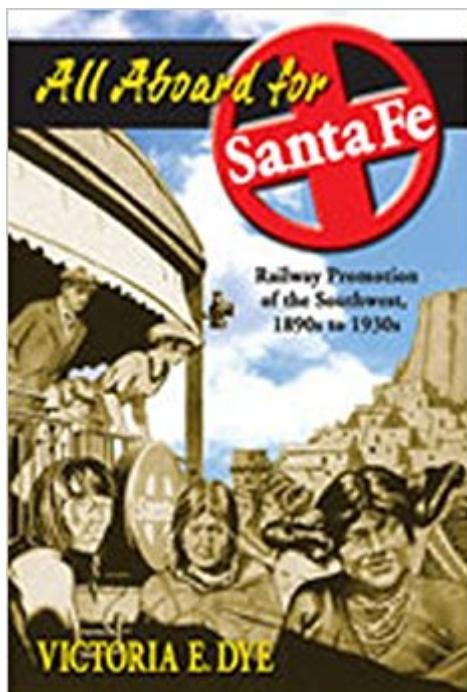


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# All Aboard For Santa Fe: Railway Promotion Of The Southwest, 1890s To 1930s



## **Synopsis**

By the late 1800s, the major mode of transportation for travelers to the Southwest was by rail. In 1878, the Atchison, Topeka, and Santa Fe Railway Company (AT&SF) became the first railroad to enter New Mexico, and by the late 1890s it controlled more than half of the track-miles in the Territory. The company wielded tremendous power in New Mexico, and soon made tourism an important facet of its financial enterprise. All Aboard for Santa Fe focuses on the AT&SF's marketing efforts to highlight Santa Fe as an ideal tourism destination. The company marketed the healthful benefits of the area's dry desert air, a strong selling point for eastern city-dwelling tuberculosis sufferers. AT&SF also joined forces with the Fred Harvey Company, owner of numerous hotels and restaurants along the rail line, to promote Santa Fe. Together, they developed materials emphasizing Santa Fe's Indian and Hispanic cultures, promoting artists from the area's art colonies, and created the Indian Detours sightseeing tours. All Aboard for Santa Fe is a comprehensive study of AT&SF's early involvement in the establishment of western tourism and the mystique of Santa Fe.

## **Book Information**

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## **Customer Reviews**

How the Atchison, Topeka, and Santa Fe Railway Company contributed to the development of Southwest tourism.

"...a nicely illustrated and clearly written look at the evolution of a sleepy, remote village" -- Santa Fe New Mexican, 10/16/05"..."a very nice addition to the literature describing the impact of the railroads

to New Mexico and the West." -- Friends of the Cumbres and Toltec Railroads "Students of the Santa Fe Railroad and the region will enjoy it." -- National Railway Bulletin, 2005

Author has extracted oodles of technical references into an overview that covers a vital sixty-year span of American Southwest history. Victoria Dye skillfully illuminates the intertwining of the Atchison, Topeka and Santa Fe Railroad Company (AT&SF) with its more visual counterpart and partner, the Fred Harvey Company. In a mere six chapters, along with a smattering of descriptive BW photos, the author summarizes the wild ethnic mixture of the early Southwestern frontier with a strong emphasis on the economic impact of the myriad cultures. She describes how Harvey and AT&SF precipitated the view of pioneer New Mexico and Arizona as 'Indian' more than 'Mexican or Spanish,' even though the domineering government and religion was of the latter for hundreds of years. Dye further characterizes how the Harvey/AT&SF promotions helped travelers [remarkably] overcome the spectre of Indian hostilities, replacing fear with their inventive illusion of 'Santa Fe' gentility. Marketing, promotion and economics are the core of the book. The author is to be highly commended for distilling five centuries of Cultural Revolution in to 100 pages of easy reading. The bibliography yields [literally] hundreds of literary resources (perhaps this book's most valuable contribution) for further reader interest. The author's supplemental material helps substantiate a "who's who" timeline of AT&SF, Fred Harvey, Santa Fe, curio and Southwestern Indian history - don't miss these appendix, page notes, and bibliographic features!

A good book for your collection of Southwest history. Comprehensive history of the railroad and its role in the growth of industry and tourism.

Received as expected. Good quality. Timely arrival.

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