

ADVERTISEMENT AT IZMIR PRESS DURING EARLY 20TH CENTURY

Elif C. NELSON*

Öz

XX. Yüzyıl Başlarında İzmir Basınında Reklam

Sanayileşme sürecini tamamlayan Batı Avrupa ülkelerinin sermaye sahipleri için İzmir bir cazibe merkezi olmuştur. Batıya açılan bir pencere olarak İzmir'in 20. Yüzyılın başlarında kültürel ve sosyal açıdan Avrupa kentlerinden hiçbir farkı yoktur. Bu nedenle yerli ve yabancı markalar ürünlerini pazarlamak ve tüketici ile buluşturmak adına yerel gazetelere ilan vermişlerdir. Gazetelerin ilan sayfalarında tüketici aradığı aramadığı her türlü ürünü bulabilmektedir. Bu da reklamları dönemin sosyal ve ekonomik tablosunu yansıtması açısından paha biçilemez kaynaklar olarak karşımıza çıkmaktadır. Özellikle içerik bakımından oldukça zengin olan bu reklamların sadece ürün tanıtımında değil aynı zamanda bir hizmeti halkla buluşturmak adına da kullanılmıştır. Bu hizmetler arasında yoğunluklu olarak sağlık hizmetlerinin yer aldığı gözlenmektedir.

Anahtar Kelimeler: *İzmir, Basın, Reklam, Ticaret, Gazete, Osmanlı Devleti.*

Abstract

Izmir has become a centre of attraction for the capital owners of Western European countries that have completed the process of industrialization. As a window to the west, Izmir is no different from the European cities in the early 20th century in terms of cultural and social aspects. For this reason, local and foreign brands advertised in local newspapers in order to market their products and bring them together with consumers. On the advertisement pages of the newspapers, the consumer can find all kinds of products even the ones that are not looked for. This makes commercials invaluable resources in terms of reflecting the social and economic picture of the period. These ads which are particularly rich in content are used not only for product promotion but also for promoting a service to the public. It is observed that these services are mainly about healthcare.

Key Words: *Izmir, Press, Commerce, Advertising, Newspaper, Ottoman Empire.*

* Research Assistant, Ege University, Faculty of Letters, Department of History, İzmir.
E-mail: elif.nelson.keles@ege.edu.tr, ORCID: <https://orcid.org/0000-0001-9875-9207>
(Makale Gönderim Tarihi: 26.01.2019 - Makale Kabul Tarihi: 17.06.2019)

Introduction

Advertising is the way to promote a product or a service to the public. Europe was the motherland of advertising¹. Undoubtedly, the most important reason for this is the development of industry and free market order accordingly growing trade in this geography. After the geographical discoveries Europe's capital accumulation increased and the emergence of freedom of thought and research with Renaissance, the development of science and technology has become inevitable. With the invention of steam powered machinery, the industrialization has begun in Europe, which led to mass-production. There by the consumption has increased rapidly and competitive environment was created between manufacturers.

To introduce the products, the manufacturers used advertising to reach a wider audience. As a means of mass communication the newspapers were a treasure for advertisement. The use of newspapers in the announcement of commercial activities goes back to the 17th century. since newspapers in Europe were issued by the printing houses, the first ads were about the books that were published by these printing houses in 18th Century².

However, in the 19th century, it is seen that advertising with today's conception quite advanced in Europe and America. In London, for example, high-grade wooden curtains were drawn around some of the wrecks and they were allocated to the advertisements by the owners with an appropriate fee³.

The Ottoman economic system, where competition is relatively low, has been shifted to free market order in the process of integration with the globalized world economy. With the system of Ottoman artisans' guild all the products were supervised to a certain quality standard and the competition between the producers were kept in balance. In this ambiance, advertising activities has been very limited in Ottoman Empire. But in the 19th century advertisement has become a very important part of Ottoman trade.

Among the Ottoman cities, İzmir has an important place as a trade center. Especially after Tanzimat the interest of foreign investors was increased on Western Anatolia. This interest brought cultural and social change alongside economic development. The city of Izmir was called *Petit Paris* due to the

¹ Flyers published by William Caxton in the UK in 1480 are considered the first printed advertising in the history of advertisement. Newspaper advertising began to develop through newspapers published in Paris in 1612 and in England in 1650. The first advertisement in America, which is now accepted as the homeland of modern advertising, was published in 1704; Yardımcı et al 2016, p. 2670.

² Koloğlu 1987, p. 79.

³ Koloğlu 1999, p. 62.

resemblance to Paris, both culturally and commercially⁴. With the products grown in the hinterland was transferred by the railway and export through Izmir port has made this city a center of attraction for Europeans⁵. It is not a coincidence that in Ottoman Empire the first newspaper with an ad was published in Izmir⁶.

Advertisement at Ottoman Press

Although press activities in foreign languages are quite old in Ottoman territory, the beginning of the publication of Turkish periodicals is after the first quarter of 19th century. In the Newspaper *Vekayi-i Misriyye* which was issued by the indorsement of The Governor of Egypt Mehmet Ali Pasha had some examples of adverts. the professional sense of advertising took part in the Ottoman press with *Ceride-i Havadis*. Although it was supported by the state, it was established with private enterprise. In this respect, it was motivated with commercial concerns. The owner of the newspaper William Churchill has brought originality to 19th century Ottoman press with adding a part for commercials in a newspaper. He also used the newspaper as an advertising agency and advised that he would act as an intermediary in the sale of the products he advertised⁷. This shows that *Ceride-i Havadis* acts within commercial concern. In Ottoman newspapers, advertisements are often seen in foreign languages. The main reason for this the traders who were engaged in foreign trade in Ottoman Empire are mostly Levantine. However, the fact that the consumers were also foreigners, reinforces this situation.

Understanding the importance of advert in the Ottoman press took place around the middle of the 19th century. An article in *Ceride-i Havadis* mentions about the importance of the advertisement as follows: “*Europe and America's main trade increases thanks to ads and the income provided from these ads are enough to cover the newspaper's paper, typesetting and other costs. In these regions advertisement pages of newspapers are just like a bazaar; one can find what they are looking for. Thus the idle butler, waiter, chauffeur, groom and janitor give ad so people who need a servant apply to the newspaper. Even women who are looking for a husband give ad with the qualification that are looked for such as age, salary etc.*” The first page of the British newspapers and

⁴ The fact that İzmir did not have any difference from European cities of the period is a common opinion see: Yaranga 2002; Berber 2008; Beyru 1999; Şenocak 2008; Serçe 2000.

⁵ There are many studies about the trade in İzmir Port during 19th and 20th century to get a general idea see; Kurmuş 2012; Kasaba 1993; Kütükoğlu 1993; Yapucu 2007; Özgün 2014.

⁶ *Spectateur Oriental* was published by the French; Koloğlu 1999, p. 23; Yavuz 2007, p. 187.

⁷ Koloğlu 1999, p. 33.

the fourth page of the French newspapers are reserved for commercials⁸. Ottomans adopted the French way and used the fourth page for adverts.

The educational reform which took place during Abdulhamit II period has bear fruit in a sense the literacy was increased. This period is also very important in terms of advertising because now it is realized that advertising is one of the tools that keep the economy alive rather than an action carried out for the survival of the newspapers⁹.

The first period advertising in Ottoman land was based on puffery so the ads were misinforming the public since there were no moral standards. For example, people who do not have diplomas claim to be doctors on these ads or promote chocolates imported from Europe. Because of these adverts public health was endangered. When Chocolates allegedly imported from Europe poisoned people the State took measures. By using advertisements, charlatans were endangering public health so the government stated that no one can open a clinic without consent or practice without permission¹⁰. After these incidents a new era has started for commercials. From now on advertisers used official permissions in their ads as a reference to win the trust of the consumers.

Advertisement at Izmir Press

It is understood that the demand for certain products is more in İzmir. In this context, the competition that emerged within the borders of the Ottoman Empire has stimulated the market, so advertising activities have increased considerably in this city. Newspapers widely advertise their own print houses so Ahenk Printing House gave its own advertisement. In the announcement section of the paper, was mentioned all kinds of invoices, business cards and similar products can be printed¹¹.

Among the adverts in the İzmir press, most common ads are health care and pharmacy commercials. Specialist doctors from different fields gave ads to get recognize. For example; Doctor Cemal who specialized in ophthalmology was appointed to Izmir Military Hospital. Every day afternoon except Friday and Sunday, patients will be admitted to his office at Kemeraltı. The poor will be examined on Tuesdays. He can even cure cross-eyed people with a simple surgery¹².

⁸ Koloğlu 1999, pp. 61-62.

⁹ Koloğlu 1999, p. 127.

¹⁰ Çakır 1997, p. 196.

¹¹ *Ahenk*, December 2, 1900.

¹² *Ahenk* August 2, 1902.

Doctor Mithat also examines patient every day afternoon except Friday and Sunday. Specialization area was not mentioned specifically in the ad however, it was stated that he cures all kinds of small stains, ear currents, nose and throat diseases, tonsils and new and old gonorrhoea and syphilis diseases with new methods in less time. In addition he cures lumbar hernia in 15 days with surgery¹³.

Unlike others, some doctor ads include the education of the doctor. Doctor Markoglu, was trained at Paris clinics. With the latest technology used in Europe, cystoscope and urethroscope he can eliminate the problems such as bladder inflammation, urinary tract stenosis and impotence, the white discharge in women, the freckles and the thinnest hairs on the face by using electric. Other than that by using the same technique hair loss, pelade and skin diseases are treated in the same way¹⁴. Doctor E. Kapatanaki has been trained in Paris hospitals for very long time. He treats prostate, bladder or groin diseases as well as syphilis and skin diseases¹⁵. Doctor Kazım Haydar was a pediatric and internal medicine specialist. Until noon he sees patients at *Şifa* and *İttihad* Pharmacy, other times he accepts patients at *Afitab* Pharmacy¹⁶.

Pharmacy commercials provide interesting information about the period. Apart from preparing prescriptions, Pharmacies also provide accommodation among other services such as suggesting a specialist for the diseases. *Şifa* Pharmacy accepts applications from province before arriving to the city by post and takes no charge for guiding patients to a specialist. This pharmacy asserts that the prescriptions are prepared based on science and within a very clean environment. And also medications are affordable¹⁷. Yet another pharmacy *Afitab* at İkiçeşmelik district also provides the same services. But at the same page of the newspaper *Şifa* Pharmacy has another commercial which has bigger type size and this time emphasizes that the drugs in their hands come from the most excellent and honorable factories in Europe¹⁸. Pharmacies had been providing dispensaries and laboratory services along side with opticianry services for many years¹⁹.

Again, a very common phenomenon in this period is that doctors look at patients in pharmacies at certain times of the day or on certain days of the week. For example, Dr. Mercan Ritosyan, took care of the patient from eight to nine in

¹³ *Ahenk* March 10, 1902.

¹⁴ *Ahenk* March 14, 1908.

¹⁵ *Ahenk* November 19, 1908.

¹⁶ *Köylü* December 4, 1908.

¹⁷ *Hizmet*, October 4, 1908.

¹⁸ *Osmanlı*, January 19, 1911.

¹⁹ Karayaman 2008, p. 138

the morning at *Eczahane-yi Osmaniye* in *Tilkilik*, from nine to ten in the *Osmanlı Pharmacy* on Konak Street, and in the afternoons at his home. Just like the doctors there are few surgeons and chemists among these ads. However, these individuals work mostly within the structure of pharmacies²⁰.

On the shelf of each pharmacy there were medicines from abroad, as well as preparations of their own production. There was intense competition among pharmacies because the formula of the medicines was the same. It could not even be possible for a pharmacy to sell preparations from another pharmacy or manufacturer²¹. Under these conditions, it would be not beneficial to give an ad about the produced medicines, therefore the pharmacy advertisements come to the fore.

When promoting certain cosmetics educational background is still popular. For instance, The French dentist Monsieur Fransuva Kastor who graduated from Paris University was admired at the Milan exhibition in 1902 with the products below and works with the official permission of the Ottoman medical school (*Mekteb-i Tıbbiye*). By using the tooth paste, tooth powder and tooth water which are very important in protecting the health of the teeth and preserving the aesthetics, it will not leave any space for tooth pains and increase the strength of the teeth. It is sold in Hacı Atsam street in the doctor's clinic and also sold as wholesale in Orosdi-Back store in İzmir and in other stores²².

Some ads appear to consist of at least three paragraphs. In order to convince the consumer, the first entry is made. For example, health syrup (*Sihhat Şurubu*) advertises that *the man always wants his body healthy. Therefore, he refers to many ways*. As it seems it is aimed to attract the attention of the consumer by making an entry. Later on within the ad; *in order to save the trouble for people from looking for ways, Ahmet Nüzhet Bey Efendi prepared a medicine by the name of "Wellness Syrup". For more information, you can find brochures at the headquarters of Nikolaki Efendi at Kemeraltı and Daton Efendi's store called İstanbul in Karataş. A bottle of wellness syrup is 10 gurus at İzmir 12 gurus for countryside*²³.

Another health product we come across in the 20th century ads at İzmir press are pain relief pills. Perry Davis's pain killers are very common²⁴. This brand helps to heal internal and external discomfort of all kinds of diseases due to burns, wounds, boils or stomach pains²⁵. An interesting fact about these pills is that the use of these pills was prohibited by the government in the 19th

²⁰ Yeneroğlu Kutbay-Kınlı, p. 763.

²¹ Yeneroğlu Kutbay-Kınlı, p. 764.

²² *Ahenk*, August 29, 1910.

²³ *Ahenk*, August 2, 1902.

²⁴ *Ahenk*, January 19, 1908; September 15, 1909; January 8 1912.

²⁵ See: *Ahenk*, September 15, 1909

century²⁶. Sometimes ads of same product can took part side by side on the newspaper. One can see Perry Davis's pain killer ad was printed with a different brand of pain killer called Pilol Pink²⁷.



Fig. 1



Fig. 2

Yet another pain reliever brand Pilol Pink/ Penk has an interesting way of advertising. At the first ad of this brand uses the following commercial; Every month, suffering from menstrual pain, Pilol Pink pills is the best drug for women. Pilol Pink pills sedates the blood, so it gives strength, and heals headache, dizziness, pain and stomach turbidity. Pink pills price of 1 box is 3.5 francs. To avoid fake brands look for a white band on the boxes with the brand E. Moroşer Kasi²⁸. In this ad was used a women's illustration. (on the left) One can assume that since the women pictured was a foreign, far from ottoman society so the ad seems like it was aimed at non-Muslim consumers. A few months after the first ad, Pilol Pink pain reliever used a different approach on consumers. This time they used a real woman who actually was cured with

²⁶ Beyru 2005, p. 149.

²⁷ Ahenk, October 24, 1909.

²⁸ Ahenk, October 23, 1909.

these pills. (On the Right) the ad quotes that this lady had rheumatic pain and was relieved from it with this brand of pain killers²⁹.



Fig. 3



Fig. 4

After three months Pilol Pink pain relievers gave another interesting advertise. This time used a man’s story, a telegraphist who works at the Government Office of Izmir. The ad follows as: “telegraph operator Mehmet Emin Efendi says ‘I’ve had pains for a long time. so much so I couldn’t work. I used these pills with the advice of my friend and I have recovered.’ He had spine pain, you can find these pills at London Pharmacy in Izmir”³⁰. By using real people’s stories and pictures Pilol Pink raised the bar. But Perry Davis’s pain killer ads remained the same for quite some time.

The advertisements of the Orosdi-Back store take up a lot of space in the newspaper. The title of the ad is the name and address of the store and then the products sold at this store are listed in paragraphs. *Lotion Adamantine American hair water makes the hair grow out in a very short time, prevents hair loss, replenishes hair, destroys dandruff*. One bottle of Lotion Adamantine is 25 gurus. A wide range of products mostly cosmetics are sold in this store. A hair

²⁹ *Ahenk*, January 19, 1910.

³⁰ *Ahenk*. March 5, 1910.

dye called *Ganibaldin* is mentioned in the advertisement. In addition to hair growth products such as *eklatin juice* or *komocin pomade*, as well as creams which are good for all kinds of skin diseases (*coco pomade*) depilatory cosmetics such as *Nile Water* are also sold in this shop³¹. This store was one of the most popular stores in Ottoman Empire. The central shop was at Istanbul and had a branch in Adana as well.

Even though it was not a very large brand Ömer Muharrem soaps also had commercials in Izmir Press. The ad underlines the product was a domestic good.³²



Fig 5

Around Hisar Mosque in Izmir there was a candy shop called Panama. The owner Atanash Aleksı, promoted his products as *cheap, exquisite and elegant*. At the ad it has been stated that especially in the shop where candies, various chocolates, jams and syrups are produced with the newest method of Europe, orders are taken for weddings or banquets³³. There weren't many food

³¹ *Ahenk*. August 1, 1902.

³² *Ahenk*. June 26, 1910; Berber 2008, p. 134

³³ *Ahenk*. March 19, 1902.

ads in Izmir Press in early 20th century. It is common in the shop commercials to include products that are sold in the shop. But there is one example of a shop commercial unclear about what they are selling. Modest Store (*insaflı mağaza*) ad claims there would be a sale because of Ramadan and the products are marvelous³⁴. Bayraklı store has reported that was going to be a sale on goods on 26 February to mark the upcoming Sacrifice Feast³⁵. P. Xenopoulo's variety store had a catchy commercial (Figure 5) All kinds of goods you can find in Europe are also in this shop.

Craftsman such as shoemakers and tailors also uses press to introduce themselves. Shoemaker Bünyamin Frera Efendi claims that he does the best and elegant shoes in Izmir³⁶. Ottoman Frankish tailor Robin Gabay Efendi was trained at Europe. He combined his father's experience with his own education so *there isn't much to say about this tailor shop*³⁷.

After the health and cosmetic products, the most common products in Izmir press were luxury consumer goods such as pocket watch, liqueur, cigarette papers, lamps and phonographs.

When the adverts started to take place in the Ottoman press, the tradition of referring to the official institutions of the state was shown in order to increase the credibility of the advertisements. The Ottoman Cognac brand used this technique to provide credibility: *“produced from Manisa grapes this brand has been analyzed by chemists and famous Izmir doctors and it has been found out that it is free from all harmful components and is not fake. One can find this product at Mangonyani Brothers store in Fish Market”*³⁸.

Cognac factory established in Greece in 1840 by Barbaresso Brothers was awarded with gold medal at the 1900 Paris exhibition. Just like Ottoman Cognac brand this brand also referenced official institutions for components and originality³⁹.

Cigarette paper is produced for the benefit of Hamidiye Hijaz railway (Figure 6) and was inspected by Mekteb-i Tıbbiye. This cigarette paper was produced at one the most famous factories of France Joseph Bardou and Brothers namely JOB⁴⁰. (Figure 7)

³⁴ *Ahenk*, October 2 and November 19 1908.

³⁵ *Ahenk*, March 16, 1901.

³⁶ *Musavver Emel*, 23 Ekim 1910.

³⁷ *Çapkın*, October 5, 1909.

³⁸ *Ahenk*, January 9, 1900.

³⁹ *Ahenk*, January 25, 1902.

⁴⁰ *Ahenk*, September 15, 1903.



Fig. 10



Fig. 11



Fig 12

Gramophones, another luxury consumer product finds itself on advertisement in Izmir press. In Eyup Sabri's atelier all kinds of phonographs are repaired. The ad underlines that the best phonographs in Izmir and was the only seller of Odeon Records (Fig. 12-14)⁴⁵.

Other than casual technology, technological product's ads are also included in newspapers. Especially the newspaper *Köylü* had plow or engine commercials since The newspaper's aim was to inform the peasant and to work for the good of the peasants⁴⁶.

Another technological product was produced by the company of Kittson Light Foreign Supply and co. In the advertisement of these lamps was emphasized that were used in public places, government building, municipalities, railway stations, factories and light houses⁴⁷. Unlike most lamps of that period, it works with electricity. Warren Beattie co. Ltd. Company

⁴⁵ *Feryad*, February 18, 1910.

⁴⁶ Arıkan 2006, p. 79; Also see *Köylü*, 1908 issues.

⁴⁷ *Ahenk*, 14 March 1908.

Bicycle found its place among the means of transportation in 20th century Izmir. *Pandali Daskaloplu* the owner of a hardware and repair shop also sells bicycles and sewing machines⁴⁹. In his ad he announces that an annual subscription is accepted for bike repair and that a bike course is given by a small fee (Fig 15).

Conclusion

One can suggest that Izmir is a European city based on advertisements of the period. People can have all kinds of products needed to live like a European, and these products are equivalent to those abroad. Cosmetics, food, luxury consumer goods and technological products are mostly seen in advertisements in İzmir press. It is observed that to draw attention different characters and type sizes are used. To draw more attention among the plain ordinary writings of the newspapers the sellers preferred pictures. Other commercials than shops, branches of imported goods or luxury goods; doctors, tailors and shoemaker's adverts were also very popular. In order to ensure credibility, it was common to use references from the official institutions or even an officer like telegraph operator Mehmet Emin Efendi.

It can be asserted that advertisements target audience was generally the people who can afford and has a better economic status as well as people who adopt the western lifestyle. The fact that almost all of the advertisers are non-Muslim is due to their involvement in foreign trade. National emphasis was increased in advertising after the Second Constitutional period. The domestic goods started to rise and joined the competition.

⁴⁹ *Ahenk*, March 14, 1901.

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