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## Fading Ads of St. Louis

Wm. Stage

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FADING ADS OF

# St. Louis



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**Wm. Stage : Fading Ads of St. Louis** before purchasing it in order to gage whether or not it would be worth my time, and all praised Fading Ads of St. Louis:

0 of 0 people found the following review helpful. Don't like printingBy LynnLove 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.0 of 0 people found the following review helpful. Five StarsBy T. SimmonsWill be used as a Christmas gift.0 of 0 people found the following review helpful. Five StarsBy Linda AustinFantastic!!!

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.

**About the Author**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.