

> Ads on pads across a century: How do they change? What images of women do they evoke and project? On what feelings and emotions (fear, anxiety, fun, independence, poise, irony, etc.) do they rely on? What mode/s of persuasion is/are activated?

kotex, 1923

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

kotex, 3 delicate situations saved 1934

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

modess, big bargain box, 1945

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

modess, the new shape, 1950

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

backpack

(img, see following page)

ultrathin, “classic”, 1999

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

kotex, ridiculous, 2010

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

kotex, good undies vs daggies

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

kotex, the “beaver”

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

tampax, serena williams

(img, see following page)



**I spent a bundle
on a backpack, then
thought I couldn't go.**

DAY BEFORE

Wow, Kathy, when did you get this super new backpack?

Yesterday. And today I got my period. Anne, how am I ever going to carry enough protection in that little space?



Here. Take these along — Pursettes, the tote tampons. They have this neat compact.

But I can't use tampons. I've tried them before.



Look. A Pursettes tampon is no larger than a lipstick because it has a pre-lubricated tip instead of a bulky applicator. Makes it easy to use, easy to carry.



And, listen, Pursettes give you super protection. I know. They're made to fit without being felt, too.



NEXT DAY

Hey, let's break for lunch. I'm starved.

Thank goodness for Pursettes tampons. I sure would have been left behind without them for protection.



I wouldn't have missed this for anything, Fred.



COUNT ON PURSETTES FOR THE OUTDOOR LIFE.

To prove how easy to use and convenient to carry Pursettes® are, send for a free compact, filled with four regulars or three super-absorbent Pursettes Plus® tampons (indicate choice). Mail 25¢ for postage-handling to Campana, Dept. S-084 Batavia, ILL. 60510. See why outdoor girls love the tote tampon.

Offer good in U.S.A. only. Expires December 31, 1974.





SERENA SHUTS OUT
MOTHER NATURE'S MONTHLY GIFT

Advertisement for Tampax Pearl tampons featuring Serena Williams. The image shows her celebrating on a tennis court while three people in the background try to hand her a pink gift. The text reads: SERENA SHUTS OUT MOTHER NATURE'S MONTHLY GIFT. Below the image is the Outsmart Mother Nature TAMPAX logo, a paragraph of text, a website link, a Tampax Pearl product box, and a 'STOPS LEAKS BETTER' slogan.

Outsmart Mother Nature
TAMPAX

A champion like Serena Williams doesn't let Mother Nature's Monthly Gift interrupt her game. That's why she trusts Tampax Pearl® plastic with a new and improved LeakGuard® braided.

www.tampax.com

STOPS LEAKS BETTER
FROM PLAYING SPORT

