

tuba.

only one of these ten advertises perfume. Perry Ellis  
Fragrance (350) stresses the importance of life and  
independence. This advertisement tells a woman that she can  
control her own life. She can make as many changes as she  
wants, like changing her perfume or learning to play the

believe it.

I have picked through several women's magazines and  
chosen ten advertisements using old proverbs. Three of these  
advertise make up. All three of these advertisements depend  
on women's fears of aging. Estee Lauder introduces lucidity.  
This advertisement is telling women to forget about yesterday  
s make up; not to worry about tomorrow's make up; but to use  
lucidity today. This make up, as opposed to yesterday's make  
up, will make all facial flaws disappear. Coty tells a woman  
to keep her age a secret by using the onologic line minimizing  
make up. This make up will keep a woman's visible signs of  
age under cover. "If women use this make up they won't have  
to worry about aging throughout time. Prescriptives implies  
that aging is believing. A woman might say to this  
advertisement, "Oh there really is skin care that prevents  
facial lines". Now these women will have to use it to

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Dr. Collins

Folklore Project

Margold Adams

This (Liver People) advertisement is the getting senior head.

attract attention. I can't get the advertisement out of my example of advertisers using an old familiar proverb just to cheap but our clothes are not. More than likely this is an they buy from Ramage. This also may mean that talk is want about fashion but they will never be in fashion unless advertisement is telling women that they can talk all they advertisement is almost a mystery to me. Maybe this can afford this place. Ramage clothing company's out. There's always room at the top, tells every woman who this advertisement, however, does not leave any one woman by showing a well dressed woman sitting in a ritzy town. their top quality wool suits. The advertisement implies this for spring shoppers. Bergdorf Goodman is at the top with Talbots has the first signs of spring. Talbots is ready each season. This advertisement wants to tell women that Talbots knows that a woman likes to update her wardrobe for Talbots reminds women that spring is right around the corner. Three more advertisements advertise clothing companies. the hook.

to leave feminine protection to chance. The word chance is protection. If there is one thing all women know, it is not advertisement depends upon women's insecurities of they will be leaving their own protection to chance. This pads are the pads to trust. If women buy any other product this next advertisement assures women that Glayree maxi

citizens with youthful spirits. The proverb, "style is the dress of thought", supports this advertisement by saying that style is a state of mind, an attitude. As far as Oliver Peoples is concerned, style has nothing to do with age.

In the last advertisement, Tide is going to chase away your blues and the blues in your laundry. Instead of laughing troubles away Tide will wash them away with its cleaning tips. This advertisement, of course, depends upon a woman's helplessness in housework. As long as there is Tide, all laundry troubles will cease.

I only have ten examples here, but there were many more. Nine of these advertisements were targeted toward women alone; and each one of them depended on insecurities some women have or their helplessness. I guess advertisers must still believe that women are insecure, helpless creatures. Advertisers will probably always count on familiar proverbs to lure us in.

Bibliography

Mieder, Wolfgang, editor in chief; Harder B. Kelsic; Kingsbury A. Stewart, editors. A Dictionary of American Proverbs. New York Oxford: Oxford University Press, 1992, (pgs. 90-91, 374 +)

ADVERTISEMENT DESCRIPTIONS (in order of discussion)

1. Estee Lauder/light diffusing make up/"Are you using yesterday's make up for today's face?"/Proverb: Yesterday is gone, forget it; tomorrow isn't here, don't worry about it; today is here, use it./ telling women to keep up with make up trends.

2. Coty/chronologix line minimizing make up/"time won't tell..."/Proverb: time will tell; another product designed to cover up age wrinkles

3. Prescriptives/ line preventor(3)/"believe it"/Proverb: seeing is believing or what we see we believe

4. Perry Ellis Fragrance (360°)/saying that a woman's life is made up of the changes she makes in it/ power over her own life, control/Proverb: life is what you make it.

5. Stayfree/"better protection by choice not chance" don't leave feminine protection to chance/Proverb: something has to be left to chance or never take a chance till the odds are in your favor/ playing on women's insecurities about protection

6. Bergdorf Goodman/ clothing company/ saying their clothes are the finest, top quality/Proverb: there's always room at the top

7. Rampage/clothing company/Proverb: talk is cheap

8. Talbots/ spring collection/the change in season brings a change in attitude/Proverb: all things change and we change with them/ basically saying women need different clothes for different seasons and Talbots has their spring line ready for women now.

9. Oliver Peoples/ eye glasses, stylish, smart;Proverb: style is the dress of thought/ it's an attitude

10. Tide/good with stains/ targetted toward the busy housewife who doesn't have time for stains/ Tide will... wash your troubles away/like-Proverb: laugh your troubles away