

George Sanikidze

Ilia State University,

G. Tsereteli Institute of Oriental Studies

**ADVERTISEMENT IN THE FRENCH MAGAZINE “LE CAUCASE ILLUSTRÉ”
PUBLISHED IN TBILISI
(END OF THE 19TH C. – BEGINNING OF THE 20TH C.)***

Keywords: *Jules Mourier, ‘Le Caucase illustré’, Caucasus, Tbilisi, advertisement*

French magazine “Le Caucase illustré” was published in Tbilisi during 1889-1892 and 1899-1902 years. The founder and editor-in-chief of the magazine was French journalist Jules Mourier. Articles about the history, art, literature, and everyday life of the Caucasian peoples were published in this magazine. These materials are more or less explored. The presented paper examines the integral and still unexplored part of this magazine – advertisements.

It is evident that advertisements were the primary financial sources for the publication of this magazine. In the paper, types of advertisements are classified. The spheres of business activities in which the French-speaking population of Tbilisi (and the whole South Caucasus) is interested. It highlights differences in advertisement types between the two periods of the magazine’s publication. For example, if in the issues of the first period of the magazine's publication on the first page (indeed, the most expensive) are presented advertisements connected to the oil industry and oil trade (also a few numbers advertisements for banking services), in the second period, such types of advertisements disappear. This indicates the loss of interest in the magazine from the part oil business, which was the most significant sphere of business activities in the South Caucasus both in the first and the second periods of the publication of “Le Caucase illustré”. We can assume that the cancelation of the publication of the magazine and the return of Jean Mourier to France was conditioned by the loss of interest on the part of the business circles towards the magazine. It is also worth noting that the number of advertisements during the second period of the publication of the magazine is significantly reduced and in the last issue there is no single advertisement.

Apart from the advertisements connected with the oil business and banks, there is only one advertisement of another type – the American dentist Feiginberg’s clinic. the publication of the advertisement on the first page, as it was stressed, was the most expensive. So, it can be concluded that this clinic was exceedingly popular.

To summarize, advertisements in the “Le Caucase illustré” can be grouped into the following categories. 1) Oil business. 2) Transport. 3) Hotels and restaurants. 4) Shops of

* The article is prepared in the frame of the project “Ethnoreligious Mosaics of Tbilisi (1801-1921)” Supported by the Shota Rustaveli National Scientific foundation (grant # FR- 21-8081).

different kinds. 5) Others (notary, translation, etc.). It is worth noting that Mourrier himself was involved in business activities. He advertised the trade of horses in the magazine and was a business broker between clients and sellers.

Based on the study of advertisements published in the magazine, a complete picture of business activities in Tbilisi is created, and the role of Tbilisi in international commercial relations is also highlighted.