



**Портрет Иоганна Гуттенберга**



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# Банкнота 100 долларов США

## Портрет Б. Франклина



микрончатать  
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,  
Prone to Rise, and pregnant with Delight;  
Stained Pleasures in thy Profringe wilt  
And falling Pains, thy wanton Train  
Bled of her Loss, Subject grows weary light,  
And Pains, looks cheerful in thy Sight;  
Thou makest the gloomy Face of Nature gay,  
Givest Beauty to the Sun, and Pleasure to the Day.



**L**et a former Paper; I promised 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 Liberty of the Press, as your Magazine is now published without the Intervention of any Judge, I hope I may be allowed to say, that it is in my humble Opinion, the Pretensions of a few Clergy, in which there is a True and Sincere of Expression, that will recommend it to the Attention of Government of Great Britain: And I am really afflicted with excessive Fatigue, so for it repeated in a Postscript of Liberty, with that Essence of Liberty, derived from the Friends of Liberty.



**I**n 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 various Declarations 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 Sense. They have supposed things which no good Man would question, and the Principles of civil Government would have opposed, and from these Principles weak and defective of the Happiness of Nations. For, no undeniably true, that there is a certain Limitation in Argument, by which it may be supported when you please, you may conclude what you will. The Caprice and Fury of a Mob unadvised and under no Restraints from Law, may be as pernicious as the insupportable Excess of an absolute Tyrant. The Excesses that a Spirit of Liberty may commit, are either unadvised Men, imagine; they ought therefore to be carefully distinguished.

**B**y the Liberty of the Press then, I am far from understanding, (and hope every Englishman is) a unreasonable License of calling men Quakers by their proper Name, unadvisedly, or in the Mouth of Government, or any other Circumstances whatsoever belonging. Nor do I think that the

Conduct in private or public. Life might be arranged. That the Law can do more, is a Maxim, is just Maxim too) to the Liberty Law. His Ministers indeed, are accountable to the Public for their Male Administration, and have frequently felt the Reclamations of a good natured, but unenlighten'd People.

**N**ow, by the Liberty of the Press, do I mean that unreasonable License, which some People of weak Fines, but little Judgment have taken of, endeavouring to subvert the Fundamental Points of Religion or Society. Religion ought to be treated with Reverence, and without Monthly shifts. Doctrines true Religion always recommends and strengthens, Societies could use Liberty. I have been afterwards to bear some Men, who make high Pretensions to Wit and Learning advance their own like Opinions; 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; that Liberty is the only good; that all Men are equal; that Liberty is the only good; that all Men are equal; that Liberty is the only good.

**B**ut on the other Hand, to repeat the ridiculous Claims of certain Priests, to exercise with Freedom and Impunity the Conduct of some spiritual Councils and Conventions, 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 mine, 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 spent with Pleasure the Writings of a Bishop, or a Bishop, and I think they were an Ornament to their Country, and I can never reflect on the least Hand, the Abuse made in France of Liberty, without the usual Degree of Veneration. I think they ought to have their Sentences methodized in Great, and I judge not in the least that their Names will be transmitted with Honour to Ages yet to come. The Prejudice of Turgot and the Abuse of Liberty, which the Goodness of some of our Bishops have sometimes manifested provoke my Indignation, that they have done it, and I think it is true, so that they are not ill, why the whole Order should be considered as Good, for the Whole or Vice of a Law, is what I could never comprehend.

**N**ow, by the Liberty of the Press, do I understand a License of violating the Conduct of those Gentlemen who are appointed our Legal Governors: When they behave themselves well, they ought to be treated with all the Respect and Gratitude, that is due from an oblig'd People; should they behave themselves ill, their Merit is to be remembered, as in Terms of Liberty, and Modesty, not of Fury or Severity.

**T**hanks to the Liberty of the Press, we find their Mindly in Nature and Passions, and in the same Manner the Goddess Liberty, hath chosen her Part: for Liberty, we have nothing



*Библиотека конгресса США*



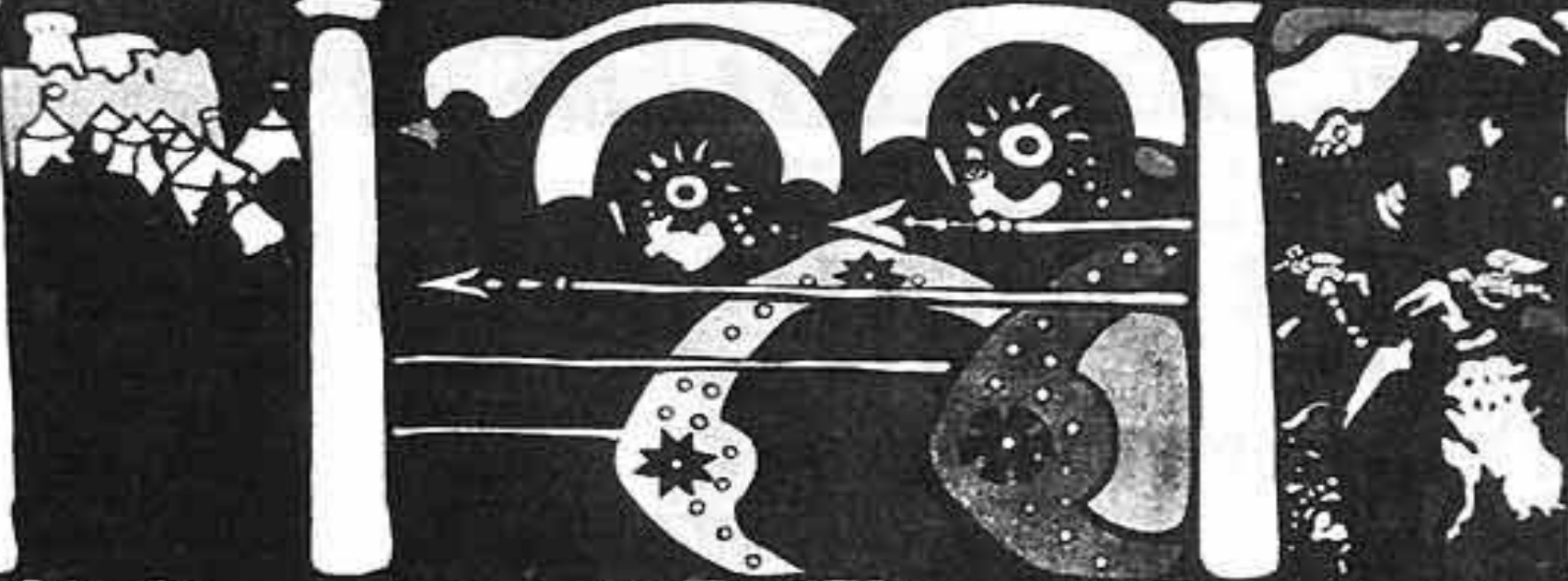
Рекламный стенд косметики Dior



*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-

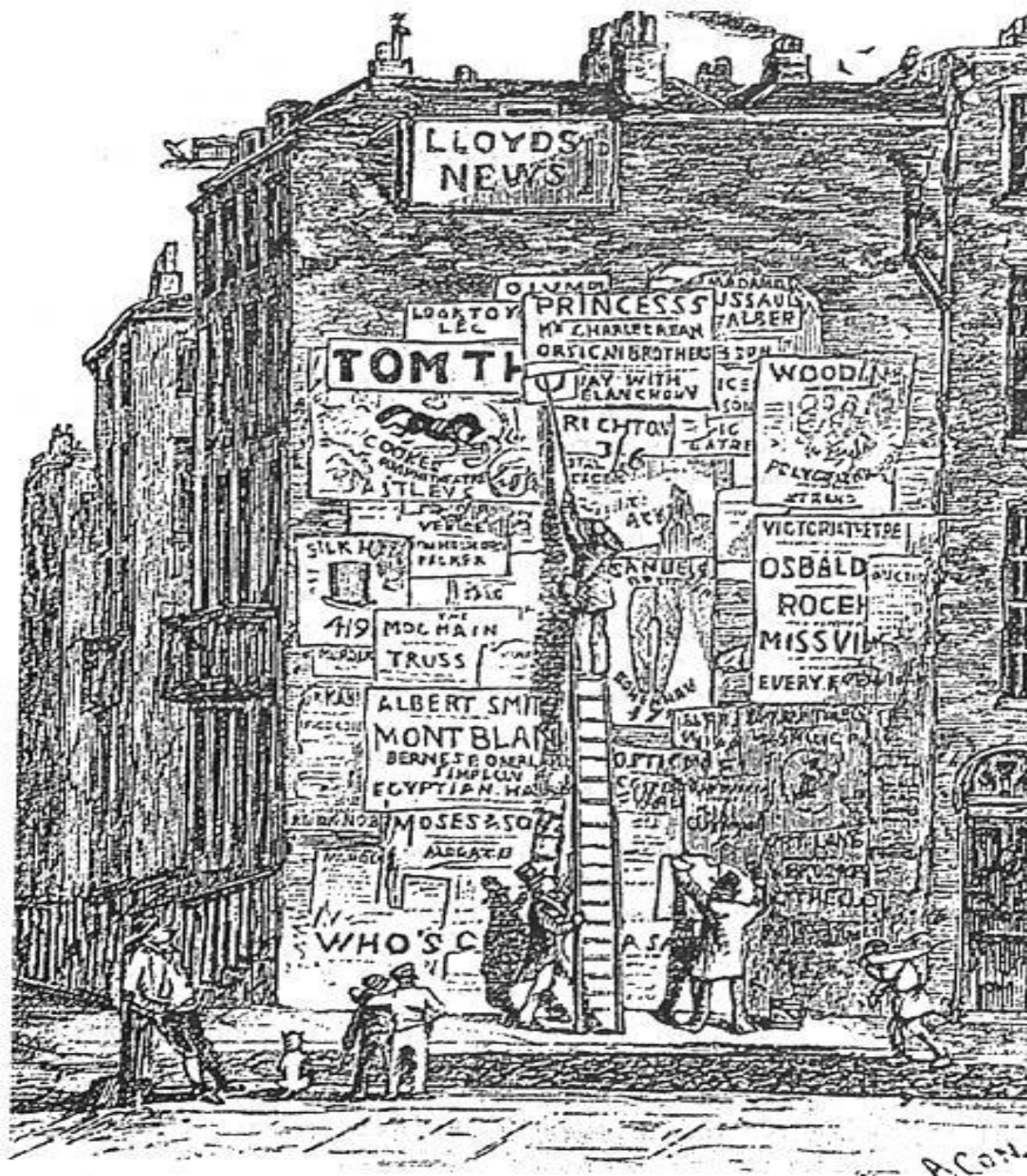
GEÖFFNET: TÄGLICH VON 9-6 UHR.  
TAGESKARTE: M 050

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 seften 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 salss 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**