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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 Birth, and pregnant with Delight;
Stained Pleasures in thy Presence bright,
And smiling Pains thy sweetest Train;
Bless'd of her Lord, Subject thou seem'st light,
And Poverty, looks cheerful to thy Sight;
Thou mak'st the gloomy 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 his Performance, in your Ministry of the
South Carolina. His Name and Character of VANITY or PRE-
JUDICE, I hope I may be allowed to say, that it is in my
humble Opinion, the Pretensions, that will recommend it to the
Attention of Government of Great-Britain: And I am easily afflic-
ted with excessive Fidelity, to see it reported in a Newspaper
Liberty, with that Excess of Jealousy, derived from the Strength of



of this as in all other Cases
where the Subject of Liberty
is treated, we must carefully
distinguish, between Liberty
and Licentiousness. I have
perused many virulent Declama-
tions against the Liberty of the
Press, that have proceeded on
Maxims evidently false: Not
so much for want of Skill in
the Considerers, as want of
Alacrity and even common Sen-
se. They have supposed things
which no good Man would
have supposed, and from such Principles weak and
destitute of the Happiness of Nations. For, no undoubt-
edly true, that there is a certain Limitation in Argument,
by which, if you may suppose what you please, you may
suppose whatever you will.
The Caprice and Fury of a Mobbe undisciplin'd and
under no Restraints from Law, may be as pernicious as the
Inconceivable Excess of an absolute Tyrant.
The Excesses that Excess of Liberty may
occasion, are either unaccounted Men, 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 Liberty,
of raising new Questions to our Govern'd Majesty, unauthoriz'd
Title, in the Realm of Great-Britain, 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 no 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 Misgovernment of a good natured, but an
ignor'd People.
Now, by the Liberty of the Press, do I mean, that unrea-
sonable Liberty, 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
whimsical Doctrines, that Religion always recommends and
strengthen, Societies could not subsist. I have been afflic-
ted to see some Men, who make high Professions in Wit
and Learning advance their own like Ignorance; that
Virtue and Vice are their ends: That in the Nature of
things there is no Distinction between the one and the
other: that all Men are equal in Liberty: That what we call
Social Liberty and Liberty, is Liberty, really from the
Social Liberty of the World, or Self Interest: that Patriotism
is a Word without a Meaning, and Publick Virtue, a thing
to be laugh'd at. — I must confess I don't know any
Ballad such unaccountable 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 exercise with Freedom and Independ-
ency the Conduct of some Spiritual Councils and Communi-
cations, 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 Excess of Liberty, for some
of whom, I remain in the highest Regard, allow me to say
further, that the Observations I have made, proceed from
no Prejudice. I speak with Pleasure the Writings of a
Theologian, or a Statesman: 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 Liberty, 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
Scarcity with which the Goodness of Torque and the
have sometimes, was treated provokes my Indignation, that
they have done it, as they are true, so that they are Men
that, why the whole Order should be considered in Great,
Do the Will of the Will of a God, is what I could never
comprehend.
Now, by the Liberty of the Press, do I understand a Li-
berty, of treating the Conduct of their Government who
are appointed our Civil Governours: 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 Liberty, and Moderation
and of Liberty or Moderation.
Thanks to the Liberty of the Press, we find their Misdeeds
fully in-
sured on Posterity, and thereby, when the Goddess Li-
berty, hath chosen her parts for Liberty, we have nothing

первая филладельфийская газета



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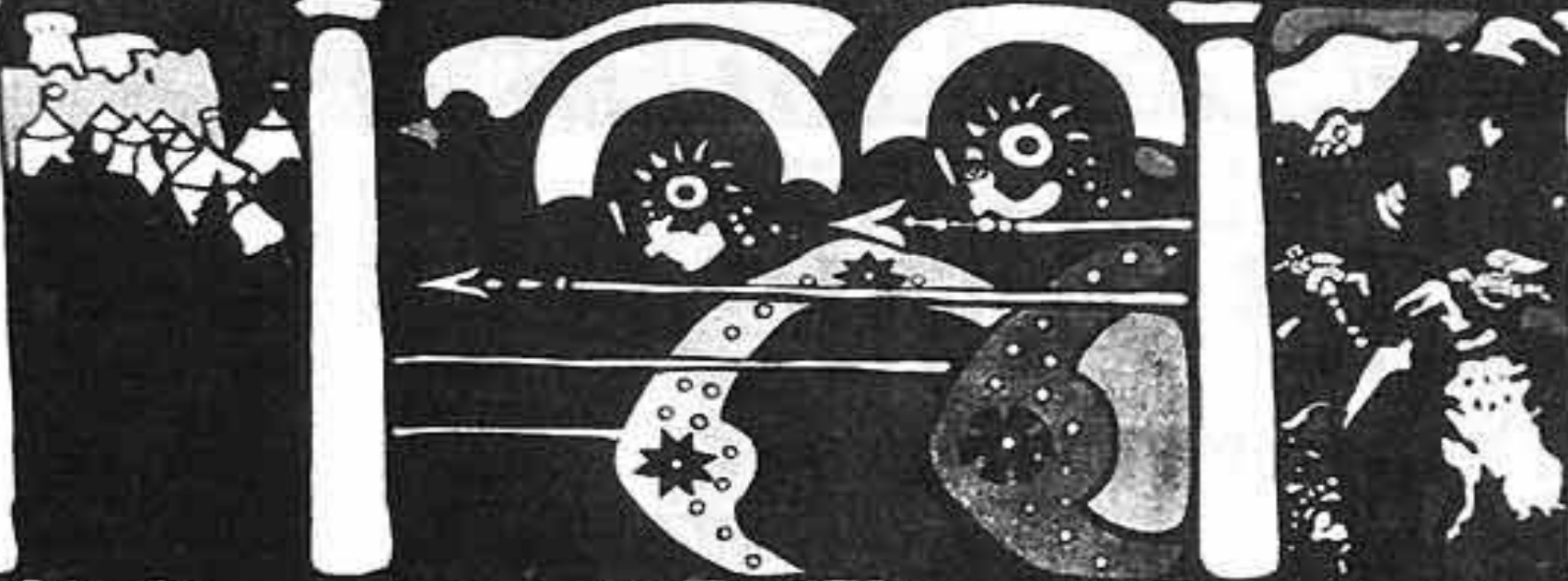


Рекламный стенд косметики Dior



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-

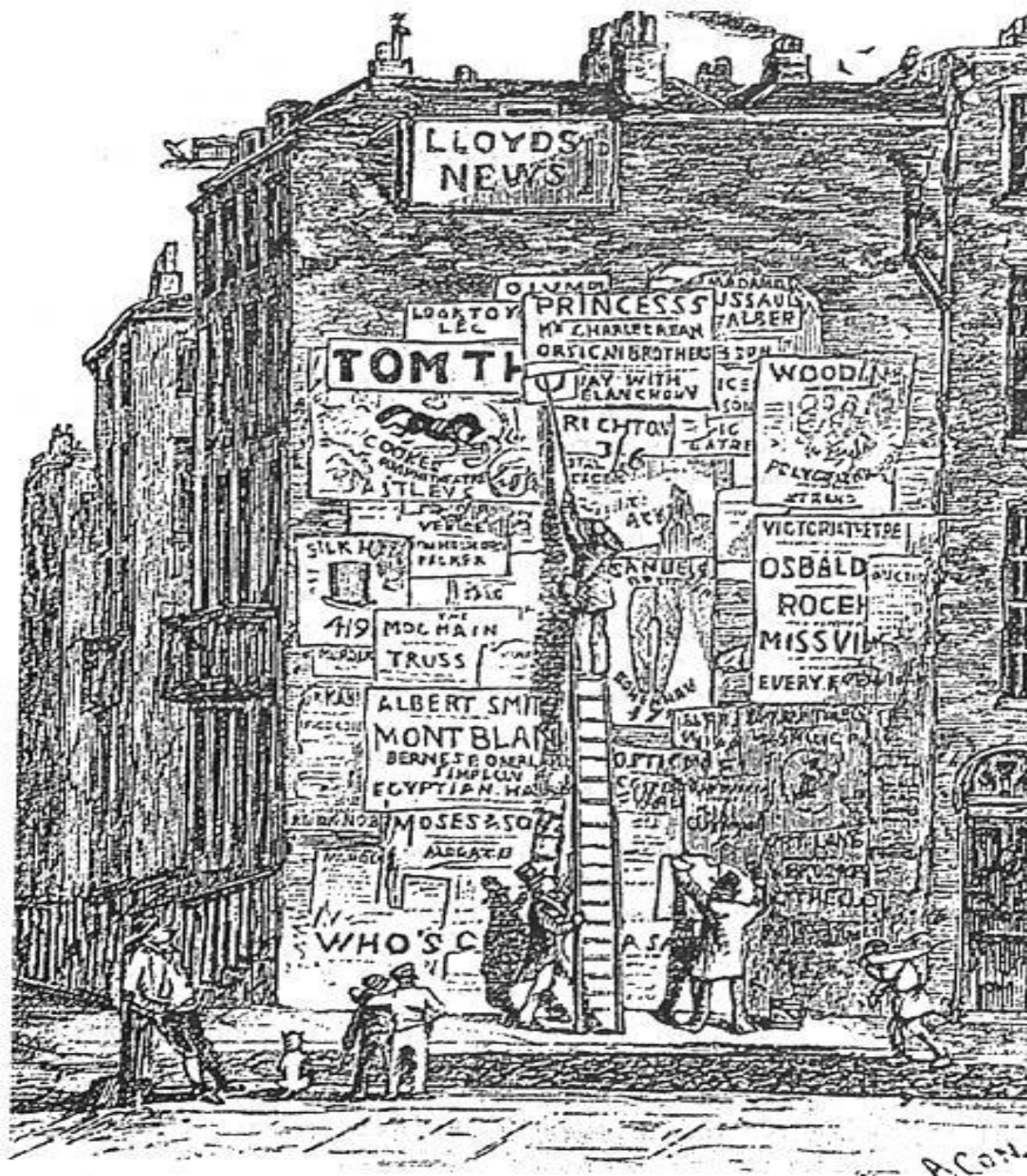
GEÖFFNET: TÄGLICH VON 9-6 UHR.
TAGESKARTE: M 050

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 eñ leet vriede hpf
zone van eente vionwē gheheeren Meluzine/
eñ van hareet ascoemste eñ gheslachte vā hareet
voert ghecomen spnde. eñ van hareet alre won
derlike eñ wome werchē eñ seften die sp grdaē
eñ 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 salls 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