

故园画忆系列

Memory of the Old  
Home in Sketches

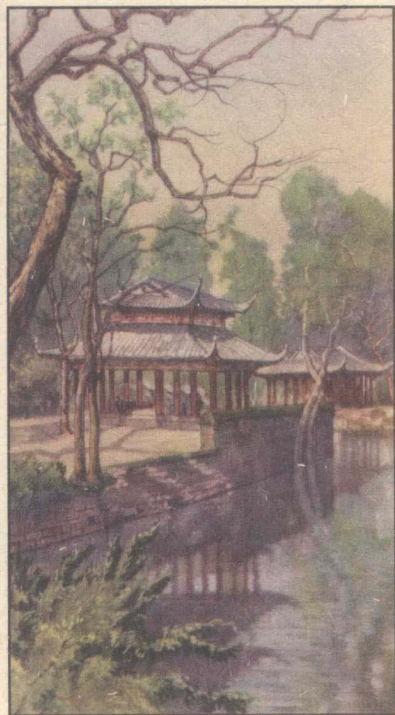
# 老烟画中的风景

Scenery in the old Cigarette Cards

李德生 收藏 李德生/王琪 撰文

From the collection of Li Desheng

Text by Li Desheng & Wang Qi



學苑出版社

Academy Press

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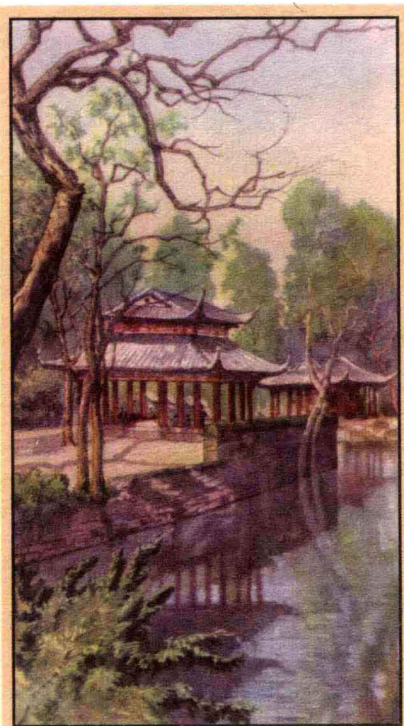
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# 老烟画中的风景

李德生

烟画也叫“洋画”、“毛片”、“香烟牌子”、“花纸”等，因地域不同，名称各异。它是旧日香烟包中附赠的一种小广告，大的 $5.3\text{cm} \times 6.4\text{cm}$ ；小的只有 $4.5\text{cm} \times 3.2\text{cm}$ 左右。因为印制精美、内容丰富，深为时人喜爱。在20世纪上半叶曾经风靡一时，与邮票、钱币并称为世界三大收藏。

烟画是美国人发明的。1875年，美国里士满的“阿伦-金特”公司开始生产五枝、十枝一包的纸卷香烟。为了解决包装松软的问题，金特公司把一枚枚印有彩色图画硬纸片放入烟包内，可以使烟包挺括，香烟不易折断。另外，这种小画片也算是厂家回赠给顾客的一种小礼物。顾客一边吸烟，一边欣赏美丽的画片，这在印刷品尚不普及的时代，也是件十分愉快的事情。

1886年，卷烟传进中国并很快就普及开来。在利润的驱使下，英国、美国、日本争先恐后地在沪建厂生产香烟。为了推销产品，他们大量印制各种精美的宣传品，拉拢烟民，争夺市场。在设计香烟画片上更是绞尽了脑汁。为了迎合中国人的口味，日本商人率先把“中国大美人”和“华夏风光”印到烟画上。从此，开创了西洋烟画中国化的先河。

1902年，美国烟草公司与英国帝国烟草公司联合，成立了国际垄断性质的英美烟草公司；随着中国民族烟草工业的崛起，广东南洋兄弟烟草公司也于1905年成立；加之其他百十家小烟厂的参与，在中国的土地上展开了一场旷日持久的烟草大战。作为商战的宣传尖兵——烟画，承担着争夺市场的重任。当年，享誉一时的大画家吴友如、胡伯翔等人也都跻身其间，创作了无数精美的烟画作品。在20世纪上半叶，出品了一系列优美的风景烟画，如《中国名胜》《泰山风光》《江南风物》《西湖美景》等大套的风景画片，记写了祖国大好山河的万种风情。

笔者有幸收藏了一万多枚烟画，其中风景名胜占有相当的比重。恰巧中国的学苑出版社正在组织出版一套“故园画忆”丛书，拟用昔日的图画来展示故园旧貌。责任编辑

辑杨雷女士与笔者进行了几次函商之后，就决定一起编纂这本图册。本书重点选用日本村井兄弟商会社在1904年出版的《古塔》，英美烟草公司在1920年、1925年出版的《古桥》《中国名胜》《泰山风光》等影响较大的烟画作品。此外，笔者还精选了启东烟草公司在1934年出版的特大张彩色烟画《中国风景名胜》，规格为14cm×22.2cm，一总编入本书。这种烟画原是放置在大包装的香烟盒内的赠品，发行量不多，存世更为稀少。

这些作品，大多是采用石印技术印制的，人工分色制版、人工调色印制，乍一看来并不感到特别神奇，而当你把它放在放大镜下观看时会大吃一惊，画面几乎都是由密密麻麻的不同色点、色块组成，有一种光色交融的奇特而又逼真的效果，俨然是一帧“点彩派”的作品。这也正是石印烟画的迷人之处。本书的另一个看点是，一些在烟画上曾被为著名古迹推崇宣传的景点和建筑物，由于多种原因如今已不存在，而且消失得无影无踪了。唯有这些老画片，依然展现着它们七八十年前的风采。

## Scenery in the old Cigarette Cards

Li Desheng

Cigarette cards go under many names in Chinese: such as “Yanghua” (foreign picture), “Maopian”, “xiangyan paizi” (cigarette cards) and “Huazhi” (flowery paper), etc. The appellation varies in different areas. A Cigarette card is a kind of small advertisement attached to the old-time cigarette pack as a gift. Its size ranges from 4.5x3.2 cm to 5.3x6.4 cm. It was deeply loved by people at that time for its exquisite pattern and rich content. In the first half of the 20th century, it was all the rage and regarded as one of the three major collection items in the world; the other two were stamps and coins

The cigarette card was invented in America. In 1875, Allen & Ginter Company in Richmond, America, began to produce packs of cigarettes. A pack might have five or ten cigarettes. To solve the problem of loose packaging, Mr. Ginter put cards printed with coloured patterns into the packs so that the packs became stiff and neat and cigarettes inside wouldn't break. Besides, the small cards could also be regarded as gifts given by the cigarette manufacturers to the customers in return. It was a great pleasure to smoke and at the same time, appreciate beautiful pictures when printed matter was not widespread.

In 1886, the cigarette was introduced into China and quickly spread. Driven by profit, Britain, America and Japan strove to be the first to build factories in Shanghai to produce cigarettes. In order to promote the sales of products, they printed large numbers of various kinds of exquisite publicity materials to ensnare smokers and grab the market. They racked their brains in designing the cigarette cards. The Japanese business people took the lead in printing the “beauties of China” and “Chinese landscape”, breaking a path for the “sinification” of the cigarette cards. American Tobacco Company and The Imperial Tobacco Company of Britain merged to become the international monopoly British-American Tobacco Company Limited in 1902. With the rising of the national tobacco industry of China, Guangdong Nanyang Brothers Tobacco Company was also set up in 1905. Moreover, about one hundred small tobacco factories also joined hands with it to launch a time consuming tobacco war. As the publicity pioneer in the trade war, cigarette cards shouldered the important task of seizing the market. At that time, famous painters created numerous fancy cigarette cards. In the first half of the 20th century, a series of beautiful landscape cigarette pictures were produced, such as the large sets of coloured cards titled “Tourist Attractions

of China", "Scenery of Taishan Mountain", "Scenery of South China" and "Scenes of West Lake". The author is fortunate to have collected over 10,000 cigarette cards, with those of landscape and tourist attractions occupying a fairly large proportion. Coincidentally, Academy Press of China is about to publish a set of "Memories of Hometown through Paintings" series, with a view to presenting the old appearance of the hometown. After Ms. Yang Lei, editor-in-charge, and the author consulted by letter several times, they decided to compile the picture album together. They used such influential cigarette cards as "Ancient Tower" published by Murai Brothers Co., Ltd. of Japan in 1904, "Ancient Bridges", "Tourist Attractions of China" and "Scenery of Taishan Mountain" issued by British-American Tobacco Company Limited in 1920 and 1925 respectively. In addition, the author also picked the super large coloured cigarette picture titled "Tourist Attractions of China" published by Qidong Tobacco Company in 1934, measuring 140\*222 mm. This kind of cigarette picture was originally placed in the large cigarette packaging as gifts, so its circulation was small and few such pictures can be found now.

Most of these works are printed by means of lithography, using the methods of artificial color separation plate making and artificial toning. The works look ordinary at first sight, but when you put it under a magnifier to look, you will be amazed because the picture is comprised of thickly dotted diversified color spots and pieces, obviously a work of Pointillism. It features a unique and vivid effect, blending light and color. It is the charm of the cigarette picture printed by means of lithography. Another attraction of the series is that some of the scenic spots and buildings which were represented as famous historic sites on the cigarette cards have disappeared without a trace.



御制咏蕉园诗

冰床声里过长湖，  
雪覆蕉园松突兀，  
南临太液风铃语，  
殿齿几番游历处，  
空林已听噪归乌。

清

爱新觉罗·弘历

琼华塔

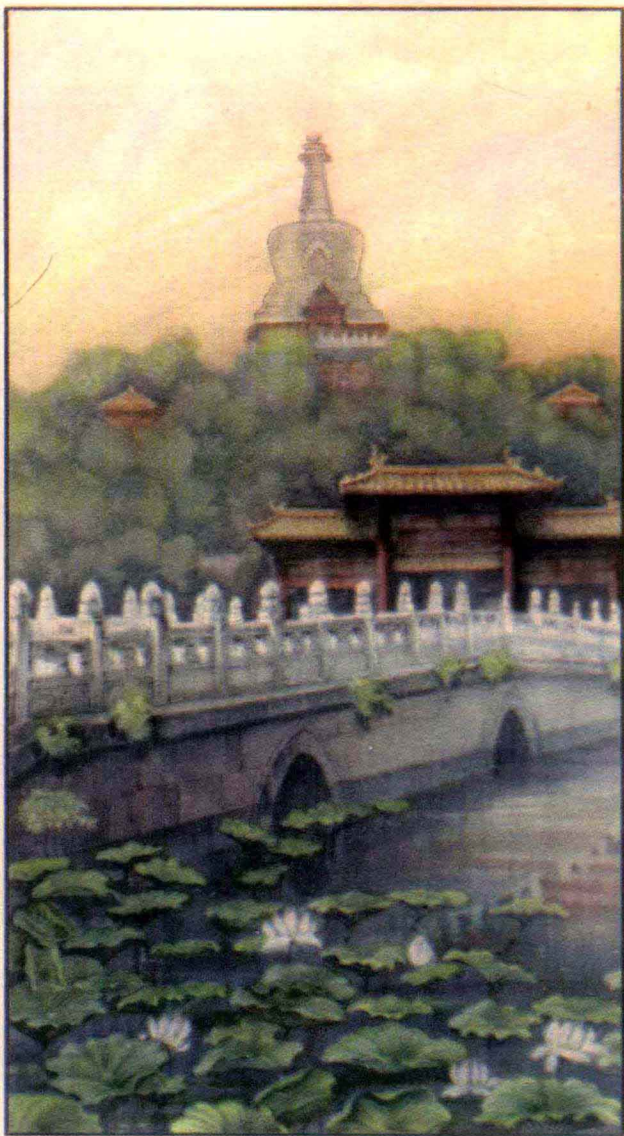
（北京 西城）

琼华塔，位于北海公园太液池琼岛山顶，始建于清顺治八年（1651），俗称北海白塔。塔为砖、木、石的混合结构，由塔基、塔身、相轮、华盖、塔刹五个部分组成，呈覆钵式，通体白色。塔身高35.9米，上圆下方，富于曲线变化，婀娜多姿。

The White Pagoda at Beihai Park

Location: Beihai Park, Xicheng District, Beijing City

Formally named Qionghua Pagoda, it was originally built in 1651. It is a building made of brick, wood and stone.



（水彩）1934年 启东烟草股份有限公司出品



(水彩) 1925年 英美烟草公司出品

### 京师白云观燕九节

京师明日称燕九，少年尽向城西走。  
白云观前作大会，射箭击球人马蹂。  
古祠北与学宫依，箫鼓不来牲醴稀。  
如何义士文履善，不知道人邱处机。

——[明] 吴宽

### 天宁寺塔

(北京 西城)

天宁寺塔，始建无明确纪年，据考证应为辽代建筑，八角十三层实心砖塔。明清两代曾进行过多次修葺，是北京现存著名的古塔之一。疑原图注有误。

### The Tianningsi Tower

Location: The Tianning Temple, Fuxingmenwai, Xicheng District, Beijing City

This tower was built of brick and stone.