

The Gallach publishing house and its contribution to Spanish cultural life. Reassembly and analysis of its catalogue

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Article received on:
August 19, 2013.

Article accepted on:
November 19, 2013.

ABSTRACT

A study of the history of Spanish publishing, focusing on publishing houses has yet to be carried out. This paper examines the contributions to Spanish culture made by the Gallach Publishing House, one of the pioneer publishing enterprises in Barcelona, which began operations towards the end of the nineteenth century. A considerable portion of its catalogue has been reassembled by locating published books in the National Library of Spain, the National Library of Catalonia, the Ateneo of Madrid and the Ateneo of Barcelona. Researchers also assessed the influences of this publishing house and that of its founder José Gallach Torras, specifically with regard to the founding and

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growth of the prestigious Calpe publishers, which in turn gave rise to Espasa-Calpe, Spain's oldest publishing company, whose ongoing operations date to 1860.

Keywords: Publishing documentation; Publication; Editorial Calpe; Editorial Gallach; History of Publishing; Instituto Gallach; José Gallach Torras.

RESUMEN

La editorial Gallach y su contribución a la industria cultural española. Recuperación y análisis de su catálogo

Juan-Miguel Sánchez-Vigil y María Olivera-Zaldua

El estudio de la historia de la edición en España desde las empresas que conforman y han conformado el sector está por realizarse. En el caso que nos ocupa se investiga sobre la contribución que hizo la editorial Gallach, una de las pioneras en Barcelona a finales del siglo XIX, a la industria cultural española. Se recupera parte de su catálogo a partir del estudio de sus publicaciones y de los fondos de cuatro bibliotecas (Nacional de España, Nacional de Cataluña, Ateneo de Madrid y Ateneo de Barcelona). Se analiza asimismo la influencia de esta editorial y de su fundador, José Gallach Torras, en la creación y desarrollo de la prestigiosa editorial Calpe, a su vez origen de la magna Espasa-Calpe, la más antigua de las editoriales en activo ya que se remonta al año 1860.

Palabras clave: Documentación Editorial; Edición; Editorial Calpe; Editorial Gallach; Historia de la Edición; Instituto Gallach; José Gallach Torras.

INTRODUCTION

It is extremely difficult to examine the history of Spanish publishing, as this requires studying documentation generated by companies completely immersed in cultural contexts. Until now projects of a general nature have

been implemented,¹ with others equally interesting dedicated specifically to publishers, such as La España Moderna,² Aguilar,³ Calleja,⁴ Calpe⁵ o Seix Barral.⁶ Research is thus extensive and of great interest in terms of information about publishing, and likewise concerning the history of books.

The Gallach publishing house, with nearly a century of history is one of the least known despite its intense activity and its contribution to the creation of Calpe, the most popular in the first third of the last century, which subsequently gave rise to Espasa-Calpe, with branches in Mexico and Argentina. Gallach was founded in Barcelona in the last decade of the nineteenth century and lasted for a long time, until in 1979 it was acquired by the Oceano group. It developed during two stages, the first between 1890 and 1918, the year when the collections were taken over by Calpe, created by Nicolás María Urgoiti, and the second stage beginning in 1924 when it became known as The Gallach Institute.

The company evolved in a favorable ambiance due to the great increase in institutions related to books and the creation of organizations defending the interests of publishers and printers, including the Catalan Institute of Book Arts and the Intellectual Property Center. During only a five year period, major national and international events were staged and Gallach took part in all of these: VI International Publishers Congress held in Madrid in 1908 by Association with the Library of Spain, First and Second National Assembly of Booksellers and Publishers held in June 1909 and May 1910, the First Congress of Book Arts in 1911, and the creation of the Spanish Federation of Book Arts in 1912. Over these two decades, José Gallach gained great prestige among his colleagues and was assembling a reference catalogue that would form the basis for establishing Calpe, as discussed below.

This article aims to study the origins of the Gallach publishing house, define its place in the history of Spanish publishing, reconstruct the biography of its founder and reassemble part of its catalogue. For this, we have reviewed the literature on the Spanish publishing house, consulted Nicolás María Ur-

1 Refer to Hipólito Escolar, "El libro y la lectura en el siglo XX", in La edición moderna. Siglos XIX y XX, Madrid: Pirámide, 1996; Jesús A. Martínez Martín (dir.), *Historia de la edición en España (1836-1936)*, Madrid: Marcial Pons, 2001; Xavier Moret, *Tiempo de editores. Historia de la edición en España, 1939-1975*, Barcelona: Destino, 2002; Sergio Vila-Sanjuán, *Pasando página*, Barcelona: Destino, 2003; Juan Miguel Sánchez Vigil, *La edición en España*, Gijón: Trea, 2009.

2 Refer to Juan Antonio Yeves, *La España Moderna*, Madrid: Libris, 2002.

3 Refer to María José Blas Ruiz, Aguilar. *Historia de una editorial y de sus colecciones literarias en papel biblia (1923-1986)*, collab. of José Luis Sánchez de Vivar Villalba, prologue by Luis Alberto de Cuenca, Madrid: Librería del Prado, 2012.

4 Julio Berrio, Anastasio Martínez Navarro, Carmen Colmenar y Miryam Carreño, *La editorial Calleja, un agente de modernización educativa en la restauración*, Madrid: Uned, 2002.

5 Refer to J. M. Sánchez Vigil, *Calpe, paradigma editorial*, Gijón: Trea.

6 Manuel Llanas and Antonio Lozano, *Seix Barral. Nuestra historia*, Barcelona: Seix Barral, 2011.

goiti, founder of Calpe's personal archive; revised the catalogues of four prestigious libraries [Biblioteca Nacional de España (National Library of Spain), Biblioteca Nacional de Cataluña (National Library of Catalonia), the Ateneo of Madrid and the Ateneo of Barcelona]. We have also analyzed numerous publications from the publishers kept in public and private collections, including the newspaper *Mi Revista* (My Journal). Once we had collected and processed the information, we wrote the text, arriving at the conclusions that indicate Gallach's contribution to the history of Spanish publishing.

ORIGINS OF THE GALLACH PUBLISHING HOUSE

The Gallach Publishing House was established because of José Gallach Torras's desire to initiate a business producing and distributing books, during a period of change in the industry brought about by new technologies. Gallach was born in Barcelona on March 30, 1872, son of the printer with the same name, from whom he learned printing (*Figure 1*).



Figure 1. Logotype design for Gallach Publishing House, 1900

The first book with the Gallach seal registered in the National Library of Spain and in the Library of Catalonia, was *Literatura militar española* (Span-

ish Military Literature) by Captain Francisco Barado, dated 1890. In the last decade of the nineteenth century, Gallach purchased the collections of the Soler publisher, at number 152, Pasaje San Juan de Barcelona, and later Consejo de Ciento 416-418, with a printer at premises in Baseda de Domingo Clarasó and its headquarters at Villarroel 17. This company in Barcelona (then known as successors to Manuel Soler) had become very popular and was advertised by the motto: "Instruction and education is the greatest wealth that people can attain".

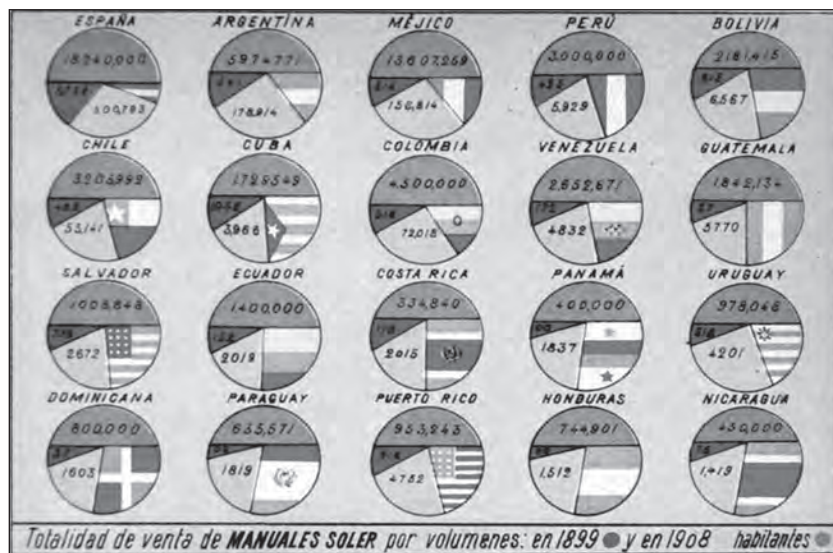


Figure 2. Sale of Soler Manuals 1899-1908.

Source: Soler Manuals. Keeper of the books.

The iconic collection from the Soler Publishing House consisted of their Soler Manuals (Figure 2), known for their small size (11 x 16 cm) and hard-cover orange print on black bookbinding, which after they were purchased by Gallach changed to green. Soler published a hundred volumes in two different series, with Arabic and Roman numerals, and designed a special shelf on which to exhibit them, given free to subscribers. In order to advertise the company, it published the newspaper *Lecturas Populares. Revista mensual de conocimientos útiles y bibliografía* (Popular Reading, Monthly journal of useful facts and references), distributed for free at societies, cultural associations and learning centers. The manuals were advertised as a "Useful and economic library of encyclopedic knowledge", stating the following aims:

To contribute to this redemptive movement, imbued with the urgent need to popularize the principles of modern science with its great achievements and artistic manifestations, making everything accessible to the less educated, while offering men of greater intellectual stature a simple formula to help them remember all scientific matter; thus no one will be obliged to resort to foreign books to discover the fundamentals of science.⁷

In the first months, Gallach advertised its Publishing House as “José Gallach-Editor. Successor to Manuel Soler”, with offices at Consejo de Ciento 416-418 and Pasaje de Tasso 9 and more store houses on the road to Horta. The first catalogue consisted of reference works by Soler, principally of interest to professionals and scholars. For example, the Manuals, the Science of Art collection or the People’s Law Library, with specialized titles such as *Monumentos del arte español* (Monuments of Spanish Art) by Pedro Hugueta, with enlarged format and a hundred photos, or the *Tesoro del agricultor. Novísimo tratado teórico-práctico de Agricultura y Zootecnia* (Treasury of Agriculture. Newest theoretical and practical treatise on Agriculture and Animal Husbandry).

José Gallach participated in the events and institutions designed by publishers to defend their interests and joined the Catalan Institute of Book Arts from its founding in 1898. He was involved in circles that included intellectuals and artists of modernism, and was even enrolled in the photography contest organized on the occasion of the Festa dels Coloms celebrated on March 17, 1907 at the Tibidabo, together with Pau Audouard, José Baltá de Cela, Miquel Utrillo and Josep María Co de Triola.⁸ He was also Secretary of the Intellectual Property Center created in 1900,⁹ and in 1909 participated in the First National Assembly of Publishers and Booksellers held in Barcelona from June 7th to 9th, where he gave the lecture “Practical ways to encourage and facilitate the book trade in Spain, and among the mainland and American nations of Spanish origin”.¹⁰ His contribution was to analyze the book

7 Taken from the introductory text for the collection in the book by Carlos Banús y Comas, *Unidades, Manuales Soler no. XXI*, Barcelona, no date, p. 4.

8 Nuria Fernández Rius, *Pau Audouard, fotògraf retratista de Barcelona. De la reputació a l'oblit* (1856-1918), p. 413.

9 The statute for the Intellectual Property Center of Barcelona was approved on June 6, 1900 with 17 tenets. The objectives were to “defend the general interests of the industries represented in the Association and ensure their improvement and development; present authorized legal representation to defend and protect the interests of members before the government in all matters relating to that stated and regulated in the Copyright Act of 1879 and 1880”. The original document is preserved in the Arxiu Nacional de Catalunya (National Archive of Catalonia) and is signed by Francisco Simón y Font, founder of the Montaner y Simón publishing house. Arxiu Nacional de Catalunya, ANC1-261-T-123.

10 Refer to Philippe Castellano, “América: ¿arcadia para editores españoles?”, in *Naveg@mérica. Revista electrónica de la Asociación Española de Americanistas*, no. 5, 2010. Available at <http://revistas.um.es/navegamerica>

market in the Americas, evaluating the progress of European publishers for distributing their collections, while proposing measures for improving this activity. Concrete proposals were threefold: to determine the needs, tastes and demands of readers, improve sales systems and assess the creditworthiness of booksellers:

We must confess that the current state of the book trade between Spain and American nations of Spanish origin lack the caliber, stability and abundance which should distinguish them... Our competitors are more intense, practical and decidedly stronger in their activity than we are, in terms of sustaining those markets and the way they distribute their publications.

The idiosyncratic and varied application of prices established by those dedicated to the sale of publications in foreign Spanish-speaking countries, is one of the biggest hindrances to export growth; as evidently their high costs limit the number of buyers, thus damaging production progress and consequently sales. Booksellers frequently refer to exchange rates as an excuse.¹¹

In 1911 Gallach attended the Second Meeting of Publishers and Booksellers in Valencia, where he restated the problems facing the expansion of Spanish publishers in America, in a renewed attempt to draw the attention of professionals to a still unexplored market.

During the same year for the purpose of advertising his collections, he created *Mi Revista* (Figure 3), subtitled *Periódico-Ilustración para el Hogar* (Illustrated Newspaper for the Home), sold by subscription. This was drafted and produced at the same publishing venue (Consejo de Ciento, 418), every fortnight and the subtitle changed twice: *Enciclopedia ideal para el hogar y la escuela* (Ideal Encyclopedia for home and school), and *Enciclopedia Popular Ilustrada* (People's Illustrated Encyclopedia). This was edited during two periods, the first between 1911 and 1919, and the second from November of that year, depending on the Calpe Publisher when it acquired the Gallach company. On the front cover was an unsigned drawing of a woman reading, similar to drawings by the illustrator Ramón Casas. It consisted of 24 pages and was commercially viable, at the price of 0.50 pesetas. Advertising on the back cover was devoted to hygiene products, medicines, bazaars, bathing resorts, typewriters and accounting machines, as well as books published by Gallach.

11 *Crónica de la Primera Asamblea de Libreros y Editores*, Barcelona, 1909, p. 99.



Figure 3. Front cover of Mi Revista, 1919.

In terms of content, all sections had an illustrated cover and sometimes there were many illustrations, especially for fashion pages, which averaged 20 images. The principal sections consisted of Literature, Science, Children's pages, History, Hobbies, Amazing facts, Work and Fashion, Recipes and Doctor's Tips. Editors included Augusto Barrado (Secretary), Joaquín María Barnola (Natural Sciences), José Comas Solá (Astronomy), Federico Climent Terror (Housekeeping), A.O. Viñas (Personal Hygiene), Salome Núñez Topete (Fashion), Aurora Tomás Gutiérrez Larraya (Housework and Home decoration) and Arturo Jarque (illustrator).

There were more than fifty collaborators including writers and illustrators, with prestigious authors such as Luis Bello, Andrés González Blanco, Enrique González Fiol, Ramón Goy de Silva, Alfredo Opisso, Francisco Rodríguez Marín, Carlos Sarthou, Antonio Velasco Zazo, Antonio Zozaya, Enrique Bráñez, Manuel Bujados, Echea, K-Hito, Vicente Ibáñez, Ramón Manchón, Ricardo Marín, José Moya del Pino, José Robledano, José Segrelles and

Enrique Varela de Seijas. In 1920, the “Children’s Theater” collection was included under the direction of Calpe, with a miniature presentation (6 x 9 cm), with short plays such as *Jugar al mañana* (Play like it is Tomorrow) by Juan Gómez Renovales or *Comedia de polichinelas* (Puppet’s Comedy) by Jacinto Benavente, illustrated by Echea. During this period, free gifts and photographic enlargements up to natural size were offered to subscribers.

José Gallach also published postcards to announce the series entitled *Biblioteca de Episodios Americanos* (American Library Episodes). The second decade of the twentieth century saw an expansion, with popular titles in large print runs with quality book bindings, including the *Enciclopedia Moderna Catalana* (Catalan Modern Encyclopedia) (4 volumes) or *Historia Natural* (Natural History) by Odón de Buen (2 volumes), with many illustrations. In 1916 he wrote two strange advertising mottos that were printed in *Mi Revista*, one of these related to the dissemination of Spanish books in European countries involved in World War I, and the other directed to booksellers indicating the excellence of his Publishing House. The motto for the Spanish book during the war was summed up in the seventh clause: “Do not forget that the Spanish book is destined to your country and family, as the seed is to the ground: the way to achieve and proceed with the Spanish thought”. The motto for booksellers was commercial in nature, full of clichés like this: “Whenever you are involved in the highly cultured and honorable profession of bookseller, do not forget the benefits of advertising and selling Gallach Publications”.

CREATION OF THE *COMPAÑÍA ANÓNIMA DE LIBRERÍA, PUBLICACIONES Y EDICIONES (CALPE)* (BOOKSTORE, PUBLICATIONS AND EDITIONS LIMITED COMPANY)

The prestigious publishing house Calpe was established by Nicolás María Urgoiti in 1918 with collaboration from José Gallach, from whom the Basque industrialist bought the entire collections, assigning him management of the new company. On June 5 of that year the Board of Directors appointed him manager with a salary of 30,000 pesetas per year, plus a share in the profit, and granted him powers to represent the company and to make all arrangements, particularly management contracts and printing of magazines, illustrations and cultural brochures, and also those related to the preparation and production of the printed book.

Thus Calpe took over Gallach’s properties: land, premises, machinery, as well as literary and artistic collections of the business. In exchange it con-

trolled production, negotiated on its behalf, sold published items, managed rights and advertising, and controlled the administration. Payment exceeded one million pesetas (1,047,200.77) paid in four installments, the first in shares (250,000 pesetas) and the rest in three installments between July, 1918 and January, 1919. Moreover, in order to transfer the Gallach Publishing house business, located in a warehouse in Guinardó street, a construction project for a warehouse in Barcelona was commissioned to the architect Francisco Guardia, an idea that was later dismissed (*Table 1*).

Table 1. . Items passed from the Gallach Publishing House to Calpe.¹²

Items	Value
Balance of correspondents, provisional balance and policies	152.216,96
Existing works, materials and lithographic engravings	545.823,03
Machinery and tools	10.707,00
Furniture	9.511,50
A car, a horse and related items	2.500,00
Land in Barcelona and at Mallorca and Padilla streets	300.725,00
Forthcoming literary and artistic publications	12.600,00
Private library	8.000,00
Amount of credit	5.216,28
Pesetas total	1.047.200,77

Calpe had to launch itself at a difficult moment, as the serious crisis in the paper industry had caused a general backlash against *La Papelera Española* (Spanish Paper Industry), owner of the publishing house. Directed by a sector of the press and supported by the Spanish Federation of Producers, Traders and Friends of the Book, the journal *Bibliografía Española* (Spanish Literature) published the following in April 1918:

The Spanish press as well as publishers and printers have promoted La Papelera Española, which repays this favor with the worst ingratitude; thus besides creating more newspapers as media rivals, it has founded a great publishing house which will ruin all those who produce books; i.e. it aims to destroy all who helped support and

12 Power transferred from Nicolás María Urgoiti to José Gallach, Archivo Histórico de Protocolos (Historic Archive of Protocols), November 11, 1918. The Administrative Council awarded him an annual salary of 30.000 pesetas as well as profits from shares in the company.

raise it to the pinnacle of its current prosperity.¹³

When editors discovered that the person in charge of Calpe was José Gallach, they radically changed their opinion and greeted the new company with admiration in a quote published in the same journal two months later: “We have no doubt that they will contribute to the elevation and aggrandizement of our trade, as well as to the development and dissemination of the culture of our homeland”.

Nicolás Urgoiti designed an organization with two main departments: a publisher based in Madrid, controlled by the Directive Committee in consultation with the managing director, and technical, commercial and administrative offices in Barcelona, under the direction of José Gallach, in coordination with the heads of each of these areas: José Nicolás Urgoiti (son of Nicolás), Rosendo Gallach and Ricardo Díez Campaña (son and son-in-law of José Gallach, respectively). A fundamental aspect was the assignment of José Ortega y Gasset to the post of literary director, following the example of the editor Victoriano Prieto, who had hired Gregorio Martínez Sierra for *Renacimiento* (Renaissance) in 1911. The Editorial Committee also had a Secretary, Lorenzo Luzuriaga, who was also responsible for drawing up statistics on publishing and new productions.

The Management Board asked José Gallach to prepare a plan for the ten editions following on from June 1918, and to send a copy of each of his collections in order to establish the publishing library; i.e. Gallach's collections constituted the basis for Calpe's great library. Almost from the time of its foundation, the idea was to establish departments in America, either independently or in partnership with other publishers. In July 1918, when Ortega y Gasset was invited to give lectures at the Universities of La Plata and of Buenos Aires, he proposed that an editor capable of advertising publishing projects and obtaining information about texts written by teachers in Argentina, Chile and Uruguay should accompany him. The Governing Council decided that this task should be undertaken by the teacher Francisco José Barnés Salinas, whose mission would be to develop a comprehensive report, from which to draw definitive conclusions.

During the visiting period, the great works from the Gallach Publishing House went on sale accompanied by an intense advertising program between August and December in journals from *Prensa Gráfica* (Media Graphics) group, *Nuevo Mundo* (New World), *Mundo Gráfico* (Graphic World) and *La Esfera* (The Sphere). In the latter, whole page advertisings of the main titles

13 *Bibliografía Española*, no. 8, April 16, 1918, p. 17.

and series were reproduced: *El Abogado Popular* (The People's Lawyer) by Pedro Huguet (6 cloth-bound volumes consisting of 3,755 pages), *Agricultura y Zootecnia* by Joaquín Ribera (five illustrated volumes), Gallach Manuals (106 volumes in August) and Library for the Practical Electrician, subtitled Encyclopedia of Electricity, under the direction of Ricardo Caro and Anchía (30 volumes in octavo format). In order to disseminate the Gallach collections, they opened an advertising department directed by José Cruz, who charged 10% of the returns derived from each advertisement, and suggested producing a free bi-weekly newspaper to form part of the overall advertising program.

The original idea was to establish offices and workshops in Barcelona, but in July 1919, Gallach was ordered to move to Madrid and sent a letter to Urgoiti on the 18th of this month, presenting the publisher as "A company that was established with the aim of discreetly gathering together everything produced by the human mind, in good degree of goodness, without setting aside the need for teaching".

This extraordinary document, clarifying the editor's relationship with the author at the beginning of the century, is testimony to a businessman who invested his assets and expertise in a medium and long term project. For Gallach, the task of the editor should respond to the following criteria: "Operating without moral pressure that might inhibit or prejudice concepts, providing advice without obstacles or interference of any kind, while freely applying factors or elements of literary or artistic value as deemed appropriate, as much from one as from other doctrinal groups".¹⁴

Gallach as director of Calpe

Gallach's attitude as manager was critical from the beginning of the project, indicating the "problems and errors" that resulted from the duplication of functions undertaken by him as manager and José Ortega y Gasset as editorial director. The Governing Council had granted full powers to Ortega to select works and authors, thus tying Gallach's hands, to the extent that he asked Urgoiti to reconsider the initial idea, warning him of problems if an editor continued having control and not a commercial or industrial figure. This dichotomy between the intellectual and professional book producer induced him to write the following in this letter:

14 Archivo Regional de la Comunidad de Madrid (ARCM) (Regional Archive of the Madrid Community), Archivo Urgoiti C.53.3/13.

I understand the rejection that the writer gives to the editor, and certainly from this, the plan that followed for the intellectual management of Calpe to reside in Madrid, assuming that the commercial industrial element should be dependent on and regulated by the direction from the literary sector. Big mistake! This has not occurred in any publisher nor happens in Spain, Calleja, Sopena or any others, worldwide. The industrial and commercial aspect of every business must be the primary purpose and should prevail over the literary, without suggesting that this aspect should be excluded.

One of the first proposals made by Gallach in his role as manager was to issue a free commercial newspaper, to continue the project initiated with *Mi Revista*, an informative magazine for the Gallach Publishing House, until its acquisition by Calpe. This publication, which was entitled *Revista de Libros* (Book Journal), initiated a second stage under the Calpe seal from November 1919, with the aim of attracting new customers.

During the first three years of operation, Calpe composed a quality catalogue which included several relevant collections: Universal, Classical Journeys, and Contemporary and Great Works. The need to increase sales for profit led the management team to negotiate with the Espasa family for exclusive sales of the *Enciclopedia Universal Ilustrada* (Universal Illustrated Encyclopedia), and the opening of an office in Buenos Aires (Suipacha, 585) with Julian Urgoiti as Director. This decision acted as a boost for the Spanish paper and publishing industry, which from then on could rely on a large company for the distribution of collections in a market dominated by French publishers (Franco-Americana, Garnier, Armand Collin, Hachette, Michaud, etc.).

In 1922, after three years as manager, Gallach's contribution was questioned. Serapio Huici, director of *La Papelera Española*, majority shareholder of Calpe, tried to lower his salary, causing due offense. On July 17 the Count of Aresti, president of *La Papelera Española* asked Urgoiti to resolve the situation and proposed a graceful exit that recognized the services he had provided.¹⁵ Gallach vacated his post in favor of Urgoiti and requested his transfer to the newly created office in Barcelona to manage business issues. Urgoiti asked him to prepare a report indicating his personal view of the situation, together with an analysis of Calpe's progress.¹⁶ The manager knew from the first moment that he was writing a "professional will" which would terminate his activity at the forefront of the publisher. He was blunt in his judgment and analyzed the intellectual, industrial and commercial aspects, insisting once again as he had done in 1919, on the need for a change in editorial policy based on

15 Archivo Regional de la Comunidad de Madrid (ARCM), Archivo Urgoiti C 35.2/97.

16 Report written by Gallach on request from Urgoiti. ARCM, Archivo Urgoiti C 53.3/11.

the following aspects: modification of literary aspects with economic incentives in terms of production, removal of editors from the Directive Committee, independence from workshops, publication of major works and of general content, creation of an advertising section and adjustment of the editor's role.

Editors become *tyrants*, because they search for a book that will capture the market; check the action of the competitor; strive to produce in favorable economic conditions, because if they do not do so they will observe payroll figures with horror; they will observe how the shelves and shelf units become filled with books, they realize the negative value that accumulates faced with positive claims by the shareholder and fear that any major disaster will be attributed to them, rather than the Board and the Administration Committee.

According to Gallach, the aim of directors of the collection was to propose and revise titles, originals and translations taking total responsibility, standards which nobody met due to lack of effort and critical attitude. Moreover, he considered it essential to combine the editing of practical works with books of enlarged format, based on the idea that investing in human resources and infrastructure should be equal in both cases. As for advertising, the model was designed based on five sections: Technical (planning, writing of documents and press advertising), Direct advertising (customers), Propaganda for intermediaries (booksellers, correspondents, travellers, etc.), Registration of results (statistics and reports) and Cooperation from Friends of the Book (subscriptions). His operation complied with the following guidelines: general information about the book (price, importance of the issue, series, etc.), ideal advertising plan and most appropriate means for maximizing profitability, writing of documents, study of the most appropriate media, press dossier, correspondence control, registration and statistics of results. In order to increase production, he proposed the creation of a new group responsible for performing activities outside the company. Finally, he criticized sales policy and proposed the idea of creating a publicity department to advertise works, as well as the post of a general inspector to oversee the running of the company in all departments. These observations were not just a simple analysis of the situation, but a code to correct editorial policy and a retreat from the "front lines". While proposing his replacement, citing health reasons, he explained the tasks of a managing editor, emphasizing the negative impact of intellectuals as editors.

This devastating report by Gallach evoked a prompt response. Nicolás Urgoiti did not accept his criticism of intellectuals, mainly aimed at Ortega y Gasset, with whom the manager had disagreed from the time the publishing house

had been founded, since Gallach felt Ortega y Gasset took over some of his functions. Consequently, Calpe's director condemned his meddling in editorial aspects and asked him to continue working, but only on technical aspects.¹⁷

Gallach, director of the Barcelona Department

On April 27, 1922 the expansion of Calpe towards America and the creation of an editorial department in Barcelona with Gallach as director was announced. His work, totally independent at the beginning, involved the sale of books in Catalonia, Valencia, Aragón and the Balearic Islands. His son Rosendo and his son-in-law Ricardo Díez Campañá worked with him. However the company did not achieve results as anticipated and in 1923 registered losses, mainly because of rental payments for the premises occupied. Calpe's Board of Directors proposed closing the branch, but ultimately remained open. Urgoiti traveled to Barcelona in January 1924 to ask Gallach to further economize on expenses. In a letter sent on February 19 to the Directive Committee, Gallach proposed changes to the operating contract to increase profits: authorization to dedicate his efforts to publishing and to open a book shop, maintaining the same sales personnel in Barcelona, free transfer of some space to attend to personal matters and waiving of the annual fixed salary of 20,000 pesetas as compensation for these requests (Figure 4).



Figure 4. Sculpture of José Gallach in the Gallach Institute in Barcelona, 1924. Amatller Institute (Mas Archive).

17 Observations on reading the report provided at my request by Mr. Gallach, Managing Director of Calpe, (undated). ARCM, Archivo Urgoiti C 53.3/12.

These proposals increased discrepancies and advisors put pressure on Urgoiti into taking drastic measures. His suspicion went so far that he took control of the assets of the company. From February 1924, the exchange of letters was steady, and threatening orders were sent from Madrid: Gallach had to work for commission and give up two of the three local publishers. Despite this, he ignored these decisions and Urgoiti had to travel back there in March, finally agreeing that the expenses of the department should be deducted from sales revenue. The problem was not entirely solved because sales decreased further. Urgoiti was forced to organize two further trips in May and October 1924 to personally oversee changes. The department became an additional problem to the overall situation at Calpe and closing down appeared to be the only solution.

CREATION AND DEVELOPMENT OF THE GALLACH INSTITUTE

Towards the end of 1924, José Gallach finally left Calpe and decided to continue in publishing. He then created the Gallach Institute Bookstore & Publishing dedicated to the publication of major illustrated works on history, art, geography and natural history. His immediate collaborators were his son Rosendo Gallach and his son-in-law Ricardo Díez Campañá. All actively participated in the Book Chamber, where Rosendo served as a member on the board. Four years later, in 1928, they had already published several titles with great diffusion, including *Historia Natural* (4 volumes), *Razas Humanas* (Human Races) (2 volumes) and *Geografía Universal* (Universal Geography) (4 volumes), collections for which the publisher was awarded a gold Medal at the Universal Exhibition in Barcelona in 1929.

José Gallach Torras died on November 14, 1928, but business continued to be managed by his son and his son-in-law. The news of his death appeared in a brief note in *La Vanguardia* on the 30th of the same month, with a footnote that remarked on his family relationships rather than his prestige as a publisher: “related to the distinguished Campañá family from this region”.

The Gallach Institute continued to function after the Civil War with the publication of richly illustrated works with enlarged format, published in the forties. Most of these became very popular: *Historia de España* (History of Spain), *Gran Historia General de los Pueblos Hispanos* (General History of the Hispanic Peoples) *Mil figuras de la Historia* (One thousand Characters from History) and *Lecciones de la Historia* (Lessons from History). These

works were published in several volumes and marketed through payments and subscriptions.

Gallach was purchased in 1979 by Oceano Publishing, a company that continued to use the seal for marketing the collection. In the catalogue printed in 2004, the following works were still included: *Historia Universal*, *Historia del Arte* (Art History), *Historia Natural* and *Razas Humanas*, and the 2012 catalogue offered appendices from the *Enciclopedia Universal Gallach* (Gallach Universal Encyclopedia) 2005 and 2008, with the following note:

Essential insert to maintain the overall universal library up to date. The two volumes, consisting of 400 pages and a CD-ROM include the updated biographies of the most important characters in today's political, scientific, literary and artistic contexts, as well as obituaries for people who died between 2005 and 2007. It also has a Best Pictures section, presenting the most spectacular images from the past few years.

THE INSTITUTE CATALOGUE

Works from the Gallach Publishing House were renowned for their specialized content, profusion of illustrations and clear informative content. The first book referred to, with two copies kept at the National Library of Spain and Catalonia, is *Literatura militar española* by Captain Francisco Barado (postscript by Luis Vidart), published in Barcelona with the footnote "Gallach Publishing House" in the year 1890 (740 pp., 16 pl.). There is no record in the collections investigated of more books dated between that year and 1900, thus we assume that Manuel Soler's collections were acquired during that decade and they began to edit works with enlarged format, including *El Abogado Popular* (The People's Lawyer) by Pedro Huguet (6 volumes), *Agricultura y Zootecnia* by Joaquín Ribera (5 volumes), *La vida de los animales* (The Life of Animals) by A.E. Brehm (6 volumes), and *Museo Militar* (Military Museum), also by Francisco Barado. *La vida de los animales*, translated by Carlos Fernández Castroverde, was divided into six sections: *Mamíferos* (Mammals) (I and II), *Aves* (Birds) (III and IV), *Reptiles, Anfibios y Peces* (Reptiles, Amphibians and Fish) (V) and *Invertebrados* (Invertebrates) (VI), with many illustrations (1650 in black and white and more lithographs in color) and was sold in leather bound booklets. *Museo Militar* was considered the most important book on the military and at the Universal Exhibition in Barcelona in 1888, it was awarded a Gold Medal. Calpe would later restructure the content of this work into three volumes, in 1923.

In the 1916 catalogue, among other titles the following were offered: *Diccionario de las Familias* (The Family Dictionary) (Home Encyclopedia in installments), *Contabilidad general y Contabilidad Comercial* (General Accounting and Business Accounting) by J. Prats Aymerich, *La Ciencia del Arte* (The Science of Art) by Victor Masrera (5 volumes), *La letra de cambio* (Credit Receipts) by Pedro Huguet, *Cuerpo de Derecho Civil Romano* (Body of Roman Civil Law) by Kriegel, Hermann and Osenbruggen, *La Cristiada* (The Cristero Rebellion) by Fray Diego de Ojeda and *La Divina Comedia de Dante* (Dante's Divine Comedy). Relevant essays from Soler's collection were also republished, such as *El problema de la ignorancia del derecho y sus relaciones con el status individual, el referéndum y la costumbre* (The Problem of Ignorance of the Law and how this Relates to Individual Status, Referendum and Customs) by Joaquín Costa (1913). A copy of this work is preserved in the Library of the Ateneo of Barcelona. Relevant collections include The Library of American Series and the popular Library for the Practical Electrician, also known as Encyclopedia of Electricity, produced by Ricardo Caro y Anchía, which appears in Calpe's 1923 catalogue:

The most up-to-date, concise, clear, complete, economical, easy to handle and exquisitely illustrated of works published to date. This is a very practical and original work, written by specialized authors under the direction of Ricardo Caro y Anchía, who has a degree in Physics and Mathematics, is a Telegraph officer and Professor of Electrical Engineering and Telegraphy at the Industrial School in Tarrasa.

Series and works in smaller format included *Literatura Militar Española* by Francisco Barado, *Lecciones de árabe marroquí* (Lessons on Moroccan Arabic) by Pelayo Vizuite, *Prontuario de esperanto* (Handbook of Esperanto) and *Índice legislativo español* (Spanish Legislative Index), both by José Garzón Ruiz, *Diccionario de voces cubanas* (Dictionary of Cuban Voices) by Constantino Suárez, *Derecho consuetudinario y economía popular en España* (Customary Law and Popular Economy in Spain) by various authors, *Historia de España y de las Repúblicas Hispanoamericanas* (History of Spain and the Spanish American Republics) by Opisso and Alfredo Viñas (25 volumes illustrated with maps and plates), *Guía ilustrada de las carreras y de la enseñanza en España* (Illustrated Guide to Careers and Education in Spain) by various authors, Gallach Library of Novels, Library of American Series, and the iconic collection of Gallach Manuals which would be produced by Espasa-Calpe until the fifties, totaling 100 titles in 1916. One of the most successful works was the *Enciclopedia Moderna Catalana* by Josep Fiter, published in 1913 and consisting of five volumes with more than ten thousand biographi-

cal, geographical and historical inputs for which Gallach wrote the foreword entitled *Quatre paraules del editor* (Four words from the Editor).

Gallach Manuals

The collection originated with the Soler Manuals produced by the publisher Manuel Soler, from whom, as noted, Gallach purchased it (Figure 5). These books were very popular in the first third of the century because of their varied content (science, history, technology, art, arts and professions, etc.), their octavo format and green cloth binding, stamped in black. The first two numbers, probably printed in 1903, were *Química General* (General Chemistry) by Doctor Luanco and *Historia Natural* by Odón de Buen. In May 1914 Jacinto Octavio Picón dedicated these words to the collection in *Mi Revista*: “I think Soler Manuals are enormously useful because of their intelligent creation, making them a powerful cultural force, in a word, making them a publication that should be extremely appreciated by all those who love Spain”.

In 1916, the 100th issue in the series was published, *Manual del pintor decorador* (Manual for the Painter Decorator) by José Cuchy, to be purchased with payments and for which a modernist display-stand was designed. In August 1918, when Calpe began to operate, number 106 was issued, followed by an annual average of 5 titles. Demand was constant and for months, until the new collections were created, this was one of the economic bastions of the publisher. Average print runs ranged between 3,000 and 4,000 copies, with constant reprints. After the merger between Calpe and Espasa in 1925, it was decided to limit the collection to 130 titles, replacing those with low sales with new ones that were given the same number, causing confusion among customers.



Figure 5. Poster for the Gallach Manuals. Original by Antonio Utrillo.

General and specialized catalogues: graphic documentary

Gallach production by the Institute created in 1924 was extraordinary for its quantity and quality, manifested in the general and specialized catalogues that were published up until 1930 (*Figure 6*). They were exquisite in their presentation, with a format of 11.5 x 14 cm, with 16 richly illustrated pages and printed using the intaglio technique with colored lithographic covers designed by Tusell. The Institute was awarded a Gold Medal at the International Exhibition held in Barcelona in 1929 for the first five years of its work. By then it had published three major works: *Razas Humanas* (2 volumes, 1924), *Historia Natural* (4 volumes, 1925) and *Geografía Universal* (5 volumes, 1928), *Historia Universal* (6 volumes, 1931) was an on-going project. These four volumes composed the general catalogue entitled *Select Productions*, created to present the series.



Figure 6. Catalogue of Select Productions from the Gallach Institute, 1930.

The key features of these works were bigger than folio format, their elegant bindings with gold embossed book spines and the great number of illustrations. Among the four mentioned they totaled 17 volumes, with 9,060 pages, 18,500 direct engravings in black and white, and 1,480 intaglio printed plates in sepia tones.

In some catalogues designed to advertise each title, presentation texts were included, termed “document production” referring to the huge amount of illustration (catalogue *Historia de España*, 1942) and more specifically “graphic documentary” or collection of images, indicating the archive source used to illustrate each work. This editorial image bank was the source for two volumes entitled *Mil figuras de la historia*, with a text written by Professor Jaime Vicens Vives. The formation of the corpus and use of originals is referred to in the 1944 catalogue:

The archive was built up from constant searches, often carried to an extreme for a true desire to capture. Soon, among other themes, the importance of human iconography emerged. Portraits were collected by the thousands... so before the multifaceted value of this gathering, the idea of launching new projects materialized.

The production of illustrated works generated plenty of graphic material and consequently an important file of originals, obtained from various institutions and public and private photo libraries. There is no information about this collection and we must assume it passed to Oceano Publishers, when the company bought Gallach during the seventies of the last century.

GALLACH PUBLICATIONS IN THE NATIONAL LIBRARY OF SPAIN, NATIONAL LIBRARY OF CATALONIA AND ATENEOS OF MADRID AND BARCELONA

In order to recover the catalogue of the Gallach Publishing House, a search was carried out in four libraries, including two particularly important ones: the National Library of Spain and the National Library of Catalonia, where the greatest number of works are kept, because of the characteristics and functions of these institutions and because Barcelona was the location of the Gallach Publishing House. The libraries of the Ateneo of Madrid and Barcelona were also searched, both being centers that represented culture during the publisher's busiest period. Two hundred and thirty-six titles have been found, of which 44.45% are from the Gallach Manuals Collection (*Table 2*). The copies were divided almost equally between the National Library of Spain (105) and the National Library of Catalonia (114), while Ateneos only housed 24 titles (16 in Madrid and 8 in Barcelona).

Table 2. Gallach collection in the libraries consulted.

Publisher's seal	Gallach	José Gallach	Gallach	Manuales Gallach	Total
National of Spain	21	7	30	47	105
National of Catalonia	14	15	31	54	114
Ateneo in Madrid	-	-	11	5	16
Ateneo in Barcelona	-	1	5	2	8
Total	35	23	77	108	243

Sixty-four of these copies were repeated, making 179 titles. In the National Libraries, 43 were repeated; in the Ateneo of Madrid, compared to the National Libraries 13 of 16 were repeated, and in the Ateneo of Barcelona, 7 out of 8. In certain cases, although the title is the same, the issue is different: *Las razas humanas*, with 1928 edition (BNC) and 1958 (BNE) or *Mil figuras de la historia*, 1944 edition (BNC) and 1958 (BNE). It is also apparent that titles changed for some numbers from the Gallach Manuals Collection. An example is *Artificios de fuegos de guerra* (Firearms as Artefacts) (BNE) and *El gramófono moderno* (The Modern Gramophone) (BNC) with number 32, *Los centros de contratación* (Recruitment Centers) (AB) and *Operaciones de bolsa* (Stock Operations) (BNE) with number 48, *Iniciación del empleado de Banca* (Initiation of a Bank Employee) (BNE), *Los remedios vegetales* (Herbal Remedies) with number 69, *Estudios de estética* (Aesthetics Studies) (BNC), and *Manual del cajista de imprenta* (Manual for the typesetter) (BNE) with number 104. The titles, authors and issue dates of publications in the libraries of the four centers are listed below.

Gallach books in the National Library of Spain

The catalogue of the National Library of Spain has 105 titles from the Gallach Publishing House, which are referenced in four different ways (*Tables 3-6*): a) Gallach (21 titles), b) José Gallach (7 titles), c) Gallach Institute (30 titles) and d) Gallach Manuals (47).

a) Gallach

Table 3. Books with the Gallach seal in the National Library of Spain.

Title	Author	Date
<i>Acumuladores</i> (Batteries)	Francisco Villaverde	1910-1920
<i>Alternadores</i> (Electrical generators)	Francisco Villaverde	1910-1920

► <i>Averías en las máquinas eléctricas</i> (Faults in electrical machines)	Francisco Alsina y Alsina	1910-1920
<i>Corrientes alternas</i> (Alternating currents)	Ricardo Caro y Anchía	1910-1920
<i>Devanados de generadores y motores eléctricos</i> (Windings of generators and electrical motors)	Ricardo Caro y Anchía	1910-1920
<i>Diccionario de las familias</i> (Family Dictionary)	-	1925
<i>Electricidad y magnetismo</i> (Electricity and magnetism)	Ricardo Caro y Anchía	1910-1920
<i>Historia de España y de las Repúblicas Latino-Americanas</i> (History of Spain and the Latin American Republics)	Alfredo Opisso	1925
<i>Líneas eléctricas</i> (Electric cables)	Ricardo Caro y Anchía	1910-1920
<i>Literatura militar española</i> (Spanish military literature)	Francisco Barado	1890
<i>Manual de flores artificiales</i> (Manual of artificial flowers)	Dolores Andreu	1911-1916
<i>Máquinas dinamoeléctricas</i> (Dynamoelectric machines)	Francisco Villaverde	1910-1920
<i>Motores de corriente alternativa</i> (Alternating current motors)	Francisco Villaverde	1910-1920
<i>Motores de corriente continua</i> (Direct current motors)	Francisco Villaverde	1910-1920
<i>Nuevo formulario de perfume y cosmética</i> (New form for perfume and cosmetics)	Manuel Dronda y Surio	-
<i>Pararrayos y limitadores</i> (Surge arresters and limiters)	Ricardo Caro y Anchía	1910-1920
<i>Pilas eléctricas</i> (Electrical Batteries)	Francisco Villaverde	1910-1920
<i>Reostatos industriales</i> (Industrial resistors)	Ricardo Caro y Anchía	1910-1920
<i>Tradición del ganadero, La</i> (Livestock farmer tradition) (1815-1818)	Guillermo Núñez de Prado	192?
<i>Transformadores y convertidores</i> (Transformers and converters)	Francisco Villaverde	1910-1920
<i>Un idilio en el Cauda</i> (An idyll in the Cauda) (1810-1814)	Guillermo Núñez de Prado	192?

b) José Gallach

Table 4. Books with the José Gallach seal in the National Library of Spain.

Title	Author	Date
<i>Artificios de fuego de guerra</i> (Firearms as artefacts)	José de Lossada y Canterac	1911-1925
<i>Dibujo para todos, El</i> (Drawing for everyone)	Víctor Masriera Vila	no date
<i>Guinea española</i> (Spanish Guinea)	Ricardo Beltrán y Rózpide	1918-1925
<i>Historia de la II Guerra Mundial y del III Reich</i> (History of World War II and the third Reich)	William Shirer	1987
<i>Historiadores de Indias</i> (Historians of the Indies)	Germán Arciniegas	1986
<i>Nociones de Higiene Industrial</i> (Concepts of industrial hygiene)	José de Eleizegui	no date
<i>Valor social de leyes y autoridades</i> (Social value of laws and authorities)	Pedro Dorado Montero	1911-1923

► c) Gallach Institute

Table 5. Books with the Gallach Institute seal in the National Library of Spain.

Title	Author	Date
<i>Antiguo Egipto, El</i> (Ancient Egypt)	Jacques Pirenne	2007
<i>Apéndice Gallach</i> (Gallach Appendix)	Carlos Gisbert	1993
<i>Apéndice Gallach</i> (Gallach Appendix): 1993-1995	-	1996
<i>Apéndice Gallach</i> (Gallach Appendix): 1996-1998	-	1999
<i>Apéndice Gallach</i> (Gallach Appendix): 1999-2001	-	2002
<i>Apéndice Gallach</i> (Gallach Appendix): 2002-2004	-	2005
<i>Apéndice Gallach</i> (Gallach Appendix): 2005-2007	-	2008
<i>Cartas de Relación</i> (Relation letters)	Hernán Cortés	1986
<i>Geografía de España: naturaleza, población, vida económica</i> (Geography of Spain: nature, population, economy)	-	1930
<i>Geografía de España</i> (Geography of Spain)	Josep Prat Prats	1994
<i>Geografía de España: presencia y potencia del suelo y del pueblo español</i> (Geography of Spain: presence and power of the Spanish land and people)	Ramón Otero Pedrayo	1955-1956
<i>Geografía Universal</i> (Universal Geography)	Carles Carreras i Verdaguer	1997
<i>Geografía Universal: descripción moderna del mundo</i> (Universal Geography: modern description of the world)	Ferran Valls i Taberner	1930
<i>Historia de España: gran historia general de los pueblos hispanos</i> (History of Spain: great general history of the Spanish people)	Luis Pericot	1978
<i>Historia de España</i> (History of Spain)	Carlos Gisbert	1983-1987
<i>Historia de España</i> (History of Spain)	Josep Prat Prats	1993
<i>Historia Natural: vida de los animales, de las plantas y de la tierra</i> (Natural History: life of animals, plants and earth)	Ángel Cabrera	1926-1927
<i>Historia Natural</i> (Natural History)	Ángel Cabrera	1989
<i>Historia Universal: Las grandes corrientes de la historia</i> (Universal History: Great trends in history)	Jacques Pirenne	1978
<i>Historia Universal</i> (Universal History) (1931-1932)	Carlos Gisbert	1998
<i>Historia Universal: novísimo estudio de la humanidad</i> (Universal History: up-to-date study of humanity)	Pedro Bosch Gimpera	1932-1937
<i>Mil aspectos de la tierra y del espacio</i> (One thousand facts about earth and space)	Amando Melón y Ruiz de Gordejuela	1949
<i>Mil figuras de la historia: nombres ilustres, vidas famosas... semblanzas biográficas</i> (One thousand characters in history: famous names, famous lives... biographies)	Jaime Vicens Vives	1944 and 1958
<i>Mil joyas del arte español</i> (One thousand jewels from the Spanish Art)	María Elena Gómez-Moreno	1947
<i>Mil lecciones de la historia</i> (One thousand lessons from history)	Jaime Vicens Vives	1951
<i>Mil obras maestras del Arte Universal</i> (One thousand works of universal art)	Alexandre Cirici	1946

► <i>Mundo de los animales, El: la vida en los grandes ecosistemas (Animal world, life in the great ecosystems)</i>		1985
<i>Razas humanas (Human races)</i>	Pedro Bosch Gimpera	1932-1937
<i>Nuevo tesoro de la juventud (New treasure of youth)</i>		1977
<i>Vida maravillosa de los animales, La. Vertebrados (The wonderful life of animals. Vertebrates)</i>	Antoni Jonch Cuspinera	1961

d) Gallach Manuals (Figure 7)

Table 6. Gallach Manuals in the National Library of Spain.

Title	Author	Date
<i>Electrificación del hogar doméstico, La (Household electrification)</i>	Francisco F. Sintes Olives	1934
<i>Fabricación de jabones y lejías (Manufacture of soaps and bleaches)</i>	Juan Vidal y Martí	1935
<i>Manual de cerámica (Pottery Manual)</i>	Juan Vidal y Martí	1934
<i>Motores industriales de combustión interna (Industrial internal combustion engines)</i>	José S. Company	1930
<i>Nociones de piscicultura de agua dulce (Concepts of freshwater fish farming)</i>	Severino Corrales Puyol	1936
<i>1. Compendio de química general (Compendium of General Chemistry)</i>	José Ramón de Luanco	1926
<i>11. Hongos comestibles y venenosos (Edible and poisonous mushrooms)</i>	Blas Lázaro e Ibiza	1911, 1925
<i>17. La Guinea española (Spanish Guinea)</i>	Ricardo Beltrán y Rózpide	1904
<i>25. Gusanos parásitos en el hombre (Parasitic worms in humans)</i>	Marcelo Ribas Mateos	1918,1925
<i>29. Historia de la civilización española (History of the Spanish Civilization)</i>	Rafael Altamira	1932
<i>32. Artificios de fuego de guerra (Firearms as artefacts)</i>	-	1911, 1925
<i>33. Agronomía (Agronomy)</i>	Aurelio López Vidaur	no date
<i>36. Las provincias de España (The Spanish Provinces)</i>	M. Hernández Villasecusa	1923
<i>37. Formulario industrial y doméstico (Industrial and domestic form)</i>	Porfirio Trias y Planes	1929
<i>38. Valor social de leyes y autoridades (Social value of laws and authorities)</i>	Pedro Dorado Montero	1911
<i>40. Arte de estudiar (Art of Studying)</i>	Mariano Rubio y Bellvé	1911,1925
<i>45. Contabilidad comercial (Business accounting)</i>	José Prats y Aymerich	1941
<i>46. Sociología contemporánea (Contemporary sociology)</i>	Adolfo Posada	1911,1925
<i>48. Operaciones de bolsa (Stock trades)</i>	Marcos Jesús Beltrán	1931
<i>54. Nociones de carpintería práctica (Concepts of practical carpentry)</i>	C. Ferrer y Fábregas	1934
<i>57. Manual de entomología (Manual of Entomology)</i>	Antonio Benítez Morera	1936
<i>59. Gallinero práctico (Practical poultry keeping)</i>	Carlos de Torres	1915

69. <i>Iniciación del empleado de banca</i> (Initiation as a bank employee)	Octavio del Riego Estévez	1934
70-71. <i>Las repúblicas Hispano-Americanas</i> (The Hispano-American republics)	Emilio Hdez. del Villar	1921
73. <i>Plantas industriales</i> (Industrial plants)	Alfredo Opíos	1918, 1925
75. <i>Manual del curtidor y peletería</i> (Manual of fur and leather tanning)	C.B. Escuder	1935
79. <i>Geografía General</i> (General Geography)	Emilio Hdez. del Villar	1928
81-82. <i>Elementos de cálculo mercantil</i> (Elements of commercial calculation)	Luis Fuente y Lozanees	1930
85. <i>Documentos mercantiles de uso corriente</i> (Commonly used business documents)	-	1918, 1925
88. <i>La pirotecnia moderna</i> (Modern pyrotechnics)	Juan Bautista Ferré Vallvé	1918, 1925
93. <i>Historia de la arquitectura cristiana</i> (History of Christian architecture)	V. Lampérez Romea	1930
94. <i>Derecho internacional</i> (International Law)	Aniceto Sela	1932
98. <i>La abeja y sus productos</i> (The bee and its products)	Vicente Va y Ripa	1930
100. <i>Manual del pintor decorador</i> (Painter decorator manual)	José Cuchy	1934
101. <i>El dibujo para todos (CI)</i> (Drawing for everyone (CI))	Víctor Masriera Vila	1921
102. <i>América sajona</i> (Saxon America)	Emilio H. del Villar	1911, 1925
103. <i>Agrimensura</i> (Surveying)	José Ferré Vergés	no date
104. <i>Manual del cajista de imprenta</i> (The typesetter manual)	F. Fábregues	1933
106. <i>Manual de flores artificiales</i> (Manual of artificial flowers)	Dolores Andreu	1911, 1916
107. <i>Formulario práctico de artes y oficios</i> (Practical form for arts and crafts)	Federico Climent Terrer	1927
115. <i>Abc de la música</i> (Abc of music)	Eliseo Carbó	1950
117. <i>Historia del arte</i> (History of art)	Francisco Arola Sala	1920
118. <i>Manual de labores: la labor de gancho</i> (Craft Manual: crochet)	Teresa Köhler de Vizúete	193?
122. <i>Manual de labores: la calceta</i> (Craft Manual: socks)	Teresa Köhler de Vizúete	193?
124. <i>El arte del croquis</i> (The art of sketching)	Víctor Masriera Vila	1934
125. <i>Terremotos y aparatos para registrarlos</i> (Earthquakes and registering devices)	Salvador García Franco	1924
126. <i>Las razas humanas y su distribución</i> (Human races and their distribution)	Alfred C. Haddon	1924

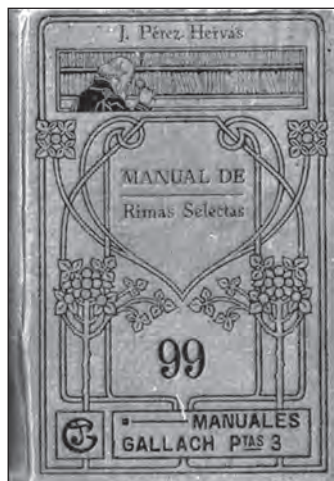


Figure 7. Cover of the 99th issue of Gallach Manuals. Selected poems of Pérez Hervas, collaborator at the publishing house and artistic director of the Espasa Encyclopedía

Gallach books in the National Library of Catalonia

In the Library of Catalonia, the imprint records coincide with those from the National Library of Spain, and consist of 114 titles also referenced in four sections (*Tables 7-10*): a) Gallach (14 titles); b) José Gallach (15 titles); Gallach Institute (31); d) Gallach Manuals (54).

a) Gallach

Table 7. Books with the Gallach seal in the National Library of Catalonia.

Title	Author	Date
<i>Acumuladores</i> (Batteries)	Francisco Villaverde	19??
<i>Averías en las máquinas eléctricas</i> (Faults in electrical machines)	Francisco Alsina	19??
<i>Ciencia del arte, La</i> (The science of art)	Víctor Masriera	1903
<i>España</i> (Spain)	-	1911, 1913
<i>Gloses sobre cançons populars catalanes per a piano</i> (Verses from popular Catalan piano songs)	Onia Farga	1914
<i>Historia de España y de las Repúblicas Latino-Americanas</i> (History of Spain and Latin American Republics)	Alfredo Opisso	1915
<i>Líneas eléctricas</i> (Electric cables)	-	19??
<i>Literatura militar española</i> (Spanish Military Literature)	Francisco Barado	1890
<i>Manual de flores artificiales</i> (Manual of artificial flowers)	Dolores Andreu	190?
<i>Manual de floricultura</i> (Manual of floriculture)	José Garzón y Ruiz	19??
<i>Mediciones eléctricas de laboratorio</i> (Electrical laboratory measurements)	Ricardo Caro y Anchía	19??

► <i>Motores de gas, petróleo y aire</i> (Gas, petrol and air engines)	Ricardo Yesares Blanco	19??
<i>Pararrayos y limitadores</i> (Surge arresters and limiters)	Ricardo Caro y Anchía	19??
<i>Reóstatos industriales</i> (Industrial rheostats)	Ricardo Caro y Anchía	19??

b) José Gallach

Table 8. Books with the José Gallach seal in the National Library of Catalonia.

Title	Author	Date
<i>América Sajona</i> (Saxon America)	Emili Huguet de Villar	19??
<i>Amor entre flores</i> (Love among Flowers)	Vicente Terol	190?
<i>Bases para un nuevo derecho penal</i> (Basis for a new Criminal Law)	Pedro Dorado Montero	1902
<i>Educación para niños</i> (Education for children)	Federico Climent Terror	19??
<i>Enciclopedia moderna catalana</i> (Modern Catalan Encyclopedia)	Josep Fiter i Inglés	1913
<i>Epidemias: defensa moderna, social e individual</i> (Epidemics: modern defense, social and individual)	Federico Montalvo	1902
<i>Ex-libris José Gallach</i> (Jose Gallach Bookplates)	José Triado i Mayol	1918
<i>Formulario práctico de artes y oficios</i> (Practical arts and crafts form)	Federico Climent Terror	192?
<i>Guinea española, La</i> (Spanish Guinea)	Ricardo Beltrán y Rózpide	190?
<i>Horas plácidas para canto y piano</i> (Quiet hours for singing and piano)	Fernando Villaverde	19??
<i>Manual de mecánica elemental</i> (Manual of elementary mechanics)	F. Forner Carratalá	1910
<i>Medicina doméstica: guía para los primeros auxilios</i> (Domestic medicine: first aid guide)	Alfredo Opisso	19??
<i>Mineralogía</i> (Mineralogy)	Salvador Calderón y Arana	19??
<i>Remedios vegetales, Los</i> (Herbal remedies)	Alfredo Opisso	19??
<i>Valor social de leyes y autoridades</i> (Social value of laws and authorities)	Pedro Dorado Montero	19??

c) Gallach Institute

Table 9. Books from the Gallach Institute in the National Library of Catalonia.

Title	Author	Date
<i>Apéndice Gallach: todos los acontecimientos...</i> (Gallach appendix: all events ...)	-	1993
<i>Cartas de relación</i> (Relation letters)	Hernán Cortés	1986, 1987
<i>Diario de a bordo</i> (Logbook)	Cristoforo Colom	1992
<i>Fascinante mundo de la historia natural, El</i> (Fascinating world of natural history)	-	1996
<i>Geografía de España</i> (Geography of Spain)	José Prat Prats	1994

► <i>Geografía de España: presencia y potencia del suelo y del pueblo español</i> (Geography of Spain: presence and power of the Spanish Land and People)	Ramón Otero Pedrayo	1955, 1956
<i>Geografía Universal</i> (Universal Geography)	-	1963, 2000 (7 iss.)
<i>Geografía Universal: descripción moderna del mundo</i> (Universal Geography: modern description of the world)	V. Vázquez de Prada	1931, 1963, 1975
<i>Grandes museos de Europa</i> (Great Museums of Europe)	-	1999
<i>Historia del almirante</i> (History of the Admiral)	Hernando Colón	1988
<i>Historia del Arte</i> (History of Art)	-	1998, 2000
<i>Historia de España</i> (History of Spain)	-	1985, 1987, 2000
<i>Historia de España: gran historia general de los pueblos hispanos</i> (History of Spain: great general history of the Spanish people)	Luis Pericot	1958, 1980
<i>Historia de la humanidad</i> (History of Humanity)	Jacques Pirenne	1998
<i>Historia Natural</i> (Natural History)	-	1985, 1986, 1989, 1994, 1995, 1998
<i>Historia Natural: vida de los animales, de las plantas y de la tierra</i> (Natural History: life of animals, plants and earth)	Ángel Cabrera	1925, 1927
<i>Historia de la II Guerra Mundial y del III Reich</i> (History of World War II and the Third Reich)	William L. Shirer	1985
<i>Historia Universal</i> (Universal History)	-	1991
<i>Historia Universal: novísimo estudio de la humanidad</i> (Universal History: newest study of humanity)	-	1932, 1937
<i>Historiadores de Indias</i> (Historians of the Indies)	-	1985, 1995
<i>Maravillas de Europa</i> (Wonders of Europe)	-	1998
<i>Mil aspectos de la Tierra y del espacio</i> (One thousand facts about earth and space)	-	1949, 1958
<i>Mil figuras de la historia</i> (One thousand characters in history)	Jaume Vicens Vicens	1944
<i>Mil joyas del arte español</i> (One thousand jewels of Spanish art)	-	1947
<i>Mil obras maestras del arte universal</i> (One thousand universal works of art)	Alexandre Cirici	1946
<i>Mil lecciones de la historia</i> (One thousand lessons from history)	Jaume Vicens Vives	1951
<i>Mundo de los animales, El</i> (Animal world)	-	1998
<i>Obras selectas del Instituto Gallach</i> (Select Works from the Gallach Institute)	-	19??
<i>Razas humanas, Las</i> (Human Races)	Pedro Bosch Gimpera	19??, 1928, 1945, 1966, 1971, 1985, 1990, 1995
<i>Vida maravillosa de los animales, La. Vertebrados</i> (The wonderful life of animals. Vertebrate)	Antoni Jonch i Cuspinera	1961, 1969
<i>Vida maravillosa de los animales, La. Invertebrados</i> (The wonderful life of animals. Invertebrate)	Carles Bas i Peired	1961

d) Gallach Manuals

Table 10. Gallach Manuals in the National Library of Catalonia.

Title	Author	Date
<i>Contabilidad comercial</i> (Business accounting)	José Prats Aymerich	no date
<i>Diccionario de argot español: o lenguaje jergal gitano, delinciente profesional y popular</i> (Spanish slang dictionary: or gypsy, professional and popular criminal, jargon)	Luis Besses	1905
1. <i>Compendio de química general</i> (Compendium of General Chemistry) (1)	José Ramón de Luanco	1903
3. <i>Física</i> (Physics)	E. Lozano Ponce León	190?
7. <i>Mineralogía</i> (Mineralogy)	Salvador Calderón y Arana	19??
10. <i>Armas de guerra</i> (Weapons of war)	J. Génova e Y	19??
13. <i>El sufragio</i> (Suffrage)	Adolfo Posada	19??
16. <i>Armas de caza</i> (Hunting weapons)	J. Génova e y	1903
17. <i>La Guinea española</i> (Spanish Guinea)	Ricardo Beltrán y Rozpide	190?
18. <i>Meteorología</i> (Meteorology)	Augusto T. Arcimis	190?
21. <i>Unidades absolutas y unidades prácticas</i> (Absolute and practical units)	Carlos Banús y Comas	1918
23. <i>Bases para un nuevo derecho penal</i> (Basis for a new criminal law)	Pedro Dorado Montero	1902
24. <i>Fuerzas y motores</i> (Forces and motors)	Mariano Rubió y Bellvé	19??
25. <i>Gusanos parásitos en el hombre</i> (Parasitic worms in humans)	Marcelo Ribas Mateos	1918 and 1925
26. <i>Industrias artológicas: tricultura, molinería, panadería</i> (Artisanal industries: wheat production, milling, baking)	Narciso Amorós	1902
29. <i>Historia de la civilización</i> (History of civilization)	Rafael Altamira	1925
30. <i>Las epidemias: defensa moderna, social e individual, contra las principales</i> (Epidemics: modern defense, social and individual against the major types)	Federico Montaldo	1902
31. <i>Cristalografía</i> (Crystallography)	Lucas Fernández Navarro	1932
32. <i>El gramófono moderno</i> (The modern gramophone) (2)	José Arias Gómez	1931
38. <i>Valor social de leyes y autoridades</i> (Social value of laws and authorities)	Pedro Dorado Montero	19??
39. <i>Canales de riego</i> (Irrigation channels)	Josep Zulueta i Gomis	1900
40. <i>Arte de estudiar</i> (Art of studying) (3)	Mariano Rubió y Bellvé	1903
41. <i>Plantas medicinales</i> (Medicinal plants)	Blas Lázaro Ibiza	19??
42-43. <i>Abc del instalador y montador electricista</i> (Abc of the electrical installer and fitter)	Ricardo Yesares Blanco	1927
44. <i>Medicina doméstica: guía para los primeros auxilios en caso de enfermedades</i> (Domestic medicine: a first aid guide in case of disease)	Alfredo Opisso	19??
45. <i>Contabilidad comercial</i> (Business accounting)	José Prats Aymerich	1910

50. <i>Formulario de correspondencia comercial francés-español</i> (Form for French-Spanish business correspondence)	J. Meca Tudela	192?
51. <i>Motores de gas, petróleo y aire</i> (Gas, petrol and air engines)	Ricardo Yesares Blanco	19??
58. <i>Pedagogía universitaria</i> (University Pedagogy)	Francisco Giner de los Ríos	1910
59. <i>Gallinero práctico</i> (Practical poultry keeping)	Carlos de Torres	1915 (2 iss.)
63. <i>Educación de los niños</i> (Children's education)	Federico Climent Terrer	19??
66. <i>Piedras preciosas: suma de datos y noticias</i> (Gemstones: sum of data and news)	Marc Jesús Beltrán	1904
68. <i>Manual de mecánica</i> (Mechanics manual)	F. Forner Carratalá	1910
69. <i>Los remedios vegetales: tratado popular de las plantas empleadas en medicina</i> (Herbal remedies: popular treatise of plants used in medicine) (4)	Alfredo Opisso	19??
74. <i>Cerrajería práctica</i> (Practical locksmith)	Eusebio Heras Hernández	192?
84. <i>Manual del naturalista preparador: nuevo tratado teórico práctico para la preparación, disecación</i> (Manual for the naturalist trainer: new theoretical and practical treatise for preparation and desiccation)	Pablo de Areny	1910
88. <i>La pirotecnia moderna</i> (Modern pyrotechnics)	Juan Bautista Ferré Vallvé	19??
94. <i>Derecho internacional</i> (International law)	Aniceto Sela y Sampil	1932
98. <i>La abeja y sus productos</i> (The bee and its products)	Vicente Va y Ripa	1930
101. <i>El dibujo para todos</i> (Drawing for everyone)	Víctor Masriera	193?
102. <i>América sajona</i> (Saxon America)	Emilio H. del Villar	19??
103. <i>Agrimensura</i> (Surveying)	José Ferré Vergés	19??
104. <i>Estudios de estética</i> (Studies of Aesthetics) (5)	Alfredo Opisso	1900
104. <i>Manual del cajista de imprenta</i> (The typesetter manual)	F. Fábregues	1933
105. <i>Manual de floricultura</i> (Manual of floriculture)	José Garzón y Ruiz	19??
106. <i>Manual de flores artificiales</i> (Manual of artificial flowers)	Dolores Andreu	190?
107. <i>Formulario práctico de artes y oficios</i> (Practical form for arts and crafts)	Federico Climent Terret	192?
108-109. <i>Astronomía</i> (Astronomy)	Josep Comas i Solá	1919
110. <i>El arte de pensar</i> (The art of thought)	Alfredo Opisso	19??
111. <i>Máximas de Epicteto</i> (Maxims of Epictetus)		19??
114. <i>Educación cívica</i> (Civic Education)	Federico Climent Terrer	1918
115. <i>Manual de floricultura</i> (Manual of floriculture) (6)	José Garzón Ruiz	19??
118-119. <i>Manual de labores. La labor de gancho</i> (Manual of crafts. The craft of crochet)	Teresa Köbler de Vizuete	19??
122. <i>Manual de labores: la calceta</i> . (Manual of crafts: socks)	Teresa Köbler de Vizuete	19??

(1) Edition of 1926 in the BNE; (2) Title change for *Artificios de fuego de guerra*, 1911-1925, no year; (3) Edition of 1911 in the BNE; (4) Title change for *Iniciación del empleado de banca*, 1934; (5) Two issues, one of these with no indication in the file of Gallach Manuals; (6) The BNE has a different title for number 115: *Abc de la música*.

Gallach books in the library of the Ateneo of Madrid

Sixteen titles are kept in the library of the Ateneo of Madrid, 11 with the Gallach Institute seal and 5 from the Gallach Manuals collection (*Tables 11 and 12*).

a) Gallach Institute

Table 11. Books from the Gallach Institute in the Ateneo of Madrid.

Title	Author	Date
<i>Geografía de España</i> (Geography of Spain) (1)	José María Prats	1993
<i>Geografía Universal: descripción moderna del mundo</i> (Universal Geography: modern description of the world) (2)	Fernando VallsTaberner	1928
<i>Historia de España: gran historia general de los pueblos hispánicos</i> (History of Spain: great general history of the Spanish people) (3)	Luis Pericot	1942 and 1958
<i>Historia Universal: novísimo estudio de la humanidad</i> (Universal History: newest study of humanity) (4)	Pedro Bosch Gimpera	1932
<i>Historiadores de Indias</i> (Historians of the Indies) (5)	Germán Arciniegas	1987
<i>Mil figuras de la historia: nombres ilustres: vidas famosos: documentos iconográficos</i> (One thousand characters from history: famous names: famous lives: iconographic documents) (6)	Jaime Vicens Vives	1942
<i>Mil joyas del arte español: piezas selectas, monumentos magistrales</i> (One thousand gems of the Spanish art: selected pieces, majestic monuments) (7)	María Elena Gómez-Moreno	1947
<i>Mil obras maestras del arte universal</i> (One thousand master pieces of universal art) (8)	Alexandre Cirici	1946
<i>Mundo en que vivimos, El</i> (The world we live in)	Valentín Vázquez de Prada	1973
<i>Razas humanas: su vida, sus costumbres, su historia, su arte</i> (Human races: lives, customs, history and art) (9)	Pedro Bosch	1928
<i>Vida maravillosa de los animales, La</i> (Wonderful lives of animals) (10)	Antoni Jonch Cuspinera	1961

(1-5) One issue of each is in the Library of Catalonia; (6) Two issues: one in the BNE and another in the Library of Catalonia; (7-8) Two issues in the BNE; (9-10) One issue of each in the Library of Catalonia.

b) Gallach Manuals

Table 12. Gallach Manuals in the Ateneo of Madrid.

Title	Author	Date
<i>Documentos mercantiles de uso de fácil transmisión</i> (Easy access to commercial documents)	Francisco Grau Granell	1903
<i>Manual de hidrología médica</i> (Manual of medical hydrology)	Hipólito Rodríguez Pinilla	19??

45. <i>Contabilidad comercial</i> (Business accounting) (1)	José Prats y Aymerich	1913
79. <i>Geografía general</i> (General Geography) (2)	Emilio Hernández del Villa	1906
104. <i>Estudio de estética</i> (Study of Aesthetics) (3)	Alfredo Opíos	19??

(1) Two issues, one in the BNE and another in the BNC; (2) One issue in the BNE; (3) One issue in the BNC.

Gallach books in the library of the Ateneo of Barcelona

The Library of the Ateneo has 8 titles, of which only one was printed with the José Gallach seal, 5 were printed during the era of the Institute and two issues from the Manual collection remain (*Tables 13-15*). Five out of the total are repeated: three in the National Library of Catalonia and two in the National Library of Spain.

a) José Gallach

Table 13. Book with the José Gallach seal in the Ateneo of Barcelona.

Title	Author	Date
<i>Enciclopedia moderna catalana</i> (Modern Catalan Encyclopedia) (1)	Josep Fiter i Inglés	1913

(1) Copy in the BNC.

b) Gallach Institute

Table 14. . Books from the Gallach Institute in the Ateneo of Barcelona.

Title (1)	Author	Date
<i>Geografía de España: presencia y potencia del suelo y del pueblo español</i> (Geography of Spain: presence and power of the Spanish land and people)	Ramón Otero Pedrayo	1955
<i>Geografía Universal: descripción moderna del mundo</i> (Universal Geography: modern description of the world)	Ferran Vals Taberner	1952
<i>Historia de España: gran historia general de los pueblos hispanos</i> (Spanish History: great general history of the Spanish people)	Luis Pericot	1934
<i>Historia Universal: novísimo estudio de la humanidad</i> (Universal History: newest study of humanity)	Pedro Bosch Gimpera	1931
<i>Mil obras maestras del arte universal: maravillas eternas, creaciones geniales</i> (One thousand master pieces of universal art: eternal marvels, brilliant creations)	Alexandre Cirici i Pellicer	1946

(1) Copies of every title are in the BNE and the BNC.

c) Gallach Manuals

Table 15. Gallach Manuals in the Ateneo of Barcelona.

Title	Author	Date
48. <i>Los centros de contratación</i> (Recruitment centers)	Marcos Jesús Beltrán	190?
48. Operaciones de bolsa (Stock trades) (1)	Marcos Jesús Beltrán	1931

(1) One issue of *Operaciones de bolsa* is in the BNE. *Los centros de contratación* was published with the same number.

CONCLUSIONS

After the investigation, a first conclusion indicates the need to retrieve and maintain editorial documentation, defined as all documents related to businesses, including those of internal character as well as those generated to advertise published items, especially catalogues.

This article thus concludes that the Gallach Publishing House is heir to Soler, a business with a family type structure, typical of the Catalan bourgeoisie, which later became the basis of the first commercial corporations and whose activity forms part of a splendid moment in the era of publishing. This publisher formed the basis for the creation of the prestigious Compañía Anónima de Librería, Publicaciones y Ediciones (Calpe), founded by Nicolás Urgoiti, with José Gallach as manager and director of the Barcelona Department for six years, between 1918 and 1924, before establishing an Institute in his own name.

José Gallach Torras was the “Full Editor” prototype, responsible for the book from the moment it was contracted up until its marketing, including the process of graphic arts: composition, printing and binding. It is also confirmed that he was part of the official entities created to coordinate projects and defend the interests of publishers, particularly of the Catalan Institute of the Arts of the Book and the Intellectual Property Center.

The Gallach Institute was designed to produce illustrated works since its foundation in 1924 until the Civil War, and then during a second stage until its acquisition by Océano Publishing in 1979. This model for edited books helped in the diffusion of culture with its image and special features: large format with numerous photographs.

Research conducted in the four libraries selected to reconstruct the Gallach catalogue found 179 titles, even though the collection of Manuals is not complete, either in the National Library of Spain or in that of Catalonia. The

oldest book located is from 1890, entitled *Literatura militar española* by Captain Francisco Barado, which has allowed us to define that year as a reference for the creation of the seal.

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