



Guide to the Spanish Advertising Broadsides (Auca and Alelujas), 1938-1985 and undated

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

URL: <https://library.duke.edu/rubenstein/>

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Summary

Collection Title:

Spanish Advertising broadsides (Auca and Alelujas), 1938-1985 and undated

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Abstract:

An auca is a graphic format popular in Spain and especially in the region of Catalonia around Barcelona. The genre dates at least to the 17th century but was banned during the 18th century before experiencing a renewal during the 19th and later the 20th centuries as a uniquely Catalan form of expression. It takes the form of a cartoon or a comic strip, typically with 48 blocks of image and text, although some may have less. An auca is generally produced as a single sheet, but occasionally a booklet form is used. The captions tend to have some sort of consistent rhyme to assist with the flow and storytelling. Many times the term "auca" appears in the title, but another term, "aleluya," is used, apparently interchangeably. Some sources indicate that the aleluya originated in Castile and originally included religious elements that were shed over time. The aucas found in this collection are focused primarily on advertising a range of products, businesses, services or entertainments such as films, but also present are public service announcements for topics such as safety, health or the National Lottery. A common format is to relate some sort of tangential or episodic story and end by directly promoting the product or company of choice. Narratives tend to focus on everyday events that most families would be able to at least partially relate to. Many involve nuclear families and the day-to-day trials that they may go through. Common themes involve food, gender roles, entertainment, education, family, race and hygiene. Companies represented in the materials include GAMA, Philips, Procter & Gamble, Puig, and Unilever. Items in this collection appear in both Spanish and Catalan. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

3 Linear Feet

Language:

Materials in Spanish and Catalan

Collection ID:

RL.11006

Permalink:

<https://idn.duke.edu/ark:/87924/m1kd3t>

Preferred Citation

[Identification of item], Spanish Broadside, Auca and Aleluya, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

The aucas found in this collection span 1937-1985 and are focused primarily on advertising a range of products, businesses, services or entertainments such as films, but also present are public service announcements for topics such as safety, health or the National Lottery. A common format is to relate some sort of tangential or episodic story and end by directly promoting the product or company of choice. Narratives tend to focus on everyday events that most families would be able to at least partially relate to. Many involve nuclear families and the day-to-day trials that they may go through. Common themes involve food, gender roles, entertainment, education, family, race and hygiene. Companies represented in the materials include GAMA, Philips, Procter & Gamble, Puig, and Unilever. Items in this collection appear in both Spanish and Catalan. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

The term "auca" refers to a paneled, cartoon-like graphic genre that originated in Catalonia in the 17th century. Some sources argue that the origin comes from the Latin "ave" in the sense of a sign or hailing, others that the term derives from a Catalan dialect word for "goose" which is the name of a game that still exists. Originally auca consisted only of images, possibly derived from playing cards or games of chance. The form evolved to comprise 24-48 panels (almost always in a multiple of four) with a rhymed couplet of text typically of seven syllables, although the poetic structure could vary. Mode of production evolved with available technology, from ink drawings to lithography to photography and modern printing methods.

During the 18th century, text and images tended to center around local fairs and festivals, anniversaries and other private and public events. By the mid-late 19th century the narrative served a more pedagogical function, and the genre came to be included in the ensemble of advertising literature. Also in the 19th century, the popularity of the Auca spread to Madrid and Castile, where it was

Guide to the Spanish Advertising Broadsides (Auca and Alelujas), 1938-1985 and undated known as "Aleluja" presumably linking the genre to the prevalence of religious tracts of the region.

Sources:

<http://magimo.net/tag/aleluya/>

[http://en.wikipedia.org/wiki/Auca_\(cartoon\)/](http://en.wikipedia.org/wiki/Auca_(cartoon)/)

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Arrangement

Items are numbered consecutively and housed by size.

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The Spanish Broadsides, Auca and Aleluya were received by the David M. Rubenstein Rare Book & Manuscript Library as a purchase in 2013-2014

Processing Information

Processed by: Jessica Del Villar and Richard Collier, Feb. 2015

Accessions described in this finding aid: 2013-0022, 2013-0102, 2014-0147

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Names and Subjects

- Advertising -- Spain
- Advertising -- Spain -- 20th century
- Broadsides (notices)
- John W. Hartman Center for Sales, Advertising & Marketing History
- Unilever (Firm)
- Philips
- Procter & Gamble Company
- Gama (Firm)

Collection Inventory

Spanish, 1938-1985 and undated

1. Paraguas Alujes. Para Lo que Sirve El Paraguas--The Purpose of the Umbrella, Undated

Box 1

Scope and Contents note

Summary of text: This auca details the many uses of the umbrella which include: making the user look presentable, providing shade, hiding from a debt collector, finding he who is in debt and many more. With a tone of humor, the auca ends by stating that the only situation in which the umbrella is not usable is during the rain.

2. Viadox. Pulgarcito (El Ogro Satifecho)--
Pulgarcito (The Satisfied Ogre), Undated Box 1

Scope and Contents note

Viadox is a seasoning/condiment produced by Unilever and marketed under the Knorr brand. Summary of text: Pulgarcito is a young boy who goes on an adventure and returns with the local orges boots and bag. Searching for another adventure, Pulgarcito goes back out and finds himself at the ogres house. The ogers wife then tells Pulgarcito that the ogre no longer eats children because, in order to save money, she has begun seasoning her food with VIANDOX. In the end, Pulgarcito returns to his mother with "the ultimate treasure: the secret to good cooking."

3. Tex-Ton. El "Tex-ton" Salvador--The Savior
"Tex-ton", 1943 Box 1

Scope and Contents note

Tex-Ton was a packaged goods producer. Summary of text: One day the hero, Canuto, awakes on a deserted island. He begins to scream in search of help when a "fierce black man" who "eats white men with rice" takes Canuto hostage. The black man feeds Canuto plenty in order to fatten him up and eventually eat him. One day, a box washes ashore containing TEX-TON SOUP. This soup was so tasty and filling that the tribe begins to celebrate and forgets about Canuto, giving him the chance to happily run away.

4. Aleluyas de Panito--Aleluyas of Bread,
Undated Box 1

Scope and Contents note

Summary of text: This auca details the process of breadmaking beginning with the products used to make it and ending with the bread being sold at a bakery and eaten by a child. It ends stating that bread is the first natural nourishment and that when abundant in life, it reduces spending and brings happiness to one's life.

5. Film: 75 Minutos de Angustia/The Man Who
Cried Wolf. Una Historia sin Precendentes
en los Anales Policiacos--A Story Without
Precedents in Police Proceedings, 1939 Box 1

Scope and Contents note

American film starring Lewis Stone, Barbara Read and Tom Brown. Filmed in Universal City, California. Produced by Universal Studios. Released August 29, 1937 in USA. Released 17 June 1940 in Madrid. Directed by Lewis R. Foster. Summary of text: This auca is equivalent to what would now be considered a movie trailer. It is an advertismnt for the 1937 film The Man

Who Cried Wolf. It tells the story of a Lorenzo Fontaine, a muder that had been commited and the wrongful accusation of Fontaine's son. Fontaine, must now do what he can to prove his son's innocence before it is too late and his son is sent to the electric chair.

6. Maxbel. La Historia de la Gastronomía puesta por MAXBEL--The history of gastronomy as told by MAXBEL, Undated

Box 1

Scope and Contents note

Appliance manufacturer. Summary of text: An ad for a butane and regular gas MAXBEL stove, this auca beings by mentioning food from various countries including Greece, Italy and Russia. All the while, the owner of this stove has been cooking delicious food from these various countries using her "modern, simple yet marvelous" stove.

7. Tip-Top. Esta historia verdadera, es la de un señor cualquiera--This true story could pertain to anyone, Undated

Box 1

Scope and Contents note

Summary of text: A man is constantly late for work because he fails to tie his shoe laces correctly, which leads to a series of mishaps and misfortunes. His boss is quite unhappy with him when one day the man discovers TIP-TOP, a elastic closing for one's shoes that eliminates the need for shoe laces. With this invention he is able to catch his train, be on time for work and make his boss happy.

8. Airesan. Apuros de la familia KUSAN que el regresar de veraneo los soluciona con AIRESAN--The plight of the KUSAN family which, upon returning from their summer vacation, is resolved by AIRESAN, Undated

Box 1

Scope and Contents note

Summary of text: Airesan is a bug spray that helps a family out after they have returned from summer vaction to see that their house is infested with bug. This bug spray fights against cockroaches, fleas, mosquitoes, flies and many more insects.

9. Tex-Ton. La Jornada de Doña Gertrudis--Miss Gertrudis' Journey, 1943

Box 1

Scope and Contents note

Tex-Ton was a packaged goods producer. Summary of text: Miss Gertrudis has a slew of errands to run. Between taking her kids to school, sweeping,

making the beds and cleaning the house, she loses track of time and before she knows it her husband is home from work and angry that there is no food on the table. In her quick thinking, Miss Gertrudis remembers TEX-TON soup and in five quick minutes the soup is ready and her husband is happy to have such a tasty meal.

10. Yo periodical. La Revista de los Niños "yo" aparecerá el viernes día 4 Junio--The periodical/magazine of the children "I" will appear Friday, the June 4th, 1937

Box 1

Scope and Contents note

Summary of text: Two children ask their father for something amusing. While searching, the father finds a periodical that will keep the children entertained and that is full of emotion and stories. The periodical keeps the children so entertained that the mother has time to look for new recipes and cook enjoyable food. The periodical is available in millions.

11. Divulgación popular del libro siempre libros baratos--Popular release of book always cheap books, 1937

Box 1

Scope and Contents note

Local bookstore. Summary of text: The book store being advertised offers a wide array of literature that is sure to entertain any audience. From adventure-based children's books, to book about wars and revolutions to books so emotional that they could even make a lion cry, this book store carries everything and a visit will surely have you leaving happy.

12. Agua del Carmen. Auca del Agua del Carmen--Auca of Carmen's water, 1968

Box 1

Scope and Contents note

Created in the 17th century. Formula is a concentration of medicinal plants. Product is still sold in pharmacies. Apparently, the main usage of this water was to prevent anxiety attacks or calm nerves. Supposed to be prescribed by a doctor. Summary of text: This water is advertised as being some of the best water possibly imaginable. It serves many, many purposes and can cure most illnesses. The advertisement warns against forgetting it when going on an important trip or eating dinner. Agua del Carmen can cure headaches, stomach aches and even insomnia. It is such a grand invention that it surely deserves a monument in the city.

13. Film. Primavera en el Corazon: risa en imágenes graciosas, con bellas mujeres, bonitas canciones y muchas más cosas--Spring in the

Heart: laugh with funny images, beautiful women, beautiful songs and many more things, 1957

Box 1

Scope and Contents note

Mexican film. Released September 26, 1956 in Mexico. Starring Andy Russel and Irasema Dilian. Directed by Roberto Rodriguez. Summary of text: This auca advertises a movie with what is supposed to be a humorous plot line. A couple finds themselves falling in love but later having issues when the woman in the relationship becomes jealous. She proposes marriage, in which the man is portrayed as literally being tied to a post with a rope. There is confusion and two brides show up to the wedding but in the end there is a happily ever after. This film is said to be sure to make the audience laugh and they will undoubtedly be back tomorrow to watch it again.

14. CADETE book collection. El mejor regalo, el mejor CADETE--The best gift, the best toy: a book from the CADETE collection, Undated

Box 1

Scope and Contents note

Summary of text: A young boy is teased on the playground for not knowing who Dickens, Alcott or Walter Scott are. He goes home and asks his father for money to buy educational books from the CADETE collection. After reading these books the young boy is education about all things past and present. He is then portrayed as being the man in charge at his place of employment. In the end, the boy has become well-educated without concern of whether he was rich or poor because he was able to read CADETE.

15. National lottery. Aleluyas de la lotería. Juegan el Blas y su tía--Aleluyas of the lottery. Blas and his aunt play, Undated

Box 1

Scope and Contents note

Spanish lottery has been organized every year since 1812 and is organized by the Spanish Public Administration. This lottery is the second longest continuously running lottery in the world and is considered the biggest lottery in the world. Summary of text: Blas and his aunt have very good luck playing the lottery and start imagining all the things they could buy depending on the winning price of the gamble.

16. Foundry of Salvador Manclus Andres. Lee con mucha atención, esta pagina que ves ¡Viva la Gran Fundicion, Salvador Manclus Andres!--Read this page that you see with much caution. !Long live the Grand Foundry, Salvador Manclus Andres!, Undated

Box 1

Scope and Contents note

Summary of text: When the bell at a local church stops working, the worried priest looks to Salvador Manclus Andres to fix it. Manclus does an extraordinary job at replacing the bell and the whole town is happy. Following that incident, the local clock breaks and Manclus comes to the rescue again, saving the day. His clocks and bells are of the highest quality and are sure to impress.

17. National lottery. De como la lotería da optimismo y alegría--How the lottery gives optimism and hope, Undated

Box 1

Scope and Contents note

Summary of text: Pachin is a very poor man who just can't seem to make it. He struggles to make any money and it is implied that his girlfriend is a prostitute. One day he and his girlfriend sit and talk about what they wish their life would be. Pachin decides to buy a lottery ticket and ends up winning a lot of money. He and his girlfriend can now live a luxurious life and are able to give back to those who are also lower class. His girlfriend no longer has to prostitute herself and they now live a happy and prosperous life.

18. CADETE book collection. El mejor regalo, el mejor CADETE--The best gift, the best toy: a book from the CADETE collection, Undated

Box 1

Scope and Contents note

Summary of text: A father is frustrated with his 12 year old daughter and 13 year old son. His daughter has become very superficial and his son has begun smoking cigarettes. The father is unsure of what to do when he decides to purchase books from the CADETE collection for his children. The two then become very well-mannered and educated and the father is very proud to have been about to amend their ways. He is sure that the collection will reach at least 1000 volumes because it is so beneficial and useful.

19. Escuela de Ingenieros Industriales de Barcelona. Auca de las Bodas de Plata de la Promoción 1933 Escuela de Ingenieros Industriales de Barcelona--Auca of the Weddings of Gold of the 1933 graduation from the Engineering Industrial school of Barcelona, 1958

Box 1

Scope and Contents note

The School of Industrial Engineering is part of the larger Universitat Politecnica de Catalunya (Technical University of Catalonia, UPC) and was

created in 1851. This school is the biggest engineering school in Catalonia. Summary of text: Students at this school were able to learn about many, many different fields of study during their time at the school. There were courses on dance, mathematics, the sciences and so on. As the students graduated some obtained wealth while others didn't but in the end they were each able to find their field of study.

20. Artilene. Relato en forma sencilla, de unas telas sin igual tesoro de maravilla--Story in simple form of some fabrics without the same treasure of marvel, Undated

Box 1

Scope and Contents note

Summary of text: Fabric was originally created by Adam and Eve when they couldn't find adequate clothing. The auca tells the story of the many styles and time periods that fabric has gone through since its creation. ARTILENE is a company that produces the finest fabrics possible, which do not crease, are easy to wash and store and generally make life less complicated. These fabrics are sure to be stupendous.

21. Radio Barcelona. Vida de Radio Barcelona--Life of Radio Barcelona, Undated

Box 1

Scope and Contents note

Summary of text: Radio Barcelona provides any kind of entertainment or information one could want. It's weather announcements are helpful in preparing for the day. A religious station provides comfort for ones home and the cooking station allows one to learn new recipes. Along with the mentioned stations, the radio provides entertainment in the form of music, announcements and events.

22. OKAL (medication). Contra el Dolor tableta OKAL--Anti-pain tablet OKAL, Undated

Box 1

Scope and Contents note

Summary of text: A wise religious leader opens a store where he sells seemingly majestic, white pills that are said to cure everything. Men, women and children visited his store with a variety of ailments looking to cure their suffering. With these pills, they never again experienced ailments and were very happy for the man and the OKAL pills. This auca is also translated into Arabic and French and seems to have references to Islam.

23. Tío Nelo. Historia de Tío Nelo--The story of Uncle Nelo, Undated

Box 1

Scope and Contents note

Tio Nelo is the name of a cafe specializing in horchata, a drink made from nuts, seeds and milk. Summary of text: Tio Nelo is a great cook and makes products that everyone loves. He eventually makes a lot of money off of his restaraunts and stops being as active as he once was. When he see that people are sad due to his absence he returns to cooking , which makes everyone very happy.

24. Rover/Ebano. Pavimientos--Pavements,
Undated

Box 1

Scope and Contents note

Summary of text: A couples home is in bad condition as the ceiling, walls and floor are due to be changed. The wife keeps telling her husband that it is time to update their house but their husband is very worried about the finances. He visits the ROVER/EBANO location and recieves a very low estimate for the cost of the materials. Luckily, he and his wife are able to update their house and can now enjoy their new ceiling, walls and floors thanks to ROVER/EBANO.

25. Soldados GAMA. Juan y su amigo con sus
soldados desmontables--Juan and his friend with
their removable soldiers, Undated

Box 1

Scope and Contents note

GAMA is a German toy company that has been around since before WW1. Summary of text: A young boy is showing his friend his GAMA toy soliders. As the boys play they create a scenario involving the toy soldiers and the toy Indians. The friend decides that he will ask the 3 magi for them as a gift.

26. Film. "De pillo a pillo" se aclama por su
lujo y por su trama--"From one scoundrel to
another" is praised for its extravagance and
drama, Undated

Box 1

Scope and Contents note

Spanish film, a 1955 musical comedy by Adolfo Torrado and Daniel Montorio, starring Angel de Andres and Antonio Casal. Summary of text: This film follows 3 characters who start out as impoverished city dwellers but then encounter a fortune and begin to live a lavish lifestyle. They soon encounter issues and are forced to find a way to resolve them and live happily ever after.

27. Marisa clase italiana helado (ice cream).
En la Historia del Helado Marisa Fama ha

Alcancazo--Marisa has reached fame in the story of the ice cream, Undated

Box 1

Scope and Contents note

Summary of text: Ice cream is enjoyed far and wide and Marisa brand ice cream only makes the experience more enjoyable. The whole world is now inclined to eat ice cream from this brand.

28. NORIT laundry detergent. Aventuras de Jaimito o NORIT el borreguito--The Adventures of Jaimito or NORITO the little sheep, Undated

Box 1

Scope and Contents note

Summary of text: Jaimito is a very destructive young boy who is constantly breaking things and getting himself into trouble. One day his father becomes so angry at him that Jaimito gets grounded. Of course, Jaimito tries to hang from a shelf which he ends up knocking over and in the process dirties his close. His father becomes even angrier but his mother decides is that all she needs is a little NORIT to thoroughly clean the shirt.

29. Werner pianos. Untitled, Undated

Box 1

Scope and Contents note

Werner was established in Chicago in 1902. Summary of text: A neurotic man is constantly acting out and harming other people and himself. It is implied that one day he decided to take a broom for a ride (like a witch) but before going outside he sees an ad for a WERNER piano, which saves his life. He buys a piano and his neurosis is cured.

30. Cel-lo tape. Untitled, Undated

Box 1

Scope and Contents note

Name originated from "Sellotape", a British brand of transparent tape. Summary of text: The wise discovered CEL-LO tape and it was a life changing experience. It can be used to fix torn bills, torn books or for a variety of general uses. The whole world recognized that this tape is the best tape out there.

31. Vermicidia Barcelo. Las Lombrices de Toto--Toto's Worms, Undated

Box 1

Scope and Contents note

Vermicide, for intestinal parasites. Summary of text: Toto is a young boy who gets in trouble and is essentially put on a time out. During this time Toto comes across a cake and starts eating it. He somehow gets stomach worms from this cake and proceeds to become very ill. His father is looking for a

remedy when he comes across Vermicidia Barcelo, which effectively cures him of his illness.

32. Benet Campabadal. De Una Cinta Sin Igual: Aleluya de la cinta que ciñe adorna y precinta--Of a belt like no other: Aleluya of a belt that encircles, adorns and seals like no other, Undated

Box 1

Scope and Contents note

Summary of text: Benet Campabadal is a company that advertises making over 100,000 different kinds of belts and ribbon. This ad, details the many uses of the belt and ribbon throughout history. It mentions Adam and Eve, the Roman and Chinese empires and the "discovery" of America by Christopher Columbus. This last mention includes an image of what are assumed to be Native Americans bowing down to the colonists.

33. Festival de la infancia--Children's Festival, 1964

Box 1

Scope and Contents note

Summary of text: The yearly children's festival is coming back to town and will be in Barcelona from Dec 19 1963 to Jan 5, 1964. This festival will include all the attractions a child could possibly want. There will be a ferris wheel, swings, an acrobat and many more. At one point there is a mention of "savages", one of who is portrayed as a native.

34. Bomba Prat water pumps. Aleluya de la "Bomba Prat" o una solución verdad--Aleluya of "Bomba Prat"; or, a true solution, Undated

Box 1

Scope and Contents note

Summary of text: A farmer is struggle to get his crops to grow because of the sever lack of water present that season. He prays and does everything he can to try to make his crops successful but they continue to fail nonetheless. One day we comes across "Bomba Prat" a pump that is supposed to draw water from the ground and make it readily available. After purchasing this pump, his crops begin to grow and his harvest is so succesful that be becomes rich.

35. Casa Piulachs. Es probado y es notorio la eficacia del papel para hacer un envoltorio--The efficacy of this paper to serve as wrapping paper is tried and renowned, Undated

Box 1

Scope and Contents note

Summary of text: Many shop owners are notorious for using cheap wrapping paper that comes undone easily, which leaves their clients very unhappy. Instead of using newspaper or this cheap wrapping paper, CASA PIULACHS offers a much better alternative. They print store's information on high quality wrapping paper that can be used to advertise the business and keep the customer happy. This alternative helps the business owner save money on advertisements and attracts more customers because of the high quality wrapping paper that is used.

36. Industrias Reunidas de Utensilios Metalicos (IRUM). Es un termo lo mejor para el frío y el calor--It's the best thermos for cold and hot, Undated

Box 1

Scope and Contents note

Summary of text: This thermos can be used in a vast array of situations and environments. Mothers, fathers, bikers, skiers, pilots, the elderly, the sick and many more people can use it to keep their soups or drink either hot or cold. Even Satan can use this thermos to keep his water cold in hell. Anyone who resists using it will surely regret it.

37. Caldo OXO en cubitos. El Caldo OXO en Cubitos de la compañía LIEBIG--OXO brand bouillon cubes from the Liebig Company., Undated

Box 1

Scope and Contents note

Trademark of OXO was designated in 1899. Dehydrated bouillon cube. Commercialised by OXO in 1910. OXO was sold by UNILEVER to the Campbell soup company in 2001. Summary of text: Although a homemade meal is great, it can very easily take four hours to prepare. When one is short on time Caldo OXO en cubitos is the perfect solution. This soup is delicious and ready in only minutes. It's perfect for an elderly man who that lives by himself or soldiers who are out in battle and do not have access to other meals.

38. Para qué y para quien sirven los libros--For who and for what do books serve, 1956

Box 1

Scope and Contents note

Summary of text: Books are the most useful resource as many people can benefit from them and because they serve a variety of purposes. They can be read for fun, to learn about medicine, to read law, to know more about history or to win over a true love. Everyone is encouraged to buy books.

39. Book fair. Auca de la vida y aventuras de un libro viejo--Auca of the life and adventures of an old book, 1956

Box 1

Scope and Contents note

Summary of text: A 100 year old book tells his life story which begins in a book store. He is purchased by a young couple and for many years the book gets passed from owner to owner. Eventually he falls in love with another book and they travel to Paris. Unfortunately he finds himself left alone in Paris and spends the rest of his years bitter about deteriorating, old age until one day a man restores him to a prior conditions. Now he will be at the upcoming book fair waiting for an owner to permanently add him to his collection.

40. Frigo Yogurt. Aleluyas del Yogur Frigo--Aleluyas of Frigo Yogurt, Undated

Box 1

Scope and Contents note

Frigo is part of the Unilever company in Spain and was founded in 1948. Summary of text: Yogurt is a snack that is enjoyed on all (5) continents by many, many people. Scientists have proven that it has lots of health benefits and FRIGO makes the experience even more enjoyable by making delicious, natural yogurts with fresh fruit.

41. Fonobilingue. El saber no ocupa lugar o El que aprende puede llegar--Knowing doesn't require a place; or He who learns can arrive (at his goal), Undated

Box 1

Scope and Contents note

Summary of text: A young man is looking to learn French and begins using records created by FONOBILINGUE to learn the language. He quickly picks up on it and as a result is able to receive many more opportunities because of his language ability. He eventually also learns English. Because of his vast language abilities and the help of FONOBILINGUE he is now very successful.

42. Auca Confortcamp, Undated

Box 1

Scope and Contents note

Summary of text: Confortcamp is a cot-like device that is meant to be a light and easy to carry item. It can be used in various situations such as camping or for going to the beach and it also has other accessories that can be purchased to extend the already wide usability of this item.

43. National lottery. Auca de la Lotería o la historia de unas tías que les toco la lotería-- Auca of the lottery or The history of some aunts who won the lottery, 1952

Box 1

Scope and Contents note

Summary of text: One of three sisters seem to be sad and struggling when one day she wins the lottery. Because of this she is able to travel, buy nice things and meet a nice man who she eventually marries and has twin girls with. They live a happy life and the 2 daughters grow up to want to win the lottery as the ad claims that the lottery makes everything possible.

44. La rata sus costumbres. Precauciones que debe adoptar contra la misma--Rats. Their customs. Precautions you should take against them, Undated

Box 1

Scope and Contents note

Summary of text: This is more of a public service announcement as to how to prevent rats from entering their house than it is an ad. It gives advice such as keeping windows closed, keeping lids on trash cans, not leaving and food on the counters and know where to put your rat position. However, it does not advertise or ever mention a particular poison or product to be used for this purpose.

45. Wynn's automotive products. Vida más larga y segura, para su motor, Señor--A longer and more secure life for your engine, Sir, Undated

Box 1

Scope and Contents note

USA brand of car care products founded in 1939. Summary of text: To test out the capabilities of an engine, two men are put to a test involving a vehicle and two eggs. The men are supposed to drive and as soon as they hit 80km the passenger should drop the egg out of his window. Then some WYNN's is put into the engine and the same procedure is repeated. The second time, the egg is dropped farther because the Wynn's product helped revive the engine and make the vehicle run faster.

46. POTAX. Aleluya que te enseña, la tradición navideña--Aleluya that shows you the Christmas tradition, 1941

Box 1

Scope and Contents note

Maker of food products, now owned by Unilever. Summary of text: Christmas season is a great holiday to spent with family. The children are eating sweets and everyone is excited about the festivities and food. However, cooking

requires a lot of time and patience so instead families should you POTAX soup which will be filling and will satisfy.

47. Baños populares. Anales de la dulce y Hermosa Elvira--Tales of the sweet and beautiful Elvira, Undated

Box 1

Scope and Contents note

Summary of text: Elvira is trying to take a bath at home but encounters many difficulties in attempting to do this. Because she does not have a bathtub, she must heat up water and fill up a small basin that she will bathe in. This ends up being very messy and water is spilt all over the kitchen floor. Elvira then has to spend a lot of time cleaning up and this process leaves her dirty again. When her husband comes home she is very agitated so he suggests going to the public bathrooms where bathtubs are also available. Elvira is able to take a wonderful bath and leaves BAÑOS POPULARES feeling clean and looking beautiful. She is the talk of the town and her husband's lust towards her is renewed.

48. Baños populares. Baños populares de Barcelona--Public bathrooms in Barcelona, Undated

Box 1

Scope and Contents note

Summary of text: This auca tell the same story as auca #47 but in a different format. The drawings are on one side of the sheet while the story is broken up into pieces on the other side. The reader is supposed to number each part of the story to correspond to the correct drawing.

49. National Lottery. Gran idea ese a fe mia - esta de la lotería--Grand idea, this of the lottery, Undated

Box 1

Scope and Contents note

Summary of text: This auca's purpose seems to serve as a means to build hype about the lottery drawing. It tells the stories of many people that would like to win and all the things that could be done with the money won.

50. Auca del GIB (firm), Undated

Box 2

Scope and Contents note

Summary of text: GIB is a company that produces entertainment for children. As they are usually bored when they have to attend events that are typically more entertaining for adults, such as religious holidays and birthdays for adults, GIB has provided a cure for the children's boredom. They put on

events that include trapeze events, ventriloquists, plays and theatre, magic shows and so on.

51. Teatro Barcelona - Gracia y Justicia--
Barcelona Theatre - Humor and Justice, 1940

Box 2

Scope and Contents note

Gracia y Justicia: Spanish Film from 1940, directed by Julian Torremocha and starring Mary Santamaria and Mario Gabarron. Summary of text: Humor and Justice is a play that will follow Trinidad, a local gypsy, who falls in love and gets married. Trinidad and her husband have a child and all seems to be going well until another woman falls in love with Trinidad's husband. What will Trinidad do? What will become of her marriage? All the audience can know is that by the end, Trinidad will go from being a gypsy to being a classy woman.

52. Salon de proyecciones = Rambla del centro,
34--Movie House, Center Rambla, 34 (location),
Undated

Box 2

Scope and Contents note

Movie theater that dates back to the early 1900s. Summary of text: A young boy is given a real (currency) and decides to go to the SALON DE PROYECCIONES to watch movies and enjoy all day entertainment. When the boy does not show up at home later on in the day, his parents become very worried and phone the police. In searching for the boy they decide that he was probably gone off to a movie theatre. When the boy is found, his mother is very angry but the police man says she has no reason to be since the boy was smart enough to spend his money on something worthwhile. The family agrees and decides to watch movies until dinner time.

53. Public service announcement. Aleluyas
para contribuir a evitar accidentes de la
circulación: Dedicadas a los niños de las
escuelas primarias--Aleluyas to avoid car
accidents: dedicaded to elementary school aged
children, 1943

Box 2

Scope and Contents note

Summary of text: This aleluya is basically a list of tips for young children who will be crossing the street. It includes tips such as looking both ways when crossing the street and knowing what different colored stop lights mean.

54. Grafia Hispana magazine. Solo nos faltaba "ver" el auca de Gutenberg--We just had to "see" Gutenberg's Auca, Undated Box 2

Scope and Contents note

Summary of text: Before the printing press, there were many other forms of recording written material that other societies were utilizing such as scrolls and eucalyptus but those were never very time efficient and did little for mass printing. After Gutenberg invented the printing press, the printing industry changed. GRAFIA HISPANA is a magazine that keeps its readers up to date about new methods and techniques for printing.

55. Brillol. Maravillas de BRILLOL--BRILLOL's wonders, Undated Box 2

Scope and Contents note

Summary of text: BRILLOL is a metal-cleaning product that comes in either liquid or paste. It does such a fantastic job at cleaning metal that it's been used by angels to brighten the stars and even the sun has been blinded by seeing its reflection in a BRILLOL cleaned product.

56. Auca de la Maxima Garantia del comprador--Auca of the maximum guarantee for the buyer, Undated Box 2

Scope and Contents note

Summary of text: This ad includes descriptions of the services that multiple businesses provide. A map is included. Many of the characters portrayed appear to be Mexican (based on their attire). Many of the men are wearing sombreros or charro outfits (typically worn by men who are in a mariachi band). There are also French translations for the entire Auca.

57. Artesanías Forcano. En esta "Auca" se relata la historia de la alpargata--The story of the alpargata is told in this "auca", Undated Box 2

Scope and Contents note

Summary of text: Alpargatas are flat and comfortable shoes that have been used for many different situations throughout history. These shoes make it much easier for people to go who are planning on taking a long, strenuous walk or for women whose heels are becoming increasingly bothersome. ARTESANIAS FORCANO provides alpargatas in many different styles and heel heights. They are often used by locals and tourists alike.

58. Blendi toothpaste, Undated Box 2

Scope and Contents note

Blendi is a product acquired by Procter and Gamble in 1987 that is advertised under Blend-A-Med. In most other countries, this brand name is Crest but is advertised under the name of Blend-A-Mend in many countries in Europe. Summary of text: Blendi is an otter who has very white teeth and who has decided to help a young boy who does not like brushing his teeth. Blendi shows the young boy that this toothpaste, also named BLENDI, tastes good and also effectively fights cavities.

59. Esposition. Aleluyas del Vino--Aleluyas of Wine, Undated

Box 2

Scope and Contents note

Summary of text: This aleluya contains some history of wine but besides that it focuses on the benefits of wine and all the countries that can attest to this. There will be lots of wine at the Exposition Fair which is something that no one should miss.

60. La Bruxa Borracha (restaurant)--The Drunk Witch, Undated

Box 2

Scope and Contents note

Summary of text: A woman who was long ago accused of being a drunken witch receives pardon and begins cooking. She ends up cooking for a restaurant (La Bruxa Borracha) which becomes the new "chic" restaurant in town.

61. Argentina Bar Restaurante. Auca de "Arca de Noe" para el papá y el bebe--Auca of "Noah's Ark" for the father and child, Undated

Box 2

Scope and Contents note

Summary of text: Noah's ark arrives full of animals who end up celebrating their survival so intensely that many of them get hurt and have to visit the veterinarian. In order to cover the cost, the ark opens up as a sort of zoo for people to come to visit to see the animals.

62. Molfort's. Historia del Caletín--The story of the sock, Undated

Box 2

Scope and Contents note

Summary of text: Socks have been used by many, many successful conquerors and warriors throughout the years and are part of the reason as to why they have been so successful. For example, when Christopher Columbus introduced himself to those native to America, they were

completely fascinated by his use of socks. MOLFORT'S is a business that provides socks. Everyone knows that they are the solution.

63. IBERIA (shaving products). El mas Importante invento - es el que cuento--The most important invention is the one that I am talking about, Undated

Box 2

Scope and Contents note

Summary of text: Shaving has been an issue for many men - and sometimes even women and children until IBERIA razor blades came along. With these new blades, shaving can be much more effective and pain free.

64. El Cantabrico. Aleluya original que de "El Cantabrico" cuenta, en versos, que no estan mal, la cocina suculenta--Original aleluya about "El Cantabrito", the succulent kitchen, Undated

Box 2

Scope and Contents note

Summary of text: Restaurant El Cantabrico serves some of the freshest, best tasting food in town. Their food is always fresh and they get new ingredients every day. If you ever do visit this restaurant, you'll be visiting everyday simply based on how good it is.

65. Fiesta Mayor. Auca de la fiesta mayor, Undated

Box 2

Scope and Contents note

Summary of text: Similar to aunca #56 Auca de la Maxima Garantia del comprador, this auca is an ad for various businesses that will be at the Fiesta Mayor that is coming up. There are ads for liquor, clothing, furniture, meat markets and more.

66. Ramblas de Barcelona. Auca de la Ramblas, 1953

Box 2

Scope and Contents note

Summary of text: The Rambla of Barcelona is a street located in the city with many shopping opportunities. There are business that offer a variety of products as well as numerous hotels. This area is visted by local and tourists alike.

67. Philips. Lamparas de garantía?--Warrantied lamps?, 1985

Box 2

Scope and Contents note

Summary of text: A man who is constantly buying cheap light bulbs keeps getting into accidents when the bulbs suddenly go out. As a result of trying to save money on the light bulb, he has medical bills that arise from the accidents he has gotten into. If he had simply spent a little more on PHILIPS light bulbs, he would have never had any issues.

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Catalan, 1946-1979 and undated

68. Mataro Fair. Adam I Eva a la Fira de Mataro--Adam and Eve at the Mataro fair, Undated Box 2

Scope and Contents note

Mataro is the capital of Maresme.

69. Ciutat Comptal. La guia comercial - D'un troc de ciutat comptal--Commercial guide for Ciutat Comptal [?], Undated Box 2

Scope and Contents note

Ciutat Comptal is a reference to Barcelona's business district [?]

70. Us oferim l'auca origina del clot comercial--We offer the story of the origins of the commercial district [?], Undated Box 2

71. Auca del paper CARLETS--Story of Carlets papers (for cigarettes), Undated Box 2

Scope and Contents note

Carlets is a brand of cigarette rolling paper.

72. Us oferim l'auca original del comerç i mataro industrial--We offer the story of the origins of Mataro's trade and industry [?], Undated Box 2

Scope and Contents note

Mataro is the capital of Maresme.

73. Auca de Barcelona--Story of Barcelona, 1950 Box 2

74. Auca de Sant Gervasi--Story of Sant Gervasi, Undated Box 2

Scope and Contents note

Sant Gervasi is a district in Northwestern Barcelona

75. Auca historia I rodona del futbol club barcelona--History of the Barcelona soccer club [?], Undated Box 2

76. L'auca del primer ferrocarrilaqui trobarau combinada amb l'història d'en biada--Story of the first railroad [?], Undated Box 2

77. Auca de bella-terra--Story of Bellaterra [?], Undated Box 2

Scope and Contents note

Bellaterra is a suburb in Barcelona

78. Gracia Festival. Auca de la festa major de gracia comercos acreditats:--Story of the authorized shops for the Gracia festival [?], Undated Box 2

Scope and Contents note

Gracia Festival takes place currently in August in the Gracia neighborhood of Barcelona

79. Auca dels magatzems Alemanys--Tale of Alemanys, Undated Box 2

Scope and Contents note

Magatzems Alemanys was an early department store in Barcelona

80. Teatro Romea La compania maragall de Carlos Lloret y Luis Nonell con la eximia Maria Vila--Teatro Romea, the company of Carlos Lloret and Luis Nonell with the superb Maria Vila, Undated Box 2

Scope and Contents note

Teatro Romea was built in Barcelona in 1863 as a Catalan language theater. Carles Lloret (1921-2006) and Lluís Nonell (1926-1982) were notable Catalan actors.

81. Auca dels magatzems Alemanys--Tale of Alemanys, Undated Box 2

Scope and Contents note

Magatzems Alemanys was an early department store in Barcelona

82. Auca dels aplecs de la sardana (II)--Tale of the Sardana gathering, Undated Box 2

Scope and Contents note

Sardana is a circle folk dance of Catalonia

83. Auca dels aplecs de la sardana--Tale of the Sardana gathering, Undated Box 2

Scope and Contents note

Sardana is a circle folk dance of Catalonia

84. La ferreria--The blacksmith, 1967 Box 2

85. Auca del bon bibliofil--Tale of the bibliophile, Undated Box 2

86. Auca de la tisis (Aventuras del microbi de la tuberculosi)--The thesis (story of the tuberculosis microbe), Undated Box 2

87. Llibret Auca de la Pastisseria Publicat per Forn de Sant Jaume S.A Barcelona--Story of the Bakery published by the Oven of Saint James SA, Barcelona, Undated Box 2

Scope and Contents note

Forn de Sant Jaume is a bake shop and cafe in Barcelona, still in operation

88. Auca del perfecte futbolista--Tale of the perfect football player, Undated Box 2

89. Auca de "Les Set Portes"--Tale of the Seven Doors, 1961 Box 1

Scope and Contents note

Les 7 Portes is a restaurant in Barcelona

90. Puig. Auca de Puig cerda Meitat d'Espana, meitat de Franca, no hi ha terra, com la Cerdanya--Tale of Puig, halfway in Spain and in France, there is no place like Cerdanya [?], Undated

Box 1

Scope and Contents note

Puig is a fashion and fragrance business. Cerdanya is in the Pyrenees.

91. Guardiet. Auca de Mobles Guardiet- Historia d'un casament--Tale of Guardiet Furniture: story of a wedding, Undated

Box 1

Scope and Contents note

Guardiet is a home furnishings and appliance store

92. Auca d'En Filigrana, campio de Futbol--Tale of "En Filigrana," soccer champion, circa 1937

Box 1

93. Festival, Falla Joaquin Costa--Conde de Altea. A modo de introduccio precisa esta explicacio. Auca del llibret dela falla dels carrers de joaquin costa I conde altea, del an 1946--A way of precise introduction is explained. Tale of the booklet of the celebration in the streets of Joaquin Costa in the Conde of Altea., 1946

Box 1

Scope and Contents note

Falla Joaquin Costa--Conde de Altea, a festival, takes place in March.

94. Calendari del Llaminer, 1979

Box 1

Scope and Contents note

Seems to be highlighting different holidays celebrating in this part of Spain

95. L'auca de radio scope (versificada per la colla de Taradell)--Tale of the radio scope (verse from Taradell) [?], Undated

Box 1

Scope and Contents note

Taradell is a town near Barcelona

96. Auca dels 'Torrans puig d'agramunt'--Tale of the Torrns of Mount Agramunt [?], 1956

Box 1

Scope and Contents note

Turrones, a nougat-type of confection from the locality of Agramunt in Catalonia

97. Per poguer be repartir, un "Patria" haureu de tenir--for distribution, there is a fatherland [?], Undated

Box 1

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