

Borys Grinchenko Kyiv University

Faculty of Journalism

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# HISTORY OF UKRAINIAN JOURNALISM:

FUNCTIONING OF THE  
ADVERTISING AND REFERENCE  
PRESS IN THE TERRITORY OF  
TRANSDNIEPER UKRAINE  
(XIX – EARLY XX CENTURIES)

TEXTBOOK

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The peculiarities of the development of advertising and reference press – a kind of specialized periodicals in the territory of Transdnieper Ukraine in the XIX – early XX centuries are considered in the publication. Attention is focused on thematic groups, components of advertising messages and graphic components of advertising and reference information. The functioning of advertising offices and bureaus, the policy of “winning the consumer,” and the traditions of quality products are emphasized.

It is intended for students of higher educational institutions, in particular, the educational field of “Journalism,” teachers and scientists in this field, as well as anyone interested in the history of advertising and the press.

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## INTRODUCTION

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History of Ukrainian journalism is a normative discipline of the cycle of humanitarian and socio-economic disciplines. The study of the history of Ukrainian journalism of the XIX and early XX centuries is aimed at developing in students an objective understanding of the historical and journalistic process in all ethnographic Ukrainian lands (Transdnieper, Galicia, Bukovyna, Transcarpathian region) on the basis of their thorough mastering of methodological and special literature. Studying the history of journalism, students gain knowledge about the patterns of origin, formation and development of the Ukrainian press, the positive experience of the past, the need to use it in the system of comprehensive training of specialists in the field of journalism.

Studying this discipline, students should clearly understand the patterns and conditions of the development of the Ukrainian press under the autocratic system of various censorships and prohibitions, navigate the ideological content, political orientation of the leading newspapers and magazines of the XIX – early XX centuries. They should be able to independently analyze the main topics and issues of periodicals, distinguish genre specifics, use the lessons of the past for practical activities today.

The discipline “History of Ukrainian Journalism” is closely related to other normative disciplines, in particular, “Advertising” and “History of Advertising,” which acquaints students with samples of advertising texts published on the pages of Ukrainian periodicals of the XIX – early XX centuries. It also related to the discipline “Journalistic Skills,” which is useful for considering specific periodicals, genres and skills of publicists.

One of the essential subdivisions of the discipline is the study of the problematic and thematic specifics of newspapers and magazines, the definition of types of specialized press, which appeared in different regions of the Ukrainian lands in different periods in the XIX – early XX centuries. All issues of typology, problems and structure of the press are inextricably linked with the development of periodicals in the era of intensive cultural and economic progress, the involvement of commercial elements in the sphere of editorial practice, increasing the possibilities of the printing spectrum at the turn of the XIX – XX centuries.



The topic for the textbook is chosen due to the need to provide students with systematic and generalized material related to the processes of formation and development of specialized press (including advertising and reference) in the Transdnieper region of the specified period, to find out the peculiarities of the formation of the typological system, to trace the specifics of commercialization of newspapers and magazines of the XIX – early XX centuries, to determine the inherent features of advertising text and graphic design of advertising and reference publications that intensively developed in industrial and cultural cities: Odesa, Kyiv, Kharkiv, Katerynoslav, etc.

The curriculum of the discipline “History of Ukrainian Journalism” provides for studying the specialized press (in particular, advertising and reference), especially the topics: “Historical and cultural circumstances of the emergence of journalism in the Ukrainian ethnographic lands,” “Directions of development of young Ukrainian journalism,” “Emergence of new centers of the journalistic movement in Ukraine,” “Local press of the middle of XIX century,” “Development of national periodicals of the early XX century,” “Features of the specialized press,” etc.

A wide range of periodicals that was found in archives and book depositories, identified by reference indexes, diverse in form, content and direction, was directed to the readership of the Transdnieper region.

According to this, the student has the following tasks:

- to get a holistic understanding of the general trends in the development of advertising and reference press;
- to trace the conditions of emergence and functioning of separate typological groups of specialized periodicals in Transdnieper region;
- to analyze the problematic and thematic content of periodicals depending on the requirements of the time;
- to determine the achievements and traditions of the advertising and reference press.

## FOREWORD

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The traditions of European advertising and the school of American advertising are widely known today. The current specialist in this field can not be imagined outside the global professional context, including the field of advertising and image activities. However, it is necessary to take into account marketing experience, respect the traditions and history of synthesized knowledge in the field of advertising business development, pay attention to the peculiarities of domestic advertising communication. This primarily concerns the stages of formation of the advertising and reference press in Ukraine, the formation of thematic and genre features of this specialized periodical. Information resources of the past are studied only fragmentarily, their content, psychological and educational elements are still little known and not widely used in practical and scientific activities.

The rapid development of advertising, constant genre and thematic diversification, the use of artistic means of its design, the use of the latest printing achievements can be observed already in the late XIX century. An advertising “explosion” took place at that time in the territory of Transdnieper. It was a result of significant achievements of the scientific and industrial revolution, successful commercial and trade relations of the late XIX – early XX centuries. Ads became an important factor in promoting goods and services, a unique communication phenomenon.

The presence of a fairly powerful industrial and trade market and means of communication (including periodicals) led to an extensive system of specialized publications in the territory of the Transdnieper region, in particular, in such culturally, economically and commercially developed regions as Kherson, Kyiv, Kharkiv, Tavriia and Katerynoslav provinces. The introduction of industrial production contributed to the transfer of the advertising function from the manufacturer to the professional advertiser. Advertising and reference publications are gaining not only mass popularity, but also become the main component in the struggle for “promotion” of goods and services, an element of competition in the “battle for the consumer.”

Specialized press gradually expands its thematic areas (agricultural, commercial, industrial, trade, stock exchange, apartment, marriage,

theatrical, artistic, medical, resort, and other announcements) from the fair (“contract”), universal and reference “sheets of announcements;” improves genre forms (from the usual rubric advertising, price lists and catalogs to artistic and creative means of winning the consumer). Thus, advertising texts and then images became a permanent component of most periodicals in the XIX century.

The multifunctionality of advertising activity and its reflection in the specialized press indicates that advertising developed as a “branch of mass communication.” Informative and figurative, expressive and suggestive texts, addressed to groups of people in order to encourage them to make the choice and act necessary for the advertiser, were created and disseminated in its mainstream. Thus, the specialized advertising and reference press functioned in the territory of Transdnieper in the XIX and early XX centuries, acted as the main infrastructure of advertising and reference communications, developed and improved the means of submitting ads.

Advertising, as the “lyre of the XX century,” contributed not only to the development of the specialized press, but also to the strengthening of the publishing and printing business, laying the foundations for the entrepreneurial activities of newspaper and magazine editors, who often acted as “commercial intermediaries,” “advertising bureaus” or “advertising agencies.”

The first issue of the weekly “Preyskurant prihodyaschim v Odessu inostrannyim tovaram i ishodyaschim rossiyskim tovaram [*Price List for Foreign Goods Coming to Odesa and Outgoing Russian Goods*]” (Odesa, 1809 – 1841) caused the emergence of advertising and reference publications in all nine provinces in the Transdnieper region, especially in the south.

## **THEME 1.**

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### **FEATURES OF THE FUNCTIONING OF THE ADVERTISING AND REFERENCE PRESS IN THE TERRITORY OF TRANSDNIEPER UKRAINE**

Approval of advertising in the information space, its wide thematic and genre branching, the use of various advertising communications encourage theorists and practitioners to approve and clarify the terminology that functions in this area. Dictionaries, glossaries, reference books have become an integral attribute of successful activity in the field of advertising business. Such publications often use both concepts with a “historical connotation” (poster, announcement, sign, herald, label, poster, price list, etc.) and the latest concepts (eistopper, barrage of advertising, billboard, branding, media selling, merchandising, trend, hot shop, etc.).

The term “advertising” comes from the Latin “reclamare” – to shout, to offer goods or services. Now advertising is the most relevant means of influencing buyers and consumers. There are various definitions and interpretations of marketing and advertising. The most general interpretations of the essence of advertising are: 1) any form of non-personal proposal and promotion of commercial ideas, goods or services at the expense of a clearly defined customer; 2) advertising business; 3) publication of advertising messages in the press. In other words, advertising is one of the forms of marketing communications, paid by the advertiser and distributed by mass media or other communication channels in order to influence the target audience.

Some modern definitions of advertising combine five important components. First, advertising is a paid form of communication, although certain types of advertising, such as social advertising, have free space and time in the media. Second, the information presented in advertising is not only paid for by the sponsor, but also identifies the sponsor. Third, advertising tries to “drag” the buyer or influence him in many cases, that is, to induce him to a certain action (to interest – to buy – to use). Sometimes it is aimed only at familiarizing the consumer with the product or service. Fourth, the advertising message can be transmitted by several different types of media in order to reach a larger audience of potential

buyers. Fifth, advertising is a form of mass communication, and it is not personalized. Thus, the definition of advertising is impossible without taking into account these components.

There are also other definitions of advertising. Advertising is a printed, written, oral or graphic message about a person, goods, services or social movement, openly published by an advertiser and paid for with the aim of increasing sales, expanding clientele, gaining votes or public support. Professor of Northwestern University of the USA, a well-known marketing specialist P. Kotler, offers his definition: “Advertising is an impersonal form of communication carried out through paid means of disseminating information with a clearly specified source of funding.”

The Law of Ukraine “On Advertising” (Article 1) contains the following definition: “Advertising is information about a person or product, disseminated in any form and by any means, intended to form or maintain the awareness of advertising consumers and their interest in such person or product.”

Thus, advertising is an effective means of disseminating information about the company, product, place and conditions of its sale. Advertising information is primarily necessary for the consumer, because he is the main driving force of the sales process and it depends on him whether the purchase process will take place or not. Advertising provides the buyer with information that there is a product of a certain brand, that it has certain consumer characteristics, explains how it differs from similar products, provides information about the place of purchase, price, etc. Commercial information provided by advertising is especially necessary for entrepreneurs to operate successfully in a market economy.

Advertising activity is an integral part of marketing communications – a set of measures used by a company (producer, intermediary) to inform, persuade or remind consumers about its products or services.

Most well-known examples of advertising are national consumer advertising. Another name is brand advertising, when the focus is on “creating an image and ensuring the long-term existence of the brand.” Such trademarks as “Coca-Cola” drink, French blades “Gillette,” “Brocard” perfume company, Swiss chocolate and products “Nestle,” “Vichy” cosmetics, “Shustov” cognac, “Singer” sewing machine, “Mercedes” and “Peugeot” cars, etc. have a long history tested by time.



Since the 90s of the XX century, interest in the history of advertising has increased all over the world, in particular, in Ukraine. However, if research in the field of journalism history is gradually being resolved, the history of newspaper advertising is still waiting for its active researchers. This industry is on the periphery of the interests of Ukrainian scholars, with the exception of a small number of works, which authors do not give a broad picture of the development and functioning of newspaper advertising in Eastern Ukraine.

It is necessary to note the works with the issues of evolution and development of the advertising market of the country, problems and prospects of Internet advertising, genre varieties of various ads among the researches of Ukrainian scientists. Scientists are attracted by aspects of psychology of advertising influence, developments in psychology and sociology of advertising. The authors not only analyze the mechanisms of advertising influence on the consumer, but also touch upon moral and ethical issues of advertising communication. They distinguish three components of advertising influence on a person (cognitive – relates to the processing of the received information; affective – characterises the emotional attitude of the consumer to advertising; and behavioral – determines unconscious motives of human behavior).

It is important to emphasize the contribution of Ukrainian scientists to the development of scientific interpretation of the problems of advertising, image creation, new advertising technologies, ethical dimensions. First of all, these are the works of H. Pocheptsov, N. Hrytsiuta, L. Khavkina, O. Polumysna, T. Smyrnova and others.

The course of advertising history has been actively introduced into the educational process of higher education institutions in Ukraine in recent years. A number of educational and methodological materials acquaint students with the facts of the history of the formation and development of proto-advertising and advertising in the world, summarize the experience of the past, facilitate the search for new thematic resources. The examples of such publications are: “Fundamentals of Advertising” by E. Romat, lecture notes on the discipline “History of Advertising” by N. Podoliaka, textbook “Theory and History of Advertising” (Yu. Hrushevskva, N. Barabanova, O. Nazarenko, L. Pysarenko), manual to the discipline “History of Advertising” by O. Oblasova and others. The workshop “Fundamentals of Advertising Studies” by L. Bilokonenko is also important, as it focuses not only on advertising communications, but also on the peculiarities of advertising in various media, linguistic elements of the advertising text and its editing.

Only a few studies published in Ukraine consider briefly the history of advertising. The examples are: B. Tchaikivskyi's memoirs about the first advertising firm “Fama” in Galicia, headed by the famous military-political figure Roman Shukhevych; a monograph by Polish Researcher M. Matsiezhynskyi is dedicated to the development of advertising in the pages of Galician Ukrainian and Polish periodicals of the late XIX and early XX centuries; a course of lectures “Advertising and Advertising Activity” by B. Obrytko.

B. Obrytko, who is quite superficially and cursorily acquainted with the history of Ukrainian journalism, repeatedly makes mistakes in dates, names and surnames in his book. Thus, the researcher recognizes the Odesa French-language edition “Messenger de la Russie” (1820) as the “first trade newspaper,” but not “Preiskurant tovariv.... [*Price List of Goods...*],” published since 1809. Therefore, a few-page brief essay on the development of the reference press in Eastern and Western Ukraine, of course, can not be called exhaustive.

The history of advertising is similarly reflected in the educational literature published in Sumy, Odesa and Dnipro. Authors and compilers of textbooks devoted to the theory and history of advertising, as a rule, focus on the development of Western European and North American advertising, as well as the origins of advertising activity in the times of Kyivan Rus, the symbols of the Ukrainian Cossacks, the beginnings of book printing, fair announcements and the emergence of periodicals in the late XVIII and early XIX centuries. The authors presented the topics “Advertising in Ukraine before the beginning of the XX century” or “Advertising in Ukraine from ancient times to the present,” and focused on the press of the second half of the XIX century (“Gazeta kievskih dostoprimechatelnykh vidov i drevnostey” [*Newspaper of Kyiv Sights and Antiquities*], “Kievskiy listok ob'yavleniy [*Kyiv Announcement Sheet*],” “Kievskaya birzha [*Kyiv Exchange*],” etc.). It is worth noting that the first publication mentioned here was called “Galereya... [*Gallery...*].” It was published in 1857 in monthly notebooks with the assistance of a member of the geographical and archaeological societies M. Sementovskiy, as well as the owner of the printing house, lithography and wordpress A. Hammerschmidt. So, it is a historical and local history magazine, not an “advertising tourist” publication.

The formation and development of the advertising and reference press in Eastern Ukraine in the XIX and early XX centuries is considered in the textbook and monograph by V. Georgiievskaya and N. Sydorenko. In recent years, advertising in the press of the XIX – first half of the XX centuries are analyzed in the articles. In particular, the magazines of the Kherson province of the XIX century are involved in the consideration. It has to be stated that the issue of historical discourse of advertising, comprehension of its national and cultural trends in the Ukrainian press is still relevant.

Thus, the lack of systematic research, lack of professional analysis of the specialized press (primarily advertising and reference) leads to the existence of “white spots” in the history of Ukrainian advertising, the development of its printed forms on the pages of the periodical press in the XIX – early XX centuries. The need for a fundamental study of the history of the formation and development of Eastern Ukrainian newspaper and magazine advertising, including specialized advertising, remains important.



The search for research sources, the establishment of typological features of the advertising and reference press, the direct viewing of most publications related to the thematic block of the specialized press, made it possible to prepare an index of advertising and reference publications in the territory of Transdnieper Ukraine (XIX – early XX centuries). This index includes 210 titles of newspapers and magazines, which determined the problematic and thematic spectrum (announcement, advertisement, reference, intermediary, etc.) by their title or subtitle. Some periodicals of the index were identified only by sources (indexes of newspapers and magazines published in the Russian Empire in the XIX and early XX centuries). Thus, it was not possible to find the first reference publication “Preyskurant prihodyaschim v Odessu inostrannyim tovaram i ishodyaschim rossiyskim tovaram [*Price List for Foreign Goods Coming to Odesa and Outgoing Russian Goods*]” (Odesa, 1809 – 1841) in any of these libraries, as well as individual publications, such as “Listok ob'yavleniy [*Announcement Sheet*]” (Bakhchysarai, 1886), “Zhitomirskiy listok ob'yavleniy [*Zhytomyr Announcement Sheet*]” (Zhytomyr, 1878), “Sudba [*Fate*]” (Kyiv, 1891) and some others.

Thus, advertising as a tool for organizing sales has passed a long way of improvement from an inn sign to a powerful means of influencing the masses. It turned into a powerful element of social communication and mass culture, successfully fulfilling the irreplaceable role of a source of information about the sale of goods and services, providing their thorough description for the consumer. Advertising actively uses art and design, fiction, imagery and symbolism, constantly increases aesthetic criteria.

Let turn only to the experience of newspaper advertising of the XVIII century without delving into the ancient history, without touching upon the prototypes of advertisements in ancient times, “cries” of the Middle Ages and oral advertising of the New Age (these issues have been repeatedly considered in Ukrainian and foreign studies). The famous French physician and journalist Theophraste Renaudot, who is considered the “father of French advertising,” founded the Address Bureau (1629), which collected commercial information and sold it to everyone for a small fee. The need to organize such announcements led to the creation of a regular printed body – “La Gazette de France” (1631), which published important political, commercial and business information. There was a

logical combination of the functions of T. Renaudot's advertising bureau (researchers call it "the first advertising agency in the world," however, with an incomplete cycle of services) and "information and business intermediary" – the newspaper itself, which systematically printed and circulated advertising.

Similar advertising experience spread in other European countries. In particular, the first special law on advertising was proclaimed in London in 1752. The King of England Charles II tried to ban advertising on the streets of the city, because "it interferes with breathing." Advertising legislation emphasized the submission of exclusively reliable, verified, truthful messages, and warned about the responsibility for false, distorted or substandard information, no matter what spheres it concerns.

The development of advertisements was facilitated by the appearance of official provincial publications since 1838. Nine such publications began to be published in Transdnieper Ukraine – respectively in 9 provincial centers (Kyiv, Kharkiv, Katerynoslav, Poltava, Chernihiv, Zhytomyr, Kamianets-Podilskyi, Simferopol, Kherson). These weekly (sometimes published twice or thrice a week) newspapers published official and unofficial reports, often of an advertising nature.

Provincial newspapers provided an opportunity to recreate the development of economic and social life of that time: they published announcements about the auction of estates and people, forced sales, contracts, leases, payments and barter, about burlaks, runaway and murdered peasants, etc. Thus, when the advertiser offers an estate in Zvenyhorod district in the unofficial part of the "Kievskie gubernskie vedomosti [*Kyiv Provincial Gazette*]," he claims its advantages: 137 male and 132 female "souls," 1300 acres of land, 500 of which were allocated for forest. At the same time, a possible lease option was also considered: "for a sugar factory, for eight years or more," and a favorable economic nuance was also emphasized: "the area for the factory is quite favorable, surrounded at close range by state and landowner settlements..." (1849. No. 1).

The "Pershyi viddil [*The First Department*]," i.e. the official part of the provincial edition, was not deprived of advertising either. The section "About Sales" and "About Losses" sometimes have reports about the "movement" (sale, search, escape, etc.) of human "souls." For

example, Poltava newspaper of October 6, 1847 published quite traditional for the Russian press lines about the sale of people as “goods” intended for exchange or commerce along with offers of estates, search for lost documents and other things. Thus, it was reported that the Poltava provincial board was selling the estates of the provincial secretary Ivan and his wife Mokryna Momontov “at public auction:” “audit peasants male 2, female 1 and 2 children's souls,” as well as 2 dessiatas of plowed and forest land; the estate is located in Lohvytsia district, the annual profit is 34 rubles, valued at 350 rubles in silver, appointed for sale to replenish the debt to the titular adviser Kovalevskiy” (1847. No. 36).

The announcement of the “Kievskie gubernskie vedomosti [*Kyiv Provincial Gazette*]” echoes it: “For sale: an ESTATE with 23 souls and 235 acres of plowed land in the Chernihiv province, Oster district, in the town of Hoholeve, 30 versts from Kyiv, as well as a house in Kyiv, Kuznetska Street, near the University; here you can also find out the price” (1849. No. 1).

It often published announcements of the railway administration, information about “trade prices,” traffic schedule, weather forecast, fairs, etc. There are also many announcements of periodicals. The information about new books, literary and musical brochures, the emergence of a new press can not be ignored. Newspapers began to publish reports about the creation of “reading rooms,” the emergence of which led to the formation of a separate advertising genre – book catalogs. Pavlo Petrovych Dolzhykov (1798 – 1884) – poet, journalist, owner of the Kyiv bookstore-library is considered the first in this field.

It should be noted that newspaper advertising in the first half of the XIX century was quite restrained, officially businesslike, with a list of basic conditions of sale. Later, advertisers began to care about the emotional color, means of graphic expression, counting on the spectacular “captivity” of potential consumers. Mostly private ads had such nature that was published in the unofficial part of the provincial press. Thus, “healing local sweets” were praised in the section “Mix” of the “Poltava Provincial Gazette:” a foreigner, a Swiss citizen Petro Lareda opened a confectionery in the house of the merchant Komarii in Poltava, and considered to inform the public about it. He sales “medicinal liquors prescribed by

Dr. Zimmerman” in addition to “all skillfully made delicacies” (1847. No. 45). This is one of the examples of a meaningful advertisement with the features of professional advertising at that time. It contains an evaluative value (“skillfully made delicacies”), confirmation of product quality with reference to a certain authority in a certain field (“medicinal liquors prescribed by Dr. Zimmerman”).

The creative principles and approaches on the pages of the “Gubernskie vedomosti [*Provincial Gazette*]” of the middle of XIX century were not fully used, the preference was given to monotonous cliched text forms. The lack of attractive headlines and pictures had a negative impact, mostly announcements were standard, laconic, uniform, without figurative and emotional coloring.

These were the first steps towards creating an advertising image on the pages of periodicals on the territory of Ukraine in the XIX century. At the same time, announcements became an organic component of both the official and unofficial part of the “provincial gazette.” In particular, the Kyiv newspaper approved the following program of the “general” and “local” departments for 1849: publication of government orders, timely publication of tenders and contracts, announcements of special importance relating to data on people of different status (insolvency of merchants, opening and closing of tenders, loss of documents, things, appointment and transfer of officials in the province – both social and educational departments, special orders).

The task of the unofficial part is to disseminate “necessary and useful knowledge and materials” that would be useful to readers in any field of economy, art and science. Therefore, advertising proved to be an appropriate and profitable means as an information and persuasive factor.

The processing of reference sources (in particular, indexes and lists of periodicals of 9 provinces of Transdnieper Ukraine (1809 – 1917), library collections of leading book depositories of Ukraine and neighboring countries (direct viewing of many newspapers and magazines of the period), various reference and encyclopedic literature allowed identifying 207 publications of advertising and reference nature, which appeared in the Ukrainian lands.

№ 1. г. Киевъ, Вторникъ 14-го Юля 1897 г. № 1.

ВЫХОДИТЪ ДВА РАЗА ВЪ НЕДЕЛЮ ПО ВТОРНИКАМЪ И ПЯТНИЦАМЪ.

10 000 ЭКЗЕМПЛЯРОВЪ. 10 000 ЭКЗЕМПЛЯРОВЪ.

**ГАЗЕТА КИЕВСКИХЪ ТОРГОВЫХЪ И ПРОМЫШЛЕННЫХЪ ФИРМЪ**

ВЪЗВѢЩЕНІЯ

За начисленіе объявленій платится за одну строку буквы въ 40 буквъ или за ее мѣсто: за 1 разъ 10 к., за каждый слѣдующій разъ по 5 коп.

Контора редакціи помѣщается по Мазо-Житомирской улицѣ, № 13. Телефонъ № 700.

**ГАЗЕТА ЕЖЕДНЕВНО РАЗДАЕТСЯ БЕСПЛАТНО:**

1. Всемъ пассажирамъ прибывающимъ въ Киевъ, какъ по Киево-Воронежской, такъ и Юго-Западнымъ желѣзнымъ дорогамъ.
2. Всемъ пассажирамъ ѣдущимъ пароходами по Днѣпру какъ съ верху и съ низу, такъ и по Черниговской линіи.
3. Доставляется бесплатно на домъ всемъ желающимъ какъ частнымъ лицамъ, такъ и во все правительственныя и частныя учрежденія.
4. Рассылается по почтѣ бесплатно: а) во все уѣзды земскія управы Европейской Россіи, б) во все сельско-хозяйственныя синдкаты, с) во все сахарныя и винокуренныя заводы и д) всемъ крупнымъ землевладѣльцамъ какъ юго-западнаго такъ и сѣверо-западнаго края.
5. Рассылается во все конторы, магазины и гостиницы.

Громадное значеніе рекламы и объявленій для заводскихъ и торгово-промышленныхъ предпріятій не подлежитъ въ настоящее время ни малѣйшему сомнѣнію, но значеніе его исключительно имѣетъ мѣсто въ томъ только случаѣ, если реклама и объявленія достигаютъ главной своей цѣли—быть возможно больше распространенными.

Не отрицая пользы, приносимой Киевскимъ торговцамъ появленіемъ рекламы и объявленій въ местныхъ газетахъ, нельзя однако не признать, что для Киевскаго населенія, хорошо знакомаго со всеми мѣстными фирмами, объявленія эти особеннаго значенія имѣть не могутъ, хотя печатаніе ихъ и обходится довольно дорого.

Дать рекламу и объявленіямъ широкое распространеніе преимущественно могутъ фабрики въ Киевѣ и окресткахъ, за цѣною платя—носа за издаваемую газету.

**Кіево-Крещатинская Аптека бывш. ФИЛИПОВИЧА**  
Свѣдѣнія о препаратахъ, лекарственныхъ формахъ, химическомъ составѣ, фармакологическомъ дѣйствіи, способахъ употребленія, противопоказаніяхъ, побочныхъ явленіяхъ, инструкціяхъ по употребленію, а также о лекарственныхъ средствахъ, находящихся въ аптекарскомъ запасѣ, выписываются по запросу. Аптека открыта въ продолженіе всего года. Адресъ: Крещатокъ, № 4.

Содержатель аптеки б. Филова ГИРШЕЛЪ—ЗЫБИНСКІЙ—СЕЛЬСКИИ № 4.

**Гостиница Континенталь, Киевъ.**

Estimates indicate that the most active publication of such press was in Kherson (72 publications), Kyiv (53), Tavriia (24), Kharkiv (23), and Katerynoslav (13) provinces. A small number of such publications were registered in Poltava (9), Podillia (6), Volyn (5) and Chernihiv (2) provinces. Therefore, it is obvious that 89.4% of advertising and reference periodicals were concentrated in the five most developed trade and economic areas.

Usually, reference publications had “universal” titles with the words “list of announcements,” “announcement,” “reference list,” “trade bulletin,” “index,” “reference book,” “intermediary,” etc. Thus, many newspapers had the title “Listok ob'yavleniy [*Announcement Sheet*]” with different variants. For example, the “Listok ob'yavleniy [*Announcement Sheet*]” was published in Zolotonosha (Poltava province) (1907), Kamianets-Podilskyi (1909), Odesa (1913), and Kharkiv (1910).

Less often, the first component in the title of a reference periodical was the word “announcement:” a total of 6 magazines were found among the newspapers preserved in the collections of the Russian State Library, 2

of which were published in Kyiv (“Ob'yavleniya Kievskih torgovyih i promyishlennyih firm [*Announcements of Kyiv Trade and Industrial Firms*]” and “Ob'yavleniya torgovyih i promyishlennyih firm [*Announcements of Trade and Industrial Firms*]”), which is 33%.

The publications with the word “reference” in the title or a combination of “reference” and “announcement” were popular in the late XIX and early XX centuries. There were five such newspapers in the Transdnieper region: “Spravochnyy listok Odesskogo zemledelcheskogo sindikata [*Reference Sheet of the Odesa Land Syndicate*]” (Odesa), “Spravochnyy listok po torgovle, promyishlennosti i selskomu hozyaystvu [*Reference Sheet on Trade, Industry and Agriculture*]” (Lityn, Podolsk province), “Spravochnyy listok po hlebnoy torgovle [*Reference Sheet on Bread Trade*]” (Kharkiv), “Spravochnyy listok Harkovskogo obschestva selskogo hozyaystva [*Reference Sheet of the Kharkiv Society of Agriculture*]” (Kharkiv), “Spravochnyy ukazatel [*Reference Index*]” (Kyiv). This is approximately 16% of the total number of publications with similar titles.

It is worth paying attention to those publications that chose the word “trade” for the title (although not all “trade newspapers” or “trade and industrial news” were of advertising and reference nature). First of all, specialized advertising and reference publications include: “Torgovopromyishlennyiy listok ob'yavleniy [*Trade and Industrial Sheet of Announcements*]” (Lebedyn, Kharkiv gubernia), “Torgovopromyishlennyiy ukazatel [*Trade and Industrial Index*]” and “Torgovyy listok [*Trade Sheet*]” (Odesa), as well as “trade sheets” of different years in Odesa.

Almost every province needed for such newspapers and magazines, which became an information intermediary between the seller and the buyer. Katerynoslav province performed: “Verkhnedneprovskiy listok selskohozyaystvennyih ob'yavleniy [*Verkhnodniprovsk Sheet of Agricultural Announcements*]” (Verkhnodniprovsk, 1903 –1906), “Listok ob'yavleniy Slavyanoserbskogo zemstva [*Announcement Sheet of the Slavic-Serbian Zemstvo*]” (Luhansk, 1903 – 1913), “Yuzhnaya torgovopromyishlennaya gazeta ob'yavleniy [*Southern Trade and Industrial Newspaper of Announcements*]” (Oleksandrivsk, 1914). Kyiv province: “Kievskaya spravochnaya gazeta [*Kyiv Reference Newspaper*]” (Kyiv,

# СПРАВОЧНЫЙ ЛИСТОКЪ

Редація и контора:  
въ г. Каменецъ-Под.  
Почтовый спускъ д. Вѣлища  
№ 11, кв. Вѣтнарекаго.

Кто желаетъ расширить торговлю и конкурировать съ другими—пусть помѣщаетъ объявленіе въ **Справочномъ Листкѣ „УСЛУГА“**

Кто желаетъ получить хорошее мѣсто—пусть помѣститъ объявленіе въ **Справоч. Листкѣ „УСЛУГА“**

Кто желаетъ выгодно продать: домъ, фабрику, заводъ, мѣблею или отдать въ аренду—пусть помѣщаетъ объявленіе въ **Листкѣ „УСЛУГА“**.

Кто желаетъ получить разнаго рода прислугу—пусть помѣщаетъ объявленіе въ **Листкѣ „УСЛУГА“**

# „УСЛУГА“

№ 6. 30 мая 1911 г. Цѣна отд. номера 5 коп.

## Редація и контора Справочнаго Листка „У С Л У Г А“

Имѣть честь довести до свѣдѣнія почтеннѣйшей публики что отдѣлками принимаются всякаго рода объявленія, и порученія для помѣщенія въ Справочномъ Листкѣ „Услуга“ находящимся въ Подольской губ.

въ г. Прокуровѣ по Дворянской ул. въ д. № 35.

въ г. Винницѣ по Почтовой ул. въ д. Рейнгера.

въ г. Могилевѣ по Киевской ул. въ д. Тарны и

въ м. Дунаевцахъ.

## Вниманію жителей г. Винницы и его окрестностей!

Довожу до свѣдѣнія почтеннѣйшей публики, что въ моеи

 **Варшавской мастерской обуви** 

находящейся въ г. Винницѣ, въ домъ Шабонова

принимаются всевозможныя заказы

дамской, мужской и дѣтской обуви, а также

## ВНОВЬ ОТКРЫТА

Первоклассная Гигіеническая Парикмахерская

спеціально для стрижки бритья и мойки головы

## ЛЕОНА ЗИНГЕРА

г. Каменецъ-Под. д. Шапиро, рядомъ съ Почтой.

Надѣюсь, что почтеннѣйшая публика будетъ довольна, какъ доброкачественностью работы, такъ и чистотой безъ затраты времени. Въ Парикмахерской работаютъ самые лучшіе подмастера. Прошу обратитъ вниманіе на фирму парикмахерской ЛЕОНА ЗИНГЕРА.

## Вниманію жит. г. Винницы и его окрестностей!

Имѣю честь довести до свѣдѣнія почтеннѣйшей публики, что въ моеи

## КАРЕТНОЙ МАСТЕРСКОЙ

находящейся въ г. Винницѣ-Под. губ. по Почтовой улицѣ, принимаются **ВСЕВОЗМОЖНЫЯ ЗАКАЗЫ**.

При этомъ обращаю вниманіе на то, что работа исполняется быстро, аккуратно и добросовѣстно, а также по самымъ **умѣреннымъ цѣнамъ**.

Поэтому надѣюсь, что почтеннѣйшая публика не оставитъ безъ вниманія мою мастерскую и льну себя надеждой, что послѣдуютъ заказы.

Съ совершеннѣйшимъ почитаніемъ *Иванъ Речинскій*.

## Вниманію Дамъ

г. Прокурова и его окрестностей!

Окончившая Берлинскую Академію кройки и практиковавшая въ

1902 – 1904), “Kievskie ob'yavleniya [*Kyiv Announcements*]” (Kyiv, 1835 – 1838; 1850 – 1858), “Kievskiy vestnik ob'yavleniy i spravok [*Kyiv Bulletin of Announcements and References*]” (Kyiv, 1909), “Ob'yavleniya Kievskih torgovyih i promyshlennyih firm [*Announcements of Kyiv Trade and Industrial Firms*]” (1885 – 1886), “Umanskiy listok ob'yavleniy [*Uman Announcement Sheet*]” (Uman, 1904 – 1905). Poltava province: “Listok ob'yavleniy [*Announcement Sheet*]” (Zolotonosha, 1907), “Poltavskiy listok ob'yavleniy i spravochnyih svedeniy [*Poltava Sheet of Announcements and Reference Information*]” (Poltava, 1912). Tavriia province: “Besplatnyi listok spravok i ob'yavleniy po Kryimu [*Free Information Sheet for the Crimea*]” (Sevastopol, 1912 – 1913), “Kryimskiy listok ob'yavleniy i spravok [*Crimean Sheet of Announcements and Information*]” (Kerch, 1909 – 1910), “Kryimskiy spravochnyi listok [*Crimean Reference Sheet*]” (Yalta, 1907), “Listok ob'yavleniy [*Announcement Sheet*]” (Bakhchysarai, 1886), “Sevastopolskiy vestnik ob'yavleniy i spravok [*Sevastopol Sheet of Announcements and Information*]” (Sevastopol, 1886). Kherson province: “Nikolaevskiy listok ob'yavleniy [*Mykolaiv Announcement Sheet*]” (Mykolaiv, 1882 – 1884), “Odesskiy listok ob'yavleniy [*Odesa Announcement Sheet*]” (1872 – 1880; 1889 – 1890), “Pridneprovskiy listok ob'yavleniy [*Prydniprovskiy Announcement Sheet*]” (Kherson, 1907), “Yuzhnyi listok ob'yavleniy [*Southern Announcement Sheet*]” (Yelyzavethrad, 1908 – 1909), “Yuzhnyi spravochnyi listok [*Southern Reference Sheet*]” (Odesa, 1888). Chernihiv province: “Listok ob'yavleniy [*Announcement Sheet*]” (Chernihiv, 1916), “Listok ob'yavleniy Kozeletskogo uezdnogo zemstva [*Announcement Sheet of Kozelets County Zemstvo*]” (Kozelets, 1906 – 1917), etc.

If trace the pattern of emergence of this press in individual cities, then the figures are: 68 (33%) various newspaper and magazine “business intermediaries” appeared in Odesa, 50 (23%) in Kyiv, 22 (12.5%) in Kharkiv, 8 in Sevastopol, 6 in Yekaterynoslav, 5 in Zhytomyr and Poltava, 4 in Kamianets-Podilskiy and Yalta, 3 in Mariupol, Kerch, and Yevpatoriia; 2 editions were published in Luhansk, Simferopol, Oleksandrivsk, Kremenchuk, Mykolaiv, Uman, Feodosiia; 1 in Chernihiv, Zolotonosha, Kherson, Cherkasy, Yelyzavethrad, Bakhchysarai, Romny, Vinnytsia, Verkhnodniprovsk, Lebedyn, Kozelets, etc. Thus, the advertising and reference periodicals were published in Odesa, Kyiv and Kharkiv, and accounted for almost 69% of all such publishing products.



Выходить еженедельно. Раздается бесплатно.

# ОДЕССКИЙ СПРАВОЧНИКЪ

Годъ I-й.  Справочно-рекламная газета-журналъ.  № 1.

Объявление принимается въ конторѣ редакціи съ 8 часовъ утра до 6 часовъ вечера, Нѣвская 55, и по желанію клиентовъ агентами редакціи.

**ЦѢНЫ ОЗВѢЩЕНІЙ:**  
 За строку петита до полета . . . . . 40 коп.  
 . . . . . между строкъ . . . . . 30 коп.  
 . . . . . послѣ тексты . . . . . 25 коп.  
 При многократномъ помѣщеніи, содѣлывающаѣ скидка.

**РЕДАКЦІЯ**  
 даетъ своимъ клиентамъ справки  
 разнаго характера.

**ОТОВАЯ СКАВЪ** и **МОЛАНЪ**  
 Александровъ Олександръ  
**МЕТАЛЛИЧЕСКИХЪ ФАБРИКЪ**  
 въ Одессѣ, Дербасовская, 15.  
 Большой выборъ стальныхъ пружинъ, гаекъ и стальныхъ болтовъ.

**ОБУВЬ С.-ПЕТЕРБУРГСКАГО МЕХАНИЧЕСКАГО ПРОИЗВОДСТВА ОБУВЬ**  
 Одесса: 1) ул. Дербасовской и Риваловоной, д. Пурца. 2) ул. Нижнею и Торговою улицъ, д. № 2241. Отдѣленія: въ С.-Петербургѣ, Москвѣ, Кіевѣ и Нижнемъ.  
 ЦѢНЫ СТРОГО БЕЗЪ ЗАПРОСА.

**Рустонъ, Прокторъ и Ко Лтд.**  
 ЛИНКОЛЬНЪ и АНГЛІЯ  
 Фабричный складъ: Довольный фортъ: . . . . .

**У. ЛАНДЕСМАНЪ**  
 Ул. Кодратенко, № 40. Телер. 576 и 5897.  
 Есть предтопнильнѣ весеннему и лѣтнему сезонамъ.

Interesting statistics is presented by the years of emergence of newspapers and magazines with advertisements and price lists, address books, publication of references of editorial advertising bureaus, etc. Thus, the first publication was created in Odesa in 1809 (“Preyskurant prihodyaschim v Odessu inostrannym tovaram i ishodyaschim rossiyskim tovaram [Price List for Foreign Goods Coming to Odesa and Outgoing Russian Goods]”). The next editions were in Kyiv. “Kievskie ob'yavleniya [Kyiv Announcements]” appeared successively in 1835 and 1850 (the first newspaper existed until 1838, later the editorial office of the newspaper “Kievskie gubernskie vedomosti [Kyiv Provincial Gazette]” published the newspaper with the same title in 1850 – 1858).

A new specialized edition was created every year in Eastern Ukraine from 1881 (“Novorossiyskiy listok ob'yavleniy [Novorosiisk Announcemnt Sheet],” “Obschiy posrednik [General Intermediary],” “Sevastopolskiy spravochnyi listok [Sevastopol Reference Sheet],” “Yaltinskiy spravochnyi listok [Yalta Reference Sheet],” “Spravochnyi listok Harkovskogo obschestva selskogo hozyaystva [Reference Sheet of the Kharkiv Society of Agriculture],” “Torgoviy byulleten [Trade Bulletin],” etc.)

A special heyday of advertising was in the early XX century. Only one “directory” existed in 1901 (“Harkov v karmane [*Kharkiv in the Pocket*],” 1901 – 1902), but already 8 reference and advertising publications were in 1902, 10 in 1903, 11 in 1906, 10 in 1907, 16 in 1909, 29 in 1910, 13 in 1911, 16 in 1912, 14 in 1913. The outbreak of the First World War and the introduction of martial law in the empire of that time caused a significant decline in the newspaper and magazine industry in the Transdnieper Ukraine.

Almost 99 periodicals were recorded from 1900 to 1910, and 60 from 1911 to 1917. Thus, the most “fruitful” year for the reference and advertising press in the Transdnieper region were: 1909, 1910, 1912.

Most of these publications had a reference and universal character, their titles most often used the words “sheet of references and announcements,” “announcement sheet,” “herald of announcements,” “reference newspaper” and others. The purpose of these newspapers and magazines was to provide reference information about the markets for various products, to inform about prices, to interest in one or another local product of any industry (industrial, agricultural, educational, household, cultural).

Quite a large group is made up of trade, industrial and commercial press. Their titles have words “business intermediary,” “commercial newspaper,” “commercial intermediary,” “announcements of trade and industrial firms,” “trade and industrial review,” “trade sheet,” etc. The basis of these publications is a wide commercial and trade information about goods, prices, sales conditions, the situation of the domestic market and abroad.

Agricultural advertising and reference newspapers and magazines, which were intended for narrow sectoral messages, are at the third place. They include various “sheets,” “agricultural announcement sheets,” “agricultural announcements,” “prices for agricultural products,” etc.

# СЕЛЬСКО-ХОЗЯЙСТВЕННЫЙ ЛИСТОКЪ ОБЪЯВЛЕНІЙ.

№ 2 №.

Подарная цена на журналъ „Земледѣліе“ съ ежегоднымъ прибавленіемъ, съ доставкой и пересылкой, за годъ 10 руб.  
Подписка принимается въ Бюро К. А. С. Х. Прендт., д. Мадона и въ книжные магазины Издательского Бюро, д. Понова.

ЕЖЕНЕДЕЛЬНОЕ ПРИБАВЛЕНІЕ

къ журналу „ЗЕМЛЕДѢЛІЕ“

ИЗДАВАЕМОМУ

Кіевскимъ Обществомъ Сельскаго Хозяйства и Сельско-Хозяйственной Промышленности.

№ 2 №.

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За объявленіе на 1/2 года и 1 годъ по особому условію.

Мая 21 дня 1884 г.

РАЙХМАНЪ и ФРЕНДЛЕРЪ.

БЮРО ПУБЛИКАЦІЙ ДЛЯ ГАЗЕТЪ.

ЦЕНТРАЛЬНОЕ БЮРО

ВАРШАВА, Сенаторская 18 Отдѣленія. Москва, Моросейка, д. Человѣколюбиваго Общества — Лодзь Петроковская 515. 2—52.

СОВѢТЪ КІЕВСКАГО ОБЩЕСТВА СЕЛЬСКАГО ХОЗЯЙСТВА

Симъ имѣть честь извѣстить, что предложеній въ Брандовскомъ имѣніи князя К. А. ГОРЧАКОВА конкурсу пропашныхъ орудій рядовой культуры, преимущественно сахарной свекловичной, будетъ ПРОИЗВЕДЕНЪ въ имѣніи д. ч. общества МАРЬЯНА ВАСЮТЫНСКАГО въ м. КАЗАТИНѢ, Кіевской губерніи, Бердичевского уѣзда, 29, 30 и 31 мая сего года.

Отъ редакціи.

Задача «Сельско-Хозяйственнаго Листка Объявленій» — ставить нашимъ сельскимъ хозяевамъ, владѣльцамъ промышленныхъ заведеній, по возможности, самыя точныя и стороннія свѣдѣнія для соображеній при сбытѣ и по-

арендаторовъ на свои имѣнія или промышленныя заведенія, присылая свои объявленія въ редакцію.

При такомъ направленіи редакція журнала «Земледѣліе» и «Сельско-Хозяйственнаго Листка Объявленій» съвѣ-

In 1910–1914, an active development of marriage announcements took place in the press of Transdniever region. Newspapers appeared in different cities one after another. For example: “Kievskaya brachnaya gazeta [*Kyiv Marriage Newspaper*]” and “Kievskiy brachnyiy listok [*Kyiv Marriage Sheet*]”, “Brachnaya gazeta Yuga Rossii [*Marriage Newspaper of the South Russia*]”, “Brachnaya gazeta Yuga [*Marriage Newspaper of the South*]”, “Odesskaya brachnaya gazeta [*Odesa Marriage Newspaper*]”, “Odesskaya i Yuga Rossii brachnaya gazeta [*Odesa and South Russia Marriage Newspaper*]”, “Odesskiy brachnyiy listok [*Odesa Marriage Sheet*]”. The main task of such periodicals is to unite the destinies of people, to introduce “intelligent” and “rich,” “students” and “cadets,” “fitters” and “fashionistas,” “blondes” and “brunettes,” who will be able to reach the “bonds of Hymenaeus” by means of postal friendship.

Theatrical and artistic reference and advertising magazines published in Kharkiv, Kyiv and Odesa began to develop especially intensively at the beginning of the XX century (“Antrakt [*Intermission*]”, “Artisticheskiy vestnik [*Artistic Bulletin*]”, “Vestnik oper [*Opera Bulletin*]”, “Vecherniy

listok zrelisch, spravok i *ob'yavleniy* [*Evening Sheet of Spectacles, Inquiries, and Announcements*],” “Teatralnyi i torgovo-promyshlennyi vestnik [*Theatrical, Commercial and Industrial Bulletin*]”). According to their content, program articles and publications, the editors sought to fulfill a dual mission: to provide the viewer with detailed information about spectacles and entertainment in the cultural centers of the country, as well as to help actors find their stage and audience. Thus, newspapers and magazines acted as an “intermediary” between the artist and the audience.

Other thematic groups of reference and advertising periodicals include apartment, book, stock exchange, resort, industrial, medical newspapers and magazines, and publications of congresses and exhibitions. Thus, “apartment directories” provided information about hotels, apartments and rooms, cottages and estates for sale or rent, which were popular in Odesa and Kyiv. “Bulletins of book” and “book news” most often provided a list of new publications in various fields (philosophy, religion, culture, physics, chemistry, history, etc.), and oriented readers about new arrivals in various bookstores. Primarily “intermediaries” and “reference books” in the field of pharmacology, disease management, and medical hygiene were popular among the medical newspapers and magazines in Kharkiv and Odesa.

It is also worth noting that purely advertising newspapers and magazines are gaining popularity in the early XX century (“*Byuro reklam* [*Bureau of Advertising*],” “*Reklamist* [*Advertiser*],” “*Fakt i reklama* [*Fact and Advertising*],” “*Kommercheskoe obozrenie* [*Commercial Review*],” “*Torgovoe delo* [*Trade Business*],” etc. The slogans of these publications are: “Advertising is the lyre of the XX century” and “Advertising is the beacon and support of trade and industry.” The editors not only promoted advertising, competition and intermediation, but also presented the history and theory, practice and basic principles of an effective “advertising game.” For example, the Odesa magazine “*Torgovoe delo* [*Trade Business*]” edited by Ye. Halperin offered readers “10 rules for those who advertise,” starting with the dictums: “Always remember that advertising in the time of free competition is not a luxury, but a necessity” (1907. No. 1. P. 19). Other tips: choose a periodical to publish your ads especially carefully, do not tire readers with the monotony of advertising, do not lose patience, do not hope for instant success (the reader may not even pay attention to your first, second or even fifth publication, he can notice the publication at the tenth time and only then get a desire to buy something according to the ad; time, as elsewhere, is the main component of success).



**ВАЖНО** для торговцев!!

и торгово-промышленных предприятий  
 Съ разрѣшенія Господина Одесскаго  
 Градоначальника

**БЮРО РЕКЛАМЪ**

**А. И. Короленко** Ршельевская 25.

Принимаетъ РАЗНОСКУ и РАЗДАЧУ всевозможн.  
 рекламъ: торгово-промышлен. фирмъ, теат-  
 ровъ, концертовъ, цирковъ, иллюзионовъ и  
 другихъ гуляній.

Собственная типографія принимаетъ заказы на  
 печатаніе и составленіе летучекъ и другихъ рек-  
 ламъ отъ 80 и за 1000 экз.



Many advertising and reference publications present themselves as “free publications” despite the constant increase in the cost of an advertisement printed in a newspaper or magazine. This applies to such publications: “Gazeta Kievskih torgovyih i promyshlennyih firm [*Newspaper of Kyiv Trade and Industrial Firms*]” (distributed free of charge on a daily basis), “Darovoy vestnik [*The Giving Herald*]” (Odesa free newspaper), “Kievskaya spravochnaya gazeta [*Kyiv Reference Newspaper*]” (a free industrial and reference organ), “Kommercheskoe obozrenie [*Commercial Review*]” (published twice a week and sent to all hotels, cafes, restaurants and hairdressers in Odesa and the South). Newspapers with an indication “free of charge:” “Besplatnyi kvartiroukazatel [*Free Apartment Guide*]” (Odesa, 1914), “Besplatnyi listok spravok i ob'yavleniy po Kryimu [*Free Sheet of Inquiries and Announcements in the Crimea*]” (Sevastopol, 1912 – 1913), etc. For example, “Spravochnyi listok Odesskogo zemledelcheskogo sindikata

*[Reference Sheet of the Odesa Agricultural Syndicate]*” (Odesa, 1897 – 1898) was distributed free of charge to members of agricultural societies, zemstvo governments, heads of the nobility, all syndicates, as well as owners of savings, factories and plants. The journal “Yuzhnyi farmatsevticheskiy posrednik *[Southern Pharmaceutical Intermediary]*” (Odesa, 1914) wrote about the method of distribution: it was sent to all pharmacies, drugstores, zemstvo and city councils and medical institutions of the country (1914. No. 1).

The article “From the Editorial Board” in the newspaper “Ob'yavleniya Kievskih tovgovyih i promyshlennyih firm *[Announcements of Kyiv Trade and Industrial Firms]*” reported about free distribution and circulation (10 thousand copies), which would “satisfy the needs” of local and non-local merchants and consumers, provide everyone with “necessary information about **all the news** of the commercial and industrial world, which **most** will learn **only** from the pages of **our newspaper**” (1885. No. 1).

Such advertising and reference publications were often distributed free of charge, but ads were printed on their pages at certain prices. The conditions for accepting ads, agreement on prices and privileges for publishing ads were printed on the first pages of the newspaper or magazine. For example, the editorial office of the newspaper “Ob'yavleniya Kievskih tovgovyih i promyshlennyih firm *[Announcements of Kyiv Trade and Industrial Firms]*” informed the advertisers: it is necessary to pay 10 kopecks for a line of petition (35 letters) or for the one use of this place. Those, who advertise 10 times are offered a 5% discount, 20 times – 10%, 30 times – 15%. You can get 20 – 30% discount if you want to advertise during a year (at the discretion of the editorial board). The publishing repertoires, programs and announcements about the appointment of performances, festivities, all kinds of public and folk spectacles can get discount of 10% in the newspaper. Announcements are accepted: 1) in the editorial office of the newspaper, at the office of the printing house of D. S. Pukhalskyi, Velyka Vasylykivska Street, 3, near the Bessarabian market; 2) in the book and music store “Koreika,” Khreshchatyk, Linychenko building; 3) in Podil, in Naholkin's bookstore, Oleksandrivska Street, opposite the Church of the Nativity (1895. No. 1).

The circulation of the Kyiv newspaper “Slavyanskiy posrednik [*Slavic Intermediary*]” was 5 thousand copies. It was sent free of charge to all subscribers of the newspaper “Russkiy cheh [*Russian Czech*],” as well as to all factories and plants in the “Slavic lands:” machine-building, sugar, brewing, etc., as well as to industrialists, merchants, landowners who were interested in the announcements. The text could be submitted in any Slavic language. Small ads cost 6 kopecks for each word, tariffs for large ads and their repetition were placed in a table. For example, 1 / 32 of the page cost 2 rubles 40 kopecks for once, 8 rubles 40 kopecks for 4 times, 15 rubles 50 kopecks for 8 times. At the same time, it was stated: “We do not sell the volume, but the result of our ads” (1908. No. 1).

The fortnightly magazine “Mestnyiyyi torgoviyiy mir [*Local Trade World*]” (Katerynoslav, 1911) promised its annual subscribers a free book “Zbirnyk torhovelnykh firm i pidpriemstv [*Collection of Trade Firms and Enterprises*].” Also a gift was provided for retailers in the city – each issue of the publication was accompanied by a coupon for a “free one-way tram ticket of the Belgian company.” According to the editors, this will allow all the firms that advertised themselves to achieve the desired goal, because the magazine “will be distributed in large quantities among all strata of society” (1911. No. 1). The conditions for submitting ads were printed on the penultimate page, which was divided into certain parts with an indication of the area (1 / 4 page, 1 / 3, 1 / 6, 1 / 2, etc.) and prices given at the bottom. Thus, 1 page (18 x 22 cm) cost 20 rubles, 1 / 2 page – 12 rubles, 1 / 8 – 4 rubles. The cover (the second page of 22 x 22 cm) – 40 rubles, similar third and fourth pages – 30 rubles each. A line of advertising of 60 letters – 12 kopecks. Offers and job search (no more than 5 lines of petition) – 20 kopecks, purchase and sale – 20 kopecks per line. Prices for publishing ads could vary according to the location of the publishing house (1911. No. 1).

Thus, each editorial office had its own “pricing policy,” taking into account advertising revenues, circulation and ways of distribution (free, subscription or retail).

Projects of successful advertising, the style of business correspondence, ways to win the buyer, the use of window displays and posters with the greatest benefit for the business, the importance of circulars and price lists, advertising incidents, etc. have become an important part of many reference and advertising, often informational, literary, economic, commercial and satirical-humorous publications.

# НІВСКАЯ ТАРГОВАЯ ЦЕЛІСТА



## СОДЕРЖАНІЕ



1. Нівь, 9 іюля.
2. Отъ родились.
3. Не пора-ли?
4. Торговя завітгы.  
*Торговця.*
5. Смерть мунозламы? *О.*
6. Торговя музк.
7. Торговя палаты.  
*Д. М. на*
8. Экономическіе сілузты.
9. Изъ жизни традиціонно-новъ.
10. Нѣмецкіе экономисты о русскіхъ финансахъ.
11. Официальный оптимизмъ.
12. Къ введенію подоходнаго налога.
13. Пассажирское движеніе.
14. Хроника внутренней жизни.

Литературный отдѣлъ.

1. Стихотворенія. *Я.*
2. Превосходный слухавціи.

Торговя отдѣлъ.

1. Нівская торговля жизни.
2. Обзоръ рынковъ.
3. Хроника анционернаго *дѣла.*
4. Иностранца торговля хроника.

Справочный отдѣлъ.

Объявленія.

№ 1. 9 Іюля 1906 г.

Цѣна 20 коп.



Speaking about the importance of advertising by means of newspaper and magazine publications, the author of the magazine “Torgovoe delo [*Trade Business*]” emphasized: “Publications in newspapers and magazines are the most powerful means of advertising. Being distributed in hundreds of thousands of copies, reaching up to a million readers, publications in periodicals in terms of breadth of distribution several times exceed all other means of advertising. All more or less significant firms spend huge sums on these publications annually and believe that these costs are paid off 3, 4 and even 10 times, expanding sales to an unprecedented extent and thus contributing to the reduction in the cost of goods” (1907. No. 7. P. 6).

Advertising on the pages of printed periodicals gained a place of honor, gradually replacing other materials already in the second half of the XIX century. Also “magic words” – “the best,” “unsurpassed,” “incredible,” “colossal,” “new,” “cheap,” “for free,” etc. become popular for advertising.

Such examples are often found in many publications:

“*an unprecedented luxurious selection of the latest English sets of furniture for the living room...*” (“*Kievskaya gazeta [Kyiv Newspaper]*.” 1899. No. 14);

“*a novelty* – a gramophone record “Writing Amur...” was received *only* in our warehouse of products of the “Gramophone” society (“*Hutoryanin [The Hutorian]*.” 1914. No. 27);

“*The whole world is convinced that Zurcher chocolate is the best, demand it everywhere*” (“*Darovoy vestnik [The Giving Herald]*.” 1907. No. 1);

“*Real Singer sewing machines... We teach sewing and fashionable embroidery free of charge...*” (“*Ob'yavleniya Kievskih torgovyih i promyshlennyih firm [Announcements of Kyiv Trade and Industrial Firms]*” 1898. No. 33);

“*I carry out orders well, cheaply, quickly*” (“*Nasha kooperatsiya [Our Cooperation]*.” 1913. No. 11);

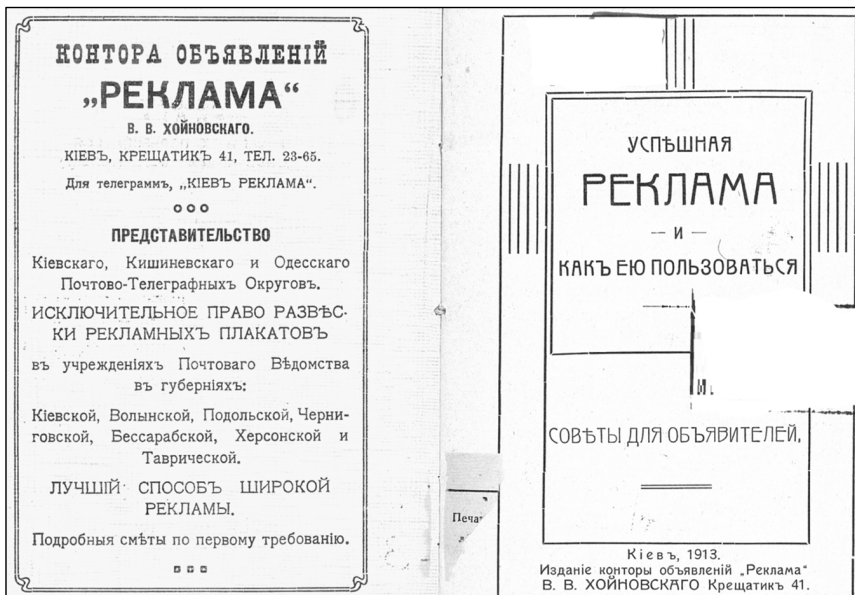
“*Colossal success!* Do not throw away broken dishes, torn shoes and other things. Water-resistant glue “303” glues: porcelain, marble, bone, glass, leather, etc.” (“*Volyinskiy kurer [Volyn Kurier]*.” 1912. No. 1), etc.

The content of newspaper advertising essentially covers all manifestations of scientific, technical, economic, cultural and educational progress: sewing machines, new cars, “magic lanterns,” cinema, gas lanterns, aeroplanes, turbines, trams, Parisian fashions, perfumes, jewelry...



(Kyiv, 1909), “*Reklamist [Advertiser]*” (Odesa, 1909), “*Torgovyy mir [Trade World]*” (Odesa, 1909), “*Spros i predlozhenie [Demand and Supply]*” (Katerynoslav, 1913) and others. As a rule, the subtitle stated: “trade and industrial publication,” “trade and industrial index,” “trade and industrial intermediary,” “reference body for business people, artisans and all who look for a job.”

A striking example of such a publication is “*Darovoy vestnik [The Giving Herald]*” (Odesa, 1907, No. 1–11) – one of the few free newspapers of advertisements and announcements, a bright edition, filled with photographs, drawings, decorated with frames and ornaments. It published advertisements of shoes, clothes, bank exchange rates and the state of trading on the stock exchanges, announcements about the liquidation of offices and shops, services of masseurs, manicurists, dentists, etc. The forms of advertisements are interesting and attractive: large advertising texts on the whole page, consisting of only a few words: “CARMEL Company: wine, cognacs, liqueurs and honey” (1907. No. 1).



Advertising publications in newspapers and magazines of the middle of XIX and early XX centuries were the most powerful means of advertising. Publications in periodicals were distributed in hundreds of thousands of copies, reached up to a million readers. They surpassed all other means of advertising several times. All more or less significant firms spent huge amounts of money on these publications annually, because these costs are paid back 3, 4 and even 10 times. They expand sales unprecedentedly and thus contribute to the reduction in the cost of goods. Therefore, it was especially important that such a publication was compiled in the best possible way – not to be lost among the mass of other publications, and be accessible to everyone.

Almost every advertising and reference newspaper published introductory articles or addresses from the editorial board. The main theme of which was the thesis “advertising is the engine of trade,” where the main levers of the trade and industry progress were explained in detail to the readers. These articles were designed to attract as many advertisers as possible to a particular publication.

These requirements were met by the Odesa edition “Kommercheskoe obozrenie: spetsialnyi reklamnyi zhurnal [*Commercial Review: Special Advertising Journal*]” (1895). In most issues, the articles on “Advertising and its importance,” theatrical and musical announcements, humorous advertisements, addresses of doctors and medical institutions, banks, local administrative institutions, offices, train and steamship schedules were published under the heading “From the Editor.” The editorial office set itself the task to convince potential advertisers of the necessity and business significance of newspaper and magazine ads and the benefits of newspaper advertising in order to attract a wider range of advertisers.

An interesting definition of advertising, its functions and purpose is recorded on the pages of the specialized press. Thus, the advertising magazine “Kommercheskoe obozrenie [*Commercial Review*]” in the editorial “Advertising and its Importance” emphasized the need to resort to advertising to successfully promote trade, because “advertising is a powerful weapon or means of enrichment,” it gives “active food for the minds of business people,” offers work for thousands of conscientious hands, livelihoods for many workers. Advertising embodies the “spirit of the times,” its volume is the “scale of mental development,” which reaches the business world of every nation. According to the professional edition, advertising “increases and creates needs.” In general, advertising is “a force that promotes prosperity and wealth” (1912. No. 1).



Of course, the advertising text itself is of great importance. Perhaps not every advertiser thought about the rules of effective presentation, psychological impact or guaranteed effectiveness of the text of advertising communication at the initial stages of the introduction of advertisements in print media. Sometimes preference was given to conciseness, extreme brevity (often words were shortened), minimum lines of the advertising publication. The decisive role was played by the cost of the publication itself, which limited not only the area for a particular advertising and reference announcement, but also the expressive means of the text.

The main verbal components of the advertising text, which appeared on the pages of specialized advertising and reference press in the XIX and early XX centuries, are:

- 1) A message about *novelty*, something *new* among goods or services;
- 2) A statement of a *feature*, a statement of *unconditional advantages* of goods or services, emphasis on absolute quality;
- 3) The use of *comparisons, superlatives and adjectives of the highest degree* (most often these are adjectives “the best,” “the most effective,” “the most efficient,” etc.);
- 4) A text with *a question*;
- 4) The submission of a proposal in the form of *an appeal, command (request)*;
- 5) A *first-person* text, proposals of direct owners, entrepreneurs, manufacturers of certain products, etc.

Thus, the message about the novelty, uniqueness of a product or service has always been considered effective. It attracts attention, gives confidence in the need to use certain products with such qualities (new application, new technical characteristics, new design, etc.). For example, “the *new* family variety theater “Apollon.” Continuous entertainment from 9 pm to 4 am. Today and every day,” “Theater-attraction “Modern.” Luxurious program. *New items* from London, Paris, New York,” “Theater of electro-biography of the famous Russian Demonstrator R. Stremer. Always only *the best novelties*. *A new grandiose program*” (“Posrednik [Intermediary].” 1909. No. 1), “PYROX lighters of *the latest* style, foreign production, quite reliable and simple” (“Kommercheskiy zhurnal [Commercial Magazine].” 1911. No. 16 / 18).

The use of comparisons, adjectives of degree is one of the inherent features of a short advertising message such as:

- “Photographic goods at *the cheapest* prices,” “Shop of cloth goods and *first-class* workshop of men's and women's attire” (“Kievskiy listok ob'yavleniy [*Kyiv Announsmnt Sheet*].” 1906. No. 1);

- “*The best* quality *tested* rubber mastic (five colors) for rubbing (tinting) the floor and parquet, which surpasses all known products with its *incredible* shine, durability and elegance” (“Ob'yavleniya Kievskih torgovyih i promyishlennyih firm [*Announcements of Kyiv Trade and Industrial Firms*].” 1885. No. 1);

- “Hotel “Prague” (Kyiv, Velyka Volodymyrska Street, 36). *Exemplary* food for visitors” (“Slavyanskiy posrednik [*Slavic Intermediary*].” 1908. No. 1);

- “*The latest* drawings of wallpaper in the Art Nouveau style are obtained in a *huge* selection from J. M. Cajuan” (“Reklamist [*Advertiser*].” 1909. No. 2).

A question in the text of the ad that arouses interest, then a concise answer, a clear explanation, an indication of a certain benefit or need to purchase a product or service is also one of the means of “intriguing” a potential client. For example, such constructions are used by the editorial board of the Kyiv magazine “Slavyanskiy posrednik [*Slavic Intermediary*].” “Do you need something abroad? – Ask “Slavyanskiy posrednik [*Slavic Intermediary*]!” (1908. No. 1). “Do you want to sell or lease an estate profitably? – Place an ad in the “Slavyanskiy posrednik [*Slavic Intermediary*]!” Do you want to export flax, hemp, seeds, raw materials (leather) and other agricultural products? – Contact “Slavyanskiy posrednik [*Slavic Intermediary*]” for information!” (1908. No. 2). Or another example: “Do you want to be healthy? – Drink exclusively beer of the Joint Stock Company F. F. Bote” (“Spravochnyy listok ob'yavleniy g. Aleksandrovska [*Reference Sheet of Announcements of Oleksandrivsk*].” 1909. No. 6).

Appeal is one of the successful forms of inducing the future client. Such text forms are also found in the specialized press of the late XIX and early XX centuries: “!!To the attention of visitors!! One of the richest exhibitions of furniture, including own products in the shop of I. Kymaer” (“Posrednik [*Intermediary*].” 1909. No. 1), “Illuminate your apartment!!! Affordable electric light for 3 rubles 50 kopecks, 3 rubles and 2 rubles, 50

kopecks...” (“Reklamist [*Advertiser*].” 1909. No. 1), “No more alcoholics! A new tried and tested remedy for binge drinking and drunkenness. The price is 2 rubles 50 kopecks” (“Vsego ponemnogu [*A Little Bit of Everything*].” 1907. No. 1), “Take advantage of the opportunity! Prices are significantly reduced! Suits, dresses, coats, blouses, skirts, hats, corsets. Ready-made products and the possibility to order! Prices are affordable for everyone!” (“Torgoviy mir [*Trade World*].” 1912. No. 3), “Demand everywhere! Natural grape wine, aged in the basements of the Christoforovs and Takopulos” (“Vestnik oper [*Opera Bulletin*].” 1910 / 1911. No. 1), “Remember! Friday is the penultimate day of the sale in the haberdashery store of M. B. Krasnopolskyi. Remember! Hurry up to take advantage of the opportunity!” “Telegram!!! To the attention of smokers!!! Buy cigarettes of the new issue of Br. Every, Kyiv, called “Miski [*City*]” and “Lialechka [*Doll*]” (“Golos Pridneprovya [*The Voice of the Transdnieper Region*].” 1914. No. 1).

There are often “personal” appeals and recommendations of manufacturers, owners or their representatives in the specialized press. The pronouns “I” or “my,” signature under the announcement of directors, managers and other persons responsible for the product or service should inspire confidence, convince of the honesty of the advertiser’s intentions who seeks to maintain his good name. For example, “Awarded with gold and silver medals. 25 years of practice. Opposite the hippodrome, Moskovska Street, 24 (opposite the bathhouse), in the yard, on the right. At the request of athletes and horsemen, *I am veterinarian K. Ashykhmin*, opened a branch of my exemplary smithy...” (“Iskusstvo i sport [*Art and Sport*].” 1907. No. 3), “My shop and workshop offer a large selection of ready-made, exquisite and durable shoes, men's, women's and children's shoes of the latest styles, made of the best materials. *I also accept* orders for officers' shoes. *I am responsible* for the quality of work. *Master L. B. Halperin*” (“Volna [*Wave*].” 1908. No. 1).

According to experts, the main advertising text should always provide the consumer with essential, comprehensive and reasoned information about the product or service. It is important to take into account such additional marketing indicators as: indication of the product category, target audience, formal features of the product or manufacturer, sometimes – the country of manufacture.





# ДѢТЯМЪ

страдающимъ рахитомъ (английской болѣзнью) и предрасположеннымъ къ болѣзни легкихъ (чахоткѣ) слѣдуетъ принимать „Біомальцъ съ известью“. Онъ укрѣпляетъ организмъ, нервы и кости, оздоравливаетъ легкія, усиливаетъ мускулатуру, увеличиваетъ аппетитъ и повышаетъ питаніе. Очень приятенъ на вкусъ и охотно принимается даже каприз. дѣтьми. Въ аптекахъ и аптекар. магаз.

## „Біомальцъ съ известью“

$\frac{1}{2}$  жестянки 1 р. и  $\frac{1}{1}$  1 р. 80 к.  
Представитель для Одессы: Р. И. Брудный, Александров. прос. 4. Телеграф. 43 71.



The advertiser reminds in his announcement that some types of goods and services are intended for the target audience of consumers (women, men, children, sick people, smokers, schoolchildren, etc.).

The audience of an advertising message may also be conditional (most often it is the use of the form “for those who...,” “to all who...,” generalized “You,” “to You,” etc.) For example, one of the most famous Kyiv advertising agencies “Reklama [Advertising]” convinced its audience in such a way: “You will be able to increase the turnover of goods, acquire a rich clientele and a new set of buyers and customers without any effort, only if *You* use our mediation with a skillful, interestingly prepared newspaper or advertisement. *You* only need to contact us and we will immediately produce prospectuses for *You*” (“Vsemirnyiy delovoy posrednik [World Business Intermediary].” 1911. No. 1). Business monthly bee-industrial magazine “Golos pchelovoda [Voice of the

*Beekeeper]*” addressed its customers in such a way: “*You, it is You*, who can find a buyer for *Your* honey, wax, etc. by placing *Your* advertisement in the magazine free of charge. Do not refuse the money that is put in *Your* pocket” (1913. No. 1).

It is more difficult to find the formal features of the product described in the advertising of the XIX – early XX centuries. Modern researchers often include the color, design of the form and packaging of the product to the formal features. Such a description would help the consumer to recognize this product among the variety of competing representatives of the same product category.

The advertising texts often indicated a specific country – the manufacturer of a particular product. Sometimes references to “French styles,” “German reliability,” “Swiss precision,” etc. were considered a proven characteristic of quality, refinement, and clarity. For example, the ads on the pages of the Katerynoslav weekly “*Spros i predlozhenie [Demand and Supply]*”: “*Bohemian* tableware in the shop of M. M. Koretskyi;” “Bicycles of the best *English* factories in I. Ya. Povzner” (1913. No. 1); “Models from *Paris* for the spring season;” “Ivan Hnatovych Skrotskyi's hat shop in Odesa. The firm has existed since 1879. News from *Paris, London* and *Vienna*;” “*American* gun shop of B. I. Winer;” “Ch. Ts. Zdzikhovskiy, Chief Representative for Russian company *S. & M. Strauss*. Foreign wines. Kyiv, V. Zhytomyrska Street, 8;” “Excelsior. Pneumatic. *Hannover* Limmer. The best pneumatic *in the world*” (“*Illyustrirovannyiy sport [Illustrated sport]*.” 1905. No. 10).

A necessary element of reliable advertising is the indication of real advertising details, that is, basic data about the advertiser (address, name of the manufacturer or a specific person). Telephone numbers were indicated in some ads or reference information already in the late XIX century. Thus, the details in the ads on the pages of specialized press often looked like this: “M. T. Yerchenko's factory and shop of musical instruments. Kyiv, *Fundukleivska Street, 50*;” “Please pay attention to the address: Kyiv, *Zhylianska Street, 101. From Bezakovska Street, 2nd house from the corner*. Restaurant “*Moscow*” of Yakim Vasyliovych Liakh;” “Society of Manufactory “*Emil Zindel*.” Calico. Wholesale warehouse. Kyiv branch: *Kyiv, Khreshchatyk, 22*” (“*Vsego ponemnogu [A Little Bit of Everything]*.” 1907. No. 1); “Photocinecography “*Hrafik [Schedule]*.” Emergency

production of clichés for illustrations. *Kyiv, Mykhailivska Street, 6. Telephone 2516*” (“Vestnik oper [*Opera Bulletin*].” 1910 / 1911. No. 1).

Advertisers indicated the year of foundation of the company or business, made references to documents, certificates, quality awards (for example, various awards, prizes) in order to make their advertisements reliable, to guarantee a long-term, time-tested activity. The text of the ad was often accompanied by appropriate illustrations: medals, cups, letters of appreciation, etc. The “pass” to the world of quality products were representatives with “state” requisites.

For example, the pages of the magazine “Vsego ponemnogu [*A Little Bit of Everything*]” contain the following announcements: “*London, the highest “Grand Prix” award of 1905* (next to it are two medals of the All-Russian Exhibition of 1882, as well as the award “For Diligence and Art”). Factory of metal products, iron furniture, railway and other lanterns, as well as signals. Exists since 1872, Kyiv, Zhylianska Street, own house, 116” (1907. No. 1).

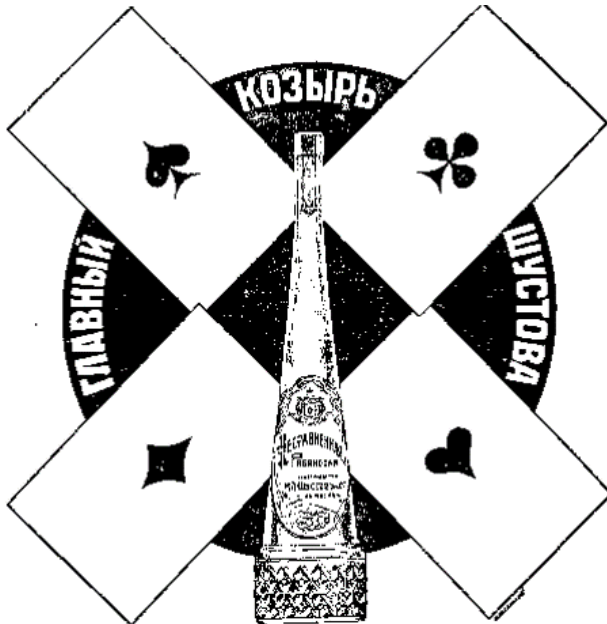
Another example: “The Odesa Steam Distillery of W. B. Goldstein. The products of the plant were *awarded the highest awards – gold medals at the London and Brussels exhibitions*.”

The trademark was of great importance in confirming the truthfulness and authenticity of the announcement. Although the concept of a trademark appeared in the empire in 1667, it was mostly used only for fiscal purposes (the customs stamp certified the fact of tax payment, acting as a kind of stamp). Later, an order was issued on the need to indicate the data about the factory and the city on all factory products. Accordingly, criminal liability for counterfeiting of goods or marks was provided. The Law of 1896 was already fully in line with trade and industrial relations in a developed country, determined the ways of obtaining a trademark certificate, its main elements and means of registration (specific drawing of the name / names, emblem, stamp, seal, vignette, letters, numbers, etc.). The Department of Trade and Manufactures was responsible for the registration of trademarks. The holder of such a certificate had the right to mark his trademark on goods, put them on the market under this mark, and use them in advertisements.

Trademark owners constantly cared about its “purity” and, accordingly, their reputation. Special patent offices not only developed

trademarks, but also conducted inspections. The owner often himself emphasized on how to find out the “truthfulness” of advertised goods, how to distinguish the original from the fake. A trademark becomes a direct carrier of information about the belonging of a particular product to a particular company as an element of corporate identity. Specially designed drawings, company mark, color accompaniment, special fonts, etc. allowed consumers of goods and services to remember the image of the advertiser.

Trademarks were not very often recorded on the pages of the advertising and reference press, which was published in the territory of Transdnieper Ukraine in the XIX and early XX centuries: the company “Singer” for the production of sewing machines, the rubber manufactory “Trykutnyk [*Triangle*],” cognacs and drinks of the Odesa factory “Shustov,” perfumery of the company “Brocard and Co.” and some others. Some firms filed their trademarks in the form of coats of arms or logos. Confirmation of the truth were the words: “Court manufacturers of the King of Serbia, Prince of Montenegro, Archduke Karl-Ludwig of Austria, Imperial Majesty Shah of Persia...” (factory of Brabets brothers, who produced garden, surgical and other steel tools”), etc.





But most often, trademark owners warned consumers against counterfeits, fake products, emphasizing certain elements that made it possible to recognize the “real” product.

The widespread use of advertising to promote goods and services, the revival of trade and industrial life of the state, as well as the transformation of newspapers and magazines into a “profitable commercial enterprise” led to the creation of the first advertising agencies in Eastern Europe. Ludwig Metzl’s Central Advertising Office was considered one of the largest in this field at the turn of the XIX and XX centuries. His agency provided clients with a full range of services in conducting an advertising campaign. There were branches of the office in many large cities (in particular, in Kyiv, Odesa, Katerynoslav), as well as in Germany, the USA, Iran and other countries.

There is a need to pay attention to the V. Khoinovskiy's agency "Reklama [*Advertising*]." It is emerged in the territory of the Transdnieper region in the early XX century and successfully worked in this field.

The magazine "Mestnyiy torgoviy mir [*Local Trade World*]" provided information about "Kontrahentstvo Publikatsiinoi spravy [*Counterparty of the Publication Case*]" in the south of the country. Their head office was located in Katerynoslav. The firm had the "exclusive right" to accept and hang private announcements and posters in station premises, install various signs on platforms, inscriptions in parks, shields on other buildings "in the exclusion zone" (1911. No. 1).

Often, the editorial offices of advertising and reference magazines founded "information bureau," "intermediary office," "artistic bureau," "apartment bureau," etc., which performed the functions of collecting information on "supply and demand," provided information on various issues of trade and exchange, organized exhibitions of goods, gave recommendations.

Manufacturers, traders, merchants, and later advertisers, wishing to capture the attention of a potential buyer, sought, found and constantly improved the means of influencing their audience during many centuries. At first, they used the services of heralds (linguistic and expressive abilities, melodic and vocal range, etc. were the main attractive force), then they used pictorial symbols that conveyed the essential properties of a product or service. For example, heralds interested buyers with colorful descriptions of overseas spices or fabrics, unknown vegetables or sweets in ancient Babylon, as well as in other states.

Traders in ancient Egypt, Greece or Rome hung wrought-iron signs and painted the walls of shops, using short symbols and eloquent images instead of words, so that every passerby could get the first information, find out what is sold in a particular shop.

Over time, advertisers began to use handwritten ads and posters. Advertising leaflets with necessary information became widespread already in the XV century. A real revolution in the information environment took place with the advent of the Gutenberg printing press. The new technology gave birth to new advertising forms – printed advertising sheets, posters, trading cards and the first mass media – the newspaper.

The advent of print advertising allowed manufacturers and merchants to reach customers far beyond their immediate location. Advertising texts (short, concise, clear) with a list of the offered goods were increasingly useful. First graphic design was used by drug manufacturers, who figured out how to attach labels to medicines. Later the label was modified into modern packaging. Such transformations of graphic design and modifications (in accordance with the emergence of new printing means, drawing and printing technology, etc.) are obvious in the history of advertising.

The issues of interaction between artistic and technical creativity came to the forefront in the specialized publications of Transdnieper Ukraine in the late XIX and early XX centuries. The term “poster” began to be widely used in professional circles, in particular, to denote any mass printed products with the appropriate sphere of functioning – from political slogans to font advertisements (trade, entertainment, etc.). Artistic practice did not require a term that captured the pictorial nature of such ads. For example, a German term “plakat” (French “plaquard” – announcement, poster, Old French “plaque” – plate, plaque, “plaque” – to stick, glue) meant a typographic announcement or slogan of a non-figurative nature until the last quarter of the XIX century.

The development of the visual direction in printed products, its application in the advertising industry in the late XIX century led to the emergence of a transitional concept – the art poster. Thus, the first cultural events in public life that drew attention as a “poster phenomenon” were presented in the form of exhibitions of “art posters.” This concept was introduced in the publications that accompanied the exhibitions specifically to denote a new artistic line, to separate, emphasize the features of the poster as a work of art, outline its differences from the usual information announcement.

The “art poster” in publications at the turn of the XIX and XX centuries is supplemented by the following various names, such as: “street poster,” “illustrated poster,” “fantastic poster,” “advertising poster.” Examples of popularization of the “street advertising poster” can be found in specialized newspapers and magazines published in Ukraine at that time (in particular, in Odesa, Luhansk, Kyiv, etc.).



Luhansk newspaper “*Donetskaya zhizn [Donetsk Life]*” reported: “Breaking news! Luhansk various advertisements, posters of trade and industrial companies will be painted with oil paints on the concrete fence of the garden of the Mining and Commercial Club. Advertising is created for passers-by and the public walking near the garden. P. S. Special guards will be watching the fence to prevent damage to advertising posters.” (1914. No. 1236).

As a rule, the advertising poster emphasized the novelty and uniqueness of the event, it was dynamic and expressive. Most often, advertising posters were used in print media to announce certain entertainments, spectacles, performances, (balls, concerts, exhibitions, charity bazaars, circus performances), etc. For example, Odesa newspaper “*Darovoy vestnik [The Giving Herald]*” made an impressive and intriguing announcement: “A terrible event in Odesa: the arrival of Tom-Jacques, the King of Chains and Locks Tom: the last albino – the king of snow – snow-white hair – blood-red eyes. Tom-Jacques is publicly chained in chains and shackles and freed immediately and openly only thanks to his muscle strength. Honorary and season tickets are invalid” (1907. No. 7). The newspaper published two photographs depicting a superman in chains to illustrate the magical spectacle.

Depending on the readership, the posters had their own peculiarities in the figurative and artistic design, style, graphic and linguistic expression. Posters for the people differed significantly in content and manner of performance from the posters designed for the refined public of “high society.” Odesa magazine “*Sovremennyiy teatr i shantan [Modern Theater and Shantan]*” published: “An impressive spectacle, world-famous equilibrists, jugglers, acrobats, pantomimes on the devil's staircase. The Junior brothers have a huge success everywhere!!!” (1906. No. 1).

It should be noted that such posters-announcements were large, often full-page or even spread of the publication. The text was always accompanied by an expressive picture (circus tent, many jugglers, tightrope walkers, actors on stilts, with plates on sticks, ribbons, etc.). Such advertising was distinguished by originality, brightness of presentation, richness of content and form, aimed at encouraging the reader to act, the desire to visit the event or spectacle.

Stylistically, the posters were distinguished primarily by the text, its literary and figurative content, allegory, ancient symbols, historical stylization. The drawings are more complex, diverse, the color scheme is more laconic and elegant.

This type of advertising genre and graphic design is characteristic primarily for artistic and theatrical publications. Examples:

– Odesa magazines and newspapers, such as “Divertissement,” “Antrakt [*Intermission*],” “Teatralnyi kurer [*Theater Courier*],” “Teatr i kino [*Theatre and Cinema*],” “Teatr-varete [*Variety Theater*],” “Artisticheskoe spravocnoe byuro [*Artistic Reference Bureau*];”

– Kharkiv: “Artisticheskiiy vestnik [*Artistic Bulletin*],” “Artisticheskiiy drug [*Artistic Friend*].” “Mir artistov [*World of Artists*];”

– Kyiv: “Vestnik oper [*Opera Bulletin*],” “Teatralnyi i torgovopromyishlennyiy vestnik [*Theatrical and Commercial and Industrial Bulletin*]” and others.

The photos of actors and actresses, the use of achievements of zincography, artistic decoration (frames in the form of wreaths, ornaments, flowers, geometric shapes, combinations of different lines, etc.) were also popular. It was possible to order not just static pictures, but use these photos for “commercial purposes” (advertising in illustrated magazines, books, catalogs, postcards, on individual posters, etc.)

Advertisers began to speak professionally about the trademark as a phenomenon of graphic art at the end of the XIX century (two publications – “Legislation on Factory and Commodity Stamps in Russia and Abroad” by A. Nebolsin; “Industrial, Literary, Artistic and Musical Property” by A. Kobylatskyi). The trademark was already perceived as one of the most important advertising tools at the beginning of the XX century. Any reputable company could not operate without it.

A need not only for trademarks, but also for special forms, attractive labels, price lists and other documentation for conducting commercial affairs was caused by the development of trade industry, the emergence and expansion of permanent business contacts. This led to the emergence of a new form of artistic art, which was originally designated as “graphic art” or “decorative graphics.”

Велосипеды 1901 г.

и  
ПРИНАДЛЕЖНОСТИ



въ большомъ выборѣ.

**А. ФОРНЕРЪ.**

Николаевъ.

100. 4-4.

The volume of decorations in printing technologies increased in the late XIX century. It became necessary to distinguish a new genre – graphic advertising. Publications with the use of graphic advertising were intended to arouse interest and familiarize with the novelties of printing, explained the purpose, features, achievements of zincography, lithography, light painting, electroplating, metallography. The principles of presentation of various artistically executed works and advertisements were considered on the pages of such magazines.

Specialized publications appear, such as “Pischaya bumaga i ee potreblenie [*Writing Paper and its Consumption*],” “Iskustvo i pechatnoe delo [*Art and Printmaking*],” “Pечатное искусство [*Printmaking*],” “Vestnik graficheskogo dela [*Graphic Arts Bulletin*],” “Iskusstvo. Zhivopis. Grafika. Hudozhestvennaya pechat [*Art. Painting. Graphics. Art Print*],” “Graficheskie iskusstva i bumazhnaya promyshlennost [*Graphic Arts and Paper Industry*],” “Vestnik obschestva prepodavateley graficheskikh iskusstv [*Bulletin of the Society of Teachers of Graphic Arts*].” They had special headings: writing, drawing, painting, book printing, lithography, metallography, cartography, music printing, light painting, which testified to the close connection of printing with graphic arts.

Highly specialized publications devoted to a wide range of graphic design of newspaper ads appear in the world. The first textbooks on printing present practical techniques of graphic newspaper art and news in the field of graphic design of advertisements. In 1909, one of the most famous magazines of the early XX century – “Iskustvo i pechatnoe delo [*Art and Printmaking*]” was founded at the Kyiv Art and Craft Training Workshop of Printing Business, which purpose was “to disseminate graphic art” (1909. No. 1 / 2).

The luxurious edition (at that time) had a separate department of graphic arts. It explained that graphic art is the means and techniques to draw, write, and depict mechanically in a greater or lesser extent in printing houses, lithographs, metallography on the pages of newspapers and magazines, etc. The publication was attentive to the news in the field of newspaper fonts, decorations for publications, drawings, etc.

Thus, the concept of “graphic art” was widely used in the professional environment of publishers and printers in the Russian Empire and abroad since the 1880s. The term referred to printing technology that presented

newspaper advertisements with the help of graphic techniques and artistic skills required in the production of multiple copies.

Varieties of newspaper color printing – chromolithography, phototyping and a number of other means that allowed expanding the range of newspaper printing, primarily advertising (posters, booklets, catalogs, price lists, business cards, menus, etc.), began actively develop abroad and in the territory of Transdnieper Ukraine.

The graphic design of newspaper advertising often became the object of artistic criticism as a carrier of advertising information especially at the early stage of development (1890 – 1910).

The publications of that time show that it was a new phenomenon for the society, but the criticism was focused primarily on commercial and industrial advertising. Indeed, graphic and artistic advertising did not always have an aesthetic appearance at the beginning of its emergence.

It should be noted that initially the graphic design used mostly punctuation marks, which served to emphasize the text to draw the reader's attention to it.

For example: “PASAGE HOTEL” – the advertisement was presented as an insert between poems, prose and other publications of the magazine. More often it had one or two lines of text and the address of the company that provided the information. In this case, the advertisement ran through all pages of the magazine and was located within the footer (“Kommercheskoe obozrenie [*Commercial Review*].” 1915. No. 1).

In most cases these underlines had the task to separate one advertising message from another. Thus, underlining-bolding for a long time had a similar look, but gradually they were replaced by openwork frames (the forms of leaves, flowers, waves, curls or all these drawings were combined into one).

The printed text of the advertising message initially did not require graphic load. More often, the letters of the advertising text did not differ from the main text, standing out only by the size, spelling and boldness of the fonts. For example:

**“Printing house, lithography, stereotype of Ya. Khasylev. NEW FONTS. NEW MACHINES. ALL IMPROVEMENTS. GRACEFUL AND ACCURATE EXECUTION OF VARIOUS TYPOGRAPHIC AND LITHOGRAPHIC WORKS. PRODUCTION OF BOOKS”**  
 (“Kommercheskoe obozrenie [*Commercial Review*].” 1915. No. 1).

3500. 10-4.

Всякого рода **КЛИШЕ** автотипия ЦИНКОГРАФИЯ



художественн. **ФОТОТИПИЯ** Иллюстрированных изданий. альбомов, Портретов, Картин, Прейсъ-Курантовъ, видовъ, объявленій, газетъ и проч. и всякихъ рисунковъ

выполнение безукоризненное. въ срокъ до доступныхъ цѣнъ.

**М.М. ПИКОВСКІЙ** ЗАВЕД. ГРАФИЧЕСКОГО ИСКУССТВА. ОДЕССА РАШЕЛ. 40.

въ 2 комн.: кухня, прихожая, ванная, съ удобствами.

**КВАРТИРА**

дворъ

въ Домъ Голубова, на углу Адмиралъ-ской и Черниговской, № 3 отдается во

1-3 0392  
въ всѣхъ и обо всемъ.

Открыта подписка на 1902 годъ (24-й г.) каждый подписчикъ получитъ въ течение года:

52 №№ Иллюстр. литер. ЖУРНАЛА: романы, повѣсти, разск.

52 №№ „ВСЕМИРНОЕ ОБОЗРѢНІЕ“: иллюстр. обзоръ миров. жи

52 №№ „РАЗВЛЕЧЕНІЕ“: юмористика съ рис., загадки и игр.

52 №№ Политической и общественной ГАЗЕТЫ.

**24 ДВАДЦАТЬ ЧЕТЫРЕ КНИГИ:**

12 — „ОБЩЕПОЛЕЗНАЯ БИБЛИОТЕКА „РОДИНЫ“.

12 — „СОБРАНИЕ РОМАНОВЪ „РОДИНЫ“.

12 №№ Моде и рукодѣлій съ рисунками.

**Н**

**ПОДП**

на 1902  
при  
**БЕЗЪ ДОСТА**  
въ С.-Петер  
**БЕЗЪ ДОСТА**  
конторъ Н.  
2) въ Одесс  
„Образованіе  
Съ доста  
въ С.-Пете  
**СЪ ПЕРЕ**  
**ВО ВСЪ П**  
**МЪСТНОС**

За гран  
Разсрочка

Another example:

*“The Odesa Steam Distillery of W. B. Goldstein. The products of the plant were given the highest awards – gold medals at the London and Brussels exhibitions. The only distillery in the south of Russia, which produced from its purification department 3,000,000 degrees of purified wine from July 1, 1890 to July 1, 1891”* (“Kommercheskaya Rossiya [*Commercial Russia*]:” “supplement to “La Russie Kommerciale.” 1893. No. 3).

A different font size was used to highlight the ad in the first example, and the regular newspaper font was replaced by italics in the second example. The options for presenting ads in print media could differ from the above examples: the type of font, the combination of different fonts, underlining and bolding, various combinations.

Editors of periodicals of the late XIX and early XX centuries were generally creative in their approach to the presentation and placement of advertisements. Thus, the information printed “upside down,” placed sideways, parallel to the main text appear on the pages of newspapers and magazines.

For example, the Luhansk newspaper “Kommercheskoe obrazovanie [*Commercial Education*]” has the text “upside down:” **“The eye hospital with permanent beds of Dr. S. J. Kaczkowski in Luhansk, former assistant of the Imperial University of Warsaw. Reception from 10 a.m. to 1 p.m. and from 5 p.m. to 7 p.m. Telephone 365”** (1915. No. 1).

The advertising and reference press used “white spots,” newspaper and magazine space for “delicate” ads already in the XIX century: for example, only a few words on the entire page:

“Hotel “Continental” “Ob'yavleniya Kievskih torgovyih i promyshlennyih firm [*Announcements of Kyiv Trade and Industrial Firms*].” (1898. No. 1).

Of course, such advertising was not cheap, because you had to pay for the whole page!

One of the interesting moments of graphic design of the XIX century is the coat of arms (state, regional, patrimonial, emblem of a certain enterprise). The ads with such an element stood out among others.

There were also such original graphic means of attracting that were as noticeable as possible:

## **“VOR**

### **otniki i manzheti belie, tsvetnie noveishikh**

**risunkov v bolshom assortimente...** [*“Collars and cuffs are white, the colors of the latest drawings in a large assortment...”*] (“Darovoy vestnik [*The Giving Herald*].” 1907. No. 1).

Thanks to the graphic bolding, the word “VOR [*Thief*]” catches the reader's eye first of all, because this ad is specially highlighted and oriented to attract and make the potential buyer interested in this information.

According to researchers, the period of “empirical accumulation of graphic material” was the beginning of the XX century, especially the first decade. The main topic was the use of the so-called “industrial art” in advertising. This refers to the image of machinery, industrial and agricultural equipment in advertisements. In particular, one of the authors of the St. Petersburg magazine “Zhivopisnoe obozrenie [*Picturesque Review*]” tried to characterize the importance of industrial advertising in society. Contrasting the “high art” (historical and domestic genres, landscape) and “advertising art” (decorative, applied, industrial), the observer wrote about the “ignoring” of the latter in the society, all sorts of “disdain for advertising that serves the industry.” Comparing the situation of advertising in the Russian Empire and abroad, the correspondent stated: “The art of advertising is already recognized abroad as an expression of thought and beauty that is equally great in any way of manifest.... Large industrial firms have already understood the importance of artistic advertising: they attracted talented artists, who could turn ordinary commercial advertising into artistic production” (1897. No. 51. P. 908 – 909).

The development of advertising in the early XX century, on the one hand, is recognized by the rapid progress in the field of printing, and on the other hand, by the use of new visual and artistic means. Thus, the position of advertising-photography, color advertising, various color posters and other printed products strengthened in Europe and America at this time in the press.

Gradually, these advertising innovations began to appear in the Eastern Ukrainian advertising, reference and other periodicals. The development of printing increasingly encourages the use of artistic means on the pages of publications. This period is characterized by



advertisements that occupied significant newspaper space. Such ads could consist of a few words in a frame and printed in large bold letters, sometimes decorated with ornaments (floral, geometric) or other decor. Such graphic design of advertising was not cheap for the entrepreneur, and therefore was inherent mostly in stable publications that were in demand among readers.

Changes in the graphic and artistic design of advertisements become more and more noticeable. The first samples of handouts appear in the press: small colored pages, sheets, ribbons with some advertising information are inserted in the middle of the publications:

**“Confectionery, bakery and cafe Br. Vist. Katerynivska Street, Hadji's house. Orders for Easter cakes and kulichs, mazurkas, cakes “Fantasiia [Fantasy]” are accepted, Easter decorations are received, all orders are executed conscientiously and accurately”** (“Novosti Simferopolya [*Simferopol News*].” 1910. No. 19).

This tape could be folded into a small convenient pocket book.

At the same time, advertisements appeared on colored sheets that were inserted inside the publication (advertisement on a small long red sheet with text in a decorative frame on one side and images of fruits, leaves, flowers, etc. in the center). At the same time, the text on the pages of the newspaper “Novosti Simferopolya [*Simferopol News*] reported:

“Only the highest quality SEEDS: VEGETABLE, FLOWER, FIELD, MEADOW, IN SELECTED SORTS. Tested and guaranteed germination of the best foreign and local cultures. Seeds are OFFERED by trade company of *Sh. B. FELDBLIUM* in Zhytomyr. Wholesale warehouse.... Retail sale.... Price lists and seed samples are sent FREE of charge. The firm buys various seeds for export in large quantities” (1910. No. 19).

Such advertising was often printed on both sides of a color sheet and functioned as a regular advertising page of the publication. Advertising materials were often separated from other publications in the press (especially in magazines). One way was to place ads at the beginning and / or at the end of the magazine (several pages, different colored paper).

Large advertisements began to actively use a variety of not only graphic, but also artistic images in the early XX century. Now advertisers have not only an advertising text, but also a graphic image of their products, emblems or even a colorful scene, accompanying landscape, etc.



Advertisements of women's haberdashery, jewelry, colonial products, and appliances are quite attractive. For example, an advertisement for the sale of gramophones combined all the advertising means of the time: advertising text is on a large newspaper area in different forms; there are four faces in the center: father, mother, daughter and son. They seem to be reading the text attentively:

“No cost! Father and mother, daughter and son – All listen to the gramophone with enthusiasm. Do not spend money on a trip to the theater or opera!”

The central “character” – a huge gramophone to the right of this text, to the left – an upside-down message: “A huge selection of GRAMOPHONES AND PATHOPHONES, the latest technology, starting from 5 rubles.” There is another picture-emblem of gramophones – a dog barking at a gramophone, and the logo (an angel with a feather, which rises above the products of the gramophone records company) (“Polesskaya zhizn [*Life in Polesia*].” 1911. No. 71).

The advertisement of artificial diamonds “LUCIOS” with an artistic drawing of a huge Christmas tree decorated with rings, necklaces, pins and other accessories-jewels seemed to be “grandiose” (“Kievskaya torgovaya gazeta [*Kyiv Trade Newspaper*].” 1906. No 110). By the way, similar advertising “wandered” the pages of many other publications. The information about the jewelry of the company “Lucios” was presented repeatedly in the daily Kyiv newspaper “*Rada [Board]*,” diversifying its graphic design.

The advertising design was also affected by the development of photography – advertisements-photographs began to appear on the pages of publications. Mostly, such submissions are typical for the stock exchange and agricultural press, where specialists were interested in the emergence of technical innovations. Of course, photos were a convenient means of graphic representation, and the buyer got the external characteristics of a particular machine, equipment, etc. Thus, the consumer was able to immediately draw conclusions for himself: whether he needs this product or not. Gradually, advertising photography began to be used in the offer of other goods and services.

Such an example is a large advertisement-appeal with different fonts and decor, with photos of children, drawings from their lives, graphic images of products they produce for the company “SLOID:”

**“SLOID COMPANY” (PRESCHOOL HAND MADE).** Offers raffia, wood ribbon. Peddeg and bamboo. Accessories for basketry. Straw and artificial ribbon for making hats. Froebel material. Pedagogical games and activities. Plasticine for modeling. Dissected plants. Unified production and warehouse of the V. D. P. Kyiv” (“Vsemirnyiy delovoy posrednik [*World Business Intermediary*].” 1911. No. 22 / 24).

Not every newspaper or magazine could afford drawings and photographs. However, the illustrations were also found on the pages of “poor” publications – most often it was furniture (tables and chairs, beds), pianos, gramophones, cosmetics (soap and cologne), lamps and lampshades, cameras, shoes, clothes (women's, men's, children's).

The illustrations are also associated with trademarks (signs) – cognac and rowanberry tincture of the company “Shustov,” Vichy” cosmetics, “Brocard and Co.” perfumes, “Nestle” chocolate and cocoa, galoshes and tires of the manufactory “Trykutnyk [*Triangular*],” cars and typewriters (“Singer” sewing machine, “Optima” typewriter).



# Большая распродажа

СКЛАДЪ ШВЕЙНЫХЪ МАШИИЪ, ЛАМПЪ И Т. Д.

## Г. А. ЦОРНА,

на Дамжеровской улицѣ, во дворѣ Лебедева, противъ Пале-Рояля.

*Ручныя швейныя машины въ двѣ нитки, со всеми аппаратами, начиная отъ 20 р. Ножныя швейныя машины въ двѣ нитки, со всеми аппаратами, начиная отъ 28 р. Полное ручательство и преподаваніе. Вязальныя машины. Громадный выборъ: Лампы, желѣзной посуды, дѣтскихъ самолетовъ, пожелничковъ, подкосовъ и т. п.*

12—276—10.



**Все товарысамаго лучшаго качества по фабричнымъ цѣнамъ безъ торгу.**

Some editors and publishers tried to present advertising in an original way, and resorted to comic, humorous drawings. For example, the pages of the Odesa magazine “Akordy [*Accords*]” advertised the light bulb “Tungstram” (more than 75% savings), the best tungsten bulb... The original. Dr. Just-Tungsten. First appeared on the market; have nothing in common with secondary lamps with similar names and brands. Available in the best electrical stores” (1914. No. 2). An interesting picture: a man with a guitar looks at the starry sky and sees the bright light of a light bulb. The moon was crooked from such competition.

The covers of reputable advertising, trade and commercial publications looked very effective at the beginning of the XX century. They were often decorated with images of Hermes (Greek) or Mercury (Roman) – patrons of trade and crafts, messengers of the gods. The cover of the magazine *Mestnyiy torgovyy mir [Local Trade World]*” (Katerynoslav, 1911) illustrates Mercury holding the globe on his shoulders; below – a crowd of “business people” who are watching their messenger with entreaty and faith; above – an elegant woman and a worker with a hammer in his hands; on the left – ships; on the right – smoke of plants and factories, representing the intense life of industry and trade movement.

The editors of the magazine “Torgovo-promyshlennyiy Yug [*Commercial and Industrial South*]” (Odesa, 1911) chose factory chimneys, a steamer and a bridge connecting industry and trade as their symbols. The publication was the body of the Council of Representatives of Industry and Trade of the South of Russia, who tried to truthfully reflect the activities of the Council, objectively “interpret economic needs,” cover economic and commercial life (1911. No. 1).

The figures of Hermes or Mercury are present in the illustrations of such periodicals as “Ezhegodnik promyshlennosti i torgovli g. Odessyi [*Yearbook of Odesa Industry and Trade*],” “Kommercheskoe obozrenie [*Commercial Review*],” “Kievskiy budilnik [*Kiev Alarm Clock*],” “Posrednik [*Intermediary*]” and some others.



Thus, these examples show how the graphic and artistic design of advertisements on the pages of periodicals in Eastern Ukraine gradually developed. It is worth noting, that these were only the first steps in the development of advertising graphics, which later led to the emergence of artistic posters, full-color ads and other advertising products. Although experts and sometimes readers expressed a lot of complaints: about the artistic content of advertisements, their quality, sometimes the drawings were grotesque, caricatured, template. Graphic design was considered as an integral part of marketing activities closely related to commercial and industrial advertising already in the early XX century in specialized publications.

Industry began to develop rapidly in European countries in the XIX century, new economic conditions emerged, demand for advertising grew, and as a result, prices for advertising products increased. Advertising agencies appeared in the advertising market in addition to companies-advertisers and publications-advertisers. At the same time, there was a need to train specialists in this field. For example, the first manual “How to Write Advertisements” was published in Germany in the late XIX century. In the early XX century, newspapers and magazines were considered the only mass media, that’s why advertising turned into a powerful marketing strategy.

## Questions for Students' Control

1. What are handwritten “newspapers,” how were they copied and distributed?
2. What are “advertising newspapers?” When did the advertising press of the Transdnieper region begin to form?
3. What is advertising? How does this definition relate to the functioning of the specialized advertising and reference press?
4. Explain the main reasons for the intensive development of advertising and reference publications in Transdnieper Ukraine in the XIX and early XX centuries.
5. What main advertising and reference headings existed on the pages of “provincial gazette?”
6. Analyze the dynamics of the development of the specialized (advertising and reference) press in Transdnieper Ukraine (by provinces, individual cities, years, topics, etc.).
7. Name the main components of advertising messages on the pages of the specialized press.
8. What artistic and polygraphic means were used to express advertising?
9. What graphic components contributed to the success of advertising and reference information in the columns of the specialized press?
10. Name the types of information transmission in journalism.



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## THEME 2.

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### THEMATIC SPECIFICITY OF THE ADVERTISING AND REFERENCES PERIODICALS

Only a small part of periodicals did not actually confirm the purpose declared in the subtitle during content analyzing: “Spravochnyy listok [*Reference Sheet*]” (Kyiv, 1908), “Spravochnyy listok “Hutoryanina” [*Reference Sheet of the “Hutorian”*]” (1914). Thus, the first newspaper was published by the Union of Metal Workers and intended to cover their professional issues. However, publications did not concern references or advertising, except for 6 ads on the first page (the address of the Union's lawyer, the names and reception times of the Union's doctors, the offer of services of the dentist M. M. Slutska).

In general, the terms “reference,” “announcement,” “advertisement” in the title or subtitle of the publication were the main criteria for determining the type of specialized press – advertising and reference.

According to the immediate problematic and thematic content, the entire advertising and reference press published in the territory of Transdnier Ukraine in the XIX and early XX centuries was divided into 9 main groups. Some groups united publications that were close in their specificity but not widely known (for example, theatrical, artistic and book press, medical and resort press, publications of congresses and exhibitions).

Thus, this section analyzes 9 thematic groups of specialized advertising and reference press:

- 1) Reference (universal) publications;
- 2) Advertising magazines;
- 3) Trade, industrial, commercial and stock exchange press;
- 4) Agricultural reference periodicals;
- 5) Apartment directories;
- 6) Marriage publications;
- 7) Theatrical, artistic and book press;
- 8) Medical and resort press;
- 9) Publications of congresses and exhibitions.

## Reference (Universal) Publications

Newspaper advertising occupied a significant area on the pages of printed publications in the middle of the XIX century. Advertisements covered almost the entire range of internal business information, although they were mostly divided into two blocks: official information and private announcements. The first group was significantly larger in number.

Ads began to be distinguished by thematic varieties due to the development of the advertising business in the country. It is explained by the fact that the periodicals had a rather narrow focus for a long time and were designed primarily for secular readers. Publishers mostly paid attention to literary, cultural and educational news: popularization of book reviews (“reading rooms”), stories about Parisian fashions with color pictures and publications that should be considered as hidden advertising. The news about new books and magazines made up 80% of all advertisements in the print media of the early XIX century.

The reform of 1861 caused a need to conquer the wider population, to promote scientific and technical knowledge among industrialists, businessmen, bankers, farmers, to establish a specialized information network for the exchange of experience and local news in a particular area of economic activity. More and more often black and white drawings, dashed prints, photographs that told about technical discoveries, agricultural equipment of improved designs, innovative methods of using certain products of both domestic and foreign production appeared on the pages of “thick” magazines. As a rule, such ads occupied one or two pages at the beginning or at the end of the publication (depending on the purpose and scale of the magazine, sometimes 10 – 20 pages were allocated for advertising, that is, 20 – 30% of the total space).

Advertising information on the front pages was more expensive than publications on the back pages. The texts were quite correct, restrained, serious, full of only the necessary trade and economic data. Besides the announcements about the publication and distribution of new books and magazines, the use of various technical innovations, a significant place was given to reports on the opening of art and industrial exhibitions, theatrical performances, recreation facilities.

The heyday of newspaper advertising was in the late 1890s – early 1910s, when the development of industry intensified in the country. As a result, it led to the intensification of commercial advertising, which gradually moved from monotonous, restrained information announcements to full-fledged advertising messages with rich content, diverse of forms and printing means.

The emergence of commercial advertising led to an increase in the income of publications, and later became the main source of funds to the treasury of magazines. Specialized advertising publications that appeared in many centers of Transdnieper region (“Kievskie ob'yavleniya [*Kyiv Announcements*]” (1838 – 1838, 1850 – 1858), “Kievskiy listok ob'yavleniy [*Kiev Announcement Sheet*]” (1872 – 1877), “Kryimskiy spravochnyi listok [*Crimean Information Sheet*]” (Yalta, 1907), “Poltavskiy listok ob'yavleniy i spravok [*Poltava Announment and Information Sheet*]” (1912), “Harkovskiy spravochnyi listok [*Kharkiv Information Sheet*]” (1898), etc.) contributed to the rise of advertising in the southern lands of the country.

The first advertising and reference newspapers of universal purpose had, on the one hand, a wide program, and on the other hand, were too limited in obtaining and disseminating reference information.

For example, the Odesa newspaper “Novorossiyskiy listok ob'yavleniy [*Novorosiisk Announcement Sheet*]” (1882) printed the following messages: meteorological tables, price list of the Odesa bread market, train and steamer schedules (those that came in and went out from the Odesa port), data on registered letters, a list of consignees, trade information, a ship index, job searches. They had such headings: “for hire” (shop, house, warehouse), “looking for work” (realist, dentist, tailor, surveyor, military, student, tutor), “for sale” (bricks, seeds, piano, estate, 16 thousand acres of land, etc.).

The reference and commercial department of the newspaper submitted various references, on which “society spends a lot of time, labor and money.” According to this, many specialized publications of a universal nature, as well as “Novorossiyskiy listok ob'yavleniy [*Novorosiisk Announcement Sheet*]” tried to be “a desktop newspaper for all strata of the population” (1882. No. 1).

“Kievskiy vestnik ob'yavleniy i spravok [*Kyiv Bulletin of Announcements and Information*]” had a similar program. The editors considered their first duty to explain the nature of the publication and the main goals of its activities, which were generally confirmed by the popular slogan: “Advertising is the main driver of trade.”

The first sentence of the editorial explained the need to borrow positive experience: newspapers of this type had long ago gained “civil rights” and functioned in “huge numbers of copies” even the high cost of living in the West. So, such magazines also became “an integral part of not only the commercial world, but also other spheres of life.” The editorial board decided to publish a newspaper for “reference purposes,” offering addresses of important institutions, reception hours and working hours of officials; publishing cases scheduled for court hearings; informing about auctions, sale of property, announcing train and steamship schedules, carriers’ fares, prices for basic products; names of persons who arrived in the city or left a particular hotel; lists of persons who have not been served telegrams, etc.

Thus, the information published in the newspaper was a kind of reference book, where Kyiv residents and visitors could find out the addresses of institutions and officials (Kyiv city police, postal and telegraph department, city public administration, schools of the Ministry of Finance, museums and art galleries (there were 5 of them in 1909), libraries and reading rooms (9 in total, including the city public library, 4 state free public reading rooms, a public library, and private libraries of L. Idzykovskiy, Slukhaievskiy, and Martos).

The “Medical section” contained addresses of medical institutions (dentists, obstetricians-gynecologists, specialists in skin and venereal diseases, etc.).

The tables “Prices for vital products” were updated from issue to issue: the information concerned the main markets in Kyiv: Zhytnii, Bessarabian and Jewish. Among the products: meat, sour cream, flour, caviar, cereals, etc. Thus, in 1909, chum caviar cost an average of 80 – 90 kopecks per pound at the Bessarabian and Zhytnii markets, and 85 kopecks at the Jewish market. Kosher pork meat was most expensive at the Zhytnii market (14 – 16 kopecks per pound), the cheapest were at the Jewish market (13 – 14 kopecks).

# Стирайте бѣлье воздухомъ!!

по совершенно новому принципу



**БОЛѢЕ 200 ШТУКЪ ВЪ ЧАСЪ.**



Огромная экономія времени, денегъ и труда.

Вновь усовершенствованный пневматическій ручной  
стиральный аппаратъ

## „ПРАЧКА АМЕРИКАНКА“

Награжденъ на междунардн. выставкѣ въ Парижѣ 12 августа 1907 г. почетнымъ крестомъ и золотою медалью.

Аппаратъ «Прачка Американка» стираетъ всякаго рода бѣлье скоро, легко и чисто; устраняетъ вредное для бѣлья треніе, предохраняетъ бѣлье отъ порчи, занимаетъ мѣсто мѣнѣе аршина.

Благочинный  
ЦЕРКВЕЙ

Эриванской губ.  
3 Января 1907 г.  
г. ЭРИВАНЬ  
№ 4.

Н. Ф. ЧИДНЕРУ, Варшава.

Честъ имѣю сообщить, что заказанный Вами аппаратъ «Прачка американка» мною полученъ въ цѣлости, дѣйствуетъ превосходно, за что приношу Вамъ искреннюю благодарность.

Благочинный Протоіерей

*НИКОЛАЙ ФЕДОТОВЪ.*

Отъ Начальника ст. «ЮШАЛА» Пермск. ж. д. Ивана Ивановича Ластина: три аппарата «Прачка американка» получили, одинъ для себя, а два для знакомыхъ, и всѣ приносимъ Вамъ благодарности. Стираетъ скоро и чисто, поэтому прошу выслать на мое имя тоже для знакомыхъ еще пять аппаратовъ «Прачка американка» съ налож. платежемъ и т. д. 28/11 1906 г.

Священника Николая Высотскаго с. Войника чер. г. Перекопъ, Тавр. губ., отъ 6-го Іюня 1906 г.: «Аппаратъ прачка американка» получилъ и нахожу его весьма удобнымъ и необходимымъ для каждаго дома и т. д.

Ст. Ирѣновская, Акмол. обл., 3 Апрѣля 1907 г.

Г-ву Н. Ф. Чиднеру Варшава. Съ января с/г. я выписать отъ Васъ аппаратовъ «Прачка американка» для стирки бѣлья до 20 штукъ, по просьбамъ жителей Ирѣновской станицы и всѣ мои требованія Вами выполнялись очень аккуратно, получатели премного довольны, а потому я второй разъ приношу Вамъ благодарность. Я нахожу, что необходимо имѣть каж-



In general, the advertisements of the “Kievskiy vestnik ob'yavleniy i spravok [*Kyiv Bulletin of Announcements and Information*]” concerned a variety of goods and services: marble washbasins “of high quality, of all sizes and styles in a huge selection;” Serhii Sokolskyi’s tour in the Modern Theater; Italian shop of fresh flowers “Flora;” electrical workshop of Ye. D. Zamyrailo; photography “Raphael.” The section “For sale” included – a boat, a wedding dress, a motorcycle, puppies; the section “For rent” – rooms, dates, villas, estates, land; section “Looking for a job” – a student, a dressmaker, a doctor, a teacher, a worker, etc.

For example, the Kyiv monthly magazine “Vsego ponemnogu [*A Little Bit of Everything*]” (1907) emphasized the need to listen not only to publications of economic nature, but also to the magazines of “business people” who do not have a free time to detailed reading and search for the necessary information. On the other hand, there is an “inertia of the capitalists,” who traditionally conducted “the business bequeathed by their grandfathers and great-grandfathers on the rails on which they were once put” (1907. No. 1). Therefore, the newspaper saw its task to orientate, first of all, “business people,” to open “the riches lying under their feet,” to turn their pennies into millions.

“Kievskiy listok ob'yavleniy [*Kyiv Announcement Sheet*]” was published 2 – 7 times a week, distributed free of charge. The editorial board defined its tasks: to assist trade and industrial firms, factories, craft institutions, etc. in disseminating information about goods, products and activities; to print addresses of doctors, engineers, representatives of the bar, job seekers, people who want to buy, sell, give or rent houses, land, etc.

“Vsemirnyiy delovoy posrednik [*World Business Intermediary*]” offered its readers prices for various products (flour, cereals, firewood, cons, meat in bazaars and shops), general inquiries, exchange rates, preferential tariffs, messages from the post and telegraph department).

“Spravochnyy listok ob'yavleniy g. Aleksandrovska [*Reference Sheet of Announcements of Oleksandrivsk*]” considers the slogan “Advertising is the engine of trade” (1909. No. 8) as its basic rule. The Americans and the British have long been spending huge amounts of money on advertising and have long realized its enormous benefits. However, the way of wide advertising of their goods and manufacturers in the country is too slowly and has found only minor application in the capitals and large cities. The

editors sought to create “the first and only printed organ” that would serve as a link between manufacturer and merchant, as well as merchant and consumer. As a result, the leaflet was sent free of charge to all public institutions, village boards, factories, plants, mines, traders and landowners of Yekaterynoslav and adjacent provinces.

The free newspaper “*Listok ob'yavleniy [Announcement Sheet]*” (Odesa, 1913) has defined its actual task – to help the advertiser to find the most diverse reader. The newspaper is distributed free of charge, and its audience is changing. Everyone is aware of the role of advertising. The editorial stressed: “Without advertising is like without bread, even if you have all the best. The newspaper will strive to compete with the existing publications, to penetrate into the wider masses.” (1913. No. 1).

Examples of all those goods that could be found out from ads in the Odesa magazine: gramophone, hats, corsets, confectionery and bakery, orthopedic shoes by Anton K. Muravytskyi, “Kommersant” printing house, cut and life school, lamps in the crystal shop of Yu. S. Nechaiev-Maltsev, “eternal dolls with hair” in the shop of I. H. Vinnytskovskiyi. A single Ukrainian advertisement text stands out among this variety of goods: “Pure Ukrainian bee honey. 35 k. junta. Ukrainian store “Dila,” Preobrazhenska Street, 11” (1913. No. 1).

There are a lot of images that correspond to the texts of the ads: violin (announcement about the warehouse of musical instruments), graceful woman (corsets, clothes), stylish man in a coat with a cane in his hands (factory warehouse of ready-made men’s clothes), different types of cars “Benz and Co.” (cars, trucks, omnibuses) of the world-famous Odesa representative office on Rishelievskaya Street, 11.

The prominent place in the free Odesa newspaper “*Listok ob'yavleniy [Announcement Sheet]*” (1915) has a price list that begins with the statement: “It is a fact that the universal warehouse of gramophones and golden things of I. A. Weisberg (Preobrazhenska Street, 88, corner of M.-Arnautska, next to the illusion “Dzerkalo Zhyttia [*Mirror of Life*]”) received a huge transport of goods, all listed in this price list: records, concert gramophone, table for playing, guitars, mandolins, balalaikas, plectrum, alarm clock, pocket watch “Anker,” various chains, earrings and gold rings, samovar, hanging bronze lamps, silver by weight at the rate of the day” (1915. No. 1).

The advertising and reference press has made a powerful breakthrough and moved from weak information, monotonous and expressive forms to a holistic, versatile, high-quality content. The emergence of specialized advertising publications contributed to the process of advertising development steadily approaching its peak.

### Advertising Magazines

Newspaper advertising became an increasingly powerful tool, a means of enrichment in the late XIX century. Its merit was that advertising became an intermediary between producers and consumers in the changed social relations, contributed to their common good. Advertising spread knowledge, experience everywhere, gave the opportunity to every inventor to make the fruits of his work known to the public, and the people – to take advantage of new discoveries. In addition, advertising was important because it increased and created needs. Advertising every new product, improvement in every field of production increased people's desire for improvements, and thus gave impetus to the expansion of needs. Undoubtedly, the importance of newspaper advertising was great. “Torgovoe delo [*Trade Business*]” noted: “*Refusal to advertise is equal to the death for a merchant's business. Who wants to quickly destroy the business, must neglect advertising, shut up, without signs of life*” (1907. No. 1).

Ye. Halperin, the publisher of “Torgovoe delo [*Trade Business*]”, paid great attention to various types of advertising, referring to the experience of other countries. For example, many wealthy people in America got rich through successful advertising. This sphere gradually became profitable. For example, well-known reputable firms in New York became successful thanks to a competent advertising campaign. “Advertising is the key to the success of the business” – a common American axiom, an indispensable truth for the Yankees. However, this thesis was absurd for many Europeans.

Ye. Halperin gave the names of manufacturers, merchants, inventors, craftsmen as an example, who became well-known in America by advertising their products and enterprises, and then gained popularity in other parts of the world, expanding the range of activities of professional

advertisers. Their profits grew not only daily, but hourly. Such rates of enrichment were considered incredible by many Europeans, they seemed fabulous for the entrepreneurship and commerce of that time.

Of course, advertising without sufficient quality of goods and its expediency of use could not provide long-term success to a particular company, owner, inventor. For example, Ye. Halperin tells about some advertising means that led to the enrichment of Americans. For example, the story of Curtis, the inventor of syrup for babies. He gained wide popularity thanks to Mrs. Winslow. The recommendations of the famous writer contributed to the fact that 10 thousand mothers began to feed their children with Curtis syrup in a short time. The entrepreneur quickly bought a beautiful house, began to dress in velvet and diamonds, bought a beautiful estate with a villa and “lived like a real gentleman.”

Another instructive example concerns a poor Irish boy who arrived in New York in 1832, without money, connections or friends. He worked hard, saved penny by penny, tried to become an “independent master.” In twenty years, he achieved what he wanted and became rich thanks to hard work, seriousness and consistency. He bought a fashionable house in one of the best parts of the city, a hat factory. Even the fire, that destroyed the workshop and led to the loss of more than 60 thousand dollars, did not disappoint the entrepreneur. He resumed the business, expanded his hat business and became rich again.

Advertisements of this master could be found in many newspapers of different cities. He had a talent for making his advertisements short, expressive, clear, original and attractive. This was achieved primarily by combining the text of the ad with the anger of the day:

“Queen Isabella has lost her crown – Knox hats are real crowns and can never be lost, as anyone who buys a hat at the corner of Broadway and Falcon Street can easily make sure.”

“All that glitters is not gold, but Knox hats combine brilliance with novelty of form.”

“When President Johnson leaves the White House, he will need a Knox hat.”

“No one who wore a Knox hat fell off his head during the San Francisco earthquake.”

“If a Kelodj girl gets married, her husband will wear a Knox hat.”

“Ladies may prefer Greek bows, but men will always prefer Knox hats.”

“Even the biggest crook in New York wears Knox hats.”

Similar statements could be found daily on the pages of all New York newspapers. The consequence of this advertising campaign was that everyone, constantly meeting the name of Knox as the best hat manufacturer, turned to the already known address to buy a hat from Knox (1907. No. 1. P. 21).

The Odesa magazine “Torgovoe delo [*Trade Business*]” tried to cover all possible fields of advertising: it helped to look for new employees, taking into account the fact that reliable and skillful workers are rare, but it is easier to find one or two among a considerable number: they turn to intermediary bureaus or directors of commercial schools if they are looking for young, not yet experienced people. They place ads in daily newspapers and special editions. If you intend to choose the best employees, you should pay attention to the form and size of the advertisement. If you need experienced employees who are not constantly looking for a vacancy, then the content and volume of the advertisement should show your solidity, stability, and dedication.

Thus, the magazine became a kind of practical guide for beginners in advertising. In particular, it described the use of various means of attracting the attention of consumers of goods or services. Such means included, first of all, intelligence and humor. It was believed that whoever possesses these talents can safely start the “advertising game” without risking failure. A nice smile or good irony can always decorate a product; funny figurines in shop windows can attract attention; witty inscriptions on certain items for sale will also encourage interest. There is an additional chance that such things will be noticed and appreciated.

Funny porous figurines became a cheap and interesting product for entertainment in the early XX century: head, mustache and beard were sown with special grass that grew quickly. This business was revived at the end of the last century, offering figures with green mustaches and green hair.

At the same time, humorous inscriptions, apt sayings, proverbs and other expressions which decorated wall clocks, writing utensils, ashtrays were practiced. Thus, wall plates decorated with all sorts of aphorisms for one occasion or another were noticed at the exhibition of kitchen

equipment in the early XX century. It was easy to make them, working with tweezers dipped in varnish. If buyers wanted to buy such plates and keep the inscriptions, the sellers turned to the porcelain factory, which produced such products quickly and cheaply.

According to the theoretical and practical tasks of advertising, the Odesa magazine “Torgovoe delo [*Trade Business*]” introduced a new concept for the newspaper advertising industry of that time – *advertising space*. The publication operated with special terms, acquired a professional character, and offered its readers accessible and original material. Editor Ye. Halperin acquainted readers with the existing laws on advertising in European countries.

Thus, the advertising space was limited by a special law against unfair advertising in the XIX century in Germany. It punished for false information about the existence of the company, the quality of the goods, the method of its manufacture, the specified honorary awards, the properties of the goods, the reasons and purpose of the sale. Prosecution of dishonest advertisers was conducted by firms that distributed the same type of goods in civil proceedings and by the state in criminal proceedings. In other countries such laws did not exist, sometimes the case was limited to preliminary administrative censorship. Therefore, such states had only one thing left – to fight against advertising by means of advertising itself.

For example, the editorial staff provided advertising examples that convinced readers of the truth of the above words in the section “In the Field of Demand.” The publisher tried to communicate frankly and honestly with potential customers through the newspaper: “we talk about everything sincerely, although sincerity is not appreciated in our time; we are interested in placing as many ads as possible in our publication. Although we are interested in the largest number of ads, our beliefs have always been and will be in the foreground, and material things in the second. No matter how much we need ads, we will never, as long as our publication exists, give for any reward ads of immoral content or those that are intended to simply deceive the public. We want our readers to treat our publication with full confidence, so this confidence will be transferred to those firms that will print ads in our publication” (1907. No 1. P. 20).

Indeed, there was no such publication in the territory of Transdnieper Ukraine in the late XIX and early XX centuries. But the need for it was

significant. The advertising business had already developed rapidly at that time in America and Europe, while the first steps were still being taken in Ukraine. The publisher of “Torgovoe delo [*Trade Business*]” brought to Odesa the overseas experience of creating advertising products after a trip to America and began its implementation in the Transdnieper market by means of his own periodical.

The advertisements of the well-known in Kyiv specialized advertising office “Relkama [*Advertising*]” (Vlad Khoinovskyi) appeared on the pages of advertising periodicals at the beginning of the XX century (Khreshchatyk, 41).

Most often, ads indicated the basic “truths of life: every merchant is obliged to inform buyers about all the goods he has and receives, to inform about their quality and value, to expand the circle of his customers, to achieve significant turnover and to gain the sympathy and trust of customers. Every industrialist and craftsman is obliged to use advertisements to interest consumers in the superiority, quality and cheapness of their products, as well as to seek new markets. Every public institution is obliged to inform and remind the public about its existence and actions by means of announcements. Anyone who sells or buys something, looks for the use of his labor, is obliged to use ads” (“Fakt i Reklama [*Fact and Advertising*].” 1906. No. 17).

The ads in the newspaper “Fakt i Reklama [*Fact and Advertising*]” are often based on the principle of personal responsibility of the advertiser and his direct presence. For example, the factory of I. S. Zheromskyi (the company has existed since 1890): “I produce the most durable and profitable shoes from the best foreign materials, as well as produce the most possible styles of pads for sick and disfigured feet... I have many reviews from customers and doctors. Sketches are made on time and accurately. Order for orthopedic shoes. Sviatoslavska Street, 7, apartment 2. The front entrance. I. S. Zheromskyi.” “Before you go to Kyiv for contracts, WRITE in your memo book that you need to visit the main depot of musical instruments and sheet notes H. I. Indrzhyshchek, at Khreshchatyk, 41, mezzanine floor. You will find everything related to music – from concert grand pianos, pianos and orchestras to the cheapest musical gifts. A large selection of music notes and gramophones at the most affordable prices.” “Products of **B. Vladymyrov** exist since 1875.

Message. I have the honor to inform my respectable customers that I do not take any part in the Trading House of B. Vladymyrov and Co°, Volodymyrska Street, 53, the 10th shop from the corner (near Paul's drugstore), opposite Theatre Street, where specialists under my direct supervision ... make hats: military, civilian and for all educational institutions from the best English materials. Therefore, I kindly ask dear buyers and customers to contact me in S. Mohylevskiy's hat and cap shop, located at V.-Volodymyrska Street, 53, 10th shop from the corner (near the Paul's pharmacy), opposite Teatralna Street. Specialists under my direct supervision... make caps: for military, civilian and all educational institutions from the best English materials.





A large selection of hats of the latest styles, caps – civil, military and various children’s. Hats are sent to non-resident customers by cash on delivery. Sincerely, B. V. and S. M.”

In general, there is a lot of other household information on the pages of the publication, the genre of price list is widely used (for example, the price list of Kazan soap by Masam Habibulin: almond – 25 kopecks, mint – 20 kopecks, the same in bars – 20 and 10 kopecks, respectively. Pressed pieces of different smells cost from 40 kopecks to 1 ruble. Flower of the highest grade from 1 ruble 20 kopecks to 3 rubles).

Announcements about Ukrainian publications appeared twice on the pages of the newspaper “Fakt i Reklama [*Fact and Advertising*].” First of all, it concerns the book and music store of L. Idzykovskiy, which has the following books for sale: “Rozvaha [*Entertainment*]” (Ukrainian reciter), “Ternovyi vinok [*Blackthorn Wreath*]” – literary and artistic almanac, “Ukrainska muza [*Ukrainian Muse*]” (anthology). This information is accompanied by small announcements in Ukrainian and price offers. Literature in the native language appears here for the second time due to the Ukrainian bookstore (formerly “Kievskie starinyi [*Kiev Antiquities*]”), which sells “all kinds of Ukrainian books.” A large selection of photographic portraits of Ukrainian hetmans, writers and artists, collections of Ukrainian songs, postcards and drawings. Catalogs are issued free of charge.

A few more samples of such ads. About the cinema: “Monte Carlo. The most varied, richest and most grandiose program, consisting of 5 departments of the *latest novelties*. Any visitor will always get the best impressions thanks to the most exquisite and richest selection of pictures” (1906. No. 7). “The nail of the season! The giant of cinema! The great folk theater of three united biographers. The great oasis of The Royal Vio and Zirka [*The Star*]... Fight program in 6 sections.”

“Aza” Electric theater.” Everyone says that the cinema “Aza” has a great program. Why? Because you will see the best films, selected with artistic taste only in “Aza.” Because the session consists of 5 sections. Because the management has made every effort to make you very satisfied” (No. 6).

## Trade, Industrial, Commercial and Stock Exchange Press

Professionalism in Ukrainian advertising began to gain momentum in the late XIX century. Awareness of the importance and growth of advertising during this period was the result of a number of social events and technological advances, the root cause of which was the industrial revolution that took place in the world.

The main thing in advertising at that time was to invent an effective and efficient communication system that would help to deliver products to all outlets of a wide market. At the same time, a number of new technologies appeared: telegraph, telephone, typewriter, cinema, photography, sophisticated agricultural machinery, etc. Due to this, newspapers and magazines begin to allocate their space (“advertising space”) for the placement of new, more original and complex advertising (using elements of art, for example, engraving techniques for advertising drawings). Gradually improved printing capabilities contributed to the emergence of photographs in publications and greater visibility of advertising.

It was no longer possible to give descriptive ads to sell a particular machine due to the advent of technical advertising. An interested buyer needs visual information in the form of a photograph, engraving, drawing, etc. The brightness of the picture and the clarity of small details increased the advertiser’s chances of sale.

For example, according to the definitions of modern researchers who trace the processes of the emergence and development of advertising of technical equipment, gradual social industrialization, the volume of advertising spending in America increased to 500 million dollars due to the industrial revolution in the early XX century. Industry became the main engine of marketing, the same happened in Europe.

It should be noted that the industrial revolution did not have such a significant impact on the society of Transdnieper Ukraine at that time as in other countries of the world, but it still contributed to the emergence and rapid development of new advertising technologies. This especially affected the quantitative indicators – the gradual and quite numerous growth of specialized periodicals related to advertising and reference information about trade, commerce, industry and agriculture.

In particular, publications related to trade information which provided information about the “arrival” and “departure” of certain goods from the ports of the South (Odesa, Kherson, Mykolaiv, Berdiansk), setting prices for certain products, informing about fairs and their products, became widespread. Starting with the “Preyskurant prihodyaschim v Odessu inostrannyim tovaram i ishodyaschim rossiyskim tovaram [*Price List for Foreign Goods Coming to Odesa and Outgoing Russian Goods*]” (1809 – 1841), as well as various contract advertisements (Kyiv, 1835 – 1838, 1850 – 1959), the publications of this group often had the same titles, such as: “Torgovyiy byulleten [*Trade Bulletin*],” “Torgovo-promyshlennyiy vestnik [*Trade and Industrial Bulletin*],” “Torgovo-promyshlennyiy ukazatel [*Trade and Industrial Index*],” later – “Kommercheskiy posrednik [*Commercial Intermediary*]” / “Posrednik [*Intermediary*],” “Kommercheskoe obozrenie [*Commercial Review*],” etc. The words “announcements of trade and industrial firms,” “trade newspaper,” “commercial intermediary,” “trade business,” “southern merchant,” “southern consumer,” etc. appear in the titles of similar newspapers and magazines.

The commercial press developed especially intensively in Odesa. Seven “trade bulletins” marked with the names of the gaffers of the Odesa Stock Exchange (I. Pavani, D. Xanthopoulos, etc.) appeared one after another since 1883. There was also a number of commercial magazines among them: “Kommercheskiy posrednik [*Commercial Intermediary*],” “Kommercheskoe obozrenie [*Commercial Review*],” and others.

The pages of such press were dominated by announcements, commercial and trade reviews and telegrams concerning “market sentiment,” such as: “Hamburg. The market is sluggish, prices are going down;” “The market is in a calm mood, demand is not limited” (No. 3); “London. The market is calm and prices are stable” (No. 8). Attention was drawn to background information, and this is primarily the “commodity department,” stock exchange rates, train and steamship traffic, as well as the state of the market, both domestic and foreign. The chronicle was kept in separate sections: sugar, tobacco, wool, hemp, alcohol, salt, oil, kerosene, bread, hay, wood, metal, gas, gold.

The pages of the newspaper have sections: “Export,” “Freight,” “Customs Tariffs.” An interesting section is “Grocery and Colonial Market” (properties and prices of such goods as coffee, almonds, rice,

coconut oil, etc.). The last page has another section – “Index of Trading Firms, Shops, Plants and Factories of Odesa and the South” with addresses.

The editorial board of the Odesa magazine “Kommercheskiy posrednik [*Commercial Intermediary*]” set the following goal: to provide the masses with the necessary information about trade, factory industry, export and import, various agreements and contracts, banking operations, etc. for an inexpensive subscription (1910. No. 1).

An advertisement for the products of perfumery goods “Brocard and Co.,” in particular, the perfume “Love Me” (floral cologne with the scent of Persian lilac), appears on the pages of the “Kommercheskoe obozrenie [*Commercial Review*]” (Odesa, 1895) for the first time. The “visiting card” of this company and its products is the image of exquisite perfume bottles on the shelves (1895. No. 7). The general content of the publication consists of various trade details, an overview of bread markets, views of the harvest, apartment signs, S. Kornin’s shop of schmuckler’s products (fringe, tassels, cords, picks, decoration of ladies’ clothes), flower vases, glove factory, S. Ostrovskiy’s school of cutting and sewing.

The emergence of radically new products, “fruits of the industrial revolution:” the first cars, agricultural machinery, the first products of the company “Kodak,” cinematographic equipment, promoted the creation of the corresponding specialized technical publications, which not only advertised the latest technologies, but also told how to use, repair, improve, etc.

A bright example of such a publication was “Volshebnyi fonar [*Magic Torch*]” (Yelyzavethrad) – a magazine “specially devoted to all issues of arranging and staging of folk readings, readings for students.” The magazine was published in the provincial southern city from August 1899 to February 1907 by the editor-publisher M. O. Pashkovskiy.

The program provided for the publication of government orders on public readings, excerpts from the reports of the public reading committees, chronicles of the improvement of the magic torch technique and paintings to it, information on new lighting devices, instructions on how to use technical achievements and demonstrate scientific experiments, make paintings, ways to organize public audiences. There were such headings as “mailbox,” “announcements,” “illustrations to the text,” etc.

The editors of the magazine noted that specialized publications on projecting pictures on the screen are already published in European countries: France, Germany, England. The Germans even have a specific concept of *Projectionskunst*, that means the art of projection. The need for such a magazine is confirmed by numerous letters from all over the country. The editors are ready to be useful to their potential readers, provide useful background information and practical advice. A special department was opened in the journal for this purpose (1899. No. 1 / 2. P. 3).

Announcements, extensive advertising of new achievements in the field of projection and lighting technology played an important role in the publication of the magazine “*Volshebnyiy fonar [Magic Torch]:*” “Acetylene device in combination with a magic torch. The application of acetylene to photography and to the magic torch gave extremely important results: brightness of illumination, calm burning and ease of manipulation. Acetylene light is three times stronger than kerosene light. The apparatus for acetylene production “*Infanto*” costs 30 rubles without a burner and tubes” (1899. No. 1 / 2. P. 3). The ad was printed on green paper with a picture of this projector.

Detailed information was often offered on separate pages pasted between the text material. As a rule, a photo or graphic image of a technical invention was accompanied by an explanation: “The ether-oxygen vodka gives the best light for a magic torch or a photoscope. Absolute safety, ease of manipulation, light power of 1000 candles, cheapness of current lighting costs. It is suitable for any torch. The latest *Excelsoir* model has advantages over other models. The price for a single torch is 60 rubles, a double torch with 10,000 candles each is 85 rubles” (No. 1 / 2. p. 3). There is another information: “Double torch “*Amerykanska zirka [American Star]*” with telescopically retractable fronts. The main convenience of this torch is that it can be inserted by lenses with different focal lengths. Thanks to this, it is possible to get an image of the same diameter at different distances from the screen. The price with a pair of lenses in a box is 240 rubles.”

In 1903, “*Dovidkove biuro [Reference Bureau]*” was opened at the editorial office of a specialized magazine at Myrhorodska Street, 16, Yelyzavethrad. It offered its explanations, provided consultations, helped to choose devices and organize public readings. All costumers were

offered a questionnaire with 14 questions, for example: “Are you familiar with the construction of a magic torch and its operation?” “How much money do you allocate for the complete initial equipment, that is, for a torch with a lamp, drawings, screen, machine and accessories?” “What image do you want to have on the screen?” “What are the dimensions (length, width and height) of your auditorium and how many spectators?” “How is your auditorium illuminated?” “Do you wish to show moving pictures by means of cinematography?” “Do you wish to show the effects of the transition of day to night, winter to summer, etc.?” (1903. No. 3).

In May 1904, the editor visited the international exhibition of alcohol in Vienna (April 16 – May 13) in order to provide its readers with a brief overview of alcohol lamps to magic torches. At the same time, the editorial board published an appeal “To institutions and individuals who organize folk readings.” It stated that the several years of publishing practice of “Volshebnyi fonar [*Magic Torch*],” the uniqueness of specialization, as well as significant reader interest throughout the country allows the magazine to become a unifying body of all Russian institutions that conduct folk readings. It was planned to establish a “research audience” in Yelyzavethrad for testing all new devices, light sources, comprehensive experimentation on different types of torches, drawings, etc. Editor M. O. Pashkovskiy assured that he had all the necessary means to demonstrate the drawings that appeared in the country and abroad.

Another specialized industrial magazine which advertising and reference activities were wisely and professionally conducted is the Zhytomyr magazine “Golos pchelovoda [*Voice of the Beekeeper*]”. It was published in the center of Volyn province during 1913 – 1915 under the editorship of I. Kovalov. The magazine had a subtitle – “Dilovyi shchomisiachnyi bdzholo-promyslovyi zhurnal [*Business Monthly Bee-Industrial Magazine*].” The publication was interesting not only for its content, but also for its extraordinary approach to the advertising process. The leading article defined the following main tasks: to create a serious beekeeping body in the country, which would be exclusively practical in nature, would become a useful guide for a wide range of readers. It also developed issues of scientific, practical and industrial beekeeping; promoted the distribution and marketing of bee products, so that domestic

honey producers could find “the right and direct way to the main markets” without resorting to unreliable services of dealers.

In order to attract as many potential readers and advertisers as possible, the editorial office introduced texts-appeals and appeals that were presented in a prominent place and opened each issue of the magazine: “You, exactly you, can find a buyer for your honey, wax and other products by placing your **free advertisement** in the magazine “Golos pchelovoda [*Voice of the Beekeeper*].” Do not refuse the money that is put in your pocket!!!” (1913. No. 1. P. 1) or “The advertisers can get 10% of the subscription price in their favor by subscribing to the magazine “Golos pchelovoda [*Voice of the Beekeeper*].” Office” (1913. No. 2).

The editorial staff constantly encouraged readers with such laconic phrases-commitments in order to think about their actions, justify their steps, count the money invested in a particular business (advertising of beekeeping products was also meant). Some issues of the magazine had no appeals, but contained eloquent question marks, which looked like this:

“?????? ??????”

or:

“???” (1913. No. 4).

Thanks to such means (appeals, calls, persuasions, explanations, questions), each issue of the “Golos pchelovoda [*Voice of the Beekeeper*]” had intrigue, expectation. It was achieved by a psychological impact on a wide readership – professional and amateur beekeepers. The editorial office used the paper of different colors for easier orientation among informational and purely advertising materials. As a rule, advertisements were printed on green, blue, orange, pink, yellow or other colors, at the beginning or at the end of the publication.

The second issue already had an announcement about the compilation of the address and reference book “Pchelo-promyishlennyiy mir [*The Bee-Industry World*].” Therefore, the editors asked everyone who was related to the beekeeping world to submit their own addresses, send catalogs, price lists, circulars and other reference materials. It was noted that all “instructions will be gratefully accepted in the development of the publication” (1913. No. 2. P. 10).

At the same time, a bee-industrial bureau was opened at the office of the magazine “Golos pchelovoda [*Voice of the Beekeeper*]” (Staro-

Honcharnyi Lane, Zhytomyr, 33). It had broad functions: to provide information about foreign firms that are ready to buy Russian honey, wax and other products firsthand; to report the addresses of domestic and foreign firms where it is most profitable to purchase goods or offer them; to execute orders for the transfer of orders for various goods; to translate commercial letters and documents, brochures, catalogs, price lists from and into all European languages; to assist in the preparation of projects, estimates, advertising, printing of catalogs, brochures, price lists; to issue certificates on all issues within the competence of the editorial board of the specialized journal (1913. No. 3. P. 6).

The bee-industrial bureau of the Zhytomyr magazine opened a permanent exhibition of “samples of honey, wax, artificial wax, seeds of honey plants, etc. for sale to subscribers and advertisers of the magazine in order to practically promote the distribution of honey products... “Participation in the exhibition is free, visiting the exhibition is free” (1913. No. 3). Such exhibitions created by the editors of specialized publications became common in the early XX century.

Gradually, the “Golos pchelovoda [*Voice of the Beekeeper*]” prepared its readers for specialized advertising, which systematically “increased” its influence, had a strategic goal, which grew into conviction and action:

“Have you ever thought that the “Golos pchelovoda [*Voice of the Beekeeper*]” with its advertisement is working for you while you sleep or have fun?” (1913. No. 3);

“TO HAVE HONEY and not to sell it is not profitable for you, let your product be known by publication. The announcement brings orders – the announcement develops the business” (1913. No. 5);

“You can sell honey to the population of the whole world WITH THE HELP of advertisements” (1913. No. 6).

Henceforth, the texts no longer convince of the need for advertising in general, the appeals mostly concern the beekeeping products themselves:

“Until you start advertising your honey, it does not exist for the commercial world. The firms will learn about your honey only through an advertisement” (1913. No. 8).

“Even excellent honey will not find sales if it is not advertised in the right place” (1913. No. 9);



“If you offer honey to many people, some will probably buy it” (1913. No. 11).

In fact, all publications of the professional journal were subject to a single idea – to present the most objective and voluminous material about the beekeeping world. The popularity of the Volyn magazine was promoted by a flexible editorial policy: wide advertising campaigns, the organization of its own industrial (intermediary) bureau, adaptation to the requests and needs of its readers, the ability to catch innovations and submit them to the judgment of specialists.

One of the original steps of the magazine's editorial staff should be considered a practical attempt to introduce and distribute the first subscriber advertising forms. Readers were offered a cut-out printed form for ordering an advertisement already from the first issue, which could be used to get a small discount:

“To the office of the magazine “Golos pchelovoda [*Voice of the Beekeeper*]” ORDER No. ... Attaching the text of the advertisement, I ask the office to print it in the magazine “Golos pchelovoda [*Voice of the Beekeeper*]”.... once .... in the subsection “Sale and Purchase,” in the subsection “Supply and Demand” – free of charge. I enclose herewith the sum due in the amount of... with postage stamps of penny denomination. Signature, year.”

This example shows how seriously they managed to put advertising in the structure of editorial work. The publisher was able to use all known advertising opportunities.

The editorial office introduced a new department in the magazine in order to make it easier for readers, subscribers and others to submit advertisements and to answer current questions. It is a reference department “Sale and Purchase” with “advertisements of subscribers of “Golos pchelovoda [*Voice of the Beekeeper*]” about the sale and purchase of honey, wax, hives, bees, etc. The fee: annual subscribers pay 4 kopecks for a line of petition in one column, half-year subscribers – 6 kopecks. Subscribers’ messages no more than 240 letters are published in the journal in the reference department free of charge. Private ads are accepted at a different rate. An advertisement sent to the office without specifying the place is printed before the text. The justification number is 25 kopecks. There is a discount for repeated ads” (1913. No. 10).

According to the example of the magazine “Golos pchelovoda [*Voice of the Beekeeper*],” it is possible to conclude that magazine advertising in the early XX century was already marked by high responsibility, text and graphic literacy, focus on a specific audience, logic and emotional impact. The heyday of magazine and newspaper advertising takes place in the period of rapid development of capitalism. Also the publications begin to receive maximum funds from advertising.

In general, such editions as “Volshebnyi fonar [*Magic Torch*],” “Golos pchelovoda [*Voice of the Beekeeper*],” “Mezhdunarodnyiye torgovo-promyshlennyye ukazatel’ [*International Trade and Industrial Index*],” “Kommercheskiy posrednik [*Commercial Intermediary*],” “Gazeta Kievskikh torgovykh i promyshlennykh firm [*Newspaper of Kyiv Trade and Industrial Firms*],” “Kievskiy delovoy posrednik [*Kyiv Business Intermediary*],” “Torgovo-promyshlennyye ukazatel’ [*Trade and Industrial Index*]” and similar magazines contributed not only to the development of specialized print advertising in the country, but also directly helped industrialists, developed trade, both domestic and international, taught them to master the secrets of making profits, accumulating funds, investing in advertising, and waging a worthy struggle with competitors.

### Agricultural Reference Periodicals

Agricultural publications are an important thematic group among advertising and reference publications, which began to appear in the second half of the XIX century. Such journals include, in particular: “Tsirkulyar Odesskogo Kommercheskogo agentstva Yugo-zapadnykh kazennykh zh.d. o polozhenii odesskogo hlebnogo ryinka [*Circular of the Odessa Commercial Agency of the South-Western State Railways. on the Situation of the Odessa Grain Market*]” (1894 – 1908), “Spravochnyy listok Odesskogo zemeledelcheskogo sindikata [*Reference Sheet of the Odessa Agricultural Syndicate*]” (1897), “Spravochnyy listok Harkovskogo obshchestva selskogo hozyaystva [*Reference Sheet of the Kharkiv Society of Agriculture*]” (1886), “Vedomosti zemledelcheskogo sindikata [*Gazette of the Agricultural Syndicate*]” (Kyiv, 1897), “Spravochnyy listok zemledeltsa [*Farmer’s Reference Sheet*]” (Odesa,

1910), “Romen [*Romain*]” (Romny, 1910 – 1917) and other publications that informed about the state of the agricultural sector and offered relevant announcements and references.

The editors of the lead article of the “Spravochniy listok zemledeltsa [*Farmer’s Reference Sheet*]” pointed out that they were oriented to the reader from the peasant environment, provided a variety of information about agriculture and animal husbandry, answered practical questions, and paid special attention to the fight against drought as the main vice of farmers in the South.

Although the editorial office printed mostly correspondence and notes, combining them in the headings “Rabbit Breeding,” “State of Bread,” “Chronicle,” “Answers,” etc., but it sought to attract “advertisers” in the future: it taught how to submit ads to the newspaper, emphasized on “mutual benefit.” The newspaper was not continued.

The “Spravochniy listok Odesskogo zemeledelcheskogo sindikata [*Reference Sheet of the Odessa Agricultural Syndicate*]” included the following main issues in its program: trade and commercial telegrams, rates and freights, prices for agricultural products and other goods in domestic and foreign markets, data on the state of crops and forecasts for the harvest, information on the export of bread from ports, agreements for bread and other goods. It was reported that the newspaper was distributed free of charge to members of agricultural societies, zemstvo governments, leaders of the nobility, all syndicates, as well as owners of savings, factories and plants (1897. No.1).

General publications about the harvest in the Kherson province, the “mood of the bread market,” freight in Odesa, the work of the Mykolaiv elevator, wine trade in the Kyiv province, the regulation of flax sales, were added by the so-called “household details.” They are: rust ointment, a way to distinguish boiled milk from raw milk, bacilli for mice, glass scales, etc. Traditional advertisements are also present on the pages of the publication: corsets “Hihiiena [*Hygiene*]”, “Singer” sewing machines, natural Crimean wines, depot of seeds and tools in the garden institution of B. F. Stamm, products of the tobacco factory of A. D. Buriard, grand pianos and pianos, goods of the Kharkiv Machine-Building Plant, a warehouse of McCormick cars in Odesa.



“Spravochnyy listok Harkovskogo obschestva selskogo hozyaystva [*Reference Sheet of the Kharkiv Society of Agriculture*]” (1886 – 1888) provided general information about the agricultural state, practically argued about the victory, added new aggregates and knowledge, created the proposition of the present day. Kharkiv Joint-Stock Company under the firm “Nova Bavariia [*New Bavaria*]” offered honey and beer in platters and without them (table beer and spruce, horn-bearing honey and white). Kharkiv chemical laboratory is the first steam factory of toilet milk, various cosmetic products, toilet facilities and the household of the South. Advertisers emphasized and warned: it is necessary to demand the factory mark – an image of a basket with flowers with each drug of the Laboratory. The latest catalog has been sent to the specified address without free of charge. Traders were given significant concessions. Addresses of stores and warehouses were printed (1887. No. 1).

It should be emphasized: Kharkiv Society of Agriculture also took care of the cultural requests of its readers. It is no coincidence that the

announcements of such subscription publications as “Kievskie starinyi [*Kiev Antiquities*],” “Sad i ogorod [*Garden and Vegetable Garden*],” “Yuzhanin [*Southerner*]” were printed here.

The library of V. and A. Biriukov in Kharkiv was popularized. It was announced that many new periodicals were received here in 1886 – illustrated, humorous, philosophical, children’s, medical, art history, etc. For example: “Detskiy otdiyh [*Children’s Leisure*],” “Detskoe chtenie [*Children’s Reading*],” “Igrushechka [*A Toy*],” “Rodnik [*The Source*],” “Rebus [*The Rebus*],” “Filosofskiy trehmesyachnik [*Philosophical Three Monthly*],” “Budilnik [*Alarm Clock*],” “Oskolki [*Shards*],” “Pchela [*Bee*],” “Strekoza [*Dragonfly*]” and others.

An important role in the region was played by the weekly agricultural and trade reference newspaper “Romen [*Romain*],” published in the city of Romny in Poltava region. Extensive agricultural information, household advice, practical instructions for farmers and livestock breeders, reports on agricultural markets and prices, announcements of offers and needs were the main publications of this newspaper.

For example, there are various ads: “I give away a steam thresher and a locomotive, 10 acres for threshing. Sale is available. Ripka Junction, 33. F. H. Petrushevskiy;” “Outbuilding in the garden for rent. Moskovska Street, 28. S. Derhachivka;” “3 rooms of shops in the new market on the Protsivska Hill are available for rent. Ask I. Shulha;” “A piano for sale for 250 rubles. Ask Dubrovina’s house behind the Intercession Church;” “Russian intelligent middle-aged person is looking for a job as a maid, companion, care for the sick, upbringing of small children. Agree to leave. Hadiach, Merkulieva’s house, in front of Yakovynets” (1915. No. 3).

Sometimes official announcements were published on the pages of the newspaper “Romen [*Romain*].” The provincial zemstvo repeatedly made various proposals and appeals to the civilian population during the war. There is one of such messages: “Pork fat is bought by the provincial zemstvo for the needs of the army. Please contact the agricultural department of the provincial zemstvo for proposals and inquiries” (1915. No. 8).

The publications focused primarily on the audience of rural farmers: “Vedomosti zemledelcheskogo sindikata [*Gazette of the Agricultural Syndicate*]” (Kyiv, 1879), “Spravochnyy listok Harkovskogo obschestva

selskogo hozyaystva [*Reference Sheet of the Kharkiv Society of Agriculture*]" (Kharkiv, 1886); Kremenchuk, partially: "Spravochnyy listok po tovgovle, promyishlennosti i selskogo hozyaystva [*Reference Sheet on Trade, Industry and Agriculture*]" (Lityn Podilska province, 1913). The editors of these magazines reported about their main tasks: "to serve the interests of the Kharkiv Society of Agriculture and Industry," "to acquaint readers with the activities of other agricultural societies and institutions, as well as individuals in the field of agriculture" (1886. No. 1), to create a serious body that would "serve the interests of traders, industrialists and farmers" (1913. No. 1).

The editorial board of the newspaper "Vedomosti zemledelcheskogo sindikata [*Gazette of the Agricultural Syndicate*]" complained about the difficult economic situation of society and the oppression of agriculture in the state, emphasized the fact of uniting the owners of the South to promote the development of the agricultural sector. The newspaper did not have literary goals, but "modestly hoped to contribute to better harvests in the future."

The main program of this publication, as well as the majority of similar reference agricultural newspapers and magazines in the country, is: prices of agricultural products and agricultural industry; review of domestic and foreign markets; information related to agriculture; announcements about the objects of trade of agricultural products of the Company and private announcements.

The Lityn "Spravochnyy listok [*Reference Sheet*]" had a similar program: prices for agricultural and factory products; market reviews; essays, articles and notes on trade, industry and agriculture; announcements (1913. No. 1).

The editors of the "Vedomosti zemledelcheskogo sindikata [*Gazette of the Agricultural Syndicate*]" hoped that local farmers would report on new phenomena, goods and prices, the state of crops and expected results in agriculture (1879. No. 1). A similar opinion was expressed by other editors. Thus, the "Spravochnyy listok Harkovskogo obschestva selskogo hozyaystva [*Reference Sheet of the Kharkiv Society of Agriculture*]" asked agricultural societies and zemstvos to send their publications; authors and publishers who would like to see reviews of their works in the magazine – send one copy of the publications to the editorial office. In general, the

editorial board encouraged all readers to help in performing basic information tasks, “to report on observations or point someone's activities” (1886. No. 1).

The main place on the pages of agricultural reference magazines belonged to the review of agricultural commodity markets, the situation with seed stocks and winter crops in different cities (in the country and abroad), the identification of available stocks of certain products in different areas, the publication of price lists for the relevant products, as well as announcements related to the industry.

For example, “Vedomosti zemledelcheskogo sindikata [*Gazette of the Agricultural Syndicate*]” presented a “price list of breads and products” from issue to issue. As a rule, it was a table indicating the type of products, cities of sale (Odesa, Mykolaiv, Libava, Warsaw, Koenigsberg, Breslau, Moscow, Kyiv, etc.) and prices (from the lowest to highest price indicators). The following main types were most often mentioned among the products: wheat, rye, barley, oats, corn, flax, mustard, poppy (blue and white), peas (4 types), bomb beans, horse beans, millet, buckwheat, clover (three types – red, white, Swedish), sainfoin, alfalfa, vetch, etc.

The reports on bread stocks in a particular region were published among the important agricultural, and, accordingly, trade information. For example, at the Prague station (according to the publication “Gazety Handlowej”), at the Mykolaiv elevator, in private shops in Mykolaiv (“according to our agent”). Thus, the stocks were much larger in private shops of the city than at the elevator: wheat – 16 million poods (against 304 thousand poods), oats – 600 thousand poods (at the elevator – 79 thousand poods), flax – 300 thousand poods (89 thousand poods), etc. (1897. No. 1).

The editorial board of the newspaper “Vedomosti zemledelcheskogo sindikata [*Gazette of the Agricultural Syndicate*]” offered readers a special table in order to “bring together supply and demand in the purchase and sale of breeding producers of domestic animals.” The editorial office addressed first to the owners of purebred cattle, horses, pigs, sheep, poultry, etc., and asked to fill in the forms printed in the newspaper and send them to the address of the Syndicate Bureau. The table indicated the types of domestic animals (bulls, heifers, stallions, mares, cows, pigs, rams, sheep, poultry). Readers had to submit (write in the appropriate

column of the proposed form) the following available information: breed, number, average age, weight, price for 1 month of growth, general notes. Perhaps the editors did not receive the expected extensive information, because they did not return to this topic again.

Tables on the state of winter crops in the southern provinces (Kyiv, Podillia, Volyn, Chernihiv, Poltava, Kharkiv, Kherson provinces and Bessarabiia) were more popular (after all, such data were collected by “public correspondents” – observers for various zemstvo bulletins). In order to determine the “viability of winter crops and artificial awakening of their growth,” the contributors had to record such details as: variety (wheat, rye, rice and clover), time of sowing, state of germination in winter, results of plant growth during artificial awakening (1897. No. 4).

“Prices of Breads and Products” remained a permanent section of the newspaper “Vedomosti zemledelcheskogo sindikata [*Gazette of the Agricultural Syndicate*]” throughout the entire period of its existence. The main products – wheat, rye, oil (sunflower, linseed, hemp, rapeseed), bran, cake, sometimes eggs, flour (potato, wheat and rye), rarely – anise and caraway. The markets of Odesa, Kyiv, Warsaw, Danzig, Konigsberg served as a reference point in the pricing policy of agricultural products. The reports on the prices of some products in European cities were published from time to time. For example, the prices of lard, cow butter, cheeses (slightly aged and aged), honey (raw, clarified, separator), wool in Vienna were fixed in the publication (1897. No. 5).

The editorial office of the newspaper “Vedomosti zemledelcheskogo sindikata [*Gazette of the Agricultural Syndicate*]” became the center of the advertising bureau, which performed intermediary functions for agricultural products and industry. Therefore, offers of the Kyiv Agricultural Syndicate (later – the composition of this Society) for the sale of various products, detailed price lists, pictures of various equipment are presented from issue to issue.

For example, it was stated that the Agricultural Syndicate accepted orders for industrial chains (1897. No. 7), agricultural machinery and implements (No. 44), technical devices and parts (separators, butter churns, fans, mills) (No. 51), straw choppers of various types (No. 65), steel, saws, files, etc. Even agricultural literature was available in the syndicate (S. M. Bohdanov's agricultural dictionary, lectures on agronomy,



a manual on gardening, a collection of articles on forestry, etc. (1897. No. 44).

Extensive reference and statistical information of agricultural and trade nature is present on the pages of the “Tsirkulyar Odesskogo Kommercheskogo agentstva Yugo-zapadnyih kazennyih zh.d. o polozhenii odesskogo hlebnogo ryinka [*Circular of the Odessa Commercial Agency of the South-Western State Railways. on the Situation of the Odessa Grain Market*].” Each issue was opened with “bread telegrams,” which reported on “price sentiments” in different parts of the world.

For example, prices for available stocks of wheat and corn rose in New York on January 15, 1889; “the activity of our grain market is calm in London;” “the mood of the grain market is quiet in Liverpool” (1899. No. 2).

Almost every issue contains reports on the situation of the bread market, “bread statistics,” imports of agricultural raw materials and harvest in European countries, data on the number of steamships with cargo (wheat and flour, corn and barley, etc.), bread offers, prices of the Odesa bread market. In particular, the last table contained price indicators for such grains as winter wheat of different types, rye, oats, barley, flax, peas, corn, millet, millet, beans, etc.

Narrowly focused periodicals are: “Srednie bazarnyie tsenyi na produktyi selskogo hozyaystva po Harkovskoy gubernii [*Average Market Prices for Agricultural Products in Kharkiv Province*]” (Kharkiv, 1903 – 1904), “Tsenyi na produktyi selskogo hazyaystva (na bazarah i yarmarkah) Volyinskoy gubernii [*Prices for Agricultural Products (at Bazaars and Fairs) in Volyn Province*]” (Zhytomyr, 1911 – 1913), a similar publication in the Poltava province (Poltava, 1902 – 1904). They all reported on changes in prices for basic agricultural products in certain regions, at bazaars and fairs, in certain areas at certain times (monthly).

Thus, the agricultural reference press in the territory of Transdnier Ukraine in the XIX and early XX centuries performed the tasks: to inform about supply and demand in agriculture, to print important messages about the news of the industry, to establish better trade exchange in the country and abroad through announcements.

## Apartment Directories

Advertisements for apartments and rent were quite common in the Transdnieper region in the late XIX and early XX centuries.

Such advertisements for the sale and rent (land, estates, houses, cottages, non-residential premises, etc.) were published occasionally in the unofficial part of the “Gubernskie vedomosti [*Provincial Gazette*].” But an urgent need to separate the thematic direction of the periodicals – the so-called “apartment directories” arose in the early XX century.

“Kvartiroukazatel g. Kieva [*Apartment Directory of Kyiv*]” (1906) was the first in this thematic group. The editors addressed the owners of houses and tenants and reported on the desire to “meet the needs of the residents of Kyiv.” Until now, the owners of apartments, as well as those who needed them, had to spend a lot of “unproductive time and labor,” travel for days or even weeks, and remain in their former uncomfortable premises being tired of futile searches. This situation was extremely inconvenient for those who offered apartments, and especially for those who were looking for them. Therefore, the owners of the Kyiv Electric Printing House, with the permission of the Kyiv governor, began to publish a new edition four times a week, where they printed “only information about all kinds of vacant apartments available in the city, both for married and single people, as well as all other premises: shops, storerooms, cellars, etc.” (1906. No. 1).

The editorial board offered “to subscribe for the right to publish in the above-mentioned list of announcements.” The terms of the subscription were: 12 months – 10 rubles, 6 months – 6 rubles, 3 months – 4 rubles, 1 month – 2 rubles 50 kopecks. All advertisers who pay the cost of publications for 12 and 6 months will receive the publication at home at the expense of the editorial office, others will be able to buy “Kvartiroukazatel g. Kieva [*Apartment Directory of Kyiv*]” only in the editorial office.

As a rule, advertisements about premises “for rent” were printed on pp. 1 – 2, search for specific premises on p. 3, “Alphabetical index of police stations and streets of Kyiv” and other reference information on p. 4.

For example, there is the following information (concise and detailed) on the pages of the “Kvartiroukazatel g. Kieva [*Apartment Directory of Kyiv*].”

“An apartment of 5 rooms with all amenities is for rent. Ask the doorman, Khreshchatyk, 45;”

“Apartment with 4 rooms and a kitchen, a garden, a comfortable homestead. Mykilsko-Botanichna Street, 3. Ask the janitor. This house is for sale;”

“Kuznechna Streer, 38. 5 and 6 rooms for rent;” “Rohnidynska Steet, 4. 7 rooms for rent;”

“3 – 4 rooms. Pushkinska Street, 41;”

“Country housein the city. Hnylushkina’s House, 12. Yasnohurskyi Manor. Duka Street. Ask at the station. Go from Duma Square. 3 rooms with a kitchen 90 rubles and 2 rooms with a kitchen 45 rubles – for the whole summer. Newly renovated rooms, water supply, services and a cellar;”

“Bright basement for rent, suitable for workshops, accommodation, warehouses, etc. V.-Volodymirska Street, 45. Ask the manager;”

“Cheap. New bright furnished rooms 1 and 2. Malo-Zhytomyrska Street, 13 – 6” (1906. No. 1).

In 1911, the subtitle and editorial article indicated that “the first... apartment directory” – “Kievskiy kvartirnyiy ukazatel [*Kyiv Apartment Directory*]” started to be published in Kyiv. The edition appeared three times a week: on Sunday, Tuesday, Thursday. The newspaper was delivered to hotels free of charge. The magazine was sold at railway stations of the South-Western roads, it could be purchased in Kyiv from all newspaper vendors, kiosks, main cafes, restaurants, hotels, shops, etc.

The main section was “Supply and Demand,” which referred to hotels, furnished rooms, apartments, separate rooms for pupils and students, shops, stores, pantries, warehouses, cellars, cottages and “other vacant premises.”

As a rule, apartment advertisements were placed on 5 lines of a newspaper column (the cost was 25 kopecks), each additional line costs 5 kopecks. There were certain privileges for advertisers: 50 kopecks for five times repetition. Another payment was provided for “out-of-apartment” notices – the editorial office noted that “all other announcements are

submitted at the price of 30 kopecks per line in the column on the first page and 15 kopecks on the 4th page, the price for multiple repetition is agreed with the special consent of the Head Office. Publication of address – 2 rubles monthly. Job offers with 3 lines – 10 kopecks” (1911. No. 2).

The newspaper had a wide reference department, which actually played the role of today’s “yellow pages.” It published information about outpatient appointments in hospitals, addresses of obstetric and gynecological clinics, dentists and pharmacists. Addresses and reception hours of all present places, private and public institutions were offered. The information about leisure was diverse: meetings and lectures, theaters and shows, cafes and restaurants, hotels and shops. It is no coincidence that the editorial office and the main office were located in the center of commercial life of Kyiv, the address was: Kyiv, Dumska Square, 3 (shopping rows). The editorial office was open from 10 am to 6 pm, on holidays – from 10 am to 3 pm.

There were ads for the sale or provision of services in the “non-apartment sphere.” For example: “cinematograph for sale,” “homemade dinners on fresh oil,” “palm trees, araucaria, ficuses – in the florist of S. F. Lasish,” “ice rink “Poliarna zirka [*Polar Star*],” “Fortuna” – ladies’ hats shop, Sofiivska Street, 12,” “typing, cheap, urgent, Lutheranska Street, 6, apartment 5, 3rd house from Khreshchatyk.” Homeowners and tenants may have needed such ads: “Rats, bedbugs, moths, prusak, beet beetles, etc. can be easily, quickly and forever destroyed only by my inventions, which have earned three gold medals. Vitalii Vizental. Kyiv, V.-Vasylykivska Street, 76, on the corner of Trinity Bazaar.”

The daily literary, public, reference and theatrical newspaper “Kievskiy listok [*Kyiv Sheet*]” offered a variety of information: “vacant apartments,” resorts and sanatoriums, stock exchange information, train and ship schedules, librettos and programs of theaters and entertainment.

Advertising information was presented in separate columns, each message was separated by various patterns and lines. The text was concise: name and address, sometimes basic details.

Similarly, ads for vacant apartments were placed, the information was arranged by addresses and a brief description of the amenities. Both one-room and 7-room apartments, villas, cottages, estates, farms, etc. were

offered. One-room apartments could be found on Velyka Volodymyrska, Mykhailivska, Velyka Zhytomyrska, Velyka Vasylykivska, Khreshchatyk and Batyieva Hora Streets. 5-room apartments were concentrated on or around Lypky district including: Instytutska, Merinhovska, Nazariivska, Malo-Pidvalna Streets. Amenities – furniture, electricity, bath, veranda, garden. Sometimes the following details were specified: “telephone (or piano) for summer,” “terrace to the garden,” “full board,” “bright balcony,” “separate entrance,” etc.

A broad program was offered by “Vseobschaya gazeta kvartironimateley Yuga Rossii [*General Newspaper of Tenants of the South of Russia*],” published in 1912 in Odesa (only No. 1 was published). The editors indicated that this edition was launched as a “large non-partisan, progressive, socio-economic, political, literary and commercial newspaper” with the support of local and metropolitan forces in the “format of the largest newspapers.” The “skin issues” – the problems of housing and the high cost of living were also covered along with a diverse program (reports on meetings of societies, topical issues, professional life, provincial affairs, telegrams, theaters and exhibitions, etc.). Great hopes were placed on correspondents in large cities in the European and Asian parts of the country and abroad. This “unified body of tenants,” who made up 80% of the total population, had to take care of covering their problems. Unfortunately, the editorial staff could not confirm the relevance of such a publication, as only issue No. 1 was published.

But several similar newspapers appeared in Odesa, in particular, in 1914. The first was “Besplatnyy kvartiroukazatel [*Free Apartment Directory*]” (No. 1 – 16), then “Torgovo-promyshlennaya Odessa: Kvartiroukazatel [*Trade and Industrial Odesa: Apartment Directory*]” (No. 1 – 29).

The editors of the first magazine emphasized the need to cover the housing issue, because there is an unsystematic approach to renting apartments, cottages and commercial premises, which can be regarded as “a terrible evil in our time.” Each resident in the Ukrainian territories spent from 1 / 4 to 1 / 3 of their budget to pay for an apartment in the early XX century.

It is worth paying attention to the European experience, where “apartment bureaus” have proved themselves. The office “Labor

Exchange” office founded a department of free indexes of apartments, cottages, rooms and commercial premises in January 1914. Its main task was to streamline and regulate relations of landlords and tenants. The data were printed in apartment sheets and distributed free of charge to tenants in all bookstalls of Odesa.

That is why, heading “for rent” – apartments, rooms, cottages, shops, etc. was one of the largest on the pages of the “Besplatnyi kvartiroukazatel [*Free Apartment Directory*].” For example, “Rishelievskaya Street, 11, apartment 8. Large furnished room, sunny side, windows facing the street. The main entrance from Politseiska Street. The price is negotiable.” There is the following ad among the country houses: “Big fountain, 16 station: bar rooms with kitchen and terrace, the price is 250 rubles.” Another message: a summer house was rented on the Khadzhybei Estuary (105 rooms, 6 thousand rubles of profit annually, “favorable conditions” (1914. No. 1).

The editors began to systematize the received messages from issue No. 2: in particular, by the number of rooms (1, 2, 3... 6 and more, with amenities, furnished), cottages, shops, warehouses, etc.

Interesting statistics were provided by the editorial office of the newspaper “Torgovo-promyshlennaya Odessa: Kvartiroukazatel [*Trade and Industrial Odesa: Apartment Directory*].” There were almost 50,000 small trade enterprises in the city, as well as 72 large trading houses and merchant establishments. The trade turnover of the Kherson province developed primarily at the expense of Odesa, a large industrial and trade center of the South.

The newspaper created a reference department to provide a variety of information not only about apartments, but also about the city's commercial activities. The materials about war events, cooperative land leases, an overview of Odesa markets (prices for oil, sugar, grain, leather, meat, wool, fish, milk, etc.) were added by the tables on pages 3 and 4 with the headings “For rent” indicating the number of rooms, address, location features (entrance from the yard or street), available amenities (electric lighting, balcony, corridor system, etc.), appropriate price.

Thus, “apartment directories” played an important social role, providing announcements and important information about the supply and demand on the market of various premises. The editorial offices became

“intermediary offices” or bureaus that took on the responsibility of systematizing and publishing “subscription” or “retail” ads.

### Marriage Publications

The phenomenon of advertising interpersonal relationships became especially widespread in the XIX century with the mass emergence of ads that reflected various events that are quite important for each person: birth, baptism, marriage or death. In general, such messages have appeared in the simplest forms on the pages of printed media from the moment of their emergence. Initially, these were short announcements about certain milestones in the life of celebrities or official titled persons. Then such announcements became popular among the middle class of society. The authors of these announcements sought not only to inform the general public about noteworthy private events, but also to convey their emotional state, tried to personify the content, stylize the form and graphic design of such text.

According to researchers, the birth of advertising of interpersonal relationships occurred at the end of the XVII century in England. Thus, the section of marriage advertising appeared in 1695 in the collection “How to Improve the Economy and Trade” by John Houghton, who was called the “father of advertising.” At that time, such ads were considered “inconvenient” for the readership, but the publisher took this matter seriously enough and launched a large-scale magazine campaign to introduce his innovation, which caused mixed reviews.

The English innovator added his own comments to the marriage ads, where he explained that it was not a fiction or a fake, but a real “search ad” that could really make two people happy. Moreover, the money was paid only by those clients who successfully achieved a certain goal – found their match and got married. Although, there were also cases when people who met their “half” with the help of an advertisement tried to hide the fact of marriage in order not to pay the newspaper for the service, or to conceal this information from the society that did not approve of such marriages. Therefore, the publishers began to fight this phenomenon by providing information about the lucky ones whose fateful meeting took place with the direct assistance of the newspapers (in the case when the couple did not

pay for the service), and, on the contrary, promised confidentiality to the spouses who honestly paid the newspaper.

The English press noted that women, especially young women, received more proposals than men. Interestingly, women in those distant times emphasized mostly on the material security of future candidates for the creation of a family union. At the same time, personal virtues had a fairly objective presentation. Men, as it turned out, were capable of exaggerating and embellishing their virtues, especially when they said that they were indifferent to the appearance and material well-being of a potential wife. The publishers had a suspicion that this phrase was thrown deliberately to emphasize their hidden attention to the latter characteristics. Experienced newspapermen said: these ads are too attractive to be true.

The fashion for marriage ads gradually grew, more and more newspapers attracted searches for “her” and “him” to their pages, but often the ads were based on fictional, fantastic or ironic facts. The emotional coloring of private life, replicated by the Western European press, changed the public's attitude to marriage advertising and the ways of establishing interpersonal relationships between different people. Such ads became one of the most profitable forms of publications for publishers, because interpersonal correspondence was paid quite high according to the existing advertising rates. The true motives of marriage at that time were also commercial in nature. Thus, marriage announcements were established in the press at the end of the XVII century. In fact, such “intimate” advertising was in demand in all countries of Western Europe in the middle of the XVIII century.

Marriage advertising began to be introduced on the pages of specialized press in the conservative Ukrainian society only in the late XIX and early XX centuries. On the one hand, there was a need to use the experience and influence of the Western world, on the other hand, the moderate patriarchal society considered unacceptable the very fact of involving the newspaper to solve personal problems.

The development of mass periodicals in the Transdnieper Ukraine was slow.

The situation improved only in the middle of the XIX century, when the number of periodicals increased. It was associated with the abolition of the ban on the publication of paid advertisements in non-state newspapers



and magazines in 1862. This led to a fierce competition for advertisers, and effective attraction of new customers began.

It was also a chance to use new phenomena in the field of interpersonal communication, to introduce a number of details about “life cycle events,” “the opportunity to feel unearthly happiness,” “to overcome tragic isolation,” etc. into the context of newspaper publications.

The need for traditional matchmakers, companions, marriage agents, etc. became urgent. Therefore, the first specialized publications on family and marriage appeared everywhere, including “Brachnaya gazeta [*Marriage Newspaper*],” “Uzyi Gimeneya [*The Ties of Hymen*],” “Brak i semya [*Marriage and Family*],” “Flirt,” etc.

A significant part of such publications appeared on the territory of Central and Eastern Ukraine and Crimea. For example, Odesa: “Brachnyiyy soyuz [*Marriage Union*]” (1907), “Brachnaya gazeta Yuga [*Marriage Newspaper of the South*]” (1910), “Odesskaya brachnaya gazeta [*Odesa Marriage Newspaper*]” (1913), “Odesskaya i Yuga Rossii brachnaya gazeta [*Marriage Newspaper of Odesa and South Russia*]” (1910); Kyiv: “Kievskiy brachnyiyy listok [*Kyiv Marriage Sheet*]” (1915), “Kievskaya brachnaya gazeta [*Kyiv Marriage Newspaper*]” (1910), etc.

Advertising in specialized publications was quite original and diverse. Moreover, if consider marriage as a union or association of two people, then, accordingly, most attention was paid to the grounds, motives, conditions of marriage. Such ads may be based on different values that determine the priorities of advertisers – both material (“The prince wishes to marry a person with a large capital, for which he agrees to give his title”) (“Brachnaya gazeta Yuga Rossii [*Marriage Newspaper of the South Russia*].” 1910. No. 1), and spiritual (“A young lady is looking for acquaintance with a young man for walks by the sea tete a tete”) (“Brachnyiyy soyuz [*Marriage Union*].” 1907. No 1) interests. Also “direct” life (practical) motives of a person were popular: “A widower (Jew), brown-haired, wants to get acquainted with a widow from 25 to 35 years old, a technician by profession. Good character, the main thing is modesty and undemanding. With sympathy marriage” (“Brachnaya gazeta Yuga Rossii [*Marriage Newspaper of the South Russia*].” 1910. No. 1).

“Kievskiy brachnyiyy listok [*Kyiv Marriage Sheet*]” highlighted the first words of marriage announcements, such as: “Widow” / “Widower,”

“Young person,” “Miss” / “Mr,” “Noblewoman” / “Nobleman,” “Vegetarian,” etc. Sometimes the age characteristics were emphasized: “30 years old” (“...a well-off interesting person wants to find a life partner – a solid elderly intelligent man, the goal is marriage. Write seriously, post office, for questions”), “26 years old” (“...Orthodox, provincial, wealthy man wants to meet a wealthy girl from the upper strata from 17 to 19 years old. The goal is marriage. In advance, please write to the editors of “Kievskiy brachnyiy listok [*Kyiv Marriage Sheet*]” for the bearer of the 100-ruble ticket No. D. V. 0824 and the 25-ruble ticket No. B. Ch. 720314” (1907. No. 12), “A lady of 25 years old” (“...cute, poor, wants to meet with a rich man to improve life. Address: Kyiv, Main Post Office, on request. Tusi”).

Sometimes the first place was submitted for clarity of information:

the announcer’s *profession* (“merchant,” “inventor,” “military,” “confectioner,” “artist,” “masseur,” “staff captain,” “cook,” “teacher,” “midwife,” “lawyer student,” “provisionist,” “collector,” “tenant of the mill”);

*features of character and appearance* (“pretty,” “shy,” “handsome,” “young,” “intelligent,” “energetic,” “attractive,” “noble,” “lonely,” “elegant,” “soft-tempered,” “well-bred,” “tall,” “sincere,” “active,” etc.);

*nationality or religion* (“Polish,” “German,” “Russian,” “Jew” / “Jewish,” “French,” “Serb,” “Catholic,” “Orthodox”).

As a rule, the main motives were indicated at the beginning of each ad (for example, “I want to be an officer’s wife,” “I would like to meet,” “I would like to get married,” “I would like to make a young person happy,” “I promise love and happiness in marriage,” “I am looking for a faithful girlfriend,” “I want to be a good housewife and a faithful wife,” “I want love in marriage,” “I would like to become an exemplary family man,” “marriage with sympathy,” etc.) or attractive characteristics of the “seeker” were presented (for example, “hot brunette,” “loving heart,” “a French woman is coming,” “cheerful interlocutor,” “future heir to a large (from a rich uncle) inheritance,” “a real intellectual,” etc.).

The following first words stood out most often in the newspaper “Brachnyiy soyuz [*Marriage Union*]:” “Bride,” “Marriage,” “Correspondence,” “Wish,” “Request,” “Future Heir,” which did not have a specific classification system. As a rule, the first word was highlighted

(in bold type and a larger pin), and was followed by a continuation – an explanation of the search. For example, “**I’m tired** of leading the life of a recluse,” “**I envy** family happiness and want to be like people who have built their family hearth. I am looking for a companion with a small capital to manage family affairs equally” (1907. No. 1).

The announcements were also greeted with witty and ironic moods, which gave the texts emotionality and a peculiar color. For example, the following appeals can be found on the pages of “*Odesskaya brachnaya gazeta [Odesa Marriage Newspaper]*”: “I am 17 years old, I have brown eyes, a cute appearance and all 32 teeth. I am young, cheerful and have a modest inheritance of 10,000 rubles. Lonely and modest. I am looking for a faithful friend,” “Three sailors with a position seek love and comfort, beg to respond...,” “He came, he saw, he won – said Caesar. I am a student, I also want to see and win” (1913. No. 5).

There are ads from both women and men on the pages of such press, but men's appeals prevailed. For example, there were 7 “men’s” messages for 3 “women’s” messages in the Odesa newspaper “*Brachnyi vestnik [Marriage Herald]*” (1915. No. 3). For example:

“A young man wishes to marry a young beautiful girl.”

“A respectable young man, financially secure, wants to get acquainted with an intelligent girl or a young widow (without children) for the purpose of marriage.”

“A merchant, 24 years old, Jewish, respectable, of good character, wishes to marry a girl of his age with a capital of 5000 rubles or more.”

“Master, 27 years old, medium height, seeks to marry a girl not older than 22 years.”

“A young student, 4th year, 23 years old, wants to meet an intelligent young lady from a good family.”

“A homeowner wants to get acquainted with a middle-aged girl or widow, but necessarily of the Jewish religion.”

The texts of the advertisements, sometimes photos (with the consent of both parties were sent to interested parties with the subsequent return) were sent to the editorial office, where each subscriber had his own anonymous mailbox with a private number, often under a fictitious (anonymous) name. If the reader was interested in a certain proposal, he sent a letter to the subscriber's number. The editorial office of a particular

publication placed information about the receipt of correspondence to a specific subscriber number on the last page. It looked like this: “Letters received for numbers 123, 66, as well as “Veselushka” (“Brachnyiyy soyuz [*Marriage Union*].” 1907. No. 1).

At the same time, most publications guaranteed the observance of strict secrecy of correspondence, where the incognito of publishers and subscribers was kept. The Odesa “Brachnaya gazeta Yuga [*Marriage Newspaper of the South*]” noted: “Correspondence is carried out in envelopes without the printing company of the newspaper or external signs” (1910. No. 1).

The weekly Odesa newspaper “Brachnyiyy vestnik [*Marriage Herald*]” (1915. No. 1) emphasized the basic rules for submitting advertisements in the message “From the Office.” They were declared by the orders of the chief commander of the Odesa Military District and the local governor-general: all advertisements had to be written by hand, not printed; the text had to be signed with an indication of the title, first name, patronymic, surname, with an indication of the exact local address; the signature and address of out-of-town correspondents had to be certified by relevant institutions.

Advertisements for the services of milliners, matchmakers, dance teachers, good manners, advertisements for clothes, cosmetics, places to rest, restaurants, etc. were also printed in the columns of marriage-related newspapers. Information about the release of sheet music and book catalogs, the emergence of new literary publications and magazines was also submitted.

Other publications of “Brachnaya gazeta Yuga [*Marriage Newspaper of the South*]” and “Brachnyiyy soyuz [*Marriage Union*]” have the announcements: “Book publishing house “Myrovestnyk [*The World Herald*]” by S. S. Poliatus offers illustrated magazines: “Oy mama, zamuzh hochu [*Oh Mom, I Want to Get Married!*],” 2<sup>nd</sup> revised and expanded edition, a huge success!” (“Brachnyiyy soyuz [*Marriage Union*].” 1907. No. 1), “A milliner takes a job at home. Execution is neat and fast, cheap prices” (“Brachnaya gazeta Yuga [*Marriage Newspaper of the South*].” 1910. No. 1). Odesa “Brachnyiyy vestnik [*Marriage Herald*]” offered humorous materials: “Narechenym po sekretu [*Secret Bridegrooms*]” by Chort, the fable “Rudyi, Krot i nimets [*The Redhead,*

*the Mole and the German*],” “Osoblyvyi sposib reklamy [*A Special Way of Advertising*]” by Odesyt, “Khto bilia telefonu [*Who's at the Phone*]” by Ihryk, feuilletons “Dribnytsi [*Trivia*].”

In addition to marriage announcements in different languages (for example, Odesa newspapers often offered texts in French; “Brachnaya gazeta [*Marriage Newspaper*]” in Riga – in German, Latvian, Czech, Polish), such publications published melodramatic and humorous stories, novels, feuilletons, anecdotes on sensitive topics of human relationships: “What a Time!,” “Thoughts About a Woman,” “Marriage,” “Broken Life,” “The Story of the First Love,” as well as poems, plays, dramas, advice on how to attract attention. Almost every newspaper was lavishly illustrated, ads were placed in frames, decorated with ornaments, vignettes and other printing “decorations” that attracted the eye of readers.

Editorial or leading articles, that are characteristic of “marriage” publications, were similar to “From the Editor:” “Our Goals and Objectives,” “Splatters of the Pen,” “Strokes of the “Marriage Union,” “Women’s Question.” They not only described the tasks and needs of such magazines, but also covered the activities of marriage bureaus, agencies and offices in Europe, presented reviews of other related newspapers and magazines. The indispensable elements of these publications were the chronicle, questionnaires, messages in the sections “Mix,” “Miscellaneous Announcements,” “Mailbox.”

In this regard, the articles of the Odessa weekly illustrated newspaper “Brachnaya gazeta [*Marriage Newspaper*]” stand out. The editors wrote about the need to introduce a large section devoted to women’s issues, marriages, and a description of wedding ceremonies among different peoples already in the program article. The seminal article “Our Aims and Aspirations” (1907. No. 1) considered “the significance of marriage in the gradual development of mankind,” emphasized the need for a serious development of questions related to marriage, introduction of these problems into various areas of important issues covered by the press.

The editorial noted: “The highlight of the activity is to find out the attitude of society to marriage,” to conduct a survey.

The article “The Women’s Question” by Marquis Roland describes the need to raise a woman in the eyes of society, to show her human dignity, “to clear the way for our wives and sisters, to shake the age-old barriers

under friendly pressure, to destroy them and give a woman a wide road to knowledge and truth” (1907. No. 1).

It should also be noted that marriage announcements gradually changed the style, became more serious in “needs” and “requests.” The publications increasingly involved illustrations, elements of artistic and graphic design, and other means of attracting readers’ attention to dry texts.

However, the war events of 1914– 1918 actually pushed the advertisement of interpersonal relationships out of the newspapers, replacing it with ads of economic and socially necessary nature (lists of the wounded and dead, search for those who went missing).

The Soviet press slowed down this “frivolous activity.” The offers of “acquaintances,” “friendly,” “entertaining,” “family” contacts of various kinds again filled the pages of “serious” and “frivolous” publications only in recent decades.

### Theatrical, Artistic and Book Press

Advertising of periodicals covered new areas of public life every day. This did not bypass the sphere of entertainment. Announcements about the activities of theaters, cinemas, restaurants, variety shows, cafes, theatrical and artistic life in general, entertainment and spectacles, were becoming increasingly popular.

Ads like “I. S. BARBE’S RESTAURANT. Concert women orchestra plays during lunch and dinner. Old aged wines of all brands. Foreign wine of Hokhbrei and Triohirskyi plant. Billiards and bowling alley” (“Yuzhnoe slovo [*Southern Word*].” Mykolaiv. 1912. No. 6) or “Mariami Armenis, a follower of Isadora Duncan. Barefoot!!!” pass from edition to edition, regardless of geographical latitude and time of publication. The richer was the establishment, the brighter was the ad. Advertisements were often presented in the form of pictures: women with tools, waiters with trays, tables with bottles and fruit, etc.).

The advertising of theatrical institutions was the most popular. Specialized publications began to be published in Odesa, Kyiv and Kharkiv in the early XX century. They were engaged in advertising artists and were responsible for their engagements. For example: “Antrakt

[*Intermission*],” “Artisticheskoe spravochnoe byuro [*Artistic Reference Bureau*],” “Vecherniy listok zrelisch, spravok i ob’yavleniy [*Evening Sheet of Spectacles, Information and Announcements*],” “Teatralnyi i kommercheskiy listok ob’yavleniy [*Theatrical and Commercial Sheet of Announcements*]” – in Odesa; “Arsticheskiy vestnik [*Artistic Bulletin*],” “Artisticheskiiy drug [*Artistic Friend*],” “Artisticheskiiy mir [*Artistic World*],” “Mir artistov [*World of Artists*]” – in Kharkiv; “Vestnik oper [*Opera Bulletin*],” “Spravochnyi ukazatel [*Reference Index*],” “Teatralnyi i torgovo-promyishlennyiy vestnik [*Theatrical and Commercial Bulletin*]” – in Kyiv.

For example, Henry Beisert’s Theater Bureau was “authorized by the government and secured by a pledge,” and was under the editorship of the Odesa magazine “Programma i obozrenie zrelisch i teatrov [*Program and Review of Spectacles and Theaters*]” (1909). This company existed since 1877 at the same address: Derybasivska Street, 7. All the owners of theaters, illusions, biographers, bioscopists, etc. could receive issues of the publication on demand. Actors were asked to accept engagements in theaters through the magazine, and the owners of theaters and other institutions were asked to send information about performances by submitting ads free of charge.

The following announcements were submitted in the magazine as an advertisement-offer: “La bel Irena: virtuożka na tsymbalakh [*La Belle Irene: Virtuoso on the Cymbals*],” “Diri: imitator holosiv [*Diri: Imitator of Voices*],” “Orfelius: plastychni pozy [*Orpheus: Plastic Poses*],” “Sestry Hrei: muzychnyi atraktsion [*The Gray Sisters: Musical Attraction*],” “Mister Torbai zi svoimy komediiamy syluetiv [*Mr. Torbay with his Silhouette Comedies*],” “Pier Zhylo – khudozhnyk-avtomat [*Pierre Gillot – Automaton Artist*],” “Bambula: sensatsiina novynka: liudyna-mavpa [*Bambula: Sensational New: Monkey Man*],” “Iapontsi Nambo: 4 heishi ta 1 yaponets [*Nambo Japanese: 4 Geishas and 1 Japanese*].” Announcements also included a trumpeter on a horse, an original pantomime, a transformer artist, animated figurines, duet players; “crematorium:” burning a woman alive, original negro dancers, opera prima donna; a ventriloquist with a dog that can talk, harmonica virtuoso, etc.

Music, artistic and theatrical publications most often advertised artistic activities – “evenings of intimate song,” “concert tours,” artistic

cafes, products of cinematographic factories, circus performances, theatrical premieres. Often, separate pages were devoted to advertising actors: portraits, short but accurate and attractive description of skills and talents, their repertoire. Various decorations (rulers, frames, ornaments – flowers, floral patterns, bows) and artistic fonts were also used.

The daily literary, public and reference theater newspaper “Kievskiy listok [*Kyiv Sheet*]” published brief information about theater performances and film screenings. There is an example of the column on cinemas: “Monte Carlo Theatre. Khreshchatyk, 7. Grandiose program based on the example of foreign countries,” “Cinematography. All over the world. Kramskiy Small Theater. Khreshchatyk, 15. Sessions from 5 p.m. to 12 a.m.,” “The best biographer The Express Bio. Khreshchatyk, 25. Luxury programs,” “Illusion Theater. Khreshchatyk, 40, photographer N. Kozlovskiy,” “Theater “Bio” by D. H. Malkevych. Khreshchatyk Square, 3. The man who bought the ticket escorts the lady free of charge” (1908. No. 1).

The editors of the magazine “Sovremennyiy teatr i shantan [*Modern Theater and Shantan*]” (Odesa, 1906) asked entrepreneurs, managers of artistic societies, and all “theater and shantan businessmen” to provide accurate information about the composition of companies, repertoire, etc. in an effort to unite stage workers.

The most popular advertisements were local photos and cincographs, where one could order photos of actors in “artistic poses” and later use these photos for “commercial purposes,” such as advertising in illustrated magazines, books, catalogs, postcards, posters and other publications.

Thus, theater correspondent Samson Volodymyrovych Skorokhod offered his intermediation between editors and artists. His functions and experience were used in such cases as: engagement of chapels, choirs, singers, soloists (choir), dancers, duets, verse singers, “circus numbers” (i. e. numbers), training of “chansonette singers for two weeks” (new repertoire, words and notes, engagement obligations). The entrepreneur not only provided the address for telegrams (“Odesa – Skorokhodu [*Odesa to Skorokhod*]”), he conceals his real address: Odesa, Kondratenko Street, 39, apartment 3 (1906. No. 1. P. 10).

S. Skorokhod was the one who supplied the main advertising information for the magazine, took care of attractive photos and appealing



texts. The pages of “Sovremennyiy teatr i shantan [*Modern Theater and Shantan*]” described Jacques Noisier – “a famous brave cyclist, solo-excentrica;” genre eccentrics Kharitonovs (salon, Bosac, Jewish verses); Mrs. Koganova – performer of gypsy romances; Nikolka Saratovskiy – dancer-comedian, mimic and “balalaika-juggler;” brothers Junior – jugglers on the “devil’s ladder;” phenomenal A. Deput – “man-rubber;” Zherebylov – tamer of beasts, etc. A colorful photo of E. Chepurkova’s circus-zoo, which invited Odessans and guests of the city to Kulykove Pole, was published on the first page of issue No. 2/3. Readers could pay attention to attractive pictures with animals: jumping wolves, trained bears, smart dogs, skillful sheep. The text testified: 18 selected numbers, debut of new artists, unprecedented attractions.

There is an advertisement of M-lle Ye. M. Stryzhevskaya with a photo in the latest issue of the magazine. It is stated that she is a stuntwoman. Her repertoire is successful everywhere, that was confirmed by the addresses of her performances (for example, Kyiv – “Olimpiia,” Kharkiv – “Tivoli,” Odesa – Oleksandriia Park and “Apollo” theater, etc. (1906. No. 10/11).

Information about Ukrainian theater or Ukrainian performances was often published on the pages of the theatrical and artistic reference press. Thus, the editorial office of the “Vecherniy listok spravok i ob’yavleniy [*Evening Sheet of Inquiries and Announcements*]” provided information about the “Harmoniia” Theater in Odesa. In December 1903, it informed about P. Hulak-Artemovskiy’s opera “Zaporozhets za Dunaiem [*The Cossack Beyond the Danube*]” (M. Kropyvnytskyi as Karas), vaudevilles “Ne znaia brodu, ne suisia v vodu [*Not Knowing the Ford, do not Wade into the Water*]” and “Buvalshchyna, abo na chuzhyi korovai ochei ne poryvai [*Fable, or Do Not Make Fish of One and Flesh of Another*],” plays “Nazar Stodolia” (played by M. Marianenko) and “Natalka-Poltavka” (M. Kropyvnytskyi as Makohonenko), as well as “Doky sontse ziide, rosa ochi vyist [*Until the Sun Rises, the Dew Will Eat Out the Eyes*],” “Poshylys u durni [*Foiled*]” (M. Kropyvnytskyi in the main role) (1903. No. 30). Later, the observer K. Lirnyk reviewed the performances of the “Harmoniia” Theater, noting the dramas of M. Kropyvnytskyi, the performance of M. Zankovetska and M. Marianenko in the play “Dvi simi [*Two Families*]” (1903. No. 76)

Literary and art magazine “Teatr-varete [*Variety Theater*]” (Odesa, 1906) widely presents photographs of artists: instrumentalist (xylophone, etc.) M-Ile. Zhiudyk, eccentric soubrette M-Ile. Mary de Lescaut, Romanian lyrical singer Otetelesan, Hungarian singer and dancer M-Ile. Teresa Rudini, Spanish duet “Florida Sisters,” English quartet of the Mascot sisters, concert women orchestra under the direction of Mrs. Mykhailova.

Several pages are devoted to advertising and reference publications. In particular, “Adresnyi stil [*Address Table*]” with the indication of places of permanent residence of actors. For example, “Luch M-Ile (chanson singer). Kyiv, Oleksandrivska Street, 41, apt. 20, room. 1,” “Rudolfi (athlete). Kyiv, post office on request,” “Sakharov (director of the theater “Yara”). Yekaterynoslav,” “Picador M-Ile (Spanish dancer). Kharkiv, theater “Buff,” etc. (1906. No. 1. P. 14). The addresses of agents (Riga, Lodz, Kyiv, Katerynoslav) were given separately.

Readers had the opportunity to learn about the events of “Teatralna Odesa [*Theatrical Odesa*]” – a kind of a poster with announcements of dates and theatrical and concert events. More information was offered about theaters, circuses, variety shows, etc. (in Kyiv, Kharkiv, Tyflis). In fact, it was the editorial office of the “Teatr-varete [*Variety Theater*]” magazine that was the intermediary, because most of the ads stated: “to inquire at the editorial office...,” “to address the editorial office with requirements,” etc.

There were also some private advertisements that could be useful for artists. For example, “A tailor who has just arrived from abroad offers her services exclusively for female artists. No competition. Accepts orders by installments. Has own foreign fabric;” “Choristers, chorus girls, as well as soloists (singers and dancers) and male dancers are needed for the choir and chapel;” “I offer services as a teacher. I give a course for chansonette singers during one month. The singer receives orchestrations with the words of all studied repertoire and a place of service after graduation. The fee is negotiable.”

The magazine “Teatr i kino [*Theater and Cinema*]” (Odesa, 1915 – 1917) had a special “Biuro teatru y kino [*Bureau of Theater and Cinema*]” – addresses of actors of all theaters, information about famous “workers of the stage.” The editors stated in the subscription

announcement for 1917: more than 1000 illustrations per year: photographs of productions, ensembles, individual characters, scenery, costumes, etc.

The Odesa biweekly with the characteristic “advertising” title “Teatralnoe byuro [*Theatrical Bureau*]” (1908) specialized in publishing photographs of actors and descriptions of their skills, serving as an “intermediary between theater directors and artists,” sending information to all theaters and circuses in the capital and provinces. The editorial board set the following prices: 5 rubles for a cliché with an advertisement in the format of an open letter, 3 rubles for the production of clichés, in total – 8 rubles. The cliché is returned to the customer after publication. The editor of the magazine Johan Kolberg argued in the article “What is the Purpose of Advertising:” “An actor needs advertising, if he appears with his poster – any director will accept him.”

Such a tradition was established in Europe at the beginning of the XX century. The state of that time followed this path with more than 60 circuses and 800 tents. The actor himself has a hard time in the advertising business: to write letters of appeal on his own, send them out, pay for postal services, make and replicate his own photos. This work can be facilitated by a theatrical agency: to publish data about an actor in two thousand copies, so that perhaps 50 people will be interested in a proposal and respond to the “job offer.” Thus, the actor will receive a commitment. The editor of the Odessa publication “Teatralnoe byuro [*Theatrical Bureau*]” points out that it is beneficial for everyone: artists, directors, entrepreneurs (1908. No. 1).

There are many extraordinary, non-static photos on the pages of the magazine with the following captions: “Secular Jew V. Kopylov. Appropriate repertoire. Now in Odesa, Oleksandriia Park;” “Odesa Circus Director Andro Chinizeli;” “Russian-Jewish comedian, coupletist, gentleman H. M. Boiarov. The newest repertoire. Success everywhere;” “Artist Olena Oleksandrivna Boiarova. Incomparable performer of M. Horkyi types, “heroine of the bottom,” “caricature dancers of H. H. Fafur;” “Live Sherlock Holmes,” etc. Many characteristics are given with the words: “absolutely beyond competition,” “miracle of the XX century,” “world celebrity,” “incredible success.”

Advertisements differed in size and originality of texts, depending on the artist's income. For example: "Success everywhere!!! Though my clothes are ragged and I'm all patched up, Though I look dirty and drunk, It shocks me, Though I look like rags, But I'm not bored, I make a splash with my drunken face. Everyone's looking at me. I am noticeably different. I'm not a **coward**. **A. B. AL-RADINA**. UNIQUE IN THIS GENRE! The only one in the power of sound and timbre of voice! Own repertoire, not borrowed from anywhere! Realism brought to perfection! Now: in Rivne, Illusion Sailer. Advertising No. for illusions. Engagements are accepted. Address: Editorial office of the "Artisticheskoe spravochnoe byuro [*Artistic Reference Bureau*]" (1910. No. 1). The volume of this advertisement was the whole page, the text was accompanied by a grotesque drawing of the artist: a toothless, terrible alcoholic woman, tied with a handkerchief, with inscriptions around the portrait: "original," "A. B. Al-Radina everywhere," "Apache songs," "evil of the day," "imitations," "parodies," "baritone woman," "own repertoire."

Actresses with less income submitted small advertisements, but always tried to put their photo with an advertising text like:

"VAVOCHKA VARINA, Morning Star."

The newest repertoire!

Rich costumes!

CHIC!!! GRACE!!!

Now with great success" ("Artisticheskoe spravochnoe byuro [*Artistic Reference Bureau*]." 1910. No. 1).

Poor artists could count only on a few lines in a large table under the heading "Looking for engagement." The publication presented a large table with two or three pages with the names of actors and actresses on the left and information about their roles, location and conditions of work on the right. For example, the offers had the following text: "Characteristic comic verse writer P. Yakovlev;" "Verse writer Ms. Palmira;" "Ballroom orchestra under the direction of Mr. Kuss;" "Jewish comic quartet of Mr. Malenkyi;" "Prima ballerina Ms. Zarubina;" "Vocal and ballet ensemble of Mr. Herman;" "Large concert choir of Ms. Holovkina;" "Ballet trio under the direction of Domoradzskiy," etc.

The "address table" of a particular advertising and reference publication about theatrical and artistic activity, unlike the previous

information, offered addresses (full – with the city and street, address of the institution; incomplete – with only the city). For example, the Odesa magazine “Teatr-varete [*Variety Theater*]” published the following messages from actors about their “engagements and place of permanent residence:” “Alexandrov (Fistul) (director of the Olympus Theatre). Kyiv;” “Gut Aug. (conductor of the Vienna Women's Orchestra). Warsaw, German Hotel, room 65;” “Spark Josephine (chanson singing). Saratov, Ochkin Theatre and Garden;” “Mykhailov Gandelman (tenor pianist). Odesa, ed. T. V., Sadova 14;” “Sakharov (director of the “Yara” theater). Yekaterynoslav;” “Teresa Rudini (Hungarian singing and dancing with transformations). Odesa, Olympiia theater” (1906. No. 1).

Sometimes there were ads of artistic agencies or theatrical troupes offering their services. More often these were huge advertisements on several pages of the publication with photos of all members of the troupe. The reviews of other publications about the performance of artists were placed next to them to encourage the public: “News! The troupe “THEATRE OF HORROR” for the illusions. Director Lily Kating. First-class actors! Own plays and costumes! A huge success in both capitals and the province! Extremely bright attraction! One play after each session. Very tragic or very comic! Engagements are accepted on interest in first-class illusions. The stage is required to be at least 5 by 4 meters with room decoration. GREAT ADVERTISING AND PRESS REVIEWS. Some press reviews:

“The repertoire of the company is very original. ... Strong real drama and funny comedy border on buffoonery. The close proximity of these opposites causes a special uplifting of the audience. The plays are new and original.” “**New time:**” “The capital's public eagerly attends the original performances of the Grand-Guignol troupe invited to the international construction exhibition. The stormy repertoire has found skillful and capable performers” (“*Artisticheskoe spravochnoe byuro [Artistic Reference Bureau]*. 1910. No. 1).

Sometimes elements of humor or satire were added to the ads. A reader of the early XX century could read a humorous ad with the following content: “Entertainment garden **Silent Whirlpool**, the most grandiose performance with the participation of all artists and **CAPELDINERS** takes place today with a session of emptying pockets,

admission is free. The exit is paid. Note: they ask the mothers-in-law not to come, as there are own devils in the “**Silent Whirlpool**” (Kievskiy budilnik [*Kiev Alarm Clock*]. 1888. No. 1).

The Kyiv newspaper “Vestnik oper [*Opera Bulletin*]” was like a “folding newspaper:” programs and librettos of theatrical performances were presented inside, and various advertising information was offered on other pages.

The daily free newspaper reported about fashion-manufacture shops, ladies’ confection, French corsets, book novelties, pianos for rent, insurance services, medicinal sour milk of Prof. Mechnykov, typewriters “Remington,” Kyiv “auto-garage” and more. There is also information about a new coffee house, which was opened for coffee lovers and connoisseurs at Khreshchatyk Street (Passage), 34, together with a shop of roasted coffee, cocoa, tea and sugar (“Vestnik oper [*Opera Bulletin*].” 1910 / 1911. No. 1).



Of course, the announcements, photographs, posters, information of “address tables,” etc. depended on the stage figures and heads of theatrical and artistic institutions in such specialized publications.

For example, the editorial board of the free publication “Teatralnyi i kommercheskiy listok ob’yavleniy [*Theatrical and Commercial Bulletin*]” noted that this magazine had the first experience not only in Odesa, but

throughout the country. The existence of such a publication “depends on the sympathy of advertisers,” so this “sympathy is the first necessity” (1910. No. 1).

Such experience in Europe and America has already gained recognition. Such newspapers and magazines with huge circulations have a significant number of ads that allow publishers not only to cover expenses, but also to keep a lot of money in their own pockets. The editorial board of the Odesa edition did not count on this at once, but was sure that the publication was “not a stillborn business,” but a profitable offer primarily for “advertisers” (1910. No. 1).

A significant increase in the number of artistic (theatrical, circus, cinematographic, entertainment) institutions (Kyiv, Katerynoslav, Simferopol, Kharkiv, Odesa) led to the availability of offers and vacancies in the late XIX and early XX centuries. Artists and managers (producers, directors, entrepreneurs) were able to show their artistic skills thanks to the intermediary role of the specialized press. Systematic information allowed artists to “be in the right place at the right time.”

Unfortunately, there were much fewer book magazines in Transdnieper Ukraine compared to theatrical and artistic publications of an advertising and reference nature. Some of them declared their programs, but were not published, some appeared only in separate issues. These include “Ezhemesyachnyiy byuleten knig, poluchaemyih v knizhnom magazine E. P. Raspopova [*Monthly Bulletin of Books Received in the Bookstore of E. P. Raspopov*]” (Odesa, 1904), “Izvestiya knigoizdatelstv [*Proceedings of Book Publishers*],” “Pirogovskoe tovarischestvo [*News of the Pirogov Society*],” “Sotrudnik [*Collaborator*]” (Kyiv, 1910), “Knizhnyie novosti [*Book News*]” (Odesa, 1909 – 1912; 1915 – 1916), “Novosti pechati [*News of the Press*]” (Kyiv, 1911 – 1912), etc.

For example, the only issue of the Kyiv magazine “Knizhnyie novosti [*Book News*]” is entirely devoted to the preparation of a new reference book. The general management of this publication was carried out by L. Yasnopolskyi – the teacher of financial law of the Kyiv Commercial Institute with the closest participation of: V. Bazhaiev – Professor of the Kyiv Polytechnic Institute, O. Rusov, V. Rodzevich-Bilevich – teachers of statistics of the Kyiv Commercial Institute and others.

The editorial board of the journal “Knizhnyie novosti [*Book News*]” published a detailed program of the publication, its purpose, and tasks. First of all, it was emphasized on the need to familiarize producers and wholesalers with the possibilities of the domestic market, informing consumers about local firms where they can buy the necessary products, etc.

It was pointed out, that the agricultural part of the country formed a huge market for “consumers of products of trade and industry,” but it is also necessary to know about existing trade and industrial firms. Therefore, “the trade and industrial sector should know where and to whom it can apply with the offer of its goods, announcements about it, price lists and samples.”

The country's trade and industrial relations with other countries is also important. It is necessary to study both the domestic market and the market of neighboring countries. All these good reasons indicate the relevance of the reference index, which would combine “rental information,” traveling sales and advertising.

Six sections of the directory published information about trade and industrial enterprises, export and import, factory department, agriculture, various data.

Attention was also drawn to potential advertisers who could submit their ads to the future edition, because the circulation of the directory was 10 thousand copies. Addressing firms and individuals, the editorial board emphasized: “...By its nature and diversity of reference and address material, the directory has all chances to become as widespread as possible. It should become a reference book for both the commercial and industrial world, representatives of agriculture, state and public institutions. Finally, the directory will be a necessary book for any citizen who feels the need for this or that reference at every step. So, placing an advertisement here can not be compared with any other periodical that has a narrow range of distribution.

The placing of small ads is also beneficial in the text itself, where it will attract the attention of representatives of specific industries. Applying all the necessary energy and sufficiently significant material means, using an active agency, will make interested persons and firms to take into account all these circumstances when placing their ads in the publication (1911. No. 1).



## Medical and Resort Press

Service sector considered to be one of the most profitable areas of newspaper advertising.

It should be noted that newspapers advertised only new services (dating) and goods (colonial products) for the region in the XVIII century. Advertising was seen by the advertiser only as information about something new. Thus, a significant place in the specialized press belonged to ads about medical services. Such magazines include: “Vserossiyskiy farmatsevticheskiy vestnik [*All-Russian Pharmaceutical Bulletin*]” (Kyiv, 1912), “Yuzhnyi farmatsevticheskiy posrednik [*Southern Pharmaceutical Intermediary*]” (Odesa, 1914), “Zubovrachebnyi posrednik [*Dental Intermediary*]” (Odesa, 1913), “Vrachebno-gigienicheskiy ukazatel [*Medical and Hygienic Index*]” (Odesa, 1912), “Kuyalnitskiy kurortnyi listok [*Kuialnitskyi Resort Sheet*]” (Odesa), etc.

All medicine at that time was private, so each doctor or paramedic had to take care of attracting new clients. Medical advertisements, as a rule, always contained information about the doctor’s specialization and his address. The information was presented briefly and clearly: “Eye hospital with permanent beds of Dr. S. Yu. Kachkovskiy in Luhansk, assistant of the Imperial Warsaw University. Reception from 10 am to 1 pm, from 5 pm to 7 pm. Telephone 365” (“Kommercheskoe obrazovanie [*Commercial Education*].” 1915. No. 1).

The editors of the “Vrachebno-gigienicheskiy ukazatel [*Medical and Hygienic Index*]” reported on the need to popularize the elementary knowledge of personal and public hygiene among the general public, to acquaint with all the novelties in this field. The main departments of this directory are: public sanitation, hygiene, medical department, bacteriological information, pharmacy department, veterinary data, vegetarianism review, legal issues. The magazine was delivered free of charge to doctors, hospitals, sanatoriums, pharmacies, pharmacy shops, hotels, and public trading establishments.

It also reported about the need to prepare a reference book “Odeskiy medychnyi svit [*Odesa Medical World*],” which would include the addresses with the specialty and office hours of all doctors, veterinarians,

medical assistants, pharmacists, dentists, dentists' assistants, midwives, masseuses, as well as all sanitary and medical institutions (1912. No. 1).

Extensive background information is presented on the pages of the "Vserossiyskiy farmatsevticheskiy vestnik [*All-Russian Pharmaceutical Bulletin*]." The first page was devoted to announcements about pharmacies and the activities of chemists. For example, there is possible to find information about the activities of specific pharmacists: V. M. Tsetlin, C. M. Mazur, B. H. Berliand, Vladislav Leonovych Stavskiy (Kyiv), Stanislav Batkivskiy (Zhytomyr). The main sphere of their work is to "buy and sell pharmacies and pharmacy stores, recommend employees, advice and petitions in administrative institutions."

Some indicated other details: "sale of tested thermometers," "pharmacies: city, county, town, village. Large selection of cases. Solid offers," "legal advice," "data on creditworthiness are collected. Orders are executed immediately, accurately and conscientiously," "serious and conscientious attitude to business," "buying and selling artificial mineral water factories," etc. (1912. No. 1).

Some pages of the pharmaceutical bulletin are arranged in three columns, highlighting the first key word in large print: "apprentice," "pupil," "assistant," "rent," "necessary," "for sale," "accidentally," etc.

For example, it is possible to find out the vacancy of an apprentice for the pharmacy I. F. Petre and the requirements for the candidacy: "experienced, Christian, with 1, 1 / 2 – 2 years of practice, intelligent, good assistant, honest and modest." The place of a pharmacist was also sought in the Berdiansk pharmacy of the Tavriia province, without any requirements: "A pharmacy student with 10 months of official practice, who graduated from the gymnasium (H. B. Kozlova from Myronivka village, Kyiv province), asks a salary of 100 rubles, as well as "a table and an apartment" (1912. No. 1).

Some offers of medical services contained additional facts that testified to the reputation and authority of the doctor. For example: "Free treatment in the dental clinic at the school of Dr. Prolatorius. Reception of patients with all diseases daily, 50 kopecks for advice. Consultations, discussions, examination of maids and nurses, tests. Schedule of reception hours in pharmacies" ("Kievskiy kvartirnyi listok [*Kyiv Apartment Sheet*]." 1911. No. 1).

The monthly “Zubovrachebnyi posrednik [*Dentist’s Intermediary*]” published a “magazine of announcements” of wide content in Odesa. It had relevant specialized information: Dr. Asher’s enamel cement (“The last discovery! Whoever doubts – let him see!”), “dental chair of the XX century,” “the world’s first dental chair factory,” syringes for injections, nerve extractors, spittoons, gutta-percha and gold, springs for dentures, synthetic cement, crowns, artificial teeth. Most of the ads belonged to the trading house of D. Finebrown and Co. (enamel signs, dental depot, equipment at fairly reasonable prices). In general, the editorial board reported: “if you are looking for an assistant in the office or you need an experienced technician, if you want to transfer the office, place your ad in this magazine” (1913. No. 1).

A wide range of relevant information was also presented on the pages of the Odesa magazine “Yuzhnyi farmatsevticheskiy posrednik [*Southern Pharmaceutical Intermediary*]:” sweet-extracted caramels “Pushkin,” chocolate and cocoa of the Swiss brand “Siushar,” cocoa and coffee with milk and powdered sugar, etc. Separate sections were devoted to job search (pharmacy assistants, students), sale or rent of pharmacies and pharmacy stores in different parts of the country.

Medical services were also offered in other press of the early XX century: “Experienced masseuse seeks massage” (“Odesskiy kvartirnyi ukazatel [*Odesa Apartment Index*].” 1900. No. 5). First, there are such ads as: “Home-made lunches with fresh oil are given for the sick,” “Mending, ironing, cleaning of all kinds of dresses, furs, things, linen, shoes are convenient for lonely people. Annual subscriptions with washing of night clothes for 2 rubles 50 kopecks per month are accepted” (“Odesskiy kvartirnyi ukazatel [*Odesa Apartment Index*].” 1900. No. 5).

The resort periodicals were intended not only to take care of the “further development of the resort,” telling about its therapeutic properties, discussing the resort needs, presenting the ways of their optimal implementation, but also took care of the reference information. For example: lists of patients who arrived or left, their addresses, information about vacant apartments and prices, changes in the schedule of transport (trains, steamships). Most often resort publications were published seasonally. For example, “Kuyalnitskiy kurortnyi listok [*Kuialnytskyi Resort Sheet*],” which was published by the Odesa Society for the

Improvement of the Kuialnytsia Estuary, appeared during the summer period three times a week from May 1 to September 1.

Another large niche of newspaper advertising is occupied by advertisements about healthy lifestyle, hygiene, perfume and cosmetic products. The magazine of hygiene, agriculture, technology, housekeeping and pedagogy “Samopomosch [*Self-Help*]” (Odesa, 1901 – 1902) paid attention to professional ads along with articles and tips on first aid, medicinal properties of natural substances, disease prevention, gymnastic exercises, etc.

At least 5 – 6 pages of each issue were devoted to texts and pictures of purely advertising nature (bath-chair, Swedish balm, soap and ink, children's shoe store, flower seed warehouse, church painting society, etc.)

Much attention was paid to the novelties of fashionable clothes (mostly women's), their medical “indicators.” It should be noted that such advertising concerns primarily “fashionable remedies,” “medical effects” of women's underwear. For example, ads about “corsets,” “anti-corsets,” “girdles” on the pages of many publications.

The peculiarity of this advertising direction was in the means of influencing consumers who valued their health, listened to the advice of doctors, saved time in searching for reference information about the main medical achievements.

The main focus of advertisers was on the usefulness of their products from a medical point of view, the uniqueness, high level of specialists who offered their services. Another category of consumers of this group of advertising and reference press is the specialists themselves, who offered new equipment, materials, discoveries in the medical and health sphere.

### Publications of Congresses and Exhibitions

Arrangement of various exhibitions (industrial, agricultural, and artistic) also affected the advertising business in the second half of the XIX century. Such exhibitions were held in several important centers in the South: Kyiv (1890), Odesa (1910), Katerynoslav (1912).

Odesa was especially diligently preparing for the exhibition events. It is no coincidence that several publications appeared in the city on this occasion: an advertising magazine and a diary of the exhibition.

Thus, the reference book “Odesskaya vyistavka 1910 goda [*The Odesa Exhibition of 1910*]” usually had an article about exhibitions, their significance and history, the organization of the exhibition in Odesa, the location of the exhibition. It also provided a detailed program and description of the exhibition departments. The reference material included the history of the Black Sea city, extensive information about the surrounding resorts, ways of communication (horse, railway, steamship).

In particular, the sights were reported in the section about Odesa:

- where to stay (first-class hotels “Birzha,” “Bristol,” “Berlin,” “Velyka Moskovska,” “Victoriia,” “Videnska,” “Dvorianska,” “Yevropeiska,” “Imperial,” “Continental,” “Londonska,” “Richelieu,” “Metropol,” “Slovianska” etc.);

- what to see in the city (“even if it is the third capital in the Empire, Odesa does not impress with sights:” Exchange, City Theater, Post Office, Public Library, University, Big and Small Fountain, Langeron, Arcadiia, Lustdorf);

- where to relax – estuaries (Kuialnyk and Khadzhybei).

The list of commercial and industrial enterprises of the city was presented separately (addresses of pharmacies, car depots, banks, doctors and hospitals, confectioneries, music stores, printing offices, photographic services, floriculture and gardening, men’s and women’s hat shops, technical offices). The magazine was published in the printing house and lithography of T. Ya. Kuman. The editors published specific advertising about the original department at the exhibition: “News! Instant printing of business cards on a typewriter (100 cards per minute) for the first time!”

An important place on the pages of the “Vestnik vyistavki 1910 goda [*Exhibition Bulletin of 1910*]” was given to the “Adresnyi kalendar dilovoi Odesy [*Address Calendar of Business Odesa*],” which indicated the locations of certain institutions and the time of reception of specialists. For example: “**Doctors:** V. I. Abel, internal and nervous diseases. Reception from 4 to 5 p.m. (Address)...; **Lawyers.** H. K. Fingergut, sworn attorney (address)...; **Artists.** Silvestrov, artist (address); **Teachers.** Music lessons, drama lessons, professor of singing A. Bertenson,” etc. (1910. No. 1).

A lot of various information and advertisements were published on the pages of “exhibition” – from chocolate to roofing, from drinks to engines. For example:

“Gala-Peter – milk chocolate, *the world's first inventor* D. Peter (Switzerland). Factory warehouse O. Kurel, Odesa;”

“American engines “INTERNATIONAL” work on white oil and gasoline, simple, practical, economical, reliable. **The latest news on the engine market:** electromagnetic ignition, automatic water cooling, + beautiful engine design;”

“Ukrainian kvas, malt, the *BEST KVAS IN THE WORLD, cools and enjoys*” (the ad is accompanied by an image of a barrel of kvas, plates with dumplings; the font is elegant, original, striking);

“All cultural countries cover their roofs *EXCLUSIVELY* with American “LITOID.” The cheapest and best roof. **Independence, water resistance, cheapness**” (has the emblem of the representative office of the trading house “Zoloty dvyhun [*Golden Engine*]” in Odesa, a picture of the coating).

Thus, the publications of industrial exhibitions in the territory of Transdnieper Ukraine (in particular, in Odesa in 1910) tried to adapt the information to the activities of the meeting itself and to the presentation of the necessary data and announcements.

This group of advertising and reference press also includes the “Spravochnyy listok Vtorogo Vserossiyskogo s'ezda feldsherov, feldsherits i akusherok v g. Kieve [*Reference Sheet of the Second All-Russian Congress of Medical Assistants, Paramedics and Midwives in Kyiv*]” (1909) and “Spravochnyy listok Oblastnogo s'ezda yuga Rossii po borbe s epidemiyami v Kieve [*Reference Sheet of the Regional Congress of the South of Russia to Combat Epidemics in Kyiv*]” (1913). They both were generally of a professional nature, printed materials related directly to the organization of meetings, the course of work, programs of meetings, introduced the reports and participants of the relevant congresses. The reference direction of these two “sheets” was only indirect, because the main information had a narrow context.

Thus, it can be argued that advertising publications in the territory of the Transdnieper region of the early XX century (“Byuro reklam [*Bureau of Advertising*],” “Advertiser [*Reklamist*],” “Sudba [*Fate*],” “Fakt i reklama [*Fact and Advertising*],” “Torgovoe delo [*Trade Business*]”) not only presented samples of various, often professionally made ads, but also worked out the issues of theory and practice of advertising, resorted to historical analogies, and gave practical lessons to “business people.”

1910

ГОДЪ ИЗДАНІЯ

НАСТОЛЬНО-СПРАВОЧНАЯ  
КНИГА-КАЛЕНДАРЬ  
на 1910 годъ

УМАНЬ



"ВЕСЬ УМАНЬ"

Издатель Д. Гринвальдъ.

Умань, тип. «Энергія» Баренбойма и Перельштейна.

## Questions for Students' Control

1. Name the thematic groups of advertising and reference periodicals, give the main characteristics.
2. The main content and purpose of purely advertising press in the territory of Transdnieper Ukraine in the XIX – early XX centuries.
3. Where the agricultural reference (trade and industrial, marriage, apartment, theatrical and artistic, medical) press was most widely distributed in Transdnieper Ukraine in the XIX – at the beginning of the XX centuries?
4. Reveal the essence of the slogan “Advertising is the engine of trade,” explain why this principle was chosen as the key rule of most publishers and editors of advertising and reference press?
5. How the axiom “Advertising is the key to success” contributed to the development of advertising periodicals in the territory of Transdnieper Ukraine in the early XX century?



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### THEME 3.

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## ADVERTISING IN THE UKRAINIAN PRESS OF THE XX CENTURY

The real hopes of conscious Ukrainians for the revival of the printed word in their native language appeared in the autumn of 1905. The “fundamentals of civil liberties,” declared in the “Manifesto” of October 17, were promulgated in the wake of the revolutionary events in the Russian Empire. Later the “Temporary Rules on Temporary Publications” (November 24, 1905) were approved. They provided general provisions on periodicals, regulated the procedure for obtaining permission to publish newspapers and magazines. The “peasant magazine” “Khliborob [*Breadmaker*]” (Lubny, Poltava province) was published already in November “at the expense and means of the Lubny Ukrainian Community.” Later, the weekly “Ridnyi Krai [*Native Land*]” was published in Poltava, and the long-awaited Kyiv project – the daily newspaper “Hromadska Dumka [*Public Opinion*]” was implemented on December 31, 1905.

Several “notices” have already been published on the pages of “Khliborob [*Breadmaker*],” that mostly related to the functioning of this magazine: about the relocation of the printing house of I. Kh. Itskov at a new address (P. 2); this fact is also connected with Part 2 which “was not as complete as the editors wanted.” It was announced several times: parts 1 and 2 “are already exhausted” (P. 3 – 5), and the last number “was late due to a misunderstanding with the administration and due to a strike” (P. 5). The announcement about the postponement of the date of the Peasants’ Congress in Kyiv was printed twice (P. 4, 5). The newspaper “Khliborob [*Breadmaker*]” had an unexpected circulation of 5,000 copies for the Ukrainian press of the Transdnieper region. However, the short existence of the newspaper did not give the opportunity to use all the reserves of the local press to “wake up Ukrainians from sleep” and organize them for joint national work “for the benefit of the native land.”

The first years of publication of the daily political, economic and literary newspaper “Hromadska Dumka [*Public Opinion*]” (1905 – 1906) and its continuation under the title Rada (1906 – 1914) were the “period of torment.” Official editors and publishers were: V. Leontovych, F.

Matushevskiy, Ye. Chykalenko, B. Hrinchenko, M. Pavlovskiy, and others. Trying to expand the circle of its readers and subscribers, the editorial office constantly reported on the conditions for receiving newspapers and magazines in their native language.

Compilers of the annotated systematic index of the newspaper “Hromadska Dumka [*Public Opinion*]” reproduced in detail the structural and thematic features of the Kyiv daily. They included a number of subdivisions to the section XI “Advertising Announcements and Notices,” which related to notices about periodical and non-periodical publications, printing houses and schools, cultural and educational events and leisure, stock exchange and real estate, household and trade services, employment, train timetables, etc.

Most of the newspaper contains information about the subscription to this magazine, terms of its delivery and retail sale in different cities, invitations to agents for distribution. Almost every issue contains similar announcements, most often on the front page. Many announcements were related to the monthly magazine “Nova Hromada [*New Community*],” the Poltava weekly “Ridnyi Krai [*Native Land*],” the satirical and humorous magazine “Shershen [*Hornet*],” the monthly “Literaturno-naukovyi visnyk [*Literary and Scientific Herald*]” and other periodicals.

The editorial office of the Kyiv daily had vigorous activity. Ye. Chykalenko wrote in his memoirs “... Our newspaper does not have even a tenth of the success we hoped for when we started publishing it... We began to consider the reasons for the newspaper's failure. Matushevsky saw the lack of advertising as the biggest reason for the failure. He insisted that it was absolutely necessary to advertise it in all the most prominent Russian newspapers, send agents around the province to organize retail sales, collect subscriptions, because newspaper can not be successful without this.”

Therefore, the promotion of Ukrainian periodicals was considered a priority for every magazine published in its native language. Thus, the Ukrainian folk illustrated newspaper for peasants and workers “Selo [*Village*]” invited famous figures of their time to cooperate: professors – M. Hrushevskiy, O. Hrushevskiy, A. Krymskiy, M. Sumtsov; writers – V. Vinnychenko, M. Kotsyubynskiy, V. Samiilenko, L. Starytska-Cherniakhivska, S. Cherkasenko; publicists – M. Hekhter, Yu. Siryi, M. Shapoval and others. (1910. No. 1).

Literary-critical, public Ukrainian monthly “Ukrainska khata [*Ukrainian House*]” declared in its program “the full illumination of the process of the ideological and spiritual life of Ukraine as far as possible with the aim of exposing the main moments of nationality, which is the basis of all living creativity” (1914. No. 1). It also cooperated with own authors – D. Dontsov, M. Yevshan, H. Zhurba, O. Kobylanska, M. Sriblianskyi (M. Shapoval), An. Tovkachevskyi, Hr. Chuprynka, M. Yatskova. It was possible to subscribe and “get” the magazine at numerous addresses in Kyiv, Kharkiv, Poltava, Odesa, Katerynoslav, Kamianets-Podilskyi, Zhytomyr, Okhtyrka, Kremenchuk, as well as abroad (Lviv, Stanislaviv, Chernivtsi, Warsaw, Chicago).

At the same time, every Ukrainian magazine printed announcements of other publications of a national orientation. For example, the columns of the newspaper “Selo [*Village*]” most often reported about LNV, the newspaper “Rada [*Board*]”, “Zapysky Naukovoho tovarystva im. Shevchenka u Lvovi [*Notes of the Shevchenko Scientific Society in Lviv*]”, “Zapysky Ukrainskoho naukovoho tovarystva u Kyievi [*Notes of the Ukrainian Scientific Society in Kyiv*]”. The bookstore “Literaturno-naukovyi vistnyk [*Literary and Scientific Herald*]” (V. Volodymyrska Street, 28, Kyiv), the Ukrainian bookstore in Kharkiv (Rybna Street, 25), publications on the history of Ukraine, cards, sheet music, and paintings were also advertised here.

Readers regularly received notifications about the emergence of new editions of the popular illustrated library “Lan [*Field*]” (books by Yu. Siryi, M. Shapoval, M. Hrushevskyi, Yu. Budiak, R. Kipling, etc.) (1910. No. 13). Price lists of new books, information about the availability of works of Ukrainian and foreign writers in the LNV bookstores were printed from time to time.

For example: the Kharkiv weekly “Snip [*Sheaf*]” published announcements of “Ukrainska khata [*Ukrainian House*]”, “Rada [*Board*]”, LNV, “Svitlo [*Light*]”, “Ridnyi kraj [*Native Land*]”, “Moloda Ukraina [*Young Ukraine*]”, newspaper “Zasiv [*Sow*]”, and weekly “Dniprovi khvyli [*Dnipro Waves*]”, Lviv editions – “Dilo [*Work*]”, “Nove slovo [*New Word*]” and “Osa [*Bee*]”, humorous calendar for 1913; the Chernivtsi political magazine “Nova Bukovyna [*New Bukovyna*]”, the Moscow monthly “Ukrainskaya zhizn [*Ukrainian Life*]”.

Table with 4 columns: Price, Item Name, Price, Item Name. Includes items like 'Державна марка', 'Державна марка', 'Державна марка'.

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Table with 4 columns: Price, Item Name, Price, Item Name. Includes items like 'Державна марка', 'Державна марка', 'Державна марка'.

Advertisement for 'Завсiгдi' (Always) featuring 'Р.М. Гершмана' and 'Литвинчука'.

Advertisement for 'ДАМИ' (DAMI) watches, featuring an image of a pocket watch.

Advertisement for 'лупа' (lupa) magnifying glasses, featuring an image of a magnifying glass.

Advertisement for 'Казни' (Kazni) watches, featuring an image of a pocket watch.

Advertisement for 'ХУТРА' (HUTRA) watches, featuring an image of a pocket watch.

Advertisement for 'Спiть спокijno!' (Sleep peacefully!) watches, featuring an image of a pocket watch.

Advertisement for 'МЕБЛ' (MEBL) furniture, featuring an image of a chair.

Advertisement for 'ВАННО' (VANN) baths, featuring an image of a bathtub.

Advertisement for 'МЕБЛ' (MEBL) furniture, featuring an image of a chair.

Advertisement for 'Ролiнський' (Rolynskiy) watches, featuring an image of a pocket watch.

Advertisement for 'ДАМИ' (DAMI) watches, featuring an image of a pocket watch.

Advertisement for 'ОНИР'ЬНЯ' (ONIR'YENYA) watches, featuring an image of a pocket watch.

Advertisement for 'ХУТРА' (HUTRA) watches, featuring an image of a pocket watch.

Advertisement for 'Спiть спокijno!' (Sleep peacefully!) watches, featuring an image of a pocket watch.

Advertisement for 'ТРАФОНА-ГОДИНИКА' (TRAFONA-GODINIK) watches, featuring an image of a pocket watch.

Advertisement for 'МЕБЛ' (MEBL) furniture, featuring an image of a chair.

Advertisement for 'ВАННО' (VANN) baths, featuring an image of a bathtub.

Advertisement for 'МЕБЛ' (MEBL) furniture, featuring an image of a chair.

Advertisement for 'Ролiнський' (Rolynskiy) watches, featuring an image of a pocket watch.

Advertisement for 'РАДА' (RADA) newspaper, featuring an image of the newspaper masthead.

Advertisement for 'РАДА' (RADA) newspaper, featuring an image of the newspaper masthead.

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The editors of LNV did not plan to submit a wide range of announcements, choosing only appeals to their own subscribers and readers, announcements of Ukrainian publications (“Zapysky NTSh u Lvovi [*Notes of the NTSh Lviv*],” “Ukraine,” “Selo [*Village*],” “Rada [*Board*]”) and notices about literary contests (1909. Book 1). Most often, pages 2, 3 and 4 of the cover were devoted to such information.

In particular, it was about the LNV bookstore, which stocked books of the Publishing Union and NTSh from Lviv, publishing houses “Lan [*Field*],” “Chas [*Time*],” “Ukrainskyi uchytel [*Ukrainian Teacher*],” Russian books on the Ukrainian issue.

Price lists are presented in the “New Books” section. For example, these are the works of I. Franko, M. Hrushevskiyi, O. Kobylianska, Mark Vovchok, V. Samiilenko, H. Ibsen, H. Heine, etc., the price of books is from 20 to 80 kopecks. It also presented the popular library of the publishing house “Lan [*Field*]” – Yu. Siryi, M. Shapoval, M. Hrushevskiyi, R. Kipling, etc. (cost of all editions – 25 kopecks) (1909. Book 11).

The works of the LNV publisher M. Hrushevskiyi, whose works were in the warehouses and bookstores of the NTSh in Lviv, “Kievskie starinyi [*Kiev Antiquities*],” in the office of the LNV (1907. Book 7), could be offered separately. Almost 20 editions in Ukrainian and German are named among M. Hrushevskiyi's books (“Istoriia Ukrainy Rusy [*History of Ukraine of Russia*],” “Khmelnitskyi and Khmelnyshchyna [*Khmelnitskyi and Khmelnytskyi Region*],” “Pro ukrainsku movu y ukrainsku sprav [*About the Ukrainian Language and Ukrainian Affairs*],” “Ukrainskiy vopros [*Ukrainian Issue*],” “Avtonomiya i natsionalnyi vopros [*Autonomy and National Issue*]”).

The Ukrainian magazine for the intelligentsia “Snip [*Sheaf*]” (editor M. Bilenkyi, publisher M. Mikhnovskiyi) often published reports about the performances of Ukrainian actors. The first issue announced the performances of T. Kolesnychenko's troupe, whose repertoire included “Natalka-Poltavka,” “Shelmenko-denshchik [*Shelmenko-Day Laborer*],” “Za dvoma zaitsiamy [*Chasing two hares*],” “Harkusha,” “Handzia,” etc.

The next issue featured other productions: “Taras Bulba,” “Za voliu i pravdu [*For Will and Truth*],” “Yasni zori [*Bright Stars*]” and others



(1912. P. 2), then – “Oi ne khody, Hrytsiu [*Oh, Don't Go, Hrytsiu*],” “Po vusam teklo, ta v rot ne popalo [*It Flowed Down My Mustache, but It Didn't Get into My Mouth*],” “Zaporozhets za Dunaiem [*Zaporozhets by the Danube*],” “Marusia Bohuslavka,” “Limerivna” (1912. P. 3). At the time, there were also performances by the Ukrainian troupe of Sukhodolskyi (90 people, a choir of 45 people, well-known Ukrainian plays) (1912. P. 9 – 12, 14, 15, 17).

As a rule, the offers of shops, hotels, construction and technical institutions, workshops were presented on the first or last page (the newspaper “Snip [*Sheaff*]” was published in double numbers in summer, the announcements were placed on page 16). All notices were printed in Ukrainian, such as: “A huge selection of blankets, caps, hats, women's fur blankets, mittens and shawls” (1912. P. 1, 2, 3). An advertisement-poem was also submitted and reflected the offer of gramophones in M. K. Torskyi's shop (“When I went to Torsky's, I heard gramophones there, I became a different man, as if I had been in paradise...”) (1912. P. 2 – 6).

Short advertisements “Seeking / Looking for” usually emphasized the needs of a Ukrainian character. For example, “A Ukrainian nanny is sought, please apply to the address...” (1912. P. 4); “A secretary is sought who would know the Ukrainian language (preferably also to understand German and French and music). Salary is 20 rubles per month with a table and a room. Apply to K. Bych-Lubenskyi, Eparchial, 32” (1912. P. 8); “We are looking for a bono Ukrainian woman...” (1912. P. 33 / 34); “An intelligent Ukrainian woman needs immediate work...” (1912. P. 35 / 36); “A young intelligent Ukrainian woman is looking for a position, finished 7 classes. Can type;” “Take Ukrainian books for proofreading. Proposals should be addressed to: the editorial office of the “Snip [*Field*],” to the proofreader” (1912. P. 44 / 46, 50); “Ukrainians, go to D. Bohdanovskiy's bindery, Kontorska Street, 24, if you want to have beautiful book covers. He accepts simple and artistic work. There are really no competitors for prices” (1912. P. 15).



# ФОТО-ГРАФИЧЕСКІЕ АППАРАТЫ

и ПРИНАДЛЕЖНОСТИ.

Бесплатное обученіе фотографированію.

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и НОТЫ



# ФОНОЛА

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телефоны, звонки, принадлежно-сти тревожной сигнализаци и проч.

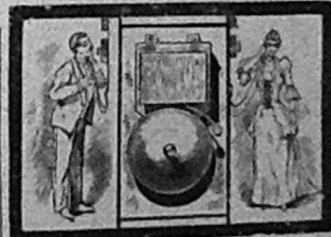
# ПОУЧИТЕЛЬНЫЯ ИГРУШКИ



ПАРОВЫЯ

— II —

ЗАВОДНЫЯ.



# АНАТОЛІЙ ВЕРНЕРЪ

Харьковъ, Московская, № 2.

ТРЕБУЙТЕ КАТАЛОГИ.

The Ukrainian agricultural illustrated magazine “Rillia [*Tillage*]” (Kyiv, 1910 –1914) not only published the program of the specialized magazine (including “Spravochnyi viddil [*Reference Department*]” and “Opovistky [*Alerts*]”) and the terms of subscription, but also encouraged additional “bonuses.” For example, it promised “8 samples of good seeds and a wall report card” in the first year of its existence (1910. P. 1). The editorial staff of “Rillia [*Tillage*]” presented several sections related to announcements, such as: “Subscribers’ Notices,” “Address Directory,” “In Ukrainian Bookstores” (price list), “Notices.” It explained in detail the pricing policy and possibilities of page placement: “Each subscriber can place a 50-word announcement for free [*free of charge. – V. H., N. S.*]; a penny for each word above that. “In order for our readers to be able to find out the addresses of the best farms, industrial and retail firms everywhere, we are starting this reference department. All those, who supply Ukrainian farmers with seeds, cattle, poultry, tools and other things, are invited to submit their notices to the “Rillia [*Tillage*]”... Only 5 lines are given for the address. *If someone orders a bulletin 24 or 12 times, we print his address free of charge*” (1910. P. 1).

Although the volume of advertising in the Kyiv monthly “Rillia [*Tillage*]” was not significant, most often it had 2 – 3 pages. There were several “Subscribers’ Alerts” of the following content: “An exiled **Ukrainian humbly** asks to send him literature written in his native language. Send to the address: Yeniseisk, Yalan village, Mykh. Suprunov” (1910. P. 3); “**I ask for work** somewhere in the economy or in the company. I can be a clerk, a usher or a scribe in a consumer or loan company. Conscious Ukrainian. Young. Married” (1910. P. 4); “**I would like to buy** a loom (machine, cross loom) for making shawls, carpets, towels, etc. Please inform about the price and other things by letter” (1911. P. 5); “**Sell** for 4 rubles. 4 volumes of “Dictionary of the Ukrainian language” by B. Hrinchenko. The books are brand new” (1911. P. 8/9); “**Looking for a job** as a beekeeper or gardener. Graduated from Boiarka beekeeping school; “Two teachers **are needed**: agricultural economy with botany and drawing with land surveying. By letter: Kharkiv, Rybna, 25, “Ukrainian bookstore!, for P. T.” (1911. P. 22 / 23).

The business of advertising goods and services in the “Rillia [*Tillage*]” was established rather slowly. The messages about the factory

of oil and enamel paints of M. T. Kramkov in Kyiv (P. 4, 8 / 9 – 16 / 17), farming implements for cultivating land and harvesting bread (plows, cultivators and seeders of the A. Wecki Joint Stock Company; reapers, mowers, horse rakes by McCormick) (P. 13 – 16 / 17), artificial fertilizers by the “Yan Zavadzkyi and Co.” (P. 14 – 21), the “Melotte” separator for peasant dairy unions (P. 14 – 24) were published during the first year (November 1, 1910 – October 15, 1911). The last advertisement appeared in the agricultural magazine 8 times.

The editorial board of the “Rillia [*Tillage*]” spread the slogan “Our own to our own!” They believed that “our strength and hope – in unity,” so supported important Ukrainian initiatives (“Donate to the monument to Taras Shevchenko in Kyiv”), promoted professional and fiction literature in the native language (the magazine “Ukrainske bdzhilnytsvo [*Ukrainian Beekeeping*]”, brochures by E. Archipenko, V. Korolev, V. Shevchenko in Kyiv”), promoted professional and fiction literature in native language (the magazine “Ukrainske bdzhilnytsvo [*Ukrainian Beekeeping*]”, brochures by E. Arkhipenko, V. Korolev and A. Ternychenko, butterfly-adviser “How to cultivate land for virgin soil” by the publishing house “Rillia [*Tillage*]”, poetry by H. Chuprynka, stories by P. Voronin). The national periodicals (“Rada [*Board*]”, LNV, “Ukrainska khata [*Ukrainian House*]”, “Selo [*Village*]”, “Svitova zirnytsia [*World Stargazer*]”, “Ridnyi krai [*Native Land*]”, “Svitlo [*Light*]”, “Dniprovi khvyli [*Dnipro Waves*]”, as well as the Galician press – “Economist”, “Dilo [*Work*]”, “Hospodar i promyslorets [*Host and Industrialist*]”, “Hromadskyi holos [*Public Voice*]”, “Khlopska pravda [*Men’ Truth*]”, etc.). The book novelties were presented by the publishing houses “Rillia [*Tillage*]”, “Krynytsia [*Well*]”, “Khvylya [*A Minute*]”, “Zoria [*A Star*]”, “Dnister” and others. The largest price list of the bookstore of E. P. Cherepovskiy (Kyiv, Fundukleevska Str., 4) is placed in part 24, which includes 13 authors of specialized literature (V. Domanytskyi, V. Koroliv, F. Nemolovskiy, A. Ternychenko, Ye. Chykalenko) and 14 writers in the series “Cheap Rural Library” (I. Nechui-Levytskyi, K. Kvitka, T. Shevchenko, I. Franko, M. Kostomarov, M. Hrushevskiy, L. Hlibov, B. Hrinchenko), a total of 60 editions (1911. P 24).

The Ukrainian newspaper “Dniprovi khvyli [*Dnipro Waves*]” (Katerynoslav, 1910 – 1913) aimed to promote national identity, “revival of our steppe Ukraine,” and the blossoming of its education and culture (1910.

No. 1). The announcements were placed on the last two pages. It also includes reports about bookstores (M. K. Lozynskiy's shop in Katerynoslav), publishing houses ("Dnister" in Kamianets-Podilskiy, "Krynysia [*Wel*]" in Kyiv), magazines ("Rada [*Board*]," "Ridnyi Krai [*Native Land*]," "Moloda Ukraina [*Young Ukraine*]," "Ukrainska khata [*Ukrainian House*]," "Svitlo [*Light*]," "Selo [*Village*]," "Zasiv [*Sow*]," "Rillia [*Tillage*]," "Snip [*Sheaf*]," LNV; Lviv editions "Narodne slovo [*Public word*]," "Hromadskiy holos [*Public Voice*]," "Iliustrovana Ukraina [*Illustrated Ukraine*]," Kherson popular science magazine "Astronomicheskoe obozrenie [*Astronomical Review*]"), as well as individual books ("New book for sale: Oleksii Plushch. Tvory [*Works*], vol. 1, with a preface, biography and portrait" (1911. No. 9), "A new book has been published and sold in all Ukrainian bookstores. Ar. Verzhbyskiy. Shkola i kultura [*School and Culture*]" (1911. No. 10).

"Dniprovi khvyli [*Dnipro Waves*]" publishes both one-line ads "Honey from the warehouse Kater. Beekeeping associations"), and full-page ads with pictures and the use of different fonts, pins, decoration, drawings. The examples of the latter are: "The first head office of the plant and warehouse of A. Ya. Voronyanskiy in the South" for the production of tiles and bricks from cement and sand" (No. 1, 2), a subscription to the Ukrainian daily "Rada [*Board*]," a new periodical "Priroda Ukrainyi [*Nature of Ukraine*]," a program and a subscription to the fortnightly magazine with pictures "Dniprovi khvyli [*Dnipro Waves*]."

The editorial board of the Katerynoslav bimonthly explained its policy regarding the publication of advertisements in one of its issues: "The office of the magazine "Dniprovi khvyli [*Dnipro Waves*]" accepts announcements from all firms, factories and trade enterprises," publishes the rate for printing advertisements, notes "Annual announcements have a 50 percent discount" (1911. No. 5 / 6). There are not many private ads in the magazine: "Ukrainian seamstress seeks work. By letter: Kazanska, 9. T. V. Kovalenko" (1913. No. 23 / 24). Personal ads were twice submitted by the editor-publisher of the magazine: "We need a watchman with a small family, intelligent. Offering 2 ½ acres of land for gardening or sowing instead of paying. Can rent several acres of land, or cultivate half of it. The address is Katerynoslav, Moskovska Street, 7, to K. E. Kotov" (1911. No. 1 / 17). In early 1913, a similar need for a "master watchman" on the farm was expressed again (1913. No. 2).

In 1912, ads practically disappeared from the pages of the Katerynoslav edition, except for announcements of periodicals and information about new books in Ukrainian bookstores. There is a message about the need for agents “in all places for the distribution of very marketable goods. Some earnings up to 100– 120 rubles per month. Detailed information is provided by the Laboratory of A. Levenstein in Warsaw” (1912. No. 15 / 16).

A slight revival in the advertising activities of “Dniprovi khvyli [*Dnipro Waves*]” took place the following year when Ye. Pavlovska became the editor and M. Bohuslavskyy the publisher. On June 16, 1913, two advertisements by J. K. Peters from St. Petersburg were published: teaching foreign languages (self-taught by the “newest method”) and the offer of “a complete course of lectures for self-study” (almost 1000 recipes for dishes, drinks, cookies, compotes, jams, pies; 300 pages of small print) (1913. No. 11 / 12). The same ads were repeated in subsequent issues (No. 13 / 14, 15 / 16, 17). There were reports about the ceramic factory of Osyp Biloskurskyi in Cherkasy (No 18, 19 / 20, 21 / 22, 23 / 24), as well as his products – “majolica ware in the Ukrainian style” (No. 21 / 22, 23 / 24). The editors announced the need to stop publishing in the last issue, and emphasized that the “circumstances of local life harmed the business and slowed it down” (1913. No. 23 / 24). In a certain way, this was caused not only by the “lack of local literary forces,” but also the weakness of “Ukrainian elements” in the business of the time, the distrust of local entrepreneurs to place advertisements in the Ukrainian edition.

The editorial office of the Kyiv daily newspaper “Hromadska dumka [*Public Opinion*]” / “Rada [*Board*]” was the most consistent and energetic in introducing advertising. Part 1 had the logo of the newspaper which describes “conditions for printing alerts:” “Those who are looking for earnings pay only half the price for the alert.” Most Ukrainian publications contains information about the magazine, its subscription and distribution, price lists of publishers and bookstores that distributed literature in the native language. The editors followed cultural and educational events, so they announced the premieres of Ukrainian performances that took place in the Kyiv City Theater, Lukianivskyy Theater, Summer Theater of the Merchant Assembly, Solovtsov Theater, Literacy Society Theater, etc. on the first page.

„Доро“

На загальну увагу замовляйте портрети в ново відкритім малярсьнім портретовім ательє. Ательє відчинено щодня до 6 г. „ДОРЕ“ Київ, Хрещатик, д. № 35, кн. 5 (Парадний хід) „ДОРЕ“

Побільшення портретів до натуральної величини: тушею, аквареллю, олійними фарбами і пастеллю.

При ательє є спеціально майстерня багетних і паірових рамиць (паспорту) 10-438-2

завантажено з архіву Інституту літератури ім. Т. Г. Шевченка

Брилі, шапки, муфти хутряні дамські і дитячі.



Брилі, шапки, муфти хутряні дамські і дитячі.

# М. И. МАНДЛЬ.

Хрещатик, 42. Телефон 764.

## ГОТОВЕ ВБРАННЯ

дамське мужеське, дитяче, форменне і прийом замовлено.

Роскішний відділ модних СПІДНИЦЬ верхніх і нижніх спеціально „ВЕЛЬВЕ“.

### ГОРЖЕТИ

з соболя, сконса, аляска, песця та иншого хутра.

Брилі, шапки, муфти хутряні дамські і дитячі.



118-1

**Переклади** з англійської на російську і українську мову. Писати: Вовдрижевська 60, А. Кувальській. 5-439-2

Вийшов перший том творів Михайла Одногого „НАРОДНІ СЛЪЗИ“: Ціна 40 коп. Склад видання в Києві в книгарні „Київської Старини“, Безаківська, 8, і в Полтаві в громадській книгарні. Увесь зиск, окрім комісійних грошей піде на намятине Т. Г. Шевченкові. 3-437-2

**ДАМИ,** що бажають мати чепурно й добре пошиті вбрання, замовляйте в спеціальному майстерні **М. Кувальській,** Проріана № 28 (Парадн. хід). замовлення виконуються швидко й чепурно. Крій наймодніший. 2-20 436

**Розумний хлопчик.**



### Спіть спокійно!!

У всякий час, коли бажаєте, ви прокинетесь при прийнятій гармонійній **-ГРАМОФОНА-ГОДИННИКА.** який тільки грає чудові мелодії, оркестрові п'єси, опери, оперети і т. д. те, що Вам найбільш до вподоби.

Окрім того, що грамфон-годинник робить вранці добру послугу, він завжди в Вашім розпорядженні, замінюючи Вам оркестр або сцену, передаючи великими або малими пластинками твори першорядних оркестрів і артистів. Ціна 25 марк. 75 коп., рахуючи і пересилку. Пластинки: від 1 марк. 10 коп. до 1 марк. 60 коп. Вислаємо відправки авіацією на вельмиє 5-ти карб. наложною платов. Адрес: ВАРШАВА, Центральная почта Г. Середеръ й № Т В. 12-413-1

Later, catalogues appeared, which offered printed products, as well as goods and services for various purposes. For example, the depot and shop of musical instruments of H. I. Indrzhyshek (this is how the initials and surname of this entrepreneur are marked in Ukrainian encyclopedias), whose ads in various frames, sometimes with pictures (piano, guitar, gramophone) were presented almost every issue.

One of the messages had such an imaginative text:

“Fast, like an AEROPLANE, the true news is flying – the largest selection of gramophones, phonographs, and records can be found only in the music store of H. I. Indrzhyshek” (1910. No. 50).

The advertisements of watches and jewelry by Claudius Rohynskiy (factory warehouse of watches and jewelry), watches and French diamonds from the “Trading House of Yu. Yakubovych,” artificial diamonds “Lucious,” fur shop of H. M. Trabskiy from Odesa, tailor shop “Slava” (Khreshchatyk Street, 58, opposite Bessarabian market) were also very popular.

C. S. Rohynskiy and the owner of the “Slava” store repeatedly used rhyming forms (“I want to dress Ivas and Klava, I want it to be cheap and beautiful. Go to the shop “Slava”...” (1913. No 275), “What do you want, my dear son? What do you want, dear, dear? Do you want a book or a picture? Or maybe a golden spear?... I went to Rohynskiy as soon as possible... And now I found the most beautiful watch for my son!” (1906. No. 27).

The interaction with entrepreneurs was very slow. They offered technical products, agricultural devices, gas generator motors-engines (technical office of engineer S. V. Yankovskiy, Joint Stock Company “Zavod ohneupornykh vyrobiv A. M. Kovalevskiy [*A. M. Kovalevskiy Refractory Products Plant*],” “Singer” sewing machine company, Ukrainian photographic warehouse in Kyiv, typewriters “Underwood” and “Continental,” special warehouse of down and feathers, oil engines “Don Carlos”), as well as food and drinks (Kyiv Society of Dairy Farms “LAC,” K. F. Depre Wine Trade Society, Shustov’s cognacs and liqueurs).

Many advertisers used attractive appeals: “!!!News!!!”, “New items received!”, “Sensation! Novelty!”, “The latest news from Paris!”, “Rare opportunity!”, “Still unprecedented!”, “Still unheard!”, “Cheap!”, “Don’t waste money!”, “Time and money!”, “Fashionable, practical and



affordable!”, “The first big sale of the year!”, “Are you thinking again?!”, “Credit to everyone!”, “The issue is resolved!”, “The most valuable thing for everyone is health!”, etc. Potential customers were also repeatedly warned: “Beware of fakes!” and “Hands off!”

“Hromadska dumka [*Public Opinion*]” published private ads from the seventh issue, such as: “Philology student seeks lectures, knows German;” “A young man, literate, seeks a position” (1906. No. 9); “An experienced teacher who graduated from a higher pedagogical school and knows German and French, seeks lectures or other work” (1906. No. 25); “Summer cottages for sale on the Black Sea coast” (1906. No. 30).

Gradually, the rubric advertising was formed, which published messages about job search, sale of summer cottages and land, services of doctors and medical institutions. In 1913, the permanent headings “Sale,” “Looking for,” “Apartments,” “Labor,” “Immediately,” “Any” were formed. The newspaper “Rada [*Board*]” had a “Reference section,” “Calendar information,” and offered readers “Train schedule,” “Parades” schedule.

Many ads focus on appeals to Ukrainians, belonging to the Ukrainian people, expressing the interests of Ukrainians.



**НЕСРАВНЕННАЯ  
РЯБИНОВАЯ**

**ВЫ ЗНАЕТЕ**, конечно, что рябиновая настойка—за-  
любленный напиток русской знати.

**ИМЬТЕ ВВИДУ**, что колоссальный успех и все-  
общее распространение ее обязаны помимо вкусовых  
качеств превосходному действию на желудок яблони,  
ускоряющей пищеварительным процессом.

**ЗАПОМНИТЕ**, что Несравненная рябиновая Шустова  
есть в настоящий момент последнее слово водочного  
производства. Она незаменима по вкусу и качеству.

**НЕ ЗАБУДЬТЕ ЖЕ** о рюмках Несравненной ряби-  
ной Шустова при каждом завтраке, обеде и ужине. Вы  
получите одновременно и удовольствие, и пользу.

For example: “Stay still, Ukrainians! Haven’t you heard that the optical shop of V. Usenko has a huge set of all kinds of glasses, physical instruments, etc. at cheap prices?” (“Rada [Board].” 1909. No. 282); “Ukrainians! Our own to our own! Photographer F. F. Rabinchuk, Kyiv, Lvivska Str. 6. He offers services to his fellow countrymen at an inexpensive price...” (1911. No. 291); “Our own to our own! A Ukrainian carpenter performs large furniture and construction works diligently, conscientiously and appreciatively. Odesa, Ryshelievska, 20” (1912. No. 274); “We need a wife for two small children, educated, necessarily only Ukrainian” (“Rada [Board].” 1906. No. 1). These nuances of national-patriotic importance are also indicated in the names of companies: “Ukrainian shop of I. Zolotarenko and A. Avramenko,” “Ukrainian warehouse of surrogate oil paints of M. R. Paslavskyi,” “Ukrainian workshop,” “Wooden warehouse of Ukrainian F. A. Kalenychenko,” etc.

Advertising of the Ukrainian press of the Transdnieper region (1905 – 1914) used the same stylistic, graphic, professional principles that corresponded to the general principles of advertising in any other periodicals. The language gave a special flavor to the ads (phraseology, figurative and narrative canvas, spelling). It is clear that Ukrainian magazines were oriented to the nationally conscious reader (and in a certain way – to the advertiser), who loved everything related to the Ukrainian flavor.

Thus, the Ukrainian press of the Transdnieper in the early XX century most often published announcements concerning the program, subscriptions, sales and invitations to cooperation (correspondents, contributors, proofreaders, agents for collecting advertising and distribution of a particular periodical). Often rubric (informational) advertising was used, grouped under separate headings (“Looking for,” “Selling,” “Wanted,” etc.). Price lists were also widespread – mostly books and brochures, as well as other goods (agricultural, manufacturing, cosmetic, gastronomic, etc.) with prices were advertised. Lists of book products (novelties of publishing houses, receipts in bookstores, availability in stock), goods of certain companies, depots, shops, as well as services in the form of catalogues were presented. Attracting the attention of potential consumers of advertising was facilitated by original genre forms – poem, story, recommendation.



The following means of design were often used to emphasize the publication of advertisements in the press: font (highlighting the text in different fonts, writing in a larger or smaller font), graphic (underlining; vertical and horizontal rulers; thin, bold or double rulers; original frames, ornaments), original use of the text direction (vertical, rotated 90° or 270°, mirror, in the form of a pyramid or steps), increase of spatial contours (“air”), etc.

The volume of ads and references was diversified (from several lines to a full page – A4, A3, A2 formats). The illustrated segment in advertising activities (photos or drawings of certain products and services) was gradually expanding.

An important element in advertising for the Ukrainian press of the Transdnieper region in 1905 – 1914 was the expression of national identity, character, originality, demonstration of achievements in the Ukrainian sphere (fiction and professional literature, periodicals, cultural and educational events, Ukrainian production, etc.) The slogan “Our own to our own” is becoming a certain advertising trend.

## Questions for Students' Control

1. Name the stages of the study of Ukrainian journalism. What national periodicals are starting to be published?
2. What slogan was spread by editorial “Rillia [*Tillage*],” believing that “our strength and hope – in unity?”
3. Ukrainian magazine “Dniprovi khvyli [*Dnipro Waves*]” – the deployment of national identity, the heyday of its education and culture.
4. Historical stages of research of newspaper and magazine periodicals.

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## **PRACTICAL TASKS FOR STUDENTS**

### **List of Topics for Self-Study**

1. The history of the phrase “Announcement (advertising) is the engine of trade.”

2. Services of the advertising office of L. Metzl in the Transdnieper Ukraine in the XIX – early XX centuries.

3. Advertising agencies, offices, services in the late XIX – early XX century.

4. Formation and development of advertising and reference press in a separate city in Eastern Ukraine (Kyiv, Odesa, Kharkiv, Katerynoslav, Kremenchuk, Kamianets-Podilskyi, etc.).

5. Thematic groups of advertising and reference press: formation and development.

6. Ways of graphic design of ads in the press of the late XIX century.

7. The use of photography and drawing for the attractiveness of advertising in periodicals of the early XX century.

8. Specificity of advertising text in theatrical and artistic periodicals of the early XX century.

9. History of advertising bureaus and distribution of their information products in the territory of Eastern Ukraine in the early XX century.

10. Means of artistic imagery in advertising texts on the pages of specialized periodicals of the early XX century.

11. Genre types of announcements on the pages of advertising and reference press of the late XIX – early XX century.

12. Announcements in the Ukrainian press of the early XX century.

13. Poetic advertising as a means of artistic modeling of the text.

14. The use of rubric advertising in the marriage periodicals of Odesa and Kyiv in the early XX century.

15. Advertising graphics as an artistic and communicative system.

16. Advertising stories in the press: past and present.

17. “Magic words” in advertising of the second half of the XIX century.

18. Retro advertising on the pages of glossy publications today.

19. Comparative characteristics of the means of creating advertising in the Ukrainian press of the early XX and XXI centuries.

20. Symbols and images in Ukrainian advertising of the XX century.

## TESTS

**1. The first periodical “price list” began to be published on the territory of Transdnieper Ukraine in:**

1. Odesa.
2. Kyiv.
3. Kharkiv.
4. Katerynoslav.

**2. The contract edition “Kievskie ob’yavleniya [*Kyiv Announcements*]” began to come out in:**

1. 1834.
2. 1835.
3. 1838.
4. 1845.

**3. A well-known advertising agency in Kyiv in the early XX century was headed by:**

1. M. Drahomanov.
2. V. Khoinovskiy.
3. M. Maksymovych.
4. A. von Junck.

**5. The thematic groups of advertising and reference press of the XIX – early XX centuries include:**

1. Theatrical and artistic.
2. Literary.
3. Artistic.
4. Sanitary and hygienic.

**6. A popular genre of announcements on the pages of the advertising and reference press of the early XX century is:**

1. Chronicle.
2. Article.
3. Appeal.
4. Essay.

**7. It ranks first in the number of advertising and reference publications in the XIX – early XX centuries:**

1. Odesa.
2. Kyiv.
3. Kharkiv.
4. Katerynoslav.

**8. The editor of the advertising and commercial magazine “Torgovoe Delo [*Trade Business*]” (Odesa, 1907 – 1914) is:**

1. P. Segal-Meiler
2. Ye. Halperin.
3. M. Hrushevskiy.
4. O. Nazaikin.

**9. Marriage periodicals in the early XX century were most actively distributed in:**

1. Kyiv.
2. Odesa.
3. Murhorod.
4. Sevastopol.

**10. Advertising and reference press includes a newspaper:**

1. “Rada [*Board*].”
2. “Pasazhyr [*Passanger*].”
3. “Svitova zirnytsia [*World Stargazer*].”
4. “Kievskaya myisl [*Kyiv View*]”.

**11. The advertising and reference press in the XIX century was not published:**

1. In Kyiv.
2. In Bakhchysarai.
3. In Bila Tserkva.
4. In Odesa.

**12. The largest group (by number of titles) of specialized advertising and reference press is made up by the following periodicals:**

1. Agricultural.
2. Books.
3. Medical.
4. Reference (universal).

**13. Most advertising and reference publications (by number of titles) in Eastern Ukraine during the XIX – early XX centuries were published in:**

1. Kherson province.
2. Kyiv province.
3. Tavriia province.
4. Poltava province.

**14. Which publications belongs to the advertising and reference press?**

1. “Antrakt [*Intermission*].”
2. “Rezhyser [*Director*].”
3. “Synematograf [*Cinematography*].”
4. “Konkurentsia [*Competition*].”

**15. The author of the catalog “Apteka dlya dushi... [*Pharmacy for the Soul...*]” was:**

1. T. Shevchenko.
2. P. Dolzhykov.
3. Ye. Halperin.
4. O. Novytskyi.

**16. What was the title of the first periodical of announcements in Kyiv?**

1. “Kievskiy delovoy posrednik [*Kyiv Business Mediator*].”
2. “Kievskie ob'yavleniya [*Kyiv Announcements*].”
3. “Kievskiy listok [*Kyiv Sheet*].”
4. “Kievskiy listok ob'yavleniy [*Kyiv Announcement Sheet*].”

**17. Whose advertising office of announcements was popular in Kyiv?**

1. V. Idzikivskiyi.
2. I. Indrzhyshkek.
3. V. Khoinovskiyi.
4. H. Brokar.

**18. What magazine was devoted to the advertising business in Kyiv?**

1. "Reklamist [*Advertiser*]."
2. "Konkurent [*Competitor*]."
3. "Obzor tsen [*Price Review*]."
4. "Fakt i reklama [*Fact and Advertising*]."

**19. The general tariff is:**

1. Tariff rate for advertising space without discounts for volume and frequency.
2. Price per page.
3. Fixed price for writing and printing of the advertising text.
4. Price for the entire volume.

**20. Catalog is:**

1. A list of books, manuscripts, paintings, etc., compiled in a certain order to facilitate their search, register.
2. A printed advertising publication that serves as a guide, systematizer of certain goods, exhibits, etc.
3. Photos, diagrams, tables.
4. A reference book for official or general use (exhibition catalog, address catalog, product samples catalog, trademark catalog, etc.).

## GLOSSARY

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**Address bureau** – an institution that collects and registers certain information and issues certificates about them.

**Address directory** – information (or information publication) with a complete register of persons (individuals or legal entities) of one or more sectors of the economy.

**Ads** – a message, notification about something; one of the main advertising means that directly and concisely provides information about the object of advertising.

**Advertiser** – a person who is the customer of advertising for its production and / or distribution.

**Advertising** – information about a person or product, disseminated in any form and by any means, intended to create or maintain awareness and interest of the consumers of the advertisement in such person or product. One of the forms of marketing communications, paid by the advertiser and distributed through the media or other communication channels in order to influence the target audience.

**Advertising agency** – an organization that provides advertising services on behalf and at the expense of the customer.

**Advertising bait** – a tempting but insincere offer of a product or service.

**Advertising distributor** – a person who distributes advertising.

**Advertising “duta”** – gross praise of a product or service in excess of the measure based on subjective opinion and significant exaggeration.

**Advertising means** – means used to bring advertising to its consumer.

**Advertising message** – any integral information that has an advertising load; any message about a product, service, that is interesting for customers.

**Advertising periodicals** – periodical professional publications (bulletins, newspapers, magazines), which are designed in whole or in part for advertising communication, subordinated to its forms and means.

**Advertising plot** – a certain way of unfolding the plot, sequence and motivation of the depicted advertising events; a certain course of events, spatial and temporal dynamics of advertising events.

**Advertising text** – literary and stylistically correct content of advertising, which contributes to the maximum attraction of attention to the offered goods or services. The main indicators of such text: desirability, exclusivity, truthfulness.

**Announce** – to announce, notify, inform; make an announcement about something.

**Announcement** – a preliminary announcement about the next performance, film, lecture, publication, etc.; message, notification.

**Announcer** – a person who announces, reports something.

**Argument** (in advertising) – one of the proofs in favor of a product or service, used to justify the need or necessity of the product (service) for the consumer.

**Audience** – a group of people to whom the advertiser's appeal is addressed.

**Catalog** – 1) a list of books, manuscripts, paintings, etc., compiled in a certain order to facilitate their search, a register, a list; 2) a printed advertising publication that serves as a guide, a systematizer of certain goods, exhibits, etc.; a reference book for official or general use (exhibition catalogs, addresses, product samples catalogs, trademarks catalogs, etc.). May submit photos, diagrams, tables.

**Commerce** – trade and related activities.

**Commercial activity** – an integral part of entrepreneurship, expressed in the aggregate processes and operations aimed at the implementation of acts of purchase and sale in order to satisfy consumer demand and make a profit.

**Competitor** – one who competes with someone; rival, opponent, antagonist.

**Competition** – 1) rivalry in any field, struggle for achieving better results; competition; 2) struggle between private entrepreneurs for more favorable conditions for the production and sale of goods in commodity production; struggle for the highest profits.

**Consumers of advertising** – an indefinite circle of persons to whom advertising is directed.

**Coupon** – 1) a detachable part of printed advertising; provides a place for the address, surname of the reader; 2) a means of implementing a corporate market policy, stimulating the sale of well-known goods; printed



on or enclosed in the package, attached to advertising messages. The owner of the incentive coupon receives the right to purchase goods at a reduced price; 3) a means of feedback in advertising communication.

**Directory** – an advertising publication designed for different audiences (address books, company directories, telephone directories).

**Discount** – a method of changing the price taking into account the frequency of advertising, urgency, place, etc. It is used when it comes to circulation, frequency (regularity), increase, urgent payment, excess costs, etc. Advertising rates provide different discounts depending on communication channels and advertising media.

**Echo-phrase** – an expression or sentence placed at the end of the text of the ad, which repeats (verbatim or substantially) the heading part of the main motive of the information.

**Engagement** – invitation of artists for a certain period of time to participate in performances or concerts on the basis of a contract.

**Entrepreneur** – a private theatrical entrepreneur, owner of a theater, circus, etc.

**Exchange** – 1) an institution where trade, financial and other operations are carried out; 2) an institution where the unemployed are registered between workers and entrepreneurs in the purchase and sale of labor.

**Exhibition** – public display of industrial goods and agricultural products, works of art, etc. Often have a pronounced advertising character.

**Fair** – a sale that is organized regularly at a certain time of the year and in a certain place for the sale and purchase of goods.

**Format** – 1) the size of a book, newspaper, sheet, illustration, etc.; 2) the length and height of a typing column, line length.

**Free distribution** – part of the circulation of the publication (or the entire circulation), which is sent free of charge to persons or organizations that meet the qualification requirements of the addressee.

**General tariff** – tariff rate for advertising space without discounts for volume and frequency.

**Geographical distribution** – determination of the composition of subscribers of the publication (issue, edition) by place of residence.

**Goods** – 1) a product of labor intended for exchange that has a use value; 2) everything that is the subject of trade; merchandise.

**Hanging advertisement** – an advertisement that is folded vertically; is usually distinguished by an attractive form of presentation of the advertising message.

**Headline** – the title of any work, its part, section, article, newspaper, magazine, etc. that formulates the main idea; dominant group of words or short phrase in an advertising message or the title of the advertising text; expressive element of the text with a high degree of information saturation.

**Hidden advertising** – advertising that misleads or may mislead consumers of advertising, cause harm to individuals, the state or society due to inaccuracy, unreliability, ambiguity, exaggeration, silence, violation of requirements regarding time, place and method of distribution.

**Horizontal advertising** – an advertising message on half of the newspaper page with horizontal arrangement of information (e.g. a ribbon ad).

**Inaccurate advertising** – advertising with information that does not correspond to reality.

**Insertion** – an advertisement placed among the main materials of a newspaper or magazine.

**Insert, bookmark** – 1) printed advertising form, a kind of supplement. It can be in the form of thick or thin paper, cardboard, colored strip with text on one or both sides; 2) printed material that is put into the package (container). It has an advertising or instructional nature.

**Journal** – any periodical (newspaper, magazine).

**Label** – a sticker on an object or goods indicating the name, quantity, place of manufacture, number or other information; product label, sticker.

**Logo** – an element of corporate identity; a set of signs made as an original graphic structure with a symbolic characteristic of a product, service or production.

**Marketing information** in advertising text – actual objective information about the product: name, product category, target audience, formal characteristics of the product, manufacturer, place of production.

**Module in advertising** – a unit of surface in purchasing advertising space in newspapers of advertisements; a rectangle of column width and standard height.

**Merchant** – one who is engaged in commerce; huckster, tradesman, shopkeeper.

**Monogram** – a kind of figurative trademark with artistic combination of initial letters (initials) or the name of a person, company, etc.; used in the design of trade and production marks.

**Motivation** – 1) a set of motives, evidence to justify something; motivation; 2) a set of internal factors that encourage active actions related to the satisfaction of needs.

**Ornament** – a decorative pattern built on the rhythmic repetition of geometric elements or stylized plant or animal motifs; elements of decoration (in particular, in printing – stars, rhombuses, screensavers, etc.) in compliance with the stylistic features of the font typeface.

**Poster** – 1) a poster or large-format announcement, where textual information prevails; 2) a picture with a short text to it, calling for something, popularizing, advertising; 3) a piece, strip of fabric, paper, etc. with a call, slogan.

**Price list** – 1) a reference book of prices for different types and grades of goods or certain services; it is often compiled alphabetically or by groups of goods in advertising; 2) a register of prices for goods and services.

**Prospectus** – a reference and informative publication in the form of a brochure or leaflet with a systematic list of goods or groups of goods intended for production and sale; it is distributed at fairs, exhibitions, used in direct targeted advertising.

**Reference** – 1) information that someone receives or submits; 2) a document with brief information about someone or something; a certificate, license.

**Ribbon** – a printed message (announcement) in a newspaper, located on the full width of the newspaper page (attracts attention, is quickly remembered).

**Rubric (column) advertising** – messages selected by the type of goods or services advertised; line advertising (the size and configuration of such advertising are limited).

**Rubric-illustrated advertising** – serial advertising messages with additional components (headings, illustrations).

**Sandwich man** – a person who wears advertising posters on his back and chest for a fee, sometimes also distributes advertising leaflets.

**Seasonal sale (sale)** – a way of accelerated sale of goods that are produced and offered for sale at a certain time; the demand for these goods is characterized by seasonal downturns and ups (the owner of the goods tries to avoid moral and physical depreciation and reduce the cost of storing goods until the next season).

**Section** – 1) a section in a newspaper, magazine, etc.; 2) the name of a section, subsection, column in general.

**Slogan** – 1) in advertising – a concise, apt, easy to pronounce expression or phrase that involuntarily sticks in the memory; expresses the main idea of the advertising campaign, characterizes the product, trademark; 2) a short, clear, expressive and rhythmic phrase that can be poetic or rhythmic; one of the means of expressing advertising; 3) an advertising motto, slogan, formula in the form of a concise, understandable, emotionally charged phrase used as an element of corporate identification.

**Social advertising** – information of any kind, disseminated in any form in order to achieve socially useful goals, popularization of universal human values; is not aimed at making a profit.

**Special exhibition events** – events that are carried out with the aim of promoting the relevant product on the market, held in an organized manner in a certain room or on an enclosed area (including places of sale of goods) within a certain period of time, designed for interested and / or professional visitors, the organizer of which has limited the attendance of the event to those persons who are allowed selling the goods being demonstrated in accordance with the law.

**Trademark (service mark)** – a designation used to distinguish the goods and services of one company from another; individualization and distinction of manufacturers, sellers or goods among competitors. Artistically designed words (word), name, signs, symbols or their combination are used to designate a trademark.

**Turnaround** – two adjacent columns in a newspaper or magazine; advertising in a printed publication that occupies two opposite pages.

**Typeface** – a series of characters (letters, numbers, punctuation marks, etc.) drawn in compliance with the same stylistic features; they differ in size (typeface), drawing (e.g., straight, italic font), saturation (light, semi-bold and bold font).

**Unfair advertising** – advertising that misleads or may mislead consumers of advertising, cause harm to individuals, the state or society as a result of inaccuracy, unreliability, ambiguity, exaggeration, silence, violation of requirements regarding time, place and method of distribution.

**Visual information** – visual and emotional perception of data about a product or service with graphic images (drawings, photographs) to meet consumer preferences. The main thing in this form of information is accessibility, clarity, conciseness of perception.

Textbook

V. V. Georgiievska

**HISTORY OF UKRAINIAN  
JOURNALISM:  
FUNCTIONING OF THE  
ADVERTISING AND REFERENCE  
PRESS IN THE TERRITORY OF  
TRANS DNIEPER UKRAINE  
(XIX – EARLY XX CENTURIES)**

*(Англійською мовою)*

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