

# FACTS FROM THE FIRST ANNUAL REPORT

## *Facts..Facts..Facts!*

GOOD ART IS GOOD BUSINESS...in fact, Cultural Development is a Major Factor in Attracting New Industries into a Community...and Statistics show that Arts...Crafts...and Cultural Projects...are paramount attractions for tourist revenue. Here are some Dollar Sign Results for FY 56:

THE SANTA FE OPERA (our greatest, single cultural attraction) used its \$80,000 Special Fed. grant as "seed" money, which grew into \$2,000,000. It provided hundreds of jobs and circulated money to our industries. On the consumer side, TICKET SALES totaled \$190,585.36....36,538 attended (half from out-of-state). Car counts showed license plates from 48 states. Estimates indicate that each "Opera Tourist" spends about \$40 per day in New Mexico.

ASIDE FROM THE SPECIAL OPERA GRANT, this Commission received \$39,383 in Federal funds for arts projects. The projects, in turn, provided local "matching" funds totaling \$90,406.26. The State granted this Commission \$15,000 for operating funds. Adding this \$15,000 to the Federal's \$39,383, plus Project funds of \$90,406.26, it shows a total sum of \$153,000 put into action in New Mexico last year for Better Living.. Better Thinking..Cultural Development. A new plateau of standards.

NEW MEXICO REALIZED 143% RETURN ON ITS \$15,000 INVESTMENT for Commission operation last year. Proof: Project Money of \$153,000 + "Opera Special" of \$2,000,000 = \$2,153,000 that was PUT INTO CIRCULATION IN NEW MEXICO mainly through the efforts of this Commission. An unmatched return ratio.

TECHNICAL ASSISTANCE: In order for this Commission to serve at its full capability, it seeks ever-increasing public participation, civic involvement and community leadership. The members of the Commission, as well as the Secretary in our office in Santa Fe, are ready and willing at all times to extend guidance, provide information and give aid to anyone interested in the continued development of the arts & humanities in New Mexico. We believe that New Mexico will not only continue its leadership in the Rocky Mountain Region...but will be among the foremost exponents of cultural progress in the United States.

ECONOMIC VICTORY FOR NEW MEXICO was the selection of Albuquerque as the site for the Annual Conference of American Craftsmen. This Commission supported the New Mexico Designer Craftsmen in bringing here the 5-day conference, starting June 7, 1969...which will result in 1,000 expert craftsmen, plus scores of "Young American Craftsmen" visiting our state and touring its landmarks. New Mexico gets: Nation-wide publicity... Sales for our native craftsmen...Prestige and leadership in arts & crafts.

# THE FIRST NEA GRANTS LETTER



National Endowment for the Arts  
National Council on the Arts

NATIONAL FOUNDATION ON THE ARTS AND THE HUMANITIES

1800 G STREET NW., WASHINGTON, D.C. 20506

October 21, 1966

*file Arts Commission*

*Maurice*

Dear Sir:

RECEIVED  
OFFICE OF THE GOVERNOR  
SANTA FE, N.M.

OCT 24 3 07 PM '66

The enclosed material details National Endowment for the Arts grants to individuals and organizations in your State and assistance to the State arts agency. It also reviews the scope of initial programs of the National Endowment for the Arts.

Please feel free to call upon our staff for materials or assistance at any time.

Sincerely yours,

*Roger L. Stevens*

Roger L. Stevens  
Chairman

#### ASSISTANCE TO STATE ARTS AGENCY

The New Mexico Arts Commission will receive before the end of fiscal 1967 a \$22,840 non-matching study grant and a \$12,053 matching program grant to survey the State's cultural resources and develop programs, facilities and services at the community level. Among the projects which the Commission plans to implement with these funds are programs to:

## PRESS ABOUT THE NEW MEXICO ARTS COMMISSION



**OFFICIAL** establishment of the New Mexico Arts Commission was completed with the signing of Senate Bill No. 32 by Gov. Jack Campbell, pictured with Mrs. A. E. Thomas, Mrs. Scott Mabry, and Mrs. Concha Ortiz y Pino de Kieven, from left. Governor Campbell presented the pen he used in signing the bill to Mrs. Maury, president of Albuquerque chapter of Artists

Equity Assn. Inc., one of the original sponsors of the legislation, Mrs. Thomas, vice president of Albuquerque Little Theatre, and Mrs. Kieven, a member of the Albuquerque Civic Symphony board. They were among those working continuously throughout the recent session of the legislature to obtain passage of the bill. (FarWest photo)



**ARTS COMMISSION MEETS**—Members of the New Mexico Arts Commission held their first meeting Sept. 15 in Santa Fe at La Fonda to elect officers and discuss long-range plans. Shown here, from left to right, seated are Mrs. Alice Bernard of Los Alamos, Mrs. Scott Mabry of Albuquerque (first vice-chairman), Popovi Da of San Ildefonso Pueblo, Mrs. A. E. Thomas of Albuquerque, and Mrs. Hans Troels Larson of Albuquerque. Standing, Maurice Eby of Las Cruces (third vice-

chairman); Mrs. Herbert H. Callaway of Alamogordo; Frank Waters of Taos (second vice-chairman); John McHugh of Santa Fe (chairman); Mrs. Alfred Colbert of Corrales, and Mrs. Sue W. Barbo of Espanola. Others on the commission, not pictured, are Peter Hurd of San Patricio; Winfield Scott of Santa Fe; and Father Angelico Chavez of Pena Blanca. Also present but not shown was Mrs. Norman Rosen of Santa Fe, commission secretary.



**NEW MEXICO ARTS COMMISSION** members, Senator Joseph Montoya, John McHugh, Maurice Eby and Frank Waters with Mrs. Ivy Rosen and Mrs. Jane Mabry met last week in the new commission office in Santa Fe. McHugh holds a pen that was given to Senator Anderson upon the signing of the national Arts and Humanities Act in Washington.

# PRESS ABOUT THE NEW MEXICO ARTS COMMISSION

## Arts Commission Presented Grant For Survey in State

The New Mexico Arts Commission, to prepare a way of progress for this state to follow, to appraise the status of the arts in the State and to look into the possibilities of furthering plans and programs, has been successful in securing from the Federal government a one-time grant totaling \$2,840.

Some \$17,840 is to be used in undertaking a statewide survey of the present art facilities and interests, while \$5,000 is for funding one year's expenses of the seven anonymous panels which the New Mexico Arts Commission named earlier this year.

The survey will be completed in the two summer months of July and August, and will be headed by Larry Frank of Taos as Arts Coordinator assisted by four graduate art students of New Mexico Universities and Colleges. Four cities will be used as focal localities: Las Cruces, Farmington, Gallup and Taos.

Thirty-one other New Mexico cities will be visited and studied. Upon completion, the survey will be printed for use by the Governor and the Legislature in furthering the recommendations of the Arts Commission for the benefit of the people of the State.

The seven anonymous panels, of five persons each, are pro-

fessionals in their fields. They meet and study to draw up suggested programs for the State and, when specific proposals in their fields are submitted to the Commission by the public, evaluate those proposals. The seven panels include: Architecture, Sculpture and the Plastic Arts; Graphic and Visual Arts, including painting, print-making, drawing, photography; Crafts and Folk Art; Music; Performing Arts; Creative Arts, including literature, poetry, playwrighting and mass communication such as radio and television.

The funds received will be administered through the Department of Finance and Adminis-

tration offices of the State of New Mexico.

Representatives of the New Mexico Arts Commission have attended Washington, D.C. organizational meetings; Southwest Theatre Conference, Plains and Mountain States Regional Arts Council Meeting, National Meeting of the Arts Councils of America, Colorado Council on the Arts Conference and Rocky Mountain States Arts Councils Conference. Many lectures and informative talks have been given to clubs and organizations by Commissioners. They have formed a part of the Governors' Conference on Tourism, Rio Grande Resources and Development Project meetings and the Keep New Mexico Beautiful Committee meetings.

Newsletters have been sent out to the people of the State on the activities of the Arts and Commissioners in New Mexico. 4,500 Calendars of Cultural Events in the State have been distributed monthly throughout the United States.

Monthly exhibits have been held in the Commission's office, showing national prize-winning photography, work of Commissioner artists and of prominent State artists and craftsmen. The New Mexico Arts Commission sponsored the religious art show at the College of Santa Fe during the Lenten Season of 1966.

Further, the New Mexico Arts Commission arranged for special display on the New Mexico table at the William Gargan American Cancer Society Ball and New Mexican representation at the 1966 Governors' Conference traveling art exhibit.

## United Fund Changes Date For Meetings

LOS ALAMOS — The Board of the Los Alamos United Fund, Inc. met in the County Commissioner's Chambers at the County Courthouse Thursday and voted to change its regular meeting date to the second Thursday of every month, effective July 14.

Mrs. Joseph Trujillo was elected as trustee and secretary of the Board to replace Mrs. Frederick Wirman. Mrs. Wirman's resignation, effective July 1, was accepted some months ago.

The report from the Board's Budget and Admission Committee was received and adopted by the Board.

**BRUNSWICK**  
is coming to  
**LOS ALAMOS**

Top left: Arts Commission Article in Santa Fe New Mexican 7/3/1966.

Top right: John McHugh and Jane Mabry Hang Painting of Madonna - Alamogordo Daily News - 1/23/1966

Bottom right: Mrs. Mabry in Taos News 10-21-65



**HANG PAINTING** — John McHugh, chairman of the New Mexico Arts Commission, and Mrs. Scott Mabry, Albuquerque portrait painter, are showing a picture of "La Conquistadora" in the offices of the commission in Santa Fe. The painting was chosen for the commission's headquarters because of the historical background and symbolism of this statue in the Capital City.

## Arts Commission Hangs Painting Of Madonna

"Al Conquistadora," a brilliant oil painting on wooden background, and a copy of a small wooden statue of Mary, has been chosen to hang in the conference room of the New Mexico Arts Commission office because of the historical background and symbolism of this statue in Santa Fe.

It is believed that "La Conquistadora" is the oldest madonna in the United States, having been brought to New Mexico in the year 1625 by Fray Alonso Benavides, Franciscan Superior of the New

Mexico Missions, and placed in the parish church of the Assumption in Santa Fe.

Beautifully decorated with bright arabesques over gold leaf, it represented the Assumption of Our Lady. From that day it became an object of admiration to the Spanish colonists and to the Indians visiting Santa Fe. Soon it was the focus of a Marian confraternity to which all the colonists belonged. These devotees dressed it to look like a Spanish queen, as was the style in those times.

Mrs. Scott Mabry, Albuquerque

portrait painter, and John McHugh, chairman of the Arts Commission, hung the picture in the offices just prior to their trip to Chicago. Mr. Mabry, vice-chairman of the 15-member group, will represent the New Mexico Arts Commission at the national conference of governors' representatives of state art agencies Jan. 27-29. McHugh will be the governor's representative to that conference which is sponsored by the Arts Councils of America and the National Council on the Arts.



**MRS. SCOTT MABRY**, of Albuquerque, member of the New Mexico Arts Commission, talks over breakfast with many interested lawmakers to bring about the creation of the New Mexico Arts Commission. She is a native New Mexican and a well known painter. "I hope that many of our people will benefit because of the Arts Commission," said Mrs. Mabry. "I am especially interested in helping to create a good life for our children." (Far West Photography)

# PRESS ABOUT THE NEW MEXICO ARTS COMMISSION

## The New Mexico Arts Commission

The New Mexico Arts Commission, with John McHugh, AIA as Chairman, was created by the 1965 New Mexico Legislature to advise and assist on civic beautification, to foster appreciation for the fine arts, to make this state more appealing to the world, to encourage creative ability in the arts in the state, and to attract outstanding arts to the state.

At the present time, the New Mexico Arts Commission has applied to Washington for funds to assist with grants-in-aid, under the new Arts and Humanities Act, for the promotion of progress and scholarship in the humanities and the arts through productions, projects, workshops, grants, fellowships, surveys, and research within the state. The Commission issues an attractive monthly Newsletter, the first issue of which appeared in mid-December, which includes a statewide Calendar of Cultural Events. The Commission will offer without charge to any community within the state revolving exhibits or do-it-yourself talks accompanied by colored slides on all phases of the arts. It also plans to sponsor speakers on such topics as art therapy in prisons, old peoples homes, orphanages, homes for the delinquent or retarded, and in hospitals. Shortly a radio program, "The New Mexico Arts Commission Presents," will be heard on the air to give people of this area, through the Library of Congress, the finest in the world's musicians and artists.

Already the New Mexico Arts Commission has arranged the purchase of a collection of photographs of old New Mexico buildings that have disappeared or will soon disappear. These will be used as part of a book on the state's unique architectural heritage.

For the Western Mountain Region AIA Conference in 1966, which will be held in Santa Fe, the New Mexico Arts Commission plans to arrange an architectural exhibit, and it anticipates presenting special awards for the best new buildings, for the best restoration, and for the individual bit of craftsmanship which has most contributed to the humanistic qualities of buildings or spaces.

C. James Cook, Administrative Secretary to the Commission.



Scene on Canyon Road, Santa Fe; sketch by John McHugh.

**Now, About That Arts Council**  
The federal matching fund...  
**N.M. Arts Commission Holds Show**  
Of Wall Hangings By Bacigalupa  
**State Arts Commission To Meet In Las Cruces**  
**McHugh Named To National Arts Planning Group**  
**Navajo Chants Rescued From Jungle of Tape**  
**Arts Commission Strides Toward Goal**  
**Arts Council Slates First Meet Tonight**  
**Opera Director To Be Honored**  
**New Mexico Arts, Crafts Fair With 147 Exhibits, To Be Best**  
**Howard Schleeter Honored By State Arts Commission**

## FOLK ARTS EXPANSION—NEA NATIONAL HERITAGE FELLOWSHIPS

The Folk Arts Program had come under the directorship of Bess Lomax Hawes, a distinctive individual in the NEA's chronicles and in the wider context of American cultural history. The Arts Endowment's program of National Heritage Fellowships originated with Hawes's tenure as director of the Folk Arts Program, beginning in 1976 and continuing beyond her retirement in 1992. Based on the Japanese custom of designating expert craftsmen and artisans as National Treasures, the NEA National Heritage Fellows receive a one-time award recognizing individual artistic excellence and their efforts to conserve America's many cultures for future generations.

The Arts Endowment had long been a strong supporter of folk and traditional arts. According to Burt Feintuch, editor of *The Conservation of Culture: Folklorists and the Public Sector*, the agency's Folk Arts Program "legitimized the traditional arts in the eyes—and budgets—of agencies around the nation, democratizing and pluralizing the concept of the arts. NEA seed money rooted most of the state programs, resulting in a national network of public sector folklorists who, in turn, began to till the soil of their own states." One NEA folk arts panelist, Barre Toelken, recalls an incident after dinner in a New Mexico village after the agency funded a centuries-old play, *Los Moros y los Cristianos*. When the panelists finished their dinner at a local restaurant, "an elderly man stepped forward and said, 'We only want to thank you for helping us to keep our culture. I've lived here since before the income tax came to be, and this is the first time any of our money ever came back to help us.'"