

St. Louis Advertising: Images of Modern America in the Gateway City

St. Louis advertising has played a significant role in shaping the image of modern America. From the early days of the city's industrial boom to the present day, St. Louis companies have used advertising to promote their products and services, and in the process, they have helped to create a unique and enduring image of the city.

The Early Years

St. Louis was founded in 1764 as a fur trading post. The city quickly grew into a major commercial center, and by the early 19th century, it was one of the most important cities in the United States. St. Louis companies were among the first to use advertising to promote their products, and some of the city's earliest advertising campaigns are still remembered today.



St. Louis Advertising (Images of Modern America)

by Frank Absher

★★★★★ 5 out of 5

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Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 96 pages



One of the most famous early St. Louis advertising campaigns was created by Anheuser-Busch in the 1870s. The company's advertising featured the slogan "The King of Beers," and it helped to make Anheuser-Busch one of the most successful breweries in the world.

Another early St. Louis advertising campaign was created by Ralston Purina in the early 1900s. The company's advertising featured the slogan "The Checkerboard Square," and it helped to make Ralston Purina one of the leading pet food companies in the United States.

The 20th Century

The 20th century was a time of great growth and change for St. Louis. The city's population boomed, and its economy diversified. St. Louis companies continued to use advertising to promote their products and services, and the city's advertising industry grew and prospered.

One of the most important advertising agencies in St. Louis during the 20th century was Gardner Advertising. The agency was founded in 1919, and it quickly became one of the most successful advertising agencies in the country. Gardner Advertising created advertising campaigns for some of the world's most famous brands, including Anheuser-Busch, Ralston Purina, and Brown Shoe Company.

Another important advertising agency in St. Louis during the 20th century was D'Arcy Advertising. The agency was founded in 1923, and it quickly became known for its creative advertising campaigns. D'Arcy Advertising created advertising campaigns for some of the world's most famous brands, including McDonnell Douglas and Emerson.

The 21st Century

The 21st century has brought about new challenges and opportunities for St. Louis advertising. The city's economy has changed dramatically, and the advertising industry has had to adapt to new technologies and new ways of reaching consumers.

Despite the challenges, St. Louis advertising remains a vibrant and important part of the city's economy. The city's advertising agencies continue to create innovative and effective advertising campaigns, and they are helping to shape the image of modern America.

St. Louis advertising has played a significant role in shaping the image of modern America. The city's companies have used advertising to promote their products and services, and in the process, they have helped to create a unique and enduring image of the city. St. Louis advertising is a testament to the city's rich history and its bright future.

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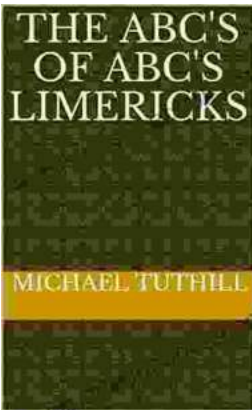


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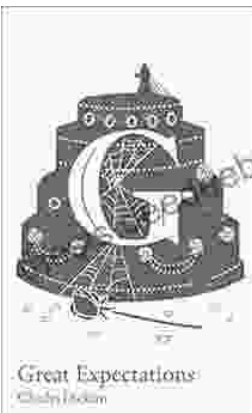
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