

## EMERGENCE OF NEW METHODS OF ADVERTISING IN TURKESTAN (late 19th century - early 20th century)

**Sanobar Bazarbaevna Shadmanova**

Doctor of Sciences in History, Professor of Tashkent State University of Oriental Studies, Republic of Uzbekistan

**ABSTRACT:** *In the article, it is analyzed with the help of sources that the publication of advertisements and announcements through the press in Turkestan was started by "Turkestanskije vedomosti" newspaper, the first newspaper of the country, and since the beginning of its publication, this newspaper has been publishing state-owned and private announcements on its pages.*

**KEY WORDS:** *Turkestan, press, newspaper, advertising, private announcement, society.*

### INTRODUCTION

The history of the emergence of advertising is closely related to the development of the economic life of mankind. When people produced products only to meet their own needs, there was no need to exchange products. In such a society, both the producer and the consumer were one, naturally, there was no place for trade and, with it, advertising. With the development of production, the elements of exchange began to enter the natural economy, that is, products were produced in addition to their needs, and as a result, trade was created. In the history of mankind, oral advertising appeared first, then written announcements appeared. Especially with the advent of newspapers in the world, advertising began to be widely used. "Turkestanskije vedomosti" newspaper, the first newspaper of the country, started advertising and announcements through the press in Turkestan. Since its publication, this newspaper has been publishing public and private advertisements on its pages. However, the press organizations that started to appear around the world were operating at the expense of distributing their newspapers and advertising and announcements. At the end of the 19th century and the

beginning of the 20th century, press bodies in almost all countries of the world were financially supported in this way.

## **RESEARCH METHODS**

It should be noted that at the end of the 19th century, among the announcements made in the newspaper "Turkestanskije vedomosti", advertising of new techniques and technologies entering the social and economic life of the country had a special place. For example, advertisements for typewriters, bicycles, and sewing machines begin to appear in the newspaper. From the beginning of the 20th century, newspaper pages began to advertise various technical means, machines, and equipment.

## **RESULTS AND DISCUSSIONS**

Many of these ads are accompanied by illustrations (pictures) and descriptions. For example, an advertisement for the "Underwood" typewriter describes how this machine won several gold medals at world exhibitions (for speed typing) and set a record in competitions and won several first places [1].

At that time, it can be seen from the advertisements in the newspaper that companies and organizations known for their products began to enter the domestic market of Turkestan. One such company is the Zinger company which is famous for its sewing machines in the world market, and in its advertisements it is emphasized that the products can be purchased and loaned only from the company's private stores [2]. The price of this machine is 25 rubles, and in order to facilitate its purchase, it was possible to pay in installments and 10 rubles were paid for the car at the beginning, and the remaining money was paid 1 per week or 4 per month. As the "Tarakki" newspaper wrote in 1906, when a machine was bought from "Zinger" stores, the girls from the store went to teach the customers how to sew and how to sew. In addition, if the machine breaks down, the repair work is also done by the selling organization [3]. Advertisers have indicated that they can quickly send free catalogs of their products to anyone interested in their

ads. In addition, KODAK cameras are also advertised. The only representative of this company in Central Asia was the trading house "Filipp Kaplan i synovya". It is known that at the end of the 19th century photography began to be developed in the country, and photo studios began to operate in large cities.

In 1911, the branch of Anton Erlanger i k0 company in Tashkent and "the office of the Stoll i K0" company was advertising in newspapers [5]. In addition, "Stuken i k0", "V. Fitzner and K. Representatives of the Gamper joint-stock company, representatives of the American Lumus plant (gins, cotton presses, etc.) also made announcements about various technical equipment. The Polak and K0 company advertises for sale the products of various world-famous companies, among which were the goods of manufacturers such as "Gornsby-Venatinghaus", "Otto Schwide i K0".

At the beginning of the 20th century, newspaper advertisements for vehicles also increased significantly. As one of the advertisements states that there are Benz cars in the warehouse in Tashkent, this car is rated as the best brand in the world in all respects. It says that Benz cars set a world record of 228 km per hour traveled. Provodnik was the only representative in Turkestan for the sale of these cars [6]. In the newspapers of that time, the latest model of the world-famous British "Arrow" brand bicycles, the latest model of "Swift", "Triumph", "Block-pioneer", "Royal-Block" vehicles, as well as "Palmer" tires, "Wanderer Werke" motorcycles was advertised. In the 1914 editions of the newspaper "Turkestanskije vedomosti" advertising the "Swift" bicycle, it is noted that it won the first prize at the Riga, Stockholm, Kiev Olympics [7].

From the beginning of the 20th century, European musical instruments began to be advertised in Russian-language and Uzbek-language newspapers in Turkestan. Among them, the world-famous Ya. Becker, K.M. Schroeder, Offenbacher, A. Eberg, Carl Renish, F. Muelbach, V. Mentzel, M. There were grand pianos and pioninos from factories like Erickson, guitars, violins, gramophones, parlophones (an improved version of the gramophone), harmonicas,

balalaikas from the Saxon factories [8]. These musical instruments can be paid for in installments or rented. The advertised musical instrument store is located in Tashkent and received orders from customers living in other cities.

Building materials were also widely advertised in newspapers. For example, F.K. Rheingold's Tashkent cement and mosaic factory offered customers various colored and patterned tiles, cement pipes for ditches and wells, windowsills and stairs[9]. In addition, in the "Samarkand" newspaper edited by Mahmud Khoja Behbudi, advertisements of the "Zaydel" brick factory were published continuously. In the 1906 issue of the "Gazette of the Turkestan region", Muhammad Amin Zafar Haji from the Karatosh neighborhood of Beshyogoch district of Tashkent announced that his son brought equipment from America, Germany and France and opened a machine embroidery business in his yard [10]. This businessman brings craftsmen from Moscow and Istanbul to work on imported equipment. In his announcement, he invites residents to visit his company and use their services.

At the beginning of the 20th century, entrepreneurs tried to attract technologies that were new for the country to the craft industry. For example, in the 1906 editions of the "Gazette of the Turkistan region", Muhammad Amin Zafar Haji's son from the Karatash neighborhood of the Beshyogoch district of Tashkent brought equipment from America, Germany and France in his yard announces the opening of a pop-up sewing machine [11]. This businessman brings craftsmen from Moscow and Istanbul to work on imported equipment. In his ad, he invites people to visit his company and use their services, and emphasizes the fact that machines are more efficient than manual labor.

Household goods, manufactured goods, cosmetic goods and food products are also continuously advertised in the press of that time. Also, constant information about hotels and restaurants is provided.

New types of household services were also advertised on the pages of the newspaper. In the 1910 editions of the "Turkestankie vedomosti" newspaper, it is

announced that the first steam cleaning and dyeing enterprise was opened in Central Asia [12]. The main office of this enterprise, which was opened in Tashkent, is located in Kharkov, and it has been operating since 1901. According to the announcement, everything from clothes to home furnishings has been cleaned in the enterprise without spoiling the color, the orders are painted with quality paints, their quality is guaranteed and they are first disinfected. Orders can even be cleared as fast as 24 hours on demand. The entrepreneur, who announced in the newspaper, noted that the enterprise is equipped with the latest technical means.

Advertisements and announcements in the press were not free from censorship. In accordance with Article 41 of the Charter of Censorship and the Press, the announcements in the press had to be reviewed by the mayor before publication. Advertisements related to medicine (for example, sale of drugs, their use and treatment of diseases) were published after passing the control of the regional doctor. However, according to the orders of the Ministry of Internal Affairs of September 26, 1906 and October 11, 1907, the announcements related to medicine had to be checked first by the head of the city, and then by the regional doctor [13]. If newspaper publishers do not follow this order, they will be held responsible.

On the pages of the press, reactions were also expressed to different types of advertising. In 1899, the "Newspaper of the Turkestan Region" reports that the American advertising method is entering Tashkent [14]. According to the report, one could see sellers with cigarettes hanging from head to toe on the streets of the city. According to the newspaper, this situation was reminiscent of the British Sandwich-man advertisers. Smoking cigarettes is allowed for free.

At the beginning of the 20th century, entrepreneurs in Turkestan did not use only press pages or direct advertising, but also installed boards and prisms in cities and posted their announcements on them. Tashkent city administration was leasing this work to private entrepreneurs. In 1909, the newspaper "Turkestanskie

vedomosti" wrote that the city administration had bought more than 100 boards and prisms five years earlier, despite the increasing number of advertisements, but their number was not increased [15]. These prisms were installed in the city park and square. Moreover, the main part of the prisms was three-sided, which could not meet the growing demand. It is possible to imagine the real situation if several troupes, circuses, performances are staged in Tashkent city at the same time and considering that the advertiser has the right to demand after paying. In addition, the city administration prohibited the use of walls and trees for advertisements and announcements in appropriate areas. However, because there were not enough special places for advertising, advertisements were constantly written on the walls of boys' and girls' gymnasiums in different colors [16]. The editorial board of the newspaper proposed to the city administration to increase the number of prisms, to replace them with five-sided ones, and to increase the size of the existing boards.

During this period, in addition to the advertising published in the press and street advertising, various reference books were also issued in the form of books. Entrepreneurs also posted their announcements in phone books and various calendars.

## **CONCLUSION**

In short, at the end of the 19th century, manufactured goods, farm products, books, various shows and performances were advertised through the newspapers "Turkestanskije vedomosti" and "Turkestan Region Newspaper", but from the beginning of the 20th century, in the private newspapers that appeared together with these newspapers, various techniques were published. equipment, vehicles, musical instruments begin to be widely advertised. In Turkestan during this period, entrepreneurs used not only the press but also printed directories and calendars for advertising, in addition, they also widely used special places on the city streets and the "Live advertising" method.

Researches show that in the late 19th and early 20th centuries, newspaper advertisements had their place in the socio-economic life of the country. This was

not surprising, since during this period newspapers were almost the only media in which advertising helped to attract customers and in turn increase revenue. Also, advertising in the newspaper served to improve his financial situation.

### **REFERENCES:**

1. Turkestanskije vedomosti // 1910, No. 204.
2. Turkestanskije vedomosti // 1911, No. 87.
3. Tarakki // 1906, No. 15.
4. A locomotive is a device that moves other cars using steam power.
5. Turkestanskije vedomosti // 191, No. 144, 187; Newspaper of Turkestan region. 1914, No. 26.
6. Turkestanskije vedomosti // 1912, No. 222.
7. Turkestanskije vedomosti // 1914, No. 77.
8. Turkestanskije vedomosti // 1910, No. 222; Newspaper of Turkestan region. 1906, No. 44.
9. Turkestanskije vedomosti // 1911, No. 185.
10. Newspaper of Turkestan region // 1906, No. 64.
11. Newspaper of Turkestan region // 1906, No. 64.
12. Turkestanskije vedomosti // 1910, No. 214.
13. Turkestanskije vedomosti // 1908, No. 239.
14. Newspaper of Turkestan region // 1899, No. 65.
15. Turkestanskije vedomosti // 1909, No. 50.