近代纺织品商标图典

左旭初◎编著



Chinese-English

A COLLECTION OF MODERN BRAND PATTERNS OF TEXTILES

Zuo Xuchu

東華大學出版社 DONGHUA UNIVERSITY PRESS

【 汉・英・对・照 】

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第一章。 图典概况

Chapter One An Introduction of Brand Patterns



《近代纺织品商标图典》是目前第一本系统介绍我国近代纺织品商标图样的资料性工具书。

本书选用 20 世纪 20 至 40 年代我国纺织品行业中厂商注册使用的纺织品商标图样,共有 800 多枚。 其中单色商标图样 500 多枚,彩色商标图样 300 多枚。在众多的近代纺织品商标图样中,不乏有一 些至今仍在使用的纺织行业中的名牌产品商标。

近代的纺织品商标图样有这样一些特点:商标画面整体大多采用早期月份牌年画风格来绘制,图样色彩绚丽,美观大方,常常使人看后有一种爱不释手的感觉。从纺织品商标图样内容看:有反映历史、传说、戏剧、宗教各方面人物形象的,有以戏剧故事、神话传说作为图样内容的,有使用各种在民间广泛流传的吉祥如意图样的,有表现早期国人追求社会时尚美好生活的,还有大量使用十二生肖动物、传说中的吉祥动物、美丽的花卉植物等等。

我国近代国内市场上所使用纺织产品的商标图样,和现代人们所设计使用的纺织品商标图样相比,已经发生了很大的变化。作者将大量新老纺织品商标图样,包括同一厂商所使用的同一名称的商标图样,经过比较和研究,感到它有这样几个大的具体变化或发展趋势:一是商标图样内容本身,越来越抽象化;二是商标图样构图线条,越来越简单化;三是商标图样画面色彩,越来越单一化。以下就本书有关目录编排等情况,再作详细说明。

"A Collection of Modern Brand Patterns of Textiles" is the first informative reference book that systematically introduces the patterns of textile brands before the founding of the People's Republic of China in 1949.

The Book has collected over 800 pieces of patterns of the registered brands in the textile trade from 1920s to 1940s, over 500 of which were black-white and, another 300 colored ones, among which some are still in use as today's famous brands.

Those brand patterns were characterized by their styles based on the conventional Chinese New Year pictures for calendars, their colors being bright and gorgeous, and gave people an impression of tearing themselves away. And judging by their implications contained, they displayed various figures concerning the Chinese history, legends, dramas and religions; some were based on stories in dramas, and myths and folklores; and some other patterns displayed people's wishes of being auspicious and propitious; still others reflected people's yearning for better life. Apart from these, the twelve animals in Chinese horoscope, and other luck-representing animals as well as beautiful flowers and plants were used in brand patterns.

Compared by the brand patterns of the early 1910s to 1940s, the new-designed ones used in present domestic textile markets are quite different. Great changes, after the author has made a study and comparison of the brand patterns of an identified factory and the same brand name, have taken place in implications of pattern contents themselves, there is somewhat an abstract tendency in pattern-composing lines, becoming more simplified, and the colors more and more unitary. Thus, more descriptions concerning arrangement of contents are given as follows.



第一节 · 商标图样的编排

《近代纺织品商标图典》一书目录内容的编排,主要是依据国民政府实业部于 1930 年 12 月 30 日, 正式对外颁布的《商标法施行细则》第三十七条中的商标注册用商品分类表的前后顺序来排列的。

当时所有纺织产品商标,在商标注册用商品分类表中,按照惯例包括参照过去清末政府、北洋政府商标法规中的商品分类表顺序,是被排列在商品分类表的中间,即从第二十四类至第三十七类中。商品分类表将所有纺织产品一共分成十四个大类。而本书的纺织品商标图样目录,就是遵照民国时期商标法规的本来面目,完全按照当时纺织品商品分类表的前后顺序进行编排的。

这里需要说明的,当时纺织产品和现在纺织产品的内容和分类,均有所不同。其主要特点是 20 世纪 30 年代初我国纺织产品的外延较宽,它不但将传统的棉纱、棉布、毛纱、麻纱、丝绸等作为纺织类产品,就是如一些纺织品原料,包括蚕种、蚕茧、毛羽、棉毛等也作为纺织产品。还有将鞋子、靴子、钮扣、寝具中的床等,均作为纺织产品这一大类。当时纺织品商标,是所有产品商标中,最多的一种产品商标。

根据 1933 年 11 月国民政府实业部商标局编印出版的我国近代商标史上第一部大型商标图样工具书《东亚之部 · 商标汇刊》介绍,国民政府实业部商标局于 1933 年初统计: 经商标注册管理部门核准注册和审定的国内各类产品商标一共有 6487 个,其中纺织品商标一项就有 2173 个之多,占全部总数的三分之一以上。



Section 1 Arrangement of Brand Patterns

The arrangement of the Book's contents is based on the sequence of the goods list classification for the registered brands on Art. 37 of "The Details of Law of Brands" issued by the Industrial Department of so-called "National Government" on December 30, 1930. All the textile brands in classifications at that time, including those in Qing Dynasty, and so-called "Beiyang Government" are arranged in the twenty-fourth through to thirty-seventh classification. The complete textile goods classification has been fallen into fourteen categories, which is arranged according to the original sequence of the "Law of Brand Names" of the old days.

An account is given here about the textile conception at that time, which is different in present textile content and classification. The main features consist in the broad scope of textiles in the early 1930s, for the traditional cotton yarns, cotton cloths, woolen yarns, linen yarns and silk are fallen into general textiles, including raw materials, silkworms, cocoons, fluffy materials, cotton and wool as well as shoes, boots, buttons and beds etc. The brands of textiles became the most one among the brands of products.

According to the registration of the Book "The Brands Assembly—East Asia Volume" compiled by the Brand Bureau of the Industrial Department of the so-called National Government, and published in November, 1933, there were 6487 registered brands in all at home, 2173 of which belonged to textiles, amounting to one third of the total numbers.

第二节 · 单色纺织品商标图样的选用要求

本书有关单色纺织品商标图样,主要选自由当时国民政府实业部商标局编辑,并于 1933 年 11 月 出版的《东亚之部 · 商标汇刊》之中。由于此书完全由政府商标管理部门负责编印,故这在我国 20 世纪 30 年代出版的商标图样书籍中,内容丰富、编排合理,具有较大的权威性。

20世纪30年代初,由于我国书籍印刷技术力量薄弱,且当时实业部商标局出版此书资金有限(主要靠上海企业资助),编辑时间仓促(前后只用时四个多月),故编印《东亚之部·商标汇刊》一书时,全部采用单色商标图样。《近代纺织品商标图典》一书在挑选编辑商标图样时,因《东亚之部·商标汇刊》绝大多数采用照相版的商标图样,画面清晰度较差,故无法使用。作者只能选用一些图样线条清晰度较好,即以白描为主的商标。对个别商标图样较为清晰的照相版影印图样,也酌情收入。

第三节 · 彩色纺织品商标图样的选用要求

为了全面反映我国近代纺织品行业商标图样的本来面目,作者在选编本书时,对大量彩色纺织品商标图样资料进行了多次反复的比较和筛选,以尽可能反映出当时纺织品商标图样的实际情况。

本书选编的彩色商标图样,以我国厂商注册使用的纺织品商标图样为主,另酌情收入当时在我国政府商标管理部门呈请注册的,一些外国纺织品生产企业所注册使用的部分商标图样,其中有英国、美国、日本等国家的部分产品商标图样资料。目前这些外国早期的纺织品商标图样,在社会上已很难见到。

Section 2

Requirements for Selecting Black & White Brand Patterns of Textiles

The black & white brand patterns of textiles selected in the Book are mainly from the book "The Brands Assembly—East Asian Volume" compiled by the Brand Bureau of the Industrial Department of the so-called National Government in November 1933, which was characterized by its abundant content and reasonable arrangements, and of a certain authority.

Owing to the fund problem, supported mainly from enterprises in Shanghai, and to the limited compiling time (four months in all), the book was finally published in black and white version. Therefore, when the author was compiling the book "A Collection of Modern Brand Patterns of Textiles", he could only select those of being of clear pictures, discarded most of being vague ones.

Section 3

Requirements for Selecting Colorful Brand Patterns of Textiles

To reveal in all-round way the original brand patterns in true colors, the author made times of comparisons and sieves for the collected brand patterns so as to reflect the true conditions, to a great extent, of the modern brand patterns.

The colored brand patterns in the Book have been meticulously selected among the textile-oriented collections from artwork and antique markets. Also, some registered foreign textile brands appeared in Old China such as those of Britain, America and Japan etc. have been collected in the Book. Unfortunately, those early foreign textile brands can hardly be seen in present-day society.

附录

1930年12月30日,国民政府实业部公布施行的《商标法施行细则》第三十七条,商标注册用商品分类表中有关纺织品分类内容。

第二十四项 蚕种及茧类

蚕种类 茧类

第二十五项 棉葛麻苎羽毛类

棉花类 麻葛类 毛羽类

第二十六项 蚕丝类

丝类 丝棉类

第二十七项 棉纱线类

棉纱类 棉线类

第二十八项 毛纱线类

毛纱类 毛线类

第二十九项 麻纱线及不属前三项之纱线类

麻纱线类 人造丝纱线类 交捻纱线类 金银线类 及应属于本项之其他商品

第三十项 丝织品类

匹头类 美术品类 及应属于本项之其他商品

第三十一项 棉织品类

匹头类 毛巾类 毯类 及应属于本项之其他商品

第三十二项 毛织品类

匹头类 毯类 及应属于本项之其他商品

第三十三项 麻织品类

匹头类 及应属于本项之其他商品

第三十四项 不属于前四项之织品类

交织匹头类 交织美术品类 不透水织物类 及应属于本项之其他商品

第三十五项 不属别项之编捻绣品及绦带须络类

绣品类 花边类 绦带须络类 编捻工艺品类 及应属于本项之其他商品

第三十六项 冠服领袖靴鞋巾纽及其他服御品类

冠帽类 衣服类 领袖类 领带类 手套类 袜子类 靴鞋类 手帕类 钮扣类 裹腿类 及应属于本项之其他商品

第三十七项 寝具及不属于他项之室内装置品类

床类 被褥枕垫类 帐帘类 地毯类 及应属于本项之其他商品

Appendix

The following is a list of classifications of the registered textile brands in the Article 37 of "The Operational Details of Law of Brands" issued by the Industrial Department of so-called "National Government" on December 30, 1930.

- Item 24 Silkworm Varieties and Cocoon Type
 Silkworm Varieties Cocoon Type
- Item 25 Cotton, Poplin, Linen, Ramie, Fluffy and Wool Type

 Cotton Type Linen & Poplin Type Wool & Fluffy Type
- Item 26 Silk Type
 Silk Type Silk-Cotton Type
- Item 27 Cotton Yarn & Thread Type

 Cotton Yarn Type Cotton Thread Type
- Item 28 Wool Yarn and Thread Type
 Wool Yarn Type Wool Thread Type
- Item 29 Linen Yarn Type and Other Relevant Products Types

 Linen Yarn Type Filament Rayon Yarn Type Twisted Yarn Type Metallic Yarn Type Other

 Relevant Products Type
- Item 30 Silk Fabrics Type

 Yard Goods Type Fine Arts Type Other Relevant Products Type
- Item 31 Cotton Goods Type

 Yard Goods Type Towel Type Blanket Type Other Relevant Products Type
- Item 32 Woolen Goods Type
 Yard Goods Type Blanket Type Other Relevant Products Type
- Item 33 Linen Products Type

 Yard Goods Type Other Relevant Products Type
- Item 34 Other Miscellaneous Textiles Type
 Union Yard Goods Type Interweave Fine Arts Type Costive Fabrics Type Other Relevant Products Type
- Item 35 Braided-Twisted- Embroidery and Tape, Tassel Products Type

 Embroidery Products Type Lace Products Type Tape and Tassel Type Braided-Twisted Artworks

 Type Other Relevant Products Type
- Item 36 Hats, Garments, Collars, Sleeves, Boots, Shoes, Buttons and Other Adornments Type

 Hats & Caps Type Clothes Type Collars & Sleeves Type Ties Type Gloves Type Hosiery Type &

 Boots-Shoes Type Handkerchiefs Type Buttons Type Puttees Type Other Relevant Products Type
- Item 37 Beddings Type and Other Relevant Indoor Furnishings Type

 Beds Type Quilt-Sheet-Pillow-Mattress Type Mosquito-Curtain Type Carpet & Rugs Type Other

 Relevant Products Type