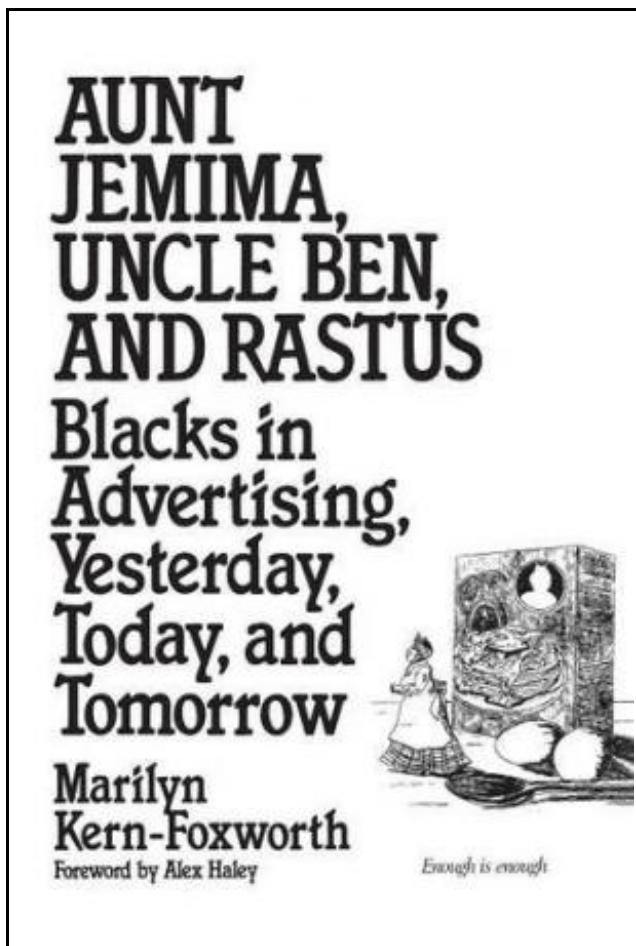


**Aunt Jemima, Uncle Ben, and Rastus Blacks in  
Advertising, Yesterday, Today, and Tomorrow  
Contributions in Afro-American and African Studies No**



Filesize: 9.42 MB

**Reviews**

*It is one of the most popular publication. It is actually written in easy words instead of confusing. You will like how the author create this book.*  
*(Art Gislason)*

## **AUNT JEMIMA, UNCLE BEN, AND RASTUS BLACKS IN ADVERTISING, YESTERDAY, TODAY, AND TOMORROW CONTRIBUTIONS IN AFRO-AMERICAN AND AFRICAN STUDIES NO**

**DOWNLOAD**



Praeger. Paperback. Book Condition: New. Paperback. 256 pages. Dimensions: 9.0in. x 5.9in. x 0.9in. This book provides a mirror to our past--a past that has been ignored or overshadowed for too long. From the foreword by Alex Haley Kern-Foxworth chronicles the stereotypical portrayals of Blacks in advertising from the turn of the century to the present. Beginning with slave advertisements, she discusses how slavery led naturally to the stereotypes found in early advertisements. From the end of the slave era to the culmination of the Civil Rights movement, advertising portrayed Blacks as Aunt Jemimas, Uncle Bens, and Rastuses, and the author explores the psychological impact of these portrayals. With the advent of the Civil Rights movement, organizations such as CORE and NAACP voiced their opposition and became active in the elimination of such advertising. In the final chapters, the volume examines the reactions of consumers to integrated advertising and the current role of Blacks in advertising. Its truly novel subject matter and its inclusion of vintage and contemporary advertisements featuring Blacks make this a valuable work. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



[\*\*Read Aunt Jemima, Uncle Ben, and Rastus Blacks in Advertising, Yesterday, Today, and Tomorrow Contributions in Afro-American and African Studies No Online\*\*](#)



[\*\*Download PDF Aunt Jemima, Uncle Ben, and Rastus Blacks in Advertising, Yesterday, Today, and Tomorrow Contributions in Afro-American and African Studies No\*\*](#)

## Other Books

---



### **Klara the Cow Who Knows How to Bow (Fun Rhyming Picture Book/Bedtime Story with Farm Animals about Friendships, Being Special and Loved. Ages 2-8) (Friendship Series Book 1)**

Createspace, United States, 2015. Paperback. Book Condition: New. Apoorva Dingar (illustrator). Large Print. 214 x 149 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Klara is a little different from the other...

[Read ePub »](#)

---



### **Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade**

Book Condition: Brand New. Book Condition: Brand New.

[Read ePub »](#)

---



### **Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade**

Book Condition: Brand New. Book Condition: Brand New.

[Read ePub »](#)

---



### **Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .**

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This historic book may have numerous typos and missing text. Purchasers can usually...

[Read ePub »](#)

---



### **Tales from Little Ness - Book One: Book 1**

Lulu.com, United Kingdom, 2015. Paperback. Book Condition: New. 210 x 148 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Two of a series of short Bedtime Stories for 3 to 5 year...

[Read ePub »](#)