



The History of Signboards

By John Camden Hotten

CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 566 pages. Dimensions: 9.0in. x 6.0in. x 1.3in. An excerpt of a review from The Fortnightly Review, Volume 4: THE history of signboards is an episode in the history of Advertising. The progress of distinctive trade titles and emblems marks the progress of competition. If we could trace signs to their origin, we should probably find them nearly coeval with the formation of the earliest working communities. The Greeks had them. The Bush, which good wine is said never to need, comes down to us from the Romans. Signs followed the historical course of the arts by which they were produced. At first they were sculptured on the fronts of houses, as may be seen amongst the ruins of Herculaneum and Pompeii; they next took the form of mural paintings, examples of which still survive in the old Italian cities; and finally they grew into independent pictures, swung out in frames. In this advance from the quiet terra-cotta relievo, or the colourless bit of stone cutting sunk in the wall, to the conspicuous board swinging in the wind, the onward struggle for publicity is pretty clearly indicated. The...

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