

TRANSCRIPT

To Whom Does This Concept Benefit, And Where Do People Of Colour Stand?

Episode 2: Beauty & Commerce

(Soundscape audio starts: cinematic slow and mellow.)

Female Voice 1:

The search for beauty, timeless. To every girl to every woman, to every girl to every woman, to every girl to every woman. The paths leading to beauty are not always easy to find. Every young girl can become beautiful in the true meaning of the word. The dictionary as a quality that inspires admiration, pleasure, approval, equality and grace. Beauty is many things, both looks and personality. Beauty, indeed is more than skin deep, is more than skin deep. Skin deep, skin deep. The most important part of beauty comes from within, the inner beauty. The healthy mind.

Male Voice 1:

Now, these days nobody gives likely to pass up chances to sell. Yet right here in our own front yard, there's a neglected market, there's money waiting to be spent. To be able to tell you the secret of selling to negros.

Male Voice 2:

Time-made optic conditioning and relaxing system with our exclusive Centresis Three. A total treatment that relaxes hair silky straight.

Male Voice 1:

The truth of the matter is that the negro lives pretty much the same as other folks.

(Male Voice 3 begins, with Female Voice 2 overlapping.)

Male Voice 3:

Serene, majestic, beautiful Queen of Sheba. Yes, so great was the beauty of this magnificent Black woman it has become legendary. And now, out of the mist of 3000 years. Emerges today, beautiful Black queen.

Naturally beautiful, radiant she is Black essence, and her beautiful natural hair is her crowning glory. Today's beautiful queen uses Afro Sheen. Afro Sheen concentrated shampoo pampers and conditions as it cleans.

Female Voice 2:

Full of luxurious and full of body thanks to soft and beautiful. Since my beautician recommended soft and beautiful no lie relaxer and maintenance system. My hair feels mmm so silky. So luxurious. So soft. Soft and beautiful

(Back to a singular voice track.)

Male Voice 4:

The average negro family income. Is at a record high. In fact, since 1939, it has increased more than the average income of all other Americans.

Male Voice 1:

All over the country, families such as this are enjoying new prosperities. A buying power they've never enjoyed before. They're overlooked prospects. Why? Because of some good valid reason, no. They are overlooked because of mistaken ideas, because of the new negro family. Their names is Wales or Wilson, Smith or Brown or Alexander or Green.

(Male Voice 5 begins, with Female Voice 3 overlapping.)

Male Voice 5:

Now comes Gentle Treatment, an ultimate relaxer. (Sung by female chorus: A relaxer called Gentle Treatment.) The first no-lye relaxer that conditions while relaxing. Contains no sodium hydroxide. For much less chance of burn and irritation than any lye-based relaxer. Gentle treatment. Patterned formula conditions and relaxes in one step.

Female Voice 3:

Now the problem is is that we than as a community have to overcome those things and fight those racial standards and work to make sure that our brown children are just as beautiful as our white children.

(Back to a singular voice track.)

Series of Female Voices:

To get whiter skin, I use a whitening soap. Pure white or spotless rosy white. I made my choice. That's the Ponds promise.

(Female Voice 5 begins, with Female Voice 3 overlapping.)

Female Voice 5:

A woman should be very, very soft. And so should her hair. That's why I switched to soft and beautiful cream relaxer by Prolight.

Female Voice 3:

We live in a society dominated by white media, white images and therefore, we're bombarded with this notion that whatever is closest to white is right.

(Soundscape fades out.)