



UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA

DOCTORAL THESIS

**HEADERS AND GRAPHIC IMAGES APPEARING IN
PERIODICALS PUBLICATIONS TO VALENCIA BELONGING
TO THE COLLECTION NAVARRO CABANES.**

GRÁFIC STUDY AND EVOLUTION

SUMMARY

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Josep Navarro Cabanes

1. Introduction

The Navarro Cabanes Collection consists largely of single issues of all kinds of local newspapers and magazines, and out of Valencia. Few complete series that are in it, however, continues to be high, since it contains some unreleased titles, whose knowledge of its existence, it is because they are part of the donation and thanks to the zeal were preserved throughout concerning the press that José Navarro Cabanes maintained throughout his life.

This thesis deals with a study on the plastic graphic content Navarro Cabanes Collection materialized only in those publications held in the Valencia region and adhered to the time parameters that defines the same collection delimits. A period in which historical events of great importance for the country occur: Start the nineteenth century with the War of Independence, Spain is torn between absolutism and liberalism experiences the first bourgeois revolutions and loses its colonies, last vestiges of what was a great empire.

Moreover we are witnessing the birth of the century in a renovated industrial age. The machine age begins with the first devices of steam and railways precarious. All this in a country with a late slowly emerging industrial development of the rural world and its assimilative process that progressively integrates technologies and artistic trends developing in Europe. At the turn of the century it happens a number of social and political events affecting directly or indirectly to the Spanish society. The First World War had just plunge the country into a crisis accompanied by a slow process of modernization not consummated their development.

With regard to the printing industry, the technology also influenced the media that would modernize gradually, as new discoveries were introduced from Europe and later even from the United States. By the end of the century the new photomechanical techniques begin to be applied in the industrial press, which will gradually spread and taking into smaller presses.

This research was developed from an observational study that identifies the characters local roots and mainly from European aesthetic influences or

national type, from foreign publications and edits made in cosmopolitan cities such as Madrid or Barcelona respectively, which they serve us as a reference. The state of the Valencian press within the time segment occupied we analyzed, taking as its starting point the publishers and printers located in the provinces of the east region, giving particular attention to the most industrialized localities or who enjoyed an emerging economy, such as Xativa, Alcoy, Ontinyent, Sueca, Alzira and Valencia Chelva; Segorbe in Castellon, Denia, Elche and Orihuela in Alicante, to cite some examples, including as presumably the towns of Castellon, Valencia and Alicante, in order to meet the development and expansion of print shops along of the last two centuries. It has also sought to make some inquiries concerning the illustrators who populated the pages of those publications that do not offer a particular graphic interest according to the criteria that we will mention will be alluded to in the catalog belong to the donation but without going into an exhaustive formal description about them.

There have been numerous studies on this donation and the collection is cataloged and filmed recorded in the Municipal Newspaper Library of Valencia, where I obtained the graphic images. But the uniqueness of this work, responds to a concern facing the analysis of the transformation processes of the graphic image and not a mere bibliographic cataloging, since cataloging developed, says the formal and artistic aspects of those individuals who manifest special interest and provide elements that allow us to develop post consequent conclusions. This is therefore an investigation which analyzes its contents and is based on a timeframe, which shows significant changes and realize the health and quality of Valencian publications in this period, as indicated by historical events and their turn leads us to a deeper understanding of Valencian journalism and history knowledge.

He joined the historical value of the substantial press collected by this intellectual, aesthetic and artistic value, the product of evolution of the graphics, technology, taste and prevailing trends of the time is added. The study of the headers and graphic images belonging to this collection allows us to reflect on

the productive activity of the graphic artists who worked in print shops, when the photomechanical incipiently started to make their appearance in print.

2. State of affairs

Collection Navarro Cabanes, has the distinction of covering a space suitable time for a study devoted to the analysis of the Valencian graphic images of the period covered. The relevance of the nineteenth century manifested in the development of graphic techniques is fully understood, discover in the Valencian press will be our purpose.

Navarro Cabanes lived between centuries, and its collection bears witness to a political, social and economic period that reflects a way of understanding the environment and express it through images, words and aesthetics that become slow revolutionary process. However, when I question why this collection and not otherwise, I refer to the origins of my first foray into the City Newspaper of Valencia, where he photographed some antique prints for PhD work I made in the course taught by Antonio Thomas San Martin and remember having a chance to talk with the director, Isabel Guardiola Sellés, author of the catalog of the collection, who showed me the importance and of the same.

Regarding the doctorate course I made with Fernando Gospel, " The printed image in the nineteenth century: Study of a conceptual and technological revolution ", I felt motivated to go deeper in this field. It is true that my interest in the history of the production of journals indigenous character, both vernacular and contemporary Castilian from our past has always aroused my great curiosity.

We face now the state of affairs on which will focus our thesis. The interest in the figure of Navarro Cabanes came from knowledge of the existence of your donation in the Municipal Newspaper Library of Valencia, it is when I raised the possibility of a research work whose objective is to reveal and analyze the technical and art of the front, existing headers and graphic images in the Valencia nineteenth century publications belonging to the fund bequeathed to town council of Valencia.

It is true that there is already a catalog by Isabel Guardiola, who like good archivist collects data that include standardized, valid for any individual wishing to locate any particular publication, whose content does not diminish its value and functionality information. However, the work addressed in this thesis, has other proposals, one of which is the creation of a classification of publications from the collection have been published in any of the three Valencian provinces. Ordered typologically, this documentation would include their formal and technical characteristics, low aesthetic evaluation related to the graphic image inside and outside presence and if possible, of their publications. In turn, this will facilitate the work cataloging draw some conclusions or verify existing knowledge, although amplify the vision of the graphic image of the Valencian press have.

On the other hand we are faced with works written by Antonio Navarro Cabanes and Laguna. In relation to the capital of Valencia Navarro Cabanes Press work, it focuses exclusively on publications in the Valencian vernacular of a given period, while cataloging Press Carlista makes a broader geographical context that undertaken in this thesis. They are undoubtedly two great references for this company, but insufficient for the intended analysis. Antonio Laguna Platero has a PhD in History from the University of Valencia (1986). He has been professor of History of Journalism at San Pablo CEU University Foundation and Head of Research of it. He has written and published on Valencian newspaper and its history and profound knowledge of it. His books have been a strong support for the implementation of my thesis. During the research I have conducted my fieldwork has been mainly the Municipal Newspaper Library of Valencia, located in Mainz No.1 Square, where the bottom "Navarro Cabanes" is, from which was drawn the work graphic images used, study and cataloging have also had occasion to refer to it, some bibliographies. I have also visited the Library of MUVIM boasting some interesting books on periodicals and other funds. I made frequent visits to the National Museum of Printing, Puig Monastery in order to comply with existing presses on it, the types and arrays that were used in the nineteenth century and boxes printing (branches), the galleys (surfaces like a table where the pages were made and the columns

were attached) and their impressions. There in the museum, a display panel, with a ratio of Valencia dated chronologically newspapers. It is also possible to appreciate the evolution of technological processes from its origins until today. Regarding the selected images have been chosen those offering enhanced graphics and artistic interest from the base which has recorded filmed, the Newspaper Library, after a previous search of several months, have also photographed some original despite reservations placed by those responsible for the archive, given the poor state of preservation are some publications. The selection has taken into account the status of the document, in the case of being very run has always dismissed that was another issue of the collection that were in better condition. If it was one of the rare publications containing the substance, he chose well. Another of the criteria has been to prioritize the first numbering, have been selected as the numbers may lose one or publications, considering that Navarro Cabanes preferably collected the number one, this work have not been difficult. When any of the internal flat offered some visual interest, as is the case with some artistic, literary illustrated, humorous satirical magazines with cartoonish images or advertising content or pages that suggest some kind of curiosity or innovation, they have also been selected for the uniqueness of technical characteristics, artistic, typographic and compositional. Also, we have selected those pages containing photo- old, so unprecedented and innovative at the time. Since sampling of the research focuses on a specific period, they have chosen those covers that correspond to it, even considering that the start of the release could be earlier.

After selecting the images, it has consulted the catalog of the archive for later chronological and typological classification and be aware of the numbers contained in the collection. Could also study there the format in which they were printed, that development issues more fully in my cataloging sheet. I could introduce some details from other literature sources as the book, *Navarro Cabanes. Papers de Premsa* of Antonio Laguna, which cited in the literature and whose catalog by Navarro Cabanes has a different approach but provides a number of significant and very meaningful data and to consider in this endeavor. Cataloging rich and thorough in details and anecdotes has a significant historical

value. In addition it is governed by the old measuring. This thesis is proposed in parallel blocks that address different content, in order to direct them towards reaching final conclusions. The block history is divided into two sections: one that deals with the development and evolution of typographic design, centered in the nineteenth and early twentieth century's, and another on the history of Spanish journalism understood in the same time span and we progressively closer to the history of Valencian journalism, in order to analyze its impact on post type header and graphic images studied.

Contextualization allows us to set a boundary, since the collection contains publications that take us back to the mid-eighteenth century, and conclude about the death of her donor, an extensive chronological segment for this research, which is why we have focused on the nineteenth century and the first quarter of the twentieth century, where the bulk material donation is located. On the figure of Jose Navarro Cabanes, it has developed a monographic work to help understand the meaning and significance of his collection and its deep roots at Valencia. Journalist, essayist, librarian, collector and staunch defender of his traditionalist ideals, it is part of a cultural scene in the change of centuries with an eye on the big international movements and little attracted by the Valencian national problems that nevertheless , try to rescue , safeguarding and more or less part of their cultural heritage . Its versatility between scholarly production and its most popular creations, with his strong will in the laborious undertaking cataloging various types of publications to roughly indicate that we have a strong personality, which occupies a place and be decisive in your time.

In order to develop and amplify my knowledge I have resorted to various literature sources, some of them concerning the history of journalism, both Spanish and Valencian. Also Viewed books catalogs and other publications printed Valencia, in order to learn how to structure and design a catalog card. To deepen the knowledge of the printing progress information it was obtained through specialized books on the subject. Other texts consulted were related to technical procedures of engraving, and printing photomechanical. For the recognition of the eighteenth-century artistic styles and novecentistas, they have read books on art history. These books listed in the bibliography section.

3. Objectives

This research work, have this objectives: tiene como objetivos, los señalados a continuación:

1. Know the different types of existing publications in the Collection Navarro Cabanes.
2. Conduct a study on the techniques used in the Spanish printing and especially in Valencia, during the period covered by the collection.
3. Analyze any evidence that reveals a possible technological evolution of Valencian periodicals in the period.
4. Study the aesthetic trends and artistic styles that influenced the graphic design of the nineteenth and twentieth century and its impact on indigenous publications.
5. Identify the characteristics of the journals in the Valencia region.
6. Perform a classification of periodicals in the collection chosen for their artistic values or uniqueness, including in her analysis of the formal, aesthetic and technical in their headers.
7. Link in their measure, Valencian periodicals and their formal characteristics, historical, social, political and economic developments of the time.

4. Analysis of the headers and graphic images appearing in the Valencian periodicals belonging to the Navarro Cabanes collection. Study and graphic evolution.

The types of publications contained in the collection selected for our study period, are of great diversity, to analyze them have had to be divided into subgroups that understand similar characteristics. The collection consists of 1844 titles which were to discriminate those that were not in the Valencia region that is, we just study those publications that have been published in the term of the provinces of Castellón, Valencia and Alicante.

After studying the possible ways to classify the volume of publications, it was finally decided to establish which set out below and has served for the purposes intended in this work. Next to each of the subgroups the number of titles located shown. In the thesis it is described only the most significant. Total located Valencian press has been an approximation of 1465 publications, considering that some titles do not identify the place of printing.

1. Political Press: 221 titles
2. Press satirical and humorous: 131
3. Press for women: 18
4. Child Press 7 titles
5. Cultural magazines:
 - 5.1. Education Magazines: 51
 - 5.2. Scientific and literary magazines: 141
 - 5.3. Journals: 41 titles
 - 5.4. Medicine and Pharmacy Magazines: 54
6. Art Magazines:
 - 6.1. Fine Arts: 11
 - 6.2. Music Magazines: 13
7. Magazines performance and entertainment:
 - 7.1. Performing Arts: Theatre, Entertainment: 61
 - 7.2. Bullfighting Magazines: 44
 - 7.3. Sports: 20
 - 7.4. Leisure, hobbies lottery and 5
 - 7.5. Festivals and fairs: 29
8. Catholic Press: 129
9. Working of associations and union press:
10. Press news:

- 10.1. Gazettes and mails: 12
- 10.2. Daily: 108
- 10.3. General news media and local press: 121
- 10.4. Industry trade press ads and administration: 51
- 11. Official and associations Newsletters: 105
- 12. Annex Varia: 92

Paragraphs 10 and 11 by the large number of newspapers containing graphic little interest to the topic addressed will not be developed and cite only some generalities about it. Also we try to superficially Annex Varia. This section is formed by publications that do not have the character of periodicity. Regarding the development of a classification or cataloging that allowed me to develop a posteriori this work I have resorted to designing a sheet that has been entirely helpful and explain below.

TITLE

Subtitle

Province. Language. Description based on:

Printers who edited:

Street address:

Redaction and administration:

Matter:.

The collection contains:

Formal analysis of the technical aspects, and graphs:

Formal analysis:

Technical applications:

Identification of the graphics and aesthetic characters:

Notes of interest:

They are ordered chronologically from the date of first publication number contained in each year and in alphabetical order.

5. Conclusions

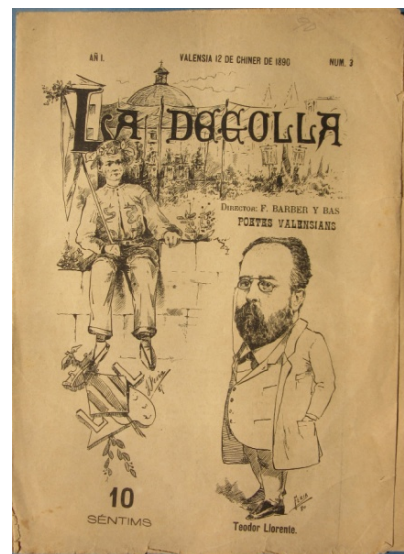
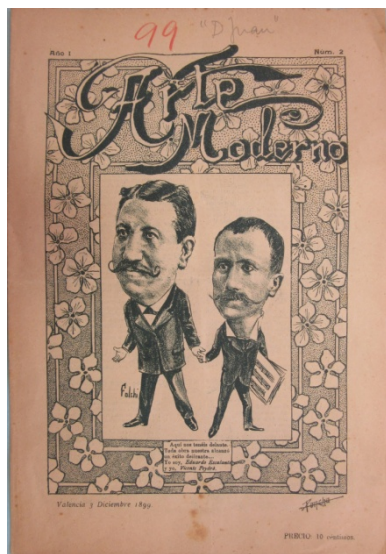
Once collected the titles of separate collection and print production belonging to the Valencian Community that was printed in other provinces and even other countries , I proceeded to catalog it into subgroups to thereby facilitate a more objective analysis .

It has been found that the amount of press belonging to Valencia outnumbers that Josep Navarro Cabanes had from other provinces or countries. Also outnumbers that produced in the province of Valencia regarding the other two Levantine provinces and particularly the most numerous are those of the same city. As well Guardiola said Isabel dominate the numbers one.



Regarding the vehicular language used , except the satirical press of a certain type of genre , popular and festive, in the Valencian is used in the remaining subgroups the Spanish language is used, but two publications written in French and two other publications very old written in Dutch. It notes, however, that the

publications were written in vernacular fluctuations according to the social changes that occurred during the progressive periods and bourgeois revolutionaries and the emergence of the Renaissance. But they also are associated with popular movements and historical developments in the Valencian region, episodes like the 1869 uprising federal and cantonal 1873.



Valencia satirical press is a very peculiar and genuine gender. As satirical press all originally contained no images but already in 1849 found in *La Gaita*, a weekly illustrated local custom type. This press evolve into other forms, the most typical, that of a lithographic bullet in the head with a metaphorical or allegorical image that alludes to the title in which, a character, commonly popular blasts individuals or groups estates symbolize corruption and oppression and somehow must stop. This takes a certain type of artwork in their little naive detailed and generic representations but in the late nineteenth century with the crisis of 98 become cartoonish and incisive. The satirical press in all it was a persecuted press, whoever they were the rulers, although progressive periods they enjoyed greater freedom. As stated, this release takes particular nuances that differentiate it from other Spanish press. In some cases making the reference model of Madrid and Barcelona especially, see the example of *La Flaca* (the Weak), and *La Fam*, Barcelona and Valencia one another, or all heirs of *Fray Gerundio* Madrid. But the linguistic fact and in particular the popular jargon,-understanding in this case " jargon ", the

application of terms used preferably by popular sectors before linguistics normalization of Valencian productions make a unique genre that is not repeated in other regions as the metaphorical use is made based customs and sayings of this land . In the satirical genre, we must not forget that both Carlistas and Republicans as Federalists applied the same formula. The humorous- serious genre is presented in the Valencian figure with a thick and even vulgar to address a critical social and political that otherwise would not be reported aspects humor. In 1898 we find a single issue of The Lash, number one, unique in the entire collection and other single number one, issue of Captain Poison. Regarding the set of literary scientific publications, the collection contains interesting romance genre magazines and representatives of the Renaissance Valencian as The Mole Jose Maria Bonilla. Such magazines are characterized by including therein drop caps made in boxwood that beautify and break the monotony of their pages are also illustrated some stories with illustrations and cartoons rhyme (Aucas) are accompanied by verse. Some The Phoenix, a milestone in the history of the Valencian press romantic. Valencia had good lithography and etching workshops like Pascual Antonio Abad, and this magazine is a good example. The Cudol Doctor, halfway satire, can be seen within the genre in what are termed the talks as old and the only means of transmitting news from opinion-through talks two individuals-that could be done during the reign of Fernando VII. At first, this publication had no images to later incorporate their characters. Dumenge tale, editorial Carceller, is a literary magazine of 1920, which encourages the use of Valencian and has a simple cover that includes the photo-image of the writer. Such magazines exercised an important role in promoting the Valencian language and culture in general, through some of them were released romantic authors. With these three publications cited, we can get an overview of the evolutionary process of this type of press.



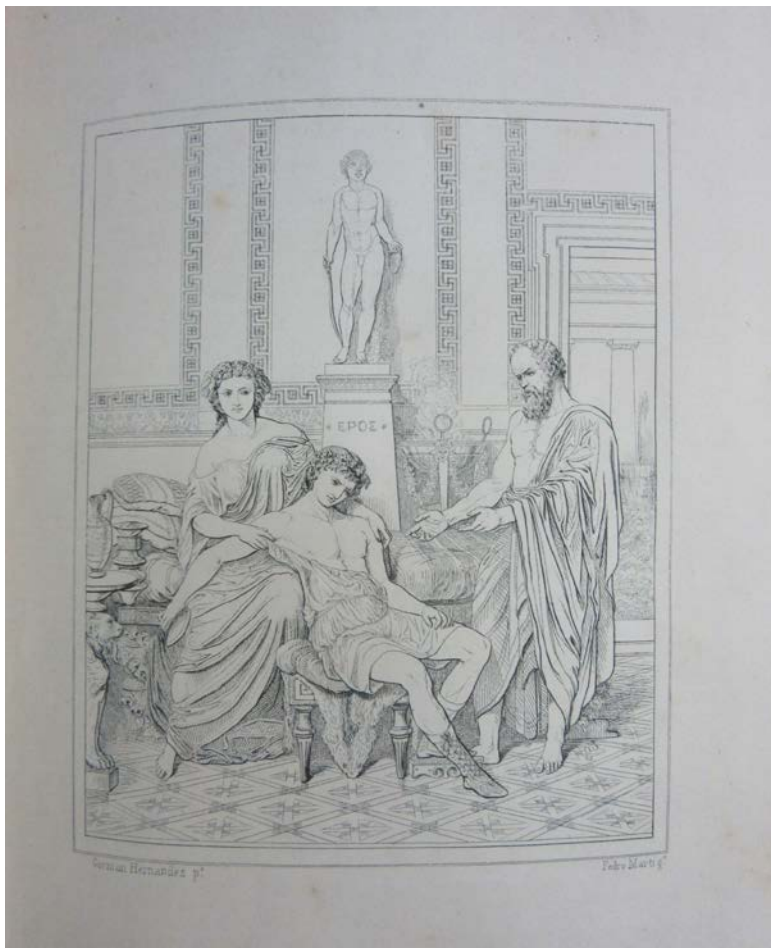


The group established arts magazines subdivided in Music and Fine Arts. The latter has little presence for itself in the collection, but permeates the contents of all pictorials of each period. Still, some have been found publications for regional exhibitions. We still see the imprint of neoclassicism in any of them but their spirit is as romantic. In these magazines you can see images from reproductions of engraving, lithographs and photo- frame reproduction of works by famous painters and engravers of Valencian.



The respondents topics come from Greco-Roman mythology that adapt as the neoclassical, romantic and even modernist period, but formally neoclassical mark is perceived in the literature of the last century can already see the introduction gravure them with reproductions of paintings Valencian painters known as Juan de Juanes. The issues here are challenged religious: Marian, Christological and biblical; and historical. Also some portraits are included. In the almanacs it was broadcast lithographs with images belonging to the realism style manners. Moreover, the realistic genre is present in Valencia Comic magazines as their No. 1 in December 1889 where it appears drawn the painter Francisco Domingo Orozco. In the same magazine cartoonist humorous vignettes included Cilla, in a soft, slightly acidic social criticism satirical genre. Professional graphics artists who are recognized as the Pamplona Salustiano Asenjo Gonzalez Martí or Cilla Madrid also collaborated with some Valencian graphic magazines are distinguished by their personality and style. In Carceller

Publishing, they participated many artists and graphic illustrators and each used different visual codes. The heading for the magazines also worked those mentioned and others like Josep Pérez who worked for magazines like *The Palleter* different ideology and *La Traca*. Wall and others like Tramús collaborated to design the headers in magazines Vicente Miguel Carceller. The same Vicente Carceller also designed some of them as the first version of the head for shade in its first issue. Other jurisdictions editorial cartoonists Carlos Gómez Carrera whose pen name was José Maíia Bluff and Butcher. The cartoonists generally used interchangeably in magazines collaborate opposing ideologies. Usually we see the use of lithographic technique in such publications.



Regarding the music magazines have been observed, its appearance is neat and balanced. It is commonly found in those containing images, portraits of famous musicians oval shaped, like a cameo, an accompanying editorial. They

use fancy lettering and if they include images of artists and singers, they are decorated with delicate decorative frames. Inside you can find scores. Some magazines beginning of the century, modernist aesthetic as manifested World Music No. 60 of 1920, but already in a late line, looking for simpler ways. Some frequently used rhythmic arabesque and the oval and circular circumscribe images. The magazine has more numbers of the collection is the Musical Gazette which is poor in imagination.

Education journals are divided both in professional journals aimed at teaching or scholarly journals in which students participate and tell them their own school life and extracurricular activities. These magazines aim to involve the students in the school life outside the center and advertise resources at their disposal, facilities etc. It is also a means of communication with the parents or guardians of students. Other magazines are those who try to teach adults in an effort to provide them with literacy skills and intellectual resources so that they can cope. Some, culture and health concern, also aimed at adults. Professional pedagogical and philosophical content, magazines contain few images. The school usually take some lithographic heading. Others have photoetched so that schools would be provided with resources for editing. In relation to its size, there are a newspaper format, but generally are the size of a magazine. We find this type of publication from 1860 though not abundant yet. Medical and pharmacy journals contain few graphic images as closing the nineteenth century; we can see the first photogravure. In some magazines there photogravures urinary patient. In other journals facilities hospitals and spas to the knowledge of their customer potential are. The format is 32 cm or less, with many pages that much advertising of pharmaceutical products is included. Their covers are usually a purely typographic design. The director of the magazine is



identified and is almost always a doctor. Children's magazines are not very abundant . Also comprise those newspapers gave as a supplement for children. Containing cartoons and humorous vignettes. In the twentieth century and are produced in color. The former were lithographs. *Boby* is an interesting example of this type of magazine that was very recent time, two colored inks. No publisher has *La Comedia Humana* (The Human Comedy) is much older and with naturalistic images of folkloric type so we can appreciate the great transformation in these publications. They continue to repeat the header on each of your numbers.

VALENCIA GRÁFICA-12



UN ASPECTO DE LA ALAMEDA

tes que, como en los luneros de los manantios Italia nos, solo son dignas de servir de fondo a unos apes y a unas sonoras de mujer. Por el arroyo va, lento, el carruaje en el que, algunas veces, fuere, con su vestimenta del pasado siglo, con sus imperitmentos de rruca, sira el pasaje que nos pabrana y alegremente en modernidad, y acau tuercu el gusto atragado y rruerda sus días elegantes, de sarra-cos valonas.

Realmente, en España, la mujer va alceandade en los dominios de la verdadera vida, fuere, la de las albegres horas de charla sobre arte, literaria-va, música, al calido ambiente perforado del Hall de un Hotel de moda o en un paseo, bajo doradas frondas y entre rosaledas.

La hora elegante de la Alameda

Para nuestras elegantes mujercitas valencianas una hora de recuerdo, de nostalgia y desde luego, de encanto este paseo de la Alameda.

Ellas, a lo largo de la avenida que el planar de stado erodida de oro, van en armoniosos grupos luciendo, en los nuevos modelos de trajo, la gracia de sus líneas, exultando al modo de las creaciones de los más exquisitos dibujantes.

En las mañanas de dulce sol inversión hay en la fronda, en el cielo, en el aire tonalidades tan suaves.



UN GRUPO DE SEÑORITAS DE LA BUENA SOCIEDAD VALENCIANA TORANDO EL SOL EN LA ALAMEDA

En nuestra Alameda, no hay rosaledas. Y creemos que deban haberlas y más, hermosas que allá en el Retiro de Madrid. Todo lo merecen, nuestras mujercitas elegantes y muy delicadamente modernas. Sus siluetas finas en estas horas del paseo de la Alameda son tiene el encanto de las siluetas femininas en los más bellos pasos de las más modernas metrópolis.

Vamos sus días y sus charlas. Como yo, El Barón de Scarfia, creo que deben fijarse tanto en las siluetas como en sus charlas y confidencias, en sucesivas crónicas he de fi-índicatamente discreto—dada a conocer almas de estas mujercitas del paseo de Ordo, avalladas con clichés que escarizan la gracia de sus líneas en sus gestos más finos.

EL BARON DE SCARFIA



ELEGANCIA El pico espacio de que disponemos nos impide publicar la Crónica que para esta ocasión habríamos querido, incorporando a las siluetas que nos interesan y que con más interés del agrado de mostrar locuras. En el próximo número y uno de los temas de la revista de los modas y modistas de Valencia y sus últimas novedades de los más famosos casas de París de todo cuanto pueda interesar a nuestras damas.

MERCADO DE CUBÁN — 22

Retratos de las señoritas premiadas en el Concurso de Belleza, y entre las cuales se ha elegido reina por votación popular



Señorita ELENITA DURÁ, 4,100 votos
Reina elegida por votación popular

Women's magazines that we have in the collection of Cabanes , can offer an idea of the evolution of the romantic thought to the industrial era in which women participate in public and professional life. *Psiquis* (Psyche) is reviewed are significant and relevant to current magazines in the mid- twenties to check these conclusions sections.

Other journals included in this group are embroidered, advertising and fashion in Paris and Madrid, along with some of the romantic genre magazine devoted exclusively to a female readership. Not missing any doctrinal Catholic magazine belonging to the group of "the Good News ". In general there are not many in

the press of Cabanes but we also have sections dedicated to the woman of the latest publications.



The Catholic press is perhaps the one that meets most amounts of iconographic images and symbols, as expected with a religious theme. Saints devotion Valencia, San Vicente Ferrer and San Pascual Bailon, The Virgin of the Immaculate, La Cueva Santa displayed and especially the devotion repeats the patron saint of Valencia. Another type of images found in this release is those that testify religious events and celebrations, pontifical congregations etc. Also appear in cameo portraits of illustrious ecclesial institution. This type of press is well maquetada and enjoys photo-quality images. Regarding publications promoted by some religious orders, lithographic images contain religious scenes. In the oldest of the nineteenth century we can see some woodcut Marian theme. The religious press is very copious collection counting with about 129 titles. Usually belong to a reader indiscriminate sex. Religious publications have a strong presence and are aimed at all levels of society. Some with a desire to indoctrination to a more demanding and educated reader, delve into philosophical, theological and educational aspects.

The bullfighting world, symbol of Spanish nationalism and so in vogue in the late nineteenth century, is present in the collection, approximately in proportion of

one to two annual weekly seen in the press in the last decades of this century and early twentieth century's, of which they have been collected for analysis which offered greater interest and were in better shape. Bull fighting 1895 Valencia bullfighting 1896, *El Burladero* 1897, Crutch, 1897 and Taurine Magazine, 1898, among others. They are the most representative and provide mostly weeklies, the portrait image of a famous bullfighter in his cover. Most of the images are photo-bullfighters, some come from photographic images, but others are made by woodcut techniques, this is some headers or little vignettes that are included on the inside pages. Woodcut images coexist with a multitude of lithographs produced in this period. We found beautiful headers made by lithographic techniques headers in such magazines published cartoons related to the world of bullfighting images. Other non-specialized magazines, news bullfighting also offer inside, are publications of the early twentieth century. The world of bullfighting has been associated with the world of betting and lottery as well as the stage show, so it is common to see magazines that integrate these different sections inside.



Theatrical magazines perhaps the most interesting is found *Nostre Teatre*, editorial Carceller. The only written in the Valencian language and possessing

interesting pictures on their covers, are issues that encouraged new century popular culture. Highlights include the first two made a free and colorful art. We can say of these, which are the most abstract or lesser degree of iconicity available to the collection covers. However covers the following, from an early nineteenth-century style or postmodern, are not so happy and try to catch a public more educated. Another concern is the magazine *Comiquito* whose lithographic header was designed by Enrique Pastor. In the magazines devoted to shows, and start of the century, we will notice the gradual inclusion of sections devoted to the cinema. Newspapers devoted large sections to the new art. Not only interested in film but also the lives of its actors and actresses. However journals that comprise the collection, such as film life devoted exclusively to this issue appear.

As for festivals and fairs magazines must note those made by the magazine *El Círculo de Bellas Artes*, on the occasion of the fair July 1896 and *La Ciudad del Miguelete*, one of the most modern announcing the change of artistic trends and Art Deco influences.



The presence of Modernism in the publications of the collection is not very significant, but warned they could recall certain characters local's magazines in one of the papers reviewed, ornaments or compositional complexity and profusion of plant drawings evoke these images. Headers made breaking the symmetrical composition with certain traits beauticians or the appearance of figures linked in vegetable plots, even without being feminine, rather angels, could have a symbolist appearance but also could be images inspired by the Valencian Baroque. As in the Madrid Black and white magazine is manifested the presence of this style, here we see some hints of this art that do not reach the rank of modernism in a clear appearance. There is moreover in the whole imagery of the collection analyzed, a predominance of figurative. With regard to the news periodical press, the vertical model survives in the nineteenth century and much of the early twentieth century. The font used in the body text of the nineteenth century is the "Didona" and in the twentieth century, the types of "Ionic". For advertising are many and varied formulas typographical abounding serif and fantasy. The use of italics is used in scientific texts and official bulletins and even some advertising argumentative resources to provide credibility and prestige to read text. The emphasis was formerly used in humanist texts. Formats magazines come to be about 32cm; the newspapers about 44cm and bulletins about 25cm.

The early seventeenth century found newspapers and the first third of the twentieth century in a smaller size diseny triple decimeter and resembled the old books. Since 1840 the first modifications in the format are observed. It can be seen in news media improved inking and printing and after the first decade of the twentieth century and improved paper quality. And the gradual introduction of photogravures.

Among the papers found, regionalists and carlistas dominated by traditionalists as the defense and the two kingdoms: Aragon and Valencia, but also notes the existence of others with different, such as El Pueblo, a Republican newspaper, political tendencies whose director was Blasco Ibanez *La Víctima del Trabajo*, (The victim of labor), *República Social*, (Social Republic), daily Marxist Central and *Porta Coelli*, weekly socialist ideology and in defense of the workers, so it

follows that Navarro Cabanes still being Carlist had a tendency to keep publications variegated ideologies, it is true which they are dominated by traditionalist nature, but the Chornaler first Valencian anarchist newspaper also counts among the collection.

Some of the regionalist and trade journals are found, *El Correo de Valencia*, Spanish Trade Association and Regional, journals and develop prevailing during the period of the Restoration.

Daily newspapers, has analyzed its structure and typography rather than its ideological content. These publications are characterized mostly by not contain images, some illustration appears sporadically and typographical ornamental elements predominate. Its cover usually has a symmetrical composition. As already indicated, the font used for text bodies, is the "Didona" Roman or modern, round, low i thin box family. The layout, vertical format (upright position), pillared, maximum observed seven. Some newspapers are diagrammed better than others. Headlines appear in the head, very thick and Egyptian capital letters or serif, usually centered, leaving two spaces on both sides to other information, identity management, pricing, etc. The graphic images on them are rudimentary, usually woodcuts or typographical ornamental elements of metal or wood, are used to separate texts, framing advertisements or small logos, decorative rosettes, seals or shields made of intaglio engraving, and by scorer machine. It also noted the emergence of a regional daily newspaper photogravure and late nineteenth century; these images will predominate as the end of the century approaches.

Surprised by the large number of bulletins from different disciplines, which owns the collection. They are smaller format newspapers but more paging. Like almost all publications, it contains a section dedicated to advertising. The headers are presented with headlines focused and organized hierarchically and separation characters applies to them.



Most of the papers reviewed are periodic; their frequency usually ranges from daily and weekly newspapers, although there were publications appearing twice weekly, biweekly, monthly and yearly as the Almanacs. However, the collection includes a set of difficult cataloging them; about 100 copies are not enrolled in the newspaper group to be temporary and are cataloged in a section called Annex Varia. Such publications do not usually have images because of their age or typological character. These include speeches, messages and sides. We also find interesting publications of the genre of string literature and ancient bullfighting exclusively typographic billboards. A publication that provides a graphic interest and is designed in a modernist style is Mercado de Colón, one copy to be published on the occasion of the building in 1916 has not any press.

BELLAS ARTES



Mujer griega.