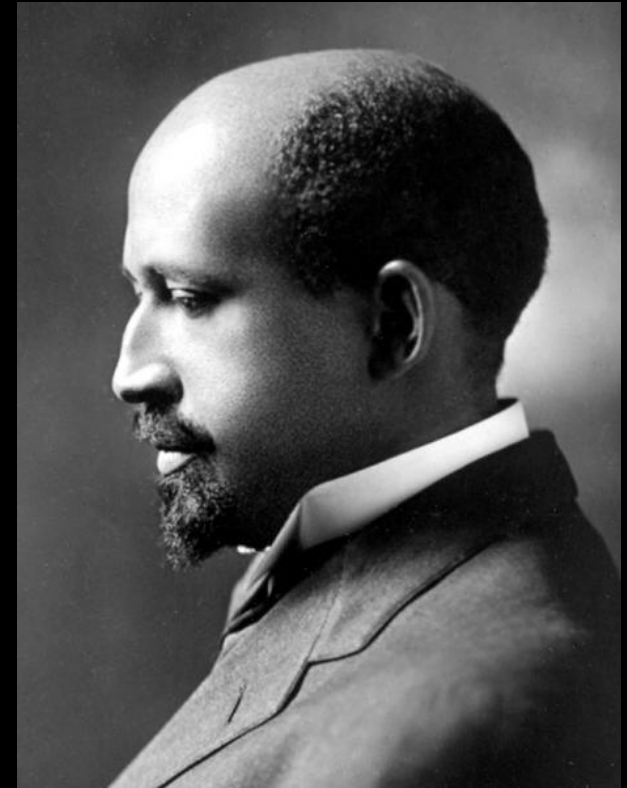


Identity Continued



W.E. Dubois

- In 1900, W.E.B Du Bois gave a speech entitled *To The Nations of Our World*. In it, he remarked, "The problem of the twentieth century is the problem of the color line...which show themselves chiefly in the color of the skin and the texture of the hair - will hereafter be made the basis of denying to over half the world the right of sharing to utmost ability the opportunities and privileges of modern civilization."
- Du Bois predicted that the shade of someone's skin and the texture of their hair would continue to create or deny opportunities for jobs, housing, and safety. Over 200 years later, people with afro-textured hair still face appearance-based discrimination.



Straight Hair

- After the Emancipation Proclamation was declared, slaves were free as of Jan. 1, 1863. Still, Sherrow's *Encyclopedia of Hair* notes that, **post-slavery, blacks used a mixture of lye, potato, and egg to straighten hair. This often lead to severe burning**
- The G.A. Morgan Hair Refining Company debuts a hair relaxing product called G.A Morgan's Hair Refiner which was comprised of **alkaline chemicals** that straightened hair.
- In the 1960's straight hair becomes overwhelmingly popular in movies and popular culture. Black Americans manipulated their hair at great lengths to keep up with pressure and trends.

THE NEW IDEA
"Pressing and training the hair while you sleep"
G. A. MORGAN'S HAIR REFINER
Before After

Positively **STRAIGHTENS HAIR** in 15 Minutes
G. A. MORGAN'S SPECIAL HEAVY HAIR PRESSING COMB

"THE BEST THERE IS—CHEAPER THAN THE CHEAPEST."
G. A. MORGAN'S HAIR PRODUCTS
"THE ONLY COMPLETE LINE OF HAIR PREPARATIONS IN THE WORLD"

HAIR REFINER CREAM—Positively straightens hair in 15... minutes	\$1.00
HAIR REFINER SHAMPD SOAP—Necessary for treatment with Hair Refiner Cream, and a beautiful shampoo.....	.25
ITALIAN HAIR OIL—Beautifies the hair and disappears.....	.25
HAIR GROWER—Promotes an excellent growth of good looking hair50
HAIR PRESSING GLOSS—Makes hair soft, straight and glossy.....	.50
DANDRUFF AND TETTER OINTMENT—Relieves worst cases of Dandruff and Tetter	1.00
HAIR PRESSING NIGHT CAP—Presses and trains the hair while you sleep	1.50
BLACK HAIR STAIN—Gives the hair a beautiful, glossy jet black appearance50
HAIR LAY FINE POMADE—Makes unruly hair lay where you want it25
BLEACHEN—Your only chance to obtain a smooth light complexion50
SPECIAL HEAVY HAIR PRESSING COMB—With long hardwood handle, and heavy heat retaining back.....	3.50

Write for particulars to
THE G. A. MORGAN HAIR REFINING COMPANY
6204 HARLEM AVENUE, N. E. CLEVELAND, OHIO
Ask Your Druggist for it. Prompt attention given Mail Orders.

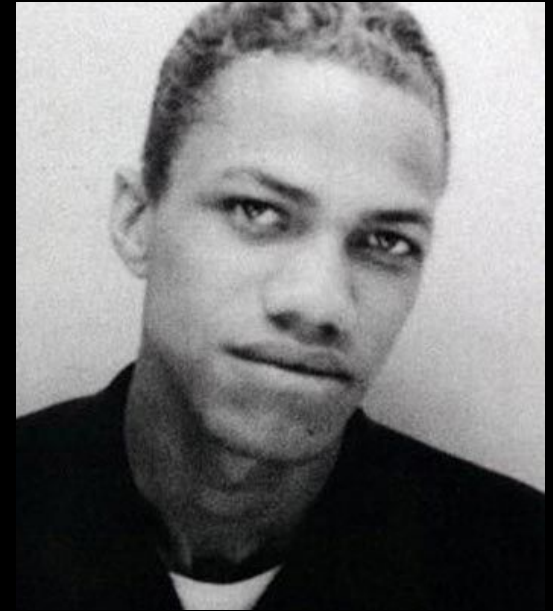
Removing the Kink

- Johnson Products Company invents Ultrawave For Men, a hair straightening treatment for men. **The straightening treatment allowed men to achieve the conk, a popular hairstyle in the '50s that Malcolm X wore.**
- **The conk** was a hairstyle popular among African-American men from the 1920s to the 1960s. This hairstyle called for a man with **naturally "kinky" hair to have it chemically straightened using a relaxer called congolene, a homemade hair straightener gel made from the extremely corrosive chemical lye** which was often mixed with eggs and potatoes.



Malcom X

- In the *Autobiography of Malcolm X*, Malcolm X said about his conk hairstyle:
- "This was my first really big step toward self-degradation: when I endured all of that pain, literally burning my flesh to have it look like a white man's hair. I had joined that multitude of Negro men and women in America who are brainwashed into believing that the black people are "inferior" —and white people "superior" — that they will even violate and mutilate their God-created bodies to try to look "pretty" by white standards."



Kathleen Cleaver

- In 1968 activist Kathleen Cleaver speaks out about Black American hair and the flawed concept of beauty in America. **She would become a champion for anyone who wants to wear their hair natural.**
- She, had been exposed to many international experiences during her involvement with the Black Panthers.
- She became the Black Panther's National Communications Secretary and helping to organize the campaign to get party leader Huey P. Newton released from prison. She was also the first woman to be appointed to the Black Panther's Central Committee.
- She became an instructor at Yale University



Miss Cleaver, wife of imprisoned Black Panther leader Huey P. Newton, appears on ABC's "Nightly News" December 9, 1968. The Public Broadcasting Service.

Skin Bleaching

- Skin bleaching has occurred since ancient Egypt, Greece and Rome.
- During the late-19th century and early-20th century, skin lightening became popular with black women. Skin bleaching was seen as more than a beauty ritual — **it was a symbolic way to progress in a prejudiced society, where lighter-skinned black people encountered comparatively better treatment.**



Skin Bleaching

Advertisers exploited those prejudices in the beauty industry, promising women that they could “occupy more positions socially and commercially” marry better, “get along better” and be more beautiful with lighter skin. In this 1944 ad, lighter skin is equated with “lovelier” skin:

The actual products were seriously dangerous: Most contained the chemical hydroquinone which is also used to develop photographs. (The chemical has been banned in Australia, the EU, and Japan, but remains legal in the United States)

Doctors have raised warnings to inform the public that skin bleaching creams cause blood and skin cancer. They also lead to skin burns, other various forms of skin damage, and ochronosis.

Complexion beauty that won't wash off
... clear, bright, *Nadinola-light*

Weather ahead is always clear and bright when you've got the Nadinola complexion to match. Let Nadinola Bleaching Cream start you toward wonderful, smiling days ahead ... as it has for millions of women. Get a jar of Nadinola today and be on your way to a smoother, brighter, lighter appearance tomorrow.

What makes NADINOLA so potent? It's fast-working, pre-acting A-M ... the sensational medicated ingredient that so heartily helps overcome blackheads, blotches and surface blemishes. Soon your skin feels softer, looks lighter ... your complexion is clearer ... and its new loveliness won't wash off or rub off. Your Nadinola beauty lasts and lasts, just like the admiration it wins from those who see it.

Just a single jar of NADINOLA gives remarkable bleaching and clearing action. Choose either of two types according to whether your skin tends to be oily or dry. Both are guaranteed to satisfy you and improve your complexion ... or your money back. Got NADINOLA today ... for a clearer, brighter tomorrow. NADINOLA, Chattanooga 9, Tennessee.

NADINOLA
BLEACHING CREAM

FOR ONLY MEN. The original Nadinola is a specially formula. Brighter skin, lovelier skin at the same time. 75c to \$2.

FOR DRY SKIN. The original Nadinola is guaranteed with this creamy milk to soothe dryness. 75c to \$2.25.

