



Fading Ads of St. Louis

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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.

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