Juan Pablos Encyclopedia Article

Juan Pablos

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Juan Pablos

fl. 1539-1560

Italian printer, known by his Spanish name, who established the first printing house in the New World. Pablos worked for Johann Cromberger, a German printer in Seville, who in 1539 sent him to Mexico City. In 1543, Pablos published the first surviving book printed in the Americas, *Doctrina breve muy provechosa* by Bishop Zumárraga. Pablos was joined in 1550 by Antonio de Espinosa, a type founder and die cutter whose Roman and italic types, the first in the New World, soon replaced the Gothic forms used by Pablos up to that point.