

9. Picture of old-time colored cook objectionable. Illiterate class.
10. Because picture of colored cook is objectionable.
11. Picture of Aunt Jemima would always be a detriment.
12. Colored picture arouses antagonism.

D. Skilled labor—females:

1. I made my opinion about slave advertisements a long time ago and the picture of Aunt Jemima would make me pass it by.
2. I don't like idea of playing upon subject of slavery.
3. Picture so "old-time" and dressed for slavery—does not attract me.
4. Dislike slave pictures in advertisements referring to white people.
5. I dislike pictures which refer to the slavery of Negroes.
6. Dislike "black mammy" type of picture of Aunt Jemima.
7. Don't like colored characters in advertisements. Always shown as menials.
8. Don't like Aunt Jemima in head rag.

E. Business—males:

1. I have a prejudice against the picture of Aunt Jemima.
2. Upon seeing crude picture of Aunt Jemima I would not look again to see what she is advertising.
3. Having seen the slave reference I would not be interested in the flour.
4. I am prejudiced intensely against any picture of former slave mammy.
5. Don't like way colored woman is dressed.
6. Wouldn't read it. Hate it.
7. Don't like picture of Aunt Jemima. This type of picture out of date.

F. Business—females:

1. Log cabin and picture of Negro slave woman turns me against the flour.
2. I am against the use of old-time Negro mammy.
3. After seeing the disgraceful advertisement and reference to slavery I would not be interested in it.
4. After seeing the picture of slave "mammy" I would not be interested.
5. I dislike the slavery idea of this illustration.
6. Picture of Negro "mammy" would keep me from reading advertisement.
7. Don't like illustration. Would not look at it twice.
8. Don't like exploitation of colored people. Whenever I see a picture such as this I am prejudiced against product.
9. Don't care for colored picture at all.
10. Don't care for illustration—old-time cook.

G. Professional—males:

1. I would not be interested in it, as it seems to illustrate slavery.
2. I am not accustomed to noticing pictures of this sort.
3. I do not care for the picture of Negro woman dressed as this one is.
4. I positively *hate* this illustration.
5. The log cabin and colored woman cause me to lose interest in the brand of pancake flour.
6. I don't like ignorant type shown in illustration.
7. Attempt is made to exploit lowest type colored character.
8. Would not look at advertisement when I saw colored picture.

H. Professional—females:

1. I am deeply prejudiced against this type of advertisement.
2. I hate the picture of Aunt Jemima, the log cabin, and the idea that all colored women are cooks.

3. Aunt Jemima's picture makes me disregard it.
4. I have always disliked this advertisement.
5. I would not care to read advertisement after seeing illustration.
6. The "mammy" picture prejudices me against this.
7. Not interested in ignorant colored cook.
8. Don't like colored woman—head rag and bandanna.
9. Attracts attention, but arouses antagonism. Don't like head rag.
10. Objectionable colored picture. Woman with head rag and bandanna.

Types of Negro Character Illustrations Most Pleasing and Most Displeasing to Negroes

Because of the significant influence in advertising copy of elements having to do with the Negro race—in particular, the Negro character illustration—either toward developing a favorable reaction to the brand of product advertised, or toward building up a barrier of hostility to it, it was believed worth while to find out, on the one hand, the types of Negro character illustrations most pleasing to Negroes and, on the other hand, the types most displeasing to them. In an effort to do this, fifteen advertisements were selected containing illustrations of about every type of Negro character used in advertising copy today. The same groups of housewives and family heads used in the preceding tests were then asked to pick from this collection those advertisements in which the Negro character illustration pleased them very much and those in which the Negro character was exceedingly displeasing.

Three advertisements used by the Cream of Wheat Company in 1914 were among the fifteen selected for this study. The illustrations of these advertisements



"GIDDAP, UNCLE!"

Painted by Edu. V. Brewer for Cream of Wheat Co.

Copyright 1914 by Cream of Wheat Co.

Figure 20.—Cream of Wheat Advertisement in Which the Negro Character Illustration Proved to Be Exceedingly Displeasing to a Majority of the Negroes of All Occupation Classes Interviewed. (Published through the Courtesy of the Cream of Wheat Corporation.)

proved to be highly displeasing to more of the 240 individuals interviewed than any of the others. One of them is reproduced on page 247. An understanding of what there is about this illustration which gained the ill will of so many Negroes can best be obtained by reading the selected criticisms which follow:

1. White boy is driving colored man.
2. Don't like idea of white boy driving old Negro.
3. Degrades Negroes in appearance and dress.
4. Pictures wrong side of Negro.
5. White boy driving Negro and calling him "Uncle."
6. Don't like colored man pulling white child.
7. Makes colored people look foolish.
8. White boy using colored man for horse.
9. White boy driving colored man—Negro servant.
10. Don't like colored man being horse for white boy.
11. Not true to life.
12. Dislike idea of white boy making fool out of Negro.
13. Boy should not be striking Negro.
14. Makes light of Negro. General appearance disgusts me.
15. Dislike white boy striking Negro man.
16. This is burlesquing the Negro.
17. Dislike making monkey of colored folks.
18. Dislike white boy having Negro hitched up as servant.
19. Dislike "take-off" of Negro.
20. Makes fun of the Negro.
21. Takes off Negro and does not represent usual type.
22. Ignorance is exaggerated.
23. Don't like idea of colored man making fool of himself over white child.
24. Dislike advertising to public at expense of Negro.
25. Picture exaggerated.
26. Portrays old "Uncle Tom" type of Negro.
27. Portrays obsolete and objectionable type.
28. Portrays colored people burlesqued.
29. Disgusting. Shows old-time Negro instead of modern.
30. This is true, but should not be pictured publicly.

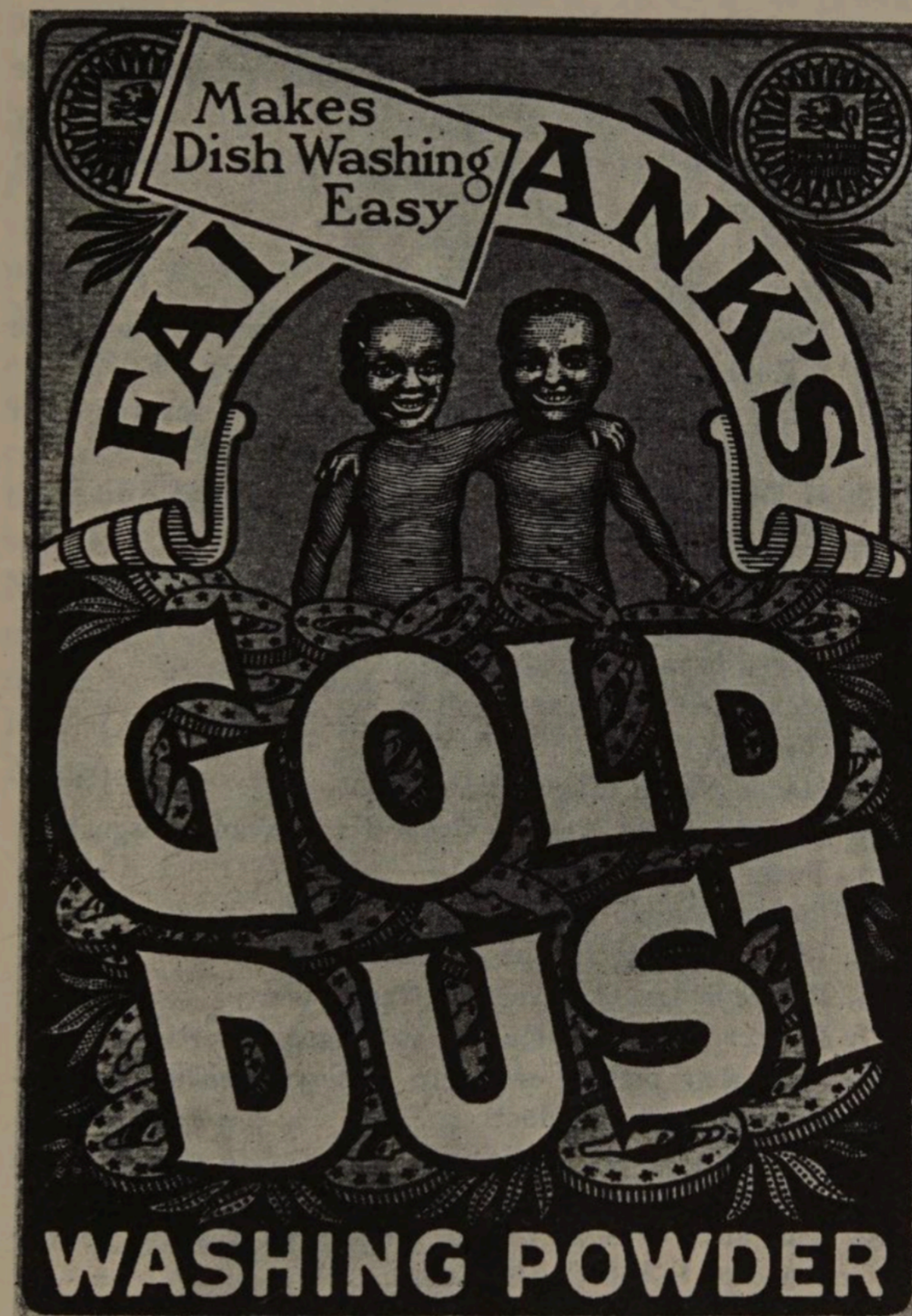


Figure 21.—Gold Dust Advertisement in Which the Negro Character Illustration Proved to Be Exceedingly Displeasing to a Majority of the Negroes of All Occupation Classes Interviewed.

The illustration of the Gold Dust Twins reproduced on page 249 is another type of illustration meeting the disapproval of many Negroes. Their reaction to the utilization of this type of character in advertising copy can likewise be better appreciated after reading the following criticisms of it:

1. Dislike appearance of twins.
2. Do not see why they used colored boys to advertise Gold Dust.
3. Can't see any connection between black twins and Gold Dust.
4. Don't like advertisement with naked colored twins.
5. White twins need washing as much as black.
6. Not representative of Negro race.
7. Gold Dust twins are disgusting.
8. Negro boys pictured wrong.
9. Makes fun of colored people.
10. Not true to life.
11. Makes Negro look ridiculous.
12. Makes light of Negro. General appearance disgusting.
13. Twins too ungainly.
14. Pictures Negro in most ignorant state.
15. Dislike making fun of Negroes.
16. Portrays ignorant side of Negro life.
17. Do not like comic element in Negro advertisements.
18. Degrading picture of Negro employed, having no connection with product.
19. Not true picture of Negroes and used to get attention of whites.
20. This advertisement has no relation to washing powder except to belittle the Negro.
21. Carries idea Negro is natural-born fool.
22. I dislike a caricature of Negroes.
23. Why do whites pick out worst type of Negroes to use in illustrations?
24. Reminds of unpleasant facts of Negro race.

25. Dislike because places Negro in disrepute on general principles.

Two advertisements are reproduced on pages 252-53 which contain illustrations of Negro characters pleasing to a large majority of the individuals interviewed. One of these advertisements concerns the products of the Madame Walker Company, a large Negro manufacturing enterprise, and was clipped from a Negro magazine. The other is for a bleaching cream and was found in a Negro weekly newspaper. The comment made by the majority who found the illustrations of these two advertisements particularly pleasing was that here were illustrations which pictured the Negro as he really is, not caricatured, degraded, or made fun of; that here the Negro was dignified and made to look as he is striving to look, and not as he looked in ante-bellum days; that here was the new Negro.



Madam C. J. Walker's
Superfine
Face Powder
Clinging-Invisible

White
Rose-flesh
Brown
Egyptian Brown
(THE NEW SHADE)

**Your Complexion
Demands
The Best Face Powder**

The delicate skin pores should be cared for by using only powders free from injurious ingredients. Mme. C. J. Walker's Face Powder is made of the best materials money can buy. Ground to a velvety smoothness, sifted and forced thru closely woven silk and perfumed delightfully. Try a box and learn the joy of complexion beauty. Made by THE MME. C. J. WALKER MFG. CO., INC. Indianapolis, Ind. Found at good drugstores and Walker Agents Everywhere

In 4 Shades
at 50¢ the Box

Figure 22.—Advertisement of a Product of the Madame C. J. Walker Company in Which the Negro Character Illustration Proved to Be Particularly Pleasing to a Majority of the Negroes of All Occupation Classes Interviewed.

Three MINUTES A DAY

*with this beauty aid
works miracles to any complexion*

Alluring Beauty
can be yours by using Dr. Fred Palmer's Skin Whitener Preparations just "three minutes" a day. This complete and easy-to-use home beauty treatment is a quick and sure way to remove ugly blackheads, pimples and blotches and to bring out all of your fascinating loveliness, by reviving that dull, lifeless, sallow skin and giving it a smooth, light and captivating appearance.

Dr. Fred Palmer's Skin Whitener Ointment clears and lightens the darkest skin giving it a feminine exquisiteness that gets more charming every day. The dainty Skin Whitener Soap cleanses the skin, smooths away the roughness and gets rid of that "shiny" appearance. The Face Powder in addition to keeping the skin soft, smooth and velvety also clings to the skin and lasts so long that constant powdering is unnecessary one application frequently lasting all day. . . and the famous Hair Dresser is a toilet necessity that no woman now-a-days can very well be without. It keeps your hair soft and glossy and in place hours and hours after one application.



Any of the above Dr. Fred Palmer's Skin Whitener Preparations can be purchased at any drug store for 25c each, or sent postpaid upon receipt of price—four for \$1.00. A generous trial sample of the Skin Whitener Soap and Face Powder sent for 4c in stamps.

DR. FRED PALMER'S LABORATORIES
Dep. 9 ATLANTA, GEORGIA



**DR. FRED PALMER'S
SKIN
WHITENER
Preparations**

"keeps your complexion youthful"

Figure 23.—Advertisement of a Product of Dr. Fred Palmer's Laboratories in Which the Negro Character Illustration Proved to Be Particularly Pleasing to a Majority of the Negroes of All Occupation Classes Interviewed.