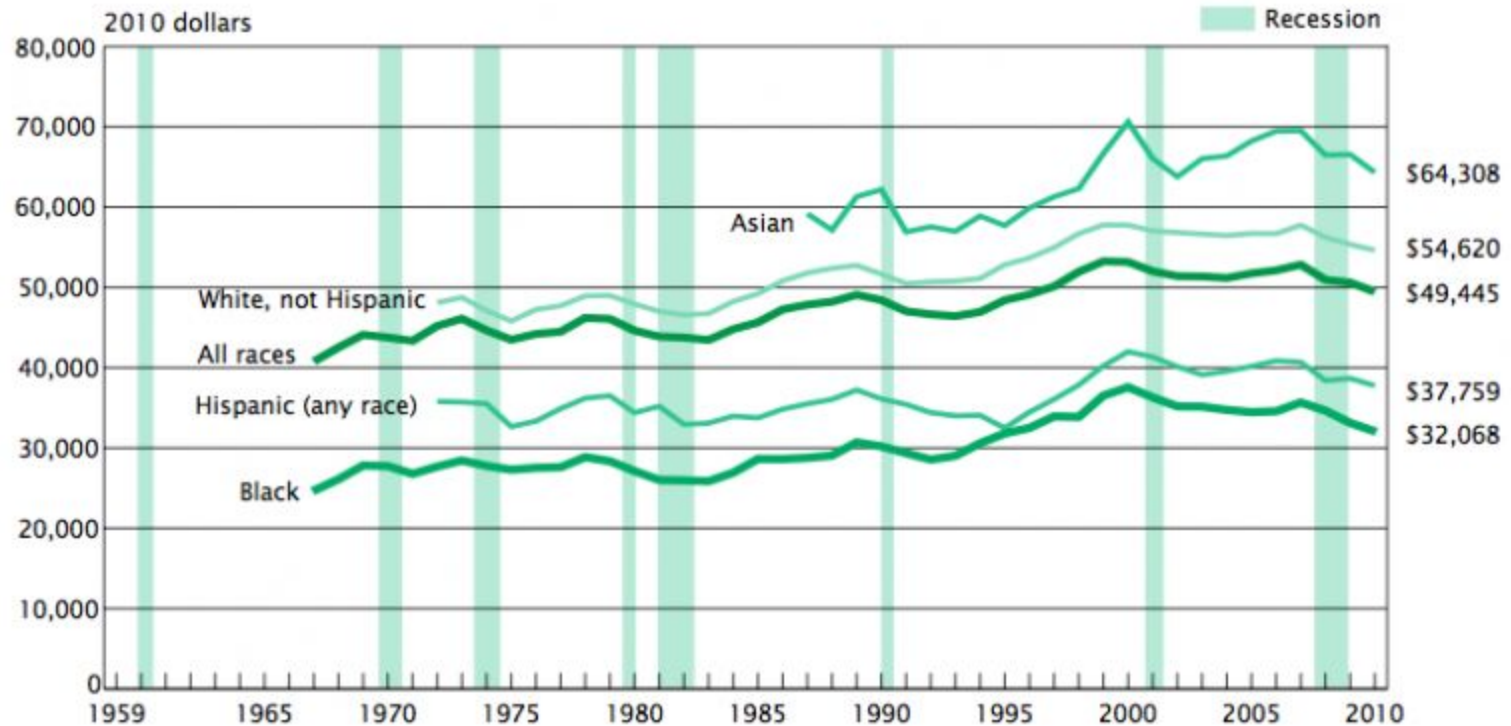
# Black and white unemployment



# Household incomes compared

Figure 1.

## Real Median Household Income by Race and Hispanic Origin: 1967 to 2010



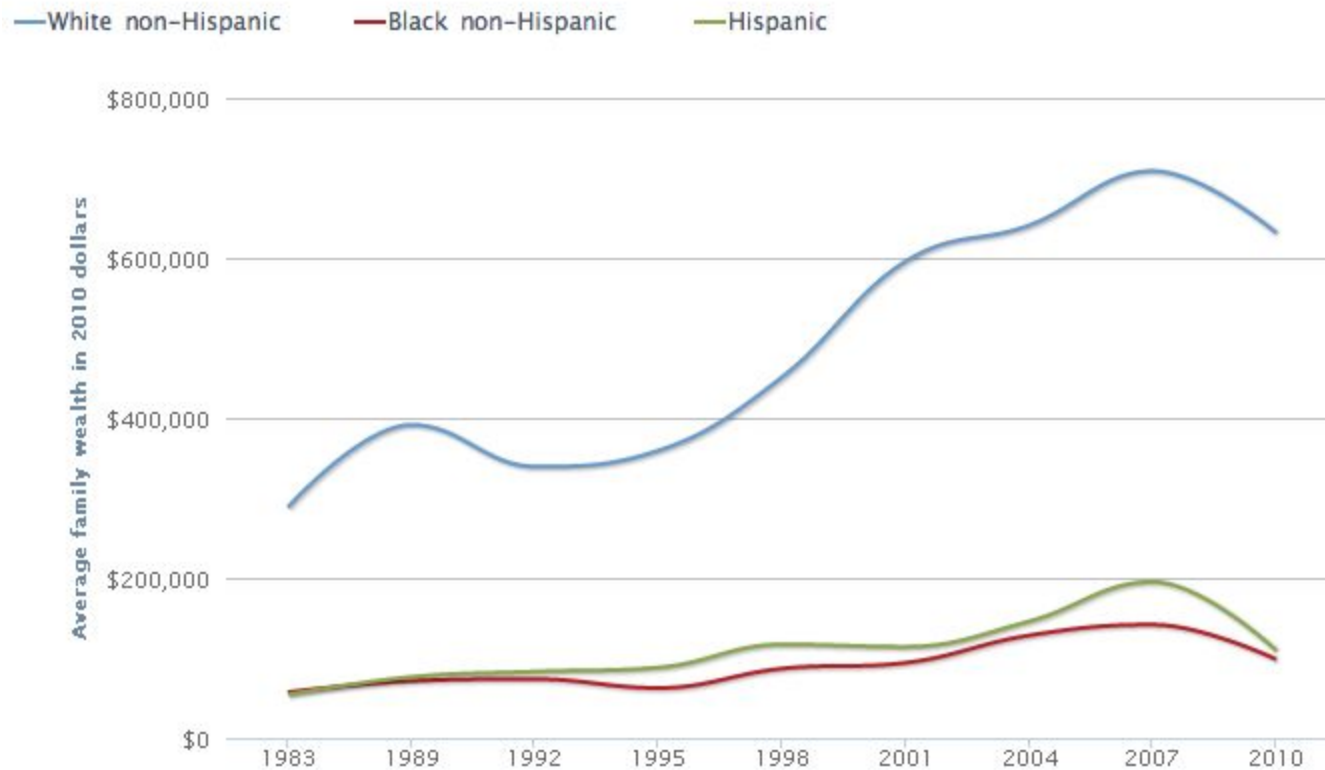
Note: Median household income data are not available prior to 1967. For information on recessions, see Appendix A.

Source: U.S. Census Bureau, Current Population Survey, 1968 to 2011 Annual Social and Economic Supplements.



# Family incomes

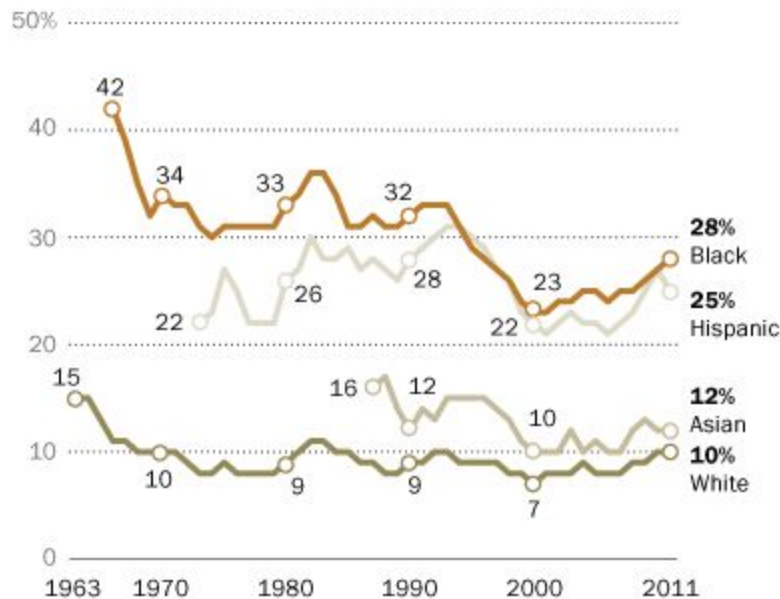
AVERAGE FAMILY WEALTH BY RACE AND ETHNICITY, 1983–2010



# Poverty rates on the rise

## Poverty Rate by Race and Ethnicity

*Percent below the poverty line*



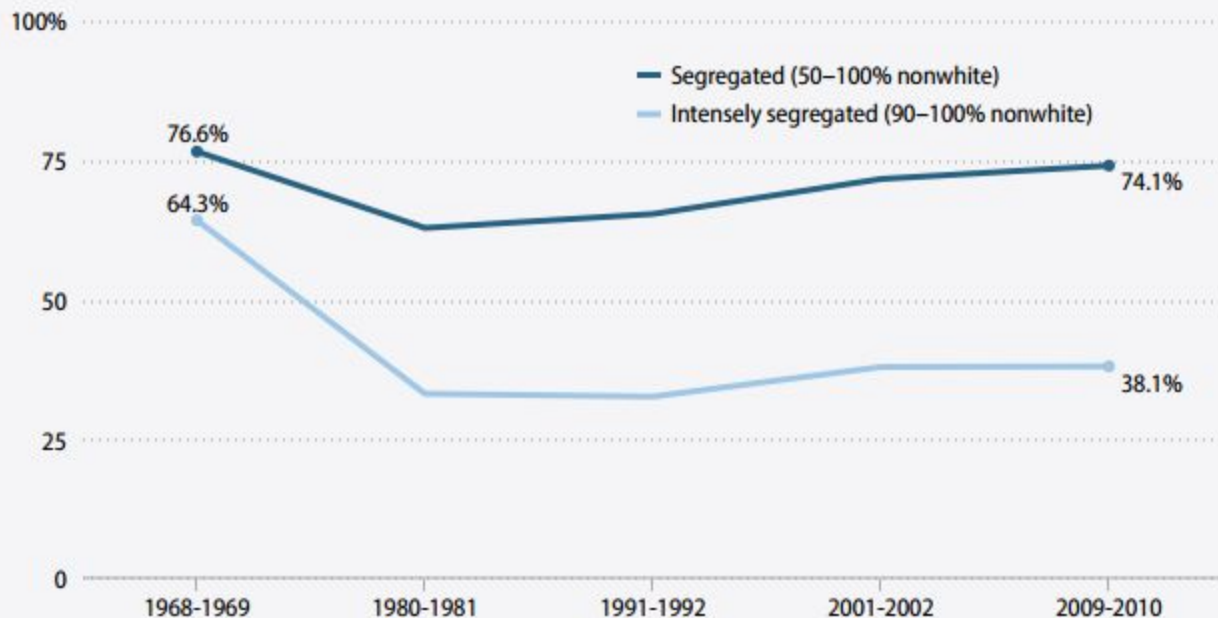
Note: For 2002-2011, whites, blacks and Asians include only persons who reported a single race; for 1973-2001, respondents (including those who may be of more than one race) were allowed to report only one race group. Whites include Hispanics for 1963-1972; blacks and Asians include Hispanics for all years. Asians include Pacific Islanders prior to 2002. Data for Asians not available prior to 1987. Native Americans and other groups not shown.

Source: U.S. Census Bureau, Historical Poverty Statistics – Table 2

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# Segregation in Schools

Share of black children in segregated and intensely segregated schools, 1968–2010

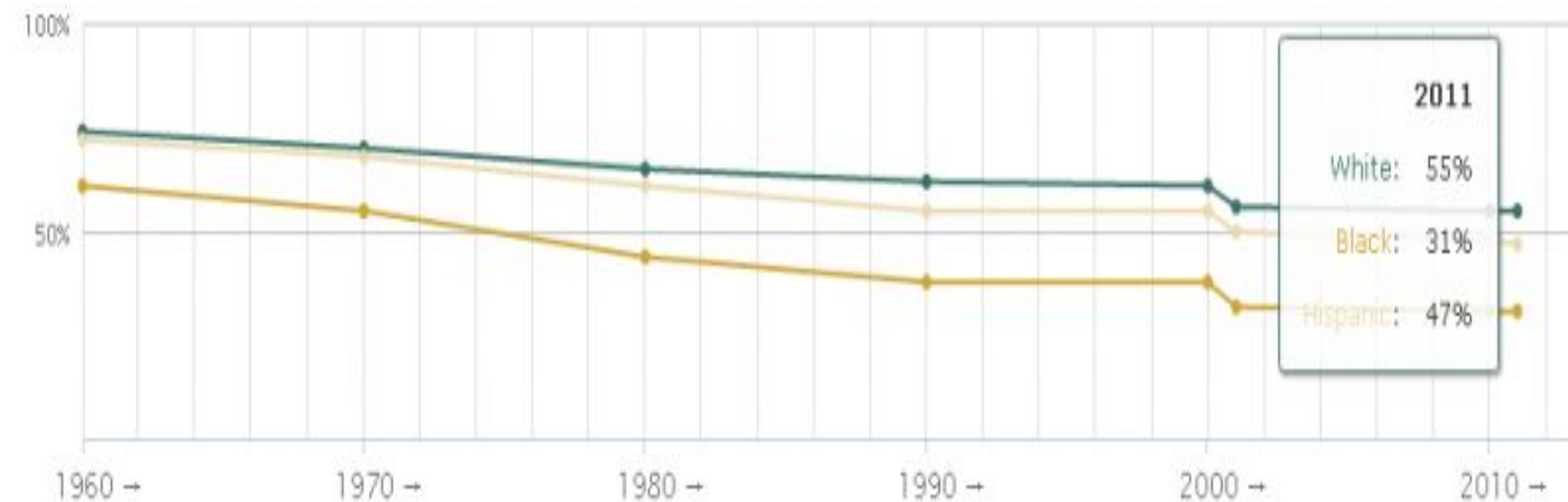


Note: The trend lines reflect a linear interpolation using data points from 1968–1969, 1980–1981, 1991–1992, 2001–2002, and 2009–2010.

Source: Orfield, Kucsera, and Siegel-Hawley (2012, 34)

# The marriage gap

Share of adults (ages 18 and older) currently married

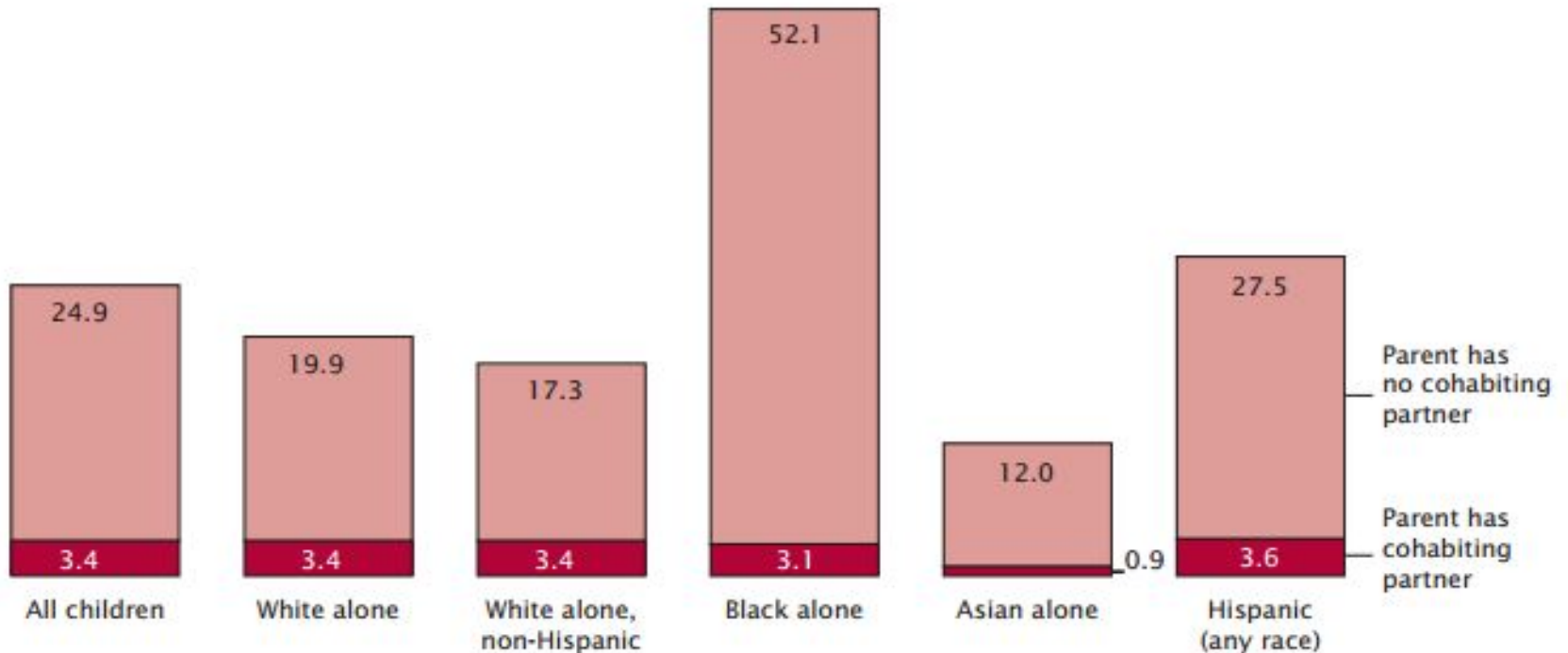


# Feminization of Poverty

Figure 8.

## Children Living With One Parent by Race and Hispanic Origin: CPS 2012

(In percent)

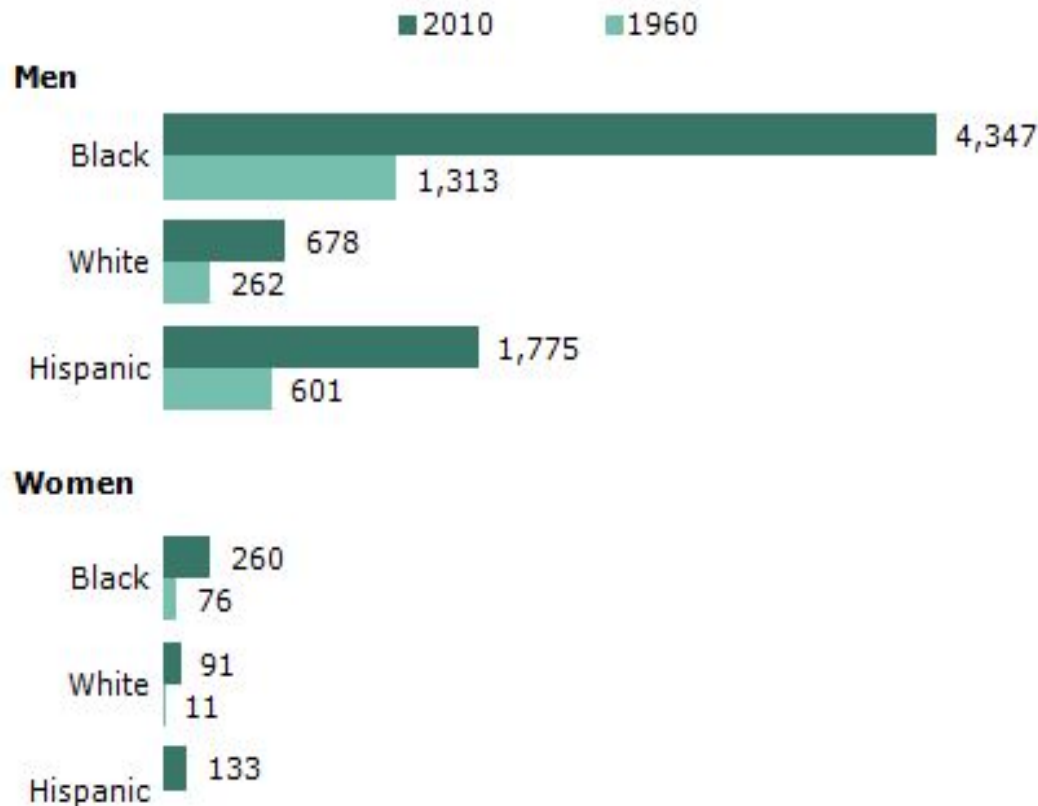


Source: U.S. Census Bureau, Current Population Survey, Annual Social and Economic Supplement, 2012.

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## Incarceration Rates, 1960 and 2010

*Inmates per 100,000 U.S. residents*



Note: Incarceration rates are for total prisoners in local, state and federal correctional facilities. Total prisoners includes persons under age 18. Hispanics are of any race. Whites and blacks include only non-Hispanics. In 2010, whites and blacks include only those who reported a single race. Asians, Native Americans and mixed-race groups not shown. A figure for Hispanic women in 1960 is not shown due to small sample size.

Source: For 1960, Pew Research Center analysis of Decennial Census data (IPUMS); for 2010, Bureau of Justice Statistics data <http://www.bjs.gov/content/pub/pdf/cpus10.pdf>

# Black Hair Care

# Angela Davis (1944 - )

Leader of communist party in the 60s

Civil Rights Activist

Fired from UCLA for inflammatory language

Because had purchased firearms used in attack upon a Calif. Courtroom had to flee from Calif. And was imprisoned 1970

Was judged not guilty in 1972, gun ownership and plot not proven to be connected

Rolling Stones Song „Sweet Black Angel“ dedicated to A.D.

Afro Haistyle politicized





# Bo Derek's Braids (cornrows)

Aesthetic appropriation of Afroamerican hairstyle as a fashion without political implications



# Vanessa Williams, first AA Miss America, 1983



Excerpts from *Ebony*

# Skin lighteners: dominant white aesthetics today

Skin  
discoloration?  
DON'T GET UPSET.

GET  
EVEN  
EVEN  
EVEN  
EVEN

Palmer's Skin Success  
Fade Cream gives you the soft,  
even skin tone you deserve.  
Fortified with Vitamin E,  
rich emollients and Sunscreen,  
our creamier formulation  
nourishes and softens your  
skin while it fades away dark  
spots and helps keep them  
from coming back.  
So get Skin Success...  
and get even.



PALMER'S®

## LETTERS *Continued*

mined to make it work. In today's society, couples have forgotten that when you love someone, you must compromise and strive to maintain the love that brought you together.

Thank you, Ossie and Ruby, for opening doors of honesty on married life. The two of you have given me assurance that when I am married I must strive to keep the marriage together.

TIFFANY JACKSON

Dallas, Texas

### 'DOWN IN THE DELTA'

Thank you for the article, "Down In The Delta" (Feb. 1999). The Maya Angelou-directed film brings to reality the true trials of a family. Alfre Woodard, Wesley Snipes, Loretta Devine, Al Freeman Jr. and the late Esther Rolle all bring the true side of trials to the screen. The act of dealing with depression and abandonment instead of sexism really drew my attention. During this presentation, Angelou puts her knowledge and wisdom in movie form.

Thank you, EBONY, for allowing me to get a great overview of a great film.

QUERNERIA PATTON

Dallas, Texas

I would like to thank you for the "Down In The Delta" article. Reading that article really made me want to go to see the movie. Being a youth in this day and age can, in some ways, hinder us from knowing the way family really should be. In times when we rarely sit down and have family dinners together, some people don't get to see the way family should be. These days we have family members who won't even speak to one another because of a little altercation. There are also those who have abandoned the family because they feel that they have reached an entirely different level than the environment that they were raised in. This youthful generation, of which I'm a member, has got to keep it together for the younger generation after us. If we sit back and just point our fingers at all the problems within our families, there will be no change in our generation. But if we turn all those fingers into one fist, we can fight for family.

NICOLE CLARK

Dallas, Texas

## THE FULL

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Blemishes Fade Away With...

**VANTEX<sup>®</sup>**

Watch your blemishes fade away – in just  
3 weeks to 6 weeks – with Fashion Fair's VANTEX.




VANTEX can help give you even-toned skin on your face, hands and body. This special creme formula helps fade dark spots, age spots, freckles and other skin discolorations.

**FASHION FAIR COSMETICS<sup>®</sup>**

Another fine product from Fanny and Jet  
Chicago • New York • London • Paris

© Fashion Fair Cosmetics 1996

Dreams of  
success

A hand holding a red umbrella against a blue sky. The hand is wearing a dark suit sleeve and a silver watch. The umbrella is open and its handle is visible. The background is a clear blue sky with a few wispy clouds.

# This Umbrella Can Take You Higher Than Any Corporate Ladder.


Rising to the top is an impossible dream at most companies. But Primerica Financial Services is not most companies.

A part of Citigroup, Primerica offers you the opportunity to reach as high as your dreams—to be your own boss from day one. At Primerica, you'll have the resources and reputation of the world's largest financial institution behind you. And, we'll give you all the education and support you need to succeed.

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Thousands of people from every walk of life have reached financial and career heights at Primerica that they once thought impossible. That same opportunity is now available to you.

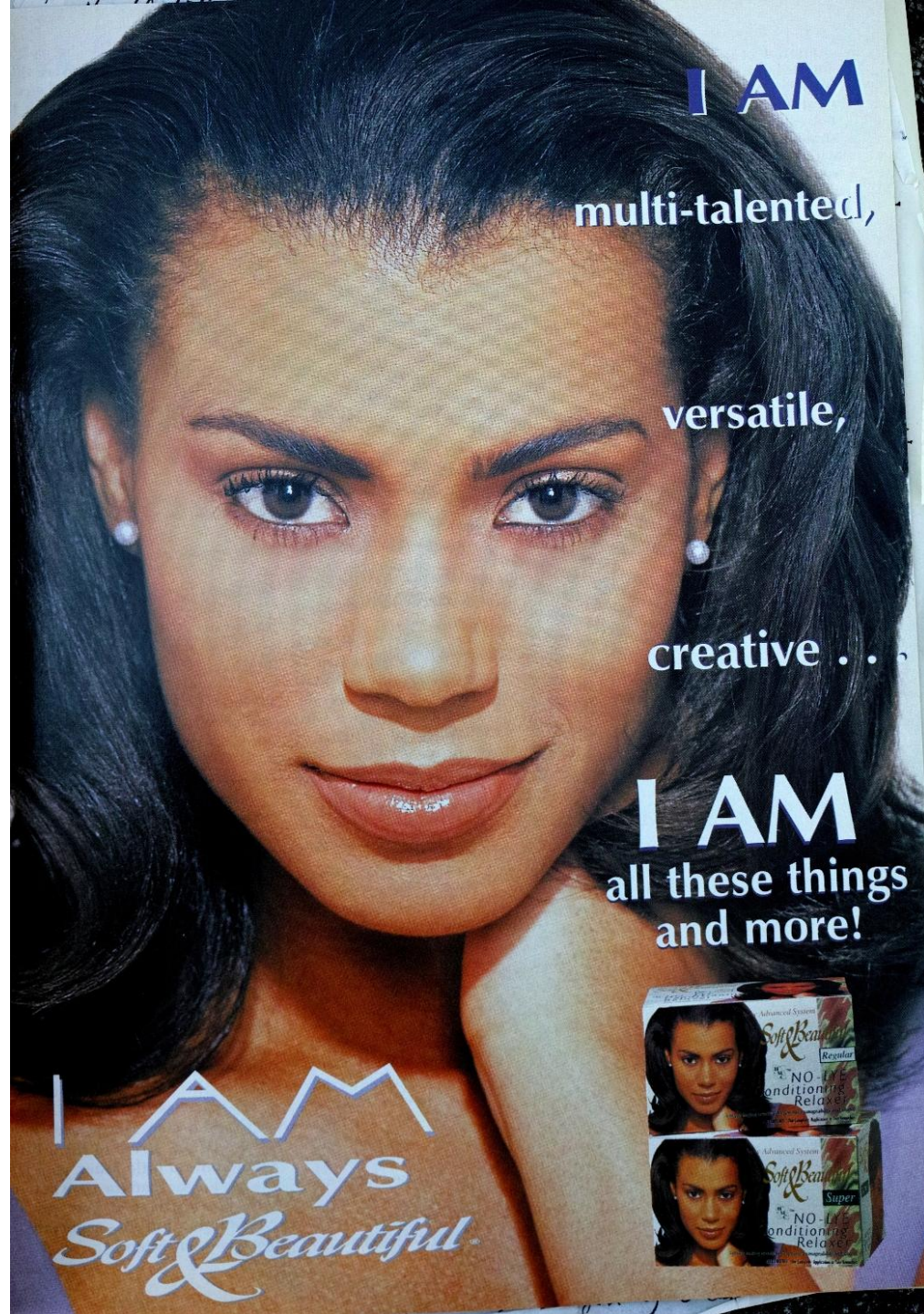
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Ethnic hair  
care:  
dominant  
white  
aesthetics



**I AM**  
multi-talented,  
  
versatile,  
  
creative . . .

**I AM**  
all these things  
and more!

**I AM**  
Always  
*Soft & Beautiful*



# Get Straight

If you want it straight, let me give it to you straight. It's all about the look. When I walk into a room, my look speaks for itself. The nails, the shoes and hair that says Dark & Lovely. So if my hair's straight, I'm straight. That's why I use Dark & Lovely No-Lye Relaxer with Ultra-deep Conditioning to get the hairstyle I want. So get it straight with Dark & Lovely.



**Dark & Lovely.**  
**Straight Out Of The Box.**

Hair: Dark & Lovely Plus Relaxer & Hair Care Therapy  
Make-Up: Dark & Lovely Cosmetics  
Lips: Aubergine  
Nails: Blackberry



GRANDMA ALWAYS WORE A GREAT HAT.

PROBABLY BECAUSE SHE DIDN'T HAVE

FRIZZ FREE.

INTRODUCING  
NEW FRIZZ FREE

NOW NO ONE HAS  
TO HAVE  
DULL, DRY, FRIZZY HAIR.

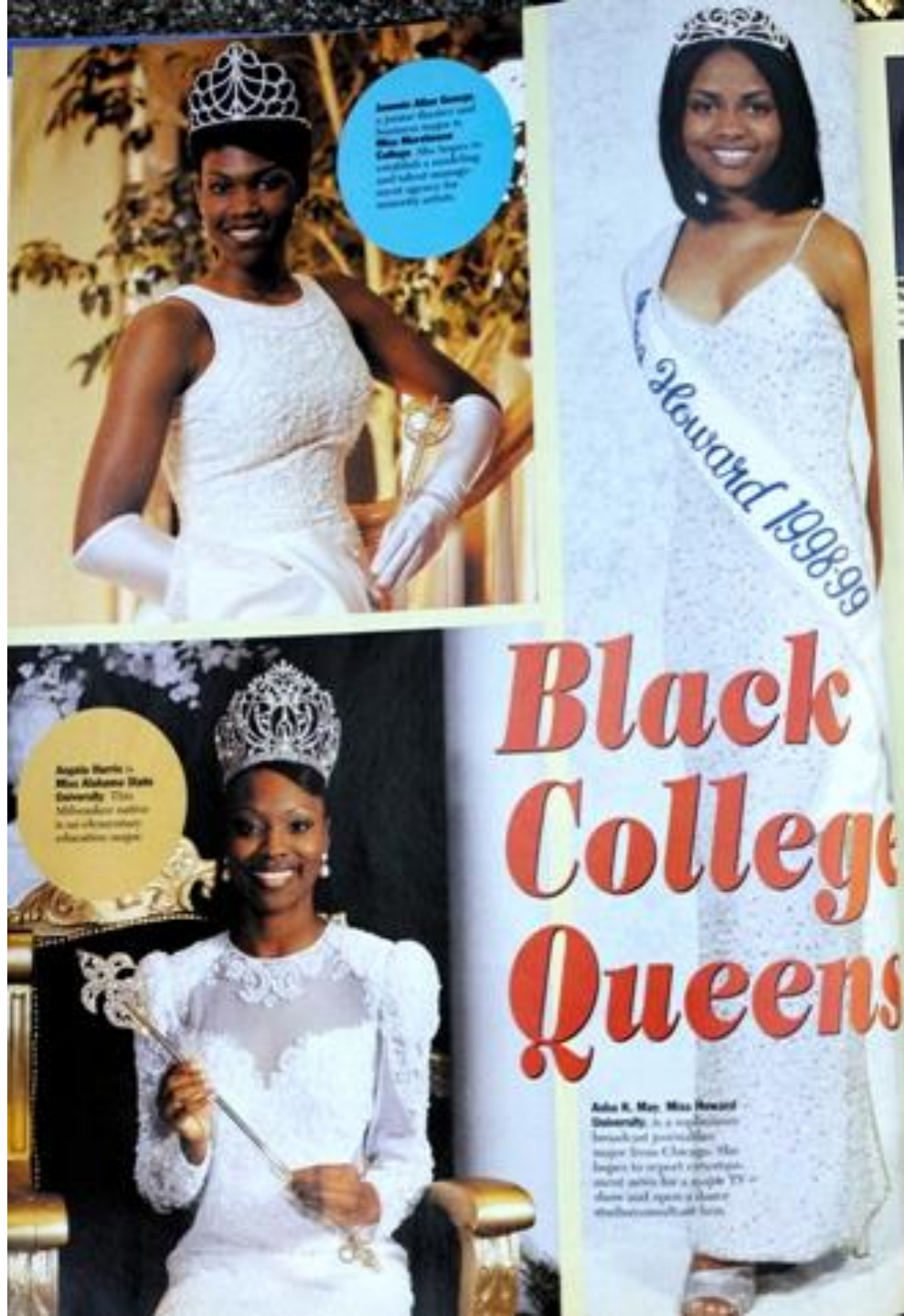
Finally there's a new product that helps make dull, dry, frizzy hair a thing of the past. New Frizz Free from Soft Sheen helps make hair smooth, silky and shiny all the time. And it's made especially for women with relaxed hair. Frizz Free moisturizes, conditions and works with your curling iron and blow-dryer to help keep your hair smooth, silky and adds a great shine.



FRIZZ FREE. A new solution to an old problem.

S O F T S H E E N®

Dreams of  
success:  
everyone a  
crowned  
queen, at  
least for a  
day?







Miss Alabama A&M University is **Teneke A. Jackson**, a computer science major and Dean's List scholar.



Joycelyn Kristina Hagan, an education major and Miss Albany State University, hopes to become a principal.



Paula Leanne Coates (above), a member of the National Dean's List, is Miss Meharry Medical College. She is a third-year student in the school of dentistry, and she plans to attend a postdoctoral program in pediatric dentistry.

Jennifer Renee Page is Miss Alcorn State University and belongs to the National Council of Negro Women and student government.



Miss Allen University is **Kaiser Debbie Johnson**, a social science/pre-law major and a native of Monrovia, Liberia.



Lynette Shirelle Luckert, Miss Bloomsburg University, is a sophomore biology major from Philadelphia. She enjoys writing poetry and singing.



Angela M. Corniel is Miss Barber-Scotia College. She is a student government association member and is yearbook editor.



LaTasha Henry, Miss Benedict College, plans to create an after-school science program for children in rural areas.



Miss Bennett College, Willacie W. Chelston, is a senior political science major from Indianapolis. She maintains a 3.94 GPA.



Miss Bethune-Cookman College, Natasha Trancee Curry, plays several musical instruments, including the flute and bassoon.

**I**t all begins with dedication and a dream. As we approach the new millennium, we look toward young Sisters like these 93 Black college queens to lead us into fresh milestones in education, the arts, medicine, business and law. The young women on this year's list are made of the right stuff. They have excelled in academics, student clubs and volunteer activities to earn a place among their school's best. That same commitment will carry them to the top of their professions.

Listed alphabetically, the 1999 list includes queens from historically Black colleges and universities and a growing number of Black queens from predominantly White schools. They aspire to missions that will push Blacks to even loftier achievements. Many envision themselves counseling at-risk children. Some seek to become doctors and lawyers. Others hope to reach new heights in leadership of corporate America. But all of them plan to use their talents for the betterment of their communities and our world.

Just because the fashion designer Byron Lars is branching out into handbags, purses and hats doesn't mean he's lost his flair for the basics, as proven by these soft-as-butter leather pants. Stunning all by themselves, you'll be happy to know they also work well with a wide range of tops. Accessories by Misha McGlowin. Hair by African Pride.



**AFRICAN  
PRIDE**

"Proud To Be The Original"

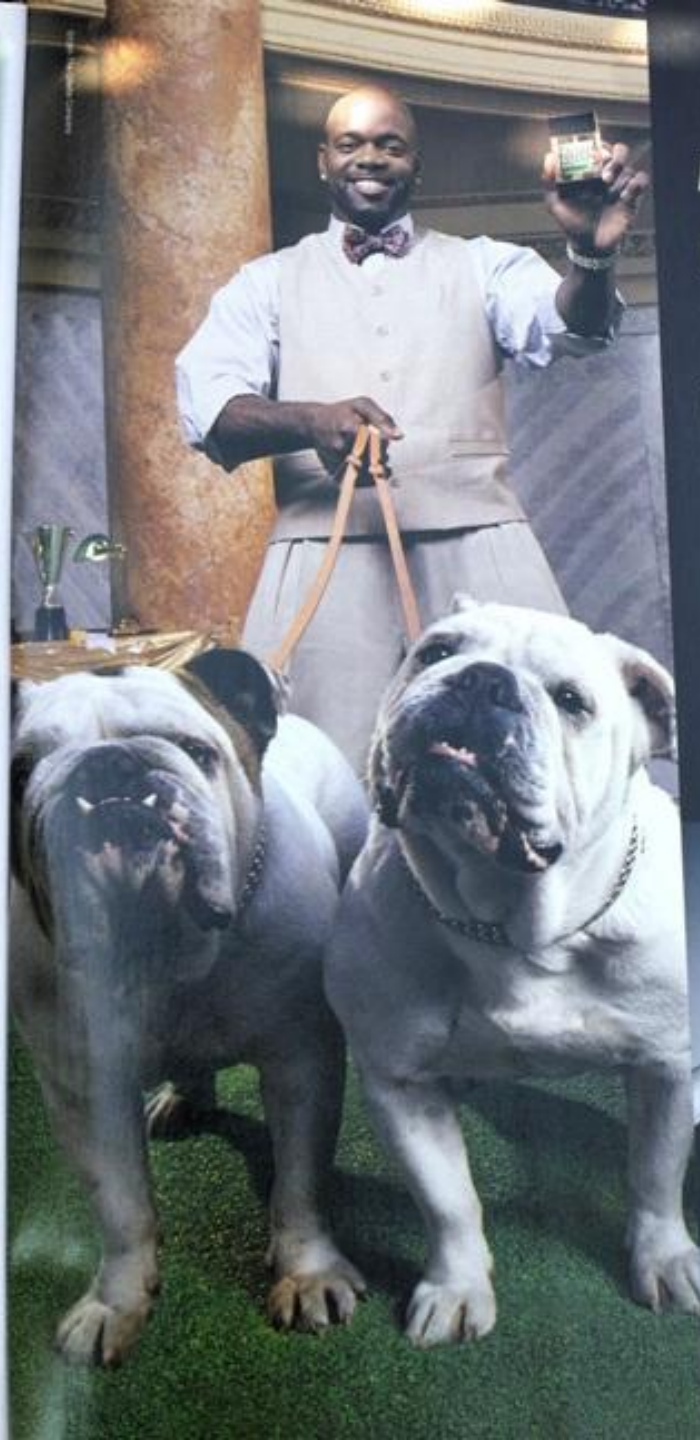
Want hair that looks this good?  
Get it with New African Pride Miracle  
Deep Conditioning No-Lye Relaxer System.  
It conditions deeper to leave  
your hair softer, shinier and sexier.  
And who doesn't want that?



\$1.00 for postage and handling to: African Pride  
BR, P.O. Box 37557, Jacksonville, FL 32236.  
or delivery. Offer good while supplies last.

at: <http://www.African-Pride.com>





**"ONE MUST  
ALWAYS KEEP A  
FIRM LEASH ON  
ODOR AND  
PERSPIRATION."**

*-Emmitt Smith*

To make sure odor and perspiration  
obey, the choice is clear.

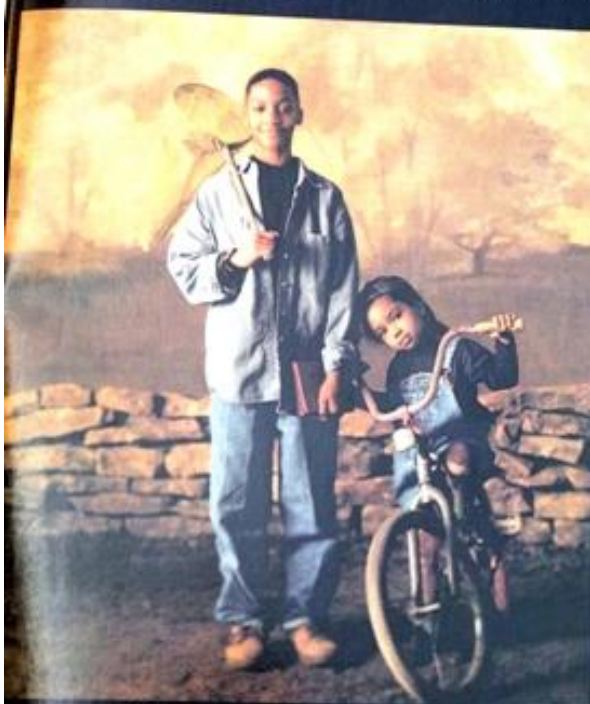
Right Guard Clear Gel or Clear Stick.  
Powerful, long-lasting anti-perspirant and  
deodorant protection that glides on clear.  
No streaks, no flaky white residue. It's  
tough defense against odor and wetness.



Right Guard® Clear Stick or Clear Gel.

**ANYTHING LESS  
WOULD BE UNCIVILIZED.**

THEY DON'T WORK  
THEY DON'T EVEN GO TO COLLEGE  
BUT THEY ARE THE COMMUNITY'S MOST VALUABLE ASSET.



NOTHING IS MORE IMPORTANT  
TO MILLER BREWING COMPANY  
than the community we serve.

Especially the people of the community.  
The young man, who, while messing around  
with tadpoles and butterflies, also dreams  
of a college education.

The young lady eager to know about the  
history of her people, her heritage.

The aspiring athletes, eager for inspiration  
and information, and insights about the  
heroes who have gone before them.

And, finally, the not-so-young. They have  
dreams for their children. And their children's children. They want  
the young to know and benefit from the battles fought and the  
struggles they've endured.

All are part of Miller Brewing Company's ongoing commitment to  
inform, nurture and support the community. And we do this because we  
see them - friends, strangers, neighbors - as a most valuable asset.  
Enriching the community, and the lives of others, with  
their very presence, achievement and success.

Even if it's the simple pleasure of catching butterflies.





# Short Hair?

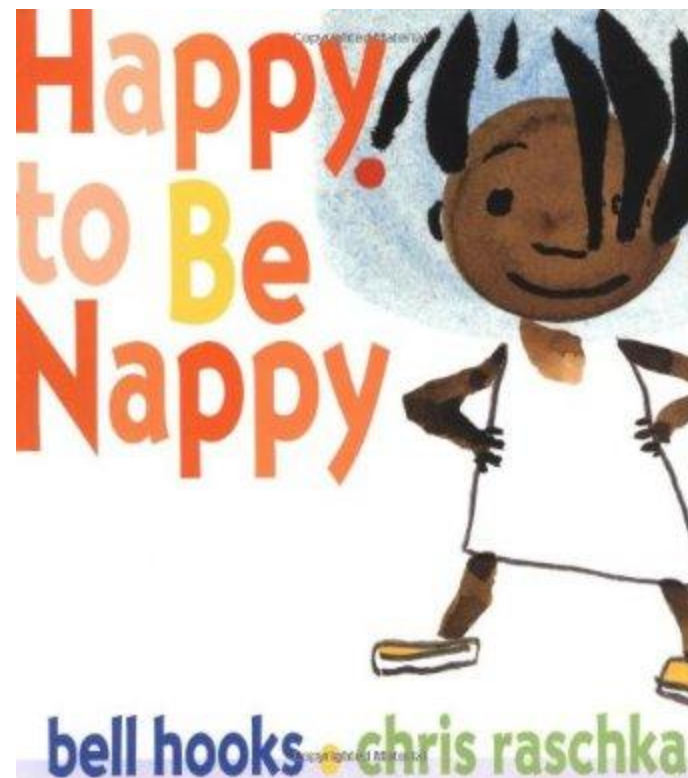
The  
answer is

**Duke**  
Hair  
Pomade



**DUKE HAIR POMADE** enters the 90s with an incredible formula that works without a chemical treatment! Used after Duke Detangle Shampoo and Comb-Out Conditioner, Pomade softens coarse, resistant hair, leaving it shiny and well groomed. The results are bold, natural looking waves without a greasy build-up.

Afroamerican critic and theoritian  
bell hooks publishes her first  
children's book, supporting  
Afroamerican identity formation





# History of Black Hair Care

Ca.1845 hot comb invented in France

1910 Madam C.J. Walker first black self-made millionaire in Guinness Book of Records

1948 Mexican chemist Jose Calva discovers how to straighten kinky hair (process taken from treating sheep's wool)

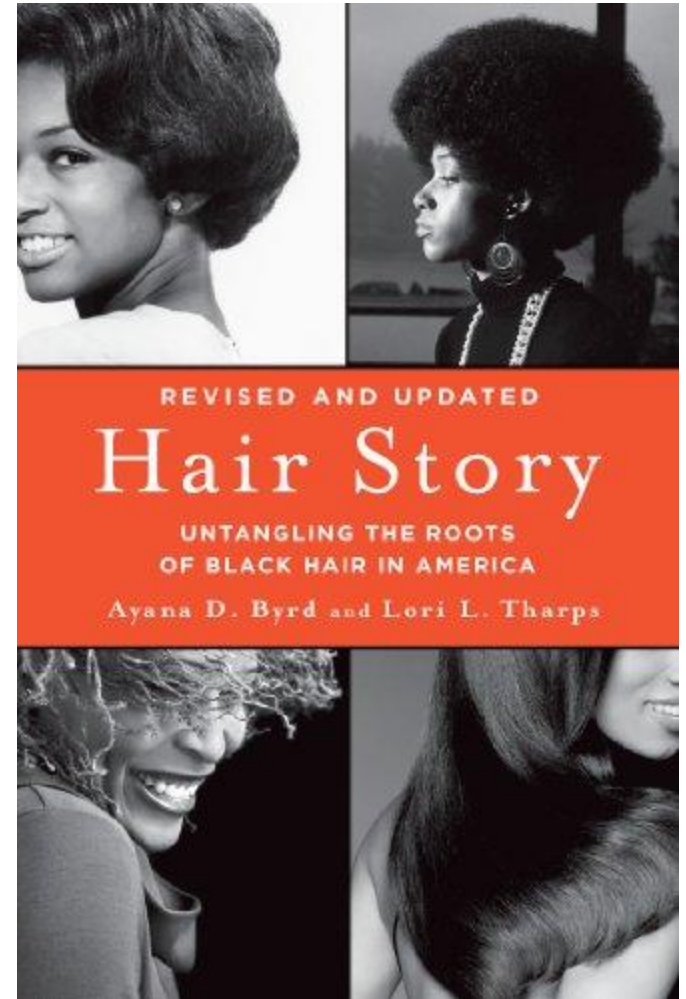
1969 FBI disseminates Angela Davis' image to the masses: afroed and dangerous

1984 Jackson's hair catches fire during the shooting of a Pepsi commercial

Nov. 1998 Madam C.J.Walker commemorative stamp issued by U.S. postal service

Nov. 1998 White teacher in Brooklyn threatened for reading *Nappy Hair* to third grade students

....



# Frantz Fanon

„The black man wants to be white. The white man slaves to reach a human level.“

Still partly true today??