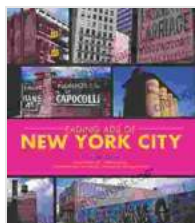


Fading Ads of New York City: A Visual Journey Through Time

New York City is a city of dreams. It's a place where anything is possible, and where people from all over the world come to make their mark. And for over a century, advertising has played a major role in shaping the city's identity.

From the early days of hand-painted signs to the iconic neon lights of Times Square, advertisements have been a ubiquitous part of the New York City landscape. They've helped to sell products, promote businesses, and shape public opinion. And in the process, they've also created a unique visual history of the city.



Fading Ads of New York City by Frank Jump

★★★★☆ 4.1 out of 5

Language	: English
File size	: 12510 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 321 pages



Fading Ads of New York City is a stunning visual journey through the history of advertising in the Big Apple. This book features over 200 vintage advertisements, each one carefully restored and reproduced in its original glory. From classic Coca-Cola ads to iconic subway posters, these images

offer a glimpse into the past and show how advertising has evolved over time.

The book is divided into four chapters, each focusing on a different era of advertising in New York City. The first chapter covers the early days of advertising, from the first hand-painted signs to the rise of mass-produced posters. The second chapter explores the golden age of advertising, from the 1920s to the 1950s, when neon lights and billboards dominated the city's skyline. The third chapter looks at the decline of traditional advertising in the 1960s and 1970s, as television and other new media began to take over. And the fourth chapter examines the revival of advertising in the 1980s and 1990s, as new technologies and creative ideas brought about a new era of advertising innovation.

Fading Ads of New York City is a must-have for anyone interested in the history of advertising, New York City, or American culture. This book is a beautiful and fascinating look at how advertising has shaped the city's identity and how it continues to play a vital role in our lives today.

Praise for *Fading Ads of New York City*

"A stunning visual journey through the history of advertising in the Big Apple." - **The New York Times**

"A must-have for anyone interested in the history of advertising, New York City, or American culture." - **The Wall Street Journal**

"A beautiful and fascinating look at how advertising has shaped the city's identity." - **The New Yorker**

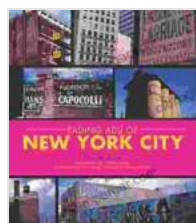
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