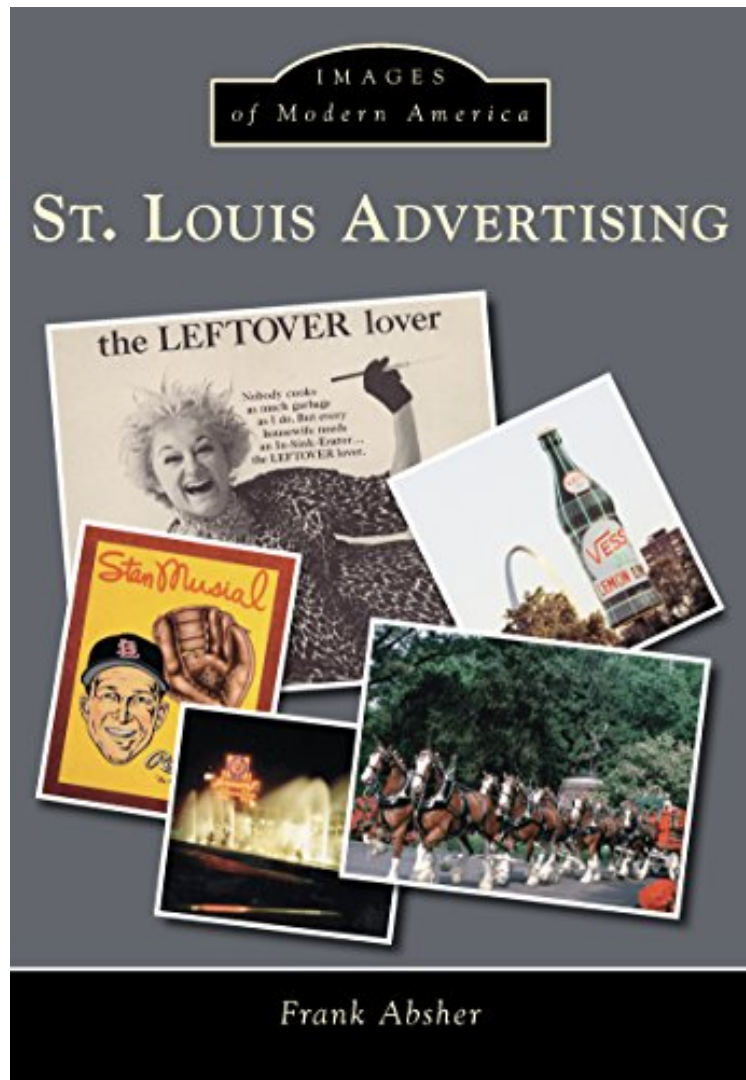


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St. Louis Advertising (Images of Modern America)

Frank Absher

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Mention "advertising," and just about everyone thinks of New York's Madison Avenue, long the center of the nation's advertising universe. The reality is that advertising is everywhere and has been almost since the inception of the nation. In St. Louis, for example, two early advertising agencies became major players on the national scene, creating advertising for multinational corporations. Browsing through this collection of old advertisements gives readers a chance to follow the development of the nation's business community over the past 200 years and see what was

important in the daily lives of Americans, as well as what the nation's commercial interests wanted them to believe was important.