

Some Reflections On Typographic Activity In The Press Of Khorezm In The Early 1930s

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Annotation

This topic examines the development and functioning of typography in the press of Khorezm during the early 1930s. It analyzes the introduction of printing technologies, their impact on the growth of local media, and the challenges and achievements within publishing processes. The study also highlights the role of typographic activity in promoting socio-political ideas and contributing to cultural development.

Keywords: Khorezm press, typography, printing house, 1930s, publishing, mass media, cultural development, technological progress.

In the early 1930s, the newspaper did not have an art page, its correspondents were limited to the district, and news and information about republican, central and foreign news were received by radiotelephone through TASS, ROSTA, RATAU, ZAKTAG.

Among the main products for the needs of the printing house was paper. Paper was mainly supplied from the "Bumaga Trust" located in Tashkent. As part of the implementation of the decision of the USSR CPSU on the transition to economic accounting, the monthly paper consumption rate was set at 4 tons by order of the Committee for Press Affairs under the CPSU. The average cost of each ton was 380 rubles, and it was determined that deliveries to printing houses would be carried out in small batches, that is, in total, paper was sent in each batch for a value of up to 300 rubles [6].

Paint and fonts were supplied by the Moscow Polygrafrest, and fuels and lubricants for the machines were supplied by the local oil syndicate. [7] At that time, the publishing house did not have a zincography workshop.

After the transition to the Latin alphabet, the Central Executive Committee of the Uzbek SSR granted the Committee a monopoly on the production of signs, numbers, posters, banners, and slogans, the Yangi Urgench District Committee opened an art workshop in Yangi Urgench for all state institutions, enterprises, and trade unions, and began accepting all orders for the replacement of signs in the new Latin alphabet [5].

This process led to the beginning of a complete re-equipment of the typography. Given that the technical condition of the typography was deplorable in the early 1930s, the work that needed to be done in this regard covered all departments. In particular, for the Publishing Department of the typography, 1 flatbed printing machine with a capacity of 5 sheets, 1 flatbed printing machine with a capacity of 2 sheets, and 1 American machine were required. For the binding shop, 1 cutting device, engine, 1 proofing machine, 2 binding machines, as well as 1 press and 1 stereotype were needed. The new alphabet also created a demand for fonts, and accordingly, the regular fonts, i.e., 10, 12, 16, 24 kegel fonts, weighed 380 kg, 10, 12, 16, 24 Corinna fonts weighed 200 kg, 8, 10, 12, 16, 36, 48, 60 semi-bold grotesque fonts weighed 150 kg, 8, 10, 12, 16, 36, 48, 60 italic semi-bold fonts weighed 100 kg, 8, 12, 16, 24, 36, 48 narrow, semi-bold academic style fonts weighed 100 kg, 28, 36, 48 narrow Corinna academic style weights 28, 36, 48 60 kg of fonts, 100 kg of Corinna semi-bold font in sizes 8, 10, 12, 16, 20, 28, 36, 48, 50 kg of Corinna semi-bold Latin-style font in sizes 20, 36, 48, 100 kg of narrow grotesque font in sizes 8, 10, 12, 16, 24, 36, 40, 100 kg of narrow Egyptian grotesque font in sizes 10, 12, 16, 24, 36, 48, 60, 78, 120 kg of narrow grotesque thick Egyptian font in sizes 8, 10, 12, 16, 24, 36, 48, 60, 100 kg of around 36, There was a need for Pilot Marshal typefaces

in sizes 48, 60, 72, 120 kg of Gerald typefaces in sizes 12, 16, 20, 28, 36, 48, 60, 72, 100 kg of oak typefaces in sizes 6, 10, 12, 28, 48, 60, 100 kg of Concordia typefaces in sizes 12, 24, 36, 48, 60, 30 kg of Rensha typefaces in sizes 6, 10 sets of wooden typefaces in sizes 72, 96, 192, 288, 480. An order was placed with the Polygraph Trust for a set of fonts weighing 1,910 kg, and delivery was made via the Amu Darya [4]. But among the archive documents, we found a message from the Polygraph Trust - that during the order fulfillment process, we made a mistake, that is, all the fonts you ordered were made according to the Russian alphabet, and not according to the Uzbek alphabet, and some of our fonts have already been sent to you. Unfortunately, it is difficult to immediately re-make this mistake according to the Uzbek alphabet, because when you placed the order, you did not take into account that not all fonts in our catalog are intended for the New Turkic language. Only the fonts listed on pages 22-23 of our catalog, under the heading "Novoturkiy", will be produced. Therefore, we kindly ask you to quickly re-order your order based on the above-mentioned list in our catalog. After receiving the order, we will take all necessary measures and try to fulfill the order as a priority. We will return the sent fonts. However, in the current difficult situation - a shortage of non-ferrous metals, the production of fonts takes 4-5 months, it would be advisable to deliver the fonts you will need later [4]. It is clear from this that the order placed by the publishing house did not correspond to the new alphabet, and the set of fonts in the catalog available in the typography did not fully satisfy the needs of the typography. This process did not yield the expected results and led to a long period of work on the material and technical support of the publishing house based on the new alphabet. According to the letter from the Polygraph Trust, a shortage of fonts is beginning to be observed, but the fact that the supply of paper is within the limits of needs can be seen from the following data, namely, the typography, taking into account not only newspapers, but also various orders, includes the following types of paper products of various formats - No. 6 ½ and 7–75 kg flato paper, 75 kg printing paper measuring 621×848 mm, 150 kg English cardboard No. 50, 200 kg English cardboard No. 60, album paper, plain colored paper, flato paper, 400 kg varnished paper, 700 kg colored cover measuring 76×114, 75 kg poster paper measuring 72×108, 250 kg glass colored paper measuring 35×45, 36×45 There were 250 kg of white glassine paper, card paper, white paper, 50 kg of high-quality paper No. 1, 5 kg of flat paper. Since this type of paper was much lighter in weight, it was delivered to Chorjoi by rail.

In 1931, the funds allocated from the local budget for financing district newspapers were centralized and distributed only through the Press Affairs Committee, for this reason, it was proposed to take measures to increase the budget revenue by increasing circulation and advertising, while not exceeding the established deficit. The main reason for this was that no funds were allocated for the maintenance of the newspaper during 1931, and any subsidies received from the local budget were considered subsidies received through the Press Affairs Committee, and funds considered to be received in excess of the budget were withheld [7].

In 1931, the newspaper "Inqilob Soyuzi" and district newspapers such as "Bukhara Proletari", "Yangi Fergana", "Lenin Yoli" had a monthly frequency of 18 issues, and a state subsidy of 73 thousand rubles was allocated to the typography for the newspaper publication from the state budget [7]. The number of pages was 4, the format was semi-standard, the single circulation reached 10 thousand copies, the subscription fee for the newspaper was 6 rubles, and the price of each issue (kiosk price) was 6 rubles 3 kopecks. The publication costs for each issue of a newspaper with a semi-standard format of four pages were calculated as follows - 17 thousand characters were used to type one page of text, 1 ruble 33 kopecks were spent for each 1000 characters, and the total cost of typing one issue was 90 rubles. However, the number of characters typed for the first page, unlike the other pages, was 19,800 characters. The number of columns on each page was 5, and the size was 3x212. Two proofreadings were

carried out, and the printing costs were 4 rubles for 1,000 copies, 12 rubles for one issue. 5,000 sheets of standard-format paper were required, and the costs for them amounted to 63 rubles, and the cliché had a size of 100 sq. cm, and the price was estimated at 9 kopecks per cm², so the total cliché cost for one issue was 9 rubles. The author's fee was also included in the cost, and 40 rubles were allocated for one issue. In the case of using photographs in the newspaper, 2 pictures were placed in each issue, 3 rubles were spent for each picture, and this cost for the issue was 6 rubles. This means that the total cost of publishing a newspaper annually is 83,584 rubles, with an average cost of 276 rubles per issue [7].

In general, the importance of publishing during this period was associated with press publications. The press played a decisive role in mobilizing urban and rural workers for cotton harvesting. Republican and regional newspapers, as well as newspapers from Uzbekistan, Turkmenistan, Kyrgyzstan and Tajikistan, were a means of daily informing workers about the actual process of cotton harvesting, the achievements and shortcomings of individual districts in this area, and what local party and Soviet bodies were doing to implement the cotton program. In order to achieve good results, it was considered the main task of the press to constantly and regularly inform the Soviet and party press about the progress of the cotton harvest. In the struggle for cotton in the USSR, the Soviet press grew and strengthened.

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