



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Tomas Ybarra- Frausto Calendar Collection

NMAH.AC.0660

David Haberstich

2009

Archives Center, National Museum of American History

P.O. Box 37012

Suite 1100, MRC 601

Washington, D.C. 20013-7012

archivescenter@si.edu

<https://americanhistory.si.edu/archives>

Table of Contents

Collection Overview	1
Administrative Information	1
Biographical / Historical.....	2
Arrangement.....	2
Scope and Contents.....	2
Names and Subjects	2
Container Listing	3

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Tomas Ybarra-Frausto Calendar Collection : Posters
Date:	circa 1938-1998
Identifier:	NMAH.AC.0660
Creator:	Ybarra-Frausto, Tomás, 1938- Catano, Eduardo Barr, A. Helguera, Jesus de Galas de Mexico.
Extent:	8 Items (1 box, 1 oversize folder)
Language:	Spanish; Castilian .

Administrative Information

Acquisition Information

Dr. Ybarra-Frausto donated these posters to the Archives Center on October 11, 1998.

Related Materials

Materials at the Smithsonian

Archives of American Art

Tomás Ybarra-Frausto research material on Chicano art, 1965-2004

Processing Information

Collection processed by David Haberstick, 2009.

Preferred Citation

Tomas Ybarra-Frausto Calendar Collection, undated, Archives Center, National Museum of American History

Restrictions

Collection is open for research but is stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at archivescenter@si.edu or 202-633-3270.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical / Historical

The donor, Dr. Tomas Ybarra-Frausto, is a well-known art historian. His books include: *Modern Chicano Writers: A Collection of Critical Essays* (1979), and *Velvet Barrios: Popular Culture and Chicana/O Sexualities* (2003). The donor, Dr. Tomas Ybarra-Frausto, is a well-known art historian. His books include: *Modern Chicano Writers: A Collection of Critical Essays* (1979), and *Velvet Barrios: Popular Culture and Chicana/O Sexualities* (2003).

Scope and Contents

Eight poster-sized pieces of calendar art, reproductions of paintings by artists Jesus de Helguera, Eduardo Catano, and A. Barr. Several show the signature of Helguera in the painting, and the signatures of Catano and Barr are seen in two other items; no signatures can be found in others. Several include the printer or publisher credit, Galas de Mexico. Subjects are beautiful young women and handsome men. Several reference Aztec legends or themes. These reproductions do not contain actual calendars; apparently the calendar portion was trimmed off each item. They were originally framed. The largest item also contains advertising for cigarettes, including Raleigh and other brands, plus the "Villa Hermosa" Super Carniceria.

Arrangement

The collection is arranged into one series.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Calendar art
- Cigarettes -- 1940-1950
- advertising -- Cigarettes -- 1940-1950

Types of Materials:

- Advertising
- Calendars
- Paintings -- Reproductions
- Photomechanical reproductions
- Posters -- 1940-1960

Places:

- Mexico

Container Listing

Box 1, Folder 1	<p>[Man and woman in an embrace on horseback.] [Color photomechanical reproduction.] 1 Item (Ink on paper.; 19-1/4" x 15-5/8".) Image(s): Man wearing sombrero, holding a young woman with him on a horse. Image(s) Artist: Catana, Eduardo Donor: Ybarra-Frausto, Tomás, 1938- Notes: Signed Eduardo Catano in lower left. 19-1/4 x 15-5/8" (48.8 x 39.8 cm.) Man wearing sombrero, seated on a pile of fishnets, holding a paddle, while a young woman sits nearby; a basket contains fish. Signed Jesus de Helguera, lower left. Border cut off. 19-7/8 x 15-3/4" (50.5 x 39.8 cm.) AC0660-0000001m.tif (AC Scan No.) Undated poster, reproduction of a painting, signed in lower left. The man wears a sombrero.</p> <p>Topic: Embraces Sombreros Horses -- Mexico Posters</p> <p>Place: Mexico Genre/Form: Paintings -- Reproductions Culture: Mexicans</p>
Box 1, Folder 2	<p>Woman with flower in her teeth and holding a large jug. Notes: Title underneath image, "Cuquita la Fuente." Signed by Jesus de Helguera, lower left. 20-1/2 x 15-3/4" (52.0 x 39.8 cm.) Aztec male with sleeping woman, mountains and volcano in background. Signed Jesus de Helguera, lower right. 20 x 16" (50.7 x 40.6 cm.) Reproduced in "Cronos y Cromos" catalog with title above illustration, "El Aguila," and caption below, "La leyenda de los volcanes," dated 1941.</p>
Box 1, Folder 3	<p>Woman wearing sombrero, calling, with birds in cages, "Pajarerar," Galas de Mexico, "Club Artistico Reno." Notes: Unsigned. 22-1/2 x 15-3/4" (57.0 x 39.8 cm.)</p>
Box 1, Folder 4	<p>Aztec male wearing feather headdress, carrying unconscious woman in a flowing white dress. Notes: Caption "Grandeza Azteca." Galas de Meixco, S.A. Signed Jesus Helguera, lower right. 20-1/4 x 15-5/8" (51.6 x 39.8 cm.)</p>
Box 1, Folder 5	<p>[Farm scene with a woman mending or sewing a jacket (?) in the foreground and a man wearing a sombrero, on horseback in the background]. [color photomechanical reproduction of a painting] 1 Item (Ink on paper.; 22-1/4" x 18-1/4".) Image(s): Woman sewing jacket, with chickens nearby; a cowboy and cattle are behind her.</p>

Image(s)

Artist: Barr, A.
Donor: Ybarra-Frausto, Tomás, 1938-
Notes: Signed A. Barr, lower right. 22-1/4 x 18-1/2" (56.5 x 46.1 cm.)
Cut off at bottom.
AC0660-0000002m.tif (AC Scan No.)
Chickens and cattle nearby. Undated poster, signed "A. Barr,"
lower right
Topic: Sombreros
Chickens
Sewing
Posters
Horses -- Mexico
Place: Mexico
Genre/Form: Paintings -- Reproductions
Culture: Mexicans

Map-folder 1

Man with sombrero evidently serenading a young woman at her window with his horse and a guitarist and violinist behind him.
Notes: Signed Jesus Helguera, lower left. Cigarette advertising above image, including Raleigh and other brands. "Cigarrera la Moderna, S.A. de C.V., Monterrey, N.L., Mexico." Advertising below image for "Villa Hermosa" Super Carniceria.