

„Kramářská píseň“ and „kramářské tisky“

In the beginning, the paper will briefly summarize terminological issues related to the terms “kramářská píseň” and “kramářský tisk” (for the translation into English only an imprecise term “broadside” can be used). The main part of the paper will present various types of broadsides with non-hymnographic character. This means different types of printed goods sold by fairground salesmen which were on the same footing as the most popular product of this culture – “kramářská píseň”. Judging by preserved specimens, scattered today in collections of broadsides and old prints and marginalized (also for their small number), they obviously did not gain such an immense popularity as broadside songs even when they were on the rise. However, it is a medium which brought a wide spectrum of texts and sometimes also important pictorial components. The most known from them are prosaic prayers which could have various forms – from a simple picture with a short prayer to a publication containing more texts of a different character. Holy pictures which assume importance in the 19th century, prints of superstition, dream books, calendars, weather sayings as well as amusing stories are all examples of broadside. Therefore, the paper will also deal with the phenomenon of the so-called “knížky lidového čtení” (Volksbücher, popular tales) which became popular right in the time of the biggest spread of broadsides in the second half of the 18th century. Clearly, it is not the aim of the paper to cover the topic in its entirety (which is impossible considering today's state of cataloguing of “kramářské tisky”) but to present the material which exists in the collections of museums, libraries and archives and lends itself to be studied by researchers.