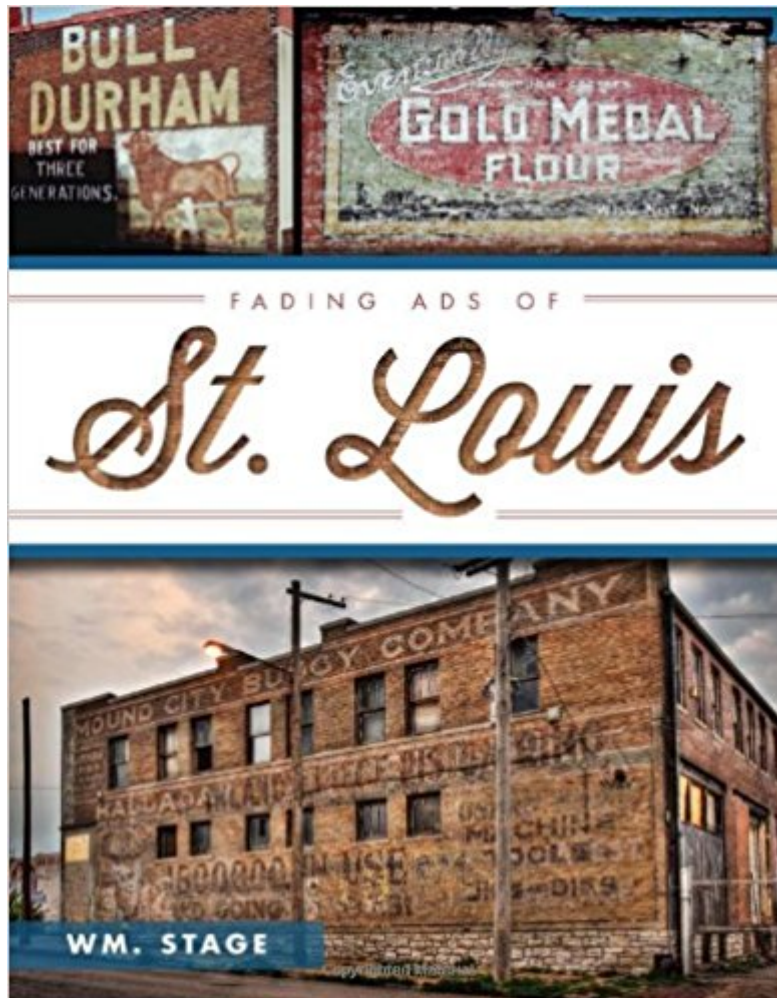




The book was found

Fading Ads Of St. Louis



Synopsis

Before the billboard, radio or television commercial, there was the painted ad. Today, these aging ads capture the imagination, harkening back to a bygone era. Vanishing paint on brick walls speaks to a time when commerce was much simpler and much more direct. Few cities in America have produced as many intriguing fading ads as St. Louis. Fewer still are home to such an expert on the subject as author Wm. Stage. For decades, Stage has studied and researched the lost art form of the painted ad, carefully tracking the history of this hands-on approach to advertising from its lustrous heyday to its disappearing present. Join Stage on a tour through St. Louis's fading ads hidden in plain sight.

Book Information

Series: Fading Ads

Paperback: 128 pages

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Average Customer Review: 4.4 out of 5 stars 4 customer reviews

Best Sellers Rank: #1,033,111 in Books (See Top 100 in Books) #5 in [Books > Travel > United States > Missouri > St. Louis](#) #336 in [Books > Travel > United States > Central](#) #1947 in [Books > Business & Money > Marketing & Sales > Advertising](#)

Customer Reviews

Wm. Stage is a St. Louis-based writer and photographer. He has taught photojournalism at the Saint Louis University School for Professional Studies and feature writing at Defense Information School. His commentaries may be heard occasionally on KWMU, the NPR affiliate in St. Louis.

Love the pictures but some of the print is difficult to read due to the color choices. It is also very small. On several occasions a light grey color was used on a light background. Not the best contrast for reading.

Will be used as a Christmas gift.

Fantastic!!!

Very Nice Book, Fast Shipping. AAA+++

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