

Are calendars art? For you to judge...

The American people have always been self-conscious about their culture. As a people we have the tendency to pooh-pooh anything which is popular. We tend to venerate the art we import from other lands and times and scoff at the art which we ourselves have made.

This is regrettable, since there have never been a people anywhere who developed as many rich and new art forms as have the Americans. Skyscraper architecture, the movies, television, jazz -- and yes, the lithographed calendar!

For that reason, the editors think the first exhibition of Santa Fe calendars is as important as any art exhibit you'll ever have a chance to see. This exhibit starts Nov. 10 and continues for a month.

For here is art which was truly part of the people -- which sprung from a condition and a society which existed only once -- a society which had abilities and yearnings to be expressed and expressed them with enthusiasm, ability . . . and most important, . . . with acceptance! People didn't hang these calendars on their walls because someone told them "You ought to. . .this is art!" Calendars were hung because folks just plain liked to look at them. That is the true measure of a new and vital art form.

Calendar art, like most American art forms, was a group effort. It required more than a painter and a patron. Added to the group was the lithographic printer who took the painting and reproduced it so that every kitchen, every switch shanty in the country, could have one.

So it is with regret that the list of painters who produced the Santa Fe calendars does not also include the names of the printers who made possible the mass production. If they had lived a little earlier, when lithographic printing was first giving to the world the joy of colored pictures for every home, these lithographers would have been remembered as are their American predecessors: Currier and Ives.

50 years of Santa Fe calendar art

Presented by the Koshare Indians
December 10, 1963

J.F. (Buck) Burshears, founder of the Koshare Indians, is the owner of one of the few known complete collections of Santa Fe Indian calendars.

Buck started saving the calendars for the same reason he collects anything Indian. Only recently did Buck discover that although everybody saved calendars, few had saved as many as had Buck.

With that realization came the decision to stage an exhibit at the Koshare Kiva in La Junta under the auspices of the Koshare Indians, famous Boy Scout troop. Later, if a demand is created, Buck will likely make the exhibit available to other galleries. But at least starting on November 10, La Junta will enjoy a "first."

Buck has carried on considerable correspondence with Santa Fe officials to discover where the original calendar paintings are located. This has proved abortive. Apparently after a painting was lithographed it was put into someone's office, or hung in a Santa Fe building. The Santa Fe is frank to admit they don't know where most of the originals now are located. Buck says that he knows of the location of only one of the early originals.

It is understandable why the Santa Fe chose Indian themes for their calendars. Santa Fe advertising has long featured the American Indian. In the past the stops at Harvey Houses were all made memorable by dancing Indians. So it was in keeping with the Santa Fe advertising theme that Santa Fe calendars should be Indian.

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BUCK'S COLLECTION STARTS WITH 1911.

Following is Santa Fe calendar record prior to 1911.

1907 - "Everywhere Southwest and California" (Indian design border.)

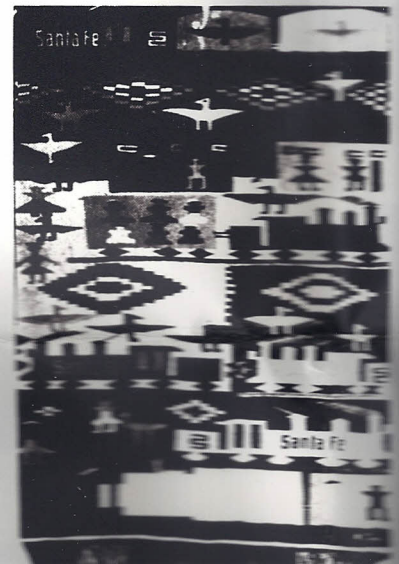
1908 - No record.

1909 - "Visit the Grand Canyon of Arizona" (Indian design border.)

1910 - No record.



1911 - No record (Poetry B)



1912 - Indian blanket design



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