



[Home](#) [About](#) [Assignments](#) [Documents](#) [Resources](#) [Schedule](#)

— Rory Sutherland @ TED

Andy Hobsbawm @ TED: Do the green thing —

## Vintage American Ads Get Online Archive

Posted on April 10, 2012

### **DON'T PASS THIS.**



**OVER 26,000 IN USE.**

**This Bedroom Convenience  
is invaluable**

**For Invalids,  
The Aged and Infirm,  
In Cases of Sickness.  
Prices \$8.00 to \$14.00.**

Send 6c. for 24-page Illustrated Catalogue of Earth Closets; 5c. for "*Healthy Homes: How to Have Them,*" 36 pages valuable information.

**HEAP'S PATENT EARTH CLOSET CO., Muskegon, Mich.**

[jaypaul.com](http://jaypaul.com)

## "Light Bulbs" – Chris Jordan (2008)



Depicts 320,000 light bulbs, equal to the number of kilowatt hours of electricity wasted in the United States every minute from inefficient residential electricity usage (inefficient wiring, computers in sleep mode, etc.).

seen it...

- [Designing the Perfect Blockbuster Movie Poster](#)
- [Ad Society Info](#)
- [Collaborative Branding](#)



**Ryan Sagawa says:**

April 10, 2012 at 11:46 am

My response to this article and website is, "Finally!" Being a Digital Arts major I'm constantly looking for things to use for inspiration, and vintage advertisements are always a great source. Unfortunately, finding them is always a timely and frustrating process. Majority of the problems dealt with the size of the images and the lack of variety. With the creation of this online database not only does it make things easier to search for vintage ads but from an advertising point of view it provides a place to study the history of advertising. People can analyze how ads changed over time and see what details are still being used in current day ads. Not only can this site be used for research and design purposes, but it can also be a leisurely thing as well. This site gives a trip down memory lane and gives people a chance to view historical images that may be sentimental to them. I appreciate that the creator Jay Paull took the time to create such a database and I'm sure many others feel the same.