

COLUMBIA UNIVERSITY
DEPARTMENT OF HISTORY
PRESENTS

THE DR. S.T. LEE ANNUAL LECTURE IN HISTORY:
"CONSUMER CAPITALISM, RACIALIZATION AND 'BLACK IS
BEAUTIFUL'"

A LECTURE BY

PROFESSOR LYNN M. THOMAS
TUESDAY, MARCH 26TH, 2019
6:00PM

EAST GALLERY, BUELL HALL
RECEPTION TO FOLLOW

SUCCESS STORY
How Italiene Whitening Cream helped Suzy achieve success and stardom.

AT THE CLUB CAPRI
Suzy has a good voice but no sex appeal. If she doesn't improve her looks she will have to go.

IN SUZY'S DRESSING ROOM,
No one seems to like me. Even my boyfriend has another girl.

Maria, what can I do? You're a star, how do you achieve such success?

Easy! I use Italiene Whitening Cream like all these famous Continental Stars. It makes your skin lighter and lovelier. From the moment you start using it.

Her boyfriend returns.
Suzy!
Suzy's a sensation! Thanks to her new lighter glamorous skin.

(Thinks) Now we're engaged, thanks to Italiene Whitening Cream. Isn't it help you to a new glamour and sex appeal.

Suzy, you are so lovely you really are the only girl in the world for me. (THINKS) I'm going to buy some Italiene Whitening Cream too!

Just as Suzy did, you too can achieve success and admiration with daily application of the miraculous new Italiene Whitening Cream. Italiene makes your skin light smoother, clearer, lovelier! It vanishes! Permeates deep down! non-greasy! Its quick and easy to use! Can be used on arms, legs and hands as well as the face! completely harmless containing amazing new ingredients.

Whitening Cream you buy you have the value of \$55.00 continental radio free. Yours may be the lucky winner! The distributors: Henmaur Corp. and tell them how we like to join in the fun, every week.

Whitening Cream SOFTENS AND BRIGHTENS THE SKIN
Italiene whitening cream
CONTAINS AMAZING NEW I.C. 12

NEW YORK
5c.
H.Q. 12! Buy Italiene Whitening Cream today for a lovelier lighter skin tomorrow.

Trade Enquiries: HENMAUR COSMETICS (Pty.) Ltd., P.O. Box 1691, JOHANNESBURG.