



**Портрет Иоганна Гуттенберга**



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# Банкнота 100 долларов США

## Портрет Б. Франклина



микрочасть  
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 Birth, and pregnant with Delight;
Stained Pleasures in thy Presence light,
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. 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 Governors of Great-Britain: And I am easily afflic-
ted with excessive Folly, to see it repeated in a Northampton
County, with that Excess of Folly, derived 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 supposed things which no good Man
is qualified to ask the Sense of civil Government, 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 what 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 Excessive Liberty may
Licentious, 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 License,
of raising new Questions by which Liberty, is consider-
ed True, in the Mouth of Great-Britain, or any of
the Colonies 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 Mismanagement of a good natured, but an
ignor'd People.
Now, by the Liberty of the Press, do I mean, that unrea-
sonable Licentious, which some People of much Fire, but
little Judgment have taken of, endeavouring to Liberate the
Fundamental Points of Religion or Society. Religion
ought to be treated with Veneration, and without Monthly
which Doctrines true 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 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 Public Virtue, a thing
to be laugh'd at. — I must confess I don't know any
British Men, amongst 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 the Law, 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 Freedom the Writings of a
Dissenter, or a Dissenter: 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
the Scandal with which the Goodness of Torque and the
have themselves, was treated provokes my Indignation, that
they have done it, as true, as that they are Men:
But, why the whole Order should be considered in Great,
Do the Writings or Views of a God, is what I could never
comprehend.
Now, by the Liberty of the Press, do I understand a Li-
cense, of treating the Conduct of their Goodness 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 Liberty, and Misdeeds
not of Liberty or Goodness.
Thanks to the Liberty of the Press, we find their Mindly In-
terests are promoted, and thereby, when the Goddess Li-
berty, hath chosen her parts for Liberty, we have nothing
to be

первая филладельфийская газета



*Библиотека конгресса США*



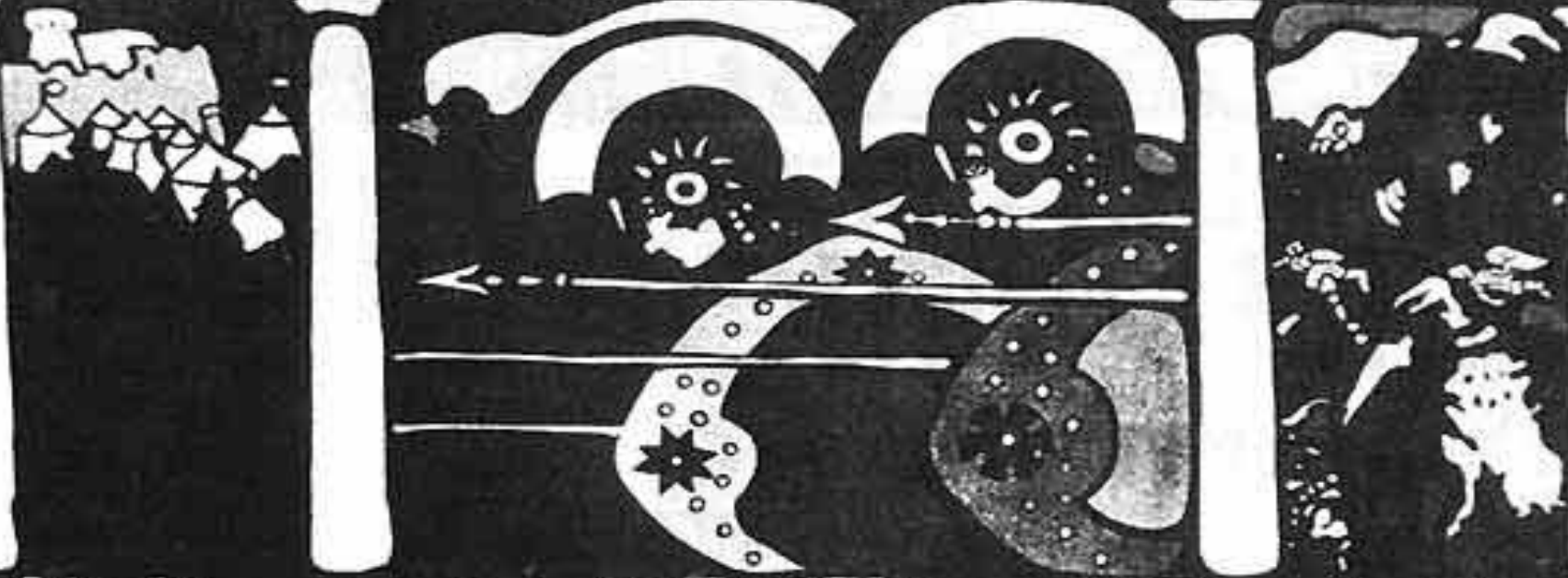
Рекламный стенд косметики Dior



*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-

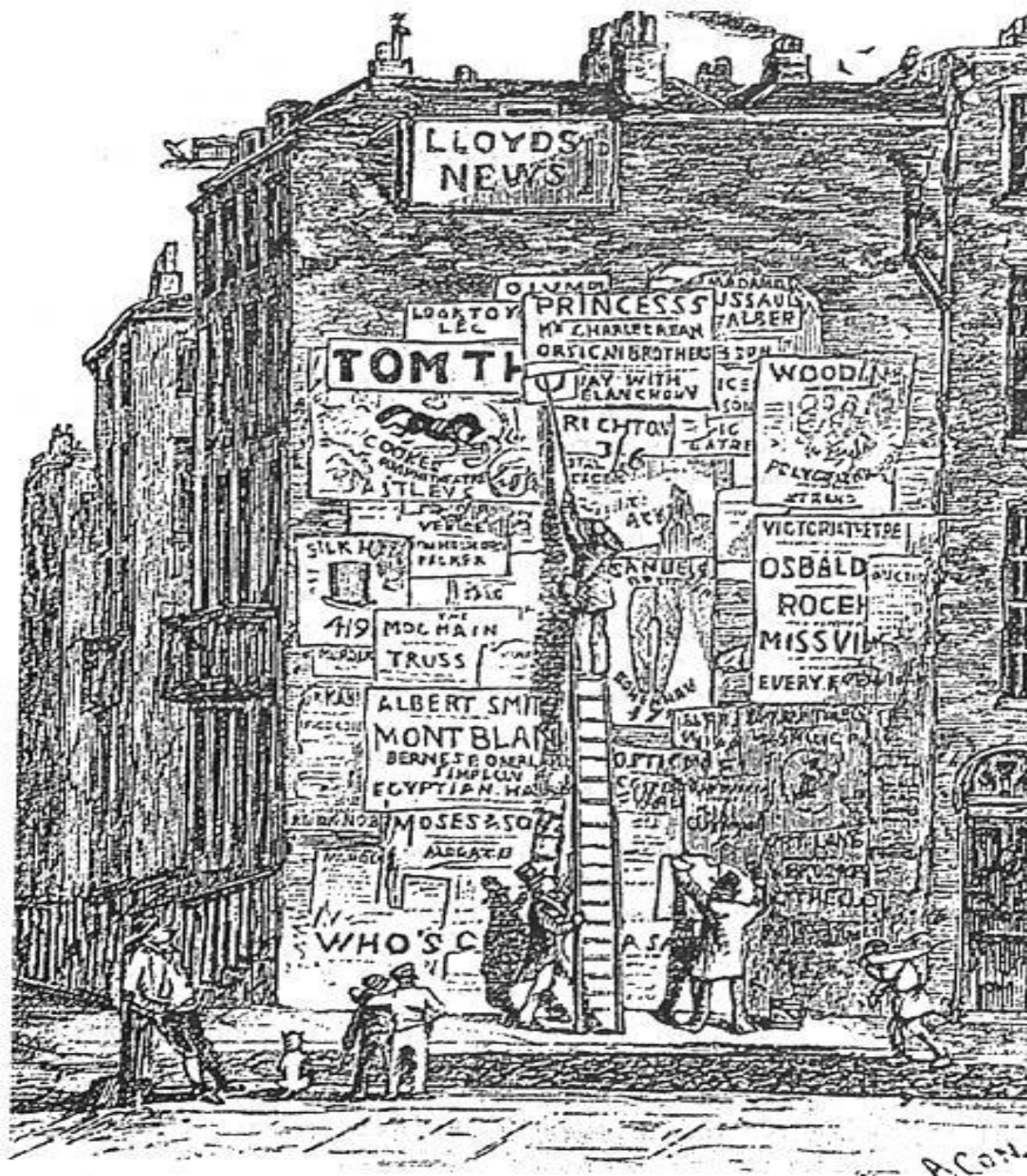
GEÖFFNET: TÄGLICH VON 9-6 UHR.  
TAGESKARTE: M 050

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 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**