

平面广告150年



湖南美术出版社



150

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译编：泛克 捷人



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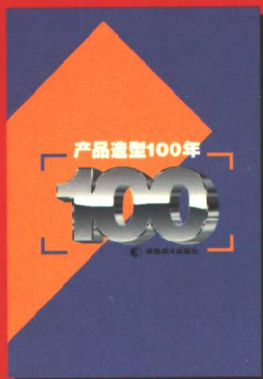
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32 开本
四色精印
估价：45.00 元



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凡例

1. 图边文以广告名称、作者、国家、年代为序；
2. 第一章图片未注明广告发布地者均为英国；
3. 图边文未注明的，均是因资料不详，但所在章节的广告发布年代却是相对准确的。

由于联络地址不明，本书中部分作品的引用没有得到许可。但对于本书它们又是不可缺少的，敬请谅解。

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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

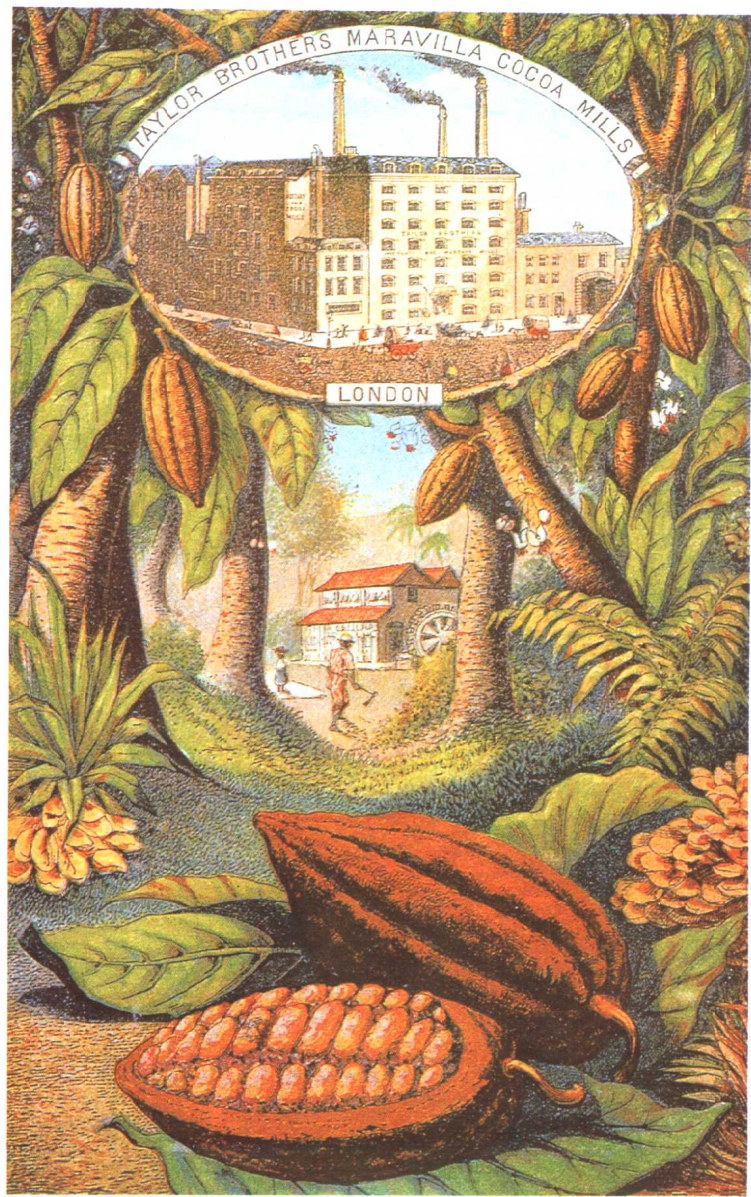
本章所涵盖的是工业革命刚刚起步与发展时期的广告作品。在新兴的工业家开辟出越来越多的市场以便推销其产品之后，他们的目标便从争夺新的领域转向如何使他们苦心经营了几十年的市场能够更加巩固，挖掘出更大的潜力，同时使自己的产品更为人所熟知，这便是广告这一艺术形式诞生的原始动机。

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" Advertising 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 THE AREA 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 BLENDS, SELECTED FOR THEIR REGULARLY FINE QUALITIES.

ITS HIGH AND VERY DELICATE FLAVOUR, AND PURE AND BRIGHT COLOUR, ARE DERIVED EXCLUSIVELY FROM THE CAREFULLY-BLENDED COCOA WITH WHICH IT IS MANUFACTURED. IT IS INVIGORATING AND REFRESHING, WITHOUT ANY DANGER OF PRODUCING IRRITATION OF THE NERVES OR DISTURBANCE OF THE DIGESTION, AND IT THIS POSSESSORS 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.

BARCLAY & PET, 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 6'S 1'S & 2'S BOTTLES

IN 6'S 1'S & 2'S BOTTLES

GODDALL BACKHOUSE & CO. LEEDS.

2

5

3

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

128TH ANNUAL DELIVERY.

KEEN'S

A.D. 1742

IMPERIAL MUSTARD.

PRIZE MEDAL, PARIS EXHIBITION, 1867.

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

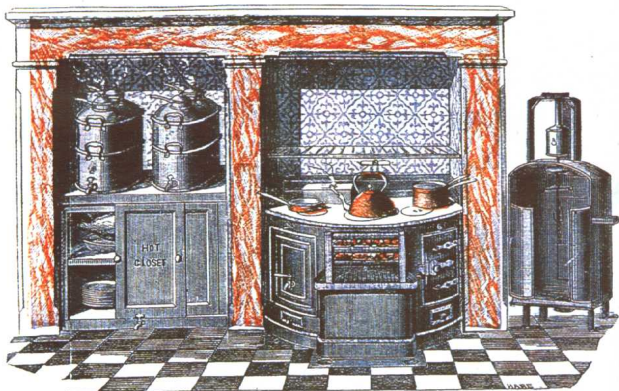
1 J.S FRY AND SONS

公司可可广告

2 BACKHOUSE 公司调味
油广告

3 KEEN 牌芥末广告

"This is the only Range that shows any originality of invention, and that in the right direction."



THE PATENT CIRCULAR-FRONT RANGE.

THE PATENT CIRCULAR-FRONT COOKING RANGE, with Hot-Closet, Steam Kettles, and Roasting Screens.

6

GAS
WITHOUT HEAT SMOKE OR SMELL

Benham's GLOBE LIGHTS

The following are some of the advantages of this mode of Lighting—

- I. It carries off all the heat and fuel as from the burner.
- II. It also ventilates the apartment by removing the heated and vitiated air.
- III. It introduces a constant supply of external fresh air.
- IV. The flame is powerful and steady, and cannot be affected by draughts.

V. No smoke escaping—the ceiling is not blackened.

With this arrangement Gas may now be introduced into Drawing Rooms, Dining Rooms, and Libraries, without any risk of damage to the Decorations, Furniture, Pictures, or Books; and the injurious effects on the health are also entirely avoided.

The above Drawing represents the Pattern supplied to H.R.H. THE PRINCE OF WALES at Marlborough House.

MANUFACTURED AND SOLD BY
BENHAM & SONS
50, 52, & 54, WIDMORE STREET, LONDON, W.
WHERE THEY MAY BE SEEN IN OPERATION.

REGD. & CO. LONDON, WINDSOR, & PARIS

DIRECTIONS FOR USE.

Hold the "Block of Lead" in position, and draw it down until the "Wellington" mark is visible. The following explanation—let, Care must be taken that the "Wellington" mark is visible. The "Wellington" mark is visible before the "Lead" on the "Block" is visible. The "Wellington" mark is visible in good condition, it will be sufficient to say the "Block of Lead" is in good condition, and use the "Wellington" mark.

JOHN OAKLEY'S
WELLINGTON
ONLY
BLACK LEAD

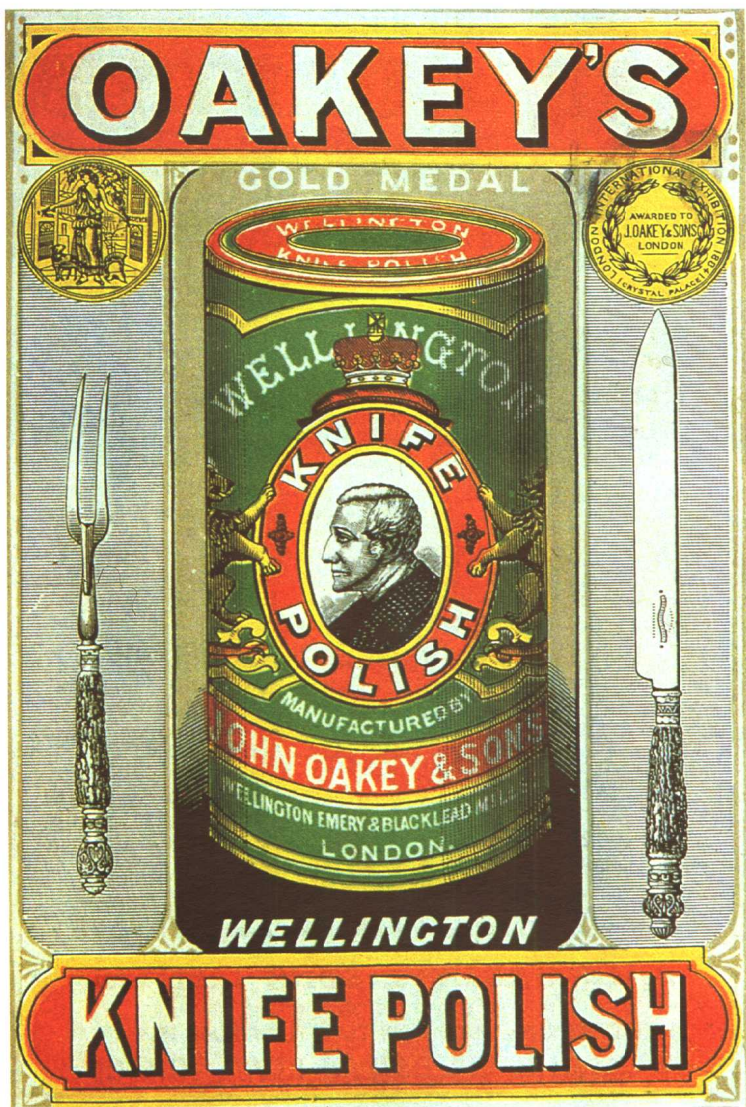
JOHN OAKLEY & SONS.
WELLINGTON EMERY & BLACK LEAD MILLS.

SOLD IN SOLID BLOCKS, 1 lb. 8d., and 4 lb. 8d., and in boxes, by all Grocers, and in London, by the "Wellington" mark. The "Wellington" mark is visible before the "Lead" on the "Block" is visible. The "Wellington" mark is visible in good condition, it will be sufficient to say the "Block of Lead" is in good condition, and use the "Wellington" mark.

2

- 1 热能循环发明广告
- 2 BENHAM 球形灯广告
- 3 黑铅产品广告

3



OAKEY 牌刀具清洁剂广告



1

2

8

OF KNOWN COMPOSITION.

TOWLE'S

CHLORODYNE

FOR THE RELIEF OF COUGHS, COLDS,
CONSUMPTION, ASTHMA, BRONCHITIS,
DIARRHŒA, DYSENTERY, CHOLERA,
SPASMS, CRAMP & SEA-SICKNESS.

EARL RUSSELL sent to the College of Physicians a communication received by him from Manila (where Cholera has been raging fearfully), to the effect that, of all remedies tried, CHLORODYNE was the most effective. (See Lancet & Brit. Med. J., Dec. 31, 1864.)

From Dr. C. EIDD, Author of Standard Works on Chloroform.
SIR.—I think if you would advertise your Chlorodyne more than you do, you would help to beat the others, which are SECRET compounds, out of the market.
Many Medical men think with me, and recommend your compound, but will never prescribe a SECRET remedy.

ALFRED ASPLAND, Esq., F.R.C.S., J.P., Chester and Lancaster, Surg 4th Cheshire Batt V.R., Surgeon to the Ashton Infirmary.
SIR.—After an extensive trial of your Chlorodyne in Hospital, Infirmary, and private practice, I am able to state that it is a valuable medicine, I have found its action peculiarly serviceable in BRONCHIAL, SPASMODIC, and NEURALGIC AFFECTIONS.

From THOMAS F. H. GREEN, Esq., M.R.C.S., England.
Buckdale Dispensary.
DEAR SIR.—Your Chlorodyne is superior to every other I have tried.

1 SAINT MUNGO 牌
肥皂

2 TOWLE 牌清洁剂

1

FITCH'S

CRYSTAL STARCH GLAZE

No Household or Laundry should be without S. H. Fitch & Co.'s CRYSTAL STARCH GLAZE. It entirely surpasses 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, A. & Co., New Dry Soap Manufacturers,
LONDON, A. & Co., New Dry Soap Manufacturers, LONDON, A. & Co.**

2

VASELINE

VASELINE OINTMENT
VASELINE TOILET SOAP
VASELINE BAR SOAP
VASELINE FAMILY TOILET SOAP
VASELINE VETERINARY OINTMENT
VASELINE PASTE
VASELINE TOILET SOAP

1 FITCH 浆衣粉

2 VASELINE 洗洁精

GLENFIELD

PURVEYORS
OF
STARCH



TO H. R. H THE
PRINCESS
of WALES.

STARCH

EXCLUSIVELY USED IN THE

ROYAL LAUNDRY

AND AWARDED THE
PRIZE MEDAL

FOR ITS SUPERIORITY AT THE
INTERNATIONAL
EXHIBITION,
1862.



WHEN YOU ASK FOR
GLENFIELD STARCH,

SEE THAT YOU GET IT,
As Inferior Kinds are often Substituted.

WOTHERSPOON & CO., GLASGOW and LONDON.



1 GLENFIELD牌浆衣粉

2 COPE牌雪茄