

ADVERTISING – *THE SOUL OF THE COMMERCE*. FROM THE *OFFER OF THE ECONOMIC OLTENIA* PERIODICAL JOURNAL

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Abstract: *The advertisement is the heart and the soul of the commerce, consequently, in order to draw the attention of the clients on the business, to keep the loyal clientele close, and also to gain new ones, the traders and the merchants resorted to advertisements very often, which had to suggest and address directly to the customer's feelings. The messages that make the research corpus of the present study has an economic content and were gathered from Oltenia Economică periodical journal, a newspaper issued for 23 years (1924–1947), and the editorial staff used them for ensuring its financial independence.*

Keywords: Craiova, inter-war period, advertisement, commerce, trader.

The same as nowadays, in the inter-war period as well, the printed newspapers, easily to manoeuvre and read, represented an important source of information. The present study is based on the analysis of some commercials gathered from the periodical journal called *Oltenia Economică (The Economic Oltenia)*, “an independent, economic only newspaper”, edited under the direct supervision of a committee, starting with 1924. Coordinated by Petre P. Andreescu, the president of Oltenia Administration of the Trade Councils, the journal, which was issued for 23 years (1924–1947), inserted in its pages, starting with the first issues, different economic and financial problems, political and cultural reflections, national and international news, sport and the constantly present advertisements.

The study of the advertisements from the mentioned periodical journal benefited, since the beginning, of an excellent point of view expressed in the article *Commerce and civilisation. The role of the advertising*. It is a popularisation article, in which there are found details on commerce, regarded as “a reflex for the good living, the comfortable life, which needs to be satisfied with increasingly numerous things”¹, but also on the more and more active trader, who determined

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¹ I. Gherghinescu-Strehaia, *Comerț și civilizație. Rolul reclamei*, in “*Oltenia Economică*”, year VI, no. 40–41/October 7 1929, p. 1.

“the invention of the advertisement”. The author also reminds the impact of the profit generating phrases, calling the advertisement “the weapon used for hunting the client”². Cunningly called *the heart and the soul of commerce*, the ad is “one of the earnings of the 19th century, because, even only with a seldom occurrence, it had existed before, but it had not been similarly organised and it had not worked for the benefit of the commerce”³, and, in the author’s view, a greater attention should have been paid to it, “at least equal to that for accountancy and supplying”⁴.

The messages that constitute the research corpus for the present study have an economic content, and *Oltenia Economică* periodical journal resorted to them, in order to ensure a certain financial independence. Whether it is about watches, furniture, hats, fabrics, shoes, body linen, cars, toothpaste, soap or pills advertisements, everything was traded, everything was, in way or another, mentioned. Most of the ads offer us information on the business owner, which was, most of the times, a well-known person in the locality, or had a history in his field of activity (*Efraim A. Eschenasy*⁵, *Ignatovici-croitor*, *La Ilie*⁶, *La Popescu*⁷, *Otto Roth*⁸), a lot of them have picturesque logos, corresponding to that age activity and requests (“*La sapa de aur*” (The golden hoe)⁹, “*Oriental*” (The Orient)¹⁰, “*La ucenicul vienez*” (The Viennese Apprentice)¹¹, “*La plapuma roșie*” (The red duvet)¹², “*La lacătul de aur*” (The golden lock)¹³, “*La Crucea de Aur*” (The golden cross)¹⁴, “*Au Bon Goût*” (The Good taste)¹⁵), and others were trying to attract customers by adopting funny

² *Ibidem*.

³ *Ibidem*.

⁴ *Ibidem*.

⁵ Efraim A. Eschenasy practiced a “manufacture and hardware” commerce, between 1900–1933, at no.63, Lipskani St., in County Department of Dolj National Archives, collection of Chamber of Trade and Industry of Craiova, social firms, file 77/1931, ff. 2–4 (further cited as: SJAN).

⁶ Ilie Dobrișan was the administrator of a company, known by the logo *Bodegă și Restaurant* (Pub and Restaurant), at no.19, Buzești St., in “*Oltenia Economică*”, year XI, no. 1/January 4 1934, p. 34.

⁷ “*La Popescu*”, behind this logo, there was Ilie Popescu the administrator of a luxury footwear, situated at no. 30, Lipskani St., in “*Oltenia Economică*”, year XI, no. 1/January 4 1934, p. 33.

⁸ Otto Roth, practice a commerce with luxury men hats, at no. 76, Uniri St., in SJAN Dolj, collection of Chamber of Trade and Industry of Craiova, sole partnerships, file 522/1931, f. 1.

⁹ “*La sapa de aur*”, hardware store administrated by I. F. Poescu and Sons.

¹⁰ “*Oriental*”, coffee, tea, colonial goods shop, with the premises at no. 5, Madona-Dudu St.

¹¹ “*La ucenicul vienez*”, leather store, administrated by Moritz M. Grunberg, at no. 41, Lipskani St., in “*Oltenia Economică*”, year XI, no. 1/January 4 1934, p. 37.

¹² “*La plapuma roșie*”, store administrated by Ilie I. Ciobanu, which was addressing the public the following text: “The first duvet store. Luxury workshop. Always supplied with ready-made duvets and mattresses, of any dimension”. “*La plapuma roșie*” was situated at no. 33, Copertari St., in “*Oltenia Economică*”, year XI, no. 1/January 4 1934, p. 31.

¹³ Hardware store, no. 69, Lipskani St.

¹⁴ Church items store, administrated by Ionescu&Mihail, at no. 44, Lipskani St., in “*Oltenia Economică*”, year I, no. 43–44/December 23 1924, p. 8.

¹⁵ “*Au Bon Goût*” branch of “*Mireasa*” store, situated at no. 97, Unirii St., with special departments selling “Cloaks, lady suits and dresses, the newest items from Vienna and Paris”, in “*Oltenia Economică*”, year I, no. 39/November 14 1924, p. 4.

logos: “La vulturul de mare cu peștele în ghiare” (The sea eagle that’s clutching a fish).

Simple and concise, rich in details and images, having displayed a logo or the name of the owner, the advertisements that refer to clothes allowed an easier identification of the conveyed message. After analysing the space allocated to advertising, there was noticed a richness of ads that aimed at both the finite product, and the services that were connected to the fashion environment. After World War I, the new tendencies in the fashion area were speculated by the shops in which there were sold *ready-made clothes*, the raw material for tailoring, shoemaking, accessories (umbrellas, watches, hats, bags, handkerchiefs, sock), perfumes etc., and the administrators were competing in launching inventing and tempting ads.

The items of clothes that were offered to the public included a wide variety of toile, silk, cotton and wool products. D. Calef&M. Demetrescu were the owners of a well-known wholesale manufacture shop, known after its logo *Voaleta* (The hat-veil). In the autumn of 1924, the two administrators were addressing to the people of Craiova, and were inviting the buyers to pay “a visit in Lipscani St.”, to the shop that was “supplied with merchandise from the most renowned foreign factories; toil-fustian-fabric-chiffon-cotton-cashmere and a great transport of knit items, sold at the producing price”¹⁶. It was possible to buy toile and products made of it from *D. Ghisdăvescu&Co. Ssori Great Shop* too, at no. 23, Madona Dudu St. The departments of the store are presented to us through an advertisement, as being permanently supplied with the most *modern, elegant and convenient items*, with “fabrics, silk, haberdashery products, body linen for men and women, ready-made-clothes for children, and also items useful for weddings and Christianisation”¹⁷. In the ad, the administrator also reminds his clientele that he manages *the only depot* from Craiova, where people can buy “the Tip-Top boots”¹⁸. The purchasing of the finest and most modern fabrics, brought directly from England was possible from *The Modern Draper’s Shop*, a well-known shop from this locality, administrated by I. Matei &N. Oprănescu. At the beginning of 1925, the two administrators announced their clientele that, besides the quality of the fabrics, they also make, for the potential clients, “suits made to order”, with the promise to create the clothes “in accordance to the latest fashion”¹⁹. *The Great Novelty Shop*, from no. 8, Lipscani St., administrated by Catone&Roman always had toiles for coats and woollen knitwear to sale. During the entire year of 1927, the two associates were announcing their clients that they sale products made at “Oltenia” fabric factory, and, in 1934, at *The Fashion Triumph* – the logo of the store – and there could be bought “silk products, man toile, dress trimmings”²⁰.

¹⁶ “Oltenia Economică”, year I, no. 39/November 14 1924, p. 4.

¹⁷ *Idem*, year I, no. 43–44/December 23 1924, p. 5.

¹⁸ *Ibidem*.

¹⁹ *Idem*, year I, no. 47/January 11 1925, p. 5; *Idem*, year II, no. 10-11/April 19 1925, p. 3.

²⁰ *Idem*, year XI, no. 1/January 4 1934, p. 21.

A special segment in our study is reserved for *the ready-made clothes*. Completely renovated in 1927, *Braun* department store was selling a wide range of items, among which: ready-made clothes, men and women coats, children clothes, school uniforms, hosiery, cotton items etc. The public (children, women and men) was invited to visit the establishment, where everyone could find any product they wanted. The price offers of the administrator, especially during the holidays, was an interesting approach. Thus, the current and potential clients were invited to take advantage of *the great sales*, and also *the paying facilities*, because the products could be paid in *monthly or weekly instalments*²¹. *Magazinul de Lipsănie și Mode* (Trading and Fashion Shop) of Lungulescu brothers, was tempting its potential female clients with French patterns. Thus, in the spring of 1924, the owners of the fashion shop were announcing pompously that “The latest and the most exquisite *Novelties form Paris*” were “offered for sale” in the premises from no. 14, Lipsani St.²². In the first inter-war decade, with its special departments of clothing, *Marele magazin “La Englezu”* (The Englishman’s Great Store) met its clients²³. The products from *Depozitul Dunărea* (Danube Depot), administrated by the Jew Samuel Flachs, were directed exclusively to the ladies, where they could buy “flannel clothing”²⁴, along with products offered by *Evelin* shop, from no. 76, Unirii St.²⁵. Leon A. Lillu had a knitwear, sweaters and jackets depot, situated at no. 25, Ed. Quinet St., and, at the beginning of 1934, we find that the store of the Jew Jean Löbel, *La Cochetta* (The coquettish), from no. 56, Unirii St., is always supplied with “the newest items in clothing for ladies and young ladies”²⁶.

The sector related to clothes making up was well-represented in the inter-war Craiova. The presentation should be started with the offer of tailor M. D. Cristescu who owned, in 1924, “the only tailoring shop from Craiova that corresponded to all the modern requests”²⁷. The text offered for reading is a combination between the types of services that were at the client’s disposal, and their quality. Thus, the clients are invited to visit the workshop from no. 16, Justiției St., the only “smart tailoring workshop”, *for elegant clothes, made with precision*²⁸. During the year of 1924, tailor Dobre Ignatovici, prefers a more straightforward approach: “Visit the well-known Progresul tailor’s”²⁹. His establishment, from no. 26, Kogălniceanu St. (beneath Imperial Hotel) was dedicated to *men*. 10 years later (1934), Ignatovici was still activating in the locality, still addressing the males, but adding supplementary elements that would catch the public eye: “tailoring, toiles, the

²¹ Idem, year IV, no. 49/December 12 1927, p. 3.

²² Idem, year I, no. 8/March 16 1924, p. 4.

²³ Idem, year I, no. 43–44/December 23 1924, p. 8.

²⁴ Idem, year XI, no. 1/January 4 1934, p. 34.

²⁵ *Ibidem*, p. 37.

²⁶ *Ibidem*, p. 34.

²⁷ Idem, year I, no. 12/May 5 1924, p. 3.

²⁸ *Ibidem*.

²⁹ *Ibidem*.

latest designs, exclusive patterns”³⁰. Because the founding of a society was an opportunity for advertising, in 1927, it is announced the founding of a new tailor workshop, administrated by Dumitru Isăcescu. This time, at the new tailor’s, both the ladies and the gentlemen from the locality were addressed, because, at the location from Kogălniceanu St., there were made “men suits inspired by the latest fashion magazines, and dresses, cloaks and jackets for ladies”³¹.

In order to be fashionable, the ladies and the young ladies needed plenty of clothes and accessories, and their desires were speculated by the local traders, by the tailor shops or beuty parlours, which competed in making a variety of interesting advertisements. There was a constant preoccupation for making the outfits complete, the hosiery, the hats, the handkerchiefs or the bags being extremely popular.

The hat was a promoted and intensively used accessory, in the inter-war period. In Craiova, lady hats were displayed for purchasing at “Mireasa” (The bride) shop, from no. 52, Unirii St.³². In 1934, under the careful management of Albert Landau the Son, *the refined clientele* of the city was announced about the extension of their activity, through the launching of a fur department³³. The house, founded since 1891, and administrated by Landau the father, had been well-known as the most important *lady hat* shop³⁴.

The hosiery products, the handkerchiefs, the ties, the umbrellas, the perfumes could be found, in the inter-war period, for sale, having “small prices and prompt services”, at *Intim* shop, at no. 56, Unirii St.³⁵. The ad also reminds the ladies and the young ladies that the shop has for sale “all kinds and colours of silk stockings, the fine and resistant Adesgo stockings”³⁶. Moreover, “The hose of an elegant lady, the Adesgo hose” appears frequently in the advertisements from the 1934–1936 period, more than the advertisements for other stocking brands³⁷. A shop for lady stockings was also EL-BE “Casa Ciorapilor” (The hosiery house), an old trustworthy brand, administrated by Iancu Solomn³⁸, from no. 4, Lipscani St., where “seasonal new items, the latest patterns of a superior quality” were received daily³⁹. The ladies and the young ladies could purchase umbrellas and corsets from I. Gabrovanu, no. 18 Lipscani St., handkerchiefs from Florea Amărășteanu’s Handkerchief Factory, no. 12, Lahovary St., and bags from Radu Bazar, no. 4, Lipscani St.⁴⁰.

³⁰ Idem, year XI, no. 1/January 4 1934, p. 12.

³¹ Idem, year IV, no. 45/November 21 1927, p. 3.

³² Idem, year I, no. 39/November 14 1924, p. 4.

³³ Idem, year XI, no. 1/January 4 1934, p. 6.

³⁴ *Ibidem*.

³⁵ *Ibidem*, p. 22.

³⁶ *Ibidem*.

³⁷ In the inter-war period, Adesgo products could be purchased from: *Bazarul Radu*, at no. 4, Lipscani St., sale depot for the items produced by *Adesgo Hosiery Factory*; *Leon Bazar*, no. 84, Unirii St., selling “Adesho hosiery, of all colour and qualities”; *Medina Bazar*, no. 60, Unirii St., in “Oltenia Economică”, year XI, no. 1-January 4 1934.

³⁸ “Oltenia Economică”, year XIII, no. 15–16/April 12 1936, p. 4.

³⁹ Idem, year XI, no. 1/January 4 1934, p. 12.

⁴⁰ *Ibidem*, p. 6.

Speculating the ladies' interest for fashion, in the inter-war period, there were also developed the beauty services. An "artistic hairdo, an impeccable perm" were done in *Pandeleescu* saloon, in Unirii St. (Under New York Hotel), and at *Frizeria 2 minute* (2-minute Hairdresser's), from Buzești St., were offered "perms, hair dying and artistic hairdos, under the direct supervision of Mr. Papp"⁴¹.

Even if they did not enjoy that much diversity, the gentlemen also had the possibility to wear elegant outfits. Generally, the advertisements that were promoting the shops where men could buy items for them had a briefer, more concise message, with a respectfully text, or they were represented through a simple image (a shoe, a hat). In the inter-war period, *Leon Bazar*, through its administrator, was inviting the gentlemen at no. 84, Unirii St., where they could purchase: shirts, collars, ties and gloves, "of all qualities"⁴².

The outfits were completed by the footwear that needed to be accordingly to the new tendencies. Towards the end of 1924, Eftatopol Brothers were announcing the readers that they had founded a "Large Sentis Footwear Depot". From galoshes and overshoes to boots, sandals, soles, leather goods, varnishes of "the most convenient prices"⁴³, all these were found in the shop from no. 8, Kogălniceanu St. The list of services that Eftatopol brothers were offering, was more diverse than this, as they offer "Bourul factory products – Bucharest, along with the necessary accessories, of any kind, and having the most convenient prices"⁴⁴. *The galosh, the overshoes and other types of footwear* were purchased from "Dunăreanu" store too. The description of the good services offered by the administrator can be identified from the message that announces us that, from the *always well-organised* store, situated at no. 8, Cuza Vodă St., there could be bought "new merchandise and models", for "modest prices", of "an irreproachable quality"⁴⁵. "Do not buy until you have visited *Voevodul Mihai* Store". That was, in 1936, the advertisement for the store administrated by Ilie Chirișescu, from no.12, Lahovari St., from which people could buy "elegant footwear", of "guaranteed resistance"⁴⁶. Nevertheless, trader Chirișescu can be easily seen as a connoisseur in this area, if we take into account the fact that, in 1925, was presenting his clientele with his leather goods and footwear store that he was administrating at no. 50, Alex Lahovari St. From "La Grănicerul Vesel", (The Happy Frontier Guard), the logo the store was registered with, *supplied with all the essentials*, there could be purchased: "...Black and coloured box calf; black and coloured kid goatskin; Varnishes, Soles and Butts, everything from renowned factories, from the country or abroad"⁴⁷. This commercial sector – the footwear – was generously represented in Oltenia

⁴¹ *Ibidem*, p. 30.

⁴² *Ibidem*, p. 27.

⁴³ *Idem*, year I, no. 42/December 15 1924, p. 4.

⁴⁴ *Ibidem*.

⁴⁵ *Idem*, year XII, no. 1/January 1 1935, p. 2.

⁴⁶ *Idem*, year XI, no. 1/January 4 1934, p. 27.

⁴⁷ *Idem*, year II, no. 10-11/April 19 1925, p. 3.

Economică journal, on addressing the number of the advertisements. There also ought to be mentioned the following short ads: “Luxurious Footwear, only at Popescu”⁴⁸; “The Modern Footwear Store”, at Costică Nicolaescu (Michianu); “Moritz M. Grunberg, Leather-Goods Store”⁴⁹; “La Tunul de Aur (The Golden Cannon), Iliescu&Bărbulescu”⁵⁰; “Ioan N. Modrescu – Footwear Store”⁵¹; “The Footwear Store - E. A. Gutuescu”⁵²; Emanoil David&Son – Footwear in Craiova”⁵³.

The “coffee-colonial goods-delicacies” sector was for a long period of time contested by the Armenians who had settled in the city of Craiova. The studied advertisements announce that the best factory of “Grounded coffee and a shop, properly-supplied with all kinds of colonial product and delicacies” was in Craiova (New Market), at no.1, Emil Gârleanu St., and it was managed by Agop Babaeghian⁵⁴. The Armenian’s store, known for the logo *La Aurora*, was offering the customers “Turkish and American peanuts”, all the goods being “fresh and with prices lower than anywhere else”⁵⁵. Starting with 1926, Babaeghian extended his business and announced the opening of a big shop, “supplied with all the goods: coffee, delicacies, colonial foods, Oriental fruits”⁵⁶. His shop was daily supplied with new and fresh merchandise, all for prices “that defy any competition”⁵⁷. In order to gain the trust of the local aristocracy, the owner was offering supplementary clarification. Thus, the quality of his products, the taste, the aroma, were incomparable, and the renowned SOULTAINE Turkish-delight could be purchased, for different anniversary occasions, packed in luxurious boxes. Other interesting propositions on the coffee and colonial goods commerce were also coming from the Armenians: Aznavov Aznarovian, who administrated *a special coffee shop*⁵⁸, Lazăr Dilberian⁵⁹ and Minaș Karakasean⁶⁰.

Among the advertisements promoted by Oltenia Economică periodical journal, during the year of 1925, the following advertisement draws the attention:

⁴⁸ Idem, year XI, no. 1/January 4 1934, p. 33.

⁴⁹ *Ibidem*, p. 37.

⁵⁰ Idem, year I, no. 43-44/January 1 1925, p. 4; Idem, year XIII, no. 15-16/April 12 1936, p. 3.

⁵¹ Idem, year I, no. 43-44/January 1 1925, p. 4.

⁵² Idem, year IV, no. 51-52/December 25 1927, p. 4.

⁵³ *Ibidem*.

⁵⁴ Idem, year I, no. 12/May 5 1924, p. 3.

⁵⁵ *Ibidem*.

⁵⁶ Idem, year III, no. 6/March 8 1926, p. 3.

⁵⁷ *Ibidem*.

⁵⁸ Aznavov Aznarovian administrated *La Indiana* special coffee shop, renowned for the following specialties: “coffee, tean, cocoa, delight, chocolate, colonial products, delicacies and goods from Orient”, in “Oltenia Economică”, year XI, no. 1/January 4 1934, p. 27.

⁵⁹ Lazăr Dilberian administrated, since 1926, a coffee and colonial goods shop, with the logo: *La Pașa*, at no. 90, Unirii St.

⁶⁰ Since 1927, at no. 4, Sf. Apostoli St., there was “a special coffee shop” that sells: “grounded coffee, colonial goods, delight and small goods. The shop was renowned within the city with the logo *La Voevodul Mihai*, and it was administrated by Minaș Karakasean, in “Oltenia Economică”, year XI, no. 1/January 4 1934, p. 13.

“*La vulturul de mare* Family Garden and Bowling-Alley, which meets its clients, daily, with tripe broth, hot and cold dishes, special steaks”⁶¹. For *the travelling and clerk gentlemen*, the place was “well-supplied with all kinds of drinks”⁶², was giving discounts, and, those who were expressing the wish “to take care of their stomach and their money”⁶³ were invited to have a meal at Uncle Costică, a specialist in the culinary art⁶⁴. The honourable clients were entertained by *the classic orchestra, led by the caressed Mihalache*⁶⁵. In the spring of 1926, the owner of the restaurant, which was introducing by the logo, *La vulturul de mare cu peștele în ghiare*, launched a suggestive invitation, for recruiting a permanent clientele. Thus, in the restaurant from no. 15, Știrbei Vodă St., the old or new customers, during the “autumn or winter seasons, will be served equally well and scrupulously as during the summer season”⁶⁶. The same restaurant stood out in the summer of 1926 too, when we find out that the only restaurant where people could have a good meal, in Craiova, very clean and for the lowest prices, is “C.I. Cotorelea shop and restaurant”, which could provide for its customers, “Daily, fresh beer, from the renowned Luther Beer Factory, along with the delicious wines of Drăgășani vineyards”⁶⁷. Moreover, the owner was recommending “the tripe broth and the special grilled dishes”. All these, were offered for “uncompetitive prices”⁶⁸. The owner’s offer was also supported by the presence of some supplementary elements, indispensable for unforgettable entertainment. For this, the restaurant was continued with “an appealing terrace, gazebos decorated with flowers and natural greenery, and the most modern Bowling-Alley from Craiova”⁶⁹. On the 29th of October 1929, we find out that the restaurant moved on the lower ground floor of Splendid Hotel, “where anyone can have a meal at any day or night hour”⁷⁰. Because the advertisements for *Luther Beer* was mentioned above, it was observed that, starting with 1926, people are announced that it is sold “The special black beer of the renowned Traian Beer Factory”, from Turnu Severin⁷¹. The supplying was ensured daily, the prices were convenient, the serving prompt, and the warehouse from where it could be purchased was at no. 26, Carol I Blvd. The information on this sector is to be ended with the services offered by the restaurant administrated by Petre Florescu, from Kogălniceanu St., which must have been of a very good quality, if we consider the way in which the manager

⁶¹ “*Oltenia Economică*”, year II, nr. 17/June 8 1925, p. 3.

⁶² *Ibidem*.

⁶³ *Ibidem*.

⁶⁴ *Ibidem*.

⁶⁵ *Idem*, year II, no. 27/August 17 1925, p. 3.

⁶⁶ *Idem*, year II, no. 47–48/January 1 1926, p. 4.

⁶⁷ *Idem*, year III, no. 22–23/June 18 1926, p. 6.

⁶⁸ *Ibidem*.

⁶⁹ *Ibidem*.

⁷⁰ *Idem*, year VI, no. 49/December 2 1929, p. 2.

⁷¹ *Idem*, year III, no. 20/June 14 1926, p. 4.

decides to promote his business. We chose, for this instance, the advertisements, in its original form: “Awarded with the golden medal at the international viticultural and industrial agricultural exhibit from Rome, in 1019, wines chosen from the most renowned vineyards of the country”⁷².

Of smaller or larger dimensions, some written exclusively briefly, depicting strictly the offered facilities, others surpassing the enunciative simplicity of saying only what it is sold and where, the advertisements from *Oltenia Economică* periodical journal are displayed on 2–3, from the 4, in certain periods 6, and during the holidays 8 pages of the newspaper. Most of the identified advertisements are formulated with the *superlative*: *the most modern, the newest, the best*, and address the women, especially those with a certain social position, who appreciate silk, the newest items from Paris, the furs, the varied accessories (hats, corsets, bags, gloves etc.). There were also met advertisements that launched certain services, short ads to preserve the fidelity of the client, ads that resort only to a simple image (a hat, a shoe, the image of a bride) or texts that transmit the advantages and the novelty elements of the produce, quality guarantee, technical details, information on the brand, the premises, the name of the administrator etc.

The studying of the above-mentioned advertisements, only a part of the economic ads identified in *Oltenia Economică* periodical journal, convinced us on continuing the endeavour, to obtain a wider image on the commerce and the traders from the inter-war Craiova.

⁷² Idem, year XI, no. 1/January 4 1934, p. 13.