



Портрет Иоганна Гуттенберга



**Гуттенберг рассматривает
отпечатанную страницу**

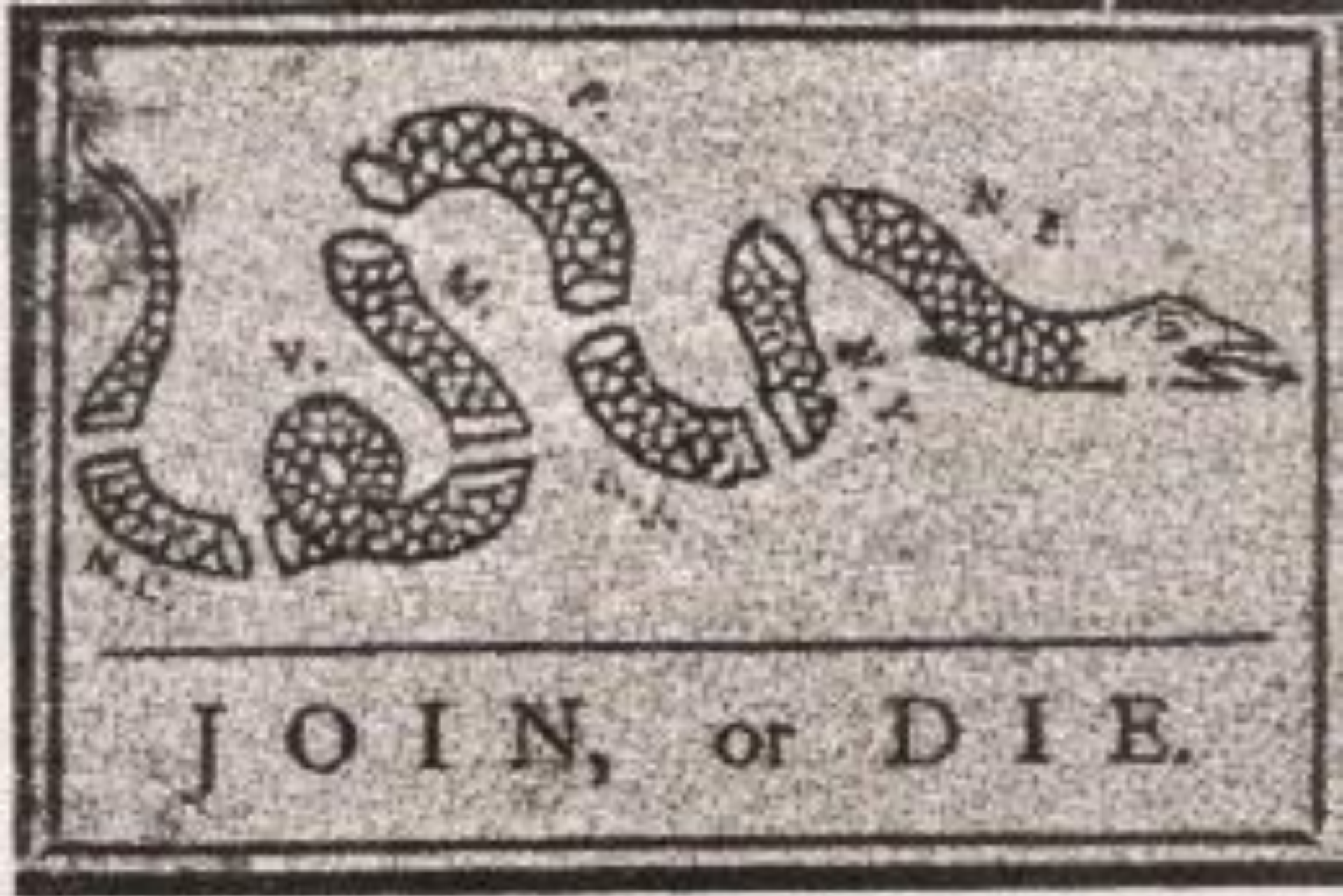
Банкнота 100 долларов США

Портрет Б. Франклина



микронепчатъ
вокруг портрета

цветные волокна



Карикатура на Американские колонии

THE AMERICAN

Weekly Mercury.

From Thursday, April 18, to Thursday April 25, 1754.

O Liberty! Thou Goddess heavenly bright,
Proud of thyself, and pregnant with Delight;
Stained Pleasures in thy Favouring Sight,
And smiling Plenty leads thee wondrous Train,
Bless'd of her Lord, Subject thou seem'st light,
And Poverty, looks chaster'd to thy Sight;
Thou mak'st the glorious Face of Nature gay,
Giv'st Beauty to the Sun, and Pleasure to the Day.

Mr. Bradford,
In a former Paper I presented you my Sentiments on
the Liberty of the Press: I shall be as good as my
Word. But, before I enter on the Subject, I beg
Leave to recapitulate my Grounds on the Sub-
ject of the Press, in your Magazine in the
South Carolina. The Name and Character of VANITY or PRE-
JUDICE, I hope I may be allowed to say, that it is in my
humble Opinion, the Pretension, that will recommend it to the
Attention of Government of Great-Britain: And I am easily afflic-
ted with excessive Folly, to see it repeated in a neighbouring
Country, with that Excess of Folly, which flows from the Strength of
Liberty.



It is in all other Cases
where the Subject of Liberty
is treated, we must carefully
distinguish, between Liberty
and Licentiousness. I have
perused many various Declara-
tions against the Liberty of the
Press, that have proceeded on
Matters evidently false: Not
so much for want of Skill in
the Considerers, as want of
Address and even common Sen-
se. They have not regard to
what the Nature of that Govern-
ment would have support, and how
such Principles work and
operate on the Happiness of
Society. For, no undoubt-
edly true, that there is a certain
Limitation in Argument,
by which, if you may suppose
what you please, you may
make what you will.
The Caprice and Fury of a Mob undisciplin'd and
under no Restraint from Law, may be as pernicious as the
unconquerable Rage of an absolute Tyrant.
The Excesses that Spirit of Liberty
Licentious, are either unmanag'd Mass, imagine; they ought
therefore to be carefully distinguish'd.
By the Liberty of the Press then, I am far from understand-
ing, (and hope every Englishman is) a unreasonable License,
of raising such Questions as will impair Majesty, or under-
mine the Foundation of Government, or any the
Constitutions themselves belonging. Nor do I think, that the

Conduct in private or public. Life might be arriv'd.
That the Law can do more, is a Maxim, is just Maxim
not) to the Party Law. His Ministers indeed, are account-
able to the Public for their Male Administration, and have
Especially for the Mismanagement of a good natured, but an
ignor'd People.
Now, by the Liberty of the Press, do I mean, that uncon-
querable Licentious, which some People of much Fire, but
little Judgment have taken of, endeavouring to subvert the
Fundamental Points of Religion or Society. Religion
ought to be treated with Veneration, and without Monthly
whore Doctrines, that Religion always recommends and
Strengthens, Societies could not subsist. I have been afflic-
ted to see some Men, who make high Professions in Wit
and Learning advance such and the like Opinions; that
Virtue and Vice are their Gods: That in the Nature of
things there is no Distinction between the one and the
other: that all Men are equal: that Liberty is the only
Right of Man, and that Liberty is the only Right of Man,
that should be secured to all Men, and that Liberty is the
only Right of Man, that should be secured to all Men,
and that Liberty is the only Right of Man, that should be
secured to all Men. I must confess I don't know any
Ballad such unmanag'd Wretches have in Society, in whom
by their own avow'd Principles, they publicly declare
all manner of Religion.
But on the other Hand, to repeat the ridiculous Claims
of certain Priests, to continue with Freedom and Temper-
ance the Conduct of some Spiritual Councils and Communi-
ties, is a Liberty, I think every free People, is entitled
to. Nor was I ever acquainted with a Priest and honest
Clergyman, who did not acknowledge this to be true.
Since I have mentioned that Business of the State, for some
of whom, I mention the highest Regards, allow me to say
further, that the Observations I have made, proceed from
no Prejudice. I speak with Freedom the Writings of a
Priest, or a Minister: I think they were an Ornament
to their Country, and I can never reflect on the least
Tend, the Abuse made in former of Great-Britain, with-
out the usual Degree of Veneration. I think they ought
to have their Names mention'd in Great, and I judge not in the
least that their Names will be transmitted with Honour to
Age yet to come. The Pretence of Torque and the
other Scandal with which the Goodness of that Abuse
have themselves, was raised provoke my Indignation, that
they have done it, as they are true, as that they are true
that, why the whole Order should be considered in Great,
Do the Writings or Writings of a Priest, is what I could never
comprehend.
Now, by the Liberty of the Press, do I understand a Li-
cense, of treating the Conduct of those Gentlemen who
are appointed our Legal Governors: When they behave
themselves well, they ought to be treated with all the Res-
pect and Gratitude, that's due from an oblig'd People;
Should they behave themselves ill, their Misdeeds are to be
remembr'd against in Terms of Gravity, and Moderation
not of Fury or Scandal.
Thanks to the Liberty of the Press, we find their Misdeeds
fully in-
sured on Posterity, and that the Liberty of the Goddess Li-
berty, hath chosen her parts for Liberty, or being nothing
But

первая филладельфийская газета



Библиотека конгресса США

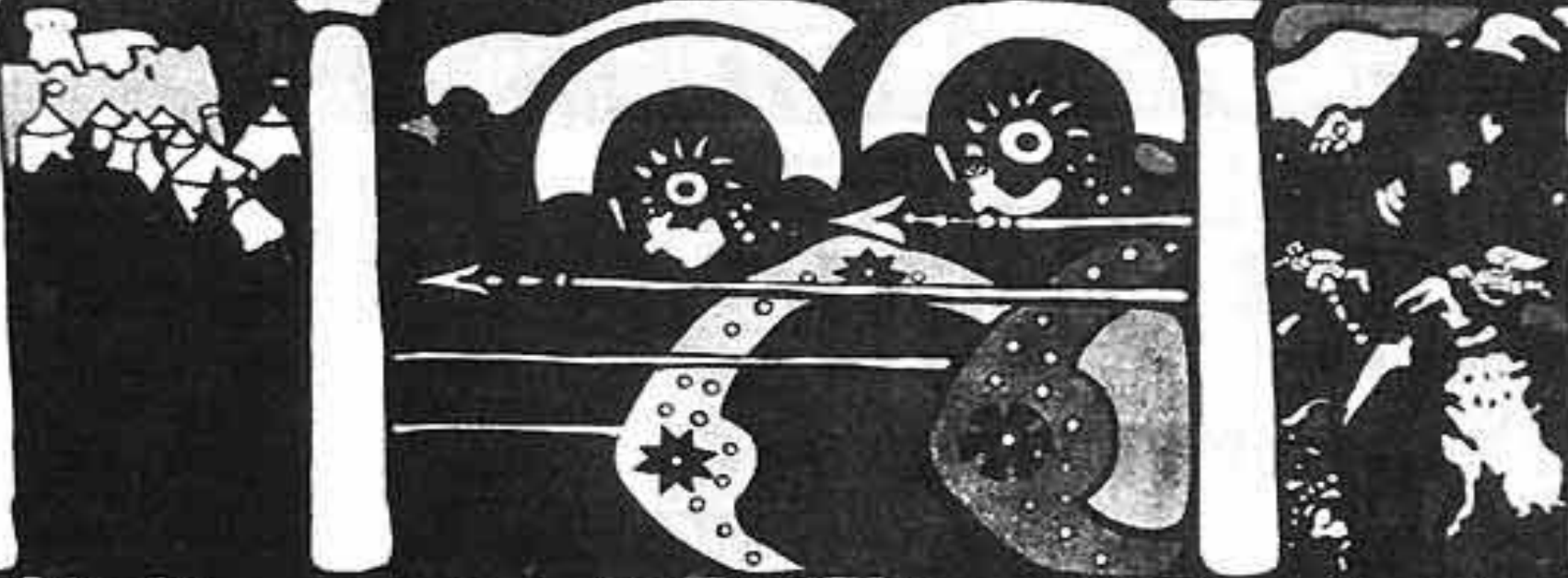


Рекламный стенд косметики Dior



НеоНовая вывеска

PHALANX



1. AUSSTELLUNG

VON WERKEN DER MALEREI - PLASTIK - ARCHITECTUR - GRAPHIK FINKENSTRASSE 2
ERÖFFNUNG: 18. AUGUST - SCHLUSS: ENDE NOV. GEGENÜBER DEM THEATRO ODEON

JAHRESKARTE M 7-
BEIKARTE M 3-

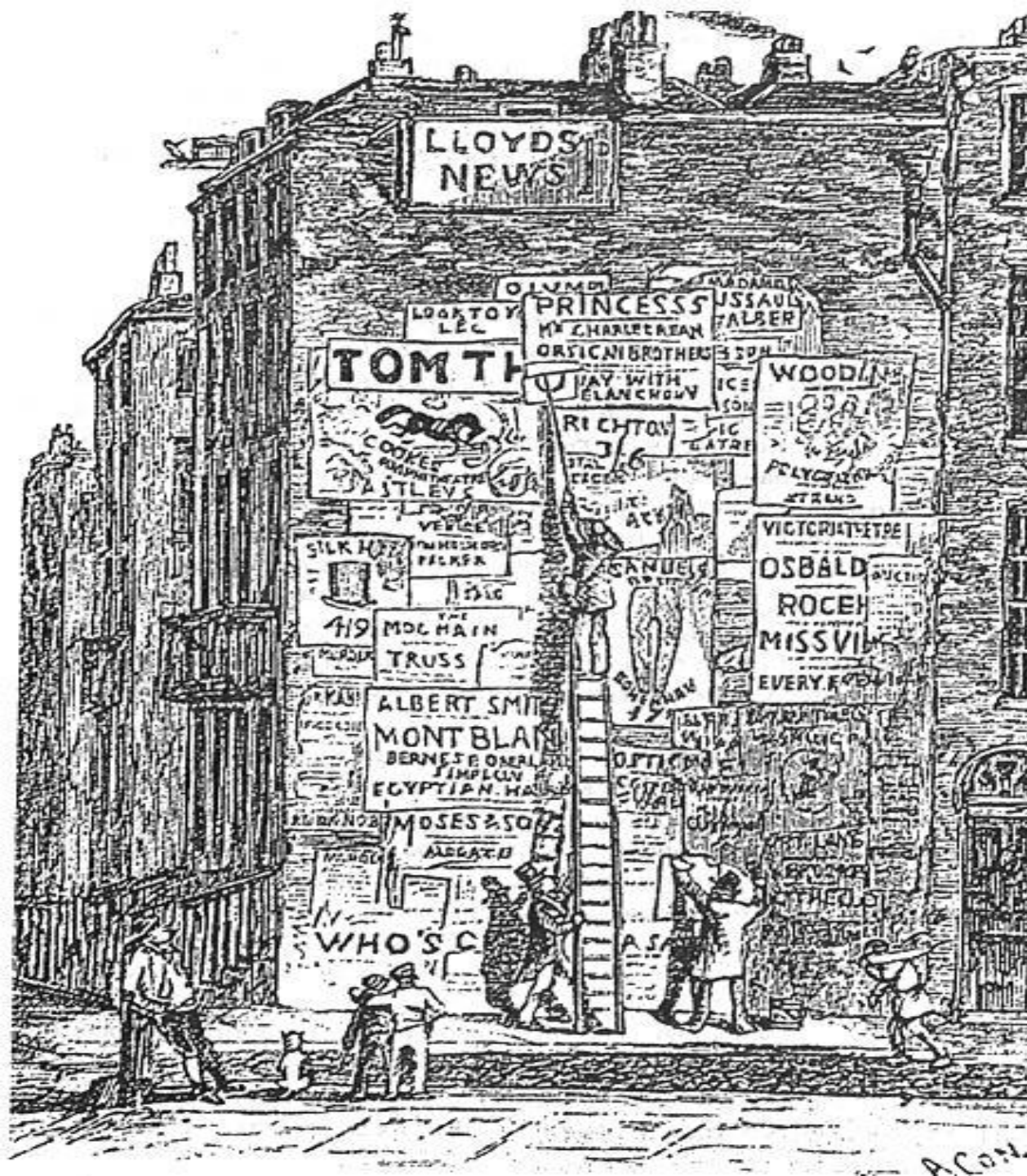
GEÖFFNET: TÄGLICH VON 9-6 UHR.
TAGESKARTE: M 050

10 KARTEN M 4-
KATEGORIEKARTE M -30

В. КАНДИНСКИЙ. Афиша выставки.

1901 г

Лондонские
стены в
период
«кожной
болезни»,
вызванной
обилием
рекламных
постеров в
середине
XIX века





¶ Een schoone ghenuechliche en leet vrede hpf
zone van eente vrouwe gheheten Meluzine/
en van hareet ascoemte en gheslachte van hareet
voert ghecomen spnde. en van hareet alre won
derlike en wome werche en septen die sy grdaē
en bedieuen hebben Ende es nu nyewdnc wt
den walsche ghetranslateert in dupelsche /ende
met schoone personagen ende figueren na den
episch der materien verciert Ende mē salts met
vele meet andere nieuwe boeckten vinden te coo
pe tet plaetzen hiet onder gheschreuen

Первый
печатный
рекламный
плакат.
Рекламиро
вался
рыцарский
роман
"Прекрасна
я
Мелузина".

1491



**Ж. Шере
Француже
нки
"прекрасн
ой эпохи"
Парижа
1892-1893 гг**

**Чарльз Ренни
Макинтош
Рекламный
плакат
Шотландского
музыкального
ревю. 1896 г.**



THE END