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Powstanie i rozwój
polskich czasopism
motoryzacyjnych
do 1939 roku

**The rise
and evolution
of Polish automotive
magazines until 1939**

Pedagogical University of Cracow
ul. Podchorążych 2
PL 30-084 Krakow

e-mail: adam.bando@up.krakow.pl

<https://orcid.org/0000-0003-3250-7239>

Adam

BAŃDO

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ABSTRAKT

Artykuł przedstawia historię polskich czasopism motoryzacyjnych uzupełnioną o wyniki najnowszych badań autora. Nieznane dotąd fakty oraz nowe ustalenia wywołały konieczność zweryfikowania dotychczasowej wiedzy na ten temat. Pierwszy polski periodyk motoryzacyjny „Gazeta Automobilowa” ukazał się w lutym 1911 roku we Lwowie, pięć miesięcy przed „Lotnikiem i Automobilistą”, który do niedawna uznawany był przez wielu za pierwsze polskie pismo motoryzacyjne. Artykuł zawiera najpełniejszą listę polskich tytułów motoryzacyjnych ukazujących się do wybuchu II wojny światowej.

ABSTRACT

The article outlines the history of Polish automotive magazines and, additionally, the results of the author's latest research. The accumulation of hitherto unknown facts and new findings have made it necessary to revise the received view of the subject. So, for instance, the first Polish automotive magazine to be published was *Gazeta Automobilowa*. It was launched in Lwów in February 1911, five months earlier than *Lotnik i Automobilista*, until recently believed to be the first Polish car magazine. The article contains an updated, most comprehensive list of Polish automotive periodicals that appeared in print until 1939.

Streszczenie

Okres kształtowania się pierwszych polskich periodyków motoryzacyjnych przypadł na lata zaborów. Można wyodrębnić w nim dwa etapy. Pierwszy obejmuje pojawienie się tematyki motoryzacyjnej w postaci artykułów, również krótkich informacji — ciekawostek oraz ilustracji na łamach czasopism, których nie można zaliczyć do pism motoryzacyjnych, np. „Przegląd Techniczny” (Warszawa 1866) czy „Cyklista” (Warszawa 1895). W drugim etapie, na skutek wzrostu popularności tematyki motoryzacyjnej, nastąpiło jej wyłonienie się z pism ogólnoinformacyjnych i technicznych oraz ukształtowanie się samoistnych tytułów stricte motoryzacyjnych. Proces ten dokonał się jeszcze przed odzyskaniem niepodległości w latach 1911–1914 i reprezentują go dwa periodyki: „Gazeta Automobilowa” (Lwów 1911) oraz częściowo „Lotnik i Automobilista” (Warszawa 1911–1914). Po odzyskaniu niepodległości rozwój polskich czasopism motoryzacyjnych następował w sposób naturalny dla odradzającego się państwa. Sprzyjała temu popularność tematyki motoryzacyjnej wynikająca m.in. z rozbudowy infrastruktury komunikacyjnej i transportowej, rozwoju przemysłu motoryzacyjnego oraz aktywności klubów automobilowych. Pierwszym motoryzacyjnym czasopismem w odrodzonej Polsce było krakowskie „Czasopismo Automobilowe” (Kraków 1920–1921). W okresie II Rzeczypospolitej największymi ośrodkami prasy motoryzacyjnej były Warszawa, Poznań oraz Kraków. Wraz z innymi mniejszymi miastami wydano w nich, do wybuchu II wojny światowej, ponad 35 tytułów pism motoryzacyjnych.

The first car magazines began to appear in the late nineteenth century. In 1895, in Great Britain, weekly “Autocar” started coming out, widely recognized as the oldest automotive magazine in the world. It still appears today in several international editions, including ones in China, India, New Zealand, and South Africa. In the same year, the first issue of the American magazine “The Horseless Age” magazine was issued (New York, 1895), which changed its name “Automotive Industries” in 1918 and has appeared under that title since then. The oldest car magazines also include the Swiss weekly “Automobil Revue”, published since 1906. Against the background of these examples, the beginnings of the history of the Polish automotive press come with an only 11 years’ difference. Of course, the conditions of its development were different, which I discuss in one of my articles¹.

Until recently, the term “automotive magazine” did not function officially as an independent typology in the Polish press. Periodicals on this subject were usually assigned to the hobby or sports magazine categories, both of which were included in magazines addressed mainly to men. Automotive magazines as part of the sports press were discussed by, among others, Kajetan Hądzelek, Honorata Jakubowska and Bogdan Tuszyński². This fact was also confirmed by Władysław M. Kolasa, characterizing the directions of research on the history of Polish press³. A different approach was represented by Felix Kucharzewski, who included automotive press in technical magazines. This is due to the fact that in the work of this researcher, the titles of automotive magazines are cited almost exclusively in the context of mechanical and design issues⁴. The problem concerning the typological automotive

¹ A. Bańdo, *Polskie czasopisma motoryzacyjne do 1989 roku*, “Gospodarka, Rynek, Edukacja” 2015, vol. 16, Iss. 1, pp. 5–14.

² H. Jakubowska, K. Hądzelek, *Informacja o polskich czasopismach z zakresu wychowania fizycznego i sportu w latach 1918–1939*, “Kultura Fizyczna” 1958, Iss. 5, pp. 373–381; H. Jakubowska, *Prasa sportowa okresu międzywojennego jako źródło do dziejów wychowania fizycznego i sportu: 1918–1939*, “Kultura Fizyczna” 1952, Iss. 4, pp. 308–310; B. Tuszyński, *Sprintem przez prasę sportową*, Warszawa 1975; i d e m, *Rzut oka na główne kierunki rozwoju polskiej prasy sportowej do 1939 roku*, “Rocznik Historii Czołapiśmiennictwa Polskiego” 1973, vol. 4, pp. 495–515; i d e m, *Prasa i sport*, Warszawa 1981.

³ W.M. Kolasa, *Kierunki badań nad historią prasy polskiej 1918–1939*, p. 1: *Tendencje rozwojowe, typologia*, “Rocznik Historii Prasy Polskiej” 2011, vol. 14, Iss. 1/2, pp. 5–55.

⁴ F. Kucharzewski, *Piśmiennictwo techniczne polskie*, vol. 1–3, Warszawa 1911–1922; i d e m, *O założycielach i redaktorach naszych dawnych czasopism technicznych*, “Przegląd Techniczny” 1926, Iss. 39; i d e m, *O początkach piśmiennictwa technicznego w Polsce*. Lecture given at the 4th Conven-

press is also present in the contemporary literature, including encyclopedias or popular dictionaries. Today attempts to classify automotive magazines as magazines designed for men seem anachronistic. Seeing this group of magazines as hobby magazines is a similar oversimplification, as it does not fully reflect the scope of their content⁵.

The scale of the development of Polish automotive magazines, especially after the change of political regime in 1989, now allows separation of automotive periodicals from the aforementioned groups of hobby, sports, technical and tourist magazines. Today, the group of automotive magazines will also include specialist magazines for professionals related to the widely understood automotive industry, among others, drivers, mechanics, designers, engineers, designers and even stylists, or auto-tuning enthusiasts. One should also take into account motorsports enthusiasts on top of collectors cars and motorcycles. Labor unions in the automotive industry, automobile clubs and periodically issued stock market and corporate catalogs also belong to the subject matter of the automotive industry. Thus, in one of my publications, I attempted to define the concept as follows:

Automotive magazines form a category including a broad group of periodicals on automotive issues. This notion is not limited to popular automotive press, or the so-called illustrated automotive magazines. It also includes some the press titles related thematically automotive to a certain extent, such as magazines about tourism and sports. Motor sports magazines, including bulletins of societies, clubs and auto- and motorcycle associations, as well as hobby magazines showing an interest in the automotive industry, on top of automotive collecting. Automotive press also includes technical periodicals, such as popular magazines with tips on how to operate motorcycles and cars, and engineering journals that discusses technical issues of vehicle design. A separate group of automotive magazines is industry ones, including unions' bulletins and magazines intended for professional groups, also corporate brochures and commercial printed materials intended to provide information to the recipients within the automotive context. The latter group includes, among others, periodic stock directories and automotive company's advertisements⁶.

The period of formation of the first Polish automotive periodicals happened under the Partitions of Poland. One can identify two stages: The first involves the emergence of motoring themes in articles, including short information (curiosities and illustrations in magazines that cannot be classified as automotive magazines, for example, "Przegląd Techniczny", one of the oldest technical journals in Europe appearing in Warsaw since 1866, and "Cyklista", a weekly specially dedicated to the bicycling sport (Warsaw 1895–1898), edited by Franciszek Karpiński. In the second

tion of Polish Engineers in Krakow on 9 September 1899 by Feliks Kucharzewski, Warszawa 1899 [The text was reprinted a year later in "Przegląd Techniczny"].

⁵ Automotive periodicals have been classified as hobby magazines for men: *Popularna encyklopedia mass mediów*, J. Skrzypczak, ed., Poznań 1999.

⁶ A. Bańdo, *Polskie czasopisma motoryzacyjne do 1989 roku...*, p. 6.

stage, due to the growth in popularity of the topic, it emerged from sports columns and additions to general informative as well as technical periodicals and strictly automotive periodicals formed spontaneously. This process took place before Poland's regained independence in the years, 1911–1914, and is represented by two periodicals: “Gazeta Automobilowa” (Lviv 1911), and partly “Lotnik i Automobilista” (Warsaw 1911–1914) which discussed automotive topics with issues connected with aviation. The automotive subject matter in those days was much more widely understood than it is today, and included general issues related to all motor vehicles. Hence, next to cars and motorcycles, aircraft, farm machinery, and even ships would pop up on the pages of contemporary automotive magazines.

For many years, the question of the first Polish automotive magazine was subject to debate and remained unresolved. The leader was usually the Warsaw “Lotnik i Automobilista”. “Gazeta Automobilowa”, that appeared in the same year, but a few months earlier in Lviv, has been forgotten by many researchers. However, it should be emphasized that the magazine was not completely unknown. In 1978, it was reported in *Spis tytułów prasy polskiej 1865–1918* popular among historians of the press⁷. Despite this, “Gazeta Automobilowa” disappeared for a long time from the so-called scientific circulation. What probably contributed to this was the lack of information on the surviving copies and difficult access to them. A few of the issues (1–4) are preserved in the Library of the University of Lviv, and only one is available in Poland, at the H. Łopaciński Municipal Public Library in Lublin (issue from February 1911)⁸. Bringing them again into daylight by Tomasz Szczerbicki allowed verification and eventual resolution of existing concerns about the first Polish automotive magazine⁹.

The first issue of the Lviv “Gazeta Automobilowa” magazine was released on February 1st, 1911. It was edited by Stanisław Barański and Hieronim Zalewski, as an organ of the Galician Automobile Club. The publisher was Jan Maniszewski, a Lviv bookseller and publisher. The editorial office was located in the secretariat of the Galician Automobile Club at ul. Chorążczyzny 18. The magazine came out “on the first day of each month”¹⁰. The fact that was noted in “Kurier Lwowski” on February 7, 1911¹¹. “Gazeta Automobilowa” was the first periodical entirely devoted to automotive issues. In the case of its competitors, these issues occurred collaterally to others. The first issue of “Gazeta Automobilowa” appeared as a newspaper

⁷ *Spis tytułów prasy polskiej 1865–1918*, A. Garlicka, ed., Warszawa 1978.

⁸ T. Szczerbicki, *Lwowska „Gazeta Automobilowa” — pierwsze polskie czasopismo motoryzacyjne*, “Automobilista” 2010, Iss. 2(118), p. 54.

⁹ *Ibidem*, pp. 54–56.

¹⁰ “Gazeta Automobilowa” 1911, Iss. 1, p. 1; A. Bańdo, *Od „Gazety Automobilowej” do „Czasopisma Automobilowego” — narodziny polskiej prasy motoryzacyjnej*, “Annales Universitatis Paedagogicae Cracoviensis. Studia ad Bibliothecarum Scientiam Pertinentia” 2018, Iss. 16, p. 41.

¹¹ “Kurier Lwowski” 1911, February 7, p. 3.

with 18 pages, over 4 of which were covered with advertisements. Three pages contained the names of the members of the Galician Automobile Club and a list of car owners in Galicia. It is the oldest list of persons having an automobile in the history of the Polish automotive world. The remaining 7 pages were devoted to ministerial traffic regulations. In the editorial notes, the state of development of the automobile was discussed along with its slow development in Galicia against the rest of Europe. Attention was paid to the ever growing awareness of its role in communications, transport and labor, as evidenced by a supposed growing need for association among all those who used the cars for sports and practical purposes. An example of this was the Galician Automotive Club established in 1908 in Krakow. In 1921, it counted 90 members, and the number continued to expand. Further on, the editors explained the reason for the establishment of “Gazeta Automobilowa” and outlined its program¹². The first issue was not impressive in terms of appearance and content. The graphics were limited to the ads. A significant part was occupied by the ministerial regulations. An exception to this rather boring whole was an interesting article about the history of the automobile. Much more interesting, both in terms of content, but also graphically, was the second issue from March. It comprised of 22 printed pages, including photographs and much more interesting content than previously. The editors included some interesting topics and importantly, some attempts at polemic about the conditions in the various spheres of stereotypical views about cars and their owners. There was also an extensive report of a tourist trip by Galician motorists¹³. The second issue also closed the stage of creating the structure of the magazine. From that moment on, the consecutive issues contained the same elements of the first page: title, table of contents, and the names of the board of the Galician Automobile Club. The third issue was published in April, with only 16 pages. Despite this, the magazine represented a higher editorial level and better content than the previous releases. Also better quality photographs can be seen. In addition to current news from the country and current information about the club, there was also some information from European capitals, including Warsaw. This can be interpreted as an attempt to initiate the integration of Polish motorists from different partitions, which was intended to be achieved based on tourism¹⁴. The last surviving issue of “Gazeta Automobilowa” was released on 25 May 1911. Its capacity was limited to 12 pages, which may suggest financial troubles, the more so that the library collections preserved no trace of any consecutive issue of this magazine. The fourth issue was consistent in the realization of the assumed objectives set forth in the first opening release. The theme of social image of the automobile

¹² T. Szczerbicki, *Lwowska „Gazeta Automobilowa”...*, p. 55.

¹³ *Ibidem*, p. 56.

¹⁴ *Ibidem*.

was continued. In the other articles, technical issues were raised, enriched with illustrative material and current news¹⁵.

In July 1911 in Warsaw, “*Lotnik i Automobilista: miesięcznik ilustrowany poświęcony lotnictwu i automobilizmowi*” appeared. The title explains it was an illustrated monthly magazine dedicated to aviation and the automobile (1911–1914). It was edited by Zygmunt Dekler, who was also the author of many texts published therein. “*Lotnik i Automobilista*” was a remarkable magazine documenting the pioneer period of the automotive industry, maintaining a high professional level and published in a modern form. Since 1912 (Issue 1) it was published as the bulletin of the Polish Kingdom Motorists Association, from 1913 (Issue 6) as the bulletin of the Aviation Association of the Students at the Technical University in Lviv, and from 1914 (Issue 5) — of the Polish Aviation Association in Leodium. The main body of the magazine was accompanied by the “*Wszechsport*” magazine supplement dedicated to cycling and other sports technically considered as a “nursery” for the Polish automobile and aviation sports¹⁶. Probably the further development of Polish automotive magazines was interrupted by the Great War.

The process of formation of the automotive press in independent Poland followed in a natural way for a reviving state. This was conditioned, among others, by the development of communication and transport infrastructure and the emergence of the seeds of the automotive industry. External factors certainly that certainly influenced it included the development of the automotive industry in the world. The activity of automobile clubs was not without significance, and contributed to the popularization of the automobile, which lost its elitist character through the dissemination. The development of automotive interests was accompanied by an increase in interest in this subject in the technical press and the popularity of motor sports, mainly car and motorcycle sports in the press related to sports, tourism and the daily press. I will just mention that the first motorcycle race took place back in the days of the partitions, in 1903 on the road from Radzymin to Zegrze and Struga.

In the case of daily newspapers, there were mainly the results and reports of automobile and motorcycle rallies, usually published on the last page in the sports section. With the passage of time, accompanied by the development of the automotive industry and the growing popularity of motor sports, the theme of motorization became separated from automotive sports news. There were boxes, photographs, reports, and even columns. In 1925, in the “*Ilustrowany Kurier Codzienny*” daily, in addition to regular column entitled “*Kurier sportowy*” [*Sports courier*], photos of participants of a car rally in Krakow were included, and Kazimierz Sosnowski reported

¹⁵ Ibidem.

¹⁶ *Lotnik i Automobilista*. Katalog HINT. Polska Klasyka Naukowa i Techniczna w Sieci.

on a mountain trip along the so-called Kocierz Highway (Kraków – Żywiec)¹⁷. In the 1930s, motoring already hit the front pages of the dailies, often involving large size photos and drawings, or sometimes collages. In addition to aviation feats very popular at that time, the readers were also enthusiastic about beating speed records on motorcycles and cars, or, for example, car and motorcycle racing against a plane. Also the biggest car rally event in Poland on the route Zakopane – Morskie Oko enjoyed popularity (1937 called the “Tatra Rally”) and a big motorcycle racing event, which took place in the capital of the Tatra Mountains under the auspices of Marian Dąbrowski, owner of the “Ilustrowany Kurier Codzienny” press company¹⁸.

The first publication in the automotive industry in the reborn Poland was the Krakow “Czasopismo Automobilowe: miesięcznik poświęcony sprawom automobilizmu, lotnictwa i pokrewnym gałęziom wiedzy technicznej”, a monthly magazine devoted to matters of motoring, aviation and related branches of technical knowledge. As already mentioned, in those days the concept of motorization was widely understood, embracing automotive and aviation. The first issue of “Czasopismo Automobilowe” was released April 1, 1920. The publisher was Wydawnictwo Spółki “Eshape” (Krakow, Pijarska 4). The editor responsible was Ivo Rogowski. The board consisted of: Ludwik Hubicki, Stanisław Fedorowicz and Tadeusz Piotrowski. The names listed in the masthead names show that the editors also used texts of foreign authors¹⁹. The inaugural issue opens with a text from the editor, Ludwik Hubicki. The author raises the importance of the development in the automotive sector for reviving the country and indicates Poland’s backwardness in this area, the causes of which he sees in the limitations imposed by invaders²⁰. These issues were used by the author to outline the purpose and program of the magazine²¹. In contrast to the first Polish automotive periodical (the Lviv “Gazeta Automobilowa”), the Krakow “Czasopismo Automobilowe” was not limited solely to issues of general information and popularizing motorization. It was printed in the already free Poland, and therefore, the content had a different purpose. The editors of “Czasopismo Automobilowe” set a higher aim for the periodical, mainly focused on the state and national level. The development of the automotive industry needed to be approached because of the rising level of economic development of the reborn Poland. The development of the automotive industry was seen as a source of welfare for the state and society.

¹⁷ *Uczestnicy rajdu samochodowego w Krakowie*, “IKC” of 12 July 1925, Iss. 189, p. 5.; K. Sosnowski, *Kraków-Żywiec samochodem*, “IKC” of 9 July 1925, Iss. 186, p. 4.

¹⁸ *Przed największą imprezą samochodową*, “IKC” of 17 August 1931, Iss. 226, p. 1.; *Wielkie wyścigi motocyklowe w Zakopanem*, “IKC” of 31 December 1931, Iss. 360, p. 4.

¹⁹ “Czasopismo Automobilowe”, Kraków, 1 April 1921, Iss. 1 [Masthead information]; A. Bańdo, *Od „Gazety Automobilowej” do „Czasopisma Automobilowego”...*, p. 44.

²⁰ L. Hubicki, *Od redakcji*, “Czasopismo Automobilowe”, Kraków 1921, Iss. 1, 1 April, p. 1.

²¹ *Ibidem*.

The first issue of “Czasopismo Automobilowe” had as many as 34 pages. The last 4.5 pages were occupied by advertisements of companies that were mainly related to the automotive industry: makers of oils, petrol, or lubricants and repair workshops. The full-page FIAT advertisement is noteworthy, unmasking the monthly’s relationship with that corporation. It turns out that the publisher of the “Czasopismo Automobilowe”, which was the company Eshape company, was simultaneously a commercial representative of FIAT in Lesser Poland, Silesia, as well as Miechów, Pińczów, and Sandomierz counties, etc.²² Thus we have learned the periodical’s source of funding. In this situation, it is not surprising that his first issue opens, immediately after the editorial notes, with the article: *Rozwój fabryki ‘Fiat’* [Fiat’s factory develops]²³.

“Czasopismo Automobilowe” had an impressive quality of the photographs and prints. In the first issue there are as many as 50 of those. They illustrate almost all the texts, which include articles, including numerous translations from French and German, as well as shorter, very different forms of expression, e.g. an anonymous author’s account of motor racing²⁴. Issue 2 of “Czasopismo Automobilowe” of May 1920 contains 28 numbered pages, which include extensive articles relating to the broad area of motoring. There are texts about the construction of various types of engines, aviation, and even ships. All articles are richly illustrated with 41 engravings, drawings and photographs of high quality. However, most space is occupied by the theme of aviation. The issue contains an advertisement of another, less well-known magazine in the automotive industry, “Wiedza Techniczna”, a monthly illustrated, published by the technical troops in Greater Poland, edited by Jan Skoryn from Poznan. The magazine focused on the problems of technology, inventions, sport, motoring, telegraphy, literature, and humor. The third issue of “Czasopismo Automobilowe” of June 1920 came out in a limited volume, numbering only 19 pages, including 5 photographs and only a few engravings and drawings. It can be assumed that the reason was the Bolshevik invasion into Poland, which mobilized a large part of the editors and contributors, who were officers of the Polish Army.²⁵ Also the next issue of the magazine was published in reduced volumes. The fourth and fifth issues counted 23 pages each, the sixth one had 24 pages, the double 7–8 issue, attributable to the culmination of the warfare, consisted of 32 pages. The last issue of 1920 (Issue 9), had 32 numbered pages, but at least one third of its volume was occupied by advertising. In this and previous issues Fiat’s advertising is seen and his representative, also the publisher of the monthly, which confirms the earlier suspicions about the financial conjunction between the magazine and the global corporation. In

²² “Czasopismo Automobilowe”, Kraków 1920, Issue 1, 1 April, p. 34 [advertisement].

²³ *Rozwój fabryki „Fiat”*, ibidem, p. 1.

²⁴ *Wścigi motorowe*, ibidem, pp. 30–31.

²⁵ *Editorial*, “Czasopismo Automobilowe”, Krakow 1920, Iss. 3.

the following year, five issues of “Czasopismo Automobilowe” appeared. The last issue came out in May 1921 and contained 23 pages. Throughout the time of its issuance, the monthly preserved a solid structure and thematic scope²⁶.

The main role was played by three urban centers in the rise and development of the Polish automotive press after the restoration of Poland’s independence: Warsaw, as the capital and largest city of the Second Republic, Poznan, the seat of the Poznan Fair, and Krakow, where the first Polish car magazine was issued after the end of the Great War.

The first automotive magazine in Warsaw was the biweekly “Auto: ilustrowane czasopismo sportowo-techniczne”, an illustrated sports and technical magazine, appearing under the editorship of Z. Bukojewski and W. Kruszewski²⁷. In the inaugural issue of May 12, 1922, in the editorial notes, the periodical published its program, which reads, e.g.: “The «Auto» magazine will always seek to publish the most popular content and to this end it will provide news and friendly, interesting articles for everyone: owners of cars, drivers, as well as both professional and amateur sportsmen in every branch of sport”²⁸. The editors also declared to strive “in the name of progress” against all forms of conservatism, both social and governmental, in the field of motorization, on top of short-sighted fiscal policies, which still treated automobiles and motorcycles as somewhat of luxury items, that was halting, to a certain extent, the development of “these sports with excessive taxes, duties and other impediments”²⁹. The “Auto” magazine also declared lasting support for “any initiative towards the development of the automobile industry, commerce and sport in Poland”³⁰. In 1924, it became the official organ of the Polish Automobile Club. In 1936 it changed its title to “ATS: auto i technika samochodowa”, to return to the original title in 1938. The biweekly would come out on the 1st and 15th day of every month until 1939³¹. The issues raised in it included automobiles, aviation, cycling, water sports, on top of football and other sports. I found that the editor, W. Kruszewski, was a sales representative for the Berliet French automobile company in Poland. His name appears frequently in the company’s ads. In the same 1922 year, also a magazine named “Samochód” [*Automobile*] would be issued. The title came out irregularly, but only six issues of the magazine have survived to our times, and are available at the National Library in Warsaw. “Przegląd Samochodowy” was even more short-lived. It was a directory of catalogs issued by the Club of Mechanics Students at the Warsaw University of Technology. Only one annual issue of 1924/1925

²⁶ More on “Czasopismo Automobilowe”: A. Bańdo, *Od „Gazety Automobilowej” do „Czasopisma Automobilowego”...*, pp. 43–48.

²⁷ W. Kruszewski was both the editor and publisher of the “Auto” magazine.

²⁸ *Od redakcji*, “Auto” 1922, iss. 1 of May 12, p. 1.

²⁹ *Ibidem*.

³⁰ *Ibidem*.

³¹ Digitized issues are available in the Wielkopolska Biblioteka Cyfrowa online library.

reached the hands of readers. In 1924, the Ministry of Military Affairs issued an annual “Statystyka Wojsk Samochodowych” [*Statistics of Mechanized Troops*] journal. In 1926, the “Automobilista Wojskowy” monthly emerged, as the bulletin of the Military Car and Motorcycle Club. After the change of its title, it came out in the years 1926–1928 as “Przegląd Samochodowy i Motocyklowy”. Since 1927 it was a biweekly. In 1926, the biweekly “Aviata: organ Towarzystwa Lotniczego”, an illustrated magazine devoted to aviation, automobiles and car rallies. The magazine was edited by Jan Kubicki. To this day, only a few issues of this periodical have survived in the collections of the Jagiellonian Library and the National Library in Warsaw. In 1928–1930, the “Tygodnik Automobilisty i Lotnika” weekly was issued in the capital, which in 1932 was renamed as “Przegląd Autolot”. The main issues discussed there included motor sports and aviation.

In 1929 six new car magazines appeared in Warsaw. They included: “Auto-Magazyn: motor i sport, ilustrowany miesięcznik dla wszystkich” [*Motoring and sport. An illustrated monthly magazine for all*]. Unfortunately, only one issue of this magazine has survived. Its subjects matter was mainly motor sports. In the years 1929–1932, the “Auto i Sport” magazine was issued. It came out as an irregular, and only 7 issues copied after car rallies have survived. In 1930–1932, “Auto i Sport” was issued by the Automobile Club of Poland as an illustrated monthly magazine. The Warsaw automotive magazines also include the monthly “Autobus” (1929–1931), issued by the Union of Entrepreneurs in Car Transport in Poland, and then his successor “Autobus i Ciężarówka” (1931), later renamed as “Autobus: oficjalny organ Związków Właścicieli Przedsiębiorstw Autobusowych”. The magazine appeared until 1939. Since 1929, until the outbreak of World War II “Automobilista Zawodowy”, the supreme body of the Board of Trade Unions of Motorists of the Republic of Poland in Warsaw, devoted to professional and economic matters. The monthly was issued first in Krakow (1929), and then transferred to the capital (1929). In 1930, the addresses of the individual issues mention: Warsaw, Krakow, Katowice, Poznan, Lodz, and Vilnius. In the years 1933–1936, the main Warsaw edition was suspended due to financial reasons and moved to Katowice. “Automobilista Zawodowy” was published in two language versions: Polish and German. The German edition came out in the years 1932–1934 in Katowice under the title “Automobilista Zawodowy. Deutsche Ausgabe”. Since 1934, the magazine was published only in Polish.

In the years 1929–1930, “Nowiny General Motors” was published in Warsaw. It was a monthly publication of General Motors in Poland. “Fordzista: organ tysięcy fordzistów polskich” [*The Fordist: Magazine for the thousands of Polish Ford drivers*] was issued for a year longer (1929–1931). The publication (biweekly, then monthly) was aimed at the users and enthusiasts of the brand. In 1930, “From”, an independent professional magazine and publication of the Association of Former Students of Automotive Courses by Eng. From was issued, probably only once. It results from my findings that Boleslaw From ran some of the most famous driving

license courses in Warsaw in the interwar period. In the years 1930–1933 the biweekly “Auto i Turysta” appeared, as the official publication of the Polish Touring Club, formed in place of the “Biuletyn Polskiego Touring Klubu”. Marian Osmolski was the editor. The magazine dealt with the promotion of broadly seen automobile and motor tourism. The first issue of the magazine included its program. Among the issues mentioned therein were: taxes, roads, healing the relations within the vehicle and supplies trade, matters relating to workshops and garages, ordering the relations in the bus communication, issues of interest to chauffeurs and education of drivers, the subjects related to fuels and other automotive industry issues directly or indirectly related to motoring³². In 1931, the biweekly “Kierowca” appeared, as the publication of the Central Trade Union of chauffeurs in Poland. It generally raised the issues related to the maintenance and operation of automobiles.

Motorcycles and motor sport enjoyed particular interest at that time, even in smaller towns, where clubs were formed, for example, in Grudziądz. Since 1931, in Warsaw, the bimonthly “Motocykl i Cyclecar” emerged. It was an official publication of the Polish Motorcycle Association and clubs affiliated to it³³. In 1939, it changed its title to “Motoryzacja — sport, technika, turystyka”. In 1933, in Warsaw, only one issue of a magazine entitled “Motocykl” was issued, as a newsletter for motor sportsmen and tourists.

Technical journals dedicated to automotive topics (construction of cars, motorcycles and aircraft engines) included “Technika Samochodowa” (1933–1939), the publication of the Automobile Club at the Association of Technicians in Warsaw and “Rocznik — Informator Automobilowo-Motocyklowy” of the general representation of the Moto-Start company in Warsaw (1934/1935). In 1934, the “Motor” magazine appeared irregularly in Warsaw. It was an illustrated magazine devoted to the mechanized defense of the country, motorization, technology, sports and tourism.

In 1935, “Przegląd Samochodowy”, a supplement to the “Przegląd Techniczny” journal, and “Przy kierownicy”, an illustrated biweekly about automobiles and motorcycles were issued. In the years 1937–1939, an automotive magazine entitled “Kierowca Polski” was issued in Warsaw, as the publication of the Trade Union of Auto-mechanics and Chauffeurs in Poland. The magazine changed its title several times.

The second center for automotive periodicals in the interwar period was Poznań. The first magazine dedicated to automotive issues appeared there already in 1919. It was already mentioned before: “Wiedza Techniczna”, an illustrated monthly of the Greater Poland Technical Troops. It was financed by the effort of the Inspectorate of Technical Armed Forces until 1920. Automotive issues were only a part of the wider military technology being the subject of the magazine. In 1924, “Automobilista” emerged, as an addition to the popular “Dziennik Poznański” daily. It was a bi-weekly

³² W. Modzelewski, *Do czego dążymy*, “Auto i Turysta” 1930, iss. 1, p. 4.

³³ In 1937, it was edited by J. Machnik.

publication of the Greater Poland Club of Motorists and Motorcyclists in Poznan. As we read in the subtitle, it was intended: “for the automobile, aviation, sports and technology.” In the years 1928–1931, the “Samochód” magazine was issued. It was an illustrated weekly discussing the issues of the contemporary automobile sport, communications and transport. From 1929, it became the official publication of the International Exhibition of Communication and Tourism in Poznan. In the years 1929–1930, the bimonthly “Motor” came out. It was a commercial newsletter related to the issues of trade and automobile use. In the years 1934–1939 in Poznan, “Samochód, Motocykl, Samolot” appeared, as an illustrated biweekly magazine devoted to issues of contemporary transportation.

In Krakow, three automotive titles appeared after independence: the already mentioned “Czasopismo Automobilowe” (1920–1921); “Automobilista Zawodowy” (1929) moved to Warsaw and the “Krakowski Przewodnik Automobilisty”, a motoring newsletter (1929).

Apart from Warsaw, Poznan and Krakow, automotive magazines were published in: Katowice — the already mentioned “Automobilista Zawodowy” magazine and its German version (*Deutsche Ausgabe*) (1932–1934); Mysłowice — “Rynek Samochodowy” with an addition entitled “Der Autmarkt” (1929); and Lodz — “Pionier Komunikacyjny”, a magazine dedicated to the automotive industry in the country and tourism, a publication of bus owners of the Lodz Region (1939); Torun — the bi-weekly “Gazeta Szoferska”, an illustrated magazine devoted solely to automotive matters. They were issued in 1926 by the effort of the Main Directorate of the Chauffeurs’ Club of Pomerania. It raised issues of maintenance and operation of vehicles; The Grudziądz “Motocyklista” was an illustrated technical and sports monthly issued by the Motorcyclists Club of Grudziądz (1928–1929).

The lack of Lviv on this map of automotive magazines in the interwar period is surprising, especially that Lviv, thanks to “Gazeta Automobilowa” (1911), was the place of birth of the Polish automotive press. In the catalog of Polish and foreign periodicals stored in the the Stefanyk Library of the Ukrainian Academy of Sciences (former Ossolineum) there is one mysterious title: “Galtol: przegląd automobilowy”, Iss. 1, dated 1927. It was found that the company Galtol company was a well-known manufacturer of automobile oil. It was one of the Galician Petroleum Association. Advertising of its products often appeared on the pages of many Polish automotive magazines.

For obvious reasons, WWII stopped the development of the automotive press in Poland, but this did not apply to Polish-language periodicals appearing outside the country. In the years 1944–1947 in Edinburgh, a magazine entitled “Przegląd Motoryzacyjny” would appear as a bulletin of the Automotive Section of the Association of Polish Engineers in Great Britain. The magazine was issued in Polish and English (as “The Polish Motor Digest”).

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