

Peninsula Diary Mayo Hayes O'Donnell

May 15, 1952

In The Spanish Manner

"Attention Pioneers!" is the 15th of the annual series of keepsakes issued for its members by The Book Club of California. The series is edited by Oscar Lewis and its 12 parts are designed and printed by Jack Werner Stauffacher at the Greenwood Press in San Francisco.

Number one in the series is of special interest to Monterey. It is Zamorano's Announcement of the Establishment of California's First Printing Press. The announcement, written entirely in Spanish is dated at Monterey, spelled in the Spanish manner "Monterrey 1834." It is written on pale blue paper in black ink and slipped within an artistically printed folder.

George L. Harding had written the explanatory comment and used the English translation of the announcement. He writes in his opening sentence that there is little occasion to doubt that the first locally printed broadside to appear in California was the "Aviso al Publico" issued by "Imprenta de Zamorano y Compania" in Monterey in 1834.

Don Agustin Vicente Zamorano, captain of the Mexican Army, commandant of the Monterey Presidio and secretary of the territorial government of Alta California, imported California's pioneer printing press. Mr. Harding relates that it is known that the press was received from Boston ship Lagoda and set up some time during the two months between May 28 and July 28, 1834. I would then appear, he writes, to be a reasonable assumption that the "Notice to the Public" was one of the first products of the press and was printed and issued during the same two months or very shortly thereafter.

The free translation of the first paragraph of this broadside might read: "The printing office of the Citizen Agustin V. Zamorano and Company, located in this capital city, offers to service the public with the greatest exactness and care, accepting all work permissible under the rules established by the laws governing the liberty of the press, at the following rates but offering to discuss more equitable prices with gentlemen who may wish to publish a periodical."

"Arancel para las Impresiones" quotes the prices applying to various types of work. The next to the last item states; "The paper used shall be paid for separately

according to its worth or shall be supplied, at the pleasure of the gentlemen who wish their writing printed." The last line states: "The character of the type that will be used is illustrated by that used in the printing of this announcement."

The broadside is also a specimen sheet of the typographical equipment possessed in the new printing office. The shipment of typographic materials to reach Monterey with the press appears to have been limited in extent, we have often read. With the exception of two or three varieties of small decorative units on small pica bodies and a plentiful supply of dollar marks, the entire resources, typographically, of the office are shown in the reproduction of the broadside.

There was available but one size of text letters—small pica, to use a newspaper term, with capitals, small capitals, and figures of the same size.

It is interesting to note in the reproduced printing that the accented letters are used. To overcome the lack of such letter, Mr. Harding writes, an effort was made to use the accented letters from another font that was on hand. Close examination also revealed that all the accented letters with the exception of the Spanish "N" was wrong font. The "N" was made by shaving the top of the type and laying above a comma on its side. The explanation of the presence of the accented letters of a different font. But that is another story! So ended the explanatory comment by George L. Harding.

The Zambrano broadside is reproduced from the original in the collection of the Bancroft Library, University of California.