

FOLKLORE IN IT'S EVERYDAY LIFE

BY

Andra R. Webb

The use of various types of Folklore is present in every-day advertising. Whether it is to see the Old West in days gone by, or to try and relive our childhood. Advertisers uses folklore to recapture those moments for us and in some way, helps fulfill our fantasies.

Present in this report are ten examples of different ways the advertising market enlists the help of folklore to sell it's products. In over fifty percent of these examples, the use of three lines and three pictures of the products prevail. In twenty percent, the ads try and capture the romantic side of the public's nature, where those long ago times can once again be enjoyed and remembered. The remaining examples play on our materialistic side by promising us great riches and a wonderful life if we dab on their perfume or drive their cars.

These examples have been selected from a variety of magazines which include: Ladies Home Journal, McCalls, Glamour, Redbook, Woman's Day and Victoria from January thru April 1994.

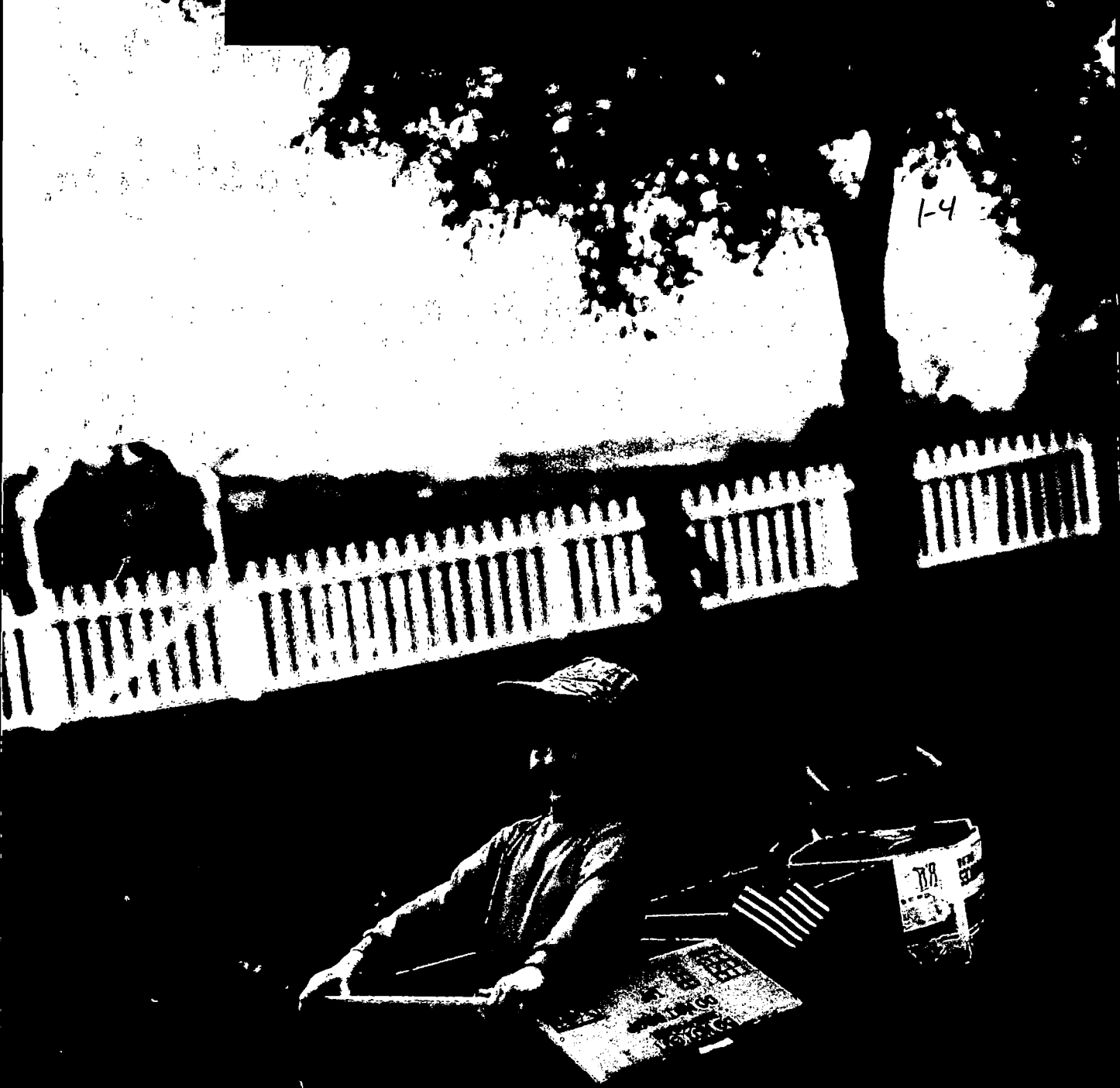
The general public responds to visual aids, the colors, the product packaging, and the beauty of it's models. These things have proven to be very constructive in the selling of millions of products cars, makeup, perfume, clothes, and even down to the type of toilet paper we use. Sometimes the folklore content is not easily seen or noticed by people on the conscious level but subconsciously, could the folklore be the reason why we pass up a certain product, only to choose another for some unknown reason?

Folklore is present in many different ways: the wording, the color of the ad, and even the activities that is happening in the ad. These things influence the purchasing habits of all people and play a strong factor in the success or failure of a particular product.

All advertisements tell a story and create a desired mood for it's readers. It is those stories and those aimed-for moods that predict the rightness of the products with their purchasers. Most people take ads for granted, they don't think about those ads they see or the impact they have on people. If an ad is funny, we laugh. If an ad is sad, we cry. When a piece of paper and a few words can conjure up this type of emotion, I think people should pay more attention to those ads and respect the power involved. Folkore is a very special and unique type of communication, but many people don't realize this. Many people think of folklore as children's stories from long ago. That is one type of folklore but there are so many different kinds that some people are unaware of, but through advertising, they can experience those different types of folklore and enjoy the impact that folklore plays in their daily lives.

Folklore is all around us. Pay attention and enjoy it's continuing presence in our everyday life. Try and experience what the ad is aiming for, don't just skim over the ads and go on to read another article. You could be missing the best article in the magazine.

WOULD A CHILDHOOD BE A CHILDHOOD
WITHOUT A TRAIN RIDE?



FOR RESERVATIONS,
CALL YOUR TRAVEL AGENT OR
AMTRAK AT 1-800-USA-RAIL.

Everyone yearns for what
America used to be. Except, perhaps,
the folks who live in Wyoming.



In Wyoming, you'll discover towns like Aladdin, where people still ride horses to the general store.

Not long ago, America was still an unspoiled place. A country where the air was clean and the water was pure. Where the wild animals were abundant, and the people were scarce.

While most of America isn't like that today, most of one state still is: Wyoming.

Wyoming is

Pristine rivers like the Belle Fourche are found throughout our state.

home to little towns like Aladdin and Encampment. Mountain ranges like the Big Horns and Absarokas. Pristine rivers like the Belle Fourche and Sweetwater.

Wyoming's population is the smallest of any state. In fact, big game animals outnumber humans here.

Saying "good morning" to a neighbor isn't

considered odd behavior in Wyoming. Nor is waving "hello" to strangers.

If you'd like to pay us a visit, call 1-800-438-5799 for a free Accommodations Guide. For our complete Vacation Planning Kit, mail a \$4 check to: Wyoming Travel Planner, Dept. 438, Cheyenne, WY 82002-0660.

WYOMING
Like no place on earth.



ALADDIN
POP 15
ELEV 3740

ARMSTRONG PUTS THE HEIGHT OF FASHION RIGHT AT YOUR FEET



Armstrong

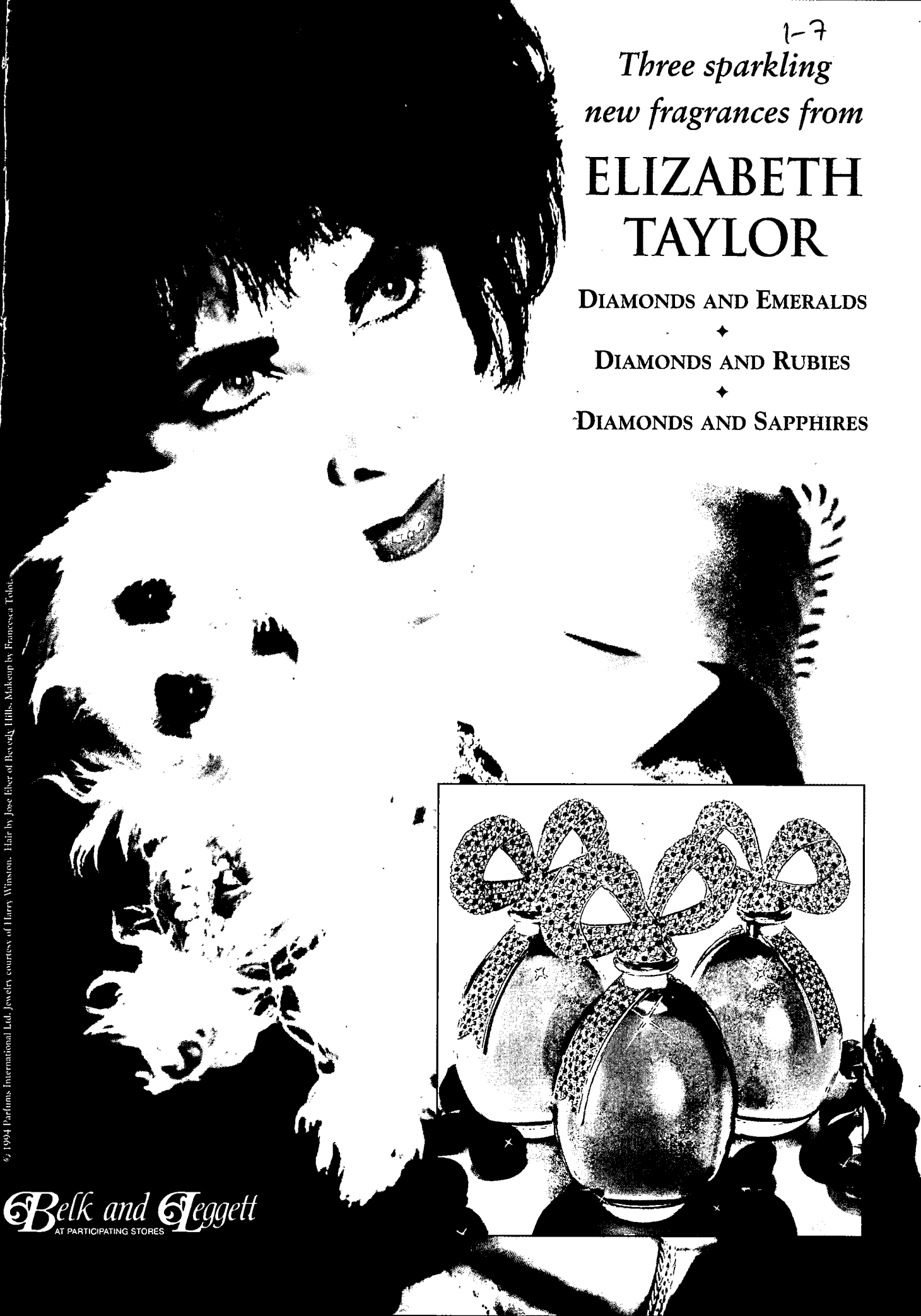
It's the look you're looking for.
Your own unique style.

Visions® Solarian® allows
you to combine color to
create borders, stripes,
insets, accents.

Unlimited options can
make your room brighter, more
colorful, more interesting,
more personal.

See for yourself.

Call 1 800 233-3823 for your
nearest Armstrong Floor
Fashion Center® retailer.



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*Three sparkling
new fragrances from*

ELIZABETH TAYLOR

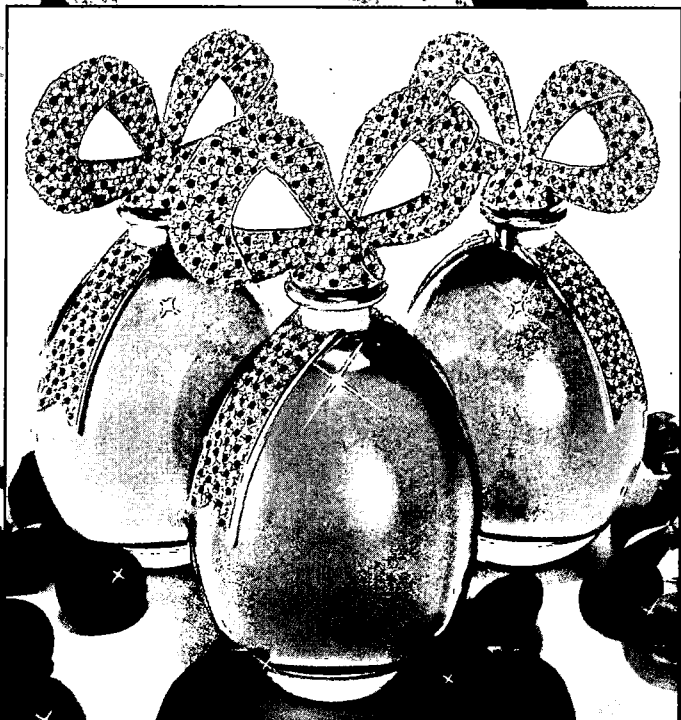
DIAMONDS AND EMERALDS



DIAMONDS AND RUBIES



DIAMONDS AND SAPPHIRES



© 1994 Parfums International Ltd. Jewelry courtesy of Harry Winston. Hair by Jose Eber of Beverly Hills. Makeup by Francesca Tolot.

Belk and Leggett
AT PARTICIPATING STORES

Once upon a time a youth was enamored of a beautiful girl. Rumor reached him that his beloved had died. Mounting his horse, he galloped off the edge of a rocky escarpment, meeting death instantly. As blood seeped from his wounds, red tulips sprang up all around. Thus, the red tulip became a declaration of love. A tulip offered by a young man to his beloved says, "As the redness of this flower, I am on fire with love."



9

So distractingly beautiful,
no wonder the cup runneth over.



NEIDA

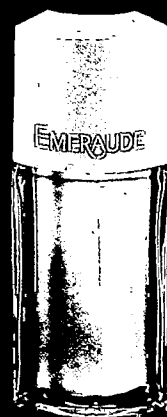
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© 1997 Crystal Water Goblet Co.



Born in 1923, a fragrance so sensual
even the French were shocked.

EMERAUDE

The fragrance with a past.





Free gift wrap.

HAPPY HOLIDAYS FROM HERSHEY'S KISSES.

1-13

IT'S TOO BAD OTHER BRANDS DON'T PAD THEIR SHOES AS MUCH AS THEIR PRICES.

Finally, shoes that have their priorities straight.

Grasshoppers® by Keds®

feature Cushions, a new

insole specially designed

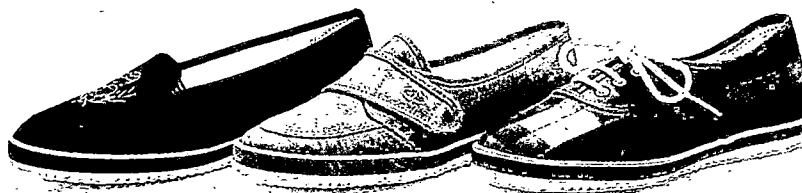
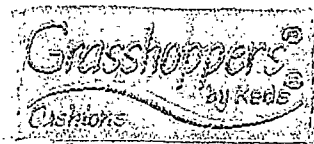
to provide extra comfort

without adding anything

extra to the price tag.

And Grasshoppers come

in a full range of sizes and widths for the best possible fit. So try on a pair of Grasshoppers and experience how they feel for yourself. We promise they won't pinch, even when you get to the cash register.



Model wearing Chambray Spinnaker. Also shown: Red Tradewind, Chambray Skipjack and Plaid Spinnaker. All priced under \$30.

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