

# BRANDING HUMANS

#1

## SELLING WHITE SUPREMACY TO AMERICA™



LOWELL D THOMPSON

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**BRANDING HUMANS:  
Selling White Supremacy to America**

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# **BRANDING HUMANS™**

**#1**

## **Selling White Supremacy to Americans**

by  
Lowell D. Thompson

# MY FIRST DRAFT

This is my first unedited, unproofed, unprocessed, unexpurgated version of “Branding Humans”.

No one has seen this full book before you.

It’s an experiment in “crowd-sourced”, person-to-person media. Meaning? I don’t have the resources of a big publisher, so I’m forced to rely on the kindness of strangers like you. If you see any mistakes, typos, non-sequitors, syntax sins, etc...email [lowellt@hotmail.com](mailto:lowellt@hotmail.com) before I publish the next edition. (My goal here is coherence and credibilty: 1. do you understand what I’m saying? 2. do I give sufficient rationales and references for you to believe me?) I’ll include you in my acknowledgement (unless you tell me not to). Which reminds me:

**Thanks**

**Arnie Bernstein**

**Jeff Goodby**

**Luke Kula**

**Brian Osborne**

**Igor Pismenski**

**Chris Remele**

**Cotton Stevenson**

for giving me feedback on the first 10 pages.

I take credit and blame for everything else.

**Published April 4, 2018**

**50th Anniversary of the murder of Martin Luther King, Jr.**

**Brand**

**Brand?**

**BRAND!**

**Once I said “brand” instead of “race”**

**I knew I had *my* answer.**

# LAND OF BRANDS.

If the United States of America has any claim to being “The Greatest, Bestest, Everest” (as our new president might claim) it’s as the Branding Capital of the world.

**Aamco, Amazon, Apple, Band-Aids, Coca Cola, Crisco, Disney, EverReady, FedEx, Ford, Google, IBM, iPad, Instagram, iPhone, Facebook, Kellogg’s, Lady Gaga, Marlboro, Madonna, McDonald’s, MGM, Microsoft, NetFlix, Nike, Oprah, Pepsi, Starbucks, Target, Tesla, Tide, Twitter, Tylenol, Uber, Under Armour, Walgreens, Zanex, Ziebardt**, and every brand in between. I could go on, and on, and...but you get the picture.

Yet, the biggest branding success of all is one you’ll never hear any American business man or politician boast about.

It’s the branding of human beings into separate, distinct, immutable “races” and then building the most powerful, profitable economy - ever - on their backs.

No matter how many more brands America produces and promotes, it is the branding of “whites” and “blacks” - and the “color-coding” of the human race (and so of human potential) that made it all possible.

That’s what this tiny treatise (my minim opus?) is all about.

# brand

## noun

1. a type of product manufactured by a particular company under a particular name. "a new brand of detergent"
2. an identifying mark burned on livestock or (especially formerly) criminals or slaves with a branding iron.

## verb

1. mark (an animal, formerly a criminal or slave) with a branding iron.
2. assign a brand name to. "branded goods at low prices"

## btw: Did I mention “brand”?

I know, I know, you’re already sick of it. But I’ve got to make sure you get my point. After all, depending on how you look at it, it’s taken me either 63 or 25 years to come up with it.. (Remind me to explain later).

But now I think I know how Einstein felt when  $E=Mc^2$  first popped into his scraggly head. Don’t laugh. I believe I can make the case that my ***Thompson Theory of Human Branding (TTHB)*** may someday be to social science what Al’s theory of relativity is to physics,

And replacing that one 4 - letter word, “r-a-c-e” with a 5 - letter one, “b-r-a-n-d” was the charm.

Why?

Because now I had a word that rang true - based on today’s knowledge of genetics, anthropology and history plus my 35 years as a melanated madman hyping world-famous brands like McDonald’s, Coke, United Airlines, Tide, Tasters Choice, etc.. Instead of the racist, sexist, elitist, selfserving musings of 17th and 18th century European pseudoscientists with way too much time on their hands, now I had a...er...“brand-new” way of seeing things., Scholars who study such things have known for at least 75 years that the whole idea the human species can be divided into “races” is,



to put it nicely, bs. In 1942 (5 years before I was born), in his most famous book, anthropologist Ashley Montagu wrote, ***Man's Most Dangerous Myth; The Fallacy of Race***. The fact that the publication of his book was only spurred by the recent rise of Hitler's Nazis in Germany and the dehumanization of Jews, not by the then over 300 yearlong racist dehumanization of "blacks" in America is another embarrassing example of..of.. American exceptionalism?

Amazingly, the only book I know of that shows the link between the two just came out last year. ***Hitler's American Model*** explains Adolph's admiration of how America used law to justify dehumanizing "blacks" in the USA - a self-touted "egalitarian democratic republic. Based on "America's model" Nazi lawyers then built a legal system that justified dehumanizing and exterminating Jews in Germany.

At the risk of seeming like the hammer that sees every problem as a nail - I think my **TTHB** goes further toward offering a "missing link" to solving many American problems than anything I know - and I've been looking for decades. It's sorta my social "Theory of Everything", pointing to answers to the American Dilemma everyone seems to think are separate...and insoluble. I contend it gives a new insight on our nation's extreme inequality, our injustice system, our treatment of women and gender, our insane gun laws - our rapidly devolving "democracy" itself.

But, that's your call.

Read the next 5 pages. If you don't find a...er... ummm  
"brand new" way to see America, you might as well toss the rest of  
*Branding Humans* in the garbage. (Well, in this case, since it's an  
ebook, drag it to the trash icon).

**If this book proves nothing else,  
it proves American racism  
is not human nature.**

**I show how the idea of white  
supremacy and race itself were  
branded into our brains -  
sold to us just like all other  
American products.**

**And once I 'got it', I knew branding  
was the key to many of our seemingly  
unsolvable problems. Don't believe me?  
Read on.**

## **I woulda written a shorter book...**

but...like Pascale, I ran out of time. Two weeks ago “Branding Humans” was a much bigger book. But then I switched from being the writer to being the editor. The writer in me had all kinds of interesting ideas, asides, pet peeves, commentaries and esoterica I really, really wanted to squeeze in...somewhere.

But now, as editor, I’ve massacred my precious mental offspring. Here’s what’s left:

# Contents

## **BRANDING BASICS**

A s'matter of facts I think you should know.

## **THOMPSON'S HUMAN BRANDING THEORY**

The gist of the book...in one page.

## **BRANDING HUMANS TIMELINE**

The American history lesson nobody got in school.

## **BY THE BOOK(S)**

Must-reads for the education of the...er...um...Caucasian.

## **EMMETT...STILL**

In my beginning....

## **BRAND NEW THINKING**

Seeing America through the lens of branding

## **I'M OUTTA TIME...**

But here's something to think about.....

# BRANDING

Unlike brand, the word “branding” has many definitions, variations and permutations. Its definition seems to depend on the particular website or book you consult. Why? Because it’s become a favorite buzz word for every advertising/marketing agency, self-help lifestyle consultant and all-purpose guru on the planet trying to lure clients. But none of those definitions relate to the sense I use the term in *Branding Humans*. So here’s mine:.

**“Branding is the art of naming, claiming, blaming and shaming.”**

The images and ideas attributed to different “races” (the idea of race itself) is not the result of “human nature” as we’ve been taught. They are the “product” of 350 years of social engineering and mass thought control. Although some things have changed as a result of the efforts of civil rights and social activists over the past 50 years, the legacy of over 300 years of “branding” are still largely intact. To make things “perfectly clear” I’ve created a “brand page” for each “race” as promoted by the Branders - the landowners in America.

## THE TOP U.S. RACE BRANDS.

Marketers believe our minds only have room for a few brands (Share of Mind) in any product category - Coke or Pepsi,

Apple or Microsoft. Branders in America divided humans into “black” or “white”. All other brands are gradations of these extremes.

And just as American brands are built on the incessant, repetition of brand messages, the racist ideas we live with today (whether we acknowledge them or not) were built upon 400 almost years of messages and practices reinforcing the original race brands. Since they were never acknowledged, let alone corrected, we still live with them.

Originally, my TTHB was just an adman’s unscientific hunch about how our country got itself into the ever-expanding...er...doo-doo it’s in. But a few folks who read my draft of the introduction took it seriously and demanded a more formal explanation.. The more I thought about it and challenged my original “hypothesis”, the more I think it stands the test of scrutiny. So here it is. (Of course, like all theories, I welcome others to challenge it, refine it, and even totally disprove it - although I doubt anyone can.



- Highest level of humanity
  - Highly Intelligent
  - Hard working
- Knowledgeable, Sophisticated
  - Rational, Logical
  - Highly Civilized
    - Moral
  - Courageous
- Handsome, Beautiful
- Democratic, Egalitarian
  - Innocent/law-abiding
    - Self reliant



- Sub-Human
  - Stupid
  - Lazy
- Ignorant, Unsophisticated
  - Irrational, Emotional
    - Uncivilized
    - Immoral
    - Cowardly
    - Ugly
- Authoritarian
- Thug/Criminal
  - Dependent



# THOMPSON'S THEORY OF HUMAN BRANDING

*The first Anglo-American land owners had to build an economy - and control a population - without Britain's system of church and king.*

*So, without a national religion or an allpowerful monarchy, they mastered "branding", which I define as "the art of naming, claiming, blaming and shaming"*

*Their first success was branding humans into "white" and "black" "races" - with themselves at the top of the "whites". The "blacks" were put at the bottom and branded sub-human beasts to justify their enslavement.*

*Africans became the labor base of the first American economy - generating the equivalent of hundreds of trillions of dollars of wealth for the new "Amerocrats". The poor indentured Europeans who'd been called "trash" and "waste" before, were now branded "white" to give them a sense of having a stake in the new American system.*

*Over the next 350 years, the techniques used to brand humans were perfected and applied to branding products and services. The racial/social system we live with today - with The Branders on top and the rest of US on the bottom, is the direct result.*

# Brander

## noun

1. A person who brands other people mentally to gain power and profit.

The person who brands, names and claims ownership of things people, ideas, etc., maintaining control over them.

You won't find this word in your Merriam-Websters - well, at least not with this definition. I had to invent it because I guess no one ever felt the need. But understanding "Brander" in the sense that I use and define it above is key to understanding ***Branding Humans***. Branders is the name I give the folks who invented, marketed and made unconscionable sums of money from the idea of "race" as we use it in the USA, even today. They led US to believe that "race" is real and is an innate biological difference between humans that determine physical appearance, intelligence, morality, and ability to be civilized. A "brand" is popularly understood to be a visual or written symbol that represents a product, person or group, According to racist/branders like Thomas Jefferson, Barack H. Obama could never be president. Hell, he could never be anything beyond a subhuman beast of burden. Because of his "race", Obama was inherently inferior. In his *Notes on the State of Virginia* he wrote: "I advance it....that the blacks...are inferior to whites in the endowments of both mind and body", (See more of my take on this on the **Branding Humans Timeline**).

# **The Branders vs the branded.**

The existential (I always wanted to use that word) question is: Will we, the branded, ever wake up and resist our branding? In the one nation on earth that at least theoretically has a system of government where that could happen without violence - the USA - the Branders are more powerful and seemingly invincible than ever.

Why? Have our American brains been so thoroughly conquered that we're just not capable of democracy (instead of our current duhmocracy, hypocrisy or dysmocracy?). And if it's too late for US, what does that say about the future of humans on the planet...or the universe? We're the canaries in the coal mine...and we're not looking very healthy.

## **11 LAWS OF BRANDING**

When I got my first job in advertising in 1968, I had no clue about what made ads work. Like most rookies, I thought being clever, funny or coming up with a rhyming jingle was all there was to it. But over the next few years, I learned that although creating effective advertising ain't exactly quantum physics or neuro-science, there are definite laws the top adfolks understand: I know, I know, most of this seems like common sense, but you'd be surprised how many people ignore them or think them irrelevant.

### **1. EMOTION BEATS REASON**

Humans think with their hearts, before their heads.

## **2. SIMPLE BEATS COMPLICATED**

**EASY BEATS HARD**

## **3. IMAGE BEATS SUBSTANCE**

Fantasy almost always trumps reality.

## **4. HAPPY LIES BEAT UNHAPPY TRUTH**

## **5. SEX SELLS**

## **6. FREE SELLS**

## **7. HUMANS LOVE TO BE ENTERTAINED**

## **8. ALWAYS APPEAL TO HUMAN SELFISHNESS**

## **9. REPEAT. REPEAT. AND THEN REPEAT AGAIN.**

## **10. MUSIC & RHYMES HELP RECALL**

## **11. HUMANS ARE GULLIBLE**

They instinctively believe other humans who seem nice.

## **FACTS OF BRANDING**

As long as there's a market for the brand, it will continue to be sold.

As long as the producer, distributor and retailer of the brand are

making profits on the brand, they will continue to make, distribute and retail it. In the case of white supremacy, although the original makers of the brand (or purpose of it) disappeared, there's still an audience willing to buy it. Media pimps like Rush Limbaugh, Glenn Beck, Sean Hannity, etc. know that they can make millions catering their racist rhetoric to lower-class “whites”. “Legacy Brands” like Ivory soapy, Aunt Jemima pancake mix, Palmolive soap, still have millions of customers in America. So does the idea of white supremacy. Most successful brands make promises they keep to their core customers. Here are a few basic facts of American life and branding I think you should know:

## **WORLD’S MOST VALUABLE BRANDS**

(According to CBS Interactive website Jan. 27, 2017)

1. Apple (\$184 billion)
2. Google (\$141.7 billion)
3. Microsoft (\$80 billion)
4. Coca-Cola (\$69.7 billion)
5. Amazon (\$64.8 billion)
6. Samsung (\$56.2 billion)
7. Toyota (\$50.3 billion)

8. Facebook (\$48.2 billion)

9. Mercedes-Benz (\$47.8 billion)

10. IBM (\$46.8 billion)

## **U.S ADVERTISING EXPENDITURE**

206.77 Billion, 2017 (according to Statistica)

## **U.S POLITICAL ADVERTISING**

According to Borrell Associates, political ad spending for the 2016 presidential election hit just under \$10 billion, even though Trump spent 35% less than Mitt Romney did in his 2008 run for the presidency.

## **WHITE/BLACK WEALTH IN USA**

According to a Forbes magazine article dated March 26, 2015, the median wealth of a white household was \$111,146 in 2011. The median white household's was 7,113. So that means that white household wealth was 16 times that of black households. Another survey reported by The Washington Post in September 2017 says that between 2013 and 2016, the white/black wealth gap was more like 10 times. That seems like an improvement. But once you're beyond twice as much, who's counting? What does it say about the promise

of equality in America when whites are worth 10, 12, 16 or whatever times blacks?

## **WHITE vs BLACK SKIN BRAND WORTH**

I googled “value of slave labor in America” just now and came across a few fairly recent articles about reparations. They seemed to be based on the same UN study that calculated \$14 trillion as being the tab - which one article then compared to the cost of Trump’s recent tax cuts.

But for my purpose here, I don’t want to use such a limited measure as slave labor to sum things up. A big portion of the brand value in the Most Valuable Brands chart is goodwill - the almost intangible quality of reputation and credibility that accumulates over years of a brand’s existence.

How would you measure the value of having been born with “white” skin in the United States of America vs being born with “black” skin?

I admit I don’t have the requisite higher math skills to even begin to calculate it..

# BRANDING HUMANS TIMELINE

## They don't teach this stuff in school..

Throughout human history, a miniscule minority has used many strategies, tactics and techniques to...er... umm...."lord it" over the rest of us.

My Branding Humans Timeline is my highly condensed and personal version of how I think things evolved. In the interest of time and length I had to cut it to the bone. (I hope to do a much more comprehensive treatment in a future project I call ***RaceStory: The True History of America*** soon).

First, just like "lower animals", human predators used pure physical force or the threat of it to get their way. Then they found out superstitions and fears could work as well. So they claimed exclusive access to the invisible gods who controlled nature and events. Thus religion was born. The idea of royalty or divinely inspired birth came next. The king and his royal court used their supposed exclusive access to God and knowledge of God's will to harness the labor and intelligence, of their subjects and built magnificent, elaborate temples to His glory (that they themselves, of course, lived in). The artists and architects of the realm created gigantic churches, frescos, sculptures, statuary, etc. and engaged in pompous rituals that impressed the rabble. This could be seen as the first big advertising, marketing and branding campaigns. (The fact that all this wealth was



only made possible by the king's appropriation and aggregation of the believers' intelligence and labor was never mentioned).

Bottom line? the first human branding was based on religion and royalty.

It took America, because of the relative scarcity/weakness of those age-old monuments and methods of manipulation, to create and perfect *secular* human branding. Here in the New World, the human predators (I've dubbed them "The Branders") had to justify their power and privilege in new ways. Which brings me, quite nicely, to ***My Branding Humans Timeline***.

### **AMERICAN RACISM: MADE IN GREAT BRITAIN**

I begin in the British Isles with the colonization of Ireland because it most directly relates to the techniques the British-Americans later used to brand Americans. Once here, the human branding target changed from the Irish to Africans - who came conveniently color-coded, You could say the Irish (and poor British) were the test market for the human branding campaign to be used on Native Americans and Africans. But I don't confine myself to white/black branding here. I've thrown in particularly notable examples of commercial branding to show keep things interesting.

Most of my "white" friends seem to believe that American racism and white supremacy are a problem because of racist, ignorant, lower-class, Southern whites. But I think I prove here how

much American white supremacy is purely the result of a long history of social/racial engineering by the Branders.

Here you'll see how laws, books, "scientific" theories, religion, all media, including music and movies, and almost every institution and organization of American society have always been used to promote the idea of whiteness, white supremacy and black inferiority. As with many things American, it all started in Great Britain:

**1155**

**BRITAIN CONQUERS IRELAND.  
BRANDING BEGINS.**

The British justified their conquest by using cartoons, articles, books, religion, etc. to dehumanize the Irish. Sound familiar? As I detect in almost all cases of human branding, a small group of elites plot to take another group or country's land, labor and/or resources to gain more power and profits for themselves.

**1440**

**GUTENBERG'S PRESS**

The first media maven. His invention increases the spread of information exponentially. We can blame fake news on him.

**1492**

**COLUMBUS "DISCOVERS" AMERICA**

His letters reveal his inhumanity as he plans to kill and enslave the people he called savages, partially because they treat Chris and his

army as fellow humans. Big mistake.

## **1600-NOW**

### **AMERICAN MEDIA BRANDS “BLACKS”.**

Starting with the first known advertising in the first American newspapers - slave sale notices, America's media has been a major force in promoting white supremacist status quo. Every new medium, magazines, motion pictures radio, television, and now, the internet, have been used reflectively to promote racial segregation and the idea of white supremacy. The New York Times, that supposed paragon of liberalism recently published a book, “Unseen” which shows photos that it never ran of AfrAmericans because (although they soft-pedal it) they challenged the racist status quo at the time.

## **1607**

### **1st SUCCESSFUL BRITISH COLONY, JAMESTOWN, VA.**

British-born indentured servants were treated a lot like slaves but retained rights as British citizens. Their early branding is based on their class, not “race”. The book ***White Trash*** shows in vivid detail how much the British attitude about their own poor informed their treatment of American indians and later, Africans.

## **1619**

### **1st AFRICANS SOLD IN JAMESTOWN, VA**

Books like *White Over Black*, *Before the Mayflower* and *The Origin of American Slavery* reveal the fact that before Africans were branded subhuman beasts, they were treated pretty much like the

British indentured servants. But because there weren't enough "white trash" from England or Native Americans the "Amerocrats" went to the already existing market in Africans run by the Spanish and Portuguese.

**1646**

**1st (KNOWN) RACE LAWS PASSED IN BRITISH AMERICA**

But by mid-century, British/American landowners needed a much larger and more predictable labor force in order to develop all the land that was being taken from the natives.

**1640s**

**"SCIENTIFIC" RACISM BEGINS**

The branding campaign to justify dehumanization always used the veil of "science" as a pretext. Beginning in the mid 17th century, suspiciously at the very time Europe was starting to invade other nations, European philosophes found rationales to justify it. Like today's right-wing think tanks, they provided the scholarly cover for crimes against humanity.

**1652**

**MASSACHUSETTS LAW REQUIRES AFRICANS AND NATIVE AMERICANS TO SERVE IN MILITARY.**

In this period, each colony was still trying to decide its racial culture, which shows us how arbitrary the idea of race is.

**1660**

**CONNECTICUT PROHIBITS AFRICANS FROM MILITARY**

Ditto above. Although 5000 AfAms will later fight in the Revolutionary War.

## **THE CURSE OF HAM**

Around this time, the landowners who thought of themselves as Christians began using God and the bible to justify their moneymakeing scheme of turning Africans into beasts. The old “God made me do it” works even better than “the Devil made me do it”.

**1664**

### **VIRGINIA SEPARATES SLAVES FROM INDENTURES**

For the first time, the colony’s laws decree that Africans can be enslaved for life and that their children become lifetime slaves if their mother is a slave. They also legalize more brutal treatment of AfrAmericans than of EurAmericans..

**1667**

### **ENGLAND PASSES FIRST SLAVE LAWS FOR AMERICA.**

Enslaved Africans are for the first time legally forbidden to leave a plantation without a pass or on a Sunday, forbidden to own weapons or horns or whistles. A master who kills a slave is fined 15 pounds.

**1670**

### **VIRGINIA ENSLAVES ALL ARRIVING NON-CHRISTIANS**

Until then law was not specific. The branding is beginning to gain total acceptance.

**1671**

**MARYLAND LAW ENSLAVES BLACK CHRISTIANS**

Until then, African Christians in Maryland were not automatically considered slaves.

**1672**

**ENGLAND'S KING CHARLES CHARTERS ROYAL AFRICAN  
COMPANY TO TRADE SLAVES IN AMERICA**

**1673**

**MASSACHUSETTS LAW FORBIDS "WHITES" FROM DOING  
BUSINESS WITH "BLACKS".**

**1676**

**BACON'S REBELLION**

Almost exactly 100 years before the American Revolution, Nathaniel Bacon was, in a way, a 17th century would-be Steve Bannon-Donald Trump. He tried to lead a rebellion against the British governor. But he wasn't picky - he recruited EurAm indentured servants and AfAm servants/slaves to fight. This is said to have given the Anglo-American overlords even more incentive to more brutally divide AfAms from EurAms legally, politically, socially and culturally.

**1711**

**BRITAIN'S QUEEN ANNE OVERRULES SLAVERY BAN**

When Pennsylvanians try to pass law prohibiting slavery, their British overlords overruled them.

**1721**

**SOUTH CAROLINA LIMITS THE VOTE TO FREE WHITE  
CHRISTIAN MEN.**

**1724**

**LOUISIANA CODE NOIR LAWS PASS IN NEW ORLEANS**

These laws regulate black slavery and banish Jews.

**1753-1754**

**DAVID HUME, ENLIGHTENED RACIST?**

*"I am apt to suspect the Negroes, and in general all the other species of men (for there are four or five different kinds) to be naturally inferior to the Whites. There never was a civilized nation of any other complexion than white, nor even any individual, eminent either in action or in speculation.....Such uniform and constant difference could not happen, in so many countires and ages, if nature had not made an original distinctions betwext these breeds of men. Not to menton our colonies, there are Negroe slaves dispersed all over Europe, of which none ever discovered any sumptom of ingenuity; tho' low people, without education, will start up amongst us, and distinguqiesh themsleve in evry profession. In Jamaican, indeed, they talk of one negros as a man of parts and bearning; but 'tis liekly he is admired for very slender accomplishments, like a parrot, who speaks a few words plainly "*

This footnote appeared in Humes' essay "Of National Characters" in the 1753-54 edition of his "Essays and Treatises on Several Subjects". It still can be found on many white supremacists

websites today. Like all propagandists, Hume was careful not to mention facts that didn't support his thesis: like the fact that the Chinese civilization of "yellow" people had been around over 2,000 years by 1753, the Egyptian civilization of "brown" and "black" people had preceded the "white" Greeks and the Romans. He can be forgiven some of his ignorance because many of the ancient civilizations of Africa we know today hadn't been discovered in Hume's time. But for so many white supremacists to still spewing his..er...uh...misinformation shows how branding works. Unless there's a strong and sustained campaign of "counter-branding" the original brand image remains. I'll call it "residual racism".

**1775**

**WASHINGTON ALLOWS AFRICANS TO FIGHT BRITISH**

He reverses his earlier policy. As throughout American history, racism takes a back seat when bullets start flying. But racism always returns when they stop.

**1776**

**JEFFERSON WRITES "ALL MEN ARE CREATED EQUAL"  
WHILE OWNING HUNDREDS OF SLAVES**

As he writes America's most famous slogan, he holds about 180 humans as slaves. His masterful pr document even tries to blame Britain for American slavery (possibly thinking of the aforementioned Queen Anne reversal of a slavery ban in Massachusetts). But



Franklin and others cut it out, knowing no one would swallow that line.

**1776**

**ADAM SMITH PUBLISHES “WEALTH OF NATIONS”**

It has been used by capitalists to justify all manner of unlimited, unrestricted, unconscionable greed that Smith himself never supported. Some brands become more valuable than the original product or service they represent. Think Amazon.

**1781**

**JEFFERSON WRITES BLACKS ARE NOT EQUAL.**

*“I advance it....that the blacks...are inferior to whites in the endowments of both mind and body”*, Thomas Jefferson writes this in his only book, *Notes on the State of Virginia* five years after writing “all men are created equal” in the Declaration of Independence. To give himself “wiggle room”, like the master propagandist he is, he writes it’s only his “suspicion”. Is it his clever way of saying he believes that “the blacks” are not men at all...not human? Check out the most rabid racist, white supremacists’ websites. They think that’s what he meant. But he was only mimicing the ideas of Enlightenment bright lights, Hume, Voltaire and Locke. At the same time, most historians now believe, he was fathering his own slaves - the children he had with his slave, Sally Hemings. .

**1787**

**U.S. CONSTITUTION UPHOLDS SLAVERY.**

### **MAKES AFAMS “3/5ths HUMANS”.**

(In the fine print). Although it never actually uses the word “slavery”, the Constitution not only assures slavery will continue, but counts slaves as three-fifths human for purposes of political power. Ironically, the same Southerners who branded AfAms non-humans actually wanted to count them as full humans in giving themselves political power. Northerners fought to not count them at all. 3/5ths humans was the compromise.

**1791**

### **BILL OF RIGHTS RATIFIED**

These amendments were not wanted by the most powerful land and slave owners but are insisted on by the merchants, ministers and “white” men who fought the Revolutionary War. Just imagine where would newspapers be without the 1st amendment. But then again, where would the NRA be without the 2nd?

**1820s - 1880s**

### **IRISH BEGIN BECOMING “WHITE” IN AMERICA.**

Although some colonists of Irish descent had been in America from the beginning, they immigrate in much greater numbers during The Great Famine starting in the 1820s. And even though they are still subjected to the class distinctions and prejudices of largely British American landowners, they are deemed “white”. Most Irish quickly buy into the “white brand” and become better racists than their English teachers, i.e., during the US Civil War, the Irish gangs of

New York riot, killing hundreds of AfrAmerican men, women and children.

### **1830s**

#### **ORIGINAL “JIM CROW” IS BORN**

Thomas Dartmouth, a EurAm actor becomes “Daddy Rice” and invents a blackface dancing and joking act where he plays a stupid, clumsy black slave he calls “Jim Crow”. Like many entertainers who still push the white supremacy/black inferiority brand to this day (many AfAm comedians) he makes a fortune. He was a big hit in the US and Great Britain.

### **1830**

#### **AMERICAN INDIAN REMOVAL ACT**

After over 200 years of branding American natives “savages”, American government passes laws to take-over of millions of acres of land and move native tribes west of the Mississippi river. The Seminoles, a tribe that had welcomed AfAm escaped slaves, fought valiantly but were finally subdued by overwhelming numbers and technology. Many resettled in Oklahoma.

## **THE TRAIL OF TEARS**

Andrew Jackson had built his brand as an indian fighter. Like current president Trump, he lived up to his racist, white supremacist image by forcing thousands of native men, women and children to evacuate their homelands. Historians estimate that at least 15,000 died. .

**1835 - 1840**

**“DEMOCRACY IN AMERICA”**

Alexis De Tocqueville, a French aristocrat, writes one of the first and still most respected books on the new American republic. He sees race as one of its most potentially insurmountable obstacles to its self-touted ideas of equality.

**1836-1844**

**THE GAG RULE**

This rule was no joke. It was created and enforced by Southern congressmen who wanted to avoid even the chance of making slavery an issue, not unlike what Mitch McConnell did by refusing to even bring up president Barack Obama's nominees to the vacant seat on the Supreme Court after Scalia died. They mandated that all petitions regarding slavery would be “tabled” without further discussion.

**1845**

**“MANIFEST DESTINY”**

John L. O' Sullivan coins the slogan that justifies further genocidal expansion of the “white” race at the expense of American Indians and Mexico. Another triumph of branding.

**1846**

**LOUIS AGASSIZ'S RACIST LETTER**

Louis Agassiz was a world-leading anthropologist at the time he wrote his mother in Switzerland from Harvard: *It was in Philadelphia*

*that I first found myself in prolonged contact with Negroes; all the domestics in my hotel were men of color. I can scarcely express to you the painful impression that I received, especially since the feeling that they inspired in me is contrary to all our ideas about the confraternity of the human type (genre) and the unique origin of our species. But truth before all. Nevertheless, I experienced pity at the sight of this degraded and degenerate race, and their lot inspired compassion in me in thinking that they were really men.*

*Nonetheless, it is impossible for me to repress the feeling that they are not of the same blood as us. In seeing their black faces with their thick lips and grimacing teeth, the wool on their head, their bent knees, their elongated hands, I could not take my eyes off their face in order to tell them to stay far away. And when they advanced that hideous hand towards my plate in order to serve me, I wished I were able to depart in order to eat a piece of bread elsewhere, rather than dine with such service. What unhappiness for the white race—to have tied their existence so closely with that of Negroes in certain countries! God preserve us from such a contact.*

## **1850s**

### **MINSTREL SHOWS BECOME AMERICA'S MOST POPULAR ENTERTAINMENT**

Historians say blackface minstrelsy was the first uniquely American form of popular entertainment. The fact that it was based on demeaning and mocking AfrAmericans is one of most telling supports of my “Branding Humans” claims. And it became the first

burgeoning of American music and today's multi-billion dollar, multi-national music industry. Abraham Lincoln was said to be a great fan.

**1844-1864**

### **STEPHEN FOSTER WRITES MINSTREL SONGS**

The great American songwriter, although a Northerner, born in Pennsylvania and dying in New York City, wrote many songs for blackface minstrel shows. But he wasn't the first, nor would he be the last "white" entertainer who made his fortune off of "black" exploitation.

**1852**

### **HARRIET BEECHER STOWE'S "UNCLE TOM'S CABIN"**

Lincoln supposedly called her "the little lady who started the war". She was a Northern abolitionist who understood better than most "bleeding heart" liberals how to use words to promote her values and ideas. Hillary Clinton could have used Harriet in her 2016 presidential election bid.

**1858**

### **DRED SCOTT DECISION**

Roger B. Taney, the Chief Justice of the Supreme Court writes, "blacks have no rights that a white man need respect".

**1859**

### **CHARLES DARWIN'S "ORIGIN OF SPECIES"**

Even though it did not examine humans, it is later used by racists and white supremacists to promote the pseudoscience of "race" and

racial hierarchy. “Darwinism” and Social Darwinism were their attempts to give scientific cover to their personal preferences, prejudices and phobias - similar to the unenlightened Enlightenmenters. The Branders never sleep.

**1861**

### **SOCIAL DARWINISM**

In a review of Darwin’s “On the Origin of Species....” Thomas Huxley coins the term “Darwinism”. Social Darwinism was not used until 1877 by Joseph Fisher. He and Herbert Spencer politicize Darwin’s biological studies and turn them into ways of justifying capitalism, racism and unrepentant individualism. Their work is quickly endorsed by America’s business and conservative politicians.

## **AMERICAN CIVIL WAR**

The American Civil War is not primarily about freeing AfAm slaves as much as it is a fight over economic and political power between old technology (slaveowners, land and AfrAmerican slaves) versus new (capitalists, machines and cheap EurAmerican labor)

**1863**

### **NEW YORK DRAFT RIOTS**

In what may be the deadliest riots in American history, Irish laborers kill over 100 “black” men, women and children and burn a “black” orphanage to protest being drafted to fight for the North in the US Civil War. Although they were most angry at the wealthy “white” New

Yorkers who could buy their way out of the draft and send their servants in their place, there's no record of the Irish gangs killing any wealthy "whites".

**1865**

**KU KLUX KLAN, ONE OF AMERICA'S BEST KNOWN BRANDS,  
BEGINS IN PULASKI, TENNESSEE**

As the Civil War is ending, to reclaim white supremacy, Confederate soldiers begin a reign of terror against newly freed slaves and "white" Northerner carpetbaggers and Christian do-gooders.

**LINCOLN'S SECOND INAUGURAL ADDRESS**

In it, he delivers one of the few public utterances by any American president of contrition for slavery and the attempted dehumanization of AfrAmericans. Over 165 years later, Barack H. Obama, branded "the First Black President" never said anything as honest about race during his 8 years in office:

*Fondly do we hope, fervently do we pray, that this mighty scourge of war may speedily pass away. Yet, if God wills that it continue until all the wealth piled by the bondsman's two hundred and fifty years of unrequited toil shall be sunk, and until every drop of blood drawn with the lash shall be paid by another drawn with the sword, as was said three thousand years ago, so still it must be said "the judgments of the Lord are true and righteous altogether.*

**1893**

**CHICAGO HAILS COLUMBUS' "DISCOVERY"**



The Columbian Exposition, (aka The Chicago World's Fair) is in a way a giant advertisement and branding opportunity for the city of Chicago, whose reputation was as a commercial, industrial, hog-butchered hell-hole. But after the Great Chicago Fire, its downtown was being rebuilt with the world's first skyscrapers. It introduces the Ferris Wheel, Cracker Jacks, and Aunt Jemima Pancake Mix.

### **CHICAGO "BLACK" DOCTOR PERFORMS FIRST OPEN HEART SURGERY.**

Danile Hale Williams' patient lives another 20 years.

**1895**

### **BEN "PITCHFORK" TILLMAN PASSES LAW PREVENTING MOST AFAMS FROM VOTING IN SOUTH CAROLINA**

A loudmouthed manipulator who used white supremacist rhetoric to get elected over and over again. He was South Carolina's Governor from 1890-94 and its Senator from 1895 - 1918 when he died. He called for killing any "black bastard who had the nerve to try to vote". Beginning in 1901, Tillman joined the Chautauqua circuit, giving well-paid speeches throughout the nation. He said that African Americans were inferior to the white man, but were not baboons, though some were "so near akin to the monkey that scientists are yet looking for the missing link" and that in Africa, they were an "ignorant and debased and debauched race" and that, it was the "quintessence of folly" to believe that the black man should be placed on an equal footing with his white counterpart.

## **W.E.B. DUBOISE IS FIRST AFAM TO GET A PHD FROM HARVARD**

**1895**

### **ERNEST HOGAN WRITES “ALL COONS LOOK ALIKE TO ME”**

Just like many hip-hop “artists” today, Hogan, a “black” man actually named Rueben Crowdus, makes a big hit making fun of his people.

**1896**

### **SEPARATE BUT EQUAL” FICTION UPHOLD BY THE ORIGINAL “SUPREMES”.**

Upholding a tradition of what I call “Supremely Bad” decisions, the US Supreme Court gives its blessing to Louisiana’s racial segregation laws in a case brought by a very light-skinned “black” man named Homer Ferguson against a railroad that throws him out of a whites-only car.

**1900s**

### **EUGENICS MOVEMENT**

Originally invented and promoted in the 1880s by Charles Darwin’s half-cousin, Sir Francis Dalton, eugenics - the idea that humans can designed through breeding to be the white supremacist ideal - really takes off in the USA in the early 1900s. It must have seemed like a good idea at the time - just like slavery and white supremacy itself. The Rockefeller Foundation funded Joseph Mengele, the infamous Nazi “Dr. Death” in his eugenics experiments. But by the end of World War 2, when Hitler modeled his dehumanization and

attempted annihilation of Jews after America's treatment of "blacks" (See "Hitler's American Model" by James Whitman), it quickly disappeared from American media.

**1905**

**EINSTEIN PUBLISHES HIS "THEORY OF RELATIVITY"**

His formula  $e=mc^2$  became the basis of a whole new understanding of man's place in the universe. I think my formula,  $r = b$  (race equals brand) may be the start of a new way to see human's place in America ..maybe the world.

**1908**

**JACK JOHNSON BECOMES HEAVYWEIGHT CHAMP**

He knocks out Tommy Burns. Until this point, many "whites" believed, like Thomas Jefferso, that "blacks" were inferior to "whites" in mind and body. Johnson not only proves them wrong, he breaks his branding by openly pursuing "white" women as lovers and wives. He knocks out

**1909**

**NAACP IS FORMED IN NEW YORK CITY**

**1915**

**WILSON CALLS RACIST MOVIE "HISTORY WRITTEN IN LIGHTENING".**

D.W. Griffith's racist, movie "masterpiece" is one more example of America's most powerful newest media technology being used to promote America's most backwards ideas.

**1915-17**

**FIRST GREAT “BLACK’ MIGRATION.**

Because of the “white” manpower shortage caused by World War 1, Northern industries start hiring “blacks”. The Chicago Defender is the leading AfAm newspaper, distributed in the South by Pullman Porters. It urges AfAms to leave Southern racism and grab a piece of the dream up North.

**1915**

**KU KLUX KLAN REVIVED AT STONE MOUNTAIN, GA.**

**WILSON RE-SEGREGATES WASHINGTON, DC.**

A Southerner who promised fairness to black voters, once elected immediately passed laws taking away jobs and rights AfrAmericans had had for years in American’s capital. He entered WW1 declaring he would make “the world safe for Democracy” while he made America unsafe for its most basic promise of equality.

**1916**

**MARCUS GARVEY FORMS UNITED NEGRO IMPROVEMENT  
ASSOCIATION**

Garvey, a Jamaican who revered Booker T. Washington, builds UNIA on Washington’s “self-help’, bootstrap ideas.

**1916**

**MADISON GRANT’S “PASSING OF A GREAT RACE”**

Grant, an American lawyer was a major force in the eugenics movement and a conservationist. He played an active role in crafting

anti-immigration laws and, although I haven't seen definitive evidence, must have at least influenced Hitler and the Nazis in their quest to legalize expulsion and later, annihilation of Jews. I say this based on a book I'm reading now, "Hitler's American Model" that shows how much America's legal racism influenced Hitler and his lawyers.

**1917**

**WILSON DECLARES "WAR TO END ALL WARS"**

The branding doesn't work. It doesn't. The next war, only 24 years later, is even bigger and deadlier for Americans.

**OSCAR MICHEAUX PRODUCES THE FIRST MAJOR MOVIE BY  
AN AFRAMERICAN**

Over 100 years before the newest "black" filmmaker renaissance (at the birth of the American film industry), Oscar was writing, producing, directing and distributing his own films from his film studio on Chicago's Southside. This, in an era when the "black" brand said AfAms were incapable of anything but manual labor. This movie was actually a rebuttal of DW Griffith's racist "Birth of a Nation".

**1919**

**CHICAGO RACE RIOT**

It starts when a "black" teen drowns after being hit by a stone thrown by "white" swimmers because he wandered into "white" water on a Chicago Southside beach.

**1920**

**LOTHROP STODDARD'S "RISING TIDE OF COLOR".**

The full title was, "The Rising Tide of Color: The Threat of Color Against White Supremacy". In those days (and for most of American history "white supremacy" was not seen as negative. It was the goal. In many ways, it still is, only it's not nice to say it in...er... uh..."mixed" company. Stoddard was a leading historian, journalist and racial theorist. He had a doctorate in history from Harvard (he graduated magna cum in 1905.

**1920**

**NEGRO NATIONAL BASEBALL LEAGUE**

Andrew "Rube" Foster starts the league in Kansas City but the headquarters soon moves to Chicago. The NNBL lasts until the late 40s, when "white" baseball owners and managers see big money in hiring "black" baseball stars. Jackie Robinson joining the Brooklyn Dodgers in 1947. This is an example of how branding can quickly change when the Branders see bigger profits in a new, improved brand.

**OSAGE INDIAN MURDERS**

Another totally hidden episode in "white" crimes against humanity. I'd never heard of this until a day ago when I saw David Grann, the author of the book, "Killers of the Flower Moon" on the Newshour. The story though hidden from our education and pop media, is very

familiar. “White” Americans use their political and judicial power to murder innocents for more power and money.

**1921**

### **TULSA WHITE-RACE RIOT**

From May 31 through June 1, at least 80 people are killed in another riot started by “whites” jealous of “black” progress.

**1922**

### **“SHUFFLE ALONG” OPENS ON “GREAT WHITE WAY”**

Long before Hollywood’s current “diversity” push, “white” entertainment moguls made money on “black” talent. Eubie Blake and Noble Sissle, two AfAm composers, wrote the show, a musical that reinforced the “black”, happy-go-lucky, singing and dancing brand “whites” were comfortable with.

**1923**

### **ROSEWOOD WHITE RACE RIOT**

In a scenario that was repeated in countless places all over the USA, a predominantly AfAm town or section of town, in Rosewood Florida, was destroyed by a jealous, “white” mob. A movie was made about the incident in 1997,

**1924**

### **LOUIS ARMSTRONG ARRIVES IN CHICAGO.**

King Oliver brings his young protege from New Orleans. But soon, Lil Hardin, the piano playing woman who’d become his wife, convinces him to start his own band, *The Hot Five*. (btw: much of this happened

at the Sunset Cafe, a few blocks from where I was born a generation later).

**1925**

**HARLEM RENAISSANCE BEGINS  
“THE NEW NEGRO” IS PUBLISHED**

Alain Locke, an AfAm intellectual writes the book that many see as the beginning of the Harlem Renaissance, one of the first attempts by Northern AfAms to prove their humanity...by mastering art forms branded as foreign to “blacks”. Books, essays, poems, paintings, sculptures were sponsored by wealthy “white” progressives. It hit its height within 5 years. And was largely over by the early 1930s, when the Great Depression cut into the EurAm sponsors’ extra money.

**PULLMAN PORTERS FORM FIRST “BLACK” UNION**

The Brotherhood of Sleeping Car Porters and Maids is formed, August 2, to challenge the working practices and conditions of Chicago’s Pullman Sleeping Car Company.

**RHINELANDER VS JONES**

Leonard “Kip” Rhinelanders loses his suit for annulment of his marriage to his “black” wife Alice Jones.

**AFAM DOCTOR ARRESTED FOR MURDER OF WHITES  
ATTACKING HIS HOME IN DETROIT**



A mob, hell-bent on forcing Dr. Ossian Sweet's family to move, meet with his bullets instead of fear. Famed attorney, Clarence Darrow defends him and his family. He is acquitted.

**1926**

### **NEGRO HISTORY WEEK BEGINS**

Carter G. Woodson, an AfrAmerican Harvard-educated history teacher in Chicago, decides to create a week to celebrate the achievements of "Negroes", which are, of course ignored in American history books and media. It later morphs into Black History Month.

**1927**

### **AL JOLSON, MOVIES IN BLACKFACE**

Jolson, an American Jew, makes his fortune the old fashioned way, by taking his blackface minstrel act to the movies

## **MARCUS GARVEY DEPORTED**

After building the UNIA, the largest AfAm organization to-date, he was convicted of dubious charges by the U.S. government for selling illegal shares in his Black Star shipping line.

### **WILLIAM A. HINTON DEVELOPS HINTON TEST FOR DIAGNOSING SYPHILLIS**

In 1936, he writes the first medical textbook by a AfAm to be published in the U.S.

## **CHINAMS IN MISSISSIPPI DUBBED “BLACK**

Showing the arbitrary nature of “race”, the U.S. Supreme Court rules that Chinese Americans in Mississippi can be legally classified as “blacks” and sent to segregated schools.

## **1928**

### **BERNAYS BRANDS WOMEN TORCHES OF FREEDOM**

Self-declared “Father of Public Relations” Edward Bernays, advises client, George Washington Hill of American Tobacco to hire models to walk in the New York Easter Parade carrying cigarettes that represent “Torches of Freedom”, their liberation as females and their right to smoke outside, just like men. A good example of branding for women.

### **RADIO BECOMES AMERICA’S BIGGEST BRANDING MEDIUM**

Advertisers had used newspapers, magazines and outdoor billboards for over a century when radio gave them ability to reach millions and millions all over America overnight. And just like the internet, what started as a hobby of nerds and geeks became the most powerful branding machine in the history of hype.

### **FIRST AFAM ELECTED TO CONGRESS IN NORTH,**

Oscar DePriest is a very light-skinned “black”. He is the first “black” congressman since ReConstruction, that brief period when the South was forced to elect...”un-whites”. .

### **“AMOS ‘N’ ANDY”, BLACKFACE RADIO**

Two “white” Chicago vaudevillians become millionaires overnight playing on “black” stereotypes on the still embryonic medium of radio. The show, created and acted by Freeman Gosden and Charles Corell, originated from their hometown station of WMAQ, Chicago. It was a nightly show from 1928 through 1943, and later became a popular TV show. It was an electronic, nationwide extension of the racist American blackface minstrel tradition, without the exxpense of face paint. It was the most popular radio show in America for years. A masterful example of The Branders’ art. Why? Because it fulfilled the criterion of: 1. Extending the white supremacy brand and 2. Making the Branders even more unconscionably wealthy.

## **U.S. SUPREME COURT RULES THAT CHINESE CAN BE CLASSIFIED AS “BLACK”**

### **HARLEM GLOBETROTTERS BORN...IN CHICAGO**

Abe Saperstein was the JewAm man who became manager of the Savoy 5 (a team formed from Wendell Phillips High players. btw: the school I finally graduated from in 1966). He changed the name to Harlem Globetrotters to take advantage of the publicity being generated by the Harlem Renaissance. Great branding.

**1930s**

## **SOUTH FORCES RACIAL INEQUALITY IN GOVERNMENT PROGRAMS**

Even FDRs much-touted programs, Social Security, Labor Relations and housing were all “racially rigged” to favor “whites” largely because of his need to secure Southern House of Representative and Senators’ votes to pass them. Recent books, “When Affirmative Action Was White” and “The Color of Law” documents the sordid details that led to the exponential difference in wealth and life values between Americans branded “white” and those branded “black”.

**MANTAN MOORLAND, STEPPIN FETCHIT, CHARLEY CHAN,  
ETC. BECOME MOVIE STARS**

American movies continue the tradition of racist entertainment in minstrel shows by creating a group of ignorant, lazy, ugly character actors who play lackies, butlers, harmless sidekicks, etc..

**1931**

**AMERICAN DREAM IS INVENTED.**

James Truslow Adams, a writer, historian wanted to use the term as the title of his book. But the publisher makes him use, “The Epic of America” instead: “But there has been also the American dream, that dream of a land in which life should be better and richer and fuller for every man, with opportunity for each according to his ability or achievement. It is a difficult dream for the European upper classes to interpret adequately, and too many of us ourselves have grown weary and mistrustful of it.

**1931 - 37**

**SCOTTSBORO BOYS TRIALS**

This notorious miscarriage of justice is relatively well-known today because it became a cause celebre for the Communist Party in America. Countless other examples have been lost to history because they were so routine

**1932**

**ROOSEVELT BRANDS “NEW DEAL”. BUT IT’S A MUCH  
BETTER DEAL FOR “WHITES” THAN “BLACKS”.**

Because of the need for Southern congressmen’s votes, Roosevelt engineers an economic relief package that continues America’s history of white supremacy.

**1933**

**ADOLPH HITLER COMES TO POWER IN GERMANY AND  
BEGINS HIS CAMPAIGN OF BRANDING JEWS SUBHUMANS.  
HE USES AMERICA AS HIS GUIDE.**

He looks to the USA’s white supremacist legal system for guidance in how to legally dehumanize and disenfranchise Jews. (See James Q. Whitman’s “Hitler’s American Model”)

**“SUPERMAN”**

Jerry Siegel and Joe Shuster, two high school students and American Jews, create the quintessential super hero.

**1934**

**FHA LOANS DISCRIMATE AGAINST “BLACKS”**

The new book, “The Color of Law” by Richard Rothstein, details how AfAms were legally deprived of rights and benefits supposedly

guaranteed to all U.S. citizens. The exponential difference between “white” and “black” wealth is one of the most obvious results. Another book, “When Affirmative Action Was White” by Ira Katznelson does something similar with many federal laws of the Roosevelt New Deal era. They both show that because of racial branding, it was the same old deal for AfrAmericans.

## **1935**

### **SOCIAL SECURITY EXCLUDES MANY “BLACKS”**

Because of the need for the votes of racist Southern and conservative Northern Congressmen, FDR tailors law to not apply to domestics and other jobs overwhelmingly held by AfrAmericans.

### **UNIVERSITY OF MARYLAND FORCED TO ADMIT AFAM STUDENT**

The Maryland Supreme Courts rules it must either build a school for “blacks” or admit them admit them. It’s one of the few exsmplrd where the racist “separate but equal” law has a positive effect.

## **GALLUP BEGINS POLLING**

George Gallup is one of the originators of the group I call Poll Cats. He was research director at Young & Rubicam Advertising and a professor of journalism at Columbia University when he quit shortly after he’d started his own company, The American Institute of Public Opinion aka The Gallup Poll. He actually started polling for politicians even before. In 1932, he helped his mother-in-law become

Iowa Secretary of State. He helped create the multi-billion dollar industry that brands our politicians today.

## **1936**

### **JOE LOUIS LOSES FIRST FIGHT AGAINST SCHMELING**

This fight happens as Adolph Hitler was rising in Germany, but before he's assumed total power. So it didn't have the political significance of the next one, the rematch.

### **JESSE OWENS BEATS HITLER'S "MASTER RACE"**

Like the Joe Louis/Max Schmeling match, track star Owens' winning 4 gold medals against the best of Nazi Aryan manhood. gave a psychic lift to all Americans. But it did little to help the millions of "blacks" who were still being treated as second class citizens or the hundreds being lynched by "white" mobs each year. The sub-human brand still held.

### **"GONE WITH THE WIND" BOOK IS PUBLISHED**

Margaret Mitchell's book is written from the perspective of a slaveholder, portraying a bucolic, lush lost civilization brutally destroyed by Northern aggression.

## **1937**

### **JOE LOUIS BECOMES HEAVYWEIGHT CHAMP**

On June 22, "The Bronze Bomber" KOs James J. Braddock to become champ. Unlike the first "black" champ, Jack Johnson, he's "loved" because he adheres to the stereotype of being dumb and

humble. He also doesn't chase "white" women...at least, not in public.

## **1938**

### **JOE LOUIS BEATS MAX SCHMELING IN REMATCH**

Schmeling had given Louis his first knockout punch in the 15th round of their last fight. But the real drama was the political climate after Hitler and the Nazis had assumed total power in Germany.

Schmeling was born in Germany and had been associated with the Nazis earlier in his career. The fact that New York, where both matches took place, had a large population of Jews made this fight big news in the media capital of America.

## **1939**

### **"GONE WITH THE WIND" MOVIE DEBUTS**

Like "Birth of a Nation" it's another example of Hollywood's ability to make money catering to white supremacy. and the myth of a beautiful, lost Southern culture.

### **MARIAN ANDERSON SINGS AT LINCOLN MEMORIAL**

When the Daughters of the American Revolution (DAR) banned AfAm opera singer from singing in Constitution Hall in Washington DC, Eleanor Rossevelt stepped in. The concert was held on the steps of the Great Emancipators' memorial, Easter Sunday, April 9, 1939.



**1940**

**RICHARD WRIGHT'S "NATIVE SON" IS PUBLISHED**

Although Wright is now in New York, he uses his experiences in Chicago - and an actual Chicago murder - as the basis of his ground-breaking best seller.

**AFAM DR. CHARLES DREW DISCOVERS PLASMA CAN  
REPLACE WHOLE BLOOD**

**1941**

**2ND GREAT BLACK MIGRATION BEGINS**

Just as in the first, a world war opens up jobs that had previously excluded "blacks", when "whites" (many immigrants, relatively new Americans) went into the military.

**UNDER PRESSURE FROM A. PHILLIP RANDOLPH,  
ROOSEVELT SIGNS EXECUTIVE ORDER 8802**

After Randolph, head of the first AfrAmerican labor union, The Brotherhood of Sleeping Car Porters, threatened to lead a march on Washington to protest racist government hiring policies, FDR signs an order creating the Fair Employment Practices Commission. It's at least partially a PR move - because Nazism has suddenly made Americans sensitive about its white supremacist image on the world stage.

**1942**

**CONGRESS OF RACIAL EQUALITY FORMED IN CHICAGO**

James L. Farmer, Jr., an AfrAmerican, gets together with 27 men and 22 women dedicated to “Making Equality a Reality”. Most of them are “white”. Their first project is to integrate the local diner, Jack Spratt. Farmer and friends go on to become major players in the Civil Rights Movement, including risking their lives as Freedom Riders in 1961 and participating in the March on Washington in 1963.

## **JAPANESE AMERICAN INTERNMENT**

After the Japanese attack on Pearl Harbor, president Roosevelt authorizes the removal of all Americans of Japanese heritage, taking their property and putting them into barbed wired, guarded camps until the end of the war. No such actions are taken against German Americans although Nazi Germany and the German-American Bund had been a much larger security threat. Branding triumphs again.

**1944**

### **ROOSEVELT’S G.I. BILL HELPS “WHITE” SOLDIERS GO TO COLLEGE AND BUY HOMES. NOT SO MUCH FOR “BLACK” SOLDIERS.**

Again, because of Southern white supremacists, the legislation uses technical tricks and legalese to deny AfrAmerican soldiers, sailors and pilots the same benefits as EurAmericans. (Ira Katznelson’s book, “When Affirmative Action Was White” lays it all out in sickening detail)

### **“AN AMERICAN DILEMMA”**

Subtitled, “The Negro Problem and Modern Democracy”, this 1500 page tome by Gunnar Myrdal is another example of a foreigner seeing America much better than any American did. Like Frenchman Tocquille’s “Democracy in America”. it predicts that solving our race problem was central to our nation’s ultimate success...or failure.

**1947**

### **JACKIE ROBINSON BECOMES FIRST “BLACK” MAJOR LEAGUE PLAYER**

### **FIRST NIELSEN RATINGS...FOR RADIO**

The era of corporate control of the American mind speeds up with this service to measure the audiences of broadcast media. For 70 years, much of American pop culture has been determined by these ratings.

**. .1948**

### **TRUMAN SIGNS EXECUTIVE ORDER 9981**

On July 26, after AfrAm soldiers fighting and dying in every American war, president Truman finally signs an order that (in theory) treats them like equals to “white” soldiers by desegregating the armed forces.

### **MCCARTHY BRANDS “COMMIES AND PINKOS”**

Instead of racial branding, Senator Joseph McCarthy shows how political branding can take hold and kill careers of “whites” accused of being Communists and fellow travelers.

**1951**

**WHITES RIOT IN CICERO, ILLINOIS**

In one of the few instances where the authorities did their job, Gov. Adlai Stevenson sends the Illinois National Guard to protect an AfAm family being attacked by angry EurAms for moving into an apartment in a “white” neighborhood.

**BEFORE MEDGAR EVERS**

.A bomb kills Harry T. Moore, an NAACP leader in Florida.

**1954**

**BROWN VS BOARD OF ED.**

The U.S. Supreme Court finally decides that segregation in public schools is unconstitutional. But, as with many legal decisions, it is only as good as its enforcement. Schools are still in effect segregated in much of the USA as I write this sentence...in 2018.

**DOROTHY DANDRIDGE ON COVER OF “LIFE”**

The beautiful singer, dancer and actress is thought to be the first AfAm to appear on the cover of a major American magazine November, 1954.

**1955**

**EMMETT TILL BEATEN, TORTURED AND MURDERED**

This was the incident that had a pivotal impact on American race relations. Rosa Parks said it was what she was thinking about the

day she refused to move to the back of the bus. I talk about its impact on me later in EMMETT...STILL.

### **ALL “WHITE” JURY ACQUITS EMMETT TILL’S KILLERS**

After a 5 day trial and “deliberating” for 67 minutes, the jury returns with “not guilty” verdicts. This was when “black lives didn’t matter” and no one even bothered to pretend they did.

### **ELVIS PRESLEY BRANDS “BLACK” MUSIC “WHITE”**

Sam Phillips of Sun Studios had been searching for a “white” man who could sing like a “black” man. An iconic white brand is born.

### **NAT KING COLE GETS TV SHOW.**

In November,, he becomes the first AfrAmerican to host a prime-time tv show. The station in NBC.

### **VINCE CULLERS FOUNDS FIRST AFAM AD AGENCY**

Advertising Age, the industry bible, calls Vince Cullers Advertising, the “first full service African American-owned advertsing agency in the U.S. .Although there’d been other AfAm individuals and startups before it in New York, Cullers appears to be the first that lasted long enough to attract and retain national brands, like P. Lorillard Tobacco, Sears and Johnson Products Co. (the first AfAm company to be listed on the New York Stock Exchange).

**1957**

### **NAT KING COLE SHOW CANCELLED**

King's show is cancelled because no national sponsor will take a chance on offending its Southern affiliate stations.

### **RALPH ELLISON'S "INVISIBLE MAN" PUBLISHED**

This book became the "New Negro" and "Native Son" of the 1950s - proving, once again, that "blacks" were capable of high-level literary art. Ellison never finished another novel.

## **CIVIL RIGHTS ACT OF 1957**

The US Congress passed the first legislation since Reconstruction aimed at protecting AfAm rights as citizens, including the right to vote. But, as with many laws, it is only sporadically enforced in the South. (And only sporadically enforced in the North).

**1958**

### **"THE DEFIANT ONES" MOVIE OPENS**

Starring Sidney Poitier and Tony Curits, it is one of the first feature films to confront American racism.

## **BERRY GORDY STARTS MOTOWN**

Gordy, a part-time boxer, assembly line worker and aspiring songwriter, uses his business skills and drive to do what few AfAms have done before or since: Build a company out of America's branding AfAms as emotional, happy-go-lucky, smiling, dancing souls.

### **“A RAISIN IN THE SON” PLAY OPENS ON BROADWAY**

Its author is a 29 year old from Chicago living in New York, Lorraine Hansberry. She becomes the first AfrAmerican woman to have a play produced on Broadway. Her story is inspired by her father, a Chicago lawyer and landlord. His law suit against restrictive housing covenants sparked the Supreme Court decision that eventually led to open housing laws. (Once again, only sporadically enforced).

### **1960**

#### **“WORK SONG”, NAT ADDERLY & OSCAR BROWN, JR.**

A classic folk/blues/jazz song that manages to tell the story of American peonage in lyrics and mood that Michelle Alexander’s “New Jim Crow” does over 50 years later.

### **1954 - 1966**

#### **“BLACK POWER”**

“Black Power” was first used, as the title of a book by Richard Wright, the AfAm writer who wrote the famous novel, “Native Son” in 1940. It was even used by Adam Clayton Powell, Jr., the New York AfAm politician. But the credit for its use as a symbol of AfAm’s new militance in the Civil Rights Movement it usually attributed to Stokely Carmichael and Willie Ricks, June, 1966 in Greenwood, Mississippi after the attempted murder of James Meredith.

### **1960s**

#### **“BLACK IS BEAUTIFUL”**

I just found out this phrase first usage was attributed to a AfAm teacher, doctor, dentist, lawyer and abolitionist name John Rock...in 1858! Today, there's doubt that he actually used the phrase in a speech he gave then. But I remember this was a revolutionary idea when it first became popular in the 1960s. The fact that it is still needed now is evidence of the power of the idea it was meant to counteract: "White is Beautiful". The straightened hair style of Michele Obama and her daughters throughout Barack Obama's run for, and tenure as, the first "black" president of the United States, shows how much further we have to go.

**1961**

**ROBERT TAYLOR HOMES BUILT**

At one time considered the largest public housing project in the USA, I lived here from 1961 until 1968, the year I got my first job in advertising. It was built as part of Mayor Richard J. Daley's efforts to keep "black" Chicago "in their place".

**CORE STARTS FREEDOM RIDES IN DEEP SOUTH.**

**DUSABLE MUSEUM FOUNDED IN CHICAGO**

This is considered the first museum dedicated to AfrAmericans in the USA.

**DICK GREGORY, RACEMAN COMEDIAN**

Long before Chris Rock, Kevin Hart, Hugh Hefner spotted Dick Gregory performing at a "black"-owned club on Chicago's Southside and hired him to perform at his Playboy Club. Gregory changed the



color of cerebral stand-up comedy..and became a major activist for social justice and anti-racism.

**1962**

**“BEFORE THE MAYFLOWER”**

Lerone Bennett, Jr., was executive editor at Ebony magazine when he wrote one of the first full-color, popular histories of America. It chronicled the arrival of the first known Africans in the British American colonies in 1619, a years befor the much more famous “white” pilgrims landed at Plymouth Rock, in Massachusetts.

**JAMES MEREDITH IS FIRST BLACK STUDENT TO ENROLL IN A MISSISSIPPI UNIVERSITY**

**1963**

**M.L. KING, JR. WRITES “LETTER FROM A BIRMINGHAM JAIL”**

**“THE FIRE NEXT TIME”**

James Baldwin becomes the latest “black” concscience of liberal “white” America. And proves, once again, that “black” folk can create high-level art.

**MARCH ON WASHINGTON**

20 years after it was originally proposed by A. Phillip Randolph, civil rights activists actually pull off their march. Dr. Martin Luther King, Jr. delivers his famous “I Have a Dream” speech.

# **BOMBINGHAM**

4 AfAm girls killed in bombing in Birmingham, AL. Anyone thinking this sort of thing is past, see my entry for 2015.

**1964**

## **GOODMAN, CHANEY AND SCHWERNER MURDERED BY MISSISSIPPI KLAN**

3 young idealists, two Jewish American men from New York and one AfAm Mississippi man, give their lives for our sins..

### **“THE PROBLEM WE ALL LIVE WITH”**

Norman Rockwell, America’s most beloved commercial illustrator, became rich, famous and beloved depicting an idealized “white” America. But here he offers his take on American racism. I put it up there with (or beyond) work by Picasso, Warhol, Pollock, etc. based on subject matter, composition, mastery of technique and social impact.

**1965**

## **MALCOLM X ASSASSINATED**

On February 21, Malcolm X was shot and killed in the Audubon Ballroom in New York City. Although it was technically done by members of the Black Muslims, many believe it was instigated by the FBI.

**1966**

## **“BLACK PANTHER” COMIC BOOK**

Two “white” (Jewish) comic book creators write story at the height of the new AfrAmerican Civil Rights Movement. The Black Panther character first appeared in Fantastic Four #52 in July 1966 (about 4 months before the Black Panther Party is announced in Oakland, California).

### **THE BLACK PANTHER PARTY IS BORN**

It is founded by Huey P. Newton and Bobby Seale on October 15th, 4 months after the 1st Black Panther comic book.

**1967**

### **LOVING COUPLE**

Finally, the last laws preventing “whites” and “blacks” to marry are struck down in Virginia. These laws played a major role in the branding campaign, making a reality of something that was a total fiction - the idea that the “races” were sexually exclusive and incompatible. From the very beginning it was the best evidence of the hypocrisy of The Branders, who, like Thomas Jefferson, routinely were habitual...er... uh...”integrationists” in the sack. (If you know what I mean).

**1968**

### **WHITE BACKLASH - NIXON ELECTED PRESIDENT**

**1969**

### **“THE SPOOK WHO SAT BY THE DOOR”**

Chicago army vet, Sam Greenlee, uses his experiences as one of the few “spooks” in the U.S. Information Agency, to write a political novel about an AfAm ex token CIA officer who returns to Chicago and builds a “black” liberation army.

## **1971**

### **BURRELL, MCBAIN ADVERTISING OPENS**

One of the most successful AfrAmerican ad agencies opens in Chicago. It tries to help “rebrand” the “black” image. Full disclosure: I became a Vice President there in 1979. It was the first AfAm ad agency I’d worked for...and my last full-time job.

### **“SHAFT”**

The original “Shaft” movie was directed by veteran AfAm photographer, Gordon Parks and had much the same hype and impact as the current movie, “Black Panther”. It was one of the first of the genre that would come to be branded, “Blaxploitation”. Funny, they don’t use that word to describe “Black Panther”.

### **“SWEET SWEETBACK’S BADASS SONG”**

Melvin Van Peebles directed this low-budget, low-lifed take on the black brand.

### **MARVIN GAYE ASKS “WHAT’S GOIN’ ON?”**

It’s said he got the original idea for the album from Renaldo “Obie” Benson of the Four Tops. Berry Gordy, the owner of Motown refused to release it (he thought it was “too political”) until Gaye went on

strike. It went to #1 on the R&B charts. It was his first million-selling album.

### **“ALL IN THE FAMILY” DEBUTS ON TV**

Carol O'Connor, from what I've read was a liberal progressive, cultured man. His performance as the racist, sexist, “white-winger” Archie Bunker was the first time I remember seeing on prime time tv an honest look at what many, if not most, “white” American men thought.

**1972**

### **SUPERFLY**

I hear somebody's working on a re-make of this Blaxploitation classic. Aside from Curtis Mayfield's track, I ask “why?”

**1973**

### **“CLEOPATRA JONES”**

Tamara Dobson is a one-woman army against the idea of white woman supremacy and whites-only beauty. Long before Lupita she made the undeniable, unspoken argument “black is beautiful”. I'd go so far as to say that any human, man, woman, child, gay, straight or “other”, who doesn't recognize her stunning magnificence is looking, not at her, but themselves. But to show the power of the “white is beautiful” brand, just look at the number of AfAm girls and women with straight black or even blond hair.

**1975**

**FAMOUS AMOS COOKIES**

Wally Amos, a Hollywood talent agent, turns his love of making cookies for his celebrity friends into a multi-million dollar business. I saw what I believe was the first Famous Amos store while driving down Sunset Boulevard. I saw the sign of a “black” guy (Amos) in a Hawaiian shirt and a panama hat, balancing a huge chocolate chip cookie on his finger like a basketball. I went in and bought a bag. I knew it was a winner because Amos played on “happy black man” stereotype (ala Uncle Ben, Rastus, etc.) to create a brand he owned.

**1976**

**“ROOTS” BECOMES “MUST-SEE” TV**

In what still is an American media anomaly, this series ran for consecutive nights on prime tv. I remember the look on the faces of the “whites” at J. Walter Thompson Company when I passed them in the halls of its John Hancock Center, Chicago offices. Just like this BH Timeline, they’d gotten a history lesson they’d never gotten in school.

**1980**

**RONALD REAGAN ELECTED**

A foretaste of what the “Celebrity as President” brand looks like. But Reagan had been in politics for years and never had his own reality tv show. The “New & Improved” 2016 Trump brand makes him look like...like...Abe Lincoln, George Washington and FDR combined.

**1983**

**WASHINGTON ELECTED MAYOR OF CHICAGO**

Harold Washington is the first “black” mayor of what many say is the most racially segregated big city in the USA. He is a rare reformer who actually reforms things. He dies just after winning his second term, but lays the foundation for the candidacy of another “black” Chicago pol, Barack H. Obama, 25 years later.

**“THE MEDIA MONOPOLY”**

In this first edition, Ben Bagdikian, a veteran journalist and professor, wrote that about 50 corporations controlled over half of all American media. He predicted that by the next edition, that number would be down to about 35. It was down to 27. By the last edition in 2004, it was down to 5. Disney, News Corporation, Time Warner, Viacom and Bertelsman.

**FIRST NATIONAL KING DAY HOLIDAY**

After years of lobbying, Stevie Wonder’s brilliant “Happy Birthday to You” helps make Dr. Martin Luther King, Jr.’s birthday a national holiday.

**1987**

**REGINALD LEWIS BECOMES FIRST AFAM CEO OF BILLION DOLLAR COMPANY**

Reginald Lewis died in 1993 at age 50. But one of his Harvard classmates, Reynaldo Glover became one of the biggest collectors

of my art 12 years later. Glover was a corporate lawyer who had introduced Lewis to Loida Nicolas, the woman he married. After Lewis' death, Glover helped her sell off divisions of TLC Beatrice International Holdings, Inc. and cash out of, and liquidate the company.

**1994**

**'THE BELL CURVE' BOOK PUBLISHED**

In the tradition of Lathrop Stoddard and Madison Grant, right wing ideologue Charles Murray and fringe geneticist Richard Herrnstein use pseudo-science to justify white supremacy and racial inequality in America.

**OJ SIMPSON BRANDED MURDERER.**

Orentha James Simpson is accused of killing his estranged "white" wife. A year later, when "black" lawyer, Johnnie Cochran, got him off, all hell broke loose.

**1995**

**TIMOTHY MCVEIGH, A WHITE NATIONALIST, BLOWS UP  
FEDERAL BUILDING IN OKLAHOMA**

When caught, he's wearing a T-shirt with a quote from Thomas Jefferson, "The tree of liberty must be watered from time to time with the blood of tyrants". It figures. White nationalists love Jefferson. .

**1998**

**JAMES BYRD "JOY RIDE" MURDER**



June 7 in Jasper Tx, three “white” men offer a ride to James Byrd, Jr. a “black” man. They then chain Byrd by the ankles to the back of their pickup truck and drag him for over 3 miles to death. He was decapitated. It was reported that Brewer intended to use the murder to promote his fledgling white supremacist group. In one of the few instances where people are caught and convicted of such heinous, inhuman acts, two of the perps are sentenced to death and one to life in prison.

**1999**

### **“WHASSUP?”**

Wikipedia says it first ran on Monday Night Football, December 20, 1999. “Whassup?” was the catch-phrase for a series of commercials that once again exploited the brand of “blacks” as ignorant, barely sentient beings who grunt unintelligibly over telephone. It was extremely popular... especially with the intended demographic - “white” male heavy beer consumers. But many “blacks” love it too.

**2003**

### **U.S. HISPAMS OUTNUMBER AFAMS FIRST TIME**

It actually happens in July, 2001. But isn’t widely reported until now. The numbers? HispAms, 37 million. AfAms, 36.1 million. But the group branded “white” remain by far the largest percentage of the US population, at 199 million. That’s the way the Branders planned it. But since HispAms can be “black” or “white” these numbers are misleading. How HispAms brand themselves is key.

## **ANITA HILL - CLARENCE THOMAS**

In the nation's first big sexual harassment scandal, the accused predator wins. Unlike Weinstein, his punishment was to become one of the 9 people who determine American justice...for life.

## **2007**

### **“BIRTHER” MOVEMENT BEGINS TO GAIN STEAM**

Although Politico's site tracks the birth of the Birther movement to an Illinois pol, Andy Martin in 2004, It grows in 2007-8 as Barack Obama runs for president. It becomes a big part of Trump's brand strategy when he revives it for his historic run in 2012. It makes him our 45th president.

## **2008**

### **OBAMA BRANDED “PRESIDENT”**

The “Fist Black President” does little to confront the perennial race problem. Some say his hands were tied because of white supremacy. I say his tongue was tied because of lack of courage and imagination.

## **2011**

### **LAWRENCE RUSSELL BREWER EXECUTED**

One of the three men convicted of the murder of James Byrd, Jr. is finally executed on Sept. 22 in Texas by lethal injection, 13 years after the murder. But, as of February 18, 2018, John William King, Byrd's other murderer is still alive.

**2010**

**“THE NEW JIM CROW”**

AfAm legal scholar, Michelle Alexander documents the effect of mass incarceration on AfrAmerica. But it's just another example of how blissfully ignorant “white” America chooses to be about our “guilty land”'s heinous history. History shows that the first police forces in America were actually slave patrols. Peonage, prison farms and today's prison industry can be seen as just the latest brand of “black” dehumanization.

**2015**

**WHITE MAN KILLS 9 “BLACKS” IN CHURCH**

Dylan Roof, a young white supremacist kills nine AfAms on Sunday morning in Charleston, SC. President Obama barely mentions racism in his comments on the event. .

**2016**

**TRUMP BRANDED “PRESIDENT”**

Just as Obama was a symbol of American progress, Trump represents American regress. Regardless of his failure to lead US forward on the racial front, Obama was one step forward toward our nation's fulfillment of its promise. Trump is...2...no, 3, no.....10 steps back.

**2016**

**BIIL COSBY BRANDED PREDATOR**

Talk about a brand losing value, Cliff Huxtable took a big hit when he was accused of being a sexual predator by a series of women. It seems his strategy has been to run out the clock on the statute of limitations on sexual assault - his case has yet to go to trial as I write. But Cos has always been lucky. Harvey Weinstein makes him look like Mr. Rogers.

**2018**

**“BLACK PANTHER” MOVIE RELEASED**

I haven't seen the movie yet, but I'd started to write my thoughts about the hype promoting its release. But it's one of the items I had to scrap to meet my self-imposed length limitations and deadline. As I write this, the news says it's the first “black” film to make a billion dollars. To be continued.....

# BY THE BOOKS

## (THE MISEDUCATION OF THE CAUCASIAN?)

Most “whites” I know seem to think of themselves as liberals, progressives, and, if not anti-racist, at least, unracists. But few of them seem to have ever read a book about race, racism, white supremacy or even thought very deeply about any of it. They have either a child-like faith in their own decency or just a slacker’s apathy about doing any heavy psychic/mental lifting on the issue.

In Uptown, Chicago, where I’ve lived for the past 12 years, there’s also a larger percentage of “professional do-gooders”, you know, social workers, hospital and mental health workers, teachers and the like. There also is a larger than average number of churches and “white” evangelicals from Indiana and Michigan who come in to minister to the huge homeless, sro flop-house population here.

But even so, most of the folks I talk to and/or observe seem to see American racism, white supremacy, violence, drug abuse and myriad other problems through very personal and or religious eyes. They don’t seem to actually have read or thought much about the origins and history of our perennial problems.

With that in mind, I offer this simple syllabus for those inclined to go deeper into some of the scholarship underpinning my analysis. In other words, if you don’t believe moi, check out the work of “made men and women” of academia,

And although I came up with the basic premise for “Branding Humans” about 10 years ago, a few books that support my idea have only been published in the last few years. The first 5 books here helped me hone my hunches beyond my eureka “brand, Brand? **BRAND!**” moment:.

**Democracy in Chains** by Nancy McLean

This book gave me my first real idea of the thinking and techniques of the Branding class today.

**Dark Money** by Jane Mayer

Although this book covers mostly the same subject and period as Mclean's, it traces the money trail instead of the academic, philosophical rationalizations for it.

**White Trash** by Nancy Isenberg

Isenberg quotes Lyndon Johnson saying, “If you can convince the lowest white man he’s better than the best colored man, he won’t notice your picking his pocket. Hell, give him somebody to look down on and he’ll empty his pockets for you.”

**Following are a few telling quotes from *White Trash*. Note: These quotes refer to Anglo/American upper class attitudes about “whites’, not “blacks”:**

**p. 1** *“After settlement, colonial outposts exploited their unfree laborers (indentured servants, slaves, and children) and saw such expendable classes as human waste.”*

**p. 2** *“Expendable, people--waste people--would be unloaded from England:their labor would germinate a distant wasteland. Harsh as it*

*sounds, the idle poor, dregs of society, were to be sent thither simply to throw down manure and die in the various muck.”*

**p.11** *“England perceived them as manure for a ‘marginal’ land”*

**p.22** *“Hot branding irons and ear boring identified [them] An act... allowed [them] to be branded as vagrants with a V on their breasts and enslaved”*

*“a subterranean colony of dirty and disfigured ‘monsters’ living in ‘caves’. They were accused of breeding rapidly... infecting the city with a ‘plague’ of poverty, thus....designating unemployment a contagious disease”.*

### **Hitler’s American Model** by James Q. Whitman

Whitman, a professor of law at Yale, has done a very detailed job of documenting the embarrassing truth. Hitler was a great admirer of America’s racist culture and white supremacist success. He directed his Nazi lawyers to study how the USA, in a self-described, egalitarian, democracy, could tailor a legal system that justified dehumanizing and enslaving AfriAmericans. His regime used America’s Model to legalize and justify their dehumanizing and exterminating Jews in Germany. The fact that this recent history has never been exposed before (and is still under our pop media’s radar) shows how much our “education” and media systems are controlled by the Branders.

### **The Declaration of Independence and the Constitution of the United States of America** by the Founding Fathers

I just took the time to actually read a pocket edition of these founding documents (ironically printed and distributed free by a white-wing think tank, The Cato Institute). It basically reinforced my idea that the Declaration was really a press release meant to convince Americans and the rest of the world that the “Amerocrats” hostile take-over of America was legit and the U.S. Constitution was largely a legal contract, written by the real owners of America to secure the power and property they’d just...er...umm....”liberated” from their British betters. :

**The Color of Law** by Richard Rothstein

This book documents what AfrAmericans have always known: that not only poor, ignorant racist “whites” created their disproportionate poverty but that the US government itself has worked to assure it. I see it as the basis of the biggest lawsuit in human history.

**When Affirmative Action Was White** by Ira Katznelson

Both these books show how the original branding was extended into the 20th and 21st century because of the politics of Southern supremacy. Both show how the much-touted programs of the GI Bill, Social Security and FHA loans discriminated against “blacks” directly adding to the extreme wealth gaps we live with today.

**How the Irish Became White** by Noel Ignatiev

This book was one of the general reader book to show how each American ethnic group earned their “white skin status” by becoming even more blatant, unrepentant, rabid racists than the ones already here. Subsequent books have done similar studies of Jews, Italians



and others. They're all studies - at least in my mind - of the power of branding to change perception...and thus, reality over a relatively short period.

**The Case For Reparation** by Ta Nahisi Coates

This isn't a book. It's an article written a few years ago by a young writer who's now being touted as the James Baldwin of the millennials. (Which for many, isn't a compliment). But I think it may be his best work because it's more reportage than his more recent musings.

**Confessions of a Recovering Racist** by George O'Hare

This book won't be officially out until July of this year, but an old ad associate, Emma Young, sold me a preview copy. She's AfAm but she helped an Irish Catholic guy named George O'Hare write this story of growing up as a rabid, Irish Catholic racist on Chicago's South side. Before I read it, I only knew him as a business associate/friend of the comedian Dick Gregory. This is by far the most honest look at how a "white" person's mind was racially branded that I've ever read.

## **EMMETT...STILL**

Remember when I said up front you could say it's been 63 years since I started looking for an answer to American racism? Following is what I meant.

It was summer, August 1955. I was 7 years old... and I just made 70 this past October. So yes, you could say it's been that long since I started trying to figure out why a bunch of "white" men would yank a 14 year old "colored" boy out of bed, beat his head in, torture, castrate, shoot, tie him to a cotton-gin fan with barbed wire and bury him in a Mississippi River. His name was Emmett Till. (I found out later he lived not far from me on Chicago's Southside). They said it they did it because Emmett "whistled at a white woman". But something even then told me there had to be more to it than that. Well, I finally figured out what that something was.

It's the same reason men wore white hoods and burned crosses in the South in the 1860s, lynched thousands, killed 4 innocent little girls in a church bombing in Birmingham, beat and shotgunned to death three Civil Rights workers named Goodman, Chaney and Schwerner, recently killed 9 "black" worshippers in church one recent Sunday morning and committed countless crimes against humanity - and the American Dream - throughout our racist history.

13 years after Till's brutal murder I got my first job in the ad agency business. It was 3 months after another the murder of another AfrAmerican, Dr. Martin Luther King, Jr. in Memphis, Tennessee on April 4, 1968.

Fast forward past my 12 years creating ads and commercials at many of the world's biggest ad agencies; FCB, McCann-Erickson, Young & Rubicam, Needham, Harper & Steers, J. Walter Thompson, for many of the world's biggest brands: McDonald's, CoCa Cola, P & G's Tide, United Airlines, Tasters Choice, Kraft. From 1980 on, I became one of the first "full-time freelance" creative consultants. I do that for another 20 years - working for many of the same agencies and brands.

In 1993 I wrote an article that changed my life...well at least the trajectory of it. The article, "The Invisible Man in the Gray Flannel Suit" was an exposé in at least two senses: it exposed the work of AfrAmericans creating advertising in America's ad agencies. *Print*, a top communications design magazine in NY, gave me about 12 color pages to showcase the work. But I also "exposed" the fact that despite the auspicious beginnigs when I got into the biz in 1968, the ad game had backslid - my reserach showed that only about 1% of the creative staffs of the leading 25 American ad agencies was "black".

But before the article ran in *Print*, I contacted *Advertising Age*, the ad industry "bible". Joe Winski, a reporter there ended up scooping my piece. His story, "Dirty Little Secret" ran months before

mine. But he used my research (he corroborated it) as the basis of his article. Ad Age also used a mock ad I'd created on its cover. It featured a photo of an ad agency door with a "WHITES ONLY" sign on it. The headline beneath read, "This sign might as well be hanging of the door of every major ad agency in America".

Needless to say, this did not endear me to my "white" ad agency clients. I began to notice I wasn't getting the calls to come in and work as I once did. (At the height of my freelancing days in the mid 80s, I charged \$1000 a day, \$3500 a week). Not bad for a "black" guy in his mid 30s.

But I began to see that even if I got the numbers in ad agencies up 100%, it was meaningless to the society at-large. So I began my transition from adman to RaceMan. My *Print* article proved (at least to me) that I could write in a much longer form than slogans and catch phrases that made me good adman. I wrote my first book, *“WHITEFOLKS”: Seeing America Through Black Eyes* in 1995.

Since then I've written 2 other books, co-wrote one play, "Rehab" with Arnold "Ahmaz" Freeman, helped Tom Burrell write his book, "Brainwashed". In doing all this, I'd guess I've read more and learned more about American history than all but experts of history's esoterica.

Which brings me quite nicely to...now. Now I have the background and perspective that - do I dare say it? nobody else in America (maybe the world) has: The perspective of a melanated mad man who has survived (even thrived at times) 70 "black years"

in the United States of America. That's my pitch. Take it for, as they say, what its worlh.

I've already given you my TTHB. I think I've given you way more than your \$4,99 worth. What follows is a bonus. It may be where my next book begins.

# **BRAND NEW THINKING**

## **Seeing America through my eye(s).**

Once I had my “brand, Brand? BRAND!” epiphany, I finally had the last piece to the puzzle of how a handful of “Amerocrats” branded America a white supremacist paradise. Now, with my new perspective. I’m hoping I’m fulfilling my role as a “creative catalyst” and spark new ways for scholars, academics, politicians and pundits to ...er...uh....think anew:

### **THE HISPAM BRAND. SMACK-DAB-IN-THE-MIDDLE**

The future of humans in America may depend more on how Hispanic Americans deal with the race brand than any other group. Why? Because they are, at least at this point, still considered neither “black” or “white”. I know one Hispanic young woman who could pass for a Nordic queen. I know others whose skin color and hair texture are the same as many AfAms. Historically, the Branders have decided which “race” you belong to based on their social, political, economic needs at the time. Call me a cynic but I suspect they’ll try to do the same thing with HispAms. As I mentioned before, the Irish, the Italians, the Jews, and many other ethnic “whites” weren’t considered “white” when they arrived. They only became “white” by proving their willingness to uphold the “white” supremacist status quo. What will the Latinos/HispAms do? We’ll see.

# HUMANS ARE FUNGIBLE

**Fungible** *adj.* exchangeable or replaceable, in whole or in part, for another of like nature or kind.

Fungible is a word you don't hear much. But a few years ago, sorta like "brand, Brand, BRAND!", it popped to mind. Although it usually only is used in the trading and exchange of goods, I apply it to humans.

I came up with these three words. It belies all the theories and racial pseudo-science of the past 300 years. I see it as scientific, as opposed to Jefferson's philosophical statement, "all men are created equal" (which all evidence shows he didn't even believe himself). But "humans are fungible: qualifies, using Jefferson's words, as "self-evident" truth. The experiment is simple. And it's been done for thousands of years: Take a baby born anyplace on earth and place it with loving, successful parents anywhere else on earth. It will learn the language, customs and culture as well as a baby born in that place. Its success will be only be hindered by how people treat it, not by its inborn abilities. How's that for "self-evident truth"?

## INCARCERATION NATION. LAND OF THE UNFREE

When I first heard this, I thought it was fake news. But according to the U.S. Bureau of Justice, although the U.S. had about 4.4% of the world's population in 2013, it had 22% of all the world's people in prison.

## **“DYSMOCRACY” IN AMERICA”**

**Dys•moc•ra•cy**, (diz mok cra see) *n* government by a very small all-powerful group of the wealthiest, most predatory people that masquerades as government of the people; a form of government in which the supreme power is vested in that small group but that insists on pretending to be “of the people”: the political and social chaos and disintegration that results.

Don't bother trying to look it up. It's not in your Funk & Wagnalls. I just made it up. The United States of America is not a democracy - at least by the definition in the dictionary, The fact that our politicians get away with calling it democracy only shows how much of a “dysmocracy” the US of A is...and has been from its beginning.

## **THE FOUNDING RACISTS & BRANDERS**

We need to not only reluctantly whisper when asked that the USA's beloved Founding Fathers were racists. But not only admit it, shout it to our kids and make it a mandatory part of everyone's most basic education. It's the only way they can make sense of the the America we've brought them into. And the only way they have a chance to cure our perennial self-inflicted “racial cancer” before passing it on to their kids.

## **CITIZENS OR CONSUMERS. YOU DECIDE.**

A consumer democracy? Is that what we live in? The Branders see us as their customers., their consumers. - ot their fellow American



citizens. And why shouldn't they? We don't demand anything from them but products and services, not patriotism or commitment to the common good, We have never found the balance between personal greed and social need.

## **PAST DUE BILLS**

I just saw an item in the NYTimes Sunday Styles section featuring Bill Gates and scientist Steven Pinker talking about how they can solve the world's problem. It reminded me of a book idea I had a few years ago. Originally I thought it would make a great novel, where a Bill Gates-like multi-billionaire finds out that his great, great, great, great granddad made his fortune in slavery and slave related businesses. It was a metaphor, but in many ways, the real Gates' fortune is. Which makes you wonder why he spends so much of his charitable time, money and energy trying to save Africans when Americans - who arguably are the basis of his and all other American billion/millionaire's fortunes - he ignores. Is it his ignorance of American history, his philosophy as a capitalist, or what?

### **FAKE NEWS, FAKE HISTORY & FAKE DEMOCRACY**

As much as I hate to say it, Donald Trump is at least partially right about one thing - not just our but all our media is not real. Why? Because it's based on advertising for its financial viability. read the The New York Times online every day - not because I think it's a

great paper but because I want to see what it thinks is the role of a “great paper”. It’s not very encouraging.

### **“ENLIGHTENMENT NOW”?**

A new big, thick tome Pinker and his “View From the Ivory Tower” cohort, Bill Gates are good spokesmen for the minuscule group I’ve branded The Branders”. They’re the Americans who’ve benefitted most from our white supremacist founding. They are promoting their success by implying they’ve made the world so much better for the rest of US by breathing. When you’re on top of the world, it’s easy to take the long view.(not unlike Hume, Voltaire, etc.).

I could imagine them walking through the hold of a slave ship in the 1820s, whispering in the ears of each manacled, starving, bleeding slave, “Don’t worry. Slavery will be illegal in the USA in 45 years”.

Their advice to us seems to be a lot like the rapists to his victim “relax, lay back and enjoy it”. Like Mitt Romney’s lament about his chances to beat Obama. Remember? He was caught on tape assuring his fellow predators and Branders, “I don’t even worry about 47% of the voters. They’ll vote for Obama because they want a handout”.

### **DON’T SHOOT YOURSELF...YET.**

Any habitual optimist or even rational realist who’s read this far may be pretty close to tears by now...or worse. But me, I’m a

cynical optimist, or more accurately, a realistic optimist. Maybe because I've survived 70 my "black years" in America pretty much in tact, I don't give in to total despair...not for long. I've seen too many hopeless causes succeed. One of my favorite movies is "Mr. Smith Goes to Washington". One of my favorite scenes in a movie is the one in Casablanca when the French refugees sing down the Nazis at Rick's. I'm a sucker for a happy ending. And I've seen my share in real life...in my own life. Maybe it's because I've always been creative. In fact, I define creativity as "the art of making something new out of the same old shit". I've always relied on my ability to find a new way - like my ancestors to "make a way out of no way". Creativity may be one trait that's let us survive in a world of much bigger, stronger animals. There's always another way to do anything. There's always another chance to pull success out of the closing jaws of failure.

## **I'M OUTTA TIME.**

"You mean that's it?" I hear someone crying. Yes that's it....for now. I just cut about 20 more pages from this minim opus... which makes it more minum.

I'd actually started writing my ideas about how we might begin the process of getting ourselves out of the mess I've spent 90 pages explaining how we got into. But then I looked at the clock... well, the calendar.

I promised myself I'd publish "Branding Humans" on April 4, 2018, the 50th anniversary of Dr. Martin Luther King Jr.'s assassination.

So even though I'd begun writing section I called "...AND NOW THE GOOD NEWS", which gave my answers to the existential crises the USA is in, I decided not to rush it... partially because I realized I didn't have all the answers. What I had at best could be called the clues to answers. After all, it's been 242 years since the Declaration of Independence was written. And all the best and brightest of the presumed best and whitest have failed miserably in even coming close to fulfilling the basic promise implied by its five most famous words, "all men are created equal".

Did you really expect a little old one-eyed "black" guy from Chicago to come up with the solution to all our problems?

No, I don't have all the answers. But I do have ideas that could lead to some. Around the turn of the millennium I started

calling myself a “recovering adman” and a ‘creative catalyst”. So, I’ve written pithy headlines and short riffs on what I’m thinking. I hope to cover them more fully in my next books. I also plan to discuss in book talks and “Thinking In Public” forums where we can brainstorm more solutions. It’s part of my crazy crowd-sourced democracy idea.

## **WRITE A PEOPLE’S CONSTITUTION**

As I mentioned before, the U.S. Constitution that the politicians hold in such awe is basically a legal contract written by America’s biggest businessmen/slaveholders to assure their power after they talked the people into taking the country from the Brits. America’s first hostile take-over.

## **CHANGE BRANDS**

*The biggest challenge to the USA becoming anything like the democratic republic it boasts to the world it is, is the continued acceptance of the “white” label by “white” people. Like any brand, the way to change its maker’s actions is to threaten their profits Stop buying the brand. The challenge of all USers is to rebrand themselves. Start by boycotting the white brand.*

## **“SOME OF MY BEST FRIENDS ARE COLORED”**

I introduced my Human Coloring Book at an event in Chicago last year. I’m working on the full version now.

## **AN AD AGENCY... FOR THE HUMAN RACE.**

I'm working on this one too. I incorporated HumaneCom as a non-profit in Illinois last year. The idea is to counter the over \$200 billion in commercial promotion in our media with communications designed to promote human values.

## **EQUALITY? OR MUTUALITY, RECIPROCITY.**

What if Jefferson was wrong...or at least used the wrong word? Maybe, instead of equal he would have said mutual? "all men are created mutual".

## **RAINBO RACE BRAND**

A few days ago, I woke up with this idea that completes the puzzle I've been trying to put together consciously for the past 25 years. And it does it in a way that confirms my believe in what scientists call elegance. It's a logo and a brand that represents the new racial mentality I believe we need to begin the process of "undoing" American racism. I'm still designing it but I intend it to be a symbol that represents the whole amazing human spectrum future, not its "black" and "white" past.

## **THE BRAND OF INVISIBILITY**

Just before I went to press (or whatever you call sending your book to the ebook converter) I saw an article on the cover of the New York Times online that reminded me of one of my pet peeves with it and other American media companies in particular. The article featured photos of amazing women whose deaths were never noted in the New York Times obituaries.

The Times also recently published a book titled, *UNSEEN*, that featured photos from AfrAmerican stories and lives that had never been published in the Times, a paper that has been published since before the Civil War, 166 years. 166 YEARS! But now that they've decided to publish them, they put them in a big, glossy, coffetable book they're selling for \$30. I haven't read the book, but based on the promotional materials, there is no apology for the... er...umm.."oversight".

Someone once said, "jusitce delayed is justice denied". How about recognition...of your existence by the paper that today touts itself as being the bastion of "truth"? This another method of the Branders. .to ignore us to death.

### **This just in...**

I'd already sent this baby to be converted to ebook format when National Geographic announced its April, 2018 issue. It commemorates the 50th anniversary of the death of Dr. Martin Luther King, Jr. Its Editor-In-Chief, Susan Goldberg is quoted as saying, "To rise above our past, we must acknowledge it".

To which I say, "Amen".

## **THE END...FOR NOW**

OK, this is really it. Meanwhile, if you have any ideas, insights, concerns, suggestions, etc. you can contact me at

**[lowellt@hotmail.com](mailto:lowellt@hotmail.com)**

**or go to [LowellThompsonCreates.com](http://LowellThompsonCreates.com)**

**to see my latest projects.**