

Title: Press Advertising in the Second Polish Republic: A Case Study of "Ilustrowany Kurier Codzienny", "ABC Nowiny Codzienne" and "Gazeta Polska".

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Press advertising held significant importance during the interwar period as a widely utilized medium for promoting products and services. Press publications, announcements, and advertisements had extensive reach across the country, reaching even the most distant regions and people from different social backgrounds. The development of the press in Poland facilitated the dissemination of behavioral norms, cultural trends, aesthetic paradigms, and catalyzed societal democratization.

Advertising has influenced the formation of popular culture and the rise of consumer society. The content conveyed within press advertisements had a profound impact on the construction of individual preferences, hygiene practices, popularization of pharmaceutical products, fashion trends, automotive preferences, and suggestions for suitable household furnishings.

Advertisements and press announcements, regardless of their format, serve as significant historical sources and abundant information materials. Their close association with commercial processes makes them valuable subjects of investigation for historians and sociologists, psychologists, linguists, and economists. Newspaper advertisements, often underestimated, serve as a vital historical resource for acquiring extensive information about trade relations, interactions between producers and consumers, pricing dynamics, supply availability, technological advancements, and more.

In recent decades, there has been a notable increase in interest in advertising in Poland. Previously, it was often considered a secondary topic, receiving minimal attention and primarily discussed in relation to press studies. Consequently, existing literature on press advertising during earlier periods needs further completion.

The following work aims to build upon the previous achievements in advertising, specifically focusing on advertising practices during the interwar period. In the Second Polish Republic, the advertising industry had to find its footing amidst changing political and economic conditions. It also had to keep up with evolving consumer preferences and actively contribute to their formation. At first, advertisements and announcements relied on the successes of the advertising market during the partition period. However, they soon underwent a transformative phase of rapid development and embraced new trends.

The primary objective of this study is to emphasize that press advertising played a vital role as a dynamic and essential marketing tool during the interwar period.