

Lesson 2

> Feminine hygiene's ads: a historical overlook <

Kotex, 1923, “women everywhere prefer kotex”

http://library.duke.edu/digitalcollections/adaccess_BH0233/

Kotex, '30s, “3 delicate situations saved”

http://library.duke.edu/digitalcollections/adaccess_BH0270/

Modess, 1945, (bargain+deodorant)

http://library.duke.edu/digitalcollections/adaccess_BH0228/

Modess, 1950, “the new shape, is the news”

http://library.duke.edu/digitalcollections/adaccess_BH0136/

Marylin, make-up 1952

http://library.duke.edu/digitalcollections/adaccess_BH1939/

70s, backpack

(img)

1972, letter

(img)

Ultrathin (classic ad)

http://www.youtube.com/watch?v=LYo_ag-_xMY

Parody

<http://www.youtube.com/watch?v=vldk2DNleo8>

Good undies vs daggies

<http://www.youtube.com/watch?v=ijMsNTqfFT0&NR=1>

The beaver

<http://www.youtube.com/watch?v=mxkUE5TtOFQ>

Tied tampon (today)

(img)