

## Fading Ads Of London

Since its founding by Jacques Waardenburg in 1971, Religion and Reason has been a leading forum for contributions on theories, theoretical issues and agendas related to the phenomenon and the study of religion. Topics include (among others) category formation, comparison, ethnophilosophy, hermeneutics, methodology, myth, phenomenology, philosophy of science, scientific atheism, structuralism, and theories of religion. From time to time the series publishes volumes that map the state of the art and the history of the discipline.

Wolves stalk the streets of Paris, and concert pianists stalk women who love women in these sensual stories by Jean McNeil. In London, a young woman constructs an imaginary romance through ads in the Once Seen columns; in Brazil, a fading writer tries to revitalize his career by tracking the journey of his more successful rival; beneath the shadow of a volcano a young woman writes of love. Set in Canada, Britain, France and Latin America, each one of these zestful, exhilarating stories is a whole world in itself.

Rose analyzes the rhetoric and symbols of government advertising, using Canada as a case study. Investigating three significant advertising campaigns over the last twenty years, Rose demonstrates the persuasiveness of advertising and its importance to the communications arsenal of governments.

The Encyclopedia of Nineteenth-Century Photography is the first comprehensive encyclopedia of world photography up to the beginning of the twentieth century. It sets out to be the standard, definitive reference work on the subject for years to come. Its coverage is global – an important ‘first’ in that authorities from all over the world have contributed their expertise and scholarship towards making this a truly comprehensive publication. The Encyclopedia presents new and ground-breaking research alongside accounts of the major established figures in the nineteenth century arena. Coverage includes all the key people, processes, equipment, movements, styles, debates and groupings which helped photography develop from being ‘a solution in search of a problem’ when first invented, to the essential communication tool, creative medium, and recorder of everyday life which it had become by the dawn of the twentieth century. The sheer breadth of coverage in the 1200 essays makes the Encyclopedia of Nineteenth-Century Photography an essential reference source for academics, students, researchers and libraries worldwide.

Fads by nature and by definition are hard to capture, yet Hoffmann and Bailey have captured over one hundred of the passing fashion fancies and merchandising miracles during America’s short history in their latest collection of fads, *Fashion & Merchandising Fads*. Life devoid of fads is impossible to imagine, and the fads that do enter our lives become vehicles for amusement upon retrospection. How long any fad stays in vogue is anybody’s guess, but Hoffmann and Bailey have again found those fads that somehow took root and flourished, if only for a short period of time, in America. Concise entries describe each fad from its beginning to its demise and its devout followers. Readers are sure to recognize many of the trends and fads collected in *Fashion & Merchandising Fads*. A browse through the contents will have readers smiling as they remember Alex, Stroh’s Beer-Drinking Dog and “Baby On Board” Stickers Barbie Dolls and Celebrity Perfumes Convertibles, Digital Watches, and Drive-In Banking Garfield, G. I. Joe, and Handbags for Men Knickers and Matchbox Cars The Model T and the Mustang Paper Dolls and Rubik’s Cube Silly Putty, the Slinky, and Synthetics in Clothes Top Hats, the Trilby, and Twiggy VCRs, Yuppies, and Zubaz Each fad featured in *Fashion & Merchandising Fads* is examined thoroughly and concisely by the authors. They look at the historical setting, how the trend became popular, and the people most fascinated and involved with the trend. References follow each entry to make further reading on each fad a relatively easy task for those intrigued by fads. As fads enter and encompass society for a period of time, this collection of fads, arranged alphabetically, is sure to captivate readers from beginning to end, or, in a world of fads, from the A-2 Flight Jacket to the Zipper.

In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

Taking inspiration from the 27 stops of the London Underground's Circle Line, this collection of essays and poems provides a unique exploration of one of the world's great cities. The Circle Line defines the heart of London, and its stops are some of the most recognizable for visitors and locals alike: Notting Hill, Paddington, Sloane Square, South Kensington, Westminster. Twenty-seven writers, all of whom have a special love for London, were selected and assigned one Circle Line station each. They write about the under- and above-ground surroundings of the stations, the histories of the locations, and the cultural, social, commercial, and political influences that have defined each famous place. As a collection, this celebration of the amazing diversity of London provides a guide of greater depth, going beyond the monuments and buildings to the soul of the city. Each writer's interpretation has its own style, ensuring an experience of London that is enriching and unpredictable.

Take a photographic journey into London’s often overlooked advertising history and see how the capital’s businesses of old made use of hand-painted signs to inform, advertise, and appeal to consumers. This intriguing book profiles hand-painted advertising from across the city, and investigates the companies that commissioned the signs that now appear faded—like ghosts—on the brickwork of buildings. It is a snapshot of a time that is almost forgotten, but which lives on through the sometimes haunting presence of ghost signs on the city’s streets. Richly illustrated with over 150 full-color signs, this collection reveals the many varied industries and businesses of London’s past and is a must for all true local historians.

Volume 1 was very much an 'overview' of British cinema, from its earliest days to the present. In this, the second volume, the essays will be more specific to certain periods and will encompass the evolutions of individual genres and directors. This will make for complimentary essays to volume 1 rather than simply an updating of them. The section on silent cinema and melodrama is replaced in this volume by War and Family Films the former being an interesting genre that has periodically appeared in British films in differing ways, and the latter because Britain has always produced hugely successful movies that appeal to family audiences. Rather than have three individual essays pertaining to Scotland, Northern Ireland and Wales, the volume will include examples of films made or set in those countries within the genre reviews. The volume will include information on established British directors such as Ken Loach and Danny Boyle as well as writing about avant-garde newcomer Ben Wheatley, who directed the fabulously strange, "A Field in England" (2013).

