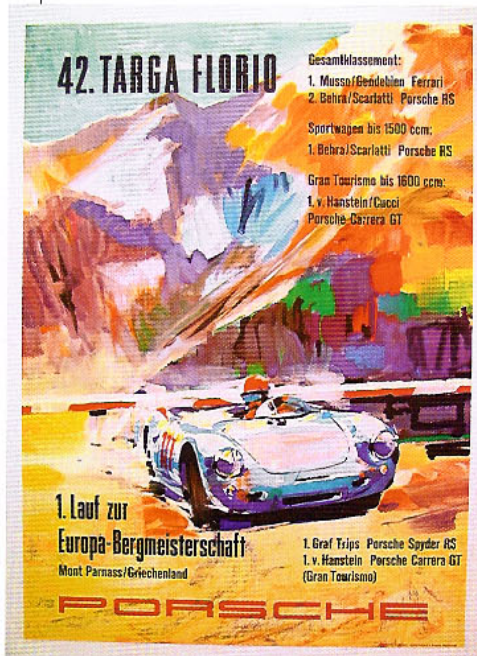


Vintage Wallpaper



VINTAGE AUTO POSTERS

WHEN HE WAS IN HIGH SCHOOL, TONY SINGER became an automotive enthusiast with just a glimpse of a teacher's Porsche 356C Cabriolet. It would be a few years before Singer acquired his first Porsche—a Super 90 coupe—and while he waited for the real thing, he collected brochures. “My awareness of advertising materials hatched in the late '60s when I was in college in Denver,” he says. As he purchased vintage sports cars, he also continued to accumulate related automobilia—particularly posters. “You want to develop the history of your car, flesh out the display in your garage,” he says. “In the beginning there was Porsche, and then I got involved in Ferraris in the mid-1970s. I collected for all of them, and I realized I had all these posters.” Singer's collection grew large enough that he was able to start Vintage Auto Posters. “Nobody has an inventory like this,” he says. “And every one is guaranteed original.”

Singer says they fall into three categories: race event, factory, and commemorative posters (in the latter, an oil or tire company might tout the performance of its product in

a race). “I tend to focus on graphically strong images from the 1920s into the mid-1960s,” he says. High on his clients' wish lists are anything related to the Porsche 356 and event posters featuring Ferrari. “Ferrari didn't put out a lot of graphics,” he explains. “They are also looking for anything related to the Mille Miglia. And prewar posters are very hot.”

Although most of Singer's sales are from his inventory, he does work with clients to find specific posters. “I have sources and will try to find special requests,” he says. “If you send me your car's history, I will put it in my wanted file—I always look there first when something new comes in.” He mounts all of his posters on archival linen, and each is ready to be shipped. According to Singer, posters on the lower end start around \$400, those in the middle tend to sell for \$1,200 to \$1,500, and top posters can reach as much as \$15,000. But he notes, “There are some prewar posters that you will see in the \$25,000-to-\$35,000 range.” —CHRISTIAN GULLIKSEN

Vintage Auto Posters, 831.659.5335, www.vintageautoposters.com