Vintage Ads

AUTOMOTIVE MOTIVATION

How do you make engine parts appealing?

1949

1. *Tell a Reliable Story*

The Electric Storage Battery Co. in Philadelphia was a leading supplier from the earliest days of motoring; postwar car owners would have been familiar with the striking look of an Exide, with its graphic black and red styling. Its ad evokes a strong theme of the era that cast men as driven breadwinners who keep the economy rolling.

1962

2. *Spark Interest*

In 1962, when all thoughts were on the promise of space after John Glenn's orbit of Earth that February, AC Spark Plug positions itself as a future-facing company with a clever ad that makes its ordinary car part look like a rocket.

1952

3. *Fuel the Imagination*

Ukrainian-born Boris Artzybasheff, who immigrated to the United States in 1919, was a prolific commercial artist and illustrator. He drew some 200 covers for *Time*, created ad campaigns for dozens of clients and worked on acclaimed children's books before his death in 1965. Artzybasheff had a fondness for machines, and liked to draw them with human characteristics such as hands and faces. His many ads for Shell motor oil in the early '50s, featuring the mildly terrifying acid demon wreaking havoc on innocent engines, show his creative mind at its most astonishing and effective. ●