

DAILY NEWS



\$1.00

NEW YORK'S HOMETOWN NEWSPAPER

26



Bogen, advertised at 13th St. and Ninth Ave., made hi-fi equipment until the mid-1970s.



This 1890s ad on Brooklyn's Washington Ave. touts a laundry whitenener.



WABC's golden era lives in Harlem.

GHOSTLY IMAGES OF NEW YORK'S PAST

Throughout New York City, ghost ads beckon us to buy products, using the selling techniques of a bygone era. Some are faded and some still brilliant, depending on the quality of paint. Glimpses of them are given to us by the ups and downs of real estate: As old buildings are torn down, ads of earlier eras are sometimes revealed in all their glory, shine brightly once more for a few weeks, and are then covered again to await revela-

tion in a future age, if their buildings survive.

Einstein's theory of relativity tells us that when we look at the stars in the heavens, we see them as they appeared eons ago. When you stroll the five boroughs, cast your gaze on high and you'll see the New York of yesterday writ large and small on the buildings where we work, shop and take shelter from the storms.

Kevin Walsh, Forgotten-NY.com

Omega Oil's ads still adorn this Harlem building, though its maker folded in 1924.

