



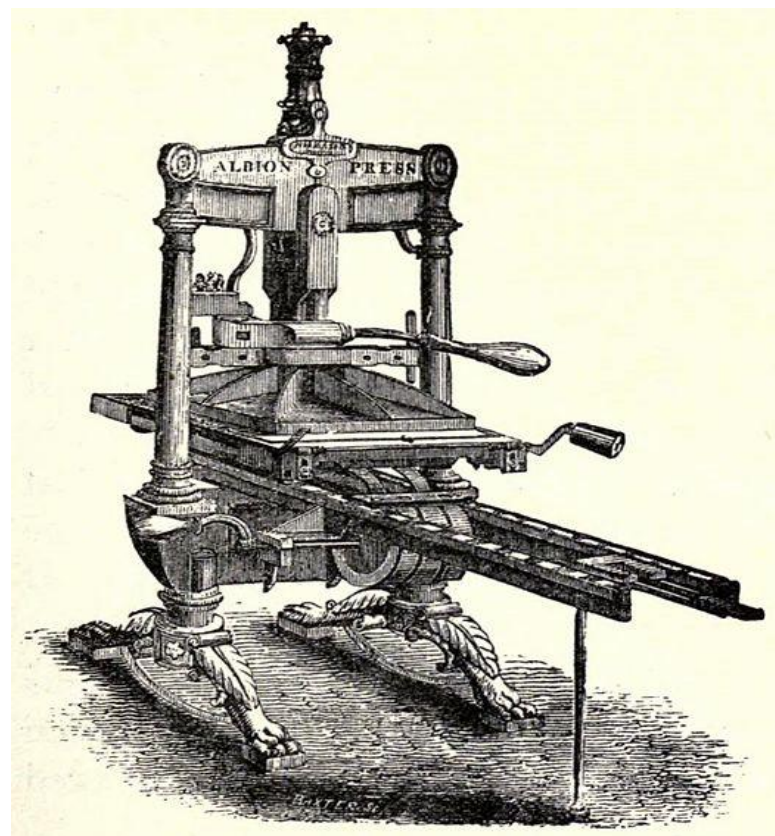
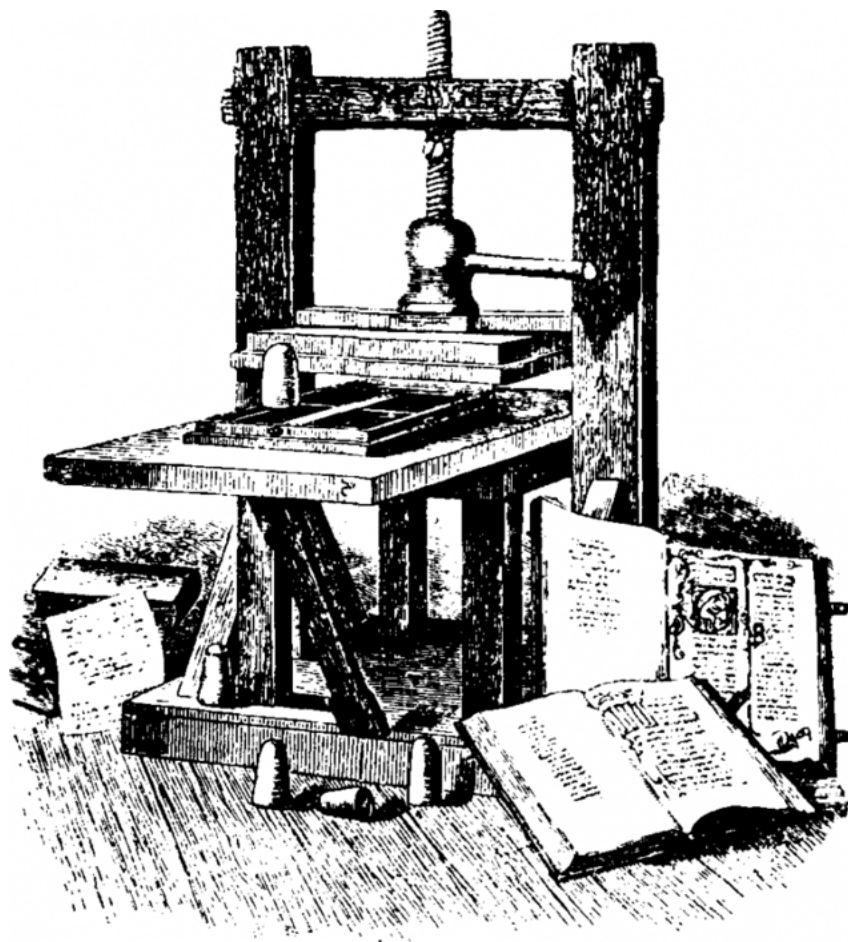
История рекламы

**Выполнила
Новичкова Милена
Институт философии
человека
1ПО-К1**

Из истории...

- Вначале реклама была устной. Торговцы, разносчики, бродячие ремесленники наперебой расхваливали товар, предлагали различные услуги, наполняя своими криками улицы городов. Отсюда и название: *reclamare* по латыни - “выкрикивать”.
- Первой рекламой в письменном виде считают хранящийся в Лондоне египетский папирус, где сообщается о продаже раба.
- Сообщения коммерческого характера рисовали на скалах вдоль торговых путей. Греки гравировали рекламные сообщения на камнях, меди и кости, вырезали на деревянных столбиках.

В середине 1440-х Иоганн Гутенберг изобрел печатный станок, что ознаменовало начало эпохи становления средств массовой коммуникации, следствием которого явился качественно новый этап развития рекламы.



Основателем печатной рекламы в Европе считают врача Теофраста Ренодо, открывшего в 1630 г. в Париже справочную контору, печатавшую рекламные объявления во французской газете Gazette.



Теофраст Ренодо

L'ACTION FRANÇAISE

25 centimes PARIS
30 centimes DÉPARTEMENTS ET COLONIES

ABONNEMENTS 4 ans 6 mois 3 mois
France et Colonies... 72 fr. 38 fr. 20 fr.
Étranger plus tard... 100 fr. 100 fr. 50 fr.
Séjour à l'étranger... 130 fr. 70 fr. 40 fr.
Chaque postal : Compt. 200.00 PARIS

ORGANE DU NATIONALISME INTÉGRAL

Tout ce qui est national est nôtre. — Le Duc d'ORLÉANS.
Chef de la Maison de France, j'en revendique tous les droits, j'en assume
toutes les responsabilités, j'en accepte tous les devoirs.

Le Duc de GUISE, héritier des quarante rois qui, en mille ans, firent la France.

REDACTION ET ADMINISTRATION
1, rue de Boccador (19, avenue Montaigne)
PARIS (8^e)

Adresse télégraphique : ACTIONFRAN-PARIS
Téléphone : Administration : Balais 23-82 et 33
Rédaction : Balais 36-38 ; Publicité : Balais 36-43
1934 : 19 heures du soir ; Gutenberg 98-42
Dépôt de Commerce : Sébos N° 71.572

Fondateur : HENRI VAUGEUIS — Directeurs politiques : LÉON DAUDET et CHARLES MAURRAS. — Rédacteur en chef : MAURICE PUJO.

Hier au Parlement, le fait dominant, c'était la voix grondante du dehors qui criait : « A bas les voleurs ! ». Et la garde, qui veillait aux barrières du Palais-Bourbon, ne défendait pas la Chambre contre la préoccupation que lui cause l'indignation populaire.

LE « JOURNAL DES DÉBATS ».

A bas les ministres et les députés vendus ! TOUS CE SOIR DEVANT LA CHAMBRE !

CHOCOLAT BELGIENS Les grands coupables



IBLED

THE OLD NEWSPAPER

IT 1920 SATURDAY, AUGUST 1, 1934

WEATHER FORECAST

50% OFF

DOGS various sizes!

CIRQUE

SERVICE REPAIR

WORLD'S GREATEST

GOLD WARRIOR



33 DIPLÔMES D'HONNEUR. MEMBRE DU JURY PARIS 1900. 37 MÉDAILLES D'OR.

FARINE LACTÉE NESTLÉ

A base de lait suisse.

ALIMENT PRÉFÉRÉ À TOUT ÂGE.

Recommandé depuis plus de 35 ans par les autorités médicales.

CONTINUUELLEMENT EN USAGE dans les hôpitaux et cliniques infantiles.

FARINE LACTÉE NESTLÉ

A base de lait suisse.

LE PLUS SÛR PRÉSERVATIF DE NOS ENFANTS pendant les grandes chaleurs, contre les catarrhes intestinaux, les diarrhées, etc.

La plus grande vente du monde.

EXIGEZ DE VOS FOURNISSEURS LA MARQUE NESTLÉ

Основными средствами в распространении рекламы являлись СМИ, тираж газет и журналов быстро рос. Большой изобретательностью отличались рекламные акции Тейлора Барнума, одного из известных рекламистов США XIX в., в ходе гастрольных поездок шведской певицы Д. Линд.

В 1872 г. Монтгомери Уорд издал первый каталог товаров почтой, став организатором почтовой рекламной рассылки.



UNABRIDGED FACSIMILE

MONTGOMERY WARD & CO.

CATALOGUE

LARGEST MAIL ORDER BUSINESS IN THE U.S.

SUPPLY EVERY AND ON

BUYERS' GUIDE

1895

MONTGOMERY WARD & CO.

CATALOGUE No. 72

This book contains the lowest WHOLESALE PRICES or guaranteed merchandise

1903 CHICAGO 1904

Save Money! AT WARDS LOW PRICES

Save Ice! WITH WARDS IMPROVED INSULATION

Save Prices! Right at the time when you need a refrigerator most—Compare these prices and benefits!

Oversize Ice Capacity. Holds 20 to 30 lbs. more of ice than most.

Color Choice. Ivory and green or all pure white smoothly finished over steel outside; white enameled inside... easily cleaned.

High 8-in. Legs. Easy to sweep under.

Sanitary Aluminum Ware. Won't break or rust. Easily cleaned.

Live Rubber Casters. Keep doors sealed tight... ice lasts longer.

Non-Spitting Trained Shelves.

Large Shelf Space. 8 shelves in 100-in. size. 4 in. others.

Shipped from Factory in Ford's Bay, Wis. See Estimated Freight Charge on left.

| All White and Green | Ivory and Green | Ice Capacity | Outside Measurements | Ice Door | Shelves | Price |
|---------------------|-----------------|--------------|--------------------------|----------|---------|---------|
| 784K 1144 | 284K 1174 | 40 | 30 1/2 x 15 1/2 x 40 | 11 | 11 | \$11.95 |
| 284K 1147 | 284K 1172 | 20 | 23 1/2 x 15 1/2 x 40 1/2 | 11 | 11 | \$12.95 |
| 284K 1148 | 284K 1172 | 20 | 23 1/2 x 15 1/2 x 40 1/2 | 20 | 12 | \$13.95 |
| 284K 1149 | 284K 1172 | 10 | 16 1/2 x 15 1/2 x 40 1/2 | 10 | 12 | \$12.95 |

ESTIMATED FREIGHT CHARGES
 47 lbs. 100 miles \$2.00
 200 miles \$4.00
 300 miles \$5.00
 400 miles \$6.00
 500 miles \$7.00
 600 miles \$8.00
 700 miles \$9.00
 800 miles \$10.00
 900 miles \$11.00
 1000 miles \$12.00

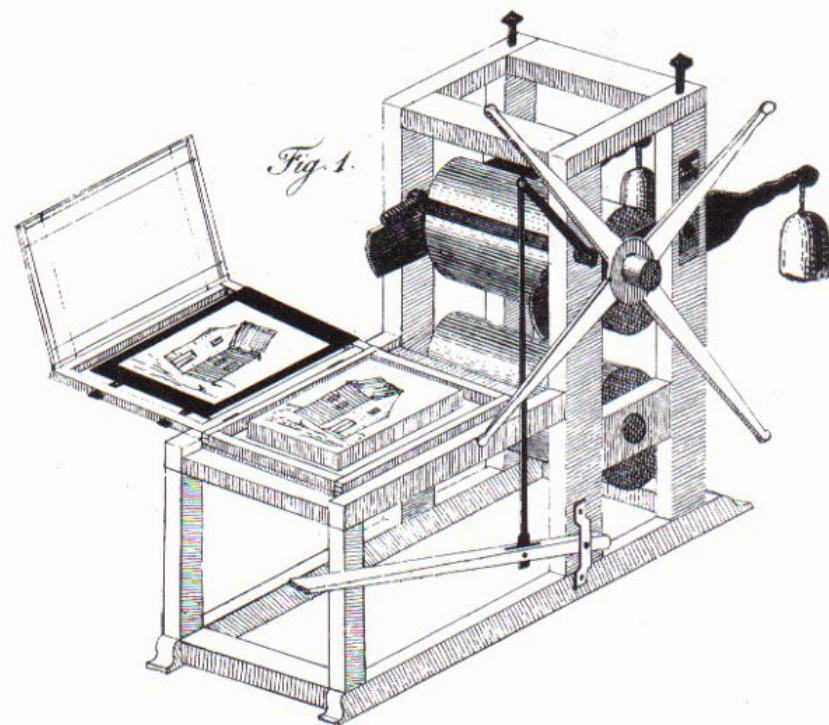
95 INSULATED STEEL CLAD TOP KEES

Keeps with all the qualities of Ward's larger refrigerators above. Fits in spaces that will not hold of size. Smooth green top with ivory doors.

From Ford's Bay, Wis. Freight Charge above.

| Art. No. | Cap. | Ext. Ht. | Price |
|----------|---------------|------------|----------|
| K 2198 | Holds 36 lbs. | 17 1/2 in. | \$11.95 |
| K 2199 | Holds 36 lbs. | 17 1/2 in. | \$12.95 |
| K 2200 | Holds 36 lbs. | 17 1/2 in. | \$13.95 |
| K 2197 | Holds 36 lbs. | 17 1/2 in. | \$14.95 |
| K 2196 | Holds 36 lbs. | 17 1/2 in. | \$15.95 |
| K 2195 | Holds 36 lbs. | 17 1/2 in. | \$16.95 |
| K 2194 | Holds 36 lbs. | 17 1/2 in. | \$17.95 |
| K 2193 | Holds 36 lbs. | 17 1/2 in. | \$18.95 |
| K 2192 | Holds 36 lbs. | 17 1/2 in. | \$19.95 |
| K 2191 | Holds 36 lbs. | 17 1/2 in. | \$20.95 |
| K 2190 | Holds 36 lbs. | 17 1/2 in. | \$21.95 |
| K 2189 | Holds 36 lbs. | 17 1/2 in. | \$22.95 |
| K 2188 | Holds 36 lbs. | 17 1/2 in. | \$23.95 |
| K 2187 | Holds 36 lbs. | 17 1/2 in. | \$24.95 |
| K 2186 | Holds 36 lbs. | 17 1/2 in. | \$25.95 |
| K 2185 | Holds 36 lbs. | 17 1/2 in. | \$26.95 |
| K 2184 | Holds 36 lbs. | 17 1/2 in. | \$27.95 |
| K 2183 | Holds 36 lbs. | 17 1/2 in. | \$28.95 |
| K 2182 | Holds 36 lbs. | 17 1/2 in. | \$29.95 |
| K 2181 | Holds 36 lbs. | 17 1/2 in. | \$30.95 |
| K 2180 | Holds 36 lbs. | 17 1/2 in. | \$31.95 |
| K 2179 | Holds 36 lbs. | 17 1/2 in. | \$32.95 |
| K 2178 | Holds 36 lbs. | 17 1/2 in. | \$33.95 |
| K 2177 | Holds 36 lbs. | 17 1/2 in. | \$34.95 |
| K 2176 | Holds 36 lbs. | 17 1/2 in. | \$35.95 |
| K 2175 | Holds 36 lbs. | 17 1/2 in. | \$36.95 |
| K 2174 | Holds 36 lbs. | 17 1/2 in. | \$37.95 |
| K 2173 | Holds 36 lbs. | 17 1/2 in. | \$38.95 |
| K 2172 | Holds 36 lbs. | 17 1/2 in. | \$39.95 |
| K 2171 | Holds 36 lbs. | 17 1/2 in. | \$40.95 |
| K 2170 | Holds 36 lbs. | 17 1/2 in. | \$41.95 |
| K 2169 | Holds 36 lbs. | 17 1/2 in. | \$42.95 |
| K 2168 | Holds 36 lbs. | 17 1/2 in. | \$43.95 |
| K 2167 | Holds 36 lbs. | 17 1/2 in. | \$44.95 |
| K 2166 | Holds 36 lbs. | 17 1/2 in. | \$45.95 |
| K 2165 | Holds 36 lbs. | 17 1/2 in. | \$46.95 |
| K 2164 | Holds 36 lbs. | 17 1/2 in. | \$47.95 |
| K 2163 | Holds 36 lbs. | 17 1/2 in. | \$48.95 |
| K 2162 | Holds 36 lbs. | 17 1/2 in. | \$49.95 |
| K 2161 | Holds 36 lbs. | 17 1/2 in. | \$50.95 |
| K 2160 | Holds 36 lbs. | 17 1/2 in. | \$51.95 |
| K 2159 | Holds 36 lbs. | 17 1/2 in. | \$52.95 |
| K 2158 | Holds 36 lbs. | 17 1/2 in. | \$53.95 |
| K 2157 | Holds 36 lbs. | 17 1/2 in. | \$54.95 |
| K 2156 | Holds 36 lbs. | 17 1/2 in. | \$55.95 |
| K 2155 | Holds 36 lbs. | 17 1/2 in. | \$56.95 |
| K 2154 | Holds 36 lbs. | 17 1/2 in. | \$57.95 |
| K 2153 | Holds 36 lbs. | 17 1/2 in. | \$58.95 |
| K 2152 | Holds 36 lbs. | 17 1/2 in. | \$59.95 |
| K 2151 | Holds 36 lbs. | 17 1/2 in. | \$60.95 |
| K 2150 | Holds 36 lbs. | 17 1/2 in. | \$61.95 |
| K 2149 | Holds 36 lbs. | 17 1/2 in. | \$62.95 |
| K 2148 | Holds 36 lbs. | 17 1/2 in. | \$63.95 |
| K 2147 | Holds 36 lbs. | 17 1/2 in. | \$64.95 |
| K 2146 | Holds 36 lbs. | 17 1/2 in. | \$65.95 |
| K 2145 | Holds 36 lbs. | 17 1/2 in. | \$66.95 |
| K 2144 | Holds 36 lbs. | 17 1/2 in. | \$67.95 |
| K 2143 | Holds 36 lbs. | 17 1/2 in. | \$68.95 |
| K 2142 | Holds 36 lbs. | 17 1/2 in. | \$69.95 |
| K 2141 | Holds 36 lbs. | 17 1/2 in. | \$70.95 |
| K 2140 | Holds 36 lbs. | 17 1/2 in. | \$71.95 |
| K 2139 | Holds 36 lbs. | 17 1/2 in. | \$72.95 |
| K 2138 | Holds 36 lbs. | 17 1/2 in. | \$73.95 |
| K 2137 | Holds 36 lbs. | 17 1/2 in. | \$74.95 |
| K 2136 | Holds 36 lbs. | 17 1/2 in. | \$75.95 |
| K 2135 | Holds 36 lbs. | 17 1/2 in. | \$76.95 |
| K 2134 | Holds 36 lbs. | 17 1/2 in. | \$77.95 |
| K 2133 | Holds 36 lbs. | 17 1/2 in. | \$78.95 |
| K 2132 | Holds 36 lbs. | 17 1/2 in. | \$79.95 |
| K 2131 | Holds 36 lbs. | 17 1/2 in. | \$80.95 |
| K 2130 | Holds 36 lbs. | 17 1/2 in. | \$81.95 |
| K 2129 | Holds 36 lbs. | 17 1/2 in. | \$82.95 |
| K 2128 | Holds 36 lbs. | 17 1/2 in. | \$83.95 |
| K 2127 | Holds 36 lbs. | 17 1/2 in. | \$84.95 |
| K 2126 | Holds 36 lbs. | 17 1/2 in. | \$85.95 |
| K 2125 | Holds 36 lbs. | 17 1/2 in. | \$86.95 |
| K 2124 | Holds 36 lbs. | 17 1/2 in. | \$87.95 |
| K 2123 | Holds 36 lbs. | 17 1/2 in. | \$88.95 |
| K 2122 | Holds 36 lbs. | 17 1/2 in. | \$89.95 |
| K 2121 | Holds 36 lbs. | 17 1/2 in. | \$90.95 |
| K 2120 | Holds 36 lbs. | 17 1/2 in. | \$91.95 |
| K 2119 | Holds 36 lbs. | 17 1/2 in. | \$92.95 |
| K 2118 | Holds 36 lbs. | 17 1/2 in. | \$93.95 |
| K 2117 | Holds 36 lbs. | 17 1/2 in. | \$94.95 |
| K 2116 | Holds 36 lbs. | 17 1/2 in. | \$95.95 |
| K 2115 | Holds 36 lbs. | 17 1/2 in. | \$96.95 |
| K 2114 | Holds 36 lbs. | 17 1/2 in. | \$97.95 |
| K 2113 | Holds 36 lbs. | 17 1/2 in. | \$98.95 |
| K 2112 | Holds 36 lbs. | 17 1/2 in. | \$99.95 |
| K 2111 | Holds 36 lbs. | 17 1/2 in. | \$100.95 |
| K 2110 | Holds 36 lbs. | 17 1/2 in. | \$101.95 |
| K 2109 | Holds 36 lbs. | 17 1/2 in. | \$102.95 |
| K 2108 | Holds 36 lbs. | 17 1/2 in. | \$103.95 |
| K 2107 | Holds 36 lbs. | 17 1/2 in. | \$104.95 |
| K 2106 | Holds 36 lbs. | 17 1/2 in. | \$105.95 |
| K 2105 | Holds 36 lbs. | 17 1/2 in. | \$106.95 |
| K 2104 | Holds 36 lbs. | 17 1/2 in. | \$107.95 |
| K 2103 | Holds 36 lbs. | 17 1/2 in. | \$108.95 |
| K 2102 | Holds 36 lbs. | 17 1/2 in. | \$109.95 |
| K 2101 | Holds 36 lbs. | 17 1/2 in. | \$110.95 |
| K 2100 | Holds 36 lbs. | 17 1/2 in. | \$111.95 |
| K 2099 | Holds 36 lbs. | 17 1/2 in. | \$112.95 |
| K 2098 | Holds 36 lbs. | 17 1/2 in. | \$113.95 |
| K 2097 | Holds 36 lbs. | 17 1/2 in. | \$114.95 |
| K 2096 | Holds 36 lbs. | 17 1/2 in. | \$115.95 |
| K 2095 | Holds 36 lbs. | 17 1/2 in. | \$116.95 |
| K 2094 | Holds 36 lbs. | 17 1/2 in. | \$117.95 |
| K 2093 | Holds 36 lbs. | 17 1/2 in. | \$118.95 |
| K 2092 | Holds 36 lbs. | 17 1/2 in. | \$119.95 |
| K 2091 | Holds 36 lbs. | 17 1/2 in. | \$120.95 |
| K 2090 | Holds 36 lbs. | 17 1/2 in. | \$121.95 |
| K 2089 | Holds 36 lbs. | 17 1/2 in. | \$122.95 |
| K 2088 | Holds 36 lbs. | 17 1/2 in. | \$123.95 |
| K 2087 | Holds 36 lbs. | 17 1/2 in. | \$124.95 |
| K 2086 | Holds 36 lbs. | 17 1/2 in. | \$125.95 |
| K 2085 | Holds 36 lbs. | 17 1/2 in. | \$126.95 |
| K 2084 | Holds 36 lbs. | 17 1/2 in. | \$127.95 |
| K 2083 | Holds 36 lbs. | 17 1/2 in. | \$128.95 |
| K 2082 | Holds 36 lbs. | 17 1/2 in. | \$129.95 |
| K 2081 | Holds 36 lbs. | 17 1/2 in. | \$130.95 |
| K 2080 | Holds 36 lbs. | 17 1/2 in. | \$131.95 |
| K 2079 | Holds 36 lbs. | 17 1/2 in. | \$132.95 |
| K 2078 | Holds 36 lbs. | 17 1/2 in. | \$133.95 |
| K 2077 | Holds 36 lbs. | 17 1/2 in. | \$134.95 |
| K 2076 | Holds 36 lbs. | 17 1/2 in. | \$135.95 |
| K 2075 | Holds 36 lbs. | 17 1/2 in. | \$136.95 |
| K 2074 | Holds 36 lbs. | 17 1/2 in. | \$137.95 |
| K 2073 | Holds 36 lbs. | 17 1/2 in. | \$138.95 |
| K 2072 | Holds 36 lbs. | 17 1/2 in. | \$139.95 |
| K 2071 | Holds 36 lbs. | 17 1/2 in. | \$140.95 |
| K 2070 | Holds 36 lbs. | 17 1/2 in. | \$141.95 |
| K 2069 | Holds 36 lbs. | 17 1/2 in. | \$142.95 |
| K 2068 | Holds 36 lbs. | 17 1/2 in. | \$143.95 |
| K 2067 | Holds 36 lbs. | 17 1/2 in. | \$144.95 |
| K 2066 | Holds 36 lbs. | 17 1/2 in. | \$145.95 |
| K 2065 | Holds 36 lbs. | 17 1/2 in. | \$146.95 |
| K 2064 | Holds 36 lbs. | 17 1/2 in. | \$147.95 |
| K 2063 | Holds 36 lbs. | 17 1/2 in. | \$148.95 |
| K 2062 | Holds 36 lbs. | 17 1/2 in. | \$149.95 |
| K 2061 | Holds 36 lbs. | 17 1/2 in. | \$150.95 |
| K 2060 | Holds 36 lbs. | 17 1/2 in. | \$151.95 |
| K 2059 | Holds 36 lbs. | 17 1/2 in. | \$152.95 |
| K 2058 | Holds 36 lbs. | 17 1/2 in. | \$153.95 |
| K 2057 | Holds 36 lbs. | 17 1/2 in. | \$154.95 |
| K 2056 | Holds 36 lbs. | 17 1/2 in. | \$155.95 |
| K 2055 | Holds 36 lbs. | 17 1/2 in. | \$156.95 |
| K 2054 | Holds 36 lbs. | 17 1/2 in. | \$157.95 |
| K 2053 | Holds 36 lbs. | 17 1/2 in. | \$158.95 |
| K 2052 | Holds 36 lbs. | 17 1/2 in. | \$159.95 |
| K 2051 | Holds 36 lbs. | 17 1/2 in. | \$160.95 |
| K 2050 | Holds 36 lbs. | 17 1/2 in. | \$161.95 |
| K 2049 | Holds 36 lbs. | 17 1/2 in. | \$162.95 |
| K 2048 | Holds 36 lbs. | 17 1/2 in. | \$163.95 |
| K 2047 | Holds 36 lbs. | 17 1/2 in. | \$164.95 |
| K 2046 | Holds 36 lbs. | 17 1/2 in. | \$165.95 |
| K 2045 | Holds 36 lbs. | 17 1/2 in. | \$166.95 |
| K 2044 | Holds 36 lbs. | 17 1/2 in. | \$167.95 |
| K 2043 | Holds 36 lbs. | 17 1/2 in. | \$168.95 |
| K 2042 | Holds 36 lbs. | 17 1/2 in. | \$169.95 |
| K 2041 | Holds 36 lbs. | 17 1/2 in. | \$170.95 |
| K 2040 | Holds 36 lbs. | 17 1/2 in. | \$171.95 |
| K 2039 | Holds 36 lbs. | 17 1/2 in. | \$172.95 |
| K 2038 | Holds 36 lbs. | 17 1/2 in. | \$173.95 |
| K 2037 | Holds 36 lbs. | 17 1/2 in. | \$174.95 |
| K 2036 | Holds 36 lbs. | 17 1/2 in. | \$175.95 |
| K 2035 | Holds 36 lbs. | 17 1/2 in. | \$176.95 |
| K 2034 | Holds 36 lbs. | 17 1/2 in. | \$177.95 |
| K 2033 | Holds 36 lbs. | 17 1/2 in. | \$178.95 |
| K 2032 | Holds 36 lbs. | 17 1/2 in. | \$179.95 |
| K 2031 | Holds 36 lbs. | 17 1/2 in. | \$180.95 |
| K 2030 | Holds 36 lbs. | 17 1/2 in. | \$181.95 |
| K 2029 | Holds 36 lbs. | 17 1/2 in. | \$182.95 |
| K 2028 | Holds 36 lbs. | 17 1/2 in. | \$183.95 |
| K 2027 | Holds 36 lbs. | 17 1/2 in. | \$184.95 |
| K 2026 | Holds 36 lbs. | 17 1/2 in. | \$185.95 |
| K 2025 | Holds 36 lbs. | 17 1/2 in. | \$186.95 |
| K 2024 | Holds 36 lbs. | 17 1/2 in. | \$187.95 |
| K 2023 | Holds 36 lbs. | 17 1/2 in. | \$188.95 |
| K 2022 | Holds 36 lbs. | 17 1/2 in. | \$189.95 |
| K 2021 | Holds 36 lbs. | 17 1/2 in. | \$190.95 |
| K 2020 | Holds 36 lbs. | 17 1/2 in. | \$191.95 |
| K 2019 | Holds 36 lbs. | 17 1/2 in. | \$192.95 |
| K 2018 | Holds 36 lbs. | 17 1/2 in. | \$193.95 |
| K 2017 | Holds 36 lbs. | 17 1/2 in. | \$194.95 |
| K 2016 | Holds 36 lbs. | 17 1/2 in. | \$195.95 |
| K 2015 | Holds 36 lbs. | 17 1/2 in. | \$196.95 |
| K 2014 | Holds 36 lbs. | 17 1/2 in. | \$197.95 |
| K 2013 | Holds 36 lbs. | 17 1/2 in. | \$198.95 |
| K 2012 | Holds 36 lbs. | 17 1/2 in. | \$199.95 |
| K 2011 | Holds 36 lbs. | 17 1/2 in. | \$200.95 |
| K 2010 | Holds 36 lbs. | 17 1/2 in. | \$201.95 |
| K 2009 | Holds 36 lbs. | 17 1/2 in. | \$202.95 |
| K 2008 | Holds 36 lbs. | 17 1/2 in. | \$203.95 |
| K 2007 | Holds 36 lbs. | 17 1/2 in. | \$204.95 |
| K 2006 | Holds 36 lbs. | 17 1/2 in. | \$205.95 |
| K 2005 | Holds 36 lbs. | 17 1/2 in. | \$206.95 |
| K 2004 | Holds 36 lbs. | 17 1/2 in. | \$207.95 |
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| K 2002 | Holds 36 lbs. | 17 1/2 in. | \$209.95 |
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| K 2000 | Holds 36 lbs. | 17 1/2 in. | \$211.95 |
| K 1999 | Holds 36 lbs. | 17 1/2 in. | \$212.95 |
| K 1998 | Holds 36 lbs. | 17 1/2 in. | \$213.95 |
| K 1997 | Holds 36 lbs. | 17 1/2 in. | \$214.95 |
| K 1996 | Holds 36 lbs. | 17 1/2 in. | \$215.95 |
| | | | |

В конце XVIII А. Зенефельдер изобрел литографию — многокрасочную печать, что позволило создавать красочный печатный плакат, получивший большое распространение в Лондоне. В Англии впервые стали проводить рекламные кампании товаров и услуг, в том числе употреблять слоганы.



- На основе открытий и изобретений американского физика Ч.Пейджа (1837)
- Французского механика Ш.Бурселя (1854)
- Немецкого изобретателя Ф.Рейса (1861)
- Американских физиков Э.Грея и А. Г. Белла (1876) и Д.Юза (1878) появился прототип современной телефонной СВЯЗИ

Au Tribunal de la Haye



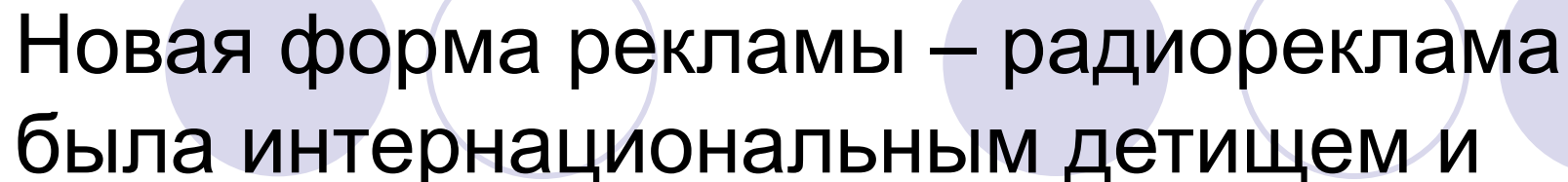
Le Péril conjuré par !!

LA MENTHE-PASTILLE

LIQUEUR DIGESTIVE & RAFRAICHISANTE de E. GIFFARD. Dist. à ANGERS

Изобретение фонографа Т.Эдисоном в США (1877) – предшественника граммофона и других приборов механической звукозаписи сделало еще один значительный вклад в развитие аудиовизуальной рекламы.

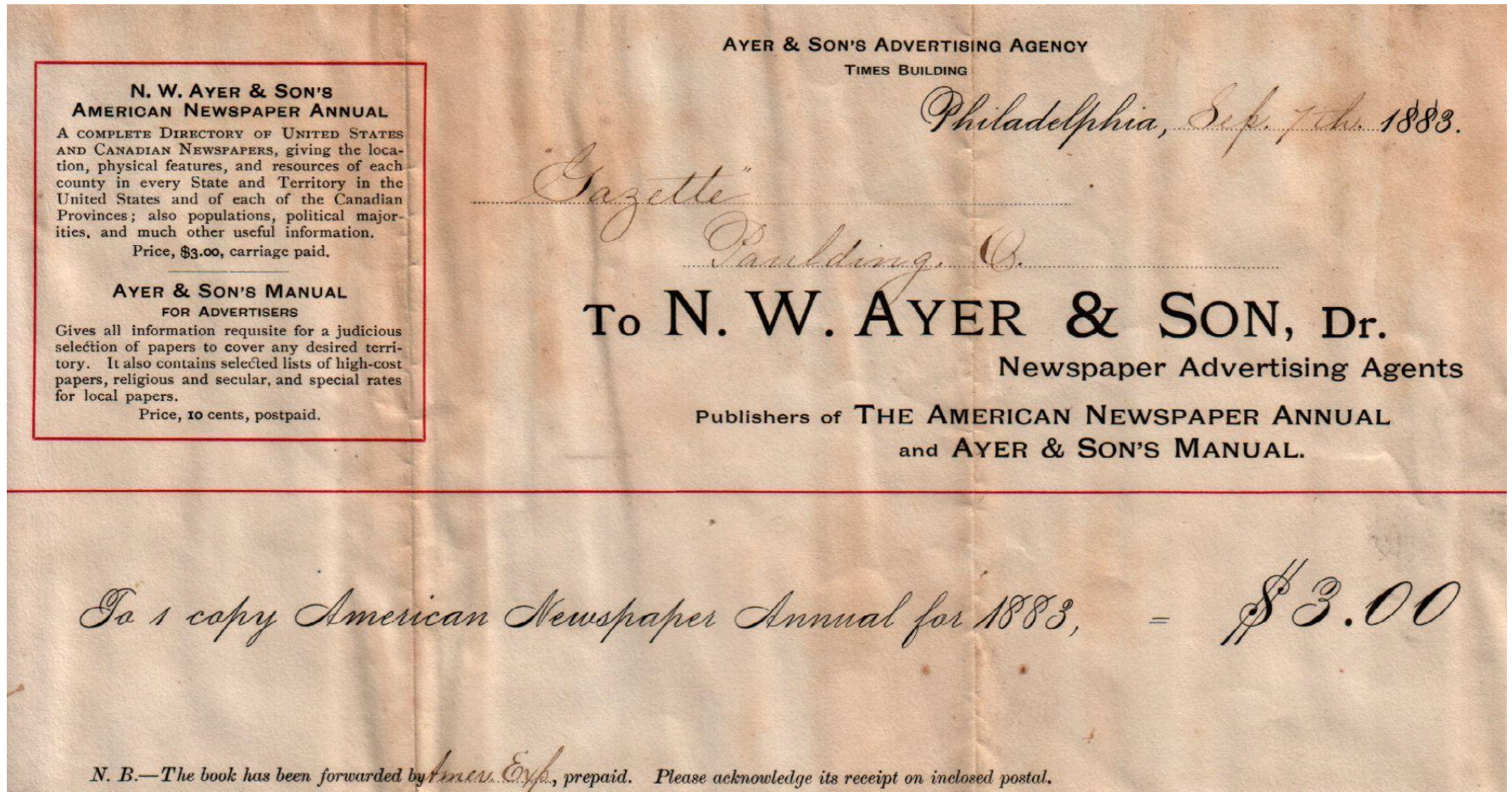




Новая форма рекламы – радиореклама
была интернациональным детищем и
возникла в связи с изобретениями:

- русского ученого А.С.Попова (1895)
- итальянца Г.Маркони (1897)
- немецкого исследователя К.Ф.Брауна (1901)
- англичанина Дж.Флеминга (1904)
- американцев Р.Фессендера и О.Шлемильха (1905) и других ученых, занимавшихся усовершенствованием принципов радиосвязи.

С концом XIX века (1871) связано и возникновение первого рекламного агентства в США и получившего широкую известность филаделфийского рекламного агентства «Айер и сын» (1890).



В 1917 году была сформирована американская ассоциация рекламы. «Дядя Сэм» впервые появился на рекламных плакатах, призывающих новобранцев в армию США (плакат по замыслу похожий на отечественный плакат 1919 года «А ты записался в добровольцы?»).



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