

## Vintage Brazilian Ads



As I said a while ago, it isn't easy find good sites about vintage Brazilian culture and ephemera. Happily this has been changing in the last years and many sites to preserve this memory appeared. A very good example of this kind of site was [Nostalgia do Terror](#), a dedicated site to preserve the memory of vintage horror Brazilian comics.

Now, my interest is pointed to ephemera: the vintage advertising. The [Museu da Propaganda](#) (Museum of Advertising) is a Brazilian site devoted to preserve the memory of the old times of advertising, specially those from the state of [Pará](#), as the [Paraenses](#) (= from Pará) page shows.



The site contains around thirty four ads, published between 1915 and the middle of 1960's, and nineteen Jingles in mp3 format. The images aren't big enough for my taste, however the additional information that goes with them makes the site worth it. The **Museu da Propaganda** is maintained by Arthur Tamer Vasques, and this is the kind of initiative must be stimulated.

The [Clube do Carro Antigo de Londrina](#) (Antique Car's Club of Londrina) has a some a lot of information about vintage cars, pictures, prints, and a

very nice session with many images of [vintage ads](#). Those ads were originally published in Brazilian magazines in the 1960's and 1970's.



And of course there is a blog devoted to the vintage Brazilian ads: [Propagandas Antigas](#). It has tons of ads published in 1958 at the magazine *Seleções do Reader's Digest* (Reader's Digest Selections). However, that's not all. Javé - the blogger - created more blogs to host those pretty ephemeral images: [propagandas antigas 1](#), [propagandas antigas 2](#), [propagandas antigas 3](#) and [Propagandas antigas - anos 40](#), with vintage ads published at the *Seleções do Reader's Digest* in 1942.

After all those blogs I tough that he had stop there, until I finding [his Flickr page](#) with more 184 scanned images. And since we are talking about **Flickr**, I would like to say that I also have some images of vintage ads from 1950's to 1970's in my [Vintage Brazilian Ads](#) set. The images were sent by a friend, a while ago, to a mailing list, so I have no idea about the date when they were published.

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