

## Online Resources for Advertisements and Ad Parodies For Ms. Hirsch's Advertising Project

Emergence of Advertising in America <http://scriptorium.lib.duke.edu/ea/>

This site provides over 9,000 images, with background information, as examples of the early history of advertising in the United States (1850 - 1920). The materials are drawn from the Rare Book, Manuscript, and Special Collections Library at Duke University. Includes a timeline with an overview of advertising and influential developments, 1850 - 1920. Allows for the browsing of any of the eleven categories, or searching by keyword across all or within individual categories. Note: This site includes historical materials that may contain negative stereotypes or language reflecting the culture or language of a particular period or place. These items are presented as part of the historical record.

Ad Access Project <http://scriptorium.lib.duke.edu/adaccess/>

This is a collection of historical magazine and newspaper advertisements from the Duke University Library's J. Walter Thompson Company Archives. It consists of a large collection of over 7,000 advertisements, mainly from U.S. publications dating between 1911 and 1955, regarding these broad topics: Beauty and Hygiene, Radio, Television, Transportation, and World War II. Brief written introductions are provided for each category of the archive. An Ad\*Access Timeline features a chronology of major events and interesting facts that occurred in or affected the United States during eight five-year periods from 1915-1955. Note: This site includes historical materials that may contain negative stereotypes or language reflecting the culture or language of a particular period or place. These items are presented as part of the historical record

Fifty years of Coca Cola Advertising  
<http://memory.loc.gov/ammem/ccmphtml/colahome.html>

This collection presents a variety of television advertisements, never-broadcast outtakes, and experimental footage reflecting the historical development of television advertising for a major commercial product. Includes several presentations that add interest and help explain the role of advertising in American culture.

Living Room Candidates

<http://livingroomcandidate.movingimage.us/index.php>

The Living Room Candidate: Presidential Campaign Commercials 1952-2004. This site presents more than 250 television commercials from every election year beginning in 1952, when the first campaign ads aired, and includes ads from recent campaigns. Users can watch nearly four hours of presidential campaign TV commercials and explore the expanding world of Web-based political advertising. Includes a searchable database and features commentary, historical background, election results, and navigation organized by both year and theme. Each commercial is accompanied by a list of related commercials in order to help guide the viewer through the collection. The exhibition features a sidebar section, "The Desktop Candidate," about the growing role of the Internet in presidential campaigns. Publisher: American Museum of the Moving Image.

### **Ad Parody Sites**

Health Assignment

<http://www.olivija.com/visual-2/>

A collection of student projects from Canyon Springs High School that fulfilled the assignment to "Find a tobacco ad that strikes you and make a parody of it, a similar ad the same size that tells the truth about the product."

The Lamponery: A collection of ad parodies

<http://www.lamponery.com/ads.htm>

Dumbentia

<http://www.dumbentia.com/>

A collection of parodies about the computer industry.