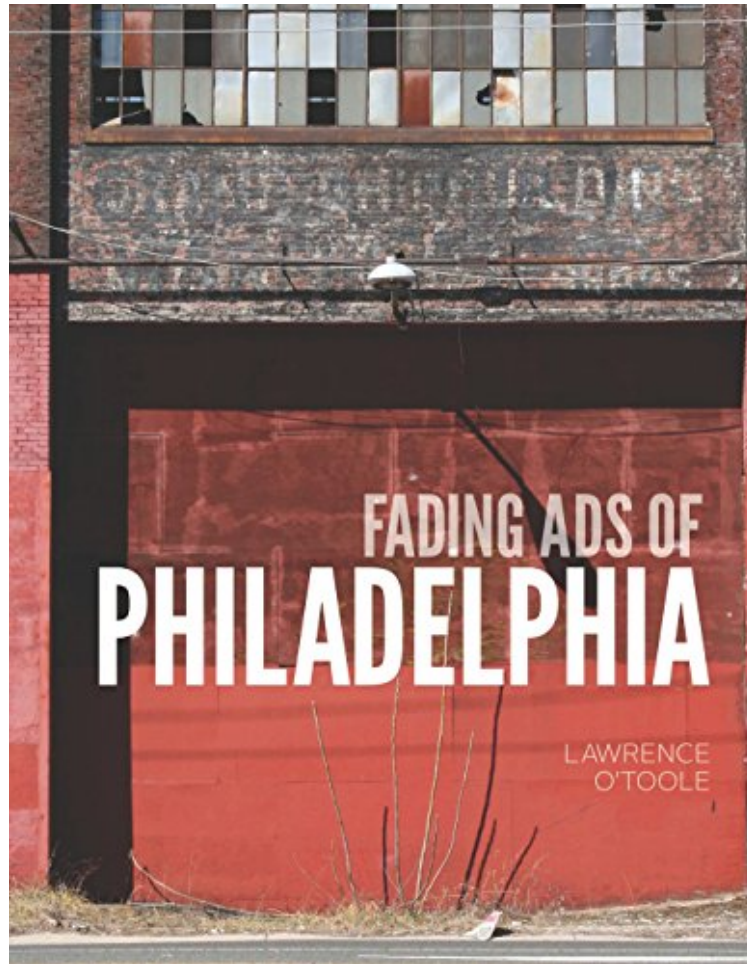


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Fading Ads of Philadelphia

Lawrence O'Toole

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4 of 4 people found the following review helpful. Really Interesting!!!By William CurtsWOW, this book has some really interesting photos and the stories behind some of them are fascinating! It was done in a creative way and I think its a great conversation piece. I hope the author is able to bring his perspective and creativity to more cities around the country.Great Read!3 of 3 people found the following review helpful. Hide and Seek, Philadelphia styleBy T. FayOh Snap, I had no idea that was there. That is what this book left me saying about a number of buildings on a number of street corners in the city that I call home.4 of 4 people found the following review helpful. Wonderful book for fans of philadelphia history and cultureBy Carol W. LevyJust got the book, started paging through. I am going to really enjoy this, it's got wonderful photography and in-depth stories about the signs. This is a must-have for any Philly fan.

Philadelphia's faded ads are history in plain sight. They are tangible remnants of changing neighborhoods and

industries, and *Fading Ads of Philadelphia* presents a new way to view these forgotten urban stories. Join author and photographer Lawrence O'Toole as he explores these physical touchstones of the city's history--a sign for a bygone family business seen only from the elevated train tracks, the Gretz smokestack advertising the now defunct Kensington brewery and an ad for the Midtown Theater that is slowly reappearing from behind layers of whitewash. O'Toole re-creates this lost urban landscape as he hunts signs from Center City to the River Wards and from South Philadelphia to West Philadelphia. Through this stunningly illustrated book, urbanites will again view these too often overlooked ads--and their stories--with fresh eyes.

"Graphic designer Lawrence O'Toole builds an urban portrait out of echoes of the city that once was." --Philadelphia Weekly
About the Author
Lawrence O'Toole is a design director and entrepreneur with more than 15 years of experience in branding, print and digital design. Born and raised in Philadelphia, he received a degree in Graphic Design from the Nesbitt College of Design Arts at Drexel University. Post graduation, he worked as an art director at various companies in the Philadelphia area, before co-founding his own agency in 2005. He now resides in New York City. Frank Jump is an acclaimed photographer and urban documentarian. He is the author of *Fading Ads of New York*, " (The History Press, 2011). Stephen Powers made his mark as a Philadelphia graffiti artist."