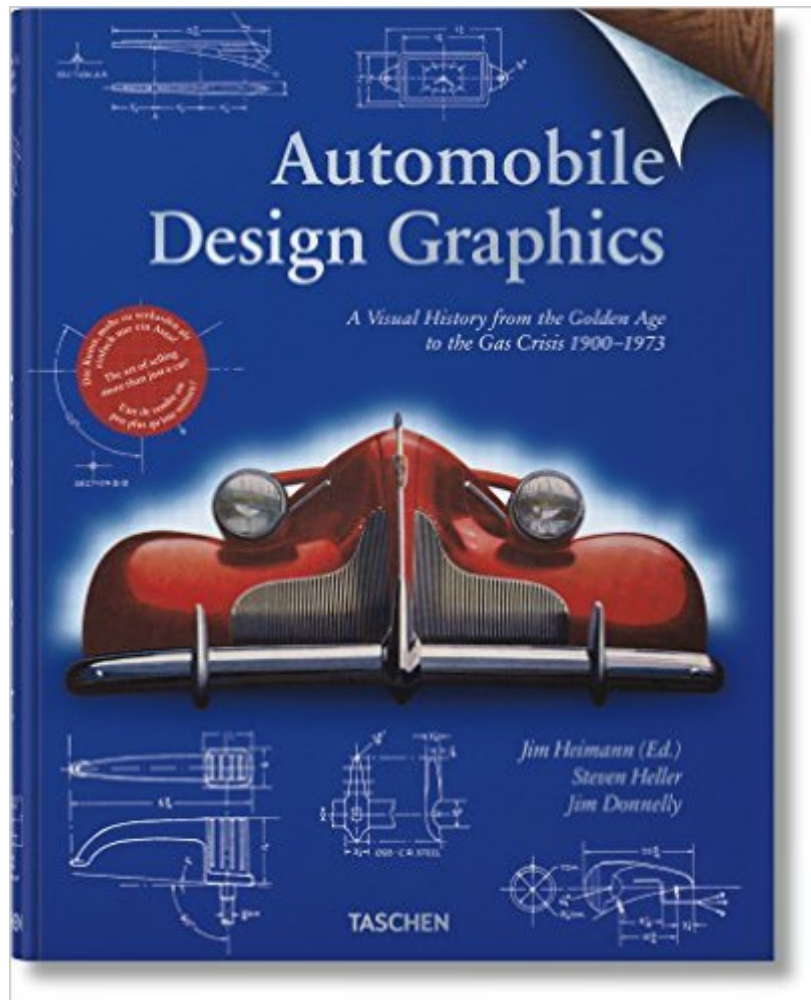


The book was found

# Automobile Design Graphics



## Synopsis

Dream a little dream  
The art of selling more than just a car  
In the heyday of the automobile, marketing cars was an exacting process. Selling the public one of their major life purchases involved not only traditional advertising but also a crucial item that extolled the virtue of the cars: the brochure. Often oversize and sumptuously produced, including acetate overlays with fabric and paint swatches, brochures were only available at dealer showrooms or auto fairs—hence specimens of antique and vintage car brochures are rare collector's items today. Frequently overlooked in design and automotive histories, this ephemera offers a lucid mirror image of American tastes, consumerism, and buying habits since the dawn of the automobile. Automobile Design Graphics presents for the first time a comprehensive overview of this mostly forgotten breed of collateral advertising. From the most obscure (Tucker, Ajax, Columbia) to the most iconic (General Motors, Ford, and Chrysler), this visual history brings together over 500 reproductions from these rare and collectible customer brochures. Across eight decades, they present not only some of the finest cars, but also some of the best illustration and graphic design of the 20th century. Ancillary examples of automotive literature, including the elaborate dealer manuals are also featured, alongside essays by automobile and cultural historian Jim Donnelly and preeminent design historian Steven Heller. Testament to a bygone era when cars were, quite simply, the stuff dreams were made of, this book is a visual and informative pleasure for car enthusiasts, designers, and pop culture aficionados alike. Text in English, French, and German

## Book Information

Hardcover: 368 pages

Publisher: Taschen; Mul edition (September 1, 2016)

Language: English

ISBN-10: 3822853712

ISBN-13: 978-3822853719

Product Dimensions: 1.5 x 10 x 12.5 inches

Shipping Weight: 5.4 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars— See all reviews— (1 customer review)

Best Sellers Rank: #77,027 in Books (See Top 100 in Books) #11 in Books > Arts & Photography > Graphic Design > Commercial > Advertising #14 in Books > Arts & Photography > Vehicle Pictorials > Automotive #177 in Books > Engineering & Transportation > Automotive

## Customer Reviews

Very nicely done! If you enjoy automobile advertising art you should be pleased with this book. As the extended title indicates, the ads cover the years 1900-1973. The contents are divided into four time periods - 1900-1929, 1930-1946, 1947-1961 & 1962-1973. The selection of images are well chosen and cover a pretty good swath of marques. I've been a collector of magazine advertising art for a number of years and appreciate this contribution to the field. The process of selecting which images to use in compiling a collection like this is obviously quite subjective, and will never meet with everyone's complete approval. I was a bit disappointed to see a number of my favorite pieces excluded. However, there are a number of wonderful ads that I've never seen and am pleased they're now accessible. For my tastes, the editors could have left off in 1961. I don't think the artwork and production quality after that date is equal to what preceded it. I wouldn't knock off any points on that score because the book clearly indicates which years it covers. As for the physical merits of this book - four stars is about right. I like the weight and finish of the paper and the binding appears very durable. A dust jacket would have been a nice touch but a lot of publishers like to skip this expense. I would have given the book 5 stars but I think it's a bit overpriced. Taschen, has a reputation for offering a lot of bang for the buck. On this occasion they went the other direction. I have a keen interest in the subject so I overlooked the price. At \$35-\$40 this would have received that fifth star.\*\* This book was just released (only a couple of days ago). How is it that there are over thirty outside sellers offering this book for sale on - deeply discounted. I understand the remainder market but could Taschen be dumping this book only days after its release? Very strange! And given this, how is it is charging so much. Either is trying to squeeze a little extra out of this particular title or Taschen wouldn't offer them much of a discount. How did all those other sellers obtain their inventory? - and at such a reduced price. Curious Indeed!! Guess I'll have to reassess my habit of pre-ordering. Appears to be a costly policy.

[Download to continue reading...](#)

Automobile Design Graphics The Educated Consumers Guide to No-Fault Automobile Insurance: How America can save billions in Medicaid costs and create comprehensive and unlimited ... cord injuries) in automobile accidents! The Art and Science of Digital Compositing, Second Edition: Techniques for Visual Effects, Animation and Motion Graphics (The Morgan Kaufmann Series in Computer Graphics) Advanced Graphics Programming Using OpenGL (The Morgan Kaufmann Series in Computer Graphics) Mobile 3D Graphics: with OpenGL ES and M3G (The Morgan Kaufmann Series in Computer Graphics) Interior Design Visual Presentation: A Guide to Graphics, Models and Presentation Techniques Exhibition Art - Graphics and Space Design M to M of M/M (Paris): Fashion, Music, Art, Graphics, and Visual Styling from the Groundbreaking Design Studio

Learning Web Design: A Beginner's Guide to (X)HTML, StyleSheets, and Web Graphics Design  
Energy Simulation for Architects: Guide to 3D Graphics A Career in Computer Graphics and Design  
(Essential Careers) Visualization, Modeling, and Graphics for Engineering Design (Available Titles  
CourseMate) Jaguar Calendar- Calendars 2016 - 2017 Wall Calendars - Car Calendar - Automobile  
Calendar - Jaguar 16 Month Wall Calendar by Avonside Porsche Calendar- 2016 Wall calendars -  
Car Calendar - Automobile Calendar - Monthly Wall Calendar by Avonside Porsche Calendar- 2015  
Wall calendars - Car Calendar - Automobile Calendar - Monthly Wall Calendar by Avonside The  
Automobile (Great Inventions) Car: The Evolution of the Automobile Illustrated Dictionary of  
Automobile Body Styles ASE Test Preparation - A4 Suspension and Steering (Automobile  
Certification Series) Crash Course: The American Automobile Industry's Road to Bankruptcy and  
Bailout-and Beyond

[Dmca](#)