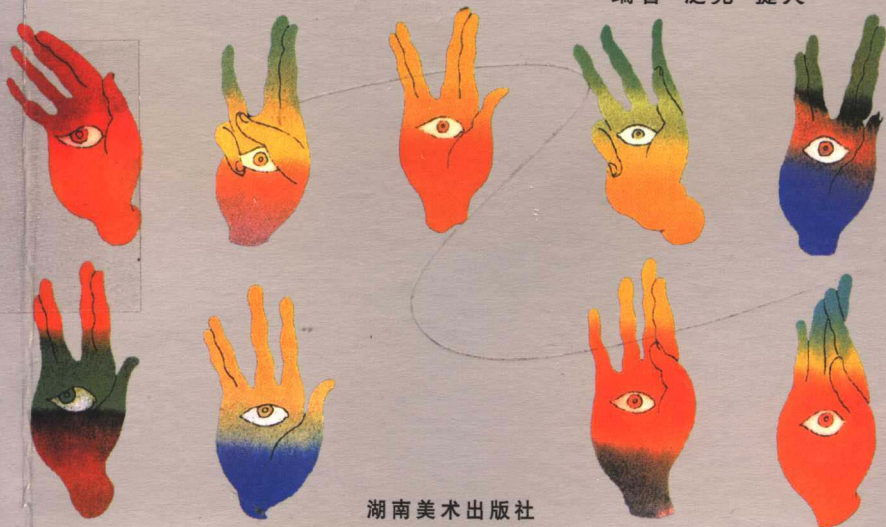


ONE HUNDRED AND FIFTY YEARS

平面广告150年

OF GRAPHIC ADVERTISING

编著 泛克 捷人



湖南美术出版社

J534.3

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2004

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前言

已经逝去的成为历史，
张张广告凝结着历史点点滴滴形象。
这些画面远不能概括历史，
就是任何详细的描述、论证，
都难以穷尽其中的故事。
请读者以自己的眼睛观察，
以自己的头脑思索，
以自己的学识鉴别，
以自己的情感体验，
以自己的智慧发掘，
在这个世纪的尽头……

——编者

1850 — 1 — 1879

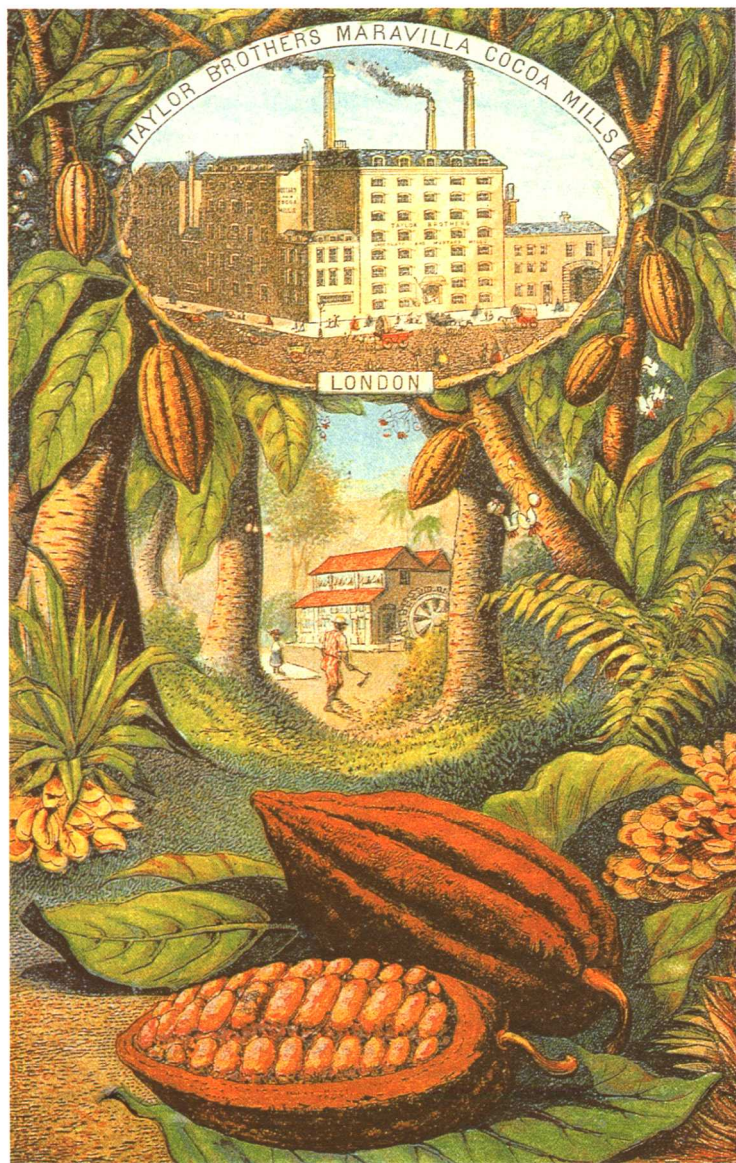
本章所涵盖的是工业革命刚刚起步与发展时期的广告作品。在新兴的工业家开辟出越来越多的市场以便推销其产品之后，他们的目标便从争夺新的领域转向如何使他们苦心经营了几十年的市场能够更加巩固，挖掘出更大的潜力，同时使自己的产品更为人所熟知，这便是广告这一艺术形式诞生的原始动机。

没有媒体传播的广告就如同没有声音的音乐，广告的产生在很大程度上得益于印刷业的发展。正因为印刷的批量生产与自动化，使得报纸和杂志的价格急剧下降，而种类却大大增加。以前人们总要借阅报纸或几人合订一份，现在却是人人都买得起了。由于大众传媒的蓬勃发展，使广告有了体现其特点——“广而告之”的媒介，而产业主们都毫不犹豫地认为在报

纸与杂志上介绍自己的产品是占领市场最为行之有效的方法。

然而当报纸与杂志稳步发展时，广告顶多算一个刚学会行走的婴儿。本章所收集的大部分广告还只能称得上是一种通告，其内容仅仅宣传了一种产品及其价格，有一些还叙述了产品的质量、功能与使用方法，或提供了产品的销售地点，但与我们今天所见到的广告大相径庭：没有广告战术或名牌战略，没有充分体现产品的优势与特点，大多数的广告都是平铺直述，几乎看不出任何审美倾向。

但是无论如何，恰恰是因为其局限性，这一时期的广告有其独特的风格和一种真挚与即兴。



TAYLOR 兄弟公司可可广告

"Good Words" Advertiser Sheet, January 1st, 1870.

SIX PRIZE MEDALS AWARDED TO J. S. FRY & SONS.

CARACAS COCOA

FOR BREAKFAST AND SUPPER. EASILY MADE. NO BOILING NEEDED.



THIS NEW PREPARATION OWES ITS SPECIAL EXCELLENCE AND FINE FLAVOUR TO THE USE OF COCOA IMPORTED FROM CARACAS, ON THE NORTH COAST OF SOUTH AMERICA, SO LONG CELEBRATED FOR THE PRODUCTION OF THE FINEST DESCRIPTIONS OF COCOA; AND OTHER CHOICE GROWINGS, SELECTED FOR THEIR PECULIARLY FINE QUALITIES.

ITS HIGH AND YET DELICATE FLAVOUR, AND PURE AND BRIGHT COLOUR, ARE DERIVED EXCLUSIVELY FROM THE CAREFULLY-SELECTED COCOA WITH WHICH IT IS MANUFACTURED. IT IS INVIGORATING AND REFRESHING, WITHOUT ANY DANGER OF PRODUCING IRRITATION OF THE NERVES OR DISTURBANCE OF THE STOMACH, AND IT TENDS TO POSSESS EVERY REQUISITE QUALITY TO ENSURE PERMANENT AND EXTENSIVE POPULARITY.

J. S. FRY & SONS

BRISTOL AND LONDON.

Manufacturers by Special Appointment to the Queen, the Prince of Wales, & the Emperor of the French.

BRADLEY & FRY, COLOUR PRINTERS, LONDON.

1

EIGHT PRIZE MEDALS AWARDED

THE MOST DELICIOUS CHEAPEST & BEST SAUCE IN THE WORLD

SIX MILLION BOTTLES SOLD ANNUALLY

THE CELEBRATED YORKSHIRE RELISH



HAS THE LARGEST SALE OF ANY SAUCE IN THE WORLD

SOLD BY ALL GROCERS, DRUGGISTS & ITALIAN WAREHOUSEMEN

IN 6P 1S & 2S BOTTLES

IN 6P 1S & 2S BOTTLES

THE CELEBRATED YORKSHIRE RELISH

PREPARED & SOLD WHOLESALE BY

GOODALL, BACKHOUSE & CO. LEEDS.

2

3

Manufacturers to
H. R. H. THE PRINCE OF WALES
AND
H. I. M. NAPOLEON III.

128TH ANNUAL DELIVERY.

KEEN'S

AD 1742

IMPERIAL MUSTARD

PRIZE MEDAL, PARIS EXHIBITION, 1867.

SOLD BY
H. GLOVER,
152, MARK STREET,
HACKNEY.

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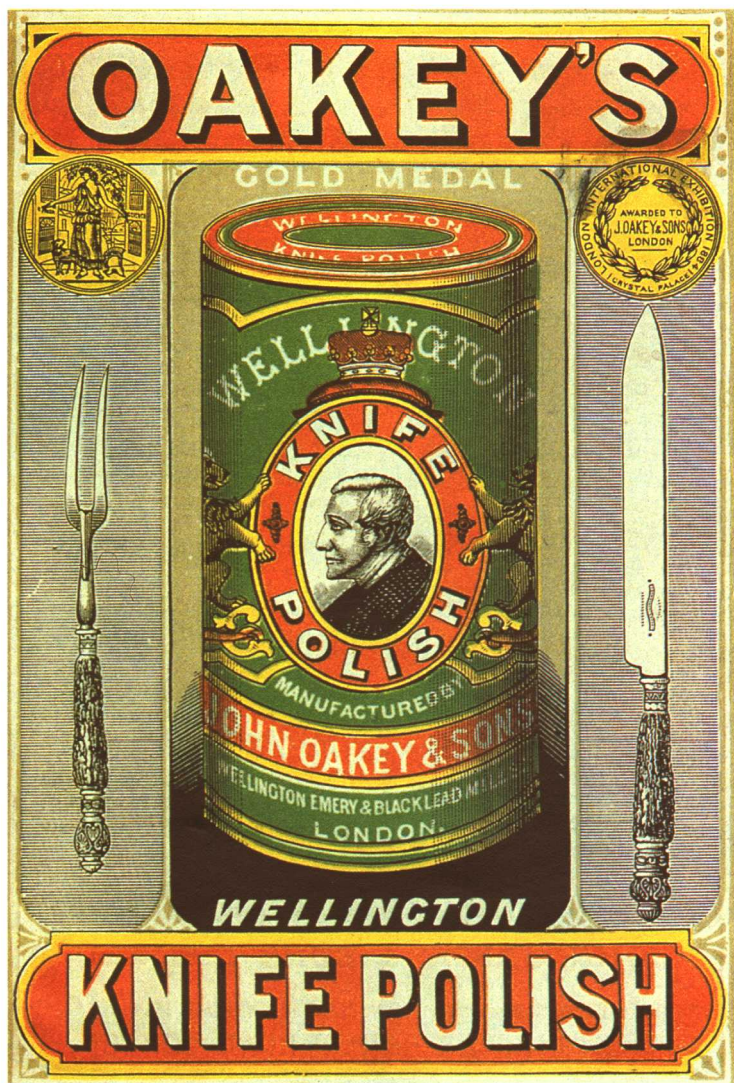
1 J. S. FRY AND SONS

公司可可广告

2 BACKHOUSE 公司调味


油广告

3 KEEN 牌芥末广告



OAKLEY 牌刀具清洁剂广告

FITCH'S



CRYSTAL STARCH GLAZE

No Household or Laundry should be without S. H. FITCH & Co.'s CRYSTAL STARCH GLAZE. It entirely supersedes all so called Glazed Starches, which, from their peculiar manufacture, must be imperfect. The Glaze imparts a beautiful glossy Enamel Finish to all kinds of material. It prevents the Iron sticking; can be used with any kind of Starch in small or large quantities according to the Finish required; is perfectly harmless, and cannot possibly injure the finest fabric.

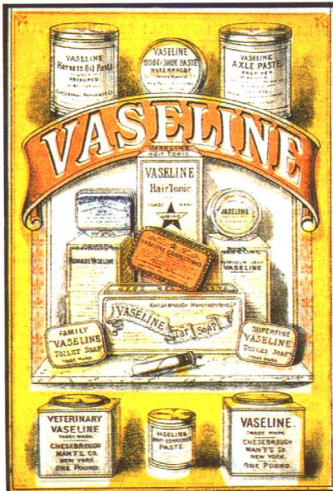
Sold by all Chemists, Druggists, Grocers and Oilmen, in Packets at 1d. each, and in Fancy Boxes, containing 12 Packets, at One Shilling each.

**HARTSHEAD WORKS,
GLASGOW.**

WHOLESALE AGENTS IN ENGLAND:
**H. HEMMINGWAY & Co., New Dry Soap Manufacturers,
LONDON, & Trafalgar Street, Bradford, YORKSHIRE.**

1

7



VASELINE

PETROLEUM JELLY

VASELINE

Hair-Tonic

VASELINE

Vaseline Petroleum Jelly Soap

VASELINE

Vaseline Petroleum Jelly Soap

VASELINE

Vaseline Petroleum Jelly Soap

VASELINE

Vaseline Petroleum Jelly Soap

VASELINE

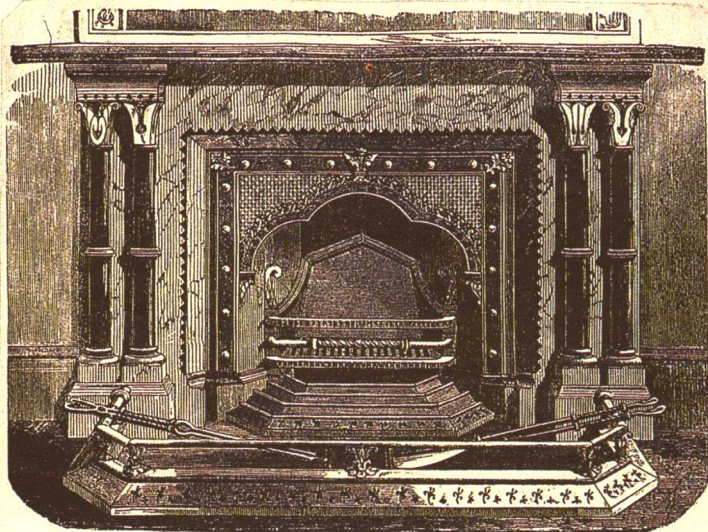
Vaseline Petroleum Jelly Soap

VASELINE

Vaseline Petroleum Jelly Soap

2

1 FITCH 浆衣粉
2 VASELINE 洗洁精



LONGDEN & CO.,

MANUFACTURERS OF

ORNAMENTAL FIRE GRATES

APPARATUS FOR COOKING

By open or close Fires, by Steam or by Gas;

WARM AIR STOVES,

VENTILATING HOT WATER APPARATUS,

STAIRBALUSTERS, PALISADES, TOMB RAILINGS, &C.

ALSO OF

CASE-HARDENED AND GRAIN ROLLS,

AND CASTINGS FOR HEAVY MILL WORK,

PHENIX FOUNDRY, FURNACE HILL,

SHEFFIELD.

Wedding
Trousseau
complete,
from the most
inexpensive
to the
richest.
One of the
Largest Stocks
in the
Kingdom
to
choose from.
Embroidered
Pocket
Handkerchiefs,
from
10s. 6d. to 21s.
the dozen,
specially worked
for
this house.
The
distinguishing
features
of the
Establishment
are,
Excellence
in the
Quality of the
Materials used,
beauty of
Needlework,
and
Moderation
in
Prices.

MRS. T. G. YOUNG.
LADIES OUTFITTING AND BABY LINEN WAREHOUSES
128 & 129 OXFORD ST. W.

ONE GUINEA

CLOAKS HOODS & PELISSES LIST POST FREE

BABY LINEN INFANTS FROM 4 TO 50 GUINEAS

INDIAN OUTFITS FROM 25 TO 100 GUINEAS

WEDDING OUTFITS FROM 20 TO 100 GUINEAS

MRS. YOUNG'S "ONE GUINEA" DRESSING GOWN S.

ILLUSTRATIONS & PATTERNS POST FREE.

TROUSSEAUX & INDIAN OUTFITS. PRICE LISTS POST FREE.

Every article
necessary
for the
Layette.

Short Coating
at
moderate
prices.

Mrs Young
herself
superintends
the
business,
and is
assisted
by
experienced
assistants
in
every
department.

Every
requisite
for
India.
Ladies
assisted
in
their
choice
by
some
valuable
hints
from a
Resident.

128 & 129, OXFORD-STREET, LONDON, W.

1 LONGDEN 公司产品广告
2 妇女及婴儿用品



FOR GENTLEMEN.

The largest assortment of materials, adapted either for morning or for evening wear, may be inspected at H. J. and D. Nicoll's warerooms. Cutters are employed for each speciality, and perfection in the fit and general appearance of each garment is thus attained. By the employment of many hundreds of workpeople, military outfits and liveries may be obtained with very short notice. The prices vary from two guineas, but for the lounging or travelling suit, and to which the sketch refers, the price will be regulated by the nature of the material selected. H. J. and D. NICOLL, 114, 116, 118, 120, Regent-street, and 22, Cornhill, London.

2

THE SHEFFIELD WAREHOUSE

FURNISHING



WAREHOUSE

J. JONES & SON,
SILK MERCERS,
WHOLESALE & RETAIL

DRAPERS,
63, MARKET-PLACE.

ILLUSTRATED CATALOGUES BY POST

1 D. NICOLL 牌男装
 2 J. JONES 父子家具公司广告

1880 — 2 — 1899

当历史的车轮驶进19世纪最后二十年中，世界因为工业革命而发生了巨大变化。这个被称作发明的年代诞生了电话、留声机、电灯、照相机等新奇玩意；火车只用六天便可以穿越美国；卡尔·本茨正在制造他的汽车模型；而自行车已是屡见不鲜。

这也是一个招贴画的黄金时代。1880年，招贴画在英国街头几乎随处可见。事实上，当时的伦敦就有150名张贴工，他们每周要贴大约9万张宣传画。

招贴发展的另一个契机是印刷术的飞跃。平版印刷使色彩变得更加真实可信，这对于产品形象的再现与宣传至关重要。印刷改革的开路先锋是巴黎艺术家于勒斯·查洛特（Jules·Cheret）与印刷工查艾克斯（Chaix），他们精简了平版印刷的过程，并使长时间重复印刷成为可能。查洛特那些为剧院和舞会创作的宣传画，总能成为整个城市谈论的话题，而阵阵喝彩令那些“严肃”艺术家，如特劳斯·劳特累克（Toulouse-Lautrec）也加入到招贴画的创作中来。不过，劳特累克那些带有日本风格的作品似乎并不如查洛特的受欢迎。

这一时期，搜集招贴画成为一种时尚，我们也因此有幸看到如此多保存完好的原版作品，它们是艺术与广告第一次聚首的见证。

FOLIES-BERGÈRE



12

BERGERE 艺术沙龙 / JULES CHERET / 法国 / 1893