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The Other Hussite Revolution: The Evolution of Secular Law in 15th C

Edited by Emma Stauber and Patsy Wardlaw

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during the Reconstruction and Jim Crow eras.[209] Following the American Civil War, the slaves had been freed under the new 13th Amendment leaving the racial dynamics of the nation in a state of chaos. Out of this chaos rose new segregation through Jim Crow enforcing many of the old standards of slavery under new means. Groups such as the Klu Klux Klan found their footing preying on the newly freed African American community[210]. These organizations would create a focus on the ideas of whiteness and purity as a form of elitism within the American South. Dressing in all white robes and imposing purity clauses to laws, such as the grandfather clause, White America would use the same ideas being used by Procter and Gamble to place themselves above those of color.[211]

Given the approach used by Proctor and Gamble it is unlikely they were using the same language unintentionally. The frequent depiction of people of color as savages, subservient to the Europeans, and in need of saving reflects the racist ideology pervading American consciousness. It was no mistake that when Procter and Gamble were seeking to build a consumer base within the White community they would rely on terms such as “purity” and highlight the soap’s whiteness as these issues were being pushed within their community. In fact, the greatest strength of Proctor and Gamble was not in their product but their ability to manufacture a consumer by playing on the ideas of race and social dynamics. In fact, early marketing of Ivory Soap reported that physicians were warning

[209] Berrey, Stephen A. 2015. The Jim Crow Routine : Everyday Performances of

community continued focusing on their hygiene they began reaching a point at which their focus on cleanliness had become harmful[216]. Living in such an isolated and clean bubble the white community would lose their natural immunity to common pathogens and allergens from which they would naturally expect protection. This phenomenon continues to present itself in the modern context, however, the origin of this issue is unequivocally found in the cultural success of Ivory Soap[217].

Additionally, as time has continued to progress society has looked less favorably upon the advertisements once run by Procter and Gamble. This, however, has not prevented the continued use of race as a means to drive sales with a large campaign being run in 1998 under the name "Pure Beautiful" in which Procter and Gamble attempted to escape their old marketing techniques and instead highlight diversity in a positive light. This campaign was run in both print and on television with descriptions of two women, one black and one white. These ads started with and ended with the same language, however, used character-specific language to describe each woman's life in the main body of the advertisement. The white woman's advertisement highlighted her freedom and ability to be whoever she wanted[218], whereas the description of the black woman highlighted her hardworking nature and how she is "a worker, a teacher, a cook, [and] driver."[219]

This multimedia marketing campaign launched more than a century after Procter and Gamble's first black-and-white print advertisements continued the same rhetoric. The

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[216] Berthold, Dana. "Tidy Whiteness: A Genealogy of Race, Purity, and Hygiene." Ethics and the Environment 15, no. 1 (2010): 61–76. https://doi.org/10.2979/ete.2010.15.1.1.

[217] Ibid.

[218] Ivory Soap, Procter & Gamble Company, "Pure Beautiful", New Woman, advertisement, 1998a.

[219] Ivory Soap, Procter & Gamble Company, "Pure Beautiful", New Woman, advertisement, 1998b.

continued depiction of the white woman as free and open to express her femininity while a person of color would be joined at their hip in a subservient role as a worker. The artistic choice to use similar photos and cap their descriptions with identical language advertising the soap forcefully juxtaposes the two drawing the reader's attention to the similarities and differences

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